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CORPORATE REPUTATION AND BUSINESS PERFORMANCE OF TELECOMMUNICATION FIRMS IN NIGERIA

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ABSTRACT

Corporate reputation is an important assets of firm that help to inducing value and it has become utmost important for organisations to make a concerted effort to develop, protect and manage their reputation. Telecommunication industry is one of the major sectors that had been contributing to economy development of Nigeria. Firms in this sector of industry are

Introductions

Company reputation essentially symbolize a company's status among employees and external stakeholders in comparison to its rivals (Fombrun, 2006). The word reputation is usually used as a perception of past action and future behaviour of an individual or an organisation viewed not in isolation but in the context of what others are doing in the business environment. According to George, Owoyemi and Onakala (2012), corporate reputation is related directly to the corporate identity of the company and it is interpreted as an organisation values, objectives and goals that provide company's stakeholders a sense of belonging. Corporate reputation is considered as an intangible valuable resources that playing a major role in positioning organisation image in the marketplace. Corporate reputation have to be properly managed by developing practices that would integrate social and economic considerations into their competitive strategies.

In the context of reputation management paradigm, the organisation reputation depend on

facing series of challenges that had led to their underperformance, this can be proven by the decrease in their customer loyalty. Due to these challenges, it had become necessary for telecommunication firms to improving their performance by creating a credible corporate reputation. The study examine the relationship between corporate reputation and business performance of telecommunication firms in Nigeria. The respondents were students of Kwara State University and simple random technique were explored. A total of 390 participants was subjected to data analysis using Pearson correlation. The study found that goodwill and perceived value which are antecedents of corporate reputation were highly correlated with quality service that measured business performance. The findings of the study supported all of the proposed hypotheses, and it is discovered that goodwill and perceived value have a positive significant relationship with business performance of telecommunication firms in Nigeria. The study concluded that corporate reputation have a positive significantly relationship with business performance of telecommunication firms. In addition, the findings offered a better insight to the management of telecommunication firms (service provider) by focusing on portraying the reputation as strategic scheme to create positive image around their brands.

Key word: *Corporate reputation, goodwill, perceive value, business performance, quality service, telecommunication firms*

its behaviour as a corporate citizen, and part of societies where it operates and not above or separated from it. According to Oghojafor (2007), corporate reputation is directly affect the strategic behaviour patterns of a firm and the observable characteristics of the manner in which an organisation carry out its decision-making and planning function in related to issues that are of strategic importance to its survival, growth and profitability. Cees and John, (1997), opined that reputation is fragile and a mistake by company can ruin its reputation for many years or even forever and this can equally affecting every aspect of the business operation.

Telecommunication has totally changed the rate and manner of

information dissemination in the entire world. It is without an iota of doubt, the best facilitator and guarantor of worldwide information flow. The Global system of Mobile Communications also known as GSM has shown the impact of technology in Nigeria within the last 15 years (2001-2016). With the introduction of Global System for Mobile (GSM) in Nigeria as a medium of communication, it has transformed both Individual's and societal communication values (Nigeria Communication Commission , 2016). Mobile telecommunication firms in Kwara had grown over a decade and one of the main concerns of the service providers is to increase the number of customers, retaining the existing ones and preventing some from leaving. The development and expansion in the telecommunication firms today has paved way for economic development and satisfaction (Nigeria Bureau of Statistics - NBS, 2014).
It is assumed that telecommunication firms are more likely to be affected by corporate reputation compare to manufacturing firms, especially when the services provided are high in credence qualities. Although, this notion of differences complication between the corporate reputation for goods and services brands were ignored in the previous research work (Heinberg, Ozkaya, & Taube, 2018; Raithel & Schwaiger, 2015). Meanwhile, enormous evidence is available to shown that there is significant relationship between corporate reputation and business performance; although this is varies from one country to another because of cross-national distance variables, cultural differences and institutional factors (Kim, Carolin, & Thomas, 2020). Therefore, this raises question of consistency within the outcomes of previous research findings from one country to another.

