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**DETERMINANTS OF CUSTOMERS' CHOICE OF SERVICE PROVIDER IN
THE MOBILE INDUSTRY IN KENYA**

Maburuka Ismail Ramadhan

**Submitted in partial fulfilment of the requirements for the Degree of Master of
Business Administration at Strathmore University**



Nairobi, Kenya

June 2016

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Approval

The thesis of Maburuka Ismail Ramadhan was reviewed and approved by:

Dr. Christopher Onyango Ouma (Supervisor)

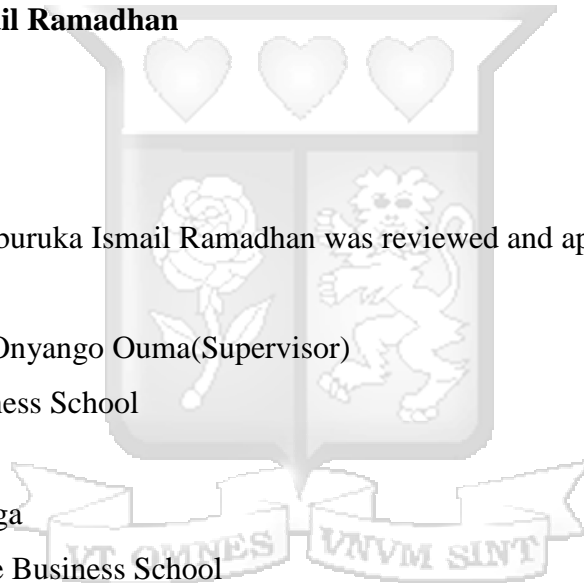
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ABSTRACT

Despite price reductions, availability of a wide range of products and value added services provided by telecommunication players in the Kenyan market, and establishment of Communication Authority of Kenya by the government of Kenya to regulate telecommunications operator's activities, there is still a wide gap in market share in subscriptions and revenues between Safaricom Company Limited, and other players in the market. This study investigated the factors that determine a customer's choice of mobile services provider in Kenya. Simple random sampling technique was applied to select a sample size of respondents picked from the county of Nairobi. Data was collected from the respondents using structured questionnaires. Descriptive and causal research designs were used in analysis of the data. The design was ideal in describing the characteristics of the large targeted sample used in the study. The research applied both quantitative and qualitative data analysis. The results of the study established that price and network quality are the two critical factors that subscribers consider important in their choice of a mobile service provider. Price came out as the factor that impact the choice of mobile service provider the most. Service quality came out as having a low significance in the choice of a mobile service provider by the subscribers. The study established that the key reasons given by the respondents for having a second mobile service provider is because of cheaper products and services, mobile money transfer services and clear network. Mobile service providers should implement sound pricing strategies, as the respondents indicated pricing as the most important determinant of their choice of mobile service provider. The results from this study will inform the mobile service operators on the critical factors that influence customers' choice of mobile operators so as to develop sustainable strategies for growth of their mobile industry. Further research efforts can be done to examine the factors that determine customers' choice of MSP in other counties in Kenya, the behavioural intentions of consumers on service providers to match consumers' overall behavioural patterns with decision-making criteria of the service providers, and demographics influences on customers' choice of service provider. The study was limited to Nairobi County. The study can be carried out in peri-urban and rural areas to enable service provider formulate policies and strategies specific to the regions in line with the preferences of the customer in the different regions.

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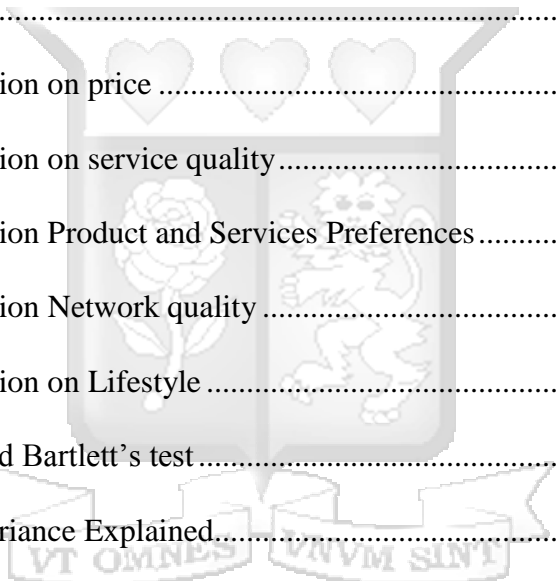
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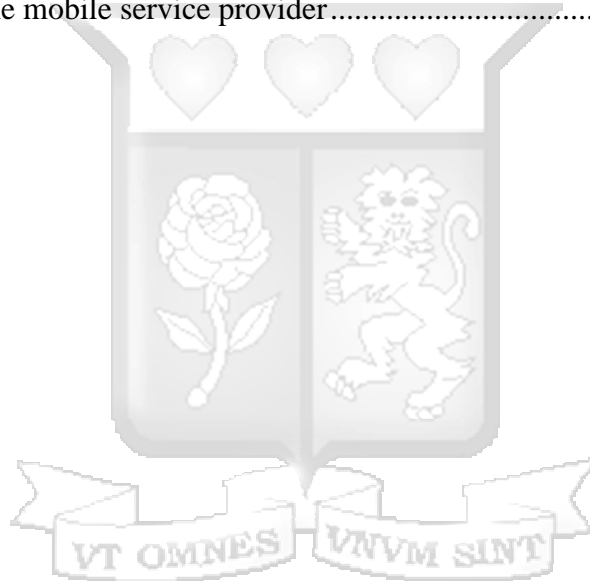
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Finally I give thanks to the Almighty God for being with me, guiding and enabling me through this journey



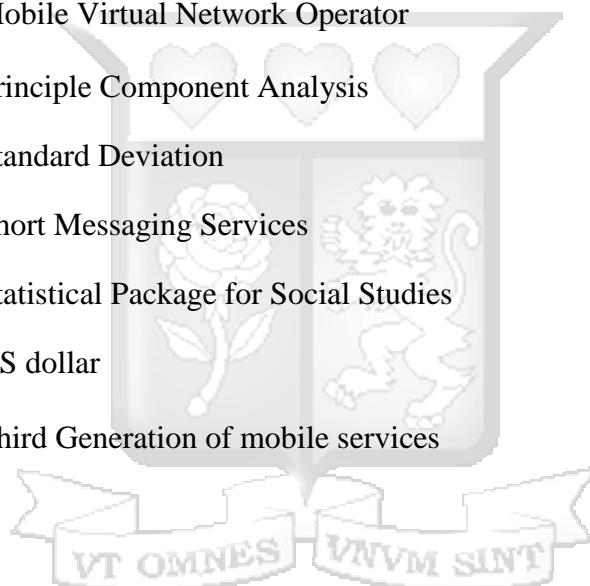
DEDICATION

This dissertation is dedicated to my late mother Khaltuma Ali, my father Ismail Ramadhan, my aunt Bauwa Mukras, my late grandmother Oma, family and friends, for their love, support and encouragement during the entire period of my studies.



ABBREVIATIONS / ACRONYMS

CA	Communication Authority of Kenya
CCK	Communications Commission of Kenya
GSMA	Groupe Speciale Mobile
KMO	Kaiser - Meyer - Olkin of sampling adequacy
MNP	Mobile Number Portability
MSP	Mobile service provider
MVNO	Mobile Virtual Network Operator
PCA	Principle Component Analysis
SD	Standard Deviation
SMS	Short Messaging Services
SPSS	Statistical Package for Social Studies
USD	US dollar
3G	Third Generation of mobile services



CHAPTER ONE: INTRODUCTION

1.1 Background of the study

The use of mobile phones has increased in the last few years throughout the world. A research carried out by the GSMA's Wireless Intelligence team, over three years and across 39 developed and developing markets, revealed that consumers use an average of 1.85 SIM cards each, and that the total number of mobile subscribers globally was expected to stand at 3.2 billion by fourth quarter of 2012. This would grow to 4 billion within the next subsequent five years with global penetration based on total connections set to exceed 100 per cent in 2013, and mobile subscriber penetration standing at only 45 per cent by the end of 2012 (GSMA, 2012). This is an indication of the huge opportunity available worldwide to have more customers own mobile phones and use the products and services on offer in the market by mobile communication operators.

According to GSMA (2014) global mobile connections passed the 7 billion mark in April 2014; by year-end global connections were expected to match the 7.2 billion global population total projected by the United Nations. Kenya's mobile market has grown significantly over the last few years. Competition has increased drastically with the introduction of two additional operators which contributed to a price drop of over 70% in the last four years. The mobile coverage increased to 96% of the Kenyan population, with over 3,500 3G sites in the country currently. This has seen consumers, businesses and government continue to benefit from the positive developments brought about by the mobile sector (GSMA, 2012).

Kenya has made an impact in the global mobile industry, as the global leader in mobile money transfer services through M-PESA, introduced by Safaricom Company Limited (the leading mobile operator in Kenya) in the year 2007. What started as a simple way to extend banking services to the unbanked citizens of Kenya has now become an undisputable proof that mobile money can work effectively. Mobile money transfer is a mobile payment system based on accounts held by the operator, with transactions authorised and recorded in real time using secure SMS. Since its launch in February 2007, M-PESA has grown to reach 15 million registered users and contributes 18% of Safaricom's total revenue (GSMA, 2012).

The Mobile industry has increasingly become competitive in Kenya, with recent developments seeing Equity Bank getting into an alliance with Airtel Networks, where the bank comes into the mobile space with its Mobile Virtual Network Operator (MVNO) strategy, a first in Kenya and Africa (Airtel Newsroom, 2014). The strategic partnership with Airtel Network enabled Equity Bank to provide the MVNO services without making any capital investments that would have been required by traditional mobile service operators. This strategy will enable Equity provide full banking services to its customers on a single platform that will make banking easily accessible, flexible, convenient and more affordable.

Aker and Mbiti (2010) argued that telecommunication markets have matured with mobile phones in Africa evolving from simple communication tools into service delivery platforms. This has shifted the development paradigm surrounding mobile phones from one that simply reduces communication and coordination costs to one that transforms lives through innovative applications and services.

1.2 Overview of Mobile Industry in Kenya

The telecommunications sector in Kenya was liberalized in 1998 with the introduction of the Kenya Communication Act that opened the local market to competition with Communications Commission of Kenya(CCK) now known as Communication Authority of Kenya(CAK) set up to act as independent regulatory body. The liberalisation saw the incumbent government owned monopoly, Telkom Kenya, being split into various entities to foster competition in the sector. These entities are the Communications Commission of Kenya which is the industry regulator, Telkom Kenya (which was privatized to provide initially fixed line services but later was licensed to offer mobile telephony services as well), Postal Corporation of Kenya and Safaricom Limited (which was issued with a mobile licence in 1999).

By the year 2010, the mobile telephony sector had four players offering mobile telephony services, namely Safaricom, Airtel Kenya, Essar Telecom (also known as Yu Mobile) and Telkom Kenya (also known as Orange Mobile). Safaricom had a stranglehold on the industry with the lion share of market revenues and subscriber share of 81%. Only

Safaricom has been profitable, with billions of profits year on yearly. The other three competitors have since their inception reported losses and continue to do so. Communications Authority of Kenya (CAK) reported statistics indicate that as at September 2015 (CAK, 2015a) Safaricom was in the lead with a customer subscription base of 25,095,726 followed by Airtel Kenya at 7,214,156, Telkom Kenya (Orange) at 4,469,456 and Finserve Africa (Equitel) at 1,085,869. These statistics, if compared to reported figures in June 2015(CA, 2015b) the mobile operators were reported to have the following number of subscribers; Safaricom 24,183,903, Airtel Kenya 7,002,464, Telkom Kenya (Orange) 4,053,111 and Finserve Africa (Equitel) 873,643. Which reflects a subscriber base growth of 4% for Safaricom, a growth of 3% for Airtel, a growth of 24% for Finserve Africa (Equitel) and 10% growth for Telkom Kenya (Orange).

The telecoms sector is highly regulated, to participate in the sector, a firm needs to make significant investments with license fees being in millions of dollars. The regulator also sets wholesale prices (also known as interconnection rates) and regulates market promotions by requiring its licensees to obtain written approval prior to launch of any product or service. In 2010, the regulator had slashed the wholesale rates by 50% from Kenya Shillings 4.4 per call to 2.21 leading to a price war between operators that saw retail call rates also drop by a similar margin. Because of the biting economic conditions prevailing in Kenya in 2010, the subscribers of mobile telephony were showing sensitivity to price increases. As a result, subscribers were demonstrating lack of loyalty to service providers by maintaining more than one SIM card and using the services of the cheapest provider depending on the destination of the call. At the same time, the industry faced high levels of obsolescence of equipment due to over reliance on technology which was fast evolving. The suppliers of technical equipment in the sector were few and powerful. A mobile service provider would typically be dependent on the supplier who had installed its telecommunication network as the equipment of other vendors was not compatible. Because of high level of technological innovations, the vendors would come up with new versions of equipment frequently, whereupon they would stop supporting old versions and the mobile service provider therefore needed to invest in equipment constantly. In 2009, the Communications Commission offered new 3G licenses at the price of USD 25 Million,

and to remain relevant an operator needed to make this investment. Of the four mobile operators only Safaricom had been able to take up the license by 2010.

In light of the challenging environmental conditions that firms in the sector were facing, it was clear that it was necessary for operators to rethink their mode of operation in order to survive. Essar sought to bail out and was bought by Bharti Airtel. Telkom Kenya adopted an aggressive stance, acquired the 3G licenses to expand into the data market as a new source of revenues. Airtel, also acquired the 3G license but in addition led a price war by slashing retail prices drastically so as to become the customers' preferred network. Airtel also sought to aggressively manage and control its costs in order to sustain the low retail prices. To accomplish this, it engaged in an aggressive effort to outsource its IT, Network and Customer Care functions. Safaricom realizing that revenues from the voice business would continue to shrink focused on its data business and its mobile commerce business under the brand name M-PESA.

The success story of M-PESA has seen other players in the telecommunication industry introduce mobile money transfer services. The current mobile number transfer subscriptions in the country stands at 28.7 million. The players in the mobile money platform include M-pesa (Safaricom) 22,127,622 representing 77% market share, Airtel Money (Airtel) 3,114,956 representing 11%, Equitel (Finserve Africa Limited) at 1,085,869 representing 4%, Orange Money (Orange) at 191,300 representing 1%, Tangaza at 503,556 representing 2% and Mobikash 1,754,117 representing 6%. (CAK, 2015a).

Kenya's telecommunication industry has grown tremendously over the years, with the total number of mobile phone subscriber base standing at 37.8 million subscribers representing a penetration level of 88.1% as at September 2015. The competitive nature of the telecommunication industry in Kenya has seen the introduction of new players in the market, with the current players being Safaricom with a market share of 66.3%, Bharti Airtel 19.1% Orange Kenya 11.8% and Equitel (Finserve Africa Limited) standing at 2.9 (CAK, 2015a).

1.3 Statement of the Problem

Information technology has brought tremendous changes in the present socio-economic environment. For a firm to survive, compete and grow, it is essential that the players in the market identify the needs and wants of customers, in order to provide products that address customer needs more effectively and efficiently better than its competitors. Profiling customers to understand and know their consumption patterns and behaviour while using the firms' products and services is essential for the firm to succeed. This is because the firm is then able to come up with products and services that serve the customer needs and thus increase their customer and revenue base.

Customers in the mobile telecommunication industry in Kenya, have several mobile service providers to choose from. They therefore put into effect their rights to choose and switch from one service provider to another as they will. Mobile service providers deploy retention strategies to keep customers loyal by providing them with a variety of tailored products and services. When switching costs from one mobile service provider to another is high or the process of moving is high, dissatisfied customers are likely to maintain business relationships with existing service providers and resist the dissolution of the relationship (Jackson, 1985; Porter, 1980), satisfied customers will tend to have a higher usage level of services and products more than those not happy and satisfied with services and products (Bolton & Lemon, 1999). Satisfied customers are also more likely to possess a stronger repurchase intention and thus recommend the product/service to their friends, family and acquaintances (Zeithaml, 1988).

Mobile penetration in Kenya is dominated by Safaricom Kenya Limited. There is a wide disparity in traffic volumes particularly on-net traffic among the operators. Safaricom Limited contributes the bulk of the on-net traffic statistics owing to its dominant market share on customer subscription of 66.3% (CAK, 2015a). Despite aggressive price cuts on mobile calling rates pioneered by Bharti Airtel, (a drop from a high of Sh8 per minute to Sh3 in 2011) which gave Kenyans an opportunity to experience cheap rates, there is still persistent retention of customers to subscribing to Safaricom Kenya limited products and services. Customers do not seem to change their behaviour in terms of ascribing to other mobile service providers in the country where they can use competition products and

services offered at competitive and more affordable prices. The main objective of the study was thus informed by the fact that despite price reductions and provision of wide range of products, value added services offerings by telecommunication players in the Kenyan market, and establishment of Communication Authority of Kenya by the government of Kenya to regulate telecommunications operator's activities, the other telecommunication companies in Kenya are unable to bridge the wide market share gap between them and Safaricom Kenya Limited in terms of revenue market share and customers' subscriptions.

The study therefore sought to investigate the factors that determine, influence and inform the customer's choice of mobile service providers in Kenya, as over the years customers have not changed usage behaviors to subscribe to and use products and services from the other players in the market. Other players in the market are thus unable to increase their market share and retain their customers as Safaricom continue to dominate the market in both revenue and market share.

1.4 General Objective

The main purpose of this study was to investigate the factors that determine a customer's choice of service provider in the mobile industry in Kenya.

1.4.1 Specific Objectives

- i. To investigate the relationship between perceived price fairness and customer choice of telecommunications mobile provider.
- ii. To determine the effects of perceived service quality on customers' choice of mobile provider.
- iii. To determine the effects of perceived network quality on customers' choice of mobile provider.
- iv. To investigate the products and services currently on offer for telecommunication customers and how this informs customers' choice of telecommunications mobile service provider

- v. To determine the effect of social lifestyle on customers' choice of telecommunications mobile service provider.

1.5 Research Questions

- i. What is the effect of perceived Price/Cost fairness on customer choice of telecommunications mobile provider?
- ii. How does perceived service quality affect customer choice of telecommunications mobile provider?
- iii. How does perceived network quality affect customer choice of telecommunications mobile provider?
- iv. What are the products and services currently on offer for telecommunication customers and how does this inform customer's choice of telecommunications service provider?
- v. How does social lifestyle of customers influence their choice of telecommunications mobile service provider?

1.6 Scope of the Study

The study covered telecommunication mobile services customers for Safaricom Kenya Limited., Airtel Networks, Telkom Kenya (Orange) and Equitel.

