

Research

Relationship between Consumer Competency, Value, Susceptibility to control, Communication, and Coproduction in MTN in Zaria Local Government of Kaduna State

Abubakar Monsurat, Abubakar Shehu, Nura Audi Usman

Department of Marketing, Kaduna Polytechnic, Kaduna, Nigeria

Abstract

The study examines the relationship between Consumer Competency, Value, Susceptibility to control, Communication, and Co-production using MTN in Zaria Local Government of Kaduna State as a unit of analysis. Survey research was used; 400 questionnaires were distributed to MTN users in Zaria Local Government, out of which 368 were returned, and 364 were valid. The findings show that there is a relationship between Competency, Susceptibility to control, Communication, and Coproduction in MTN in Zaria Local Government with the significance of .000, .001, and .005, while the relationship between Value and Co-production was rejected with .407 significant. The study recommends Customers should be given the opportunity to say their views, and communication between Customers and MTN should be enhanced.

Keywords: *Competence, Consumer, Communication, Coproduction.*



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INTRODUCTION

Studies such as Troye & Supphelen (2012) show that most reputable companies globally provide opportunities for consumers to contribute to product development in an instance that fosters satisfaction of both producers and consumers. Consumers active engagement foster profit and achievement of aims and objectives of the organization. Consumers are also satisfied with the outcome of the products. It also promotes customer creativity and empowerment of customers in product development. Through co-production, customers are engaged in the design, use of products as well as consumption outputs. The co-production facilitates interaction between consumers and producers as well as input from the former.

But in Nigeria, the level of co-production between the consumers and producers is less due to the fact that most of the consumers don't care about giving input to product growth and development.

Competency is one of the very factors affecting co-production in Nigeria; most of the consumers do not have the skills, incompetency, and fair of unknown needed to facilitate co-production between consumers and producers. Co-production contains certain elements of competency, such as individual interaction, the input of new ideas, informational materials, and managerial in new product development, which is important to implement cooperative acts (Dong et al., 2008). Customers give inputs as well as engagement in service provision; they also need to

apply reasoning skills to cooperate with service providers (Chen et al., 2011). The customer acts as a companion who has a variety of aids and knowledge that can be given to enhance the value of the service (Chen et al., 2011). Lunardo and Mbengue (2009) stated that the role of customer shopping behavior is very important; it is a dominant paradigm in studying customers' motivational behaviour. Many studies have shown the link between customer input and the development of a product (Bendapudi & Leone, 2003).

In addition to the above, most of the customers in Nigeria don't know the importance of such collaboration of product design as well as the input of ideas that foster interaction between the two parties.

Also, many companies, especially in third-world states, view the interaction between the manufacturer and consumers as a way of influencing them to do what they are not willing to do, which affects their interaction.

Communication between manufacturers and consumers is zero in Nigeria; there is no forum that facilitates such kind of interaction which is another area of concern. And under normal circumstances, there is supposed to be good communication between the two parties in the exchange of ideas that foster product growth and development.

Though there are many studies on customer relationships between manufacturers, there is no study on customer-manufacturer co-production, especially on product development in Nigeria, which is why this study intends to cover the gap.

Statement of research problem

The problem of this study lies on the lack of competency, especially by the customers of MTN in fostering co-production in Zaria local government. Most of the customers just go to the MTN branch offices in Zaria Local government to renew their Sim card when it is blocked by the company or for registration and other related problems such as missing Sim without contributing their ideas on product design and development as obtain in other foreign reputable and successful companies Pereira, (2019).

Similarly, another problem is the lack of importance attached to such kind of collaboration that is fair of unknown attached to the risk that such kind of input might result to. Which is affecting co-production in Zaria Local Government Hinson, Boateng, Renner & Basewe (2019).

In addition, many companies in Nigeria especially MTN don't support such kind of collaboration, they see it as means of intruding into their personal affairs or against company culture and also they sees it as means of copying their ideas which could limit profit maximization or competitive advantage or over taking their businesses as a whole Pereira, (2019).

Finally, problem of communication between the customer and manufacturer constitute hindrance to co-production process in MTN, poor communication or uncovered communication such as poor network, exploitative means of the company, there are many people with ideas but they don't know the process of communication between the Parties which fosters co-production Pereira (2019).

