

---

**| RESEARCH ARTICLE**

**Subscriber Perceptions about the Slogans of GSM Network Providers in Nsukka Urban, Southeast Nigeria**

**UZOAGBA, OGECHUKWU MIRALCE<sup>1</sup>, MBAH, BONIFACE MONDAY<sup>2</sup>, OKEKE, CHUKWUMA ONYEBUCHI<sup>3</sup>, OKEKE GLORIA TOCHUKWU<sup>4</sup> ✉ and UZOAGBA CHUKWUNONSO OKECHUKWU<sup>5</sup>**

<sup>1234</sup>*Department of Linguistics, Igbo and Other Nigerian Languages, University of Nigeria, Nsukka, Nigeria*

<sup>5</sup>*Department of Fine and Applied Arts, University of Nigeria, Nsukka, Nigeria*

**Corresponding Author:** OKEKE GLORIA TOCHUKWU, **E-mail:** [gloria.obasi@unn.edu.ng](mailto:gloria.obasi@unn.edu.ng)

---

**| ABSTRACT**

This paper studied subscribers' perception of General System for Mobile Communication (GSM) services, which they receive from network providers in light of their claims, which were encapsulated in their slogans. The study's primary objective was to find out if these GSM operators, mainly AIRTEL, ETISALAT, GLOBACOM and MTN, lived up to their claims in terms of the quality of services rendered to their subscribers. The two independent variables used in the study were age and location, while customers' satisfaction was the dependent variable. The study's findings show that each of these GSM network providers violated the maxims of quantity and quality to various degrees by not providing good quality calls, SMS and internet services to their customers as they claimed in their slogans.

**| KEYWORDS**

Nigerian telecommunication industry, advertising, slogans, subscribers, Nsukka

**| ARTICLE INFORMATION**

**ACCEPTED:** 22 April 2023

**PUBLISHED:** 29 April 2023

**DOI:** 10.32996/jhsss.2023.5.5.2

---

**1. Introduction**

Communication is a primary element of language. In other words, giving and receiving information are essential elements for any communication cycle to be complete. Language helps in the interaction of human beings in various areas of life. Language plays various roles in communication. According to Oyewo (2000), three of these roles are most prominent: to reveal self, express feelings and values, and convey meaningful messages. Over the years, language use among members of a society or community has been of interest to linguists, especially sociolinguists (those who study the interaction of language with society or the relationship between language and society). This interest and desire have been achieved and analysed using several sociolinguistic theories.

Communication, the sole aim of language, is a significant driver of development in any society. With the efforts of the Olusegun Obasanjo-led administration of 1999-2007, Nigeria is not left out. Ndukwe (2011) notes that before the advent of the General System for Mobile Communication, henceforth (GSM) in Nigeria, the Nigerian Telecommunications Limited (NITEL), which was the only national monopoly operator in the sector, was synonymous with epileptic services and lousy management. This made the quality of telephone services then to be generally unsatisfactory. GSM came into effect in Nigeria in 2001, but the Nigerian telecommunication (henceforth telecom) industry was not economically advanced prior to this date. This led to the deregulation of the sector in 1992 and the resultant establishment of the Nigerian Communication Commission (NCC) by the then military regime. The NCC issued various licenses to private telecom operators. The first three companies to begin operations in Nigeria were MTN, ECONET (which later changed to VMobile and AIRTEL) in 2001, and GLOBACOM in 2003. ETISALAT (now 9mobile) was given its license in January 2007. The telecom industry is one of the fastest-growing industries, with fierce competition among

GSM companies. As such, each company strives to gain favourable attention from the people who use their services in terms of call rates, customer care, service features and availability.

Studies in telecom can be likened to the proverbial elephant described by five blind men. Each of these men gave an accurate description of the elephant based on the parts of its body he touched. Studies in telecom are vast, but the focus of this paper is to find out the perception of people on the services they received from GSM network providers in Nsukka urban and to find out if these GSM network providers live up to the claims they make, which are summarised in their slogans. It is only by determining users' perception of a particular product in the market that one is convinced that the users have made the right choice or otherwise. This conviction can only be achieved by matching the advertorial language of the product and the perception of the product users. As Dada (2010) puts it, the choice of language in advertising to convey specific messages to influence people is crucial. Again, the paper seeks to determine the extent to which Nigerian GSM operators satisfy the communication needs of the people based on the claims they make through their slogans. For example, MTN's slogan says *that everywhere you go, they are there*, and GLO says that their customers are *'unlimited'* with their array of services. 9mobile says *now you are talking*; from AIRTEL's slogan, the network is not suitable for ordinary mobile phones since it is *the smartphone network*. Therefore, data shall be presented in this paper to establish the actual condition of these statements made by selected GSM network providers in Nsukka Urban.

Even though there are studies on different aspects of Nigerian GSM network operators, for example, Dada (2010), Okwudili (2015), Njemanze et al. (2015), Amadi and Essien (2016), among others. The present researchers are not aware of any study that has examined customers' perception of GSM services concerning the slogans of these GSM operators, especially in Nsukka Urban.

## **2. Review of some of the studies on Nigerian telecom industry**

Dada (2010) identifies the sociolinguistic strategies employed in Nigerian GSM advertisements (henceforth adverts) using MTN, ZAIN and GLOBACOM as his case study. He adopts Dell Hymes's ethnography of communication as his analysis framework, intending to evolve the patterns and typology of language use in commercial businesses. All the adverts share some features in standard – linguistic devices, ethnography and semiotics. One of the points of departure between Dada's work and the present study is that he used ethnography of communication and semiotics to analyse GSM adverts. In contrast, the present study finds Paul Grice's cooperative principles more appropriate in analysing the quality of services that residents of Nsukka Urban get from GSM network providers based on the claims of their slogans.