1.7 Significance of the study

The findings of this research will assist the mobile service operators in Kenya in coming up with strategies that are sustainable and will lead to increase in their customer base and customer loyalty, thus leading to customer retention. The mobile service providers in Kenya will also get an insight into the factors that determine existing and potential customers' choice of mobile service providers and thus enable them make informed decisions. The findings from this research will also assist the companies in the telecommunication industry in coming up with strategies for product and services provisions that resonate with customer needs and expectations.

The study will also be significant to the Communication Authority of Kenya (CAK), as it would aid the regulator come up with measures to ensure that the mobile operators satisfy consumer expectations, and also, other policy makers in the Kenyan mobile service industry, for it may help them develop or make improvements on the current policies regarding the industry.

Finally, the study will be significant to future researchers and academics since the findings may lay a good foundation for their projects in the same field of study. The results from this study will help them gain a deeper understanding on the factors that determine customer choice of telecommunications mobile service provider in Kenya, and also what strategies, as deployed by the telecommunication companies “speak” to the consumers, thus influencing their mobile service provider preference.

1.8 Definition of terms

3G

3G or Third Generation of mobile services is the generic term used for the next generation of mobile communications systems. It is sometimes called UMTS in Europe. 3G enhances the services available today and offer multimedia and internet access and the ability to view video footage (3G Public policy, GSMA).

Mobile money transfer

Mobile money transfer is a mobile payment system based on accounts held by the operator, with transactions authorised and recorded in real time using secure SMS

SMS

This is a service offered to mobile telecommunications subscribers that allow sending and receiving of short text messages which are limited to 160 characters.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter reviews and summarizes key information from the available literature on mobile subscribers and the factors that determine their choice of mobile operators. The sections discussed here include quality of service, innovation, communication, network quality, customer buying behaviour, perceived price fairness/affordability and accessibility to services in mobile telecommunication industry in Kenya.

Various local studies have been done in Kenya but none has managed to explore the factors that inform mobile subscriber's choice of mobile service provider. For example, Mitei (2011) did a study on the relationship between gender and age and Consumer decision making behaviour at the NSE and found a positive relationship between gender, age and consumer decision making behaviour. Wambui (2011) did a study on the influence of mobile phone usage on performance of supermarkets in Nairobi and concluded that mobile phone usage was high and enhanced the growth of the supermarket size as well as the profits. Otieno (2012), whose study focussed on the use of internet advertising by the Kenyan mobile telephone industry, discovered that all the telecommunications companies in Kenya are in one way or another using internet advertising. The study also reported internet adoption challenges like personnel, price, quality of information and security. Kiilu (2013) carried out a study on the levels of service quality delivered by the telecommunication industry in Kenya and the critical dimensions of service quality that are important to mobile telephone users. Similarly, Otemba (2012) carried out a study to determine the critical service quality dimensions affecting the perceived service quality in the Kenyan telecommunications vendors market and the relationship between service quality dimensions and customer satisfaction. The study concluded that there was a general satisfaction on services being offered by Nokia Siemens Networks.

Consumers' behaviours are physical emotional and mental activities to satisfy the needs and demands of the consumers when people select, buy, and use goods and services and to discard the product (Wilkie, 1994). A company that is aware of consumers' reaction to

different characteristics of goods, prices and advertisement tricks has advantage over its competitors (Kotler, 2009). Recognition of factors affecting customers' purchasing decisions is one of the issues that marketers are trying to identify in order to understand the interests and demands of their customers and address them.

2.2 Theoretical Perspective

2.2.1 The Theory of Buyer Behaviour

Howard developed the first consumer decision-model in 1963. This model was developed further in 1969 to become the 'Theory of Buyer Behaviour' (or Howard and Sheth Model). It provides a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing (Foxall, 1990). Input variables are the environmental stimuli that the consumer is subjected to, and is communicated from a variety of sources. Significant stimuli are actual elements of products and brands that the buyer confronts (Loudon & Della Bitta 1993), while symbolic stimuli refers to the representations of products and brands as constructed by marketers through advertising and act on the consumer indirectly (Foxall, 1990). Social stimuli include the influence of family and other peer and reference groups. The influence of such stimuli is internalised by the consumer before they affect the decision process.

2.2.2 Psychodynamic Approach

The psychodynamic tradition within psychology, according to Stewart (1994), is widely attributed to the work of Sigmund Freud (1856-1939). This view posits that consumer calling behaviour is subject to biological influence through 'instinctive forces' or 'drives' which act outside of conscious thought (Arnold, Cooper, & Robertson, 1991). While Freud identified three facets of the psyche, namely the Id, the Ego and the Superego, other theorists working within this tradition, most notably Jung, identified different drives (Ribeaux & Poppleton 1978). The key tenet of the psychodynamic approach is that behaviour is determined by biological drives, rather than individual cognition, or environmental stimuli.

2.2.3 Cognitive Approach

The individual is viewed as an ‘information processor’ (Ribeaux & Poppleton, 1978). This intrapersonal causation clearly challenges the explicative power of environmental variables suggested in Behavioural approaches, however an influential role of the environment and social experience is acknowledged, with consumers actively seeking and receiving environmental and social stimuli as informational inputs aiding internal decision making (Stewart, 1994). In the telecommunication industry, Foxall (1990) identifies four key strengths of cognitivism as a means of explaining consumer behaviour: its closeness to the common-sense explanations of everyday discourse make it an intuitively attractive means of offering explanations of everyday behaviours such as purchasing and consuming; the ability of consumers to describe their experiences in terms of their attitudes, wants, needs and motives ensures that an explanation proceeds in the same terms as the description of what is explained; it brings a measure of unity and consensus to a still young field of inquiry; and, the extensive use made by other social science and humanity disciplines of cognitive explanation has assisted the conceptual development of this line of consumer research by making possible the borrowing of theoretical and methodological inputs (Stewart, 1994).

2.3 Factors influencing customers’ choice of mobile service provider

2.3.1 Quality of Service

During the past few decades, service quality has drawn a lot of attention from researchers and practitioners due to its strong impact on business performance, customer satisfaction, customer loyalty and profitability. Service quality is usually understood as a measure of how well the level of the delivered services matches customer’s expectations (Santos, 2003).

Santouridis and Trivellas (2010) examined the effect of service quality and customer satisfaction on customer loyalty in the Greek mobile telephony sector. Their analysis showed that service quality is a big determinant of both customer satisfaction and loyalty customer support, pricing structure and billing system having positive effects on both concepts. They also found out that network quality dimension had a significant positive

effect on loyalty but not on customer satisfaction. Network voice clarity and coverage have become a basic requirement for a mobile service provider to offer. Their studies further established that value-added services and mobile device did not significantly affect customer loyalty. This therefore points to the fact that mobile phone users pay more attention to issues relating to customer service issues, billing, pricing rather than value added services.

Wang and Lo (2002) concluded that perceived quality directly influences customer satisfaction. Thus, as the level of perceived quality increases, the level of overall customer satisfaction also increases. They also concluded that even though customer expectation has a positive effect on overall customer satisfaction, it can only indirectly influence overall customer satisfaction through perception of quality. Customer expectations do not have a significantly direct effect on the overall customer satisfaction. As a consequence, increases in the customer expectation levels increases perceived level of quality which in turn increases the level of overall customer satisfaction. Since perceived quality is measured by overall quality, customization, and reliability, organisations can therefore emphasize these indicators in providing services or products to serve their customers better.

A telecommunication service provider should therefore concentrate on improving its service quality, charge fair prices to ensure customer satisfaction. This will ultimately lead to customers getting attracted to the organisation and consequently be retained. Alvarez and Casielles (2004) noted that even though immediate price reduction influences customers' brand choice, it is likely that the customers acknowledge the promotions but not change their buying behaviours, leading to investments into promotions that do not bring any values to the organisation.

2.3.2 Perceived Price

According to Kotler (2008), price is considered to be the amount of money charged for a product or service, or the sum of the values that consumers have to give in exchange for benefits derived from use of product or service. The price of a product is influenced by the product, consumer characteristics, and the situation in which the price information is

embedded. This is because consumers hardly carry price information around with them. Kotler (2008) noted that perceived value is the consumer's perception of utility in comparison to what is exchanged for a product or service. In markets with high switching costs, customers tend to buy the same brand that they are already using even though there are other identical brands with similar functionalities but cheaper available in the same market. The price of the product thus does not impact their purchasing behaviour. Perceived switching costs have a positive influence on customer loyalty as empirically demonstrated by Aydin, Ozer, and Arasil (2005) in the mobile telecommunications industry of Turkey.

According to Lee, Lee and Feick (2001) mobile-lovers show their strong attachment to value-added services. Therefore managerial implication is that firms are better off implementing a feature-based differentiation of service products than using a typical price discrimination scheme. Alvarez and Casielles (2004) argued that the price of products and brands at the moment of the purchase constitutes a variable of interest. It will act to favour the purchase or choice of a specific brand (at a low price), or reduce the likelihood of its purchase or choice (at a high price). Similarly, given the importance of price, consumers usually form a reference price. Thus, when the consumer has to take a decision, he or she will act after comparing the price on offer with the reference price.

2.3.3 Perceived Value

Attracting and retaining customers can be a difficult task. Customers are normally faced with different options of products and services to choose from. A customer would normally buy from a firm that they feel offers the highest value to them. This is their evaluation of the difference between the benefits and costs compared to those of competing products. Customers quite often are not able to judge product values and costs accurately or in an objective manner (Kotler, 2008).

According to Hooley, Piercy, Saunders, and Nicoulaud (2008), customers' perceptions and what they believe about a product can be more important to them than the objective reality. If they believe it gives them a particular benefit which is of importance to them,

then they would choose the product. With technological advancements for products development, most if not all products have limited lives and will exist as solutions to customers' problems until a new product comes into the market. Products life cycles are increasingly shortening with the rapid introduction of new products in the market rendering existing products obsolete.

According to Kotler and Keller (2011), the customer product value consists of core benefits that the customer is buying, these include: basic product; the essentials of the customer need, the expected product; the attributes and conditions that the buyers of the product normally would expect to get, an augmented product that exceeds the customer expectation and ultimately the potential product that captures all possible transformation that the product might go through in the future. Lee et al. (2001) further concluded that mobile-lovers are less sensitive to the pricing aspects of services. In other words, the level of satisfaction on pricing was much less significant for heavy users than for regular users. They seem to look for a good range of supporting services and are willing to pay for them.

According to Lai (2004), several researches have been done to measure the relationship between customer satisfaction and perceived value derived. The consumer's value perception has been defined as a low price, value being whatever they want in a product, the quality they get for the price they pay, and what they get for what they give. Zeithamal, Pasuraman, and Berry (1990) further defined perceived value as the overall assessment of the product based on what is received and given.

2.3.4 Network Quality

Network quality is an important aspect in identifying and selecting the network of choice, based on studies carried out by Wang and Lo (2002) the mobile operators in China compete in network quality by a large amount of investment in network extension and upgrading, supported by their research findings since network quality is one of the most important drivers of overall service quality, customer value and customer satisfaction.

According to studies carried out by Wang and Lo (2002) , just as both China Mobile and China Unicom have been doing, priority should be given to how to reduce customer perceived sacrifice and improve network quality, since mobile communication customers in China perceive these as the key factors influencing their evaluation of customer value, customer satisfaction, or service quality, which, in turn, drive them to make actual purchasing decisions.

2.3.5 Social Lifestyle

The lifestyle status of each person throughout his life depends on a family group, clubs and organizations. A person's position within each of these groups can be defined based on the role and status of the individual. Every role includes activities that are expected of a person. Someone may have the role of the daughter of a family, and beside her family they may have the role of a wife and a mother, and also the role of sales manager in the company where she works. Each of these roles has special effects on consumer behaviour, according to Kotler and Armstrong (2010). For example, company managers need calling credit than any other members of the company. Each role has a dignity, which is the respect that society has toward that role.

Generally, people choose products which are the messengers of their social role and status in the community (Kotler & Armstrong, 2010). When a person accepts a role, the normative pressures have effects on the person to act in a special way. An important role in consumer behaviour is related to the decision maker; she makes the final decision about which brand to choose. According to Kotler and Armstrong (2010) cultural factors exert the broadest and deepest influence on consumer behaviours, it is the most basic cause of a person's wants and behaviours, it is the set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions. The culture in which an individual lives in will thus impact on the lifestyle that they have.

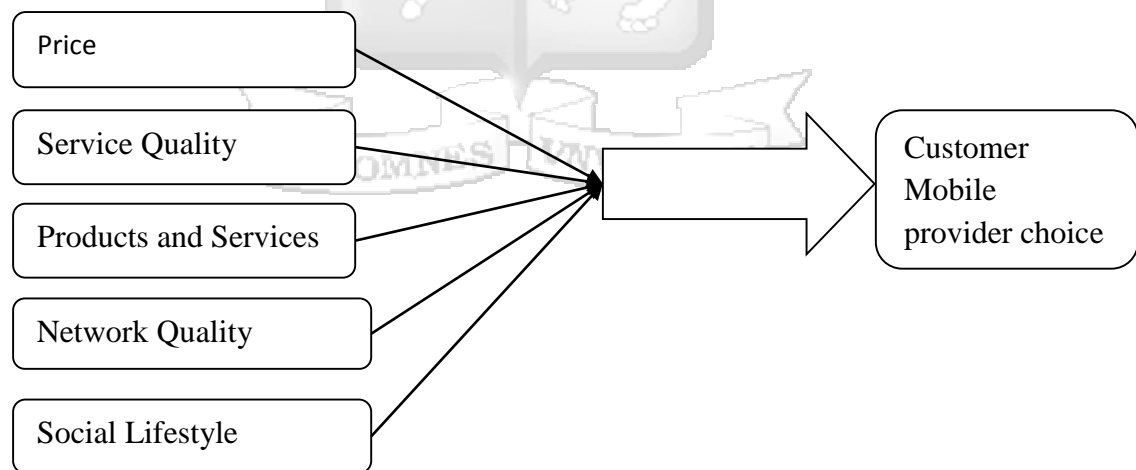
2.4 Research Gap

The study has managed to review key studies from available literature on telecommunication mobile subscribers and the factors that influence their choice of mobile service provider. Of all the areas discussed in the literature review, it is evident

that only a few are close to the study concept, for example that of Santouridis and Trivellas (2010) which examined the effect of service quality and customer satisfaction on customer loyalty in the Greek mobile telephony sector. The fact that perceived switching costs have a positive influence on customer loyalty as empirically demonstrated by Aydin, Ozer, and Arasil (2005) in the mobile telecommunications industry of Turkey.

Kotler and Armstrong (2010), Foster and Cadogan (2000), and Gil-lafuente and Luis-Bassa (2011) established that consumer calling behaviour is influenced by various factors. In the cases analysed in the literature review section, the studies carried out did not look at all the factors that could determine customers' choice of mobile service provider i.e. price, service quality, products and services, network quality and social lifestyle, also, the studies did not explicitly elaborate on the extent of the effect of the same variables on consumers' choice of telecommunications mobile operators. Consequently, the study carried out by the researcher has analysed the listed factors that determine and influence a telecommunications mobile subscribers' choice of mobile operator in the Kenyan market, with a focus on Nairobi County.

2.5 Conceptual Framework



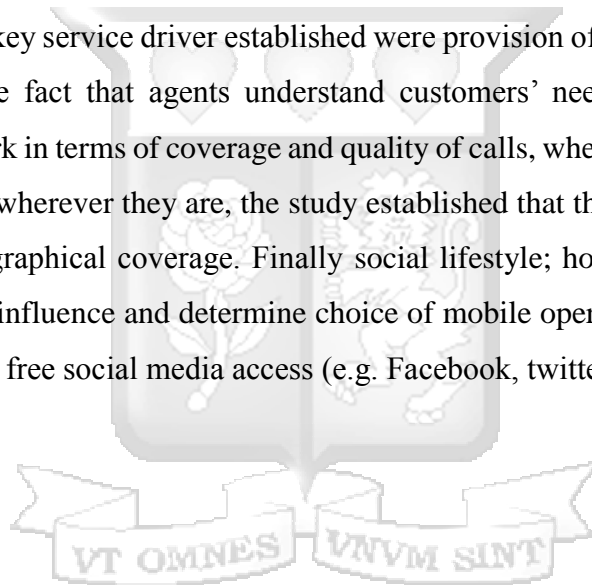
Independent Variables

Dependent variable

Figure 2.1: Conceptual framework Source: (Author, 2016)

2.6 Explanation of variables

The conceptual framework covered Price; the price that the operator charges for its products and services, price came out as the topmost consideration for mobile service provider. Products and services on offer; the products and services as perceived by the mobile subscriber, the key products that came out as determinant of choice of mobile service provider were money transfer services, bill payment services, unlimited SMS services with twitter and Facebook, and short messaging services (SMS) bundles. With the highest association based on correlation analysis amongst the attributes for products and services being between money transfer services and bill payment services. Quality of service; the level of quality offered by the mobile operator as they serve the mobile subscribers, the key service driver established were provision of guidelines on products & services, and the fact that agents understand customers' needs. Network quality; the quality of network in terms of coverage and quality of calls, whether the mobile subscriber stays connected wherever they are, the study established that the key drivers are network quality and geographical coverage. Finally social lifestyle; how the social lifestyle and circle of friends influence and determine choice of mobile operator, the key drivers were established to be free social media access (e.g. Facebook, twitter) and data bundle offers.



CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology that will be used in the study. . The section presents details of the research design, target population, sample and sampling procedures, description of research instruments, description of validity and reliability of instruments, data collection procedures and data analysis techniques.

3.2 Research Design

This study used descriptive and causal research design. This design normally describes and reports the way things are. It is characterized by a systematic collection of data from members of a given population mainly through questionnaires. According to Cooper and Schindler (2003), a descriptive study is concerned with finding out the what, where and how of a phenomenon. This design has been chosen in this because it will be ideal in describing the characteristics of the targeted population as it is appropriate for a large sample which is expected to participate in the study. The design will also accommodate both quantitative and qualitative approaches of analysis.

3.3 Population and Sampling

The sampling frame for any probability sample is a complete list of all the elements in the population from which a sample will be taken according to Saunders, Lewis, and Thornhill (2012). The sampling frame thus defines the target population from which the sample shall be drawn and from which the sample data is generalized to the population. A sampling frame is a complete or partial listing of items comprising the population. Ideally, it is a complete and correct list of population members only. The sampling frame was used as a checklist for drawing samples of elements for sampling purposes. The sampling frame comprised of mobile subscribers in Nairobi County. The study used random sampling technique to identify and pick on the respondents.

In random sampling, subjects are selected in such a way that the existing subgroups in the population are more or less reproduced in the sample. This means that the sample will

consist of two or more sub-groups. The sample size of the total population will be 384, the respondents to participate in the study were randomly picked.

The total population of mobile service subscriber in telecommunication sector in Kenya is over ten thousand, to get a representative population sample, using the formula: $N = Z^2 * pq / d^2$:

The sample size will be determined using statistical population surveys whereby:

$$N = Z^2 * pq / d^2$$

Where N = desired minimal sample size (where pop>10,000)

Z = Standard normal deviation which is equal to 1 at 95% confidence level.

P = Proportion of the target population estimated to have a particular characteristic being measured (tendency of subscribers to use a specific mobile provider). In this case it is estimated to be 0.25.

$$q = 1 - P$$

d = the level of statistical significance set which in this case is 0.05.

$$N = 1.96^2 \times 0.5 \times 0.5 / 0.05^2$$
$$= 384$$

The distribution of respondents based on the market share, as indicated by their responses, will enable the researcher get insights into the reasons that the customers have for using their service provider of choice. The sample size thus informs the researcher on a representative sample base, in the quest to investigate and determine the factors influencing customer's choice of mobile services provider.

3.4 Data Collection Tool

Data was collected from the primary sources through questionnaires. According to Mugenda and Mugenda (1999) questionnaires are used in research to collect important

information about an identified population. The questionnaire was developed in such a way that it addressed the specific objectives of the research being carried out, the research question or the hypothesis of the study. The questionnaires were used for the following reasons: it had potential of reaching out to a large number of respondents within a short time, it gave the respondents adequate time to respond to the items, it offered a sense of security (confidentiality) to the respondent and it was an objective method since it had no bias resulting from the personal characteristics.

The questionnaire was divided into two sections, one section capturing the demographic characteristics of the respondents and the second section captured responses according to the major research objectives. The questionnaires were hand delivered to the respondents and either picked immediately upon completion or later to allow the respondents enough time to complete the questionnaires as required.

3.5 Data Analysis and Presentation

Before processing the responses, the completed questionnaires were edited for completeness and consistency. After administering and collecting the questionnaires, the collected data were examined and checked for completeness, comprehensiveness and then subjected to statistical analysis. The responses were coded to enable the responses to be grouped into various categories; it was then edited and analyzed using SPSS. Inconsistencies were removed from the data which was then analyzed using descriptive techniques. Descriptive statistics like frequencies distribution, percentages, means, modes, medians, standard deviations were used to analyze the data.

3.6 Quality of the research

For the research to be termed and ensured to be of high quality, the following aspects were considered and complied with as indicated below.

3.6.1 Reliability

According to Saunders et al. (2012) reliability refers to whether the research data collection techniques used will produce consistent results that can be replicated by another researcher, who would be interested in an inquiry on the determinants of customer choice

of service provider in the mobile industry in Kenya. Thus, the researcher used standard instruments like questionnaires that were well structured and simplified to eliminate any ambiguity.

3.6.2 Validity

Validity measures the extent at which the data collection methods used in the research actually measures what they were intended to Saunders (2012). According to Thietart (2001), the main concerns with the validity are whether the measured data is relevant and precise, and the second is the extent to which we can generalize from those results. In this research, it will bring up the question of whether the interviews have measured in the right way and also whether all the interview questions are in line with the research's objective and purpose.

3.6.2.1 Internal Validity

The internal validity allowed for drawing of accurate conclusions from credible and authoritative findings. To achieve this, proper representation stratified sampling based on market share of the mobile services providers was used, it thus enhanced internal validity, assistance from a professional research assistant was sought to ensure that valid mobile phone users in Nairobi were identified through scientific random selection.

3.6.2.2 External Validity

External validity determined and ensured that the findings of this research can be generalized to other contexts similar to this study. Use of representative samples from all the four mobile operators based on their market share, ensured that external validity was achieved.

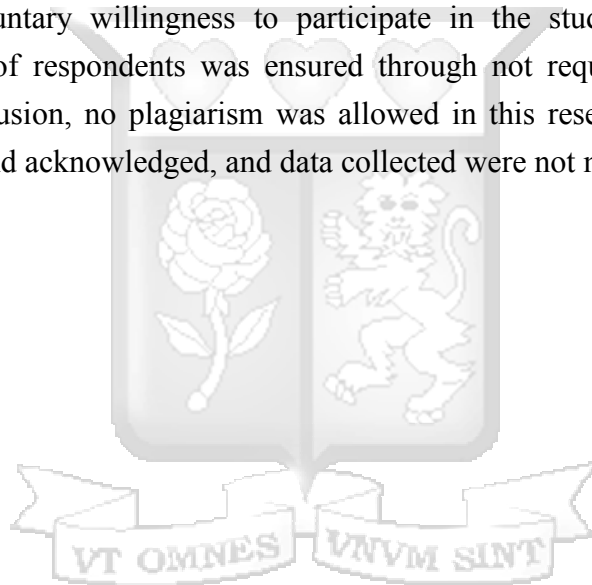
3.6.2.3 Objectivity

In this research, objectivity was achieved by avoidance of interviewer and interviewee biases. The researcher employed the services of a professional research assistant who assisted in administering of the questionnaires. The researcher did not use personal

assumptions, preferences or prior knowledge in interpreting the findings, the researcher relied entirely on the data collected and interpreted them professionally.

3.7 Ethical consideration

According to Saunders et al. (2012) ethics is defined as the standards of behavior that would guide the conduct of a researcher with respect to those who are affected by the research or become subject to the research itself. The ethical considerations that was noted and implemented included; acquiring informed consents from the respondents by disclosing and providing all information to the respondents about the research, the researchers and the reasons for the study. An introduction letter included in appendix two which detailed the pertinent information about the research, respondents were informed about their voluntary willingness to participate in the study or not to participate. Confidentiality of respondents was ensured through not requiring them to give their names. In conclusion, no plagiarism was allowed in this research, all references were properly cited and acknowledged, and data collected were not manipulated or changed.



CHAPTER FOUR: DATA ANALYSIS, INTERPRETATION AND PRESENTATION OF RESEARCH FINDINGS

4.1 INTRODUCTION

This chapter presents results from data analysis together with discussions of research findings. In this chapter, data was analysed using descriptive analysis, factor analysis, chi-square tests and the correlation analysis. The dependent variable as was used in the study was the choice of a mobile service provider, which could be Safaricom, Airtel, Orange or Equitel. The independent variables include price, service quality and product, network quality, and social lifestyle.

4.1.1 Sample and Response

Table 4.1: Sample Response

	Frequency	Percentage
Responded	382	99
Not responded	2	1
Total	384	100

384 questionnaires were used by the researcher in the study. All the questionnaires were distributed to the sampled respondents all of whom were randomly picked from Nairobi County. Out of these, 99.5% of the respondents filled in and returned the questionnaires while 0.5% of the questionnaires were either not filled or returned. The response rate was therefore 99.5%.

Table 4.2 Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.893	59

Reliability coefficient was tested by use of the Cronbach's alpha (α) analysis to measure the reliability or consistency of responses across a set of questions (scale) designed to

measure a particular concept together (scale). Cronbach alpha is a commonly used method where alpha coefficient values range between 0 and 1 with higher values indicating higher reliability among the indicators (Saunders et al., 2012). In accordance with the Cronbach alpha test, the total scale of reliability for this study is at .903 which means that this study is substantial in every perspective upon running reliability test on the tool for data collection for 59 attributes out of 63 attributes.

4.2 General information (Demographics)

4.2.1 Demographics (Gender, Age, Education level)

Table 4.3: Demographics (Gender, Age, Education level)

Demographics		N	%
Gender	Male	206	53.9
	Female	176	46.1
Age	10 – 19	38	9.9
	20 – 30	153	40.1
	31 – 40	68	17.8
	41 – 50	82	21.5
	Above 50 years	41	10.7
Education Level	Primary	20	5.2
	Secondary	82	21.5
	College	135	35.3
	University	141	36.9
	Others	4	1.0
Total		382	100.0

The researcher intended to establish the gender of the respondents who took part in the study. On this question, 53.9% of the respondents were male while 46.1% were female. This thus reflects a gender balance in the research.

The study required the respondents to indicate their age bracket. According to the study findings, 9.9% of the respondents were between the age of 10-19 years, 40.1% were aged between 20-30 years, 17.8% aged between 31-40 years, 21.5% aged between 41-50 years, while 10.7% aged above 51 years.

On the education level, from the total number of respondents, 36.9% of the respondents had attained university education, 35.3% college certification, 21.5% attained secondary certification while 5.2% attained primary certification and 1% of the respondents had others qualifications.

4.2.2 Choice of Mobile Service Provider

Table 4.4 Choice of Mobile Service Provider

Mobile Service Provider	Frequency (N)	Percentage (%)
Safaricom	151	39.5
Airtel	79	20.7
Orange	9	2.4
Equitel	1	0.3
Safaricom & Airtel	93	24.3
Safaricom & Equitel	7	1.8
Safaricom, Airtel & Equitel	2	0.5
Safaricom & Orange	18	4.7
Airtel & Equitel	9	2.4
Safaricom , Airtel & Orange	8	2.1
Airtel & Orange	5	1.3
Total	382	100

The researcher sought to find out which mobile service provider(s) was used by the respondents. 39.5% of the respondents use Safaricom only as their service provider, 20.7% of the respondents use Airtel only as their service provider, 2.4% of the respondents use Orange only as their service provider, and 0.3% of the respondents use Equitel only as their service provider. An element of subscribers using multiple service providers came out with 24.3% of the respondents using Safaricom and Airtel as their service providers, 1.8% of the respondents using Safaricom and Equitel as their service providers, 0.5% of the respondents using Safaricom, Airtel and Equitel as their service providers, 4.7% of the respondents using Safaricom and Orange as their service providers, 2.4% of the respondents using Airtel and Equitel as their service providers, 2.1 % of the respondents using Safaricom, Airtel and Orange as their service providers, 1.3% of the respondents using Airtel and Orange as their service providers.

4.2.3 Duration with Mobile Service Provider

Table 4.5 Duration of Use of Mobile Service providers

Mobile Operator	Not using	Less than 1 year	1 - 5 years	6 - 9 years	10 years and above
	%	%	%	%	%
Safaricom	22.9	2.7	28.8	25.9	19.7
Airtel	50.0	7.9	21.8	13.4	6.8
Orange	89.3	3.7	6.8		.3
Equitel	94.8	4.2	1.0		

From the data analyzed, for Safaricom, 2.7 % of the respondents have been using their SIM cards for less than 1 year, 28.8% 1 to 5 years, 25.9% for 6 to 9 years, 19.7% 10 years and above and 22.9% of the respondents are not using Safaricom SIM cards. For Airtel, 7.9 % of the respondents have been using their SIM cards for less than 1 year, 21.8% for 1 to 5 years, 13.4% for 6 to 9 years, 6.8% for 10 years and above and 50% of the respondents are not using Airtel SIM cards. For Orange 3.7 % of the respondents have been using their SIM cards for less than 1 year, 6.8% for 1 to 5 years, None of the respondents used Orange SIM cards between 6 to 9 years, 0.3% for 10 years and above and 89.3% of the respondents are not using Orange SIM cards. For Equitel, 4.2 % of the respondents have been using their SIM cards for less than 1 year, 1.0% for 1 to 5 years, None of the respondents used Equitel SIM cards between 6 to 9 years and 10 years and above respectively.

4.2.4 Primary Mobile Service Provider

Table 4.6 Primary Service Provider Choice

Service Provider	Frequency	Percent (%)	Cumulative Percent (%)
Safaricom	253	66.2	66.2
Airtel	116	30.4	96.6
Orange	12	3.1	99.7
Equitel	1	.3	100.0
Total	382	100.0	

From the data analyzed, 66.2% of the respondents indicated that their primary service provider was Safaricom, 30.4% Airtel, Orange had 3.1% as its primary subscriber, while Equitel was only at 0.3% of the respondents.

Table 4.7 Age versus Primary Service Provider Choice

		q.2 Please tick (?) on the age bracket which best describes the range in which your age falls					Total
		10 - 19	20 - 30	31 - 40	41 - 50	Above 50 years	
q.6 Which is your primary (main) mobile service provider?	Safaricom	25	125	33	43	27	253
	Airtel	10	22	32	38	14	116
	Orange	2	6	3	1	0	12
	Equitel	1					1
Total		38	153	68	82	41	382

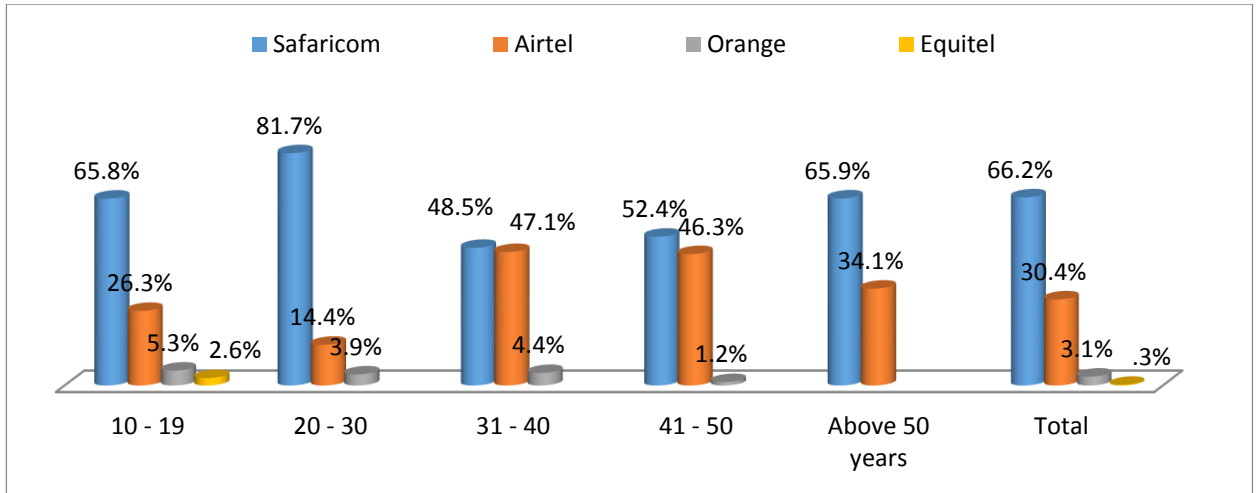


Figure 4.1: Age versus Primary Service Provider Choice

Uptake of mobile service providers for the various age groups indicates that Safaricom has a higher penetration cutting across the ages as the main subscriber; however among those aged between 31 – 40 years Airtel has a presence almost equal to Safaricom on 1:1 ratio. For the respondents between the ages of 10 to 19 years, 65.8% have Safaricom as their primary service provider, 26.3% Airtel, 5.3% Orange and 2.6% Equitel. For the respondents between ages 20 to 30 years, 81.7% have Safaricom as their primary service provider, 14.4% Airtel, 3.9% Equitel. For those aged between 41 to 50 years Safaricom had 52.4%, Airtel 46.3%, Orange 1.2%. For those above the age of 50 years 65.9% subscribe to Safaricom and 34.1% subscribe to Airtel.

4.2.5 Secondary Mobile Service Provider

Table 4.8 Secondary Service Provider Choice

Service Provider	Frequency	Percent	Valid Percent	Cumulative Percent
Safaricom	38	9.9%	19%	9.9%
Airtel	94	24.6%	47%	34.6%
Orange	44	11.5%	22%	46.1%
Equitel	24	6.3%	12%	52.4%
None	182	47.6%	100%	100.0%
	382			

For a number of reasons the respondent had a secondary mobile service provider and as such we see Airtel being the second preferred service provider with 47%, Orange 22%, Safaricom 19% and Equitel 12%. Not all the respondents indicated that they had a secondary service of choice; in fact, 47.6% of the total respondents did not indicate that they had a secondary mobile service provider.

Table 4.9 Subscriber Age versus Secondary Service Provider Choice

		q.2 Please tick (✓) on the age bracket which best describes the range in which your age falls					Total
		10 – 19	20 - 30	31 - 40	41 - 50	Above 50 years	
q.7 Which is your secondary (second) mobile service provider?	Safaricom	30.8%	7.6%	45.0%	15.2%	18.2%	19.0%
	Airtel	46.2%	53.3%	30.0%	48.5%	50.0%	47.0%
	Orange	23.1%	29.3%	12.5%	18.2%	13.6%	22.0%
	Equitel		9.8%	12.5%	18.2%	18.2%	12.0%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysis of the respondents' feedback based on their age bracket against the secondary choice of mobile service provider indicated that for the age bracket 10-19 years, 30.8% were Airtel, 46.2% Safaricom, 23.1% Orange. For the age bracket 20-30 years, 7.6% were Safaricom, 53.3% Airtel, 29.3% Orange and 9.8% Equitel. For the age bracket 31-40 years, 45% were Safaricom, 30% Airtel, Orange 12.5%, and Equitel 12.5%. For the age bracket 41-50 years, 15.2% were Safaricom, 48.5% Airtel, 18.2% Orange and 18.2% Equitel. For the age bracket above 50 years, 18.2% of the respondents were Safaricom users, 50% Airtel, 13.6% Orange and 18.2% Equitel.

Table 4.10 Primary Service Provider Vs Duration with Service Provider

Mobile Operator	Less than 1 year		1 - 5 years		6 - 9 years		10 years and above		Total	
	N	%	N	%	N	%	N	%	N	%
Safaricom	10	4.0%	90	35.6%	89	35.2%	64	25.3%	253	100.0%
Airtel	6	5.2%	44	37.9%	43	37.1%	23	19.8%	116	100.0%
Orange	3	25.0%	9	75.0%	0		0		12	100.0%
Equitel	1	100.0%	0		0		0		1	100.0%
Total	20	5.2%	143	37.4%	132	34.6%	87	22.8%	382	100.0%

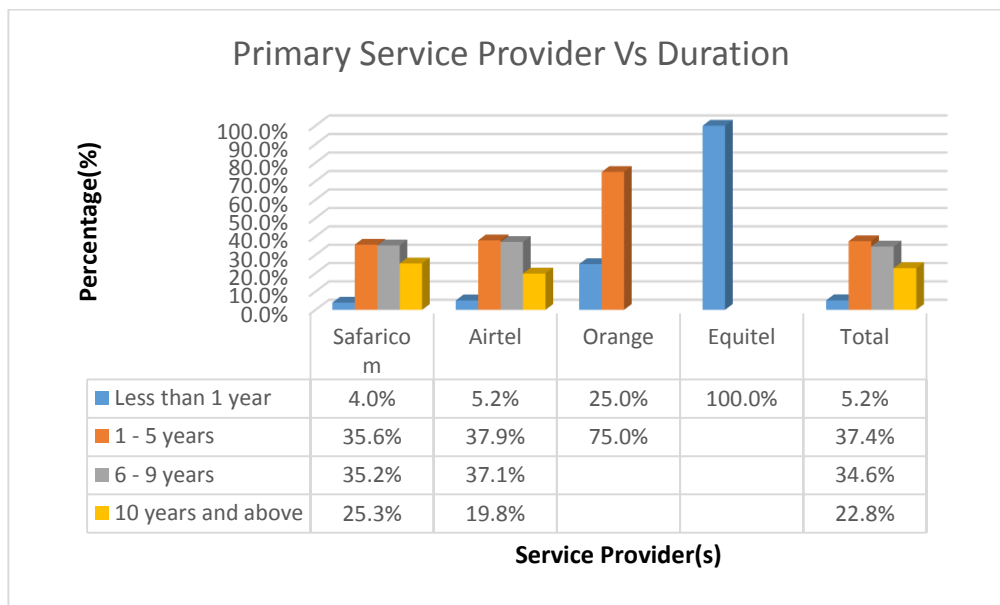


Figure 4.2 Primary Service Provider Vs Duration with Service Provider

The research sought to find out the duration mobile subscribers were using their primary service provider, and 25.3% of the respondents using Safaricom as their primary service provider, and 25.3% of the respondents using Safaricom as their primary service provider indicated they had used it for more than 10 years, 35.2% for 1 – 5 years, 35.6% between 6 – 9 years and 4% have used for less than 1 year.

Of the Airtel respondents, 19.8% had used it for more than 10 years, 37.9% for 1 – 5 years, 37.1% had used it between 6 – 9 years and 5.2% for less than 1 year. For Orange subscribers, 75% had used it for 1 – 5 years and 25% less than 1 year. Equitel respondents had used the service provider for less than year.

Table 4.11 Primary vs. Secondary Mobile Service Provider

		Which is your secondary (second) mobile service provider?				Total
		Safaricom	Airtel	Orange	Equitel	
Which is your primary (main) mobile service provider?	Safaricom	0	94	35	15	144
	Airtel	30	0	9	9	48
	Orange	7	0	0	0	7
	Equitel	1	0	0	0	1
Total		38	94	44	24	200

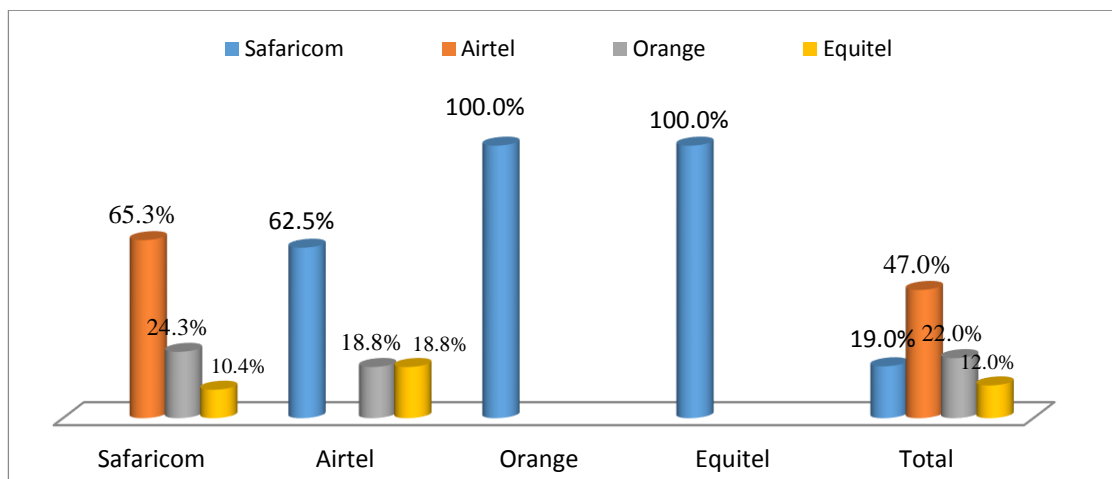


Figure 4.3: Primary Vs Secondary Mobile Service Provider

Analysis on respondents with a secondary mobile provider, for those using Safaricom as their primary mobile service provider, 65.3% tend to use Airtel as their second provider, 24.3% use Orange while 10.4% use Equitel. For those subscribed with Airtel as their primary mobile service provider, they tend to have 62.5% Safaricom, 18.8% Orange and 18.7% Equitel. Those with Orange as their primary service provider all have Safaricom as their secondary provider, and those with Equitel as their 1st mobile provider they use Safaricom as their secondary mobile provider.

4.2.6 Reason for second Mobile Service Provider

Table 4.12 Reason for second Mobile Service Provider

Reasons for choice of subscriber	N	%
Cheaper	39	10.2
Mobile money services	20	5.2
Clear network	16	4.2
Cheap	6	1.6
Mpesa services	6	1.6
Good network	5	1.3
Connect with friends	3	.8
Affordable	2	.5
Bank transactions	2	.5

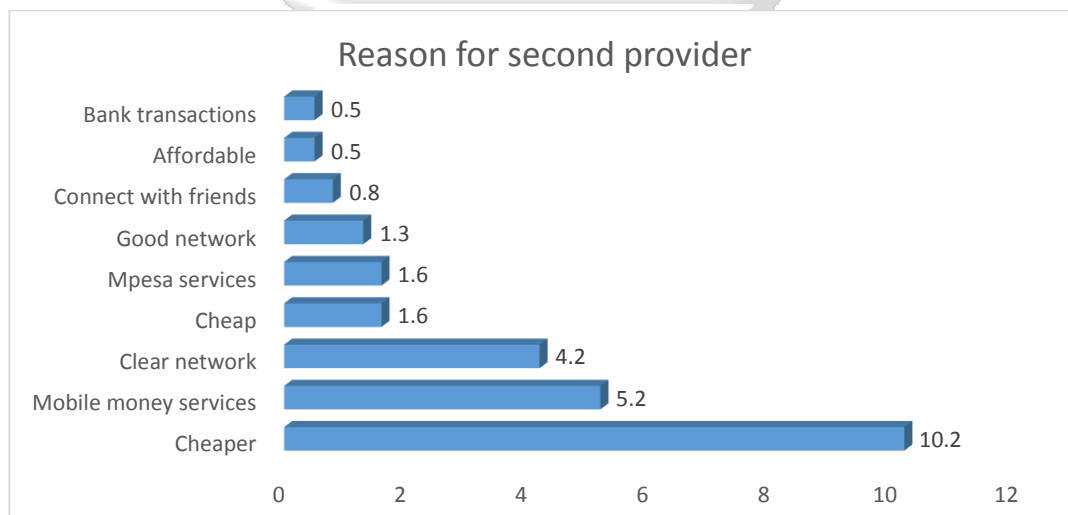


Figure 4.4 Reason for second Mobile Service Provider

From the summarized table above, 10.2% of the subscribers stated the reason for having a secondary service provider to be the fact that is cheaper than their primary line, 5.2% claimed it was because of the need for mobile money services. 1.6% stated that the secondary line was cheap and another 1.6% was due to the need for M-pesa services. 1.3% indicated the need for a clear network to be the reason for their second line. A few respondents adding to .8%, .5% and .5% gave the reasons of connecting with friends, affordability and bank transactions respectively.

4.3 Factors that affect choice of mobile network service provider

4.3.1 Price

Price was one of the determinants used to gauge the choice of customers' choice of mobile service provider. A number of attributes were used to understand what customers look for in relation to price.

4.3.1.1 Mobile subscriber consideration and extent of using the SIM to make a purchase

Table 4.13 Price Consideration and extent when making a call or when doing a purchase from mobile service provider

Price consideration		N	%
Price Consideration	Yes	346	90.6
	No	35	9.2
	No response	1	.3
Extent of consideration	Very great extent	172	45.0
	Great extent	119	31.2
	Moderate extent	78	20.4
	Little extent	8	2.1
	Not at all	4	1.0
	No response	1	.3
	Total	382	100.0

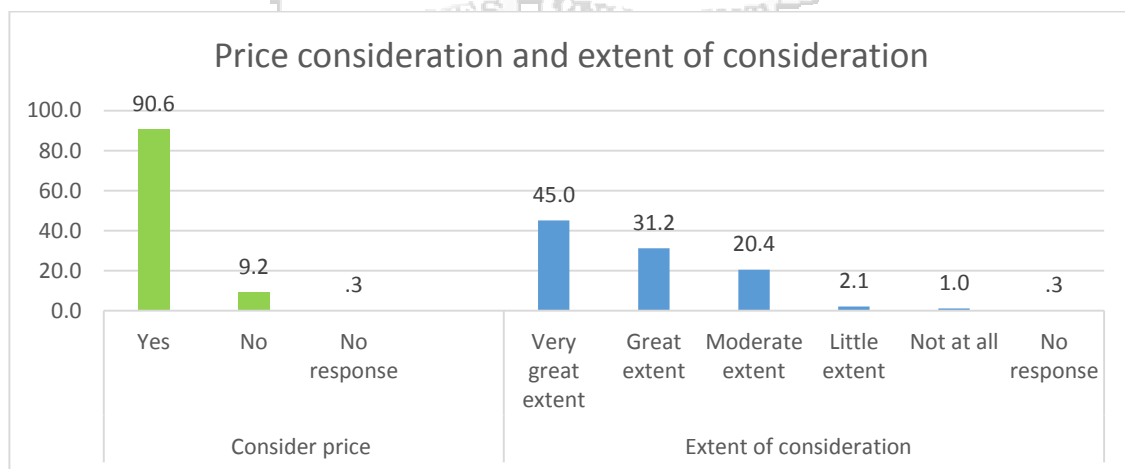


Figure 4.5 Price Consideration when making a call or when doing a purchase from mobile service provider

90.6% of the respondents indicated that price is a consideration when making a call or doing a purchase from a mobile service provider, whereas 9.2% of the respondents did not consider price. One of the respondents did not select any option

On the question relating to the extent to which price is considered as a factor while purchasing products and services of choice, 45.0% indicated to a very great extent, price would be a factor, 31.2% indicated to a great extent, 20.4% to a moderate extent, 2.1% indicated to a little extent, 1% indicated not at all and 0.3% did not respond.

Equitel respondents indicated to a great extent they would consider price as a factor. For Airtel 57.8% agreed to a very great extent, 33.6% agreed to a great extent while 7.8% agreed to a moderate extent while 0.9% agreed to a little extent. For Safaricom, 40.1% agreed to a very great extent, 29.8% agreed to a great extent, 26.2% accepted to a moderate extent while 2.4% agreed to a little extent and 1.6% did not agree with the statement. For the Orange subscribers, 33.3% agreed to a very great extent while another 33.3% agreed to a great extent with the statement while 25% agreed to a moderate extent and only 8.3% agreed to a little extent.

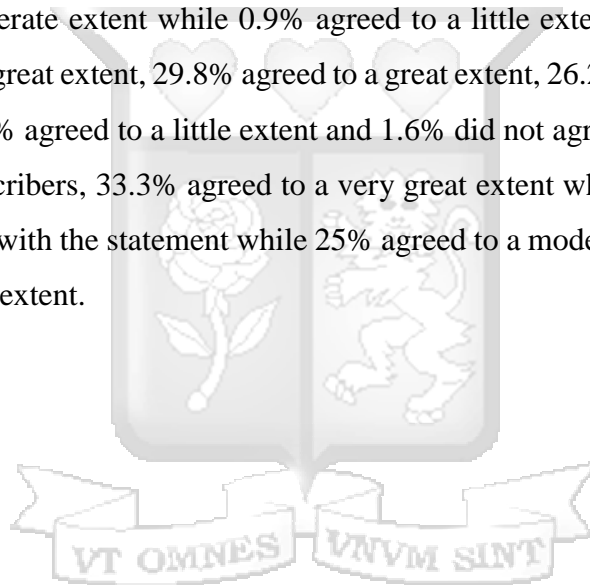


Table 4.14: Descriptive Influence of Price

	Mean	Median	Mode	Std. Deviation
q.10.1 Any increased price would not hinder my purchase intentions of either data or voice calls	3.34	4.00	4	1.500
q.10.2 The tariff I use provides good value for money	3.92	4.00	4	1.049
q.10.3 I will switch to other mobile services providers whenever the price of any product or service I use increases	3.79	4.00	4	1.219
Q.10.4 By using services of this mobile operator, I am getting my money's worth.	3.82	4.00	4	1.121
q.10.5 I feel I am getting a good mobile phone service for a reasonable price	3.97	4.00	4	1.060
q.10.6 I feel that subscribing to this mobile operator meets both my high quality and low price requirements	3.93	4.00	4	1.030
q.10.7 The price plans are simple and easy to understand	4.09	4.00	4	.957
q.10.8 By using services of this mobile operator at this price, I am getting my money's worth	3.85	4.00	4	1.121
q.10.9 I value this mobile operator as it meets my needs for a reasonable price.	3.97	4.00	4	1.032

The mean of the 9 attributes is well above our expected value of 2.5, some attributes are high with up to a mean of 4.09 and the lowest mean being 3.32. On average the overall mean for the category is 3.85 indicating that the respondents see price as an important attribute influencing their decision to select a mobile subscriber. This therefore indicates that price is a critical element to the subscribers as they decide the mobile operator to transact with. The mode for all the data points is ranged at 4 which is above the expected mean and a median of 4 as well.

Standard deviation is a measure quantifying the influence of price among the 9 attributes that have been selected to determine the reasoning behind their selection of a mobile service provider; this will measure the variation among the attributes or dispersion on the 5 point Likert scale data points. Standard deviation close to zero indicates that the responses between 1-5 tend to be close to the mean/our expected value, a higher standard deviation indicates the data points are spread out over a range of values (i.e. 5 point scale- 1- 5). According to the table above, the data points are spread further from zero indicating that responses vary from strongly disagree to strongly agree.

Table 4.15: Descriptive Influence of Price

Price	Questions	Mobile Service Provider				Chi-square value	df	p-value
		Safaricom	Airtel	Orange	Equitel			
10.1 Any increased price would hinder my purchase intentions of either data or voice calls	Strongly disagree	66	12	4	0	49.788 _a	16	0
	Disagree	68	4	4	0			
	Neither agree nor disagree	81	15	3	3			
	Agree	296	196	12	0			
	Strongly agree	260	240	10	0			
10.2 The tariff I use provides good value for money	Strongly disagree	13	0	0	0	36.488 _a	16	0.002
	Disagree	52	6	2	0			
	Neither agree nor disagree	144	21	9	3			
	Agree	436	168	12	0			
	Strongly agree	285	320	25	0			
10.3 I will switch to other mobile services providers whenever the price of any product or service I use increases.	Strongly disagree	23	4	0	0	56.931 _a	16	0
	Disagree	64	10	4	2			
	Neither agree nor disagree	126	18	9	0			
	Agree	332	192	12	0			
	Strongly agree	365	265	20	0			

Table 4.15: Descriptive Influence of Price – Continued...

Price	Questions	Mobile Service Provider				Chi-square value	df	P-value
		Safaricom	Airtel	Orange	Equitel			
10.4 By using services of this mobile operator, I am getting my money's worth.	Strongly disagree	21	2	0	0	36.885 ^a	16	0.002
	Disagree	52	2	2	0			
	Neither agree nor disagree	156	12	6	0			
	Agree	388	224	20	4			
	Strongly agree	280	265	20	0			
10.5 I feel I am getting a good mobile phone service for a reasonable price	Strongly disagree	14	0	1	0	48.592 ^a	16	0
	Disagree	52	2	0	0			
	Neither agree nor disagree	126	15	3	0			
	Agree	432	168	16	4			
	Strongly agree	315	340	30	0			
10.6 I feel that subscribing to this mobile operator meets both my high quality and low price requirements	Strongly disagree	13	0	0	0	28.307 ^a	16	0.029
	Disagree	58	2	0	0			
	Neither agree nor disagree	129	12	6	0			
	Agree	428	232	20	0			
	Strongly agree	305	265	25	5			
10.7 The price plans are simple and easy to understand	Strongly disagree	11	0	0	0	25.456 ^a	16	0.062
	Disagree	28	2	2	0			
	Neither agree nor disagree	117	15	3	0			
	Agree	456	180	24	4			
	Strongly agree	375	325	20	0			

Table 4.15: Descriptive Influence of Price – Continued...

Price	Questions	Mobile Service Provider				Chi-square value	df	P-value
		Safaricom	Airtel	Orange	Equitel			
10.8 By using services of this mobile operator at this price, I am getting my money's worth	Strongly disagree	19	2	1	0	29.454 ^a	16	0.021
	Disagree	56	2	2	0			
	Neither agree nor disagree	141	9	3	0			
	Agree	408	220	8	4			
	Strongly agree	285	275	35	0			
10.9 I value this mobile operator as it meets my needs for a reasonable price.	Strongly disagree	14	1	0	0	46.331 ^a	16	0
	Disagree	44	0	2	0			
	Neither agree nor disagree	135	9	6	0			
	Agree	416	228	12	4			
	Strongly agree	340	275	30	0			

The 9 attributes were well scored by respondents indicating their level of agreement (either agree or strongly agree) although few respondents disagreed with the statements. We deduce from the agreement levels that the respondents consider price as a determinant in choice of mobile service provision, thus an important attribute influencing their decision on selection of a mobile provider.

Among the attributes contributing to high agreement levels of price as important factor are; any increased price would hinder their purchase intentions of either data or voice calls, they will switch to other mobile services providers whenever the price of any product or service they use increases, they feel they are getting a good mobile phone service for a reasonable price and they value the mobile service operator as it meets their needs for a reasonable price.

4.3.2 Service quality

Service quality was one of the determinants used to gauge the choice of customers' choice of mobile service provider. A number of attributes were used to understand what customers look for in relation to service quality.

4.3.2.1 Mobile subscriber consideration on service quality when making a call or when doing a purchase from the mobile service provider

Table 4.16: Extent of Service quality consideration when making a call or when doing a purchase from the mobile service provider

Service Quality		N	%
Consider service quality	Yes	360	94.2
	No	20	5.2
	No response	2	.5
Extent Service quality affect your attitude and commitment	Strongly disagree	4	1.0
	Disagree	5	1.3
	Neither agree nor disagree	47	12.3
	Agree	161	42.1
	Strongly agree	162	42.4
	No response	3	.8
Total		380	99.5

The survey sought to determine whether the respondents consider service quality when making a call or doing purchases from the mobile service provider, 94.2% agreed they consider the service quality while 5.2% did not consider and 0.5% of the respondents did not respond.

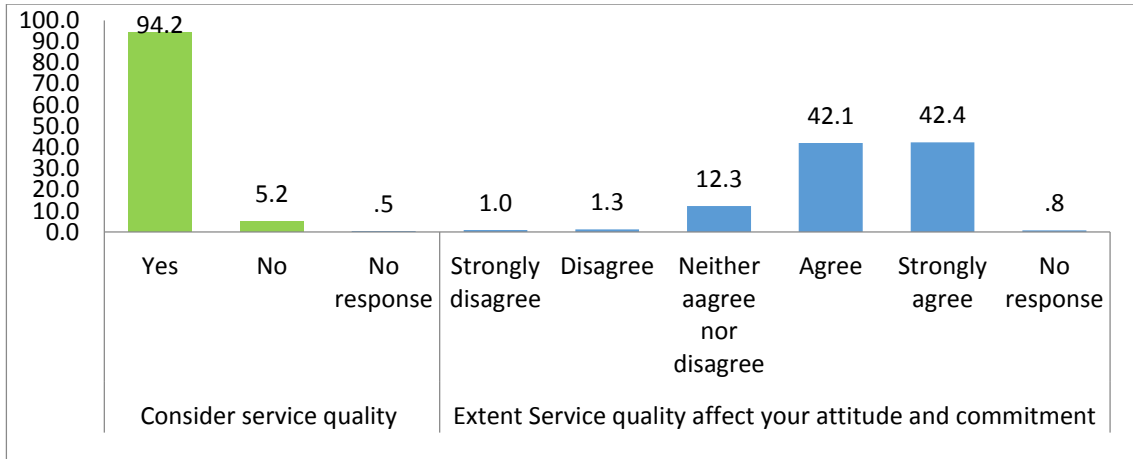


Figure 4.6: Extent of Service quality consideration when making a call or when doing a purchase from the mobile service provider

94.2% of the respondents indicated that service quality was a consideration when making a call or when doing a purchase from the mobile service provider. 42.1% and 42.4% of the respondents strongly agreed and agreed respectively with the extent of service quality as affecting their attitude and commitment, while 2.3% disagreed with the statement. 12.3% selected neither agree nor disagree.

4.3.2.2 Level of agreement by mobile subscriber on the statements on perceived service quality effect on your choice of mobile service provider

A number of attributes relating to service quality were asked to the respondents and gauged on a five point Likert scale where “1” was strongly disagree and “5” strongly agree. The respondents were required to select their levels of agreement with the statements.

Table 4.17: Extent of Service quality consideration when making a call or when doing a purchase from the mobile service provider

Questions	Pearson Correlation	Q13 .1	Q13 .2	Q13 .3	Q13. 4	Q13 .5	Q13. 6	Q13 .7	Q13. 8	Q13. 9	Q13. 10
q.13.1 The company provides clear guidelines on their products and services	Pearson Correlation	1	.466**	.370**	.355*	.381**	.338**	.391**	.384**	.355*	.359*
	Sig. (2-tailed)		0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.2 The customer care services are good, they offer readily available help	Pearson Correlation	.466**	1	.463**	.405*	.328**	.383**	.467**	.361**	.324*	.396*
	Sig. (2-tailed)	0		0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.3 Customer care service agents understand customer needs and expectations	Pearson Correlation	.370**	.463**	1	.522*	.442**	.450**	.445**	.418**	.404*	.370*
	Sig. (2-tailed)	0	0		0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.4 Customer care service agents listen to their customers and they empathise	Pearson Correlation	.355**	.405**	.522**	1	.481**	.533**	.430**	.508**	.523*	.416*
	Sig. (2-tailed)	0	0	0		0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.5 Customer care service agents are knowledgeable about the products and services on offer	Pearson Correlation	.381**	.328**	.442**	.481*	1	.443**	.419**	.480**	.438*	.412*
	Sig. (2-tailed)	0	0	0	0		0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379

Table 4.17: Extent of Service quality consideration when making a call or when doing a purchase from the mobile service provider. Continued.....

Questions	Pearson Correlation	Q13.1	Q13.2	Q13.3	Q13.4	Q13.5	Q13.6	Q13.7	Q13.8	Q13.9	Q13.10
q.13.6 Customer care service agents treat their customers courteously and with respect	Pearson Correlation	.338*	.383*	.450*	.533*	.443*	1	.481*	.580*	.478*	.386**
	Sig. (2-tailed)	0	0	0	0	0		0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.7 Customer care service agents resolve my issues on time and provide feedback	Pearson Correlation	.391*	.467*	.445*	.430*	.419*	.481*	1	.542*	.493*	.490**
	Sig. (2-tailed)	0	0	0	0	0	0		0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.8 Customer care service agents are friendly	Pearson Correlation	.384*	.361*	.418*	.508*	.480*	.580*	.542*	1	.595*	.507**
	Sig. (2-tailed)	0	0	0	0	0	0	0		0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.9 Customer care service agents do not discriminate their customers	Pearson Correlation	.355*	.324*	.404*	.523*	.438*	.478*	.493*	.595*	1	.571**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0		0
	N	379	379	379	379	379	379	379	379	379	379
q.13.10 I feel that I can rely on this mobile operator to serve me well	Pearson Correlation	.359*	.396*	.370*	.416*	.412*	.386*	.490*	.507*	.571*	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	
	N	379	379	379	379	379	379	379	379	379	379

A number of attributes relating to service quality were asked to the respondents and gauged on a five point Likert scale where 1 was strongly disagree and 5 strongly agree by appropriately indicating their level of agreement. The service quality (10) attributes were well scored by the respondents with high levels of agreement with the statements indicating that the respondents see service quality as an important factor influencing their decision on selection of a mobile subscriber. Most of the responses were skewed to the positive agreement of either agree and strongly agreeing with the attributes.

The top three attributes in service quality that impacted choice of mobile service provider by the customers' were: customer care service agents are friendly, customer service agents treat their customers courteously and with respect, followed by customer care service agents do not discriminate their customers.

4.3.3 Products and services satisfaction

Products and services on offer by mobile service providers are key components to service provision and as such a number of products and services offered were used to understand, determine and gauge customers' preferences.

Table 4.18: Products & Services offered

	Mean	Median	Mode	Std. Deviation
q.16.1 Money Transfer services	4.25	5.00	5	1.119
q.16.2 Bill Payment services e.g. my utility bills via my mobile phone, school fees	4.19	5.00	5	1.064
q.16.3 Roaming Services	3.30	3.00	3	1.178
q.16.4 Loan Services	3.60	4.00	4	1.209
q.16.5 Mobile Number Portability	3.84	4.00	4	1.067
q.16.6 Value added services e.g. Caller Ring- Back Tone (CRBT), SMS and 911 Emergency Services	3.86	4.00	4	1.076
q.16.7 Voice Services (Calling services)	4.01	4.00	4	.993
q.16.8 Secure cloud back-ups for my valuable data e.g. contacts	3.80	4.00	4	1.096
q.16.9 Short messaging services (SMS) bundles	4.15	4.00	4	.902
q.16.10 Visa cards	3.33	4.00	4	1.406
q.16.11 Unlimited SMS services with Twitter and Facebook SMS	3.94	4.00	4	1.070
q.16.12 Data Services e.g. data bundles	4.07	4.00	5	1.086

The products quality mean of the 12 attributes is well above the expected value of 2.5, some attributes were high with up to a mean of 4.25 and the lowest mean being 3.30. On

average, the overall mean for the category was 3.86 indicating that the respondents saw product quality as an important factor influencing their decision on selection of a mobile subscriber. The mode for all the data points ranges between 3 and 5 indicating most of the responses were skewed to the positive agreement of either agree and strongly agreeing with the attributes.

The standard deviation measure to quantify the influence of product and services offered among the 12 attributes determining the selection of a mobile service provider, showed a variation among the attributes or dispersion on the 5 point likert scale data points towards one or above 1.0.

The variance of the standard deviation away from zero indicates that the responses between 1 - 5 tend to be spread out over a range of values (5 point scale- 1 - 5). The spread of responses varied from strongly disagree to strongly agree as indicated by the spread of the SD in the table above.

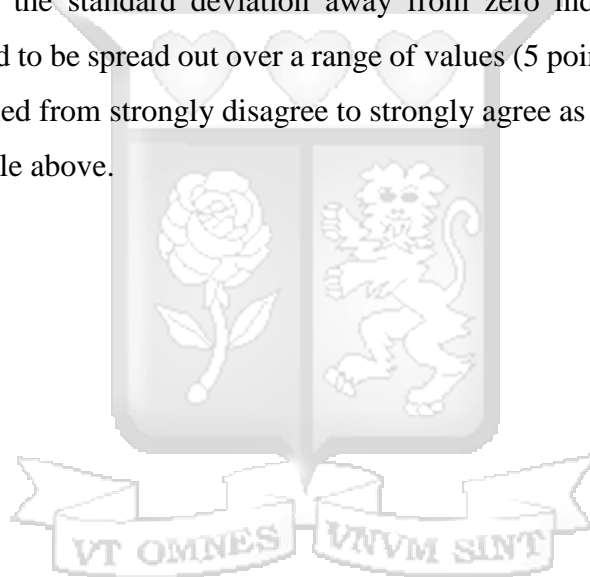


Table 4.19: Whether the following products and services satisfy respondent's needs

Question	Pearson Correlation	Q16.1	Q16.2	Q16.3	Q16.4	Q16.5	Q16.6	Q16.7	Q16.8	Q16.9	Q16.10	Q16.11	Q16.12
q.16.1 Money Transfer services	Pearson Correlation	1	.690**	.154**	.362**	.273**	.188**	.164**	.179**	.235**	.211**	0.081	.137**
	Sig. (2-tailed)		0	0.003	0	0	0	0.001	0	0	0	0.116	0.008
	N	379	379	379	379	379	379	379	379	379	379	379	379
q.16.2 Bill Payment services e.g. my utility bills via my mobile phone, school fees	Pearson Correlation	.690**	1	.224**	.460**	.374**	.275**	.218**	.286**	.283**	.292**	.168**	.228**
	Sig. (2-tailed)	0		0	0	0	0	0	0	0	0	0.001	0
	N	379	379	379	379	379	379	379	379	379	379	379	379
q.16.3 Roaming Services	Pearson Correlation	.154**	.224**	1	.496**	.367**	.330**	.309**	.364**	.221**	.517**	.272**	.260**
	Sig. (2-tailed)	0.003	0		0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379	379	379
q.16.4 Loan Services	Pearson Correlation	.362**	.460**	.496**	1	.486**	.337**	.328**	.361**	.254**	.502**	.317**	.250**
	Sig. (2-tailed)	0	0	0		0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379	379	379
q.16.5 Mobile Number Portability	Pearson Correlation	.273**	.374**	.367**	.486**	1	.478**	.354**	.500**	.450**	.410**	.370**	.314**
	Sig. (2-tailed)	0	0	0	0		0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379	379	379

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.19: Whether the following products and services satisfy respondent's needs. Continued...

Question	Pearson Correlation	Q16.1	Q16.2	Q16.3	Q16.4	Q16.5	Q16.6	Q16.7	Q16.8	Q16.9	Q16.10	Q16.11	Q16.12
q.16.6 Value added services e.g. Caller Ring-Back Tone (CRBT), SMS and 911 Emergency Services	Pearson Correlation	.188**	.275**	.330**	.337**	.478**	1	.390**	.483**	.331**	.377**	.315**	.274**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	378	379	379	379
q.16.7 Voice Services (Calling services)	Pearson Correlation	.164**	.218**	.309**	.328**	.354**	.390**	1	.328**	.389**	.298**	.282**	.333**
	Sig. (2-tailed)	0.001	0	0	0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	378	379	379	379
q.16.8 Secure cloud back-ups for my valuable data e.g. contacts	Pearson Correlation	.179**	.286**	.364**	.361**	.500**	.483**	.328**	1	.366**	.440**	.392**	.297**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	378	379	379	379
q.16.9 Short messaging services (SMS) bundles	Pearson Correlation	.235**	.283**	.221**	.254**	.450**	.331**	.389**	.366**	1	.327**	.524**	.517**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	378	378	378	378	378	378	378	378	378	378	378	378
q.16.10 Visa cards	Pearson Correlation	.211**	.292**	.517**	.502**	.410**	.377**	.298**	.440**	.327**	1	.366**	.277**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	378	379	379
q.16.11 Unlimited SMS services with Twitter and Facebook SMS	Pearson Correlation	0.081	.168**	.272**	.317**	.370**	.315**	.282**	.392**	.524**	.366**	1	.632**
	Sig. (2-tailed)	0.116	0.001	0	0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	378	379	379
q.16.12 Data Services e.g. data bundles	Pearson Correlation	.137**	.228**	.260**	.250**	.314**	.274**	.333**	.297**	.517**	.277**	.632**	1
	Sig. (2-tailed)	0.008	0	0	0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	378	379	379	380

** . Correlation is significant at the 0.01 level (2-tailed).

A number of attributes relating to products and services were asked to the respondents and gauged on a five point Likert scale where 1 was strongly disagree and 5 strongly agree by appropriately indicating their level of agreement.

The products and services (12) attributes were well scored by the respondents with high levels of agreement with the statements indicating that the respondents see products and

services as an important factor influencing their decision on selection of a mobile subscriber.

The top three attributes in products and services variable that impacted choice of mobile service provider by the customers' were, money transfer services with a p-value of 0.690, Unlimited SMS services with twitter and Facebook p-value of 0.632, followed by short message services bundles with a p-value 0.524.

4.3.4 Network quality

Network quality attribute related to influence on quality service were asked to the respondents to gauge their level of agreement with the attributes on a 5 point Likert scale where 1 represents strongly disagree while 5 represents strongly agree.

Table 4.20 Influence of network quality on attitude and commitment in repurchasing the products and services offered by the mobile service provider

Network Quality		N	%
Network quality influence attitude and commitment	Yes	351	91.9
	No	27	7.1
	No Response	4	1.0
Extent	Very great extent	201	52.6
	Great extent	110	28.8
	Moderate extent	37	9.7
	Little extent	3	.8
	Not at all	27	7.1
	No Response	4	1.0
Total		382	100.0

91.9% of the respondents indicated that network quality influenced their attitude in purchasing products and service of a given mobile operator, while 7.1% indicated it does not affect their attitude in repurchase of products and services.

The extent to which the network quality influences the attitudes of the customers was measured on a five point scale. 52.6% of the respondents indicated to a very great extent network quality influence their attitude, 28.8% indicated to a great extent, 9.7% to a moderate extent, 0.8% to a little extent while 7.1% not at all and no response 1%.

Table 4.21 Descriptive Statistics on Network Quality

	Mean	Median	Mode	Std. Deviation
q.17.1 I like the network coverage since its effective for voice, data, graphics, video, music.	4.11	4.00	5	1.051
q.17.2 My mobile operator provides sufficient geographical coverage	4.05	4.00	4	1.035
q.17.3 I do not experience drop calls or silent calls	4.00	4.00	4	1.013
q.17.4 I get clear and undisturbed quality on my voice calls	4.09	4.00	4	1.001
q.17.5 Voice call quality is an important factor for me in my choice of mobile network operator	4.20	4.00	5	.896
q.17.6 Data access (access to e.g. internet, social media, WhatsApp etc.) quality is an important factor for me in my choice of mobile network operator	4.17	4.00	5	.944

The network quality mean of the 6 attributes was well above the expected value of 2.5, some attributes had a mean of up to 4.20 with the lowest mean being 4.0. On average the overall mean for the category was 4.10 indicating that the respondents saw network quality as an important factor influencing their decision on selection of a mobile subscriber.

The mode for all the data points ranged between 4 and 5 indicating that most of the responses were skewed to the positive agreement of either agree and strongly agreeing with the attributes.

Table 4.22 The level to which network quality affects choice of mobile service provider

Network Quality		Mobile Service Provider						
Questions	Level of agreement	Safaricom	Airtel	Orange	Equitel	Chi-square value	df	P-value
17.1 I like the network coverage since its effective for voice, data, graphics, video, music.	Strongly disagree	14	2	1	0	50.972 ^a	1 6	0
	Disagree	28	4	4	0			
	Neither agree nor disagree	75	21	3	3			
	Agree	400	164	24	0			
	Strongly agree	480	320	10	0			
17.2 My mobile operator provides sufficient geographical coverage	Strongly disagree	11	2	0	0	18.081 ^a	1 6	0.319
	Disagree	38	8	4	0			
	Neither agree nor disagree	84	21	9	3			
	Agree	380	212	16	0			
	Strongly agree	475	250	15	0			
17.3 I do not experience drop calls or silent calls	Strongly disagree	12	1	0	0	26.596 ^a	1 6	0.046
	Disagree	34	8	0	0			
	Neither agree nor disagree	123	24	6	3			
	Agree	384	224	24	0			
	Strongly agree	415	230	20	0			

Table 4.22 The level to which Network Quality affect choice of mobile service provider. Continued.....

Network Quality	Level of agreement	Mobile Service Provider				Chi-square value	df	P-value
		Safaricom	Airtel	Orange	Equitel			
17.4 I get clear and undisturbed quality on my voice calls	Strongly disagree	11	1	0	0	40.135 ^a	16	0.001
	Disagree	28	10	2	0			
	Neither agree nor disagree	102	18	3	3			
	Agree	384	204	24	0			
	Strongly agree	470	265	20	0			
17.5 Voice call quality is an important factor for me in my choice of mobile network operator	Strongly disagree	6	0	0	0	43.770 ^a	16	0
	Disagree	22	4	2	0			
	Neither agree nor disagree	99	18	9	3			
	Agree	384	204	12	0			
	Strongly agree	515	285	25	0			
17.6 Data access (access to e.g. internet, social media, WhatsApp etc.) quality is an important factor for me in my choice of mobile network operator	Strongly disagree	6	2	1	0	16.433 ^a	16	0.423
	Disagree	20	6	2	0			
	Neither agree nor disagree	93	33	6	3			
	Agree	356	212	12	0			
	Strongly agree	565	235	25	0			

The network quality of the 6 attributes are well scored with the respondents agreeing (either agree or strongly agree) as factors affecting choice of mobile service provision indicating that the respondents see network quality as an important factor influencing their decision on selection of a mobile provider. Most of the responses were skewed to the positive agreement of either agree and strongly agreeing with the attributes.

Among the attributes contributing to high agreement levels of network quality as important factor are: they like the network coverage since its effective for voice, data, graphics, video, music with a p-value of 0.000; voice call quality was an important factor

for them in their choice of mobile network operator with a p-value of 0.000 and the fact that they get clear and undisturbed quality on their voice calls at a p-value of 0.001.

4.3.5 Social lifestyle

The respondents were asked to indicate their level of agreement with a number of attributes that affect their social lifestyle on a 5 point scale, where 1 was strongly disagree and 5 strongly agree to indicate influence of social lifestyle.

4.3.6 Whether mobile subscriber’s lifestyle influence their choice of mobile service provider when repurchasing the products and services of their choice

Table 4.23 Lifestyle influence on choice of mobile service provider when repurchasing the products and services of choice

Social Lifestyle		N	%
Lifestyle influence choice of mobile service provider	Yes	321	84.0
	No	61	16.0
Extent of influence	Very great extent	112	29.3
	Great extent	141	36.9
	Moderate extent	59	15.4
	Little extent	9	2.4
	Not at all	61	16.0
	Total	382	100.0

84% of the respondents indicated that their lifestyle influenced their choice of mobile service provider when repurchasing products and services of their choice while 16% indicated that social lifestyle did not influence of choice of mobile service provider.

The respondents indicated that their social lifestyle influenced their choice of mobile service provider when repurchasing where 36.9% indicated to a great extent, 29.3% to a very great extent, 15.4% indicated to a moderate extent, 2.4% to a little extent while 16% indicated not at all.

Table 4.24: Social lifestyle descriptive

	Mean	Median	Mode	Std. Deviation
q.22.1 I believe that my choice of mobile service provider depends on the class/ group that I relate with e.g. youth, students, club membership, business	3.87	4.00	4	1.219
q.22.2 I will purchase airtime regardless of my social group	4.11	4.00	4	.942
q.22.3 Postpaid services are the best for me	3.13	3.00	4	1.506
q.22.4 Prepaid services are the best for me	3.91	4.00	4	1.057
q.22.5 Free social media access (e.g. Facebook, twitter) is key in my decision to select the mobile operator to use	3.70	4.00	4	1.213
q.22.6 Data bundle offers impact my decision of mobile service provider	3.84	4.00	4	1.126
q.22.7 I will consider the calling rates before making calls to avoid any disconnections	3.93	4.00	4	1.073
q.22.8 The mobile service provider is used by my family/friends	4.20	4.00	4	.880
q.22.9 I like the mobile service provider because it is used by many other people	4.15	4.00	4	.981

The social lifestyle mean of the 9 attributes was well above the expected value of 2.5, some attributes were high with a mean of up to 4.20 and the lowest mean being 3.13. On average the overall mean was 3.87 indicating that the respondents saw their social lifestyle as an important factor influencing their decision on selection of a mobile subscriber. The mode for all the data points was at 4 indicating that the responses were skewed to the positive agreement of agreeing with the attributes.

Standard deviation measure, to quantify the influence of social lifestyle on the 9 attributes determining the selection of a mobile service provider, was majorly above 1 with the highest being 1.5, six out of 9 of the attributes were above 1 with 3 of them below 1. This clearly indicated a disparity on the respondents view on the extent to which social lifestyle determines their choice of mobile service provider.

Table 4.25: The level to which social lifestyle descriptive affect mobile subscribers choice of mobile service provider

Social Lifestyle		Mobile Service Provider						
Questions	frequency	Safaricom	Airtel	Orange	Equitel	Chi-square value	df	P-value
22.1 I believe that my choice of mobile service provider depends on the class/ group that I relate with e.g. youth, students, club membership, business	Strongly disagree	29	3	2	0	99.682 ^a	16	0
	Disagree	34	6	2	0			
	Neither agree nor disagree	87	18	6	0			
	Agree	356	220	16	4			
	Strongly agree	405	245	15	0			
22.2 I will purchase airtime regardless of my social group	Strongly disagree	8	2	1	0	18.020 ^a	16	0.323
	Disagree	24	2	2	0			
	Neither agree nor disagree	93	18	6	0			
	Agree	400	248	20	4			
	Strongly agree	470	225	15	0			
22.3 Postpaid services are the best for me	Strongly disagree	46	40	5	0	58.544 ^a	16	0
	Disagree	54	22	4	0			
	Neither agree nor disagree	144	36	6	0			
	Agree	248	112	4	4			
	Strongly agree	310	125	10	0			

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Table 4.25: The level to which social lifestyle descriptive affect mobile subscribers' choice of mobile service provider. Continued

Social Lifestyle		Mobile Service Provider						
Questions	Level of agreement	Safaricom	Airtel	Orange	Equitel	Chi-square value	df	P-value
22.4 Prepaid services are the best for me	Strongly disagree	16	1	0	0	44.485 ^a	16	0
	Disagree	36	6	2	0			
	Neither agree nor disagree	141	27	6	3			
	Agree	344	260	20	0			
	Strongly agree	390	190	20	0			
22.5 Free social media access (e.g. Facebook, twitter) is key in my decision to select the mobile operator to use	Strongly disagree	29	1	2	0	29.779 ^a	16	0.019
	Disagree	52	16	4	0			
	Neither agree nor disagree	102	42	0	0			
	Agree	352	248	16	4			
	Strongly agree	340	155	20	0			
22.6 Data bundle offers impact my decision of mobile service provider	Strongly disagree	24	2	0	0	39.547 ^a	16	0.001
	Disagree	30	6	4	0			
	Neither agree nor disagree	105	51	12	0			
	Agree	384	240	8	4			
	Strongly agree	375	170	20	0			
22.7 I will consider the calling rates before making calls to avoid any disconnections	Strongly disagree	19	1	0	0	32.139 ^a	16	0.01
	Disagree	34	2	4	0			
	Neither agree nor disagree	117	24	6	0			
	Agree	384	252	12	4			
	Strongly disagree	8	1	1	0			
22.8 The mobile service provider is used by my family/friends	Disagree	6	8	4	0	29.291 ^a	16	0.022
	Neither agree nor disagree	57	24	3	0			
	Agree	432	264	12	4			
	Strongly agree	535	185	25	0			
	Strongly disagree	12	1	2	0			
22.9 I like the mobile service provider because it is used by many other people	Disagree	20	6	2	0	27.096 ^a	16	0.04
	Neither agree nor disagree	42	27	3	0			
	Agree	400	260	12	4			
	Strongly agree	545	190	25	0			
	Strongly disagree	12	1	2	0			

The 9 attributes in social lifestyle as a determinant of mobile service provider selection were well scored with most of the respondents indicating high agreement levels (either agree or strongly agree) indicating that the respondents see their social lifestyle as an important factor influencing their decision on selection of a mobile subscriber. The responses indicate that the respondents were skewed to the positive agreement of agreeing with the attributes.

Among the attributes contributing to high agreement levels of social lifestyle as an important factor are: the belief that choice of mobile service provider depends on the class/group that they relate with a p-value of 0.00, post-paid or pre-paid services are the best for them with a p-value of 0.00, data bundle offers impact their decision of mobile service provider with a p-value of 0.01.

4.4 Correlation analysis

Correlation is used to test the degree of association between variables. The numbers measure the strength and direction of the linear relationship between variables. The correlation coefficient ranges from -1 to +1, where -1 indicating a perfect negative correlation and +1 indicating a perfect positive correlation, a zero (0) indicating no correlation at all. (A perfect correlation coefficient of 1 is achieved when an attribute is correlated with itself) We carried out a Pearson's correlation using Statistical Package for Social Sciences (SPSS) with a P value associated 0.05 significance (2 tailed) and with "N" indicating our sample or number of cases used, this will tend to be lower than the overall sample due to none response on certain questions.

4.4.1 Correlation matrix Analysis (Price, Service Quality, Network Quality & Social Lifestyle)

Correlation analysis on price, service quality, network quality and social lifestyle.

Table 4.26 Correlation matrix (Price, Service Quality, Network Quality & Social Lifestyle)

Question	Pearson Correlation	q.11 Extent you consider price as a factor when ce provider?	q.15 Service Quality extent	q.19 Network Quality extent	q.21 Lifestyle influence
q.11 To what extent do you consider price as a factor when purchasing products and services of your choice, from the mobile service provider?	Pearson Correlation Sig. (2-tailed)	1	.240** .000	.286** .000	.252** .000
	N	381	380	377	381
q.15 Extent to which service quality affect attitude and commitment in using mobile service provider	Pearson Correlation Sig. (2-tailed)	.240** .000	1	.486** .000	.228** .000
	N	380	381	377	381
q.19 Extent to which network quality influence your attitude and commitment in repurchasing the products and service offered by mobile service provider, to what extent?	Pearson Correlation Sig. (2-tailed)	.286** .000	.486** .000	1	.321** .000
	N	377	377	378	378
q.21 Extent to which lifestyle influence choice of mobile service provider when repurchasing the products and services of the choice	Pearson Correlation Sig. (2-tailed)	.252** .000	.228** .000	.321** .000	1
	N	381	381	378	382

** . Correlation is significant at the 0.01 level (2-tailed).

From the above table we see a perfect correlation from the coefficients on attributes correlated by themselves. All the four attributes (price, service quality, network quality and lifestyle) indicate a positive correlation among the factors though not to a great extent. The highest correlation is seen between service quality and network quality. What this therefore means is that service quality and network quality go hand-in-hand as a network failure will have a direct impact on quality of service in the view of the respondents.

To measure the determinants of customer's choice of service provider in the telecommunication industry, a number of questions/attributes on price, service quality, products and services, network quality and lifestyle were asked to the respondents on a

five point likert scale where (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree).

4.4.2 Correlation analysis on price

The level of agreement were rated on the following statements on the effects of price on selection of a telecommunications mobile service provider

Table 4.27: Correlation on price

Questions	Pearson Correlation	Q10.1	Q10.2	Q10.3	Q10.4	Q10.5	Q10.6	Q10.7	Q10.8	Q10.9
q.10.1 Any increased price would not hinder my purchase intentions of either data or voice calls	Pearson Correlation	1	.405**	.196**	.339**	.359**	.375**	.255**	.327**	.280**
	Sig. (2-tailed)		0	0	0	0	0	0	0	0
	N	382	382	382	381	382	382	382	382	382
q.10.2 The tariff I use provides good value for money	Pearson Correlation	.405**	1	.216**	.490**	.529**	.497**	.394**	.547**	.492**
	Sig. (2-tailed)	0		0	0	0	0	0	0	0
	N	382	382	382	381	382	382	382	382	382
q.10.3 I will switch to other mobile services providers whenever the price of any product or service I use increases	Pearson Correlation	.196**	.216**	1	.362**	.239**	.245**	.214**	.329**	.324**
	Sig. (2-tailed)	0	0		0	0	0	0	0	0
	N	382	382	382	381	382	382	382	382	382
q.10.4 By using services of this mobile operator, I am getting my money's worth.	Pearson Correlation	.339**	.490**	.362**	1	.627**	.551**	.471**	.647**	.541**
	Sig. (2-tailed)	0	0	0		0	0	0	0	0
	N	381	381	381	381	381	381	381	381	381
q.10.5 I feel I am getting a good mobile phone service for a reasonable price	Pearson Correlation	.359**	.529**	.239**	.627**	1	.619**	.504**	.624**	.575**
	Sig. (2-tailed)	0	0	0	0		0	0	0	0
	N	382	382	382	381	382	382	382	382	382

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.27: Correlation on price. Continued....

Questions	Pearson Correlation	Q10.1	Q10.2	Q10.3	Q10.4	Q10.5	Q10.6	Q10.7	Q10.8	Q10.9
q.10.6 I feel that subscribing to this mobile operator meets both my high quality and low price requirements	Pearson Correlation	.375**	.497**	.245**	.551**	.619**	1	.505**	.649**	.625**
	Sig. (2-tailed)	0	0	0	0	0		0	0	0
	N	382	382	382	381	382	382	382	382	382
q.10.7 The price plans are simple and easy to understand	Pearson Correlation	.255**	.394**	.214**	.471**	.504**	.505**	1	.533**	.489**
	Sig. (2-tailed)	0	0	0	0	0	0		0	0
	N	382	382	382	381	382	382	382	382	382
q.10.8 By using services of this mobile operator at this price, I am getting my money's worth	Pearson Correlation	.327**	.547**	.329**	.647**	.624**	.649**	.533**	1	.751**
	Sig. (2-tailed)	0	0	0	0	0	0	0		0
	N	382	382	382	381	382	382	382	382	382
q.10.9 I value this mobile operator as it meets my needs for a reasonable price.	Pearson Correlation	.280**	.492**	.324**	.541**	.575**	.625**	.489**	.751**	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	
	N	382	382	382	381	382	382	382	382	382

** . Correlation is significant at the 0.01 level (2-tailed).

Among the 9 attributes associated with price a positive correlation is seen as all attributes tend to be between 0 – 1 with varying degrees of association between groups. On the attribute “by using services of this mobile operator at this price, I am getting money’s worth” had a positive high association among the various factors (5 attribute above 0.5). What this therefore means is that the respondents feel that they are getting their money’s worth on the current pricing of products and services they are subscribed to.

This is further confirmed by the three attributes featuring a high association on; getting money’s worth $r=0.647$, getting a good mobile phone service for reasonable price $r=0.624$, it therefore reflects that subscribing to the mobile operator meets both high and low price requirements while using current mobile service provider at current price therefore getting their money’s worth.

The correlation coefficient between, respondents “value the mobile operator as it meets their needs for a reasonable price” and “by using the mobile operator at the current price they are getting their money’s worth” was at a positive high of $r=0.751$ denoting a statistically significant relationship between the two variables. This therefore confirms that pricing meets their intrinsic needs for mobile services.

4.4.3 Service Quality

The level of agreement with statements on perceived service quality effect on mobile service provider were rated on a five point likert scale where (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree).

Table 4.28: Correlation on service quality

Questions	Pearson Correlation	Q13.1	Q13.2	Q13.4	Q13.5	Q13.6	Q13.7	Q13.8	Q13.9	Q13.10	Q13.11
q.13.1 The company provides clear guidelines on their products and services	Pearson Correlation	1	.466*	.370*	.355*	.381*	.338*	.391*	.384*	.355**	.359**
	Sig. (2-tailed)		0	0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.2 The customer care services are good, they offer readily available help	Pearson Correlation	.466*	1	.463*	.405*	.328*	.383*	.467*	.361*	.324**	.396**
	Sig. (2-tailed)	0		0	0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.4 Customer care service agents understand customer needs and expectations	Pearson Correlation	.370*	.463*	1	.522*	.442*	.450*	.445*	.418*	.404**	.370**
	Sig. (2-tailed)	0	0		0	0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.28: Correlation on Service Quality continued.....

Questions	Pearson Correlation	Q13.1	Q13.2	Q13.4	Q13.5	Q13.6	Q13.7	Q13.8	Q13.9	Q13.10	Q13.11
q.13.5 Customer care service agents listen to their customers and they empathise	Pearson Correlation	.355*	.405*	.522*	1	.481**	.533**	.430**	.508**	.523**	.416**
	Sig. (2-tailed)	0	0	0		0	0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.6 Customer care service agents are knowledgeable about the products and services on offer	Pearson Correlation	.381*	.328*	.442*	.481**	1	.443**	.419**	.480**	.438**	.412**
	Sig. (2-tailed)	0	0	0	0		0	0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.7 Customer care service agents treat their customers courteously and with respect	Pearson Correlation	.338*	.383*	.450*	.533**	.443**	1	.481**	.580**	.478**	.386**
	Sig. (2-tailed)	0	0	0	0	0		0	0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.8 Customer care service agents resolve my issues on time and provide feedback	Pearson Correlation	.391*	.467*	.445*	.430**	.419**	.481**	1	.542**	.493**	.490**
	Sig. (2-tailed)	0	0	0	0	0	0		0	0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.9 Customer care service agents are friendly	Pearson Correlation	.384*	.361*	.418*	.508**	.480**	.580**	.542**	1	.595**	.507**
	Sig. (2-tailed)	0	0	0	0	0	0	0		0	0
	N	379	379	379	379	379	379	379	379	379	379
q.13.10 Customer care service agents do not discriminate their customers	Pearson Correlation	.355*	.324*	.404*	.523**	.438**	.478**	.493**	.595**	1	.571**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0		0
	N	379	379	379	379	379	379	379	379	379	379
q.13.11 I feel that I can rely on this mobile operator to serve me well	Pearson Correlation	.359*	.396*	.370*	.416**	.412**	.386**	.490**	.507**	.571**	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	
	N	379	379	379	379	379	379	379	379	379	379

** . Correlation is significant at the 0.01 level (2-tailed).

Service quality attributes displayed a positive correlation with coefficients above zero moving toward one. Statistical significance varied within the attributes where the

association was from moderate to strong. 10 attributes showed a positive relationship of above 0.5.

The attribute customer care service agents listen to their customers and empathise had more positive association of above $r=0.5$ between customer care service agent treat their customers courteously and with respect $r=0.533$, customer care service agents are friendly $r=0.508$ and customer care service agents do not discriminate their customer $r=0.523$. What this means is that clear guidelines on the products and services, availability of good customer services, agent listening and treating customer courteously, agents being friendly and not discriminating, timely resolution of issues were attributes that the respondent perceived would highly impact their choice of mobile service provider.

4.4.4 Product and Services Preferences

The extent to which products and services satisfy the needs of the customers were rated on a five point likert scale where (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree).

Table 4.29: Correlation Product and Services Preferences

Question	Pearson Correlation	Q16.1	Q16.2	Q16.3	Q16.4	Q16.5	Q16.6	Q16.7	Q16.8	Q16.9	Q16.10	Q16.11	Q16.12
q.16.1 Money Transfer services	Pearson Correlation Sig. (2-tailed) N	1	.690**	.154**	.362**	.273**	.188**	.164**	.179**	.235**	.211*	0.081	.137**
q.16.2 Bill Payment services e.g. my utility bills via my mobile phone, school fees	Pearson Correlation Sig. (2-tailed) N	.690*	1	.224**	.460**	.374**	.275**	.218**	.286**	.283**	.292*	.168**	.228**
q.16.3 Roaming Services	Pearson Correlation Sig. (2-tailed) N	.154*	.224**	1	.496**	.367**	.330**	.309**	.364**	.221**	.517*	.272**	.260**

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.29: Correlation Product and Services Preferences. Continued.....

Question	Pearson Correlation	Q16 .1	Q16 .2	Q16 .3	Q16 .4	Q16 .5	Q16 .6	Q16 .7	Q16 .8	Q16 .9	Q16. 10	Q16. 11	Q16. 12
q.16.4 Loan Services	Pearson Correlation Sig. (2-tailed) N	.362** 0 379	.460** 0 379	.496** 0 379	1 0 379	.486** 0 379	.337** 0 379	.328** 0 379	.361** 0 379	.254** 0 378	.502* 0 379	.317* 0 379	.250* 0 379
q.16.5 Mobile Number Portability	Pearson Correlation Sig. (2-tailed) N	.273** 0 379	.374** 0 379	.367** 0 379	.486** 0 379	1 0 379	.478** 0 379	.354** 0 379	.500** 0 379	.450** 0 378	.410* 0 379	.370* 0 379	.314* 0 379
q.16.6 Value added services e.g. Caller Ring-Back Tone (CRBT), SMS and 911 Emergency Services	Pearson Correlation Sig. (2-tailed) N	.188** 0 379	.275** 0 379	.330** 0 379	.337** 0 379	.478** 0 379	1 0 379	.390** 0 379	.483** 0 379	.331** 0 378	.377* 0 379	.315* 0 379	.274* 0 379
q.16.7 Voice Services (Calling services)	Pearson Correlation Sig. (2-tailed) N	.164** 0.001 379	.218** 0 379	.309** 0 379	.328** 0 379	.354** 0 379	.390** 0 379	1 0 379	.328** 0 379	.389** 0 378	.298* 0 379	.282* 0 379	.333* 0 379
q.16.8 Secure cloud back-ups for my valuable data e.g. contacts	Pearson Correlation Sig. (2-tailed) N	.179** 0 379	.286** 0 379	.364** 0 379	.361** 0 379	.500** 0 379	.483** 0 379	.328** 0 379	1 0 379	.366** 0 378	.440* 0 379	.392* 0 379	.297* 0 379
q.16.9 Short messaging services (SMS) bundles	Pearson Correlation Sig. (2-tailed) N	.235** 0 378	.283** 0 378	.221** 0 378	.254** 0 378	.450** 0 378	.331** 0 378	.389** 0 378	.366** 0 378	1 0 378	.327* 0 378	.524* 0 378	.517* 0 378

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.29: Correlation Product and Services Preferences. Continued.....

Question	Pearson Correlation	Q16 .1	Q16 .2	Q16 .3	Q16 .4	Q16 .5	Q16 .6	Q16 .7	Q16 .8	Q16 .9	Q16. 10	Q16. 11	Q16. 12
q.16.10 Visa cards	Pearson Correlation Sig. (2-tailed) N	.211** 0 379	.292** 0 379	.517** 0 379	.502** 0 379	.410** 0 379	.377** 0 379	.298** 0 379	.440** 0 379	.327** 0 378	1 379	.366* 0 379	.277* 0 379
q.16.11 Unlimited SMS services with Twitter and Facebook SMS	Pearson Correlation Sig. (2-tailed) N	0.081 0.116 379	.168** 0.001 379	.272** 0 379	.317** 0 379	.370** 0 379	.315** 0 379	.282** 0 379	.392** 0 379	.524** 0 378	.366* 0 379	1 379	.632* 0 379
q.16.12 Data Services e.g. data bundles	Pearson Correlation Sig. (2-tailed) N	.137** 0.008 379	.228** 0 379	.260** 0 379	.250** 0 379	.314** 0 379	.274** 0 379	.333** 0 379	.297** 0 379	.517** 0 378	.277* 0 379	.632* 0 379	1 380

** . Correlation is significant at the 0.01 level (2-tailed).

Product attributes were correlated against each other to test the association between the attributes; a positive correlation existed between the attributes with varying degrees of association. 7 attributes had a correlation coefficient higher than $r=0.5$ indicating a strong association. Generally the attributes displayed moderate and weak association between each other though positive.

The following correlations depict a positive association between the attributes meaning that they are closely related and one influences the other. Mobile money transfer against bill payment services $r=0.690$; Roaming services against visa cards $r=0.517$; Mobile number portability against secure cloud back up $r=0.500$; Short messaging services against unlimited SMS services $r= 0.524$.

4.4.5 Network Quality

The level of agreement statements about network quality effects on your choice of mobile service provider were rated on a five point likert scale where (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree).

Table 4.30: Correlation Network quality

Questions		Q17.1	Q17.2	Q17.3	Q17.4	Q17.5	Q17.6
q.17.1 I like the network coverage since its effective for voice, data, graphics, video, music.	Pearson Correlation	1	.671**	.431**	.482**	.357**	.251**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	378	377	377	378	378	378
q.17.2 My mobile operator provides sufficient geographical coverage	Pearson Correlation	.671**	1	.566**	.521**	.401**	.279**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	377	377	376	377	377	377
q.17.3 I do not experience drop calls or silent calls	Pearson Correlation	.431**	.566**	1	.586**	.325**	.181**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	377	376	377	377	377	377
q.17.4 I get clear and undisturbed quality on my voice calls	Pearson Correlation	.482**	.521**	.586**	1	.359**	.150**
	Sig. (2-tailed)	.000	.000	.000		.000	.004
	N	378	377	377	378	378	378
q.17.5 Voice call quality is an important factor for me in my choice of mobile network operator	Pearson Correlation	.357**	.401**	.325**	.359**	1	.285**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	378	377	377	378	378	378
q.17.6 Data access (access to e.g. internet, social media, WhatsApp etc.) quality is an important factor for me in my choice of mobile network operator	Pearson Correlation	.251**	.279**	.181**	.150**	.285**	1
	Sig. (2-tailed)	.000	.000	.000	.004	.000	
	N	378	377	377	378	378	378

** . Correlation is significant at the 0.01 level (2-tailed).

According to the correlation coefficients, we had a positive association among the attributes related to network quality. The association between network coverage is effective for voice, data, graphics, video, music, and mobile operator provides sufficient geographical coverage at $r=0.67$ indicating a strong positive association.

Other strong associations above $r=0.5$ were association between mobile operator providing sufficient geographical coverage and not experiencing drop calls or silent calls at $r=0.566$, on provision of sufficient geographical coverage and getting clear and undisturbed quality on voice calls the value was $r=0.521$.

Data access quality importance in choice of mobile network operator association with other network attributes had a positive but either moderate or weak correlation of below $r=0.285$. Data access quality has an association with the rest of network quality attributes but weak association, meaning it did not greatly influence choice of mobile service provider.

4.4.6 Social Lifestyle

The level of agreement with about the effect of your social lifestyle on choice of mobile service provider were rated on a five point likert scale where (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree).

Table 4.31: Correlation on Lifestyle

Question	Pearson Correlation	Q22.1	Q22.2	Q22.3	Q22.4	Q22.5	Q22.6	Q22.7	Q22.8	Q22.9
q.22.1 I believe that my choice of mobile service provider depends on the class/ group that I relate with e.g. youth, students, club membership, business	Pearson Correlation Sig. (2-tailed) N	1 0.029 374	.113* 0.029 374	.202* 0 374	.372* 0 374	.416* 0 374	.332* 0 374	.389* 0 374	.293* 0 374	.372* 0 374
q.22.2 I will purchase airtime regardless of my social group	Pearson Correlation Sig. (2-tailed) N	.113* 0.029 374	1 0.001 374	.169* 0 374	.204* 0 374	.109* 0.034 374	0.091 0.08 374	.218* 0 374	.355* 0 374	.179* 0 374
q.22.3 Postpaid services are the best for me	Pearson Correlation Sig. (2-tailed) N	.202* 0 374	.169* 0.001 374	1 0.551 374	0.031 0 374	.246* 0 374	.167* 0.001 374	.129* 0.013 374	0.042 0.421 374	.147* 0.004 374
q.22.4 Prepaid services are the best for me	Pearson Correlation Sig. (2-tailed) N	.372* 0 374	.204* 0 374	0.031 0.551 374	1 0 374	.328* 0 374	.350* 0 374	.422* 0 374	.353* 0 374	.176* 0.001 374

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.31: Correlation on Lifestyle. Continued.....

Question	Pearson Correlation	Q22.1	Q22.2	Q22.3	Q22.4	Q22.5	Q22.6	Q22.7	Q22.8	Q22.9
q.22.5 Free social media access (e.g. Facebook, twitter) is key in my decision to select the mobile operator to use	Pearson Correlation Sig. (2-tailed) N	.416** 0 374	.109* 0.034 374	.246* 0 374	.328* 0 374	1 0 374	.643* 0 374	.461* 0 374	.176* 0.001 374	.164* 0.001 374
q.22.6 Data bundle offers impact my decision of mobile service provider	Pearson Correlation Sig. (2-tailed) N	.332** 0 374	0.091 0.08 374	.167* 0.001 374	.350* 0 374	.643* 0 374	1 0 374	.470* 0 374	.254* 0 374	.199* 0 374
q.22.7 I will consider the calling rates before making calls to avoid any disconnections	Pearson Correlation Sig. (2-tailed) N	.389** 0 374	.218* 0 374	.129* 0.013 374	.422* 0 374	.461* 0 374	.470* 0 374	1 0 374	.379* 0 374	.303* 0 374
q.22.8 The mobile service provider is used by my family/friends	Pearson Correlation Sig. (2-tailed) N	.293** 0 374	.355* 0 374	0.042 0.421 374	.353* 0 374	.176* 0.001 374	.254* 0 374	.379* 0 374	1 0 374	.498* 0 374
q.22.9 I like the mobile service provider because it is used by many other people	Pearson Correlation Sig. (2-tailed) N	.372** 0 374	.179* 0 374	.147* 0.004 374	.176* 0.001 374	.164* 0.001 374	.199* 0 374	.303* 0 374	.498* 0 374	1 0 374

** . Correlation is significant at the 0.01 level (2-tailed).

Social lifestyle attributes were correlated against each other to test the association each attribute has to the other. A positive correlation was achieved on all attributes under lifestyle. However a strong positive association was noted between free media access is key in decision to select mobile operator and data bundles offers impact on decision to select the mobile operator at $r=0.643$.

The 9 attributes displayed a positive association however the degrees of association were low as depicted by the correlation coefficients. The degrees of association depict that lifestyle does not impact the subscriber choice of mobile service provider.

4.5 Factor Analysis

This test identifies products and services (price, quality of service, products/services preference, network quality and social lifestyle) currently on offer by telecommunication companies that have higher influence on customers' choice of telecommunications service provider".

Table 4.32 KMO and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	8266.177
	Degree of freedom	1081
	Significance	0.000

The "Bartlett's test of Sphericity" was used to test the null hypothesis that the variables in the population correlation matrix are uncorrelated. The test results suggests that there were very low chances of obtaining the results if the null hypothesis were false, hence we reject the Null hypotheses and accept the alternative hypotheses that the attributes are correlated with the population. The significance value of 0.000 also implies a correlation of variables with each other, and hence the study could proceed with factor analysis.

Table 4.33 Total Variance Explained

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
q.10.8 By using services of this mobile operator at this price, I am getting my money's worth	11.916	25.353	25.353	11.466	24.396	24.396
q.10.9 I value this mobile operator as it meets my needs for a reasonable price.	3.739	7.956	33.308	3.261	6.939	31.335
q.10.6 I feel that subscribing to this mobile operator meets both my high quality and low price requirements	2.901	6.173	39.481	2.502	5.324	36.659
q.16.12 Data Services e.g. data bundles	2.193	4.667	44.148	1.758	3.740	40.399
q.10.5 I feel I am getting a good mobile phone service for a reasonable price	2.043	4.348	48.496	1.599	3.401	43.800
q.17.2 My mobile operator provides sufficient geographical coverage	1.453	3.091	51.587	1.023	2.177	45.977
q.16.2 Bill Payment services e.g. my utility bills via my mobile phone, school fees	1.386	2.950	54.536	.939	1.997	47.974
q.16.11 Unlimited SMS services with Twitter and Facebook SMS	1.279	2.721	57.258	.857	1.823	49.797
q.13.1 The company provides clear guidelines on their products and services	1.189	2.529	59.787	.720	1.531	51.328
q.13.9 Customer care service agents are friendly	1.116	2.375	62.162	.585	1.245	52.573

Therefore, upon running factor analysis on all the 47 numerical value of the Likert questions testing price, service quality, products and services, network quality and social lifestyle, the researcher picked the top ten factors as per Eigenvalues, representing the questions that impacted the choice of mobile service provider the most. As indicated in the table above, the factors that influenced the subscribers' choice of mobile service provider the most were: they are getting their money's worth coming as the top determinant, followed by reasonable pricing meets their needs for a reasonable price, it meets both their high and low pricing requirements. Then followed data services, sufficient geographical network coverage, bill payments needs, and unlimited SMS

services, clear guidelines on products and services and friendly customer service agents as indicated in the table above.



CHAPTER FIVE: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter presents the discussion of the main findings, it sets to draw conclusions that will address the research objectives explained in chapter one and give recommendations based on the research findings. The specific objectives of this study were to investigate the relationship between perceived price fairness and customer choice of telecommunications mobile provider, to determine the effects of perceived service quality on customers' choice of mobile provider, investigate the products and services currently on offer for telecommunication customers and how this informs customers' choice of telecommunications mobile service provider, and to determine the effect of social lifestyle on customers' choice of telecommunications mobile service provider

5.2 Discussion of Study Findings

The response rate of the study was 99.5%. From the demographic profile, 54% of the respondents were male while 46% were female, from which the study established that majority of the respondents indicated that they were aged between 20 and 30 years representing 40.1% of the respondents. Furthermore, 90.1% of the respondents were aged between 20 and over 50 years an indication that most of the respondents had enough experience in identifying the reasons behind their choice of mobile service provider.

On analysis of the age and primary service provider, Safaricom is leading in all the age brackets with; 65.8% at ages 10 to 19 years, 81.7% ages 20 to 30 years, 48.5% ages 31 to 40 years, 52.4% ages 41 to 50 years, and 65.9% above 50 years. Airtel follows with: 26.3% at ages 10 to 19 years, 14.4% ages 20 to 30 years, 47.1% ages 31 to 40 years, 46.3% ages 41 to 50 years, and 34.1% above 50 years. Between the ages 31 and 40 years, Airtel and Safaricom are very close to each other with less than 2% difference. According to the results from the research, the study also established that even though majority of the respondents use Safaricom as their primary provider at 66.2%, followed by Airtel at 30.4%, Orange 3.1% and Equitel 0.3%, further analysis indicate that the respondents are multi-SIM users, where respondents who use Safaricom and Airtel are 24.3%, Safaricom and Equitel 1.8% Safaricom, Airtel and Equitel 0.5%, Safaricom and Orange 4.7%, Airtel

and Equitel 2.4%, Safaricom, Airtel and Orange 2.1%, and finally Airtel and Orange 1.3%. Analysis on the age of the respondents and their primary mobile service provider is highest at the bracket 20 to 30 years, with Safaricom having the highest subscription of 81.7%.

Analysis on the loyalty of the customers to their mobile service provider of choice, using the duration with which they have been with the mobile service provider as an indicator, 19.7% of Safaricom users have been using the service provider for 10 years and above; 25.9% for 6-9 years; 28.8% for 1-5 years, 2.7% for less than a year while 22.94% of the respondents were not using Safaricom line. For Airtel, 6.8% have been using the network operator for 10 years and above; 13.4% for 6-9 years; 21.8% for 1-5 years; 7.9% for less than a year while 50% of the respondents were not using an Airtel line. For Orange, 0.3% of respondents have been using the line for 10 years and above; 6.8% for 1-5 years; 3.7% for less than a year while 89.3% were not using an Orange line. For Equitel, 1% of the respondents have been using the line for the last 1 to 5 years; 4.2% for less than a year while 94.8% were not using an Equitel line. 45.6% of the Safaricom respondents and 20.2% of Airtel respondents have been using their mobile lines for 6 years and above. 0.3% of Orange respondents have been using orange for 10 years and above.

The top three reasons for having a secondary mobile service provider as indicated by the respondents is cheaper products and services at 10.2%, followed by mobile money transfer at 5.2 % and thirdly clear network at 4.2%.

To determine if there is statistical significance between the factors under observation and effect on choice of mobile service provider, the researcher carried out a p-value analysis using Statistical Package for Social Sciences (SPSS).The associations $H_0:H_1$ were determined by accepting or rejecting the hypothesis from a yield of P-values which are <0.05 .

5.2.1 Relationship between price and customer choice of mobile service provider

Majority of the respondents, 90.6%, were in agreement that they would consider price when making a call or doing a purchase from their mobile service provider. Further, an average response mean of 3.85 of the respondents indicate that they consider price as an important attribute as they decide on which mobile service provider to transact with. 76.2% of the respondents indicated price will be a factor to a great extent when purchasing

products and services of their choice from the mobile service provider. Further analysis based on Pearson correlation indication of p-value of 0 indicated a high association in terms of the fact that the respondents feel that they are getting a good service for reasonable price, that it meets their need for reasonable price and finally the fact that they are getting their money's worth at a p-value of 0.002. The highest association based on correlation coefficient analysis amongst the attributes for price is between the fact that the respondents get their money's worth and the fact that it meets their needs for a reasonable price at a p-value of 0.751.

H0: Price does not determine the choice of mobile service provider

H1: Price affects the choice of mobile service provider

H0 has been rejected thus accepting H1 because the p-value is less than 0.05 (p-value is .000)

This finding supports the study by Alvarez and Casielles (2004) which found that the price of products and brands at the moment of the purchase constitutes a variable of interest. They established that price reduction has the greatest impact on the customers' brand selection process. The findings however contradict those of Lee et al. (2001) which established that mobile-lovers are less sensitive to the pricing aspects of services. In other words, the level of satisfaction on pricing in their study was much less significant for heavy users than for regular users. The respondents seemed to look for a good range of supporting services and were willing to pay for them.

5.2.2 How perceived service quality affect customers' choice of mobile service provider

Majority of the respondents 94.2% were in agreement that they would consider service quality when making a call or doing a purchase from their mobile service provider. Most of the responses were skewed to the positive agreement of either agree and strongly agreeing with the attributes appertaining to service quality. 84.5% of the respondents indicated that service quality affect their attitude and commitment in using their mobile service provider of choice. Further, analysis based on Pearson correlation indicated a high association in terms of the fact that the respondents feel that service quality attributes are

key in their assessment of service while considering their mobile service provider; with customer service agents friendliness at 0.595**, agents knowledgeable about products and services on offer at 0.580** and non-discrimination of customers by agents at 0.571**. The highest association based on correlation analysis amongst the attributes for service quality is between the fact that the company provides clear guidelines on their products and services and that the agents understand customers' needs at p-value of 0.601. H0: the service quality factor does not determine the choice of mobile service provider because the p-value is greater than 0.05 (p-value is .601)

H0: Service quality does not determine the choice of mobile service provider

H1: Service quality affects the choice of mobile service provider

H0 has been accepted thus rejecting H1 because the p-value is greater than 0.05 (p-value is .601)

This finding contradicts those of Santouridis and Trivellas (2010) who examined the effect of service quality and customer satisfaction on customer loyalty, in the Greek mobile telephony sector and showed in their analysis that service quality is a big determinant of both customer satisfaction and loyalty customer support. This does not seem to apply to the telecommunication sector in the Kenyan market whereby according to the study outcome, service quality was the least important variable amongst the other variables of price, network quality, and social lifestyle.

5.2.3 Products and services effects on customers' choice of mobile service provider

Products and services offered by mobile service providers are key components to service provision, this is depicted by average response mean of 3.85 indicating product and service quality is important to the respondents with the highest mean being 4.25 linked to money transfer services. Further, analysis based on Pearson correlation indicated a high association in terms of the fact that the respondents feel that products and services on offer are key in their consideration for mobile service provider with money transfer services at 0.690**, bill payment services at 0.690**, unlimited SMS services with twitter and Facebook at 0.632, and short messaging services (SMS) bundles .524**. The highest

association based on correlation analysis amongst the attributes for products and services is between money transfer services and bill Payment services at p-value of 0.601.

H0: Products and services does not determine the choice of mobile service provider

H1: Products and services affects the choice of mobile service provider

H0 has been accepted thus rejecting H1 because the p-value is greater than 0.05 (p-value is .601)

According to Hooley et al. (2008), customers' perceptions and what they believe about a product can be more important to them than the objective reality, if they believe it gives them a particular benefit, which is of importance to them, and then they would choose the product. This therefore contradicts the findings in this study.

5.2.4 Network quality effects on customers' choice of mobile service provider

The study established that network quality is key in influencing the respondents' attitude and commitment in repurchasing products and services from chosen mobile service provider with 91.9% agreeing. 81.4% of the respondents indicated that network quality influence their attitude and commitment in re-purchasing the products and services offered by the mobile service provider to a great and very great extent. An average mean response of 4.10 indicate Network quality as important, with the highest mean being 4.2 linked to voice quality being an important factor in the respondents choice of mobile service provider. Further, analysis based on Pearson correlation indicated a high association in terms of the fact that the respondents indicated that they liked the network coverage since its effective for voice, data, graphics, video, music at p-value of 0, voice call quality at p-value 0 and the fact that the respondents get clear and undisturbed quality on voice calls at p-value of 0.0001 shows that network quality is key in their decision on selection of mobile service provider.

H0: Network quality does not determine the choice of mobile service provider

H1: Network quality affects the choice of mobile service provider

H0 has been rejected thus accepting H1 because the p-value is less than 0.05 (p-value is .0001)

Santouridis and Trivellas (2010) who examined the effect of service quality and customer satisfaction on customer loyalty, in the Greek mobile telephony sector are in agreement with the foregoing findings as they found out that network quality dimension had a significant positive effect on loyalty but not on customer satisfaction. Similarly, Wang and Lo (2002) agree with this finding as they established that network quality is an important aspect in identifying and selecting the network of choice; customers in China perceive these as the key factors influencing their evaluation of customer value, customer satisfaction, or service quality, which, in turn, drive them to make actual purchasing decisions. They found that the mobile operators in China compete in network quality by having large investments in network extension and upgrading

5.2.5 Social lifestyle effects on customers' choice of mobile service provider

According to the study findings, majority of the respondents as shown by 84% indicated that lifestyle influence their choice of mobile service provider. An average mean response of 3.87 indicate social lifestyle as important, with the highest mean being 4.2 linked to the fact that the mobile service provider is used by the respondents family/friends. 66.2% of the respondents indicated that social lifestyle would influence their choice of mobile service to a great and very great extent. Further, analysis based on Pearson correlation indicated a high association in terms of the fact that the respondents indicated that they believe that their choice of mobile service provider depends on the class/ group that that they relate with e.g. youth, students, club membership, business, the fact that post-paid and prepaid services are the best for them at a p-value of 0, and the fact that data bundle offers impact their decision of mobile service provider at a p-value of 0.001.

H0: Social Lifestyle does not determine the choice of mobile service provider

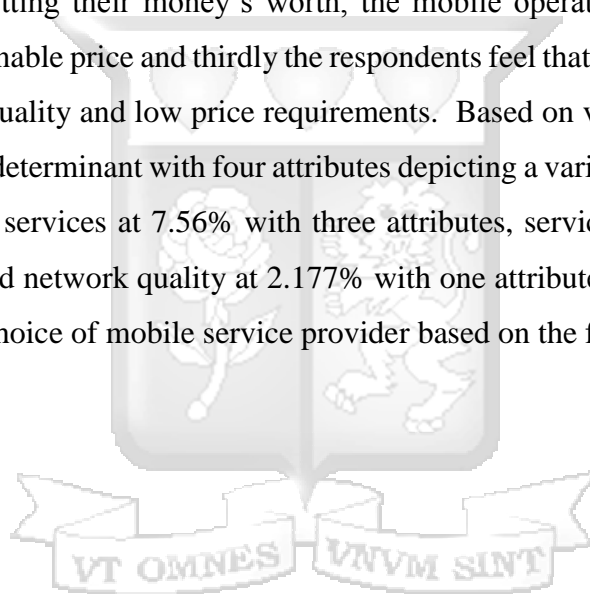
H1: Social Lifestyle affects the choice of mobile service provider

H1 has been accepted thus rejecting H0 because the p-value is less than 0.05 (p-value is .001)

These conclusions are in line with Kotler (2008) who discovered that cultural factors exert the broadest and deepest influence on consumer behaviour, which in this study is customers choice of mobile service in the Kenyan context.

KMO test was done on all the factors and a significance level of 0.000 was gotten, which gave the go-ahead to proceed with factor analysis. All the 46 attributes in the likert questions for price, service quality, network quality, products and services, and social lifestyle were subjected to a factors analysis to identify the attributes that influence customers' choice of mobile service provider preference the most.

Using factor analysis, ten attributes were extracted giving a cumulative variance of 52.573%. Out of which the researcher picked the top three factors as per Eigenvalues, representing the attributes (questions) that impacted the choice of mobile service provider the most. The top three factors include, by using the mobile service provider of choice the respondent is getting their money's worth, the mobile operator meets the respondents needs for a reasonable price and thirdly the respondents feel that the mobile operator meets both their high quality and low price requirements. Based on variation percentage, price is clearly a high determinant with four attributes depicting a variation of 40.06%, followed by products and services at 7.56% with three attributes, service quality at 2.776% with two attributes and network quality at 2.177% with one attribute. Price is thus the highest determinant of choice of mobile service provider based on the factor analysis carried out.



CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This research set out to study the factors that were considered by the respondents in their choice of a mobile service provider, specifically; to investigate the relationship between perceived price fairness and customer choice of mobile provider, find out how perceived service quality affects customer's choice of mobile provider, to investigate the products and services currently on offer for telecommunication customers and how this informs customer choice of telecommunications service provider, and finally, to determine the effect of social lifestyle on customers' choice of telecommunications mobile service provider.

6.2 Conclusions

The subscribers consider all the factors individually as important in their choice of mobile service provider in varying degrees with high correlations in price, products and services, network quality, social lifestyle and finally service quality with a moderate association. Analysis using Pearson correlation on the variables of price, service quality, products and services, network quality and social lifestyle, the study concluded that the variables that subscribers consider the most in their choice of mobile service provider, were network quality and price.

Further analysis using factor analysis on all the attributes in the questionnaire, price came up as the top most variable that subscribers would consider in their choice of mobile service provider. This finding supports a study by Alvarez and Casielles 2004) which found that the price of products and brands at the moment of the purchase constitutes a variable of interest. It also supports a study based on the Chinese market carried out by Wang et al (2002) which found that network quality is an important aspect in identifying and selecting the network of choice. They found that the mobile operators in China compete in network quality by a large amount of investment in network extension and upgrading.

The study accepts the claim by Kotler (2008) that cultural factors exert the broadest and deepest influence on consumer behaviour, thus in this study customers choice of mobile

service in the Kenyan context. This study however contradicts findings by Santouridis and Trivellas (2010) who examined the effect of service quality and customer satisfaction on customer loyalty, in the Greek mobile telephony sector and showed in their analysis that service quality is a big determinant of both customer satisfaction and loyalty customer support. This does not seem to apply to the telecommunication sector in the Kenyan market whereby according to the study outcome, service quality was the least important variable amongst the other variables of price, network quality, and social lifestyle.

6.3 Recommendations

Based on the findings of the study, mobile service providers should design and develop quality products based on consumers' requirements and expectations using their lifestyle profiles as an indicator. They should profile the customers based on their duration of use of their network, their age brackets and also whether they have secondary SIM cards. This would help the mobile service providers understand their customers and potential customers better and have customer retention strategies that are informed by customer behaviour and profiles that directly informs on their preferences.

Based on the studies, it is established that the key reasons given by the respondents for having a second mobile service provider is because of cheaper products and services, mobile money transfer services and clear network. Mobile service providers should thus implement sound pricing strategies, as the respondents to the study indicated pricing as the most important determinant of their choice of mobile service provider.

The respondents also indicated good network coverage and connectivity quality to a great extent influences their choice of a mobile service provider. Due to this sensitivity, this implies that a deterioration in network quality or increase in prices tend to lower the competitiveness of a service provider. Mobile service providers should thus strive to offer quality products to best satisfy subscribers' needs, the mobile transfer services and prioritize on quality of their network coverage and also their pricing strategies considering that Kenya is developing country thus higher price sensitivity by a high percentage of the population.

Mobile service providers should continuously carry out research and analysis to determine customers' affinity to their products and services, this should be carried out for both their existing and potential customers, to enable them come up with products and services that are in line with customers changing preferences. Additionally, they could develop strong brands that are appealing to their customers to capture and maintain most of the market share. Last but not least, they should carry out more survey studies to ensure they are not losing their market share due to exorbitant prices, or poor network quality and coverage.

6.4 Areas for Further Study

The outcome of this research shows a comprehensively integrated framework for us to understand the vibrant relationships among several dimensions of price, service quality, quality of the network and social lifestyle to have handful ideas on consumers' perception. However, further research efforts are needed to examine these factors in all the other counties in Kenya with county respective sample populations. Moreover, it is also needed to extend full-scale behavioural intentions of consumers upon service providers to match consumers' overall behavioural patterns with decision-making criteria of the service providers. Future studies could also look into how demographics influence customers' choice of MSP, and any other factor that could influence subscribers' choice of a mobile service provider that were not captured in the study.

6.5 Limitations of the Study

The study was limited to Nairobi County which is the capital city of Nairobi. This study may also be done in peri-urban and rural areas to determine factors that affect customer choice of mobile services provider to enable service provider formulate policies and strategies specific to the regions in line with the preferences of the customer in the different regions. The study did not focus on the influence and extend of consumer demographics for the different mobile service providers and how this impacted their selection behaviours in terms of their choice of mobile service provider.

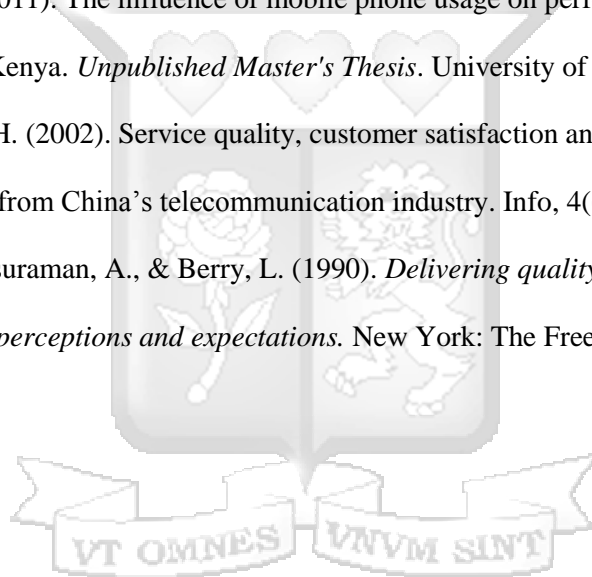
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APPENDICES

Appendix I: Introduction Letter



Appendix II: Research Questionnaire

INTRODUCTION:

This questionnaire is used to obtain information on a study on determinants of customers' choice of service provider in the mobile telecommunication industry in Kenya. The study conducted by the researcher is done purely for academic purposes. Strict confidentiality of information obtained is guaranteed. Please note, respondent's identity is not necessary.

Please complete the questionnaire and return to the researcher. In case of any query or clarification, please call **+254733337861**



6. Which is your primary (main) mobile service provider?

Safaricom

Airtel

Orange

Equitel

7. Which is your secondary (second) mobile service provider?

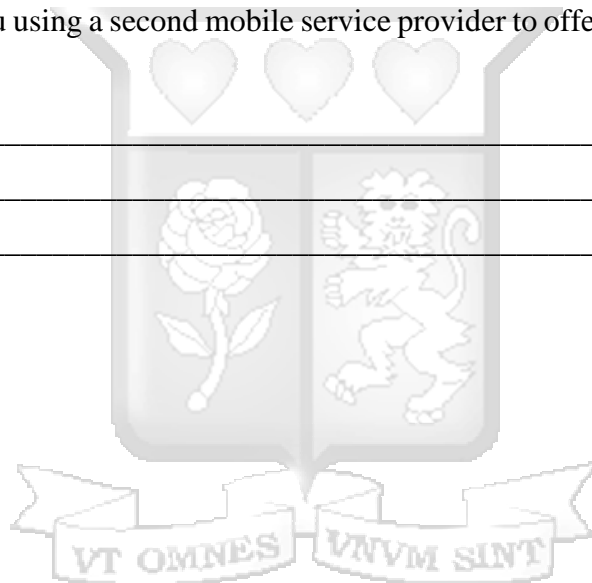
Safaricom

Airtel

Orange

Equitel

8. Why are you using a second mobile service provider to offer you telecommunications services?



PART B: DETERMINANTS OF CUSTOMERS' CHOICE OF SERVICE PROVIDER IN THE MOBILE TELECOMMUNICATION INDUSTRY IN KENYA

(Please tick the most appropriate responses for each question)

A. PRICE

9. Do you consider the price when making a call or when doing a purchase from your mobile service provider?

Yes [] No []

10. What is your level of agreement on the following statements on the effects of price on your selection of a telecommunications mobile service provider?

Please tick the most appropriate answer on a scale of 1 to 5, where (1-Strongly disagree,

2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree)

Influence of price	1	2	3	4	5
Any increased price would hinder my purchase intentions of either data or voice calls					
The tariff I use provides good value for money					
I will switch to other mobile services providers whenever the price of any product or service I use increases					
By using services of this mobile operator, I am getting my money's worth.					
I feel I am getting a good mobile phone service for a reasonable price					
I feel that subscribing to this mobile operator meets both my high quality and low price requirements					
The price plans are simple and easy to understand					
By using services of this mobile operator at this price, I am getting my money's worth					
I value this mobile operator as it meets my needs for a reasonable price.					

11. To what extent do you consider price as a factor when purchasing products and services of your choice, from the mobile service provider?

- Very great extent []
 Great extent []
 Moderate extent []
 Little extent []
 Not at all []

B. SERVICE QUALITY

(Please tick the most appropriate responses for each question)

12. Do you consider the service quality when making a call or when doing a purchase from the mobile service provider?

- Yes [] No []

13. What is your level of agreement with the following statements on perceived service quality effect on your choice of mobile service provider?

Please tick the most appropriate answer on a scale of 1 to 5, where (1-Strongly disagree,

2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree)

Influence of service quality	1	2	3	4	5
The company provides clear guidelines on their products and services					
The customer care services are good, they offer readily available help					
The company provides clear guidelines on their products and services					
Customer care service agents understand customer needs and expectations					
Customer care service agents listen to their customers and they empathise					
Customer care service agents are knowledgeable about the products and services on offer					
Customer care service agents treat their customers courteously and with respect					
Customer care service agents resolve my issues on time and provide feedback					
Customer care service agents are friendly					
Customer care service agents do not discriminate their customers					
I feel that I can rely on this mobile operator to serve me well					

14. Does service quality affect your attitude and commitment in using your mobile service provider?

Yes [] No []

15. If yes, to what extent?

Very great extent []

Great extent []

Moderate extent []

Little extent []

Not at all []

16. To what extent do the following products and services satisfy your needs?

Please tick the most appropriate answer on a scale of 1 to 5, where (1-Strongly disagree,

2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree)

Service/product preference	1	2	3	4	5
Money Transfer services					
Bill Payment services e.g. my utility bills via my mobile phone, school fees					
Roaming Services					
Loan Services					
Mobile Number Portability					
Value added services e.g. Caller Ring- Back Tone (CRBT), SMS and 911					
Emergency Services					
Voice Services (Calling services)					
Secure cloud back-ups for my valuable data e.g. contacts					
Short messaging services (SMS) bundles					
Visa cards					
Unlimited SMS services with Twitter and Facebook SMS					
Data Services e.g. data bundles					

C. NETWORK QUALITY

17. To what level do you agree with the following statements about network quality effects on your choice of mobile service provider?

Tick the most appropriate answer on a scale of 1 to 5, where (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree)

Influence of quality coverage	1	2	3	4	5
I like the network coverage since its effective for voice, data, graphics, video, music.					
My mobile operator provides sufficient geographical coverage					
I do not experience drop calls or silent calls					
My mobile operator provides sufficient geographical coverage.					
I get clear and undisturbed voice quality.					
Voice call quality is an important factor for me in my choice of mobile network operator					

18. Does network quality influence your attitude and commitment in repurchasing the products and services offered by the mobile service provider?

Yes No



19. If your answer is yes, to what extent?

- Very great extent
- Great extent
- Moderate extent
- Little extent
- Not at all

D. SOCIAL LYFESTYLE

(Please tick the most appropriate responses for each question)

20. Does your lifestyle influence your choice of mobile service provider when repurchasing the products and services of your choice?

Yes [] No []

21. If yes, to what extent?

Very great extent []

Great extent []

Moderate extent []

Little extent []

Not at all []

22. To what level do you agree with the following statements about the effect of your social lifestyle on your choice of mobile service provider?

Please tick the most appropriate answer on a scale of 1 to 5, where (1-Strongly disagree,

2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5- Strongly agree)

Influence of social lifestyle	1	2	3	4	5
I believe that my choice of mobile service provider depends on the class/ group that I relate with e.g. youth, business owners, students					
I will purchase airtime regardless of my social group					
Postpaid services are the best for me					
Prepaid services are the best for me					
Free social media access (e.g. Facebook, twitter) is key in my decision to select the mobile operator to use					
I will consider the calling rates before making calls to avoid any disconnections					
The mobile service provider is used by my family/friends					
I like the mobile service provider because it is popular and is used by many other people					

THANK YOU VERY MUCH FOR YOUR PARTICIPATION