THE INFLUENCE OF USE OF SOCIAL MEDIA ON CUSTOMER SATISFACTION.THE CASE OF SAFARICOM CALL CENTER, NAIROBI COUNTY, KENYA.

BY

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DECLARATION

This research project report is my original work and has not been presented to any university for academic award.

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This research project report has been submitted for examination with my approval as the University supervisor.

Sign-------------------------------------   --

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DEDICATION

This research project report is dedicated to my loving parents Mr. George Gachagua and Mrs. Joyce Wangui Gachagua for their moral and financial support undertaking the research,

ACKNOWLEDGEMENT

.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABBREVIATIONS AND ACRONYMS

CCK   Communications Commission of Kenya

GSM   Global System for Mobile Communications

ICT   Information communication technology

IT   Information Technology

SPSS   Statistical Package for Social Sciences

ABSTRACT

Customer satisfaction is the measure of organization total product performance in relation to a set of customer requirement. The research was undertaken on the influence of use of social media on customer satisfaction a case of safaricom call center, Nairobi, Kenya. This study was guided by the following objectives; To establish the influence of ease of use of social media service on customer satisfaction; to establish how speed and time of social media service influence customer satisfaction; to determine how the level of awareness of use of social media service influence customer satisfaction and finally to assess how generation gap influence the use of social media service. The study employed descriptive survey design; the target population comprised of safaricom subscribers who use social media services. Simple random sampling and purposive sampling was used to select the retail center to participate .The selected shops include; Moi Avenue, IandM, Buru Buru, Eastleagh, Nakumatt junction and the Village market shop based on their convenience and location of the shop. The instrument used for data collection was self-administered questionnaires. A total of 384 questionnaires were issued and only 255 returned fully completed questioners giving a response return rate of 66%. There were ethical issues related to the study and they were addressed by maintaining high level confidentiality of the information volunteered by the respondents. Both quantitative and qualitative data was collected. The quantitative data was analyzed using descriptive statistics by employing Statistical Package for Social Scientists and presented using frequencies tables, bar graphs and tables. Qualitative data was analyzed using thematic analysis. It was expected that the results of the study was to be used to make recommendations on how social media can be used to increase customer satisfaction. The study concludes that regarding the influence of use of social media the level of awareness of social media had more on use on social media usage, followed by speed and time of social media and finally the ease of use and generation change has the same influence. The study recommends that, more awareness programs be created, social media subscribers get timely feedback and resolution on their queries and the social care home page should be user friendly and attractive.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The expansion of the telecommunication industry has triggered a cascade of other developments and job opportunities for people. This has also led to a global revolution in communication and innovation. In regards to the growth of the telecommunication industry, customer satisfaction cannot be ignored. Customer satisfaction is the measure of organization total product performance in relation to a set of customer requirement. According to Dekimpe (2007), customer satisfaction can be defined as an evaluation, where some comparison standard is compared to actually perceived standard. If the perceived performance exceeds expectation, customer will be satisfied. When the perceived performance is less than the expectations, customers will be dissatisfied. As technology changes, customer service and requirement also changes (Porter, 2011). Driven by these rapid changes in technology the traditional call centers are changing to social care centers. Social media, customer behavior and customer service expectation continue to increase (Kaplan and Haenlein, 2010). According to Avaya consumer preference report (2011), on the uses of contact center, the statistics show preference for different customer segmentation. The 26% of the customers, responded positively when asked if they believe customer service centers provide great support, compared to 49% who did not and concerning the mode of communication to be used to reach to the customers or access company services 80% of consumers preferred talking to an agent on the phone, while the social media and online forum represented only 10%. These differences in ranges of channels preferences highlight the need for support centers to provide multi-channel service options to cater for all subscribers.

The contact center industry is experiencing growth in innovative new technologies. At the core of these new technologies are changing customer demands and preferences. Offering these capabilities can be a great way for service centers to gain a competitive edge (Kaplan and Haenlein, 2010).A research on social media noted that, 7% of

individuals aged between 16-24 would first complain in social media services while 71% will search for solution online before they relent and contact the company directly (Kaplan and Haenlein, 2010). This show the significant of social at all levels which should never be ignored on the current communication growth era. Telecommunications industry as a whole in the global sphere has expanded and has made dominance due to the convergence of it with Information Technology (IT), which has resulted in the emergence of Information and Communication Technology (ICT) and Multimedia. ICT dramatically has changed the world socially, politically and economically. The deregulation of the telecommunication industry in many nations in the early 1990s has brought multiple players/service providers to the country. According to a research done in Europe on "ideal" customer experience by Global Contact Center Consumer Preference (2011). The 42% of global consumers rank query resolution speed as most important factor in regards to customer services. The report noted that 33% of European customers want to solve their issues via mobile applications such as Facebook, tweeter, on line email among others rather than the phone, 55% would prefer to use email, and 38% preferred using web self-service. The social media trend is changing. According to Wankel (2011), noted that nearly half (48%) of Americans age 12 and older had a profile on one or more social net-working site such as Facebook and LinkedIn. This is double the number in 2008. Social media lets people share their views with thousands and millions of others in a minute, thus creating word of mouth marketing. The rapid growth of mobile computing devices means people can be "digitally social"outsde the home or the office. As the prevalence for smart phone increases, with mobile phone application such Facebook, Twitter, my space watsup among others for communication. Social media has been radically changing the landscape of corporate communication over the past few years. According to Wankel (2011), there are three things that make social media a powerful force. This include; immediacy, ubiquity and availability. Immediate is the instant sharing of information, while ubiquitous means hundreds of millions of people use social media and availability means anyone with internet connection can access it. Through social media platform such as Facebook or Tweeter, any person with internet connection can communicate with thousands and even millions of people all over the world in a matter of seconds (Wankel, 2011).

The face of the communications sector has changed dramatically over the past few years. New market entrants that use open platforms to meet diverse and rapidly changing user wants and needs are increasingly challenging the traditional telcos, which have historically dominated the arena of two-way interpersonal conversations. Social networking websites and services, such as Facebook, MySpace, Twitter and others have become primary communication media for a new generation of digitally aware consumers. Driven by high broadband penetration, affordable, mobile Internet-enabled multimedia devices, these sites and 'blog' services are making inroads with enthusiastic users and garnering the attention of advertisers, consumer product companies and enterprises that are using social media to reach their customers, build brand loyalty and communicate with geographically dispersed employees, customers, suppliers and partners. These services have potential to threaten traditional services, such as long distance calling and mobile roaming (Kaplan and Haenlein, 2010).

Social media can provide powerful strategic and tactical tools for organizations, which, if properly applied and used, could bring great advantages in promoting and strengthening their competitiveness (Porter, 2011).As technology changes, business rules also change. Traditionally, telecommunication industry relied heavily on telephone call centres, as the sole channel for customer queries communication.The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. Social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. According to Porter (2001), over half of consumers that follow a brand's tweets for instance, are more likely to buy from that brand with two-thirds also likely to recommend a brand to friends and family. Telephone and email have now been overtaken by tweets. The immediacy of Twitter is highly attractive to consumers that want to make fast and efficient contact regarding a customer services query; especially for corporations, responses by Twitter are demanded and within a very tight time frame.

In Kenyan situation, According to Communications Commission of Kenya (CCK, 2012) statistics, 1,130,878 new mobile subscribers joined the four mobile operators in Kenya between January 2012 and March 2012. As at 31st March 2012, 29.21 million mobile subscriptions were recorded compared to 28.08 million posted the previous period. This represents an increase of 4.0 per cent during the quarter and 15.9 per cent growth when compared to the same period of the previous year. Safaricom recorded 386,777 new subscriptions followed by Essar Telekom with 324,284 new subscribers and Orange and Airtel recorded 209,447 and 210,370 new subscriptions respectively during the period from 1st January 2012 to 31st March 2012 (CCK, 2012). The CCK report also indicate an increase in the data /internet market segment, the number of subscriptions increased by 5.5 per cent .Mobile data/internet subscription continued to dominate the internet market with 98.8 per cent of total internet subscription being from the mobile internet/data sub market. The broadband subscription also increased by more than half. The tremendous growth in the internet and data market segment may be attributed to the international connectivity bandwidth. This report shows the increased growth in data and internet usage, while use of voice decrease within the period 2012.