Okwudili (2015) studies the impact of the regulatory activities of the Nigerian Communications Commission on the marketing of telecom services in Nigeria. He employs the simple random sampling technique to select five staff from a population of 250 members of staff. Data for the study were collected through a questionnaire and were analysed using Pearson's moment coefficient correlation. The findings of his study, among other things, include poor marketing practices in the telecom industry and improved quality and scope of service, and reduction in prices of services to subscribers. However, the present study disagrees with Okwudili because there is a contradiction between poor marketing practices and improved quality of services.

Njemanze et al. (2015) analyse the advertising language of mobile telephony in Nigerian newspapers. Their focus was only on Zain adverts published in the *Guardian* newspaper. Even though they did not document the research methods they used in collecting and analysing their data, they concluded that Zain had 'a very good and appropriate advertising strategy', which enhanced the sales of their products and services. They did not look at the effects of these adverts on the people and yet concluded that the advertiser in their study engaged 'various graphical designs and layouts which they made to ensure that the message he wants to relay to the reader is clear... The tone is also melodramatic and creates appealing images in the reader's mind.' One wonders how they were able to establish the above claim. Njemanze et al. (2015) examine the newspaper adverts of Zain in order to find out the tone of the language, but the current study looks at subscriber perceptions about the slogans of GSM network providers in Nsukka Urban.

Amadi and Essien (2016) assess customer satisfaction with the quality of GSM services in Cross River State. The independent variables for their study were network quality, service charge and customer care support, while customer satisfaction served as the dependent variable. They collected their primary data from 300 subscribers who were proportionally sampled from the three geopolitical zones of the state. Their findings reveal that all the research variables correlated with customer satisfaction. However, their study is different from the present study because the present study concentrates on weighing the balance between the quality of services rendered by GSM network providers and the claims of their slogans.

Opele et al. (2018) study consumers' preference and satisfaction with GSM services among Nigerian undergraduates in Lagos State, Nigeria. Their main focus was to determine the relationship between service assurance, empathy, reliability, responsiveness and customer satisfaction among undergraduate users of GSM products in Lagos State, Nigeria. Their aim was achieved using a sampled population of 300 students, 100 each from three tertiary institutions in the state. Using deceptive statistics, correlation,

and regression, they analysed their data and concluded a significant positive relationship between the constructs examined in their study.

Several studies have been carried out using the maxims of cooperative principles, for example, Abidin (1996), Al-Saedi (2005), Kheirabadi and Aghagolzadeh (2012), Hadi (2012), Azadeh (2014), among others. However, these studies are only similar to the present study from the theoretical framework point of view. Even though there are studies on the perception of subscribers on the services they receive from GSM network operators, the present researchers are not aware of any that has examined this perception of the slogans of these GSM operators in Nsukka urban.

### 2.1 Theoretical framework

Grice (1975) introduced the *cooperative principle* when he advised speech participants to make their contributions to conversations as sincere as possible. According to him, there should be a form of cooperation between or among speech participants in order for them to achieve mutual communication ends. In his words, "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose and direction of the talk exchange in which you are engaged." He formulates the four maxims of cooperative talk from this principle, which are summarised below.

**Quantity:** Say as much as but not more than is necessary

**Quality:** Do not say what you believe to be false or that for which you lack evidence

**Relation:** Be relevant

**Manner:** Be clear, unambiguous and orderly

Grice (1975) introduced the *cooperative principle* when he advised speech participants to make their contributions to conversations as sincere as possible. According to him, there should be a form of cooperation between or among speech participants in order for them to achieve mutual communication ends. In his words, "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose and direction of the talk exchange in which you are engaged." He formulates the four maxims of cooperative talk from this principle, summarised below.

### 3. Research methodology

This study is both quantitative and qualitative. It adopts the survey research design, which involves eliciting data from respondents by combining any two or all questionnaires, personal interviews and observation. Data used for this study were collected using the complementation of research questionnaires and oral interviews. According to Oluikpe et al. (2018, p.85), the choice of this combination is to give 'depth and breadth to the study'. The population of the study is divided into two groups. The first group, which also doubled as the geographical area of study, comprises the entire people who use GSM services in Nsukka urban. Participants in the research were drawn from Obukpa (North), Lejja (South), Eziani/Odoru (West), and Eha-Alumona (East) using the four cardinal point method. The centre of the cardinal point comprising Ugwuoye was also covered. In an oral interview with Ebenezer Olugbenga (oral interview, 2019), it is challenging to get the number of GSM users in Nsukka Urban because of the device's mobility. However, with the aid of a band transmission station, the researchers estimated that about 25,000 people in the area make use of GSM services. Of this number, the University of Nigeria, Nsukka/Obukpa had about 6,500 GSM users; Lejja had about 5,000, Eziani/Odoru had about 4,500, Eha-Alumona about 5,000 and Ugwuoye about 4,000. The selection of these areas was made with a geographical map of Nsukka urban.

The second group in the population comprises all the GSM companies in Nigeria, which are AIRTEL, ETISALAT, GLO, Mainone, M-TEL, MTN, Multilinks, Spectranet, Swift networks, and Visafone. From this number, AIRTEL, 9MOBILE, GLO, and MTN were sampled because they were the only ones available in Nsukka urban at the time of this study. For the content area of study, we tried to find out subscribers' perceptions of the services rendered by these GSM companies and analysed them with the claims of their slogans. This analysis was done using Paul Grice's maxims of quantity and quality.