Statement of the Problem

The quest for being an exclusive, responsive and best Nigerian telecommunication service providers have not been able to indicate necessity for acknowledging corporate reputation to be an important source of the competitive advantage in the telecomm industry. Developing good corporate reputations are critical for an organisation not only because of its potential for value creation, but also because of the intangible character that can make replication considerably more difficult for competing firms (Lee, Chang, & Lee, 2017). Telecommunication firms in Nigeria have not built strong and supportive relationships with all of their constituent's corporate reputation; it is observed that managers and the organisation doesn't meet the obligations and personal standards require by the regulatory agencies to strengthening and boosting their capacity.

Recently, telecommunication firms showcasing poor reputation, especially through the perception, cognition, attitude and schema. The bad impression left in the mind of customers basically as a result of accumulative feelings and bad experiences with the service provided by the telecommunication firms has been stored in the memory of the customers. However, the previous research studies highlighted several factors of corporate reputation which are related to business performance such as goodwill, perceive value, corporate image and corporate identity etc. (Eman & Ayman, 2013; Patricia & Ignacio, 2016). Therefore, little research study were done in the context of corporate reputation and business performance especially in the telecommunication industry in Nigeria.

Research Aims, Objectives

This study aim to examine the relationship between corporate reputation and business performance of telecommunication firms in Nigeria.

Objectives of the Problem

1. To examine the relationship between goodwill and business performance of telecommunication firms in Nigeria;
2. To evaluate the relationship between perceive value and business performance of telecommunication firms Nigeria.

Hypotheses

H_o1: There is no significant relationship between goodwill and business performance of telecommunication firms in Nigeria.

H_o2: There is no significant relationship between perceive value and business performance of telecommunication firms in Nigeria.

Literature Review

According to The Oxford Handbook of Corporate Reputation (2012), the concept of 'corporate reputation was first appeared in 1983, and there has been a major exponential growth in the scientific literature in the context of reputation. Corporate reputation has been studied extensively across the academic field especially by organizational theory researchers, economists, strategic management and marketing. The term were defined based on the discipline perspective considering the diversity in the existing corporate reputation's definition. Despite the varied perceptions, there is consensus on the basic essence of the corporate reputation concept. Thus, corporate reputation is defined as the global perception of the extent to which a firm may be held in high esteem or regard (Jeng, 2011). Luminita, Ana, Rodica, Gina, and Gabriel, (2020) asserted that reputation is a mere reflection of the company history and an asset especially when the company name is also a brand. While, Gandini (2016), considered corporate reputation as the great connection to an organisation identity that result from a combination of behavior, communication and performance.

Corporate reputation is very important because it facilitate economic transactions that providing incentives for the firm or company and it also ensure that organisation behave in certain acceptable manners. Corporate reputation has been defined as a collective representation of the past actions of a firm and the results that describes ability of the firm to deliver valued outcomes to multiple stakeholders. It also gauges a firm's relative position in the competitive and institutional environment both internally with employees and externally with firm's stakeholders (Fombrun & Van Riel, The reputational landscape, 1998). Corporate reputations have attracted attentions from academic perspective due to the thought that it operate in the markets for employees (Auger, Devinney, Dowling, Ecker, & Lin, 2013; Grahame, 2016), customers (Gatti, Caruana, & Snehota, 2012), and investors (Grahame, 2016). Therefore, reputation is a judgment or perception does not only made in the firm but equally by the stakeholders, basically groups that is affecting or affected by the pursuit of the firm's objectives. Luis, Jesus and Belen,

(2020) argued that heuristic judgment goes beyond firm's control, but can be managed by the firm.
Amigo, Carrillo-de-Albornoz, Chugur, Corujo, Gonzalo, Meij and Spina, (2014), categorized corporate reputation in term of innovation, product and services, citizenship, workplace, leadership, government and performance. However, this classification share some similarity with the past research studies that is review by Kim, Robert and Cha, (2013). Therefore, researchers pointed out some important characteristics and antecedents of corporate reputation such as goodwill (Fombrun & Van Riel, The reputational landscape, 1998), and perceive value (Veronika & Darina, 2020; Balmer, 2017); these variables are reviewed for the benefit of this study.