Research Questions

The following research question will be tested and analyse:-

1. What is the relationship between Competency and Co-production in MTN in Zaria Local Government?

2. Is there a relationship between Value and Co-production in MTN in Zaria Local Government?
3. What is the relationship between Susceptibility to control and Coproduction in MTN in Zaria Local Government?
4. What is the relationship between Communication and Co-production in MTN in Zaria Local Government?

Research Objectives

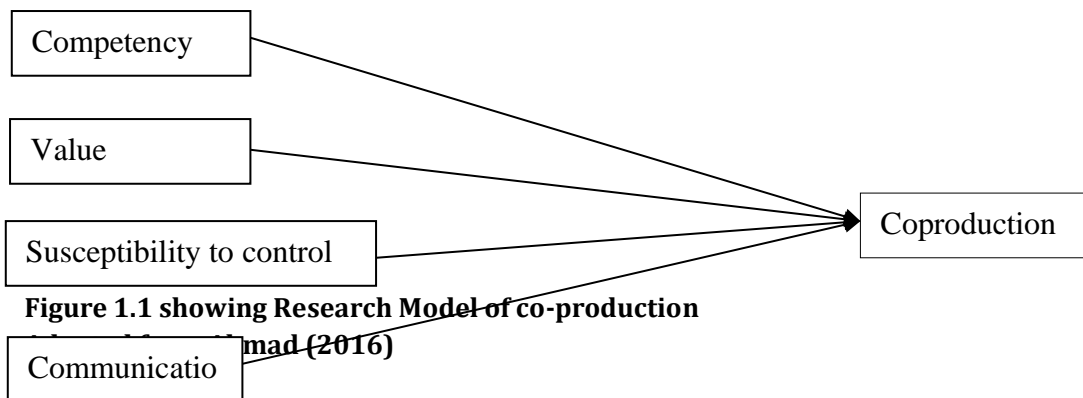
The following research objectives will be tested and analyze: -

- a. To examine the relationship between Competency and Co-production
- b. To describe relationship between Value and Co-production
- c. To analyze the relationship between Susceptibility to control and Coproduction
- d. To explain the relationship between Communication and Co-production

Research Hypotheses

The following research Hypotheses will be tested and analyze:

- a. There is the relationship between Competency and Co-production in MTN in Zaria Local Government.
- b. There is the relationship between Value and Co-production in MTN in Zaria Local Government.
- c. There is the relationship between Susceptibility to control and Coproduction in MTN in Zaria Local Government.
- d. There is the relationship between Communication and Co-production in MTN in Zaria Local Government.



LITERATURE REVIEW

Role of customers in co-production

Customers has role to play in development of product, this has been the innovation of the most of the reputable firms in the world, co-production requires education as well as customer preference, many studies suggests that the customer's value is a very significant intrinsic influence on the customer to coproduce. Kelley, Skinner and Donnelly (1992) suggested that uniqueness is reflected in the quality determined by the customer to incorporate individual favorites. Customers

are principally concerned in the worth received and will work together with providers to achieve their goals (Gronroos, 2008). Cost anticipation and conception are the main features required for customers to initiate close cooperation with suppliers or providers (Gummerus, 2013). The consideration of buyer worth remains an issue, but it is vigorous to report the customers' viewpoint, especially in multifaceted and rigorous services. Clients are the primary capitals to harness core offerings, client value and the self-initiative to control the process and value received may have a negative impact on providers (Yi et al., 2010). The client as co-producer is, instead, likely to have a constructive result on individuals by initiating the spirits of output and fulfilment (Zhengxin & Yannik, 2004). There are many reasons for a person to be enthusiastic to devote time and make an effort to attain value in the feasting of a service. Extra support for client incentive in this framework of forecasting the act of co-production is imitated in several studies such as (Bendapudi & Leone, 2003).

The sensation of capability could improve the outcomes in self-created items, and this direction may consequently result in intrinsic rewards to the customer regardless of the accomplishment of the actions. Studies have shown that there are associations among self-efficacy, regulator and price expectation and customer co-production behaviour. It was also worth elucidation the entire procedure of co-production behaviour with outcomes that intrinsically occur and make the individual feel proud; the feeling of having learnt something useful and the yearning to contribute in a comparable activity if there is an opportunity to do so in the future (Edward L. Deci & Ryan, 2000).