A total of 93 copies of the questionnaire were distributed with the number of people who used GSM services in these areas. These questionnaires were distributed as follows: UNN/Obukpa – 20, Odoru – 18, Lejja – 20, Eha Alumona – 19 and Ugwuoye – 16. A proportional random sampling technique was used to select the research participants/consumers according to each area's total number of people. Two research instruments were used: a questionnaire and an unstructured interview. The questionnaire used in this work contained 27 questions presented in two sections. Section A, comprising of 2 questions, provided the participants' demographic information, which served as the variables on which the analysis was based. The demographic information included age and location.

On the other hand, Section B comprised 25 questions and concentrated on the research objectives. The 25 questions used in the questionnaire were sourced from the question bank of the National Communications Commission (NCC). The questionnaire was revalidated by the research supervisor and two experts from the education foundation. Data collected were subjected to simple

statistical analysis. First, they were organised, tallied and presented in tables, after which frequencies and percentages were found. The data were interpreted and presented in tables and graphs based on this.

#### **4. Data presentation and analysis**

The data that were collated on AIRTEL, 9mobile, GLO and MTN were analysed and classified to establish if the claims of their slogans were valid. Below is a summary of the variables.

##### **4.1 Research variables**

In this section, we present the study variables (age and location) as used in the questionnaire.

###### **4.1.1 Age**

From Table 1, young people within the age range of 19 - 30 used GSM services more than any other group, with 47.3%. Personal interaction with two research participants within this range, Emmanuel Asogwa and Somto Chime (oral interview, 2019), revealed that most students fall within this age range. They needed a phone for communication with one another in such areas as phone calls, short media services (SMS), and data for internet access. The need for data was evident in their use of social media like WhatsApp, Twitter, and Facebook, among others, and search engines like Google, Ask.com, and Bing, among others.

###### **Table 1: Age**

The age range 31 - 40 was the second-highest range, with a percentage of 26.9, while 18 was the third. According to Kingsley Eze (oral interview, 2019), that was most likely because secondary school students did not often use phones. It was unnecessary to use phones since it could distract them from their studies, so their percentage was 11.8. People within the age ranges of 51-60 and above 60 scored fourth and fifth, respectively. According to a personal interview with Caroline Ugwu (oral interview, 2020), the reason for that was that most older adults in Nsukka Urban did not have phones and were not bothered about having one since they could easily be communicated through their children's phones. Caroline Ugwu also confessed that she had never owned a phone before and did not see any pressing need for one.

###### **Figure 2: Frequency distribution of age**

Below is a summary of the opinions of research participants and subscribers of these GSM products under study, which was responsible for the percentage of people in each age bracket (see Table 1 in the appendix).

- i. Most people below 18 years did not have free access to phones since they were still in high school, and secondary school students were not allowed to use phones, especially in school.
- ii. Within the age of 19-30 were found in universities and colleges of education. They used the three primary services rendered by GSM network providers for calls, SMS and data – for communication with their peers, parents etc. This is the primary reason why members of this age bracket got the highest number of 44 out of 93 returned copies of the questionnaire.
- iii. The age range of 31-50 had 25 people out of 93 distributed questionnaires mostly because they were either too busy with their work or business to participate in the study, not that they did not use telephone/GSM services.
- iv. From 51-60 years, there were only 8 participants, while participants of 60 years and above were only 5. Many people within this range either did not have phones because they do not often make calls or engage in internet activities or see the need to participate in the study.

###### **4.1.2 Location**

Table 2 summarises the questionnaires that were distributed in different locations in Nsukka urban.

###### **Table 2: Location**

Table 2 summarises the questionnaires distributed in different locations in Nsukka urban.

###### **Table 3: Which GSM lines do you personally have?**

Some participants in the study made use of more than one line. This accounts for why the information in Table 4 is different.

###### **Table 4: Which of these lines do you use most often for your calls?**

From Tables 3 and 4, AIRTEL and MTN had the highest number of subscribers in the Nsukka market of the GSM industry, with a total of 13 and 64 subscribers, respectively. They are followed by GLO, which had 12 subscribers, then 9mobile with four subscribers. From the Tables, participants who subscribed to GLO and 9mobile services, even though few, were consistent in their subscription to the networks, unlike AIRTEL and MTN, whose figures were not the same in the two tables. Our claims here are further established by Table 5, which shows the distribution of these figures across the study area.

### 4.1.3 Call services

#### Table 5: Which of these lines do you use most often?

Table 5 shows that MTN was primarily used in Ugwuoye and Odoru, with 16 and 14 subscribers, respectively. In like manner, GSM users in Ugwuoye also seem to be handicapped since MTN was the 'best' network in the area. This is evidenced by the fact that all the participants from Ugwuoye made use of no other network than MTN. AIRTEL services were unavailable in Odoru, while 9mobile was lacking in Eha-Alumona. The highest number of AIRTEL subscribers was in Lejja because, according to a personal interview with Maduka Onyeishi (oral interview, 2020), it was only AIRTEL and MTN networks that they faintly received. After all, there was no single GSM mast in the community. This means that the network they received was not strong, and they suffered much before they could make/receive a call or even send/receive text messages.