Goodwill

Goodwill has been identified varying characteristics of corporate reputation which goodwill is one of them. Fombrun (1996) opined that to build a favorable reputation from goodwill, an organization needs to develop four main elements/attributes: these elements are related to some specific stakeholders of the company outlined by Davies, Chun, Da Silva, & Roper (2003). The elements according to Fombrun, (1996) include credibility, trustworthiness, responsibility, and reliability. Trustworthiness has been developed through attention to service and support. Reliability and consistency has been achieved by setting and adhering to particular standards of quality and Responsibility is verified through a strong orientation to service and values manifested through the company's strong product development and innovation policy credibility.
Newell & Goldsmith, (2001) in developing the corporate credibility scale to measure goodwill defined the concept as the perceived expertise, reliability, trustworthiness, and truthfulness of a company. To achieve credibility for high quality, a company must first develop a reputation for providing a good quality services; although it usually takes periods of time before a reputation can be established. Goodwill is about building a consistent reputation around the organization and it is important to an organization. Goodwill is about building reputation because it influences

the extent to which the organization attempts to projects it's actual and desired identity, and it is believed by the target audience. Meanwhile, reputation also contributes to organizations goodwill by creating the perception of credibility in the minds of stakeholders. Customers want companies they can trust. Trust is a panacea for reputation. When stakeholders trust an organization it leads to a strong goodwill.

Trust is seen as the belief that the service provider can be relied on to behave in such a way that the long-term interests of the buyer will be served. Trust can also be defined as the subjective probability that one assigns to benevolent action by another agent or group of agents. Trust simply is the reliance on, or confidence in, the process or person. Hence, the greater is the level of trust, the stronger is the relationship commitment and therefore the reputation. The factor of trust was also looked at by Hsu, (2012) who argued that trust has positive relation to the extent through which the firms share similar values. Therefore, confidence on the other hand is based on past performance and experience with an organization. According to research study carried out by Lange, Lee & Dai, (2011), the outcome of the study showed that a trust booster for firms was customers' satisfaction with past exchanges with the firms.

Perceived Value

A study on customer perceived value start to gain popularity in the 1990's and it attracted the attention of researchers in the area of business especially at marketing levels when most of researchers reported that a study carried out showed that customer perceive value is a strategic mechanism that can be used to attracting and retaining customers (Sánchez-Fernández & Iniesta-Bonillo, 2006). There is very few definition to true meaining of customer perceived value despite the concept has been developed significantly by the academicians (Eid & El-Gohary, 2014). Perceived value is refers to as trade-off between price and quality (Sinha & DeSarbo, 1998). However, an exploratory study carried out by Zeithaml in the late 80s, highlighted four common characteristics of value: (1) low price, (2) customer expectation in a product or service, (3) quality that consumer receives for the price paid, and 4) what the consumer gets for what they give. Woodruff, (1997, p.141) defined perceive value as customer utility, perceive benefits that is relative to sacrifice, worth, psychological price and quality.

Asgarpour, Hamid, Sulaiman and Asgari (2015) opined that one of the major goals of a firm/company is to offer a product or providing service with a real value to the customers. This is because perceived value is view as a base or a weapon used by the firm to enticing, stimulating and retaining customers (Sanchez-Fernandez & Iniesta-Bonillo, 2006). According to Parasuraman, Zeithaml and Berry (2008) concluded that perceived value is one of the vital mediums that company explored to gaining competitive advantage in the industry and it is a very crucial indicator to customer satisfaction. Therefore, Woodruff (1997) found that if the company did not fulfil its customer perceived value, customer's expectation (satisfaction) would not be achieve. Unsatisfied customers may seize to return to the firm, stop patronizing the firms or spread negative word-of-mouth about the firm when firm does not fulfil he/her needs and wants (Bowen & Shoemaker, 2003). Furthermore, Woodruff (1997) suggested that marketing managers should implement strategies related to value desired by the consumer in order to promote and improve the long-term success.