Customers are the main central resources to service creation. Hence, their rendezvous in core contribution making as learned and active customers was examined by researchers through several understandings such as customer input, assistance and co-creation. Many had also called for an understanding of client co-production behaviour (Auh, Bell, McLeod & Shih, 2007; Bendapudi & Leone, 2003; Bettencourt, Ostrom, Brown & Roundtree, 2002; Chen, Tsou & Ching, 2011; Etgar, 2008; Groth, 2001; Lim & Moufahim, 2011). However, this study contributes to a growing body of literature converging on a new perspective of service marketing concepts introduced by Vargo and Lusch (2004). Vargo and Lusch (2004) stated that new central logic for promotion, known as service-dominant logic (SD-Logic), which emphasized the customer as an operant resource and held that all businesses are basically service businesses. Despite considerable interest in the nature and role of customer co-production behaviour, and utilizing a basic marketing perspective, very little research attempted to employ the SD-Logic paradigm as the perspective for observing customer behaviour (Etgar, 2008; Morelli, 2009).

Customers as part of service provision

The most significant explanation in service delivery is based on worth, package and knowledge; there are many intangible advantage customers experience through their rendezvous in service (Ojasalo, 2010). Customer input represents the behavioural appearance of customers to directly contribute to service production; it will decrease the need for service recovery (Dong, Evans & Zou, 2008). Customers could influence the attribution of service outcomes and service failures (Bendapudi & Leone, 2003; Wikstrom, 1996). Recognizing the importance of customer expectation in value and service quality, in service delivery and active participation in service production may initiate positive service outcomes, such as fulfilment to customers; indirectly increasing service performance (Chan, Yim & Lam, 2010). Part of participation behaviour is to be

vigorous and engaged with firm, such voluntary performance equipped with a bundle of favourable actions shown by customers to other customers (Rosenbaum & Massiah, 2007), or to service employees (An-Tien, Chang-Hua & Ko-Chien, 2004) or receiving of a new product (Bettencourt, 1997). Customer participation behaviour may be generated through motivational drivers in which customers obtain value through experience by integrating resources in the service process (Etgar, 2008). This behaviour that is initiated could be part of the service which may reduce ambiguity of the outcome and increase economic value with expected cost reduction in the production process. As an individual, the customer actively participates in service production to reflect personal latent needs, which would be the projection of their own initiative to produce and maintain the production process as precisely as possible so as to achieve expected results. The idea of the customer as part of the value creator indicated that the formation of value is stimulated by customers in the process directed towards the production of the core offering itself (Wikström, 1996). Furthermore, customers may offer input into their own consumption in the sequential process, as early as the design and development stage, or production, marketing or even during consumption (Wikström, 1996).

Using the cognitive approach, clients embed their apparent value through intellectual participation in the service production (Payne, Storbacka & Frow, 2008). According to this stance, clients who perceive or advocate themselves to have the capability through their innovation and knowledge will be directly involved in dealing with production. User participation in building up service would vary on the level of aptitude confirmed by the individual. The most paramount factor for clients as active participants is merely to ensure that cost is created according to the description of needs (Brodie, Siren & Pels, 2011). Interactions between clients and providers are the way innovation occurs (Gronroos, 2011). This action induces collective learning among customers and service providers (Ordaini & Parasuraman, 2011). This term customers as partial employees. Gronroos (2011) observed that skill creation is the usage of resources by both the customer and service provider in an interactive process. Innovation creation is only based on the core offering itself; however, in a new perspective of the marketing process, skill creation encapsulates the whole process of the transaction itself (Wagner, Eggert & Lindemann, 2010). Gronroos (2011) said that extended service offerings would make providers extend their market offering to customers. Value creation is not a one-time manifestation or the effects of any business transaction; it reflects the expression of the entire process of development up to the distribution of service (Gronroos, 2011). The process of innovation includes the customer as one of the inputs (Chan, Yim & Lam, 2010). Difference between innovation creation and customers as value co-creators in the entire process involves two different scenarios, since value creation is a process involving both customers and providers or firms; however, "co-creator" is the cognitive behavioural role of customer involvement with firm in service production (Prahalad & Ramasamy, 2004).

The skill creation role primarily depends on clients; thus, firms propose value according to customer stipulations (Lusch & Vargo, 2006). However, from the invention point to the final process, multiple interactions occur between customers and firms; hence, the opportunity for customers to co-produce is widespread (Gronroos, 2011). The exchange of evidence, and the competence of using one's own ability, are significant capitals in the value creation procedure and are dynamic operant resources in the system (Chen et al., 2011).