UNN/Obukpa patronised MTN the most with nine subscribers, followed by GLO, which had five subscribers, and three subscribers each of AIRTEL and 9mobile networks. This area had an even distribution of subscribers where each of the networks was actively in use. In Odoru, there was zero patronage for AIRTEL; 1 subscriber used 9mobile, 3 used GLO, and 14 subscribers used MTN. In Eha-Alumona, three people subscribed to AIRTEL; none subscribed to 9mobile, 4 participants subscribed to GLO. MTN led with a total of 12 subscribers. Participants from Ugwuoye made use of no other line than MTN. This suggests that the other GSM companies were not (well) represented in the area. Personal interaction with people in this area shows that the services of other GSM companies in the area were too poor that consumers preferred to go for MTN, which had better coverage in the area.

Table 6 (see appendix) summarises the degree of satisfaction of people regarding the quality of call services they got from their preferred network for each of the locations under study. It shows that 3 GSM users in UNN/Obukpa area used AIRTEL for most of their calls. None was very satisfied with the quality of service rendered by AIRTEL; 1 person was satisfied, one was dissatisfied, and the remaining subscriber was very dissatisfied. In the case of 9MOBILE, one subscriber was very satisfied, one was satisfied, and one was dissatisfied.

In UNN/Obukpa area, only one subscriber was very satisfied with the call services rendered by 9MOBILE; 8 subscribers out of the 20 in the area were satisfied with GSM call services. Of these 8, 1 subscriber was satisfied with AIRTEL; one was satisfied with 9MOBILE, one was satisfied with GLO, while four were satisfied with MTN. 7 subscribers in the area were dissatisfied with GSM call services. One out of these seven was dissatisfied with AIRTEL; one was dissatisfied with 9MOBILE, two were dissatisfied with GLO, and three were dissatisfied with MTN. Finally, three subscribers were very dissatisfied with GSM call services. Out of these three, 1 was very dissatisfied with each of AIRTEL, GLO and MTN, making 20 subscribers in the area.

In Odoru, only three networks – 9MOBILE, GLO and MTN - were used. 9MOBILE had one subscriber dissatisfied with their services; GLO had 3 with two subscribers satisfied and one dissatisfied. MTN led with 14 subscribers, 3 of which were very satisfied with their services; 9 were satisfied, and only one subscriber was dissatisfied, giving 18 participants for Odoru.

In Lejja, only AIRTEL and MTN services were available. AIRTEL had seven subscribers (3 satisfied, two dissatisfied, and the other two very dissatisfied), while MTN had 13 subscribers (3 satisfied, four satisfied, and six dissatisfied).

Eha-Alumona had three subscribers for AIRTEL, out of which one subscriber each was very satisfied, satisfied and dissatisfied. Four (4) people used GLO, where two were very satisfied, one was satisfied, and the other was very dissatisfied. For MTN, two subscribers were satisfied, seven were satisfied, two were dissatisfied, and one was very dissatisfied.

MTN was the leading network in Ugwuoye since there were no other networks in use in the area (especially by any of the research participants). Out of the 16 participants from the area, one subscriber was very satisfied with MTN call services; nine were satisfied, four were dissatisfied, and two were very dissatisfied.

### 4.1.4 SMS services

Subscribers in each of the research areas made use of SMS services. Each of the 93 subscribers had his/her perception of the quality of these SMS services. Table 7, therefore, presents a summary of the subscribers' perception of the SMS services they received from their most used network (see appendix).

Out of 3 participants who used AIRTEL in UNN/Obukpa area, one was very satisfied, one was dissatisfied, and the remaining subscriber was silent. This means that the last participant did not have anything to say about the SMS services rendered by AIRTEL. For 9MOBILE, 2 participants were satisfied while one was dissatisfied, making a total of 3 subscribers for 9MOBILE in UNN/Obukpa. With GLO, one subscriber was satisfied, three were dissatisfied, and the remaining one was very dissatisfied with the SMS services in the area. MTN had one very satisfied consumer, four dissatisfied and two silent on the issue, giving 9 MTN subscribers in the area.

In the Odoru area, one subscriber was dissatisfied with 9MOBILE SMS services; GLO had two very satisfied subscribers and one subscriber that was satisfied, giving a total of 3 subscribers of GLO in the area. With MTN, two subscribers were very satisfied, ten were satisfied, one was dissatisfied, and the remaining one was silent, giving 14 subscribers for MTN in Odoru.

Of the two networks that were manageably in use in Lejja, AIRTEL had seven subscribers, out of which one was very satisfied with their SMS services, two subscribers were satisfied, three were dissatisfied, and one was very dissatisfied. MTN, on the other hand, had 13 subscribers in Lejja. Out of these 13, 1 subscriber was very satisfied; five were satisfied, four were dissatisfied, and the remaining three were very dissatisfied.

In Eha-Alumona, one subscriber was satisfied with the SMS services rendered by AIRTEL, one was very dissatisfied, and the last subscriber was silent on the issue. For GLO, one subscriber was very satisfied; two were satisfied, while one was dissatisfied. With MTN, one subscriber was very satisfied with its SMS services, ten were satisfied, and one was very dissatisfied.

MTN enjoys a monopoly in Ugwuoye with one subscriber who was very satisfied with MTN SMS services. Nine subscribers in the area were satisfied, four were dissatisfied, and two were very dissatisfied, making 16 participants from Ugwuoye.

#### **4.1.5 Internet services**

For each area, our data show that people used internet services for one reason or another, either for business or interaction with others on social media. Table 8 (see appendix) summarises the perception of consumers on the internet services they received from their mainly used network.