Gallarza, Saura and Arteaga, (2013) argued that studying perceived value help organisation/firm/company to understand consumer behaviour. In the telecommunication industry, the study on customer perceived value has become an area of interest and utmost important topic to the marketers and researchers as it appears as a key determined of consumer decision-making (Eid & El-Gohary, 2014). Enormous evidence from the studies carried out in past shows that perceived value have a positive significant effect on business performance (Patricia & Ignacio, 2016).

Quality Service

Quality service and constant sales delivery have significant impact on customer satisfaction, customer re-purchase as well as customer retention (Ling & Sirion, 2014). The congruence between the evangelism marketing and customers' self-image would enhance customer advocacy, loyalty, satisfaction, commitment, trust and preference for the particular product and service. Meanwhile, customer loyalty could be recognized as the extension of customer satisfaction which could lead to customer retention. Fill, (2002) argue that 'reputation plays an important strategic role in service provider markets because of the pre-purchase evaluation of service quality that is necessarily vague and incomplete'. In these last decades, there has been several research in the area of quality service, and it is discussed lots for the aim that no consensus has been reached thus far on its definition and measurement. Early studies on service quality defined it as a measure to which a service provides customer needs, and implicates a comparison of customer expectations with their perceptions of actual service performance. Quality service is the outcome of consumer expectations of a service and the actual service perceived by them (Chen, Lee, Chen, & Huang, 2011).

There are two basic ways to define quality: one from the viewpoint of the service provider and the other from the client's perspective. The quality from the customer's perspective is the central objective of this study because it reorients the retail managers to the customer's needs. Firstly, it should be noted that the measurement of quality service is an important area of academic and scientific interest, which has assumed special prominence after the contribution of various (Tosun, Dedeoglu & Fyall, 2015; Amin, 2013). A conceptual model of service quality and its implications for future research. These authors, who represent the American school, have designed an instrument for measuring quality of service, called quality service. Parasuraman, Zeithaml, and Berry (2008), suggested five dimensions to quality service: tangibles, reliability, responsiveness, assurance and empathy. Quality service has higher diagnostic power to help managers with practical decision-making. Researcher have advised the customization of existing service quality scales depending on the industry to which they are applied as retail industry (Amin, 2013).

A quality service has been recognized progressively as a major factor in distinguishing service products and building a competitive advantage in telecommunication context (Hudson & Shephard, 1998). Service providers must pursue competitive advantage through efficiency and profitable ways to differentiate themselves (Atilgan, Akinci & Aksoy, 2003). Improving quality of service is very important with the economy development and the standard of living (Atilgan, Akinci & Aksoy, 2003). Markovic and Raspor (2010) opined that services tend to be perceived by the customers as a variety of attributes which may contribute to the purchase intention and perception of service quality. Tosun, Dedeoglu and Fyall, (2015) agreed that quality service is a part of the 'parental' concept of service quality in marketing studies where it is about the perception and valuation of the customers (subscribers) of the performance of the services provided. The success of firms in the telecommunication industry through offering high quality of service is identified as a critical factor (Fick & Brent Ritchie, 1991). Therefore, the conceptual framework below illustrates the operationalization of corporate reputation and business performance of telecommunication firms.