Clients, by embracing value creation, has an advantage in several ways. Value creation is presumed to be connected with innovation outcomes (Chen et al., 2011). An active contributor

would accomplish the precise quality demanded, and thus, reduce the need for service recovery (Dong, Evans & Zou, 2006). Determination of value is dictated by clients and buttressed by providers; as a result, clients cognitive abilities are supposed as crucial to the attainment of real profits of value creation. In sum, the locus of value creation is the intellectual interactions between customers and firms (Prahalad & Venkat, 2004). Both customers and providers play significant roles, there is borderline differentiation concerning the importance of participant's role; customers will be preserved as fractional employees or partners, and through their collective efforts, both gatherings will accomplish their objectives. In the course, the input of customers' behaviour in service interactions varies; it is driven by motivational effort aroused from the support reflected by service providers.

Theoretical framework

The theoretical framework of this article is self determination theory.

Self determination theory

Self-determination theory was advocated by schoolars such as Franke & Schreier (2010), a motivation theory that narrates to humans who develop volitional behaviour to develop their fullest potential, which is autonomous and self-related. Autonomy customer has been described as a condition of being motivated by self-initiated behaviour, feeling a sense of volition to make one's own choices to engage in any activity or process (Edward, Deci, 1992). It is called intrinsically-motivated activity; the experience is one of spontaneous zeal and curiosity. According to the self-determination theory (SD Theory), contexts that enhance autonomous motivation activities are those that afford independent and enhance competence to enrich optimal abilities to carry out any type of behaviour. When these circumstances arise in conjunction with a customer's perceived competence to deal with the activity, the conditions will be optimal for promoting autonomous motivation. Thus, customer motivation comprises of both behavioural and psychological activities that do not require external reinforcement.

RESEARCH METHOD

Research design

The study is a survey research, the reason for chosen survey method was because of the advantage of simplification from a simple to a population inferences (Cresswell, 2008). Survey method is one of the methods that are frequently used in social science to measure the relationship between two or more variables.

Population of the Study

The Population of the study is Zaria Local Government. Therefore, according to 2006 Census Zaria Local Government has a population of 406,990.

Sample

Simple random sampling was used to select 384 Sample in line with the suggestion of Krecee & Morgan (1970).

Data Collection Procedure

The study used primary and secondary sources.

Primary Sources include questionnaire, while secondary data were obtained using journals, text books and other relevant secondary materials.

Instrument of Data Collection

The study instrument was a questionnaire; questionnaires were sourced from previous studies to measure the variables.

Validity of Measuring Instruments

In order to validate the instrument, questions were sourced from previous studies, the questions were based on the contented of research model, pilot study or pre-test was conducted and the questionnaires was given to an expert for verification.

Reliability of Measuring Instrument

In demand to ensure good reliability, Cronbach"s Alpha coefficient was used to measure the variables. Alpha was used to measure the internal consistency of a text or scale Mohsen and Reg (2011). It is given as a number between 0 and 1. Internal consistency should be determined before a test can be employed for a research or examination purposes to ensure validity Mohsen and Reg (2011).

There is a different vision about the acceptability of value of Alpha ranging from 0.75-0.95. A low value could be as a result of low number of questions, poor interrelatedness between items or heterogeneous construct, if Alpha is high it suggests that some items are redundant as they are testing the same questions, a minimum Alpha of 0.90 has been recommended by Streiner cited in Mohsen and Reg (2011). Also, reliability of 0.50 to 0.60 is good for early research stage. Sakaran (2003) recommended 0.60 as minimum in behavioral research.

Methods of data analysis

Regression analysis was used to test the relationship between independent variables and dependent variable. Also, a statistical package for social science (SPSS) version 25.0 was used to analyze data in line with the research hypotheses.

RESULTS AND DISCUSSION

A total of 400 questionnaires were distributed, the table below shows the number of questionnaires retrieved.

Table 1. Number of questionnaires distributed

Number of questionnaires distributed	400
Number of questionnaires returned	368
Number of questionnaires spoiled	4
Number of questionnaires used	364

Source: Authors computation, 2019

Table 1 above shows that a total number of 400 questionnaires were distributed, 368 were returned, 4 spoiled questionnaire and valid questionnaires were 364.

Table 2. Demographic data of the respondents

Sex	Frequency	Percentage
Male	229	62
Female	135	38
Occupation		
Public servant	218	60
Trader	80	22
Students	66	18
Age		
18-25	94	26
26-35	123	34
36-45	86	24
46-55	25	7
56 above	36	9
Marital status		
Married	167	45
Single	62	17
Divorced	75	21
Widowed	60	16
Education qualification		
Primary	20	5
SSCE/NECO/NABTEB	40	10
NCE/OND/ND	160	44
HND/DEGREE	122	33
PG	22	6

Source: Authors computation, 2019

The above table shows that 229 that constitute 62% were males, while 135 that constitute 38% were females. In another development, the table also shows that 218 respondents that constitute 60% were public servants, 80 that constitute 22% were traders, 66 respondents that constitute 18% were students.

In term of age distribution, 18-25 (94) 26 %, 26-35 (123) 34%, 36-45 (86) 24%, 46-55 (25) 7 % and 56 above (36)9%.

The table above also shows 167 that constitutes 45% were married, single was 62 that constitutes 17%, divorced were 75 that constitutes 21% and widowed 60 that constitutes 16%.

From the table above, primary school has 20 that constitutes 5%, SSCE/NECO/NABTEB has 40 respondents that constitutes 10%, NCE/ND/OND has 160 that constitutes 44%, HND/Degree has 122 that constitutes 33% and PG has 22 that constitutes 6 %.

Table 3 Reliability test of Cronbach Alpha

Variable	Cronbach Alpha	N of item	Comment
Competency	.595	12	Reliable
Value	.668	12	Reliable
Susceptibility to control	.797	7	Reliable
Communication	.563	8	Reliable
Co-production	.572	5	Reliable

Source: Author computation (2019)

From the test conducted, it was discovered that variable such as Competency has Cronbach Alpha of .595, Value has Cronbach Alpha of .668, Susceptibility to control has Cronbach Alpha of .797, Communication has Cronbach Alpha of .563 and co-production has Cronbach Alpha of .572.

Table 4 Model summary table

Model Summary ^b								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.461 ^a	.213	.204	.02522	.213	24.225	4	359

a. Predictors: (Constant), MEANC, MEANCOMM, MEANSU, MEANVA

b. Dependent Variable: MEANCP

Source: Author Computation (2019).

From the summary of the above table R has .461, R Square has .213, Adjusted R Square has .204, Standard Error of the Estimate has .02522, R square change has .213, F change has 24.225, df1 has 4 and df2 has 359.

Table 5 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
(Constant)	.491	.100		4.917
MEANCOMM	.971	.117	.503	8.287
MEANVA	-.091	.110	-.064	-.830
MEANSU	-.167	.047	-.197	-3.509
MEANC	-.226	.080	-.165	-2.846

From the table above, Competency has B .971, Std. Error .117, Beta .503, t 8.287 and Sig. .000. Value has B -.091, Std. Error .110, Beta -.064, t -.830 and Sig. .407. Susceptibility to control has B -.167, Std. Error .047, Beta -.197, t -3.509 and Sig. .001. Communication has B -.226, Std. Error .080, Beta -.165, t -2.846 and Sig. .005.

Table 4.5 Test of Hypotheses

HYPOTHESES	SIGNIFICANCE	DECISION
There is the relationship between Competency and Co-production in MTN in Zaria Local Government.	.000	Accepted
There is the relationship between Value and Co-production in MTN in Zaria Local Government.	.407	Rejected
There is the relationship between Susceptibility to control and Coproduction in MTN in Zaria Local Government.	.001	Accepted
There is the relationship between Communication and Co-production in MTN in Zaria Local Government.	.005	Accepted

Source: Author computation (2019)

CONCLUSION

From the study, the findings show that the Competency factor plays a vital role in customer Co-production in MTN in Zaria Local Government of Kaduna State; due to the customers are not

involved in the production process, their value is not recognized in the production process. The findings also demonstrated that susceptibility factors and communication factors have little impact on customer participation in co-production in MTN in Zaria Local Government of Kaduna State.

RECOMMENDATION

The following are some of the recommendations with the hope that, if put in place, will help in addressing problems of co-production in MTN Zaria and even in Nigeria at large.

- a. The Customers should be given the opportunity to say their views regarding co-production in MTN Zaria.
- b. The communication between Customers and MTN should be promoted
- c. MTN should listen to its customers, especially regarding their needs.
- d. MTN should involve customers in the designing and production of their new products and give room to develop the existing product or services.

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