In UNN/Obukpa, 3 participants were very satisfied with the internet services from AIRTEL, ETISALAT and MTN. Six were satisfied – 1 each for AIRTEL, 9MOBILE and GLO and 3 for MTN; 7 were dissatisfied (1 with 9MOBILE, 2 with GLO and 4 with MTN); 2 were very dissatisfied one each for AIRTEL and GLO, while two were silent one each for GLO and MTN.

In Odoru, only one subscriber was very satisfied with MTN internet services. Eleven subscribers were satisfied with internet services in the area. Out of these 11, 1 subscriber was satisfied with AIRTEL; while ten were satisfied with MTN. 5 subscribers were dissatisfied with the quality of internet services in the area. Of these 5, one subscriber was dissatisfied with 9MOBILE, two were dissatisfied with GLO, while the remaining two were dissatisfied with MTN. 1 subscriber was silent with MTN internet services in the area.

In Lejja, seven subscribers were very satisfied with the quality of GSM internet services they received in the area, out of which four were very satisfied with AIRTEL. At the same time, three were very satisfied with MTN. 4 subscribers in the area were dissatisfied with MTN, whereas seven were dissatisfied. Out of these 7, 2 were dissatisfied with AIRTEL while five were dissatisfied with MTN. 2 persons were very dissatisfied with the internet services in Lejja, with one subscriber each for AIRTEL and MTN. In terms of phone calls, Lejja had the highest number (5) of subscribers that were dissatisfied with call services. The exact number applies to subscribers who were very dissatisfied with call services. It also had the least number (7) of subscribers satisfied with call services.

Four (4) subscribers in Eha-Alumona were dissatisfied with the internet services they received from their network providers. Out of these four subscribers, two persons each subscribed to GLO and MTN. 7 subscribers were satisfied, out of which two were satisfied with GLO services, and five were satisfied with MTN services in the area. One subscriber was dissatisfied with AIRTEL, while three were dissatisfied with MTN internet services. Two subscribers were silent on their perception of AIRTEL internet services, while two were silent on their perception of MTN internet services.

In Ugwuoye, where only MTN was in use, one subscriber was very satisfied with MTN internet services; seven subscribers were satisfied, five subscribers were dissatisfied, and three were silent on the issue.

### **5. Summary of the findings and conclusion**

Based on the survey on the quality of GSM services people receive in Nsukka Urban, this section summarises the findings and presents a conclusion for the study.

#### **5.1 Summary of the Findings**

Recall that the principal objective of this paper is to find out the perception of subscribers on the services they received from GSM network providers in Nsukka Urban. The study also wants to determine if these GSM companies lived up to their claims, encapsulated in their slogans using the maxims of quantity and quality of Paul Grice's cooperative principles. Tables 6, 7 and 8 were reduced in simple percentages and presented in Table 9 as follows:

**Table 9: Summary of GSM network providers' quality of services**

From Table 9, it was found that these GSM network providers do not have the same level of strength. For example, 9mobile had the best quality of services in terms of calls, with 25% of its subscribers being very satisfied with their call services. They were followed by GLO, which had 16.7%, MTN third with 14.1%, and AIRTEL has the least quality of call services with only 7.7%. In other words, AIRTEL violated the quality and quantity maxims by having only 7.7% of their subscribers who were very satisfied with their call services.

GLO took the lead in terms of SMS, with 25% of its subscribers being very satisfied with their SMS services. GLO was followed by AIRTEL, which had 15.5%, then MTN, 9.4%. None of the 9mobile subscribers was very satisfied with their SMS services. Hence, 9mobile violated the maxims most.

For internet services, AIRTEL was truly 'the smartphone network', with 38.5% of its subscribers very satisfied with the quality of internet services they received. AIRTEL is followed by 9mobile, which had 25%, and GLO, which had 16.7%. From our data, MTN has the worst quality of internet services, with only 12.5% of their subscribers being very satisfied with their services. Therefore, in terms of internet services, MTN violates the maxims most.

**5.2 Conclusion**

One may argue that these slogans have more interpretations than have been ascribed to them here. We have taken these slogans' ordinary surface linguistic meanings and analysed them based on Paul Grice's maxims of quantity and quality of cooperative principle. The Gricean law cannot only be applied to dialogic discourses but also to advertorial statements which usually do not have spontaneous feedback.

Having carried out a survey of GSM services in Nsukka urban in the light of the language used by the GSM operators in their slogans, the paper concludes that each of the operators has violated the maxims of quantity and quality considering the level of satisfaction which subscribers get from their services.

In linguistics, language manipulation is synonymous with deceit. In other words, some expressions are used with the pure intent to deceive the hearers. The speaker knows that what s/he is promising is far from being achievable either by design or impossibility. Therefore, the study recommends that these network providers improve their services to meet up with their claims or change their slogans to equate the strength of their performance. This is because language is not meant to be an instrument of deceit but a tool to offer people what is possible through simple communication skills.

**5.3 Suggestions for further research**

The scope of this research work is, to some extent, narrow because the paper is just an article limited in space and without funding, and as such did not cover a wide geographical area. This article also examined only three slogans of three network providers. It is, therefore, recommended that future researchers could expand the geographical scope of the study to include the entire Enugu state of southeast Nigeria and also study other network providers within the state. If funding is provided and the above suggestions are carried out, it would better help the Nigerian Communication Commission [NCC] in reviewing its policies and the terms of operation with the network providers operating in the country.