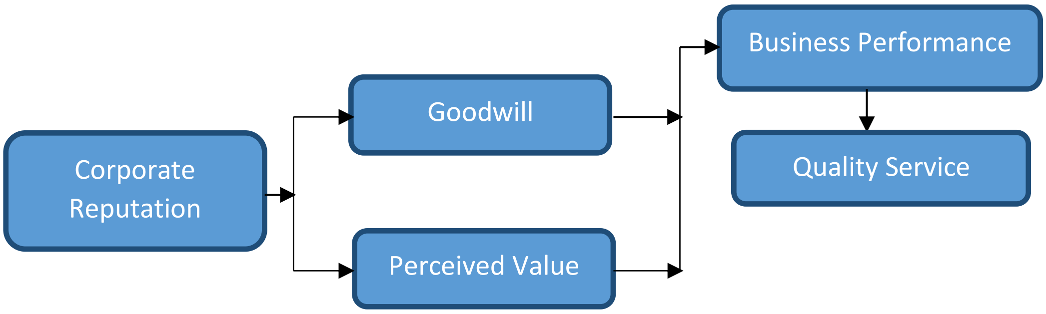

Figure: 2.1 Conceptual Framework
Source: Author's Conceptualization Framework, (2021).

The figure 2.1 illustrate conceptual framework that was developed from the past literature review of corporate reputation and business performance. Two constructs were developed through corporate reputation that represent independent variable which consists two items (goodwill and perceived value) and business performance that represent dependent variables (such as quality service).

Theoretical Review

Impression Management Theory

This theory justifies the fact that there is a strong relationship between the corporate reputation antecedents such as goodwill, perceived value and business performance measured by quality service. Impression management theory considers that stakeholders' expectations of the company help form their impression of the organization (Davies, Chun, Da Silva, & Roper, 2003). This perspective is closely linked to institutional/legitimacy theory because it proposes that, in the search for legitimacy, companies use corporate reputation as a public relations vehicle to influence customer's perceptions (Hooghiemstra, 2000). Part of this concept can be substantiated by Elkington's (1997) comment that "a large part of companies engaging in corporate reputation view their reports as public relations vehicles, designed to offer reassurance and to help with 'feel-good' image building. This is when communication comes into play (Eman & Ayman, 2013).

The impression management theory is concerned with customers' perceptions about how the company and its management treats its employees and pays attention to their interests, and customer expectations that the company has competent employees. Reputation has been identified as playing a significant role in improving a firm's value by enhancing customer view of product and service quality attracting customers creating competitive advantages (Deephouse, 2000), improving financial performance, and increasing word of mouth and customer loyalty. The reliable and financially strong company dimension is about customers' perception of the company in terms of competence, solidity and profitability.

Moreover, it measures customers' expectations that the company uses financial resources in a responsible manner and that investing in the company would involve little risk. The product and service quality dimension refers to customers' perceptions of the quality, innovation, value and reliability of the firm's goods and services. The social and environmental responsibility dimension captures customers' beliefs that the company has a positive role in society and towards the environment in general. As our focus is not on the dimensionality of corporate reputation, but on the antecedents and consequences, by demonstrating the multidimensional scale's validity and then treat corporate reputation as a unidimensional construct in the analysis. This approach is consistent with Fombrun, Gardberg and Sever (2004).

Empirical Review

Research study conducted by Blajer (2014) to examined corporate reputation and economic performance: the evidence from Poland stated. The result of the study indicates that relations between indicators of corporate reputation and economic performance in Poland are weak, there were just a few statistically significant correlations and most of them were weak. The reason for this is that despite a low level of interest in promoting corporate reputation (through engaging companies in CSR events) companies of better performance have more funds, and they are more conscious of the importance of this issue.

Hypothetical study carried out by Bhatt (2018) to examine firm's reputation using intangible resources. In his study examining the antecedents and consequences of corporate reputation from a customer perspective in Takaful (Islamic insurance) industry. The sample size is 325, and data was gathered from Takaful customers who have car Takaful policies. Scale and items for each construct were initially gathered from existing literature and then refined with the help of academic and industry experts. The measurement instrument used was analyzed for reliability, convergent, and discriminant validity by means of confirmatory factor analysis. The research hypotheses were tested by using structural equation modeling. Corporate social responsibility (CSR), customer satisfaction, trust, and social media engagement proved to be most important antecedents of Takaful service providers. The findings suggest that Takaful marketers should consider in investing in effective reputation strategies to gain loyalty and perceived customer value. The study concluded that a firm's reputation is one of its most important intangibles resources, and it is a major source of competitive advantage and to improve financial performance.