With increase in data and decrease in voice usage, the Safaricom Company, being the market leader in Kenya in telecommunication industry has shifted from using telephone / voice as the only way to resolving subscribers queries. The alternative to this being highly used of social media customer care services such as Email, Facebook, Twitter and automated short messaging services (sms). This alternative channel has grown over the few years. With increasingly use of cell phones, smart phone and other mobile devices, there is no better way / better ways to reach customers, wherever they are other than through social media which connect to their devices (Al-Deen and Hendricks, 2011). Corporate companies cannot ignore the growth of social media for marketing, communication among others. The market for the telecommunication industry in Kenya is highly competitive. This industry is currently dominated by four operators namely: Telkom/orange, Safaricom, Airtel Kenya and Essar Telkom Kenya. Safaricom being one of the most favorable choice for users, believes that the main competitive factors in the   mobile services market are network coverage, service quality, pricing, accessibility and brand (Safaricom Report, 2011/2012). In this report, there was noted

customer dissatisfaction on the ease of access to contact center /customer care center help line. Customers found the help line inaccessible and congested and thus one had to take at least ten minutes to get help or access to the help line. The safaricom report dated 31st December 2012, shows Kenya has 16.1 internet users who are potential user of social media. Safaricom itself had 164,000 twitter followers and on Facebook page had 359, 551 likes and 12,486 actively talking about the brand. Kenya is ranked number 66 worldwide in terms of in terms of Facebook user with a population of, 2,018,560 users.

1.2 Statement of the problem

In today's business world, every company wants to remain the best to its customers and therefore create an image that brings more clients (Porter, 2011).This has therefore forced many firms to consider customer satisfaction as their priority in ensuring a positive perception to their products (Barbara , 2005). Customer satisfaction has direct impact on customer loyalty and retention. With regards to this customer should have easy and simple access to services via any available channels. The ease of and speed of access to company's products and services cannot be ignored .previous research on customer satisfaction show customers who easily access the company help line without a hitch are likely to re-use or to be the be more satisfied as compared to the others who are un able to access the help. The speed of resolution and feedback affect customer perception towards company product and services. A research by Baker and Cameron (1996) found that, customers frequently overestimated the amount of time they spend waiting the line, and as the perception of waiting time increases, customer satisfaction tend to decrease. As technology changes, mode of communication also changes.

Despite the call centers services and walking customer services available, social media care center is growing rapidly. This is attributed to its immediacy, ubiquity and availability of the service. The services offered are fast, and with changing trends and generation change the communication mode and content is also changing. This change has direct influence on customer satisfaction.

A recent research done by Terry Nyawira (2011) investigated the challenges of using social media on customer services the research used Safaricom call center as its study

case. And noted the challenges are attributed to changing social trends. The Safaricom call center report dated December (2012), shows number of customers using social media customer care services has in the year 2012 doubled to 519, 991. There is need to have a major paradigm shift in social care use in customer services department. Therefore, speed and time should be considered and increase social media awareness. The changing generation and the ease of use of social media cannot be ignored in the role of customer satisfaction and retention.

1.3 Purpose of the Study

The study intended to present an exploratory study on the influence of use of social media and customer satisfaction, a case of Safaricom call center, Nairobi, Kenya.

1.4 Research Objectives

The research was guided by the below objectives

i. To establish the influence of ease of use of social media service on customer satisfaction.
ii. To establish how speed and time of social media service influence customer satisfaction.
iii. To determine how the level of awareness of use of social media service influence customer satisfaction.
iv. To assess how generation gap influence the use of social media service.

1.5 Research Questions

Below were the research questions

i. How does ease of use of social media service influence customer satisfaction?
ii. To what extent does the speed and time of social media service influence customer satisfaction?
iii. Does the level of awareness on social media service influence customer satisfaction?
iv. To what extent does generation gap influence the use of social media service?

1.6 Significance of the study

The findings of this study may enlighten the management of telecommunication industries in Kenya on the overall importance of use of social media and its influence on customer satisfaction thus creating path way in achievement of company objectives. This might help the management and other stakeholders in identifying some of the factors they would need to consider to enhance customer satisfaction. This would also create a chance of helping the management in providing mechanisms on helping retaining and attracting new customers via use of social media

Scholars may find this research useful by providing a contribution to the scholarly dialogue concerning social media, customer satisfaction customer loyalty and retention. This will be important to such future researchers who may want to use the findings of this research as a basis for advancing their arguments.

1.7 Delimitation

This was a study on the influence of use of social media on customer satisfaction. The study focused on safaricom call center selected due to its accessibility. The company has recorded a continuous growth rates in its both customer base and innovation level. The Population is likely to have participants who are readily accessible for participation in the study (especially considering the short span of time available to complete the study and the budget constraints) and who have access to social media services

1.8 Limitations of the Study

The study concentrated on the influence of social media in relation to customer satisfaction. The Social media is high used in urban centers as compared to rural areas hence the results of the research cannot be generalized to rural areas. The social media care is as a result of changing technology which could change in span of short time thus affecting the outcome of the research. The researcher worked by putting any changing factor constant .there were expected challenges during data collection where some

respondent may fail to give accurate information due to fear of victimization. Researcher worked by winning confidence by assuring them of information confidentiality

1.9 Assumptions of the Study

The researcher made the below assumption in accomplish the research objectives. The sample was a representative of the safaricom subscribers who uses social media and they were conversant with the topic; the respondent answered the question correctly and accurately. The researcher also assumed the external factors dint not arise as this would have affected the data collection and completion of the project.

1.10 Significant definition of terms

This study encompassed the following terms:

Customer Loyalty Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers.

Customer Satisfaction

Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

Service Quality-

This a measure of excellence or a state of being free from defects, deficiencies, and significant variations, brought about by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements.

Social media service

This includes the various online technology tools that enable people to communicate easily via the internet to share information and resources, such as Facebook, tweeter, emailing and automated short messages(sms) Also include the collective of on line

communication channels and internet based applications mainly for information sharing, social entertainment and also marketing

Communications Commission of Kenya.

It is the independent regulatory authority for the communications industry in Kenya. Its role is to license and regulate telecommunications, radio communication and postal/courier services in Kenya.

Self-service technologies.

This are technology interface that allows customers to produce a service independent of direct ,independent of direct service employee involvement.

Generation gap.

This is described as the differences in actions, beliefs, tastes, etc. between members of younger generations when compared to members of older generations. It also means the changing trends also in terms on age difference.

1.11 Organization of the study

The study is organized into five chapters. Chapter one, which is the introductory part, contains the background of the study, the statement of the problem, purpose of the study, limitation of the study, basic assumptions, definition of significant terms and organization of the study. In chapter two, literature review is given. Chapter three encompasses the research methodology under which, research design, target population, sampling procedure, research instrument in data collection, validity and reliability of the instruments, data collection procedures and data analysis techniques are discussed. Chapter four presents the data analysis and interpretation. Lastly chapter five presents the summary of findings, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

According to Mugenda and Mugenda (2003), literature review refers to a systematic identification, location and analysis of previous research documents that have information related to the research problem being investigated. It forms a framework within which the research findings will be interpreted and similarity with the existing body of knowledge. This chapter will review relevant literature to this research. The theoretical review will cover the theories associated with customer satisfaction and factors influencing use of social media as variables, which will include: ease of use, efficiency of the services, knowledge and generation change, the empirical review, the critique and research gaps.

2.2 Theoretical Framework

The below are the theories related to customer satisfaction. The three theories discussed include; Transaction cost theory, Service quality theory and Expectation Confirmation Theory of customer satisfaction.

2.2.1. Transaction Cost Theory

The transaction cost theory states that, companies exist because they can conduct market place transactions internally more cheaply than they can with external companies in the market place (Laudon and Laodon, 2006).Information technology has helped companies lower the market participation (transaction cost) as compared to traditional belief, where companies sought to reduce transaction costs, of getting bigger by hiring more employees and taking over small companies. According to Williamson (1987), on the Williamson's transactional cost economics and customer perspective theory, the usefulness of customer service is derived from its ability to reduce the effort, time and costs involved in the transactional process. Transactional cost refers to the cost incurred in making an economical exchange, during the buying and selling transaction other than the purchase

cost of the product or service (Dahlman and Aubert, 2001).Transactional cost can be tangible and intangible, monetary, cognitive or labor effort. The costs are paid directly or indirectly by consumers and in this regard, consumers will take the option with a low level of transaction cost.

2.2.2 Service quality theory

The model of service quality theory was proposed by Storbacka K., et al, (2006). From the theory, the researcher concluded that customer satisfaction is first based on a recent experience of the product or service based on the prior expectations of overall quality compared to the actual performance received. Therefore, if the recent experience exceeds prior expectation, then the customer satisfaction is likely to be high (Gronroos, 2008).This theory argues that service quality represents the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions. The use of perceived as opposed to actual service received makes the service quality measure an attitude measure that is related to, but not the same as, satisfaction (Gronroos, 2008).

2.2.3 Expectation Confirmation Theory of Customer Satisfaction

The theory was first proposed by Williamson (1985). The theory links three factors: Expectations, Perceived performance and Disconfirmation as the independent factors that affect customer satisfaction. He argues that, expectations, coupled with perceived performance, lead to post-purchase satisfaction. This effect is mediated through positive or negative disconfirmation between expectations and performance. If a product outperforms expectations (positive disconfirmation) post-purchase satisfaction will result. If a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied (Oliver, 2007).A confirmation of expectations or zero disconfirmation exists if a performance is equal to the standards.

2.2.4 Social Media and Customer Satisfaction

Customer satisfaction is defined as the evaluation where some comparison standard is compared to the actual perceived performance if the perceived performance is less than expected, customers will be dissatisfied. On the other hand if the perceived performance

exceeds expectations, customers will be satisfied. Otherwise, if the perceived expectations are met with performance customers are indifferent or neutral. The indicators of customer satisfaction include higher customer retention, customer repurchase behavior and higher firm profitability.

Satisfaction is regarded as a short term emotional state that results from intrapersonal comparison of the customer's expectation with the evaluation of a single product or service encounter (Oliver, 2007; Brady and Robertson, 2001).

The use of internet-based social media has made it possible for person to communicate with hundreds and thousands of other people about product and companies that provide them. Social media in customer service is used to build relationships. Few companies can survive without establishing solid relationships with customers and creating a good customers service rapport. Customer relationship, can lead to customer satisfaction and retention (Rust, Lemon, and Valarie, 2004).A long and good customer relationship can be created by sharing customer's feedback and answering queries promptly and timely, this increases trust and higher customer retention. Social media such as Facebook, micro log-ins and emailing can be used to avoid crisis. This is done by monitoring social media and customers' feedback issues as they emerge. Handling the issue timely and giving feedback can prevent potential crisis (Baker and Cameron , 1996).This increases the sales and reduction in customer queries.

Customer satisfaction is based upon multiple factors, from the price and the quality of your product to the friendliness of the staff upon a certain moment. These "touch points" or "contact points" between an organization and its customers are the defining moments on which a customer decides if he wants to continue doing business with the organization. One bad performance at any point in the cycle can cause disruption. Attracting customers and satisfying them has become a hot issue and it expresses presence of organizations and the reason for their existence (Paul, Thurau , Gremler , and Gwinner , 2005).

A research on social media companies puts Safaricom as the second best brand in the world using Twitter for customer service. In an industry where the average response

time to a query is 357 minutes, Safaricom responds in 58 minutes, with a response rate of 75.48%! Safaricom also has the biggest number of followers for a telecom brand, more than Vodafone UK which has 66,069.

2.3 The Influence of Use of Social Media on Customer Satisfaction

The below are the discussed independent variable on the use of social media. The discussed factors include the following; ease of use of social media, speed and time of social media, generation change and knowledge of social media. The above factors are related to customer satisfaction.

2.3.1   Ease of use of social media

To succeed in an uncertain environment, firms must respond to changing customer needs, and logistics flexibility is an important part of the response (Zhang, Vonderembse, and Su Lim, 2005).In regard to this, companies are shifting from traditional ways of transacting and adapting self-service technologies (SST). The self-service technologies are increasingly changing the way customers interact with firms to create service outcome. With the changing technology of hand held devices such as smart phones, shoppers are now enabled to purchase a wide variety of products without having to visit the retail outlet. Research done on impact of network services performance on customer satisfaction and loyalty using high internet speed services ascertain that, in order to survive in a competitive market, companies should continue to improve their service performance (Bettencourt, 1997).The high level of service performance is believed to be an effective way to improve customer satisfaction and loyalty. To offer high level services and increase customer satisfaction, companies must adopt the changing technology trend (Brown, et al., 2002).Social media applications have become part of the standard communication repertoire for many companies. Today, with the creation of increasingly powerful mobile devices, numerous social media applications have gone mobile (Kaplan and Haenlein, 2010).Easy access to internet and increased use of smart phones has led to growth of use of social media services. These apply to both corporate companies and also on individual basis. Social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their

13

customers, while in a non-traditional sense it enables customers to talk directly to one another (David J. et al, 2009). Smart phones enable customer to access services timely and with their mobility aspect, one can access services all the time regardless of the location (Smith , Zickuhr, Lenhart, and Purcell, 2010)

2.3.2 Speed of social media

Waiting time is the time from which a customer is ready to receive the service until the time the service commences (Celuch, Kevin, and Kelvin, 2004). Waiting period can be boring and irritating which in return translates to negative service evaluation. (Larson, Larson, and Katz, 1991), argued the overall value of service may help alleviate the negative emotion of waiting. An investigation of social justice by Rafaeli, et al, (2002) on social justice revealed that, while queue system may alter the consumer's fairness perception, other actions of service providers may play roles in fairness and perception as well. This includes actions such as apologies, compensation among others. There is a positive relationship between the perceived utilitarian benefit and the consumer willingness to wait for a service. When consumers predict higher functional value from consuming a service, they are more likely to wait patiently, compared to when the perceived value is predicted to be below.

2.3.3 Awareness Level on Social Media

Creating a customer experience that is synonymous with a particular (website) brand is becoming increasingly recognized as a vital driver of e-performance (Kulviwat, Bruner, and Shuridah, 2009) .In the research of e-consumer behavior, it ascertains that brand trust can be achieved through the following dimensions; various brand experiences and the search for information, a high level of brand familiarity and customer satisfaction based on cognitive and emotional factors. Customers who are familiar with the product or services have higher chances of repurchasing a product or re-using it. (Cooper and Schindler, 2003).The knowledge and familiarity with social media services and usage increases the comfort of usage and the product usage. The return is increased interest in the social tool and the company brand which is accessible via the same.

2.3.4 Social Influence on Use of Social Media

Social influence occurs when one's emotions, opinions, or behaviors are affected by others Social influence takes many forms and can be seen in conformity, socialization, sales and marketing. With the explosion of social media promoting a dramatic change in how people interact with each other and brands, customers are turning to social media for customer service. Effective social care gives brands a big advantage, and customers who encounter positive social career experiences are nearly three times more likely to recommend a brand to others (Kaplan and Haenlein, 2010).

2.3.5 Generational Change on Use of Social Media

Mobile social networking has grown rapidly for the past few years. The first generation began in 1999 and the early 2000. This is the prepaid generation with the features of texting and chat room services. The second generation is based on region and the launch of the 3G services. This is also a prepaid subscription and improved features such as pre-installed and user downloaded application. The emergence of the third generation offers richer services based on WAP 2.0 and MMS (multimedia services), while the fourth generation is comprised of more controlled services and virtual online services such online purchasing, among others. This is the current generation also as the Y generation. Gen Y has the need to be connected to some form of technology all the time whether it is via text messaging, instant messaging and any other form (Smith , Zickuhr, Lenhart, and Purcell, 2010).Social media was originally used mostly by generation Y; however, this is changing as it is increasingly becoming part of our daily lives (Sarringhaus, 2011).

A research done on generation Y and the changing technology shows that Generation Y has grown up with technology and for that reason they are more comfortable using technology (Crumpacker and Crumpacker, 2007)and they have the skill to multitask, as well as having a higher education than the previous generations (Fabian, 2010; Crumpacker and Crumpacker, 2007). These factors, in relation to the services, knowledge of products and technology, will give the user a satisfied service.

2.4 Empirical Review.

Earlier studies of factors affecting customer loyalty usually set the focus on customer satisfaction and the switching barrier (Gerpott and Schindler, 2001; Lee and Cunningham, 2001). Customers experiencing a high level of satisfaction are likely to remain with their existing providers and maintain their subscription. According to this research, customer loyalty is not the only positive factor influencing customer satisfaction condition and in some cases fails to produce the expected effect. Hence more research on influencer of customer satisfaction is proposed. According to Williamson (1987), on the Williamson's transactional cost economics customer perspective theory, the usefulness of customer service is derived from its ability to reduce the effort, time and costs involved in the transactional process. Though the theory identify transaction cost in terms on effort, time and cost it doesn't give detail oh how each factor can be applied and more so in the telecommunication sector in relation to customer satisfaction.

The Service quality theory identified service quality as determinants of perceived quality and indicated by the arithmetic differences between customer expectations and perceptions measurement items. The identified factors were later summarized into tangible, reliability, assurance and empathy dimensions, which are generic across service contexts. Service quality attributes are context-dependent and should be selected to reflect the service environment investigated (Dwayne, 2003).The service quality theory was criticized by Cronin, *et al*, (2000) on basis that, service quality's poor reliability and argued that expectation is neither sufficient nor a necessary condition, therefore identified a performance-only measurement, called service performance instrument. Therefore service quality in mobile telecommunication setting are quite diverse, and do not seem to fit any single existing quality model. This in return affect customer satisfaction which rely heavily on the quality of service
Expectation Confirmation Theory identified three factors Expectations, Perceived performance and Disconfirmation as the independent factors that affect the customer satisfaction. He argued that, expectations, coupled with perceived performance, lead to post-purchase satisfaction. This theory leaves the aspect of individual status at given

moment when the service is offered. The aspect of earlier experience with the service is also left out in regards to expectation confirmation theory of customer satisfaction.

2.5 Conceptual Framework

Conceptual framework is an interrelationship of variables deemed to be an integral part of a study. They represent the researchers' points of view in relation to the study (Ngechu, 2004).This section assesses the research variables derived from literature to test whether there are significant relationships between the independent variables and the dependent variable. In this research, variables are identified as, ease of use, speed and time of social media, level of awareness of social media, and the generation change.

Conceptual framework

The study will be guided by the conceptual framework as shown in figure below relating the dependent and independent variables.

Independent Variables   **Dependent Variable**

moderating factor

Ease of use

- Convenience
- User friendly
- Mobility of service

Speed and time

- Service duration
- Waiting period
- Speed of resolution

Awareness of social media

- Education level
- Knowledge of the service /products
- Social influence.

Generation change

- Age gap
- Technical savvy

Company policy

Network coverage

Customer satisfaction

- Customer loyalty
- Customer retention
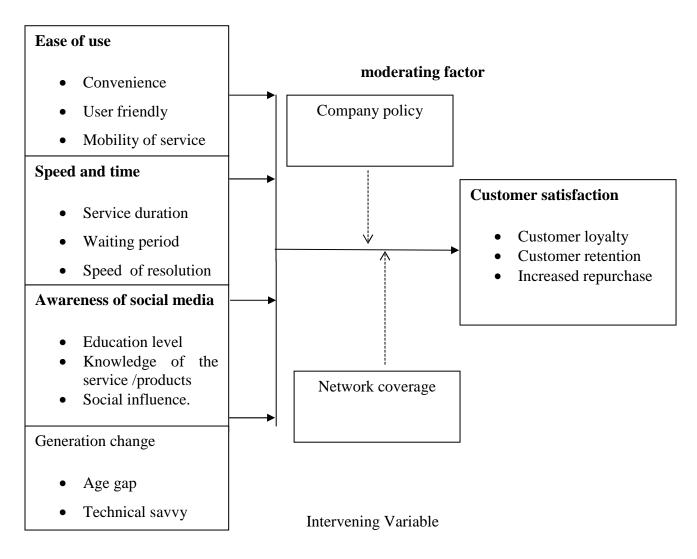- Increased repurchase

Intervening Variable

Fig 1: Conceptual framework

2.6 Research Gap

Studies reveal that customer satisfaction is increasingly becoming an integral part of organizations. Many organizations have come up with policies of enhancing customer satisfaction in hope that the organization will achieve a certain level of growth and become competitive. However, with the high changing level of technology and the growth of mobile phone, much need to be done on how the new technology such as social media care can be improved or adopted to enhance and increase customer satisfaction across the industry. Influence of use of social media in the telecommunication industry has not been well documented in the public and regulation and therefore lack clarity by many clients. As a result, the literature review looked into the role played by various factors in determining factors influencing the use of social media and how they relate to customer satisfaction in telecommunication industry. A detailed analysis of the influence of use of social media and customer satisfaction literature has been explored. However, many of the scholarly work on these issues and actually very few have given enough accounts on the core factors influencing the use of social care customer service and the customer satisfaction.

The telecommunication services have undergone tremendous changes in the modern days because of technological advancement. There are various new ways of accessibility of services as documented in various literatures, however less has been done on what influence the growth of social customer care service in telecommunication industry and how it affect the customer satisfying within the industry. This study sought to help in filling the knowledge gap of the role of various factors towards growth of use of social media in telecommunication providers in Kenya, by providing insight into factors that would influence use of social media ,how it affect customer satisfaction and hence the effort toward supporting these organizations in service delivery.

2.7 Summary of Literature Review

This chapter is divided into five sections. Section one gives an introduction of the topic. Section two covers the relationship between Social media and customer satisfaction and Section three introduces some the theories related customer services and customer

satisfaction, Section four cover conceptual framework and section five has empirical review. The chapter ends by looking at critique review and the existing gap.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter deals with the research methodology that was applied in order to achieve research objectives. Specifically, the chapter highlights the research design, the target population, sample size and sampling procedures, research instruments, data collection procedures and data analysis techniques.

3.2 Research Design

Research design refers to the way the study is designed, that is, the method used to carry out a research (Ngechu, 2004).This study adopted a descriptive survey, Kothari, (2005) describes descriptive research as including survey and facts finding enquiries adding that the major purpose of descriptive research is description of affairs as it exists at present. A descriptive research determines and reports the way things are and attempts to describe such things as possible behavior,attitudes,value and characteristics,Mugenda and Mugenda(2003).Descriptive research is used in preliminary and exploratory studies to allow researchers to gather information and summarize, present and interpret data for the purpose of clarification (Ngechu, 2004).The method allows people being interviewed to describe their experiences in their own language, rather than in the researcher's language. Due to the ability to report the current situation, this study was preferred for this research.

3.3 Target Population.

According to Mugenda and Mugenda (2003), the target population should have some observable characteristics, to which the study included safaricom subscribers both (pre pay and post pay). The sample will be drawn from a population of 519,991 of which are the social media registered subscribers and a sample size of approximately 384 was drawn from the population.

The participant were selected from specific retail centers this includes; Moi Avenue, IandM, Buru Buru, Eastleagh, Nakumatt junction and the Village market shop based on their convenience and location of the shop. Each shop was distributed with 64 questionnaires.

3.4 Sample size

Using the Krejcie and Morgan (1970), table of sample size selection will be adopted. The below formula will be used to select a sample size, to be a representative of the population.

$$n = \frac{X^2 * N * P * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where:

n = sample size

X^2 = Chi – square for the specified confidence level at 1 degree of freedom

N = Population Size

P = population proportion (.50 in this table)

ME = desired Margin of Error (expressed as a proportion)

n= (3.841×519,991×0.5×0.5)/0.5×0.5(519,990) + (3.8418×0.5×0.5)

At 90% confidence level and margin error of 5, the sample size of 519, 991, populations will give a sample size of 384.

3.5 Data Collection and Analysis

This covers the research instrument used in this research, instrument validity and reliability, data collection, data analysis and the ethical consideration.

3.5.1 Research Instrument

The research adopted questionnaire, as the instrument for data collection. They will be structured to meet the objectives of the study. The questionnaire comprised of two sections. The first part included the demographic and operational characteristics designed to determine fundamental issues including the demographic characteristics of the

respondents. The second part comprised of the characteristics of customer satisfaction where the main focus was independent variables. According to Mugenda and Mugenda (2003), questionnaires are commonly used to obtain important information about a population under study. This included include both open and closed ended questionnaires.

3.5.2 Instruments Validity and Reliability

Reliability and validity is a major issue when it comes to research, indeed failure to assure the validity and/or reliability of the findings may cause the research to be questioned even worse rejected as invalid (Wallen and Fraenkel, 2001). Reliability refers to consistency and/or repeatability of the measurement (Cooper and Schindler, 2003), since the study used questionnaire as a method of data collection, to enhance reliability questionnaire were clear and well define in order not to confuse the respondents. Validity refers to the degree to which the measurement procedure actually measures the concept that it is intended to measure (Cooper and Donald, 2008). Validity was addressed when writing the questionnaires in order to measure what the study is intended to, relevant questions to the area of study was asked. Respondent chosen to fill the questionnaire were guided on filling the questionnaire.

3.5.3 Pilot Test

According to the American heritage Dictionary (2000), pretest is a preliminary test administered on a research instrument to check on its reliability and validity. This was done by issuing few questionnaires to the target population. Few questionnaires were issued to some retail center. The pretest was to allow information such as clarify of question, question wording, or response categories revision was done where necessary. The correction were be made to the final questionnaire before issuing.

Reliability and Validity of the Instrument

Reliability Analysis

Reliability of the questionnaires was evaluated through Cronbach's Alpha which measures their internal consistency. The Alpha measures internal consistency by establishing if a certain item measures the same construct, Nunnally (1978) established

the Alpha value threshold at 0.6 which the study benchmarked against. Cronbach Alpha was established for every objective in order to determine if each scale (objective) would produce consistent results should the research be done later on. Table 4.1 below shows that ease of use of social media service had the highest reliability (α=0.885) followed by speed and time of social media service (α=0.769), then level of awareness of use of social media service (α = 0.633) and generation change on use social media (α=0.601). The overall value of Cronbach Alpha was valued at 0.722. This illustrates that all the four scales were reliable as their reliability values exceeded the prescribed threshold of 0.6, thus the instrument was reliable to use in collecting data as it will help to achieve the desired research objective.

Table 3.1: Reliability Coefficients

Scale	Cronbach's Alpha	Number of Items
Ease of use of social media service	0.885	5
Speed and time of social media service	0.769	5
Level of awareness of use of social media service	0.633	4
Generation change on use social media	0.601	5
Overall	0.722	

Source; Researcher (2013)

3.5.4 Data Collection Method

The study used both primary data. Primary data is data observed or collected directly from first-hand experience (Wallen and Fraenkel, 2001).Self-administered questionnaires were used. The structured questions were used in an effort to conserve time and money as well as to facilitate in easier analysis as they are in immediate usable form, while the unstructured questions were used so as to encourage the respondent to give an in-depth and felt response without feeling held back in revealing of any information.

3.5.5. Data Analysis

Before analysis, data was cleaned by checking for logical consistency and any unnecessary data was removed. Coding involved converting responses to numbers The data collected was analyzed using both qualitative and quantitative methods of analysis. The quantitative data was analyzed using descriptive statistics where the responses from the questionnaires was tallied, tabulated and analyzed using percentages, frequencies, mean and standard deviation using Statistical Package for Social Sciences which according to Martin and Acuna (2002), is able to handle large of amounts of data and is efficient because of its wide spectrum of statistical procedures purposively designed for social sciences.

The qualitative data from the interview guide and the open ended questions in the questionnaire was analyzed thematically using conceptual content analysis. Frequency tables and pie charts were used to present the data for easy comparison. The qualitative data analysis included both content and thematic analysis. Likert scale was used to rank the factors identified in the questionnaire in order of their importance. According to Braunand Clarkeb (2005), in thematic data analysis the themes emerge from the data and are not imposed by the researcher. The data collection and analysis took simultaneously.

3.5.6 Ethical Consideration

The research maintained utmost confidentiality about the respondent and ensured that all respondents are given free will to participate and contributed voluntarily to the study. In addition, the researcher ensured that necessary research authorities were consulted and permission granted and due explanations given to the respondents before commencement of the study.

3.6 Operational Definition of Variables

Objective	Variables	Indicators	Data collection method	Type of Analysis
To establish the influence of ease of use of social media service on customer satisfaction.	Ease of use of social media	• Convenience • User friendly • Mobility of the service	Questionnaire	Descriptive statistics
To establish how speed and time of social media service influence customer satisfaction	speed and time of social media	• Service duration • Waiting period • speed of resolution	Questionnaire	Descriptive statistics
To determine how the level of awareness of use of social media service influence customer satisfaction.	Awareness level of social media	• Education level • Knowledge of the service /products. • Social influence.	Questionnaire	Descriptive statistics
To assess how generation gap influence the use of social media.	Generation change in use of social media	• Age gap • Technical savvy • Changing of devices	Questionnaire	Descriptive statistics

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter discusses the interpretation and presentation of the findings. The chapter covers presentation of collected primary data information, which has been presented in terms of introduction, response rate, quantitative and qualitative data analysis Analysis of the data was done in relation to the procedures as applied to the organization to collect data.

4.2 Response Return Rate

Out of the intended 384 respondents, only 255 returned fully completed questioners giving a response return rate of 66%. The return rate was adequate for this analysis and acceptable as it conforms to Amin (2005) which stipulate that any return rate of or above 60% is adequate for analysis.

4.3 Background information

4.3.1 Distribution of respondents by gender

The study shows the total number of males and females who responded. The males who responded were 133 making a percentage of 52.3% while females who responded were 122 making up 47.7%. From the table it can be concluded that there were more male respondents than female. Thus gender biasness was avoided since views of both males and females were incorporated into the study.

Table 4.1: Gender of respondents

Gender	Frequency	Percent
Male	133	52.3%
Female	122	47.7%
Total	255	100.0

Source; Researcher (2013)

4.3.2 Distribution of respondents by Age brackets

The table represents the summary in terms of age bracket. The respondent age group representation was as below .this show majority of social media care users are below 30years with a percentage of 62.6%.

Table 4.1: Age brackets

Number of years	Frequency	Percent
Below 20yrs	79	30.8%
21 - 30years	81	31.8%
31 – 40 years	21	8.4%
41-50 years	26	10.3%
Above 50 years	48	18.7%
Total	255	100

Source; Researcher (2013)

4.3.3 Distribution of respondents by Education level

The study sought to establish the education level of the respondents. Majority of the respondents 30% were undergraduates. The study further established that other respondents were diploma 24%, post graduate 22.5%, Certificate 17% and 6.5% were having O level qualifications. This is an indicator that majority of social media users were learned as represented by the respondents percentages below.

Table 4.3: Respondent's level of education

Level of education	Frequency	Percent
O level	17	6.5%
Certificate	43	17.0%
Diploma	61	24.0%
Undergraduate	77	30.0 %
Post graduate	57	22.5%
Total	255	100

Source; Researcher (2013)

4.3.4 Safaricom service

The study sought to establish how long the respondents have used safaricom service; majority had used safaricom service for more than 5 years with 65%.

4.3.5 Safaricom social care center

The study sought to determine whether the respondents have ever used safaricom social care center from the findings as indicated by 62% have used and only 38% have not used. Majority have ever used safaricom social care center.

Table 4.2: Safaricom social care center

use of social media	Frequency	Percent
Have used	158	62%
Not used	97	38%
Total	255	100.0

Source; Researcher (2013)

4.4 Independent variables on influence of use of social media on customer satisfaction.

The aim of this study was to explore on the influence of use of social media and how it has affect customer satisfaction in Safaricom customer care located in Nairobi. Independent variables were identified as ease of use of social media, speed and time of social media, level of awareness of social media and generation change on use of social medial. This section presented information on the influence of each of these independent variables on customer satisfaction.

4.4.1 Ease of use of social media

4.4.1.1 Use social media service

The study sought to determine how often do the respondents use social media service, from the findings as 28.5% use social media service daily, 25.2% use weekly, 20% use monthly, 16% are not sure when they use it and 10% use it at any other time or during

their leisure time. From these findings we can deduce that majority of respondent use social care center more than once in a week

Table 4.5: Use social media service

Rate of use	Frequency	Percent
Daily	73	28.8%
Weekly	64	25.2%
Monthly	51	20%
Not sure	41	16%
Any other	26	10%
Total	255	100.00

Source; Researcher (2013

4.4.1.2 Convenient to use safaricom social care center

The study sought to determine when the respondents find it more convenient to use safaricom social care center, from the findings as 50.3% use it at home, 23.4% use it when free, 15% use it when travelling, 6% use it any other time and 5.3% use it while working. From these findings we can deduce that majority of the respondent find it more conveniently to us the service while at home and few use the service while at work.

Table 4.6 Convenient to use safaricom social care centre

	Frequency	Percent
While working	14	5.3
when travelling	38	15
when free	60	23.4
At home	128	50.3
Any other	15	6
Total	**255**	**100**

Source; Researcher (2013)

4.4.1.3 Safaricom social care Centre home page

The study sought to determine how the respondents rated safaricom social care Centre home page. From the findings, the respondents agreed that the website met their expectation with a mean of 2.8.The respondent are neutral that the website is attractive with a mean of 3.1 while concerning easy to use of the page majority agree with a mean of 3.3 and user friendly has a mean of 3.5. This shows that majority of the respondents are satisfied with the social care home page as shown below.

Table 4.7 Safaricom social care Centre home pages

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Standard deviation
Attractive	28	75	85	41	26	3.1	0.45
Easy to use	23	89	72	38	33	3.3	0.52
User friendly	32	96	78	35	14	3.5	0.57
Meet your expectation.	26	56	78	79	16	2.8	0.39
Average						**3.2**	**0.5**

Source; Researcher (2013)

4.4.2 Speed and time of social media

This was to determine to what extent the speed and time of social media service influence customer satisfaction.

4.4.2.1 Time taken to respond

The study sought to determine how long did the customer care representative took to respond to respondents query, from the findings the respondents are moderate about the time taken to respond by customer care representative to respond to respondents query with a mean of 2.4. From the findings we can deduce that majority are not satisfied with the response rate from the customer care representative.

Table 4.8 Time taken to respond

	Fast	Moderate	slow	very slow	Mean	Standard
How long did the customer care representative take to respond to your query?	39	85	75	56	2.4	0.32

Source; Researcher (2013)

4.4.2.2 Service offered via the social media

The study sought to determine how would the respondents' rate the service offered via the social media, from the findings the respondents are more satisfied about the service offered via the social media with a mean of 1.93.

Table 4.9 Service offered via the social media

	More satisfied	Satisfied	dissatisfied	Mean	Standard deviation
How would you rate the service offered via the social media?	55	126	74	1.93	0.35

Source; Researcher (2013)

4.4.3 Level of awareness of social media

This was to find out if the level of awareness of social media in relation to usage and customer satisfaction.

4.4.3.1 Information about safaricom social care center

The study sought to find out where the respondents got the information about safaricom social care center, from the findings majority of the respondents 81% got the information from the media, 14% got the information from a friend and 5% of the respondents got the

information from any other sources. This shows that media play a great role in giving out information concerning the social media services available.

Table 4.10 Information about safaricom social care centre

Source of information	Frequency	Percent
Media	206	81%
Friends	36	14%
Any other source	13	5%
Total	255	100

Source; Researcher (2013)

4.4.3.2 Recommended the social care services

The study ought to find out whether the respondents have ever recommended the social care services to any other subscriber, from the findings majority of the respondents 51% have ever recommended the social care services to any other subscriber and 49% have never recommended the social care services to any other subscriber.

Table 4.11 Recommended the social care services

Recommended the social care services	Frequency	Percent
Have recommended	130	51%
Have not recommended	125	49%
Total	255	100.0

Source; Researcher (2013)

4.4.4 Generation change on use social media

This was to find out to what extent generation gap influences the use of social media service.

4.4.4.1 Devices used by the respondents to access safaricom social care center

The study sought to find out devices used by the respondents to access safaricom social care center, from the findings majority of the respondents 78% use mobile phone and

34

22% use computer. We can deduce that mobile phone devices play a major role in respondent accessing the social care centers.

Table 4.12 Devices used to access social care

Devices used	Frequency	Percent
Mobile phones	199	78%
Uses computer	56	22%
Total	255	100

Source; Researcher (2013)

4.4.4.2 Frequency of changing the model of mobile phone

The study sought to find out the frequency of changing the model of your mobile phone, from the findings majority of the respondents at 64.3% change their model of mobile phone at any other time, 19.6% change their model of mobile phone annually, 10.6% change their model of mobile phone quarterly, and 5.5% change their model of mobile phone semiannually. The frequency of changing model of mobile phone depends of many factors majorly being the availability of finance that is why any other had the highest percentage. Concerning the model of the phone the respondent were using , 78% had internet enabled devices while 22% phone do not support the internet.

Table 4.13 Frequency of changing the model of your mobile phone

Frequency of changing the model	Frequency	Percent
Quarterly	27	10.6%
Semi annually	14	5.5%
Annually	50	19.6%
Any other	164	64.3%
Total	255	100

Source; Researcher (2013)

4.4.4.3 Change the model of mobile phone

The study sought to find out what motivate the respondents to change the model of their mobile phone, from the findings majority of the respondents at 64.3% change their model of mobile phone when they are lost or damaged, 20% change their model of mobile phone at their personal preference, 7.5% change their model of mobile phone after they are influenced occupation and 8.2% change their model of mobile phone at any other time or reason.

Table 4.14 Change the model of mobile phone

Reason for model change	Frequency	Percent
Lost/damaged phone	164	64.3%
Personal preference	51	20.0%
Occupation	19	7.5%
Any other reason	21	8.2%
Total	255	100

Source; Researcher (2013)

4.4.4.4 Customer care channel

The study sought to find out which other customer care channel the respondents use to access the safaricom contact center, from the findings majority of the respondents at 39.6% use phone call, 33.3% use retail center, 19.6% use SMS and 7.5% use any channel.

Table 4.15 Customer care channel

Other channels	Frequency	Percent
Phone call	101	39.6%
Retail center	85	33.3%
Short messages(sms)	50	19.6%
Any other	19	7.5%
Total	255	100

Source; Researcher (2013)

4.4.4.5 Choice of the channel

The study sought to what has led to the choice of the channel, majority of the respondents find it speedy at 50.2%, 42% find it easy to use, 4.7% have other reason.

Table 4.16 Choice of the channel

Reason for model choice	Frequency	Percent
Speed of service	101	39.6%
Ease of use	85	33.3%
Personal reason	50	19.6%
Any other	19	7.5%
Total	255	100

Source; Researcher (2013)

4.4.4.6 Recommend another customer to use safaricom social care center

The study sought to determine whether the respondents have recommend another customer to use safaricom social care center, from the findings majority would recommend at 79% giving reason that they got the information/help they needed with only 21% would not recommend. This shows that majority of the respondent's value the safaricom social care center.

Table 4.17 Recommend another customer to use safaricom social care center.

Recommend social media to other users	Frequency	Percent
Would recommend	201	79%
Would not recommend	54	21%
Total	255	100.0

Source; Researcher (2013)

4.5 Customer satisfaction and social media

The study sought to determine how social media affects customer satisfaction. From the findings, respondents are neutral about all the statement stated in this study with an average mean of 3.20 and their mean range from 2.98 to 3.42.

37

Table 4.18: Customer satisfaction and social media

Statement	Strongly agree	agree	Neutral	Disagree	Disagree	Mean	Standard deviation
Safaricom is a name that customers can always trust.	32	74	89	39	21	3.22	0.46
Safaricom always delivers on what they promise their customers.	23	89	72	38	33	3.12	0.51
Safaricom always treats customers fairly.	32	96	78	35	14	3.38	0.57
If a problem arises, customers can always count on Safaricom to reach a fair and satisfactory resolution.	26	56	77	79	17	2.98	0.34
Customers feel proud to be associated with Safaricom	29	79	72	37	38	3.09	0.44
Safaricom always treats customers with respect.	32	97	82	35	9	3.42	0.59
Average						**3.20**	**0.48**

Source; Researcher (2013)

4.6 Coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B$_j$	Std. Error	Beta		
	(Constant)	.644	.884		.729	.470
	Ease of use of social media	.024	.010	.373	2.403	.02
	Generation change	.024	.010	.373	2.403	.02
	Speed and time of social media	.035	.027	.216	1.317	.195
	Level of awareness of social media	.765	.882	.130	.868	.390

Source; Researcher (2013)

From the above coefficient matrix, the column for coefficients gives the least squares estimates of β_j. Column for standard error give the estimated standard error of the least squares estimates. Column for t-statistics gives the computed t-statistics for H0: $\beta_j = 0$ against Ha: $\beta_j \neq 0$. This is the coefficient divided by the standard error. It is compared to a t with (n-k) degrees of freedom. Finally the column labeled 'sig' shows the p-value for test of H0: $\beta_j = 0$ against Ha: $\beta_j \neq 0$. The level of confidence for the β_j is 95%.

At significant level of 95%, the p-value of the first independent variable, ease of use of social media is 0.02., for generation change is 0.02, for speed and time of social media is 0.195 and the p-value for level of awareness of social media is 0.390. Therefore the level of awareness of social media had more effect on social media usage which led to customer satisfaction since p = 0.390 which is greater 0.05. The first variable is followed by the variable speed and time of social media. The p-value for this variable is 0.195 which is greater than 0.05. This shows that this variable has influenced safaricom customers to use social service in order for them to be satisfied.

4.7 Summary

This chapter presented the data, analysis, interpretation and presentation under thematic and sub thematic areas in line with study objectives. The thematic were demographic characteristics, were hypothesized as ease of use of social media, speed and time of social media, level of awareness of social media and generation change on use of social medial. The next chapter is five which articulate the summary of findings, conclusion, recommendation and area for further research.

CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presented the discussion of key data findings, conclusion drawn from the findings and recommendations made. The conclusions and recommendations drawn were focused on addressing the purpose of this study which was to assess the influence of use of social media on customer satisfaction a case of safaricom call center, Kenya. The study sought to: establish the extent to ease of use of social media services has influenced customer satisfaction, examine the extent to which speed and time of social media has influenced use of social media, to analyze the extent to which social media awareness affects use of social media and establish if change in generation has affected use of social media services.

5.2 Summary of findings

In regards to the following variables, the study established that that the gender equity was not achieved. Majority of respondent were male. With regards to age, the research revealed that majority of the respondents was mature enough hence giving accurate information as sought by the study. The findings also found out that the majority of social media users had diploma level of education and above therefore had a good understanding of the concept of social media

5.2.1 Ease of use of social media

The study sought to establish the extent to which the ease of use of social media affects customer satisfaction. From the findings majority use it daily, and have ever used safaricom social care center. The findings revealed that majority of the respondents find it more convenient to use safaricom social care center at home and when free, and very few use it while working. The study found out that the respondents agree that the safaricom social care centre home page met their expectation, but they were are neutral that

safaricom social care Centre home page is attractive, easy to use and user friendly. From the above finding ease of use of social media services affect customer satisfaction.

5.2.2 Speed and time of social media

The study revealed that the respondents are moderate about the time taken to respond by customer care representative to respond to respondents query and the respondents are more satisfied about the service offered via the social media .the response rate to query with a mean of 2.4.though the customers are satisfied with the speed of social media it below their expectation, hence more need to be done.

5.2.3 Level of awareness of social media

The study revealed that majority of the respondents got the information of safaricom social care centre from the media and majority of the respondents have ever recommended the social care services to any other subscribe with the respondents 51% have ever recommended the service to others with majority of the respondents 81% got the information from the media. Media has played a major role in creating awareness.

5.2.4 Generational Change on Use of Social Media

The study revealed that the devices used by the respondents to access safaricom social care center is mobile phone, majority of the respondents change their model of mobile phone at any other time, majority of the respondents at change their model of mobile phone when they are lost or damaged, majority of the respondents, majority of the respondents find safaricom social care center speedy, majority would recommend safaricom social care center giving reason that they got the information/help they needed. Finally the study revealed that safaricom is a name that customers can always trust, and have trust in the social care service offered safaricom always delivers on what they promise their customers, safaricom always treats customers fairly, if a problem arises, customers can always count on safaricom to reach a fair and satisfactory resolution, customers feel proud to be associated with Safaricom and safaricom always treats customers with respect statements social media affects customer satisfaction neutrally.

5.3 Discussions from the findings.

The study sought to: establish the extent to ease of use of social media services has influenced customer satisfaction, examine the extent to which speed and time of social media has influenced on use of social media, to analyze the extent to which social media awareness affects use of social media and establish if change in generation has affected use of social media services.

Regarding ease of use of social media, the study revealed that it does influence the use of social media, with 40% of respondents in agreement. These findings concur with Williamson's transactional cost economics and customer perspective theory, (1987), The Williamson's transactional cost economics and customer perspective theory argues that the usefulness of customer service is derived from its ability to reduce the effort, time and costs involved in the transactional process. Transactional cost refers to the cost incurred in making an economical exchange, during the buying and selling transaction other than the purchase cost of the product or service (Dahlman and Aubert, 2001).Transactional cost can be tangible and intangible, monetary, cognitive or labor effort. The costs are paid directly or indirectly by consumers and in this regard, consumers will take the option with a low level of transaction cost.

In regard to speed and time of social media, the study revealed that it does influence the use of social media, noted by 39% from the respondent. This concurs with the augment that waiting period can be boring and irritating which in return translates to negative service evaluation. (Larson, Larson, and Katz, 1991), argued the overall value of service may help alleviate the negative emotion of waiting.Waiting time is the time from which a customer is ready to receive the service until the time the service commences (Celuch, Kevin, and Kelvin, 2004). Therefore speed and time of delivery for every service is crucial.

Further in regards to the influence of level of awareness of social media the research revealed that the level of awareness influences the use of social media with 79% agreement from the respondents. The study concurs with (Cooper and Schindler, 2003),

who argued that Customers who are familiar with the product or services have higher chances of repurchasing a product or re-using it, (Cooper and Schindler, 2003).The knowledge and familiarity with social media services and usage increases the comfort of usage and the product usage. The return is increased interest in the social tool and the company brand which is accessible via the same. This means the level of awareness should always be in consideration when striving to achieve customer satisfaction, customer loyalty customer and increased re purchase of the product.

Finally regarding the influence of generation change on use of social media, 40% of the respondent agreed that, generation change do influence the use of social media. This concurs with research done on generation Y and the changing technology which shows that Generation Y has grown up with technology and for that reason they are more comfortable using technology (Crumpacker and Crumpacker, 2007)and they have the skill to multitask, as well as having a higher education than the previous generations (Fabian, 2010; Crumpacker and Crumpacker, 2007). This is also supported by Smith , Zickuhr, Lenhart, and Purcell(2010),they concluded that the current generation also known as the Y generation has the need to be connected to some form of technology all the time whether it is via text messaging, instant messaging and any other form, (Smith , Zickuhr, Lenhart, and Purcell, 2010).Social media was originally used mostly by generation Y; however, this is changing as it is increasingly becoming part of our daily lives (Sarringhaus, 2011).Therefore as the generation changes in terms of age, life style values and technology companies should also embark on means to involve all the parties.

5.4 Conclusion

From the findings, the study concludes that various aspects of social media influences customer satisfaction. It is concluded from the study the ease of use of social media influence customer satisfaction. The subscribers were specific on when mostly used the social media services which was highlighted as when free and available. The mobility of the service also encouraged the subscriber to use the service. There services should there be easy to access and use.

This study also found that the speed of social media social media service influences customer satisfaction. The study revealed that the social media subscriber are concerned with the response rate of social media staff and feedback given .it is therefore critical for social media staff to monitor and fast response to social media queries promptly and on time. The waiting on line period is critical

The study revealed that in the levels of awareness of use of social media service has influence on customer satisfaction. Majority of respondent noted, information concerning social media was obtained from media but few have recommended the service to other subscribers. It's therefore critical to encourage word of mouth advertisement from the current social media services. This will attract many customers thus creating a bigger customer base.

The study also revealed that as generation changes with change and preferences, age group also influence the use of social media, majority of social media user are youth ,though with technology change even older generation is also adopting the social media services and therefore all subscribers regardless of age should be given equal services and priorities.

5.5 Recommendations

Based on the findings and conclusions, the following recommendations are made from the study.

- To ensure social media subscribers get timely feedback and resolution on their queries the company should increase their response rate since majority of the subscriber were moderate about the speed of service offered. This will in return increases customer satisfaction and customer will be loyal to recommend the service to others, and an increase in customer base.
- More awareness programme on the use of social media service should be introduced since some subscribers were not aware of the social media services. More competitive interaction between the subscribers and the company should be should be encouraged

- The social care home page should be user friendly and attractive, respondent were moderate about the page outside look. Being attractive will attract more customers.

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5.6 Recommendation for further research

The study sought explore on the influences of use of social media on customer satisfaction in telecommunication industry, using safaricom as the study case .below are recommendation for further studies.

1. Similar research should be undertaken to include other service sector.
2. The scope of the study should be expanded to base the finding at hopefully a national level in order to prove the findings beyond any reasonable doubt that they apply across the board.

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APPENDICES

APPENDIX 1: Transmittal Letter

Gachagua Mary Nyambura

P.O Box 148200-00100,

Nairobi.

20th June 2013.

Dear Respondent,

RE: DATA COLLECTION

I am a student at the University of Nairobi. I am currently doing a research study to fulfill the requirements of the Award of **Master of arts Project Planning and Management.** My Registration number is L50/70542/2011.

My research topic is THE **INFLUENCE OF USE OF SOCIAL MEDIA ON CUSTOMER SATISFACTION, THE CASE OF SAFARICOM CALL CENTER, NAIROBI, KENYA.**

This is to kindly request you to assist me collect the data by filling out the accompanying questionnaire.

The information you provide will be used exclusively for academic purposes and will be treated with total confidentiality. This will not take more than ten minutes of your time.

Your co-operation will be highly appreciated.

Yours faithfully,

Gachagua Mary Nyambura.

APPENDIX 2: Structured Questionnaire

Instructions: Please respond to the following questions and where applicable, mark the relevant box with a tick (√).

Confidentiality: The responses you provide will be strictly confidential. No reference will be made to any individual(s) in the report of the study.

PART A: BACKGROUND INFORMATION

Respondents Profile

1. What is your gender?

[   ] Male   [   ] Female

2. In which of the following age brackets do you belong?

[   ] Below 20 years   [   ] 21-30 years   [   ] 31-40 years [   ] 41-50 years

[   ] Above 50 years

3. What is your education level (state the highest level?)

[   ] O level   [   ] Certificate   [   ]   Diploma

[   ] Undergraduate   [   ] Post Graduate   [   ] others _____

4. How long have you used safaricom service? (Kindly specify)

5. Have you ever used safaricom social care center?

Yes [   ]   No [   ]

If YES kindly answer all the below question, if NO, answer only part (E)

PART A: INFLUENCE OF EASE OF USE OF SOCIAL MEDIA ON CUSTOMER SATISFACTION.

6   How often do you use social media service?

Daily   [   ]   weekly [   ]   monthly   [   ]

Not sure [   ]   any other (specify)

7. When do you find it more convenient to use safaricom social care center?

While working [   ]   when travelling [   ]   when free [   ]

        At home [   ]   any other (specify) ─

8. How would you rate safaricom social care Centre home page?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a)attractive					
b)easy to use					
c)user friendly					
d) Meet your expectation.					

PART B: INFLUENCE OF   SPEED AND TIME   OF SOCIAL MEDIA ON CUSTOMER SATISFACTION.

9. How long did the customer care representative take to respond to your query?

Fast [   ]   moderate [   ]   slow   [   ]   very slow

10. How would you rate the service offered via the social media?

More satisfied [   ]   satisfied [   ]   dissatisfied [   ]

PART C: INFLUENCE OF LEVEL OF AWARENESS OF SOCIAL MEDIA ON CUSTOMER SATISFACTION.

11. Where did you get the information about safaricom social care center?

   From a friend [   ]   media [   ]   any other (specify) ─

12. Have you ever recommended the social care services to any other subscriber?

          Yes [   ]   No [   ]

PART D: INFLUENCE OF GENERATION CHANGE ON USE SOCIAL MEDIA.

13. Which tool do you use to access safaricom social care center?

   Mobile phone [   ]   computer [   ]

14. Which model of the mobile phone are currently using (specify)

15. How often do you change the model of your mobile phone?

   Quarterly [   ]   semi-annually [   ]   annually [   ]

   Any other (specify).

16. What motivate you to change the model of your mobile phone?

   Lost/damaged phone [   ]   personal preference [   ]   occupation [   ]

   Any other (specify).

PART E: GENERAL INFORMATION

17. Which other customer care channel do you use to access the safaricom contact center?

   Phone call [   ]   Retail center [   ]   sms [   ]

   Any other (specify).

18. What has led to the choice of the channel?

Speed [   ]   ease of use [   ]   are of the reason [   ]

Any other (specify).

19. Would you recommend another customer to use safaricom social care center?

Yes [   ]   No [   ]

Kindly explain your answer above _____

20. To what extent do you agree with the following statements

Statement	Strongly agree	agree	neutral	Disagree	Strongly disagree
Safaricom is a name that customers can always trust.					
Safaricom always delivers on what they promise their customers.					
Safaricom always treats customers fairly.					
If a problem arises, customers can always count on Safaricom to reach a fair and satisfactory resolution.					
Customers feel proud to be associated with Safaricom					
Safaricom always treats customers with respect.					

THANK YOU FOR YOUR RESPONSE