**Funding:** This research received no external funding.

**Conflicts of Interest:** The authors declare no conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

**References**

- [1] Abidin, L. I. (1996). An application of Grice's cooperative principle to the analysis of coherence in basic writing. M.A. thesis, California State University, San Bernadino.
- [2] Al-Saedi, H. J. (2005). A pragmatic study of the cooperative principle and Grice's maxims in Lois Lowry's *the giver*. M.A. thesis, Southern Illinois University, Carbondale.
- [3] Amadi, C. & Essien, E. E. (2016). An Assessment of Customer Satisfaction with GSM Service Quality in Cross River State, Nigeria. *Journal of Marketing and Consumer Research* 27: 62-70.
- [4] Austin, J. L. (1962). *How to do things with words*. Oxford: Oxford University Press.
- [5] Azadeh, K. (2014). A comparative study on Grice's cooperative principles in political and sports news in American media. *International Journal of Language Learning and Applied Linguistics World* 6: 481-491.
- [6] Brinton, L. J. (2001). Historical discourse analysis. In: Schiffrin D, Tannen D, Hamilton HE (Eds.), *The Handbook of discourse analysis*. Malden: Blackwell. pp. 138-160.
- [7] Brown, G. & Yule, G. (1983). *Discourse analysis*. Cambridge: Cambridge University Press

- [8] Dada, S. A. (2010). Language use and communication artifacts in GSM adverts in Nigeria. *Linguistik Online* 43: 19-30.
- [9] Grice, H. P. (1975). Logic and conversation. In Cole P, Morgan, JL. (Eds.). *Syntax and Semantics*. New York: Academic Press. 41–58.
- [10] Giles, H. & Coupland, N. (1991). *Language: Contexts and consequences*. Buckingham: Open University Press.
- [11] Giles, H. & Smith, P. (1979). Accommodation theory: Optimal levels of convergence. *Language and Social Psychology* 1: 45-65.
- [12] Hadi, A. (2012). A critical appraisal of Grice's cooperative principles. *Open Journal of Modern Linguistics* 3: 69-72.
- [13] Holmes, J. (2008). *An introduction to sociolinguistics*. London: Longman
- [14] Hymes, D. H. (1962). The ethnography of speaking. In Gladwin T, Sturtevant WC. (Eds.), *Anthropology and Human Behavior*. Washington, DC: Anthropological Society of Washington. 13-53.
- [15] Kheirabadi, R. & Aghagolzadeh, F. (2012). Grice's cooperative maxims as linguistic criteria for news selectivity. *Theory and Practice in Language Studies* 2: 547-553.
- [16] Masaki, Y. (2004). Critique of J. L. Austin's speech act theory: Decentralization of the Speaker-centered meaning in communication. *Kyushu Communication Studies*, 2: 27-43.
- [17] Ndukwe, E. (2011). The telecommunication revolution in Nigeria. Convocation lecture delivered at the Igbinedion University, Okada, 2 November 2011.
- [18] Njemanze, Q. U., Nwulu, N. F., Ononiwu, M. C. & Obiegwu. I. (2015). Analyzing the advertising language of the mobile telephony in Nigerian newspapers: A stylistic approach. *International Journal of Humanities and Social Science* 5: 136-144.
- [19] Okwudili, N. (2015). The impact of the regulatory activities of NCC on the marketing of telecommunication services in Nigeria: A study of GSM operators in Imo State. *International Journal of Economics and Business Management* 8:137-152.
- [20] Oluikpe, B. O. A., Ndimele, R. I. & Oluikpe, E. N. (2018). *Fundamentals of research and thesis writing in the humanities*. Nsukka: University of Nigeria Press.
- [21] Opele, A. M., Afolabi, O. J. & Onifade, T.A. (2018). Consumers' preference and satisfaction of GSM service providers among students of tertiary institutions in Lagos State, Nigeria. *Nigerian Journal of Technology*, 37:1099–1109.
- [22] Oyewo, Y. (2000). Human communication: An introduction. In: Babajide AO. (Ed.). *Studies in English language*. Ibadan: University of Ibadan Press. 149-167.
- [23] Schiffrin, D. (1994). *Approaches to discourse*. Cambridge: Blackwell.
- [24] Stubbs, M. (1983). *Discourse analysis: The sociolinguistic analysis of natural language*. Oxford: Basil Blackwell.
- [25] van Dijk, T. A. (1985). Discourse analysis as a new cross-discipline. *RSE Analysis* 1: 1-10.
- [26] Wardhaugh, R. (2006). *An introduction to sociolinguistics*. Oxford: Blackwell.

## Appendix I

S/N	Name of Respondents	Occupation	Age	Date of interview
1.	Caroline Ugwu	Farmer	62	20/2/2019
2.	Ebenezer Olugbenga	Civil servant	41	25/2/2019
3.	Emmanuel Asogwa	Student	22	17/1/2020
4.	Kinglsey Eze	Student	18	10/1/2019
5.	Maduka Onyeishi	Farmer	59	18/5/2020
6.	Somto Chime	Student	25	17/1/2019



Appendix II

Figure 1: Cardinal point classification of Nsukka urban

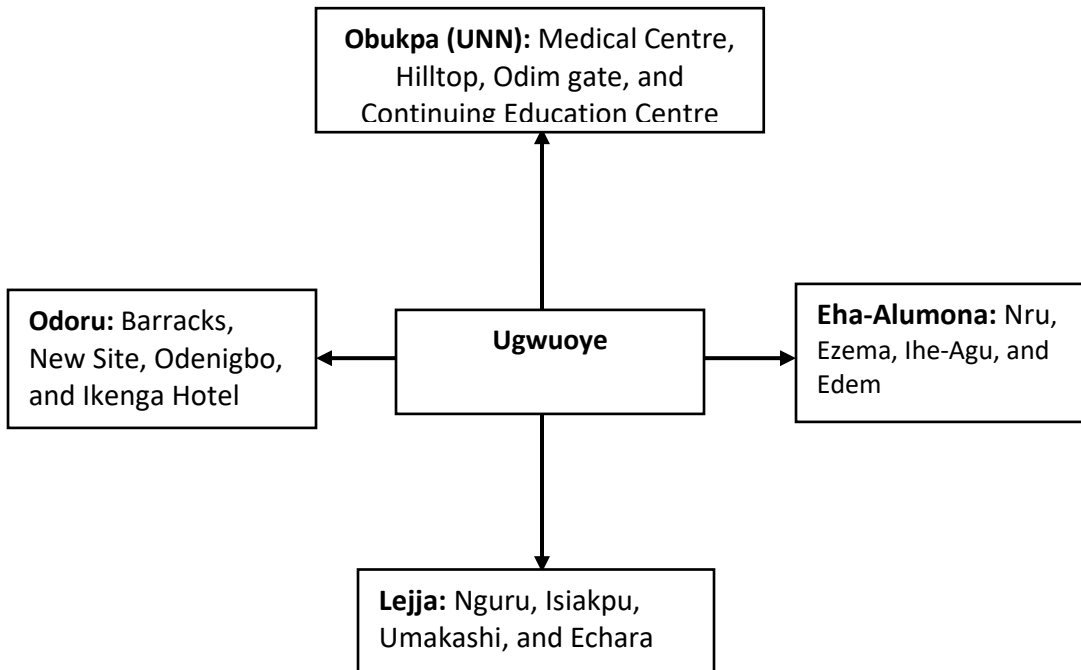
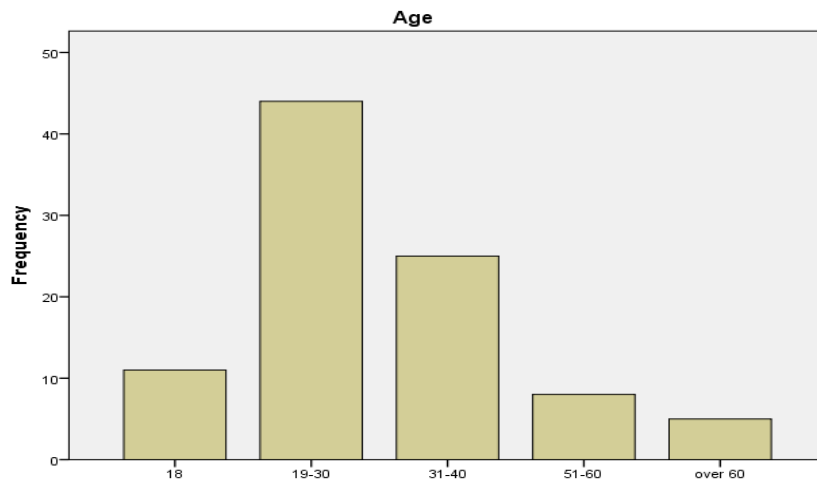


Figure 2: Frequency distribution of age



Age	Frequency	Percent
18	11	11.8
19-30	44	47.3
31-50	25	26.9
51-60	8	8.6
Over 60	5	5.4
<b>Total</b>	<b>93</b>	<b>100.0</b>

Table 1: Age

Locations	Frequency	Percent
UNN/Obukpa	20	21.5
Odoru	18	19.4
Lejja	20	21.5
Eha-Alumona	19	20.4
Ugwuoye	<u>16</u>	<u>17.2</u>
<b>Total</b>	<b>93</b>	<b>100.0</b>

Table 2: Location

	Frequency	Percent
AIRTEL	15	16.1
9MOBILE	4	4.3
GLO	12	12.9
MTN	<u>62</u>	<u>66.7</u>
<b>Total</b>	<b>93</b>	<b>100.0</b>

Table 3: Which GSM lines do you personally have?

	Frequency	Percent
AIRTEL	13	14.0
9MOBILE	4	4.3
GLO	12	12.9
MTN	<u>64</u>	<u>68.8</u>
<b>Total</b>	<b>93</b>	<b>100.0</b>

Table 4: Which of these lines do you use most often for your calls?

	AIRTEL	9MOBILE	GLO	MTN	Total
UNN/Obukpa	3	3	5	9	20
Odoru	0	1	3	14	18
Lejja	7	0	0	13	20
Eha-Alumona	3	0	4	12	19
Ugwuoye	<u>0</u>	<u>0</u>	<u>0</u>	<u>16</u>	<u>16</u>
<b>Total</b>	<b>13</b>	<b>4</b>	<b>12</b>	<b>64</b>	<b>93</b>

Table 5: Which of these lines do you use most often?

Locations	Network	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't know	Total
UNN/Obukpa	AIRTEL	0	1	1	1	0	3
	9MOBILE	1	1	1	0	0	3
	GLO	0	2	2	1	0	5
	MTN	0	4	3	1	1	9
	<b>Total</b>	<b>1</b>	<b>8</b>	<b>7</b>	<b>3</b>	<b>1</b>	<b>20</b>
Odoru	9MOBILE	0	0	1	0	0	1
	GLO	0	2	1	0	0	3
	MTN	3	9	1	0	1	14
	<b>Total</b>	<b>3</b>	<b>11</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>18</b>
Lejja	AIRTEL	0	3	2	2	0	7
	MTN	3	4	3	3	0	13
	<b>Total</b>	<b>3</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>20</b>
Eha-Alumona	AIRTEL	1	1	1	0	0	3
	GLO	2	1	1	0	0	4
	MTN	2	7	2	1	0	12
	<b>Total</b>	<b>5</b>	<b>9</b>	<b>4</b>	<b>1</b>		<b>19</b>
Ugwuoye	MTN	1	9	4	2	0	16
	<b>Total</b>	<b>1</b>	<b>9</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>16</b>
<b>Total</b>	AIRTEL	1	5	4	3	0	13
	9MOBILE	1	1	2	0	0	4
	GLO	2	5	4	1	0	12
	MTN	9	33	13	7	2	64
	<b>Total</b>	<b>13</b>	<b>44</b>	<b>23</b>	<b>11</b>	<b>2</b>	<b>93</b>

*Table 6: Perception of consumers on how satisfied they are with the call services they get from their mostly used network?*

Location	Network	Very satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't know	Total
UNN/Obukpa	AIRTEL	1	0	1	0	1	3
	9MOBILE	0	2	1	0	0	3
	GLO	0	1	3	1	0	5
	MTN	1	2	4	0	2	9
<b>Total</b>		<b>2</b>	<b>5</b>	<b>9</b>	<b>1</b>	<b>3</b>	<b>20</b>
Odoru	9MOBILE	0	0	1	0	0	1
	GLO	2	1	0	0	0	3
	MTN	2	10	1	0	1	14
<b>Total</b>		<b>4</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>18</b>
Lejja	AIRTEL	1	2	3	1	0	7
	MTN	1	5	4	3	0	13
<b>Total</b>		<b>2</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>0</b>	<b>20</b>
Eha-Alumona	AIRTEL	0	1	0	1	1	3
	GLO	1	2	1	0	0	4
	MTN	1	10	0	1	0	12
<b>Total</b>		<b>2</b>	<b>13</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>19</b>
Ugwuoye	MTN	1	9	4	2	0	16
	<b>Total</b>	<b>1</b>	<b>9</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>16</b>
Total	AIRTEL	2	3	4	2	2	13
	9MOBILE	0	2	2	0	0	4
	GLO	3	4	4	1	0	12
	MTN	6	36	13	6	3	64
<b>Total</b>		<b>11</b>	<b>45</b>	<b>23</b>	<b>9</b>	<b>5</b>	<b>93</b>

Table 7: How satisfied are you with the SMS services you get from your mostly used network?

Location	Network	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	Total
UNN/Obukpa	AIRTEL	1	1	0	1	0	3
	9MOBILE	1	1	1	0	0	3
	GLO	0	1	2	1	1	5
	MTN	1	3	4	0	1	9
	<b>Total</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>20</b>
Oloru	9MOBILE	0	0	1	0	0	1
	GLO	0	1	2	0	0	3
	MTN	1	10	2	0	1	14
	<b>Total</b>	<b>1</b>	<b>11</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>18</b>
Lejja	AIRTEL	4	0	2	1	0	7
	MTN	3	4	5	1	0	13
	<b>Total</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>20</b>
Eha-Alumona	AIRTEL	0	0	1	0	2	3
	GLO	2	2	0	0	0	4
	MTN	2	5	3	0	2	12
	<b>Total</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>19</b>
Ugwuoye	MTN	1	7	5	0	3	16
	<b>Total</b>	<b>1</b>	<b>7</b>	<b>5</b>	<b>0</b>	<b>3</b>	<b>16</b>
Total	AIRTEL	5	1	3	2	2	13
	9MOBILE	1	1	2	0	0	4
	GLO	2	4	4	1	1	12
	MTN	8	29	19	1	7	64
	<b>Total</b>	<b>16</b>	<b>35</b>	<b>28</b>	<b>4</b>	<b>10</b>	<b>93</b>

**Table 8: How satisfied are you with the internet services you get from your mostly used network?**

		<b>VS</b>	<b>S</b>	<b>D</b>	<b>VD</b>	<b>S</b>	<b>Position</b>
<b>CALLS</b>	AIRTEL	7.7	38.5	30.8	23.1	-	4 <sup>th</sup>
	9MOBILE	25	25	50	-	-	1 <sup>st</sup>
	GLO	16.7	41.7	33.3	8.3	-	2 <sup>nd</sup>
	MTN	14.1	51.6	20.3	10.9	3.1	3 <sup>rd</sup>
<b>SMS</b>	AIRTEL	15.4	23	30.8	15.4	15.4	2 <sup>nd</sup>
	9MOBILE	-	50	50	-	-	4 <sup>th</sup>
	GLO	25	33.3	33.3	8.3	-	1 <sup>st</sup>
	MTN	9.4	56.3	20.3	9.4	4.7	3 <sup>rd</sup>
<b>INTERNET</b>	AIRTEL	38.5	7.7	23.1	15.4	15.5	1 <sup>st</sup>
	9MOBILE	25	25	50	-	-	2 <sup>nd</sup>
	GLO	16.7	33.3	33.3	8.3	8.3	3 <sup>rd</sup>
	MTN	12.5	45.3	29.7	1.7	10.9	4 <sup>th</sup>

**Table 9: Summary of GSM network providers' quality of services**