In a similar study by Nafisa (2017) titled corporate reputation and social responsibility on performance of transparent communication. Firms that are able to take advantage of good reputation are likely to increase their profitability by having large customer base. While studies have established a direct relationship between corporate social responsibility and corporate reputation, scholars have argued that the main stream of research in corporate social responsibility (CSR) focused on examining the relationship between CSR disclosure and corporate reputation is still scanty. Similarly, studies have not examined how CSR influence (causal link) customer based corporate reputation (CBCR). Hence, this present study intends to provide additional insight by examining the mediating role of transparent communication (TC) on the relationships between CSR practices and CBCR. The data for this study was collected from 321customers of insurance companies in Nigeria. The findings revealed a positive relationship between CSR practices and CBCR. Similarly, the study indicated a significant positive relationship between CSR and CBCR in the Nigerian insurance industry. The study also established a partial mediation (complementary mediation) of TC on the relationship between CSR and CBCR. The study recommended the need for insurance companies to engage in aggressive communication strategy by focusing of transparent communication to foster better insurance awareness and by extension positive formation of reputation in the eyes of their clients and the public.

Ferry, Adebimpe, George and Lenu (2017), on the impact of corporate reputation on firms' performance in Nigerian Stock Market. The study examine the nature of relationship between corporate reputation and earnings quality of listed firms in Nigeria. The expo facto design was adopted for the study on 21 listed firms selected from the consumer sector, manufacturing sector and financial sector on the Nigeria Stock Exchange. The primary estimation method for the regression equation is pooled-OLS. The findings show that corporate reputation has no significant positive association with earnings quality of listed firms in Nigeria. The result has implication on capital market, firm reputation and earnings quality. Thus, it is recommended that companies should consider the option of hiring the non-big four auditors as the use of the big four does not have positive significant influence on the quality of earnings.

Methodology

Research Design

To test the formulated hypothesis for the study, a cross-sectional survey were used because it has advantage of predicting human behaviour, thus

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identifying attributes of a population from a small group of an individual. A total population of 15,000 students from Kwara State University were survey. Meanwhile, a well-structured and close ended questionnaire were used to collect data through simple random sampling techniques. A total 390 questionnaire were distributed to the respondents, while 374 were considered usable. All survey items attributed to corporate reputation dimensions such as goodwill, perceived value and quality service were measured using a five point Likert scale. Data analysis involve the use of descriptive statistical tools such as frequency, percentage and inferential statistical. Therefore, Pearson correlation were explore to measure the relationship between the two constructs i.e. independent variables (corporate reputation: goodwill and perceived value) and dependent variable (business performance: quality service). Therefore, P-value of less than 0.05 is judged to be statistically significant

Data Analysis based on Hypotheses

Pearson correlation were explore to examine the relationship between corporate reputation (measured by goodwill and perceived value) and business performance of telecommunication firms (measured by quality service). Preliminary analyses were carried out to ensure that data were even distributed. Correlation analysis were carried out to measure the quality of the scales used by heading straight to examine the strengths of inter-relationship between the two constructs (i.e. corporate reputation: goodwill and perceived value) and dependent variable (i.e. business performance: quality service). Pearson correlation coefficients (r) has a value between +1 and -1, which means the correlation coefficients are ranges between -1 to 1. Thus, a value of 1 implies that a linear equation depicts the relationship between independent variables and dependent variables perfectly. Thus, all data points are lying on a line for dependent variable to increase as independent variables increases. Similarly, -1 implies that all data points lie on a line for which dependent variable decreases as independent variables decreases. Meanwhile, a value of 0 signifies that there is no linear correlation between the variables. Table below detail the result of correlation analysis.

Correlations

		Goodwill	Perceived Value	Quality Service
Goodwill	Pearson Correlation	1	.554**	.293**
	Sig. (2-tailed)		.000	.000
	N	374	374	374
Perceived Value	Pearson Correlation	.554**	1	.418**
	Sig. (2-tailed)	.000		.000
	N	374	374	374
Quality Service	Pearson Correlation	.293**	.418**	1
	Sig. (2-tailed)	.000	.000	
	N	374	374	374
****. Correlation is significant at the 0.01 level (2-tailed).**				

Source: Author's Fieldwork Computation, (2021).

Table above revealed that all items used in this study have a positive relationship with each other with a correlation coefficient that range within 0.293 and 0.554. The table also showed a weak uphill (positive) linear relationship between business performance of telecommunication firms measured by quality service (dependent variable) and goodwill with a correlation coefficient of 0.293, and perceived value with 0.418 (independent variables). Meanwhile, the highest linear relationship occurred between goodwill and perceived value with a correlation coefficient of 0.554. By implication, the inter-relationship between antecedents of business performance and corporate reputation items have a positive significant relationship with p-value = 0.000, this suggesting that a minor change in goodwill and perceived value could have a positive significant changes in business performance of telecommunication firms in Nigeria.

Test of Hypotheses

In this study, the Pearson correlation analysis was carried out to test hypotheses that were formulated, however, the sign in the bracket represent both null hypotheses (Ho) and alternative hypotheses (HA). Therefore, the rule of hypotheses decision is as follows: Accept null, if *p* (probability) is greater than alpha (0.005) it means there is no significant relationship between the scales. So the null hypothesis will be accepted while alternative will be rejected. Reject null, if *p* is less than alpha (0.005) it shows that there is a positive significant relationship between the scales, so the null will be rejected while alternative hypotheses will be accepted.

Hypothesis: 1. there is no significant relationship between goodwill and business performance of telecommunication firms in Nigeria.

This hypothesis focused on how goodwill does not have relationship with business performance of telecommunication firms in Nigeria. The null and alternative hypotheses are listed below:

H_0: $\beta = 0$ (There is no significant relationship between goodwill and business performance of telecommunication firms in Nigeria)

H_A: $\beta \neq 0$ (There is positive significant relationship between goodwill and business performance of telecommunication firms in Nigeria)

Based on table above, the Pearson correlation coefficient predicting that there is a positive significant relationship between goodwill and business performance measured the p-value **sig** = 0.000 (less than alpha 0.005). Thus, the Null hypothesis (H_0) is rejected, and the alternate is supported. By implication, this indicates that an increase in goodwill as corporate reputation antecedent has a positive significant increase on business performance. This result supports the previous study conducted by Bhatt (2018) to examine firm's reputation using intangible resources. In his study examining the antecedents and consequences of corporate reputation from a customer perspective in Takaful (Islamic insurance) industry.

Hypothesis: 2. there is no significant relationship between perceived value and business performance of telecommunication firms in Nigeria.

This hypothesis focused on how perceived value does not have relationship with business performance of telecommunication firms in Nigeria. The null and alternative hypotheses are listed below:

H_0: $\beta = 0$ (There is no significant relationship between perceived value and business performance of telecommunication firms in Nigeria)

H_A: $\beta \neq 0$ (There is positive significant relationship between perceived value and business performance of telecommunication firms in Nigeria)

Based on table above, the Pearson correlation coefficient predicting that there is a positive significant relationship between perceived value and business performance measured the p-value **sig** = 0.000 (less than alpha 0.005). Thus, the Null hypothesis (H_0) is rejected, and the alternate is supported. By implication, this indicates that an increase in perceived value as corporate reputation antecedent has a positive significant increase on business performance. This result supports the previous study carried out by Ferry, Adebimpe, George and Lenu (2017), on the impact of corporate reputation on firms' performance in Nigerian Stock Market.

Discussion of the findings

This study aim to examine the relationship between corporate reputation and business performance of telecommunication firms in Nigeria. The result of quantitative analysis that answers research hypotheses represent the respondent's perception based on the questionnaire administered. Based on the results of this study, the demographic information of the respondents helped shed more insight into how decisions of respondents are differs. Thus, the outcome of the study indicates that all antecedents of corporate reputation such as goodwill and perceived value have a positive significant relationship with business performance of telecommunication firms in Nigeria (measured by quality service).

The study examine the relationship between corporate reputation and business performance of telecommunication firms in Nigeria. Meanwhile, the study outcome shows that there is positive significant relationship between goodwill and business performance of telecommunication firms in Nigeria. This indicates that telecommunication firms put much effort on the aspect of quality service through goodwill which includes fulfilling customer's needs, customer's expectation, credibility, trustworthiness, responsibility, and reliability. This results support the research findings of Newell and Goldsmith, (2001) which states that developing the corporate credibility scale is necessary to measure goodwill. Thus, to achieve credibility for high quality, a company must first develop a reputation to providing a good quality services. However, good quality service has a positive significant relationship with quality service, telecomm firms must focus more on quality service delivery. Therefore, Nigerian telecommunication firms need to put in more effort to improve their quality service delivery to their customers.

The study also found that there is a positive significant relationship between perceived value and business performance of telecommunication firms in Nigeria. This study also revealed that community support programme, customer's patronage, high standard and customer's enlightenment have significant relationship with quality service. This conform to the findings of Ferry, Adebimpe, George and Lenu (2017), on the impact of corporate reputation on firms' performance in Nigerian Stock Market. However, telecommunication firms should improve their company's integrity by maintaining an honest and effective communications with its customers to developing trust.

Conclusion and Recommendations

This study aim to examine the relationship between corporate reputation and business performance of telecommunication firms in Nigeria. The study explored quantitative method to determine the relationship between antecedents of corporate reputation and business performance of telecommunication firms. The quantitative method was explore to examine the relationship between the two construct, independent variable: corporate reputation determinants such as goodwill and perceived value on business performance of telecommunication firms measured by quality service. However, the study concluded that corporate reputation have a positive significantly relationship with business performance of telecommunication firms in Nigeria. According to the results that were highlighted in the formulated hypotheses in this study, it is concluded that goodwill and perceived value influences quality service of telecommunication firms. Nigerian service firm i.e. telecomm firms can receive feedback from customer and make adjustment when necessary and should be known for quick response to customers' demands and complaints. Most of the telecommunication firms have attracted their customers through promotional services and by sending accurate information about their quality services. Though majority of the Nigerian telecommunication firms have not been able to fulfil their promises to customers in terms of sustainable quality services but defends their interest by participating in the development of public policy.

Recommendations

The study found out that an increase in corporate reputation can significantly increase business performance of telecommunication firms through its predictors such as goodwill and perceived value. The following recommendations were suggested based on the research findings:

It is recommended that telecommunication firms should focus more on predictors of corporate reputation such as goodwill which has been single out as an important factors that could influence business performance of telecommunication firms. The study emphasized on the significant of goodwill and quality service. It is suggested that telecommunication firms should map out some strategies that will enhance sustainability through goodwill so as to create positive quality service that would build customer trust and probably create customer retention. Nigerian telecommunication firms need to involve customer engagements that will encourage customer's patronage. Therefore, telecommunication firms should be known for good quality service delivery by meeting and exceeding the expectations of their customers. It is also recommended that perceived value as one of viable factors of corporate reputation should be given much priority so as to be able to explore its benefit. The study shows that perceived value play an important role on business performance of telecommunication firms in Nigeria. But high standard must be maintain by telecommunication firms in term of quality service and they must engaging their customers in more community support programmes. Telecommunication firms should also create strong brand personality which will influence purchasing decision.

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