

**DETERMINING CUSTOMER ATTITUDE TOWARDS ORANGE  
MOBILE SERVICE IN NAIROBI: A CASE OF TELKOM KENYA LTD**

**BY**

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**D61/P/8463/2005**


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## DECLARATION

I declare that this is my original work and has not been submitted to any other college, institution or University.

Sign: .....  ..... Date: 10/11/2009.....

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This project has been submitted for examination with my approval as the appointed supervisor.

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## **DEDICATION**

I would dedicate this research first and foremost to the lord Jesus Christ without whose mercy, protection and love I would not have seen the light of the day. Secondly, the same will go to my husband John Edward Owino who was very patient as I went through the program . I will not forget my daughter Laurah Mbanda , Son Tony Adote and niece Santana Aseka who were very understanding as I had very limited time for them.

My father Davis Esiaba and mother Emmy Aseka can not be forgotten. They have always been an inspiration to my education.

God bless you all.

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## ABSTRACT

Globally, it is recognized that telecommunications is an economic infrastructure to serve other social economic sectors. Kotler (1996) notes that the increasing pace of technological changes that hinged on the information technology is one of the major economic and social forces of change. An effective and efficient telecommunication network is key to economic growth and development of any country. This research is aimed at determining the attitude of customers towards Orange mobile phone service.

Primary data was used in the study and this was collected using questionnaire comprising of dichotomous, rank order scale, Likert scale and open ended questions. The population of interest was all Orange Mobile customers. Collected data was analysed by use of descriptive statistics. Tables of frequencies were summarised to determine customer attitude towards Orange Mobile. A sample size of 200 customers was used but 120 responded giving a response rate of 60%.

The findings of the study were that customers had a positive attitude towards Orange Mobile service. This is supported by the finding of the respondents who said that the service was affordable, economical and of quality. When asked if they can buy for a friend or relative, majority were positive.

Among the recommendations made are that for the Orange mobile service to remain competitive and create positive attitude toward customers, it must develop a satisfied customer base as outlined by Reichheld (1996). He summaries the benefits to an organization of maintaining and developing a satisfied customer base and mostly these are linked to the firms bottom-line i.e. increasing purchases, lower cost, free advertising through word of the mouth and employee retention. The researcher also recommends that since the research was done only in Nairobi, a generalized conclusion can not be made. A further research can be done country-wide.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

Globally, it is recognized that telecommunications is an economic infrastructure to serve other social economic sectors. Kotler (1996) notes that the increasing pace of technological changes that hinged on the information technology is one of the major economic and social forces of change. An effective and efficient telecommunication network is the key to economic growth and development of any country.

The challenges faced by the makers of telecommunications policy in Kenya are exceptionally demanding. To meet economic needs, it will be necessary to expand the network, enhance service quality and features, and upgrade operational efficiency and productivity. Kenya has a rapidly expanding economy, but also has one of the world's highest population growth rates- by the end of year 2009 its population is expected to reach 40 million (*Daily Nation*, 24<sup>th</sup> August 2009).

The telecommunication sector in Kenya falls under the Ministry of Information, Transport and Communications Act (1998), No. 3 of 1998 which replaced Kenya Posts and Telecommunication Corporation Act cap 411 which came into operation from 1<sup>st</sup> July 1999.

Kenya's government has responded to the challenges with a market-oriented economic policy, which emphasizes openness to the world economy and export-led growth. This policy necessitates a more universal and reliable telecommunications network than would be needed had Kenya attempted a predominantly inward-looking, centrally-directed economic strategy similar to those attempted by some other African countries.

As in other countries that rely to a high degree on exports for both job creation and foreign exchange, economic policy in Kenya must ensure that the export sector is fully competitive in the global marketplace. The mere availability of a commodity for export (or of a tourist attraction to draw in visitors) is less and less a sufficient condition for economic success. Quality, productivity, effective marketing and distribution in global markets, superior

customer service, and speedy and appropriate responses to changing market conditions are all essential. An efficient and reliable telecommunications infrastructure is essential to achieve these goals.

Moreover, successful export economies need the participation of global corporate leaders to set the pace for quality, technology, productivity, and innovation by implementing global "best practices." Their direct investment, though useful, is not as indispensable as their broader role as innovators, pace setters, and conduits for the transfer of technology and "best practices." In Kenya, these global companies directly and indirectly support hundreds of smaller companies and tens of thousands of employees. The operating methods of such global companies require extensive use of both voice and data telecommunications, domestically as well as internationally. Experience shows that global companies will focus their management efforts and their investments where adequate telecommunications (as well as other preconditions for productive, effective operations) permit them to remain globally competitive

The economic role of the telecommunications sector in Kenya has been the subject of significant economic and business research. This is based on a series of field interviews carried out in June 1991. Expanding the scope and enhancing the quality of the telecommunications services offered to rural and urban businesses yields economic benefits far in excess of the costs incurred;

Despite major expansion of the public network during the 1990s and early 2000s, there are still unserved or underserved user requirements of major economic significance; There are large direct and indirect benefits in foreign-exchange earnings to be derived from improving telecommunications services; these benefits are particularly valuable to a country like Kenya with an economy strongly linked to international trade.

The substantial net in-payments of hard currency accruing to Kenya from telecommunications carriers in other countries through the international settlements process could be used as collateral for the financing of major investments in telecommunications.

### **1.1.1 The Concept of attitude**

According to Kotler et al (1999) a person's buying choices are influenced by four major psychological factors- motivation, perception, beliefs and attitudes. Schiffman et al (1992) explains that as an outcome of psychological processes attitudes are not directly observable but are inferred from what people do or from their behaviour. Consumer researchers like Kotler (2001) tend to assess attitudes by asking questions or making inferences from behaviour. A major point of convergence between the definitions by Schiffman et al (1992) and Kotler (2001) is the assiduous manner the individual displays favourable or unfavourable behaviour towards it. According to Batra, Myers and Aaker (2003) attitude is a central concept in the entire field of social psychology, and theories and methods associated with its explanation and measurement have largely evolved from the work of social psychologists. Attitudes consist of three components - the so-called ABC's of attitudes: affect, or the emotional reaction toward the attitude object; behavioural predisposition, or the actions one is inclined to take towards it; and cognition, or the beliefs about it

Cognitively based attitudes are formed by learning information about the object. Affectively based attitudes can be acquired in a variety of ways, including general values such as religious and moral beliefs, or conditioning. Organizations are concerned with attitude of customers because it shapes the customer's tastes, preferences and determine their purchasing behaviour. This makes organizations to give customer attitudes a priority while making marketing decisions. Telkom Kenya is thus no exception when it comes to customer attitudes towards its products.

### **1.1.2 Telkom Kenya**

Telkom Kenya Limited (TKL) was established as a Telecommunications operator under the Companies Act in April 1999. It provides integrated communication services in Kenya with the widest range of voice and data services as well as network facilities for residential and business customers. The company currently has a customer base of about 1,000,000 customers on fixed landline, Orange fixed plus or Orange Mobile service with a country-wide presence.

In December 2007, Telkom Kenya entered into a partnership with France Telecom Group who also bought a 51% share. France Telecom Group is one of the world's leading telecommunications companies in the world with over 174 million customers across five continents.

The partnership with France Telecom Group has enabled TKL to make unprecedented investments into their operations aimed at delivery of world class services. The focus of the France Telecom Group is more towards mobile and wireless services. The total mobile/wireless telephone market in Kenya is about 12 million customers, out of which 1,000,000 (8.3 %) belongs to TKL.

Orange is the commercial brand for Telkom Kenya while Orange Mobile is the brand name for its mobile service. According to Telkom Kenya, they are trying to keep with the global telecommunication initiative to help them meet the dynamic challenges of the modern telecommunication.

## **1.2 Statement of the problem**

With today's business focus shifting to the customer, there is need to educate and help customers make good use of a service or product particularly for organization such as Telkom whose products are quite technical in nature. In this regard, Lancaster et. al (1998) contends that the amount and kind of information customers have about the offering and their reaction to that information influence the way a buyer perceives the market offering of the seller.

Helen (1995) argues that by developing and delivering quality service, organizations with a reputation for consistently high quality can sustain an enviable competitive advantage in the service market place that can have a direct impact on profitability, image and customer attitude and satisfaction. Consequently the focus on the customer will continue to be of paramount importance to Telkom as the market becomes increasingly demanding in terms of product information, quality of service and value for money.

Assael(1998) says that evaluation is central to the study of attitudes because it summarises consumer's predisposition to be favourable or unfavourable to the product/object being measured. He further alludes that beliefs are only relevant to an extent that they influence

evaluations, which are primary determinants of intended behaviour, hence concluding that beliefs influence attitudes and attitudes influence intention to buy.

A number of studies have been done on customer attitude in the University of Nairobi. For example Chaudhary (1993) focused on customer attitude towards airline marketing. Gaceri (2003) did a survey on customer attitudes towards retail media advertising by tobacco firms. Njuguna (2004) sought to establish the attitude of electricity consumers towards energy efficiency messages in lighting activities, the case of KPLC's domestic customers in Nairobi. Siror (2003) surveyed on attitude of KRA employees towards telecommuting.

The studies that have been done on Telkom Kenya Ltd have tackled other issues other than customer attitude. For example, Kandie (2001) did a study on strategic responses by Telkom Kenya Ltd in a competitive environment. Koske (2003) studied strategy implementation and its challenges in public corporation with reference to Telkom Kenya. More recently Onono (2007) studied credit management in a service industry focusing on Telkom Kenya Ltd while Ndiritu (2007) studied the effectiveness of cash budgeting in public institutions focusing on Telkom Kenya Ltd. It is clear from the foregoing discussion that none of the studies have been done on Customer attitude on Orange Mobile considering it was launched in September 2008 and thus still new in the market. It is important that Orange Mobile studies its customer's attitude towards the service to be able to compete in the market with operators that have matured for example Safaricom. Assael (1998) alludes that to marketers, gaining positive customer attitudes is critical to success. The study therefore intends to close the gap by seeking answers to the following question **“What are customer attitudes towards Orange Mobile Service in Nairobi?”**

### **1.3 Objective of the study**

The objective of this study is to determine the attitude of consumers towards the Orange mobile service offered by Telkom Kenya Ltd.

### **1.4 Importance of study**

The findings of the study will be useful to the following:

- **Telkom Kenya Ltd:** In order to increase market share by being able to position and segment the service accordingly. Understanding of customer attitude is important for developing appropriate strategies which can help in increasing market share.
- **Other service providers in the mobile industry:** Other service providers will find it useful in formulating policy and marketing programs about their service. The results will enable them take advantage of their strengths while exploiting weaknesses with Telkom Kenya
- **The Government:** Government agencies and policy makers may use the results to formulate positive national policies based on a framework that is relevant and sensitive to customers in the telecommunications industry.
- **Other scholars and researchers:** For the academic fraternity, it will add knowledge to the field of marketing management with an inclination to the telecoms industry where minimal research has been carried out on customer attitude. It will be used for reference and stimulating interest for further research.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 What is attitude?**

Attitudes are evaluative statement favourable or unfavourable related to a person, object or event. They reflect how one feels about something. For example if someone says that I like my job. This statement expresses his attitude towards his job. Each and every person has different attitude at different conditions. There are many different definitions of 'attitude', however, that advanced by Schiffman and Kanuk (1996) contains most of the major concepts: a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object. The main characteristics of attitudes are indicated by the key words in the definition: learned, predisposition, behave.

#### **2.2 Attitude Development/Formation**

When you speak of the formation of an attitude, we refer to the shift from having no attitude towards a given object to having some attitude. Assael (1998) identified several ways in which attitude is developed. These include family influence, peer group, personality, information and experience.

Family influences-they influence the purchase decision. There is high correlation between children's attitude and those of parents.

Peer Group- studies have shown pervasive group influence on purchasing behaviour. Katz and Lazarfield (1955) found that peer groups are much more likely than advertising to influence attitude and purchase. On peer group influence, Kotler (2001) argues that the extent to which another person's attitude reduces one's preferred alternative depends on two factors: that is the intensity of the other person's negative attitude towards the consumer's preferred alternative and the consumer's motivation to comply with the other person's wish. The more intense the other person's negativism and the closer the other person is to the consumer, the more the consumer will adjust his/her purchase intention. The converse is also true. A buyer's preference for a brand will increase if someone he/she respects favours the same brand

strongly. Kotler (2001), concludes that the influence of others becomes complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all.

Information and experience-consumer past experiences influence their brand attitudes. The primary means by which attitudes about a brand are formed is through the direct experience of trying and evaluating them. If a brand proves satisfactory, it is likely that consumer's will form a positive attitude and possibly purchase it when they need it.

Personality-Traits such as aggression, extroversion, submissiveness, or authoritarianism may influence attitude towards brands and products. Schiffman et. al (1992) identified personality factors as the third stage of attitude development for example introverted people are likely to express their introversion in negative attitudes towards flash cars, dancing classes and public activities. Similarly attitudes towards new products and new consumption situations are strongly influenced.

## **2.3 Behavioural learning**

### **2.3.1 Classical conditioning**

An original neutral stimulus such as the brand name of a new product can produce a favourable or unfavourable attitude if it is repeatedly followed by or associated with some kind of negative or positive reinforcements e.g. marketers who associate their new products with admired celebrities try to create a positive bond between the celebrity, who enjoys a positive attitude, and the 'neutral' new product. In this way they expect to transfer recognition and goodwill from the celebrity to their product so that prospective customers will move quickly form a positive attitude towards the new product (Schiffman et al, 1992).

### **2.3.2 Instrumental conditioning**

This involves when sometimes customers buy a brand without necessarily having an attitude towards it, for example, they may purchase it because it is the only product of its kind left on a store shelf or to make a trial purchase. They are likely to develop a favourable attitude towards it, if they find the brand to be satisfactory (Schiffman et al, 1992).

### 2.3.3 Cognitive learning theory

This refers to situations where consumers are quite involved in the purchase decision and cognitions are likely to be a major input in the formation of attitudes. The more information an individual has about a product or service, the more likely he or she is to have an attitude towards it-either-positive or negative (Schiffman et al, 1992).

## 2.4 Models of attitude

We will review four different attitude models:

- i) Tri component attitude model
- ii) Single component attitude model
- iii) Multi-attribute attitude model
- iv) Attitude-towards-the-ad model

### 2.4.1 Tri component attitude model:

It portrays attitudes as having three component parts: cognitive (I think/know/believe), affective (I feel), and conative (I do/intend to do).

**The cognitive component** refers to knowledge, awareness, belief, disbelief about an object, product or brand. The underlying assumption is that the overall liking component that is affective is based on the cognitive component. However, recently there have been arguments that people generally develop attitudinal liking for objects without first cognitively evaluating them as good- with such overall attitudes being based purely on emotions and feelings rather than some rational, cognitive belief or benefit- based evaluation (Batra et al, 2003).

**The affective component** refers to evaluation, liking or preference towards an object. Attention is usually focused on this component, which involves assessing the degree of positive or negative feelings for an object (Batra et al, 2003).

**The conative component** refers to actions tendencies such as intention, behavioural, trial or purchases in respect of an object, product or brand. It therefore involves the consumer's tendency to act toward an object which is often measured in terms of intention to buy (Assael, 1998).

For purposes of this study, the tricomponent model will be used extensively. The attitude will be measured in the context of affective, behavioural and cognitive component.

#### **2.4.2 Single-component attitude model:**

Single-component attitude models focus almost exclusively on the affective component. While the modified single-component models do include the cognitive and conative components, these are only viewed as playing a supportive or secondary role. The affective component is still judged to be the prime determinant of attitude or the ‘essence of the attitude’. These models have their limitations and cannot provide insight into ‘why’ a consumer has a particular attitude, as they ignore the cognitive component which addresses consumer knowledge and beliefs about a product. Nor can they measure behavioural intent — just because a consumer has favourable feelings or emotions towards a product does not guarantee purchase. Despite these limitations, there has been a significant amount of interest by researchers and academics.

The difficulty in measuring behavioural intent is not just a limitation of the single-component attitude models; it is a limitation of all models. We have not yet established a causal relationship between attitude and behaviour. Favourable attitude does not guarantee purchase behaviour. Why? You may have a favourable attitude towards Jaguar and Porsche cars, but unless you have the financial resources, you cannot translate this favourable attitude into purchase behaviour. Also, remember the competition. While you may have a favourable attitude towards Jaguars, perhaps you have a *more* favourable attitude towards Porsches, even though you can afford neither! Researchers in the USA studying scanner data from cash registers at supermarkets noted that (*Marketing News*, 7 June 1993):

Consumers who stated that they had a favourable attitude towards ‘green products’ (environmentally friendly products and packaging) and were willing to pay 7–22% more for these products did not actually purchase the products. Consumers with the highest positive attitude towards healthy living and diet were the ones who bought fattening desserts.

Some researchers, including Martin Fishbein believe that an attitude is only related to behaviour if they are both on the same level of specificity in terms of time, object, scope and circumstances. For example, if your attitude is ‘I really like eating Mars bars while I’m

studying', there is a greater chance that you will buy Mars bars than if your attitude is 'I like chocolate bars'. In other words, unless attitudes are grounded in a reality of time, place, ability to act on them, or core values, these attitudes can be academically interesting, but deceptive for a marketer.

### **2.4.3 Multi-attribute attitude model.**

The multi-attribute attitude models, in particular the models advanced by Martin Fishbein (1973), consider all three components. The **attitude-towards-object model** looks at both the cognitive and affective components: with the *b* or belief variable representing the consumer's cognition, and the *e* variable representing the affective component. The **attitude-towards-behaviour model** looks at behavioural intent, the conative component, as well as the affective component. Fishbein's **Theory of Reasoned Action Model** combines all three components (1973)

### **2.4.4 Attitude-towards-the-ad model:**

It is based on the belief that consumers develop attitudes towards the advertisement in addition to their attitude towards the product. These models focus primarily on the influence of advertising, cognitive and affective components are addressed. Behavioural intent, the conative component, is not formally addressed in these models.

Note especially how each model views the cognitive, affective and conative components. No single model can be the 'right' or 'absolute' model; whichever model you choose, you must use it with caution, and always watch the model's limitations. Remember that models do not provide answers; they provide insight.

The tri-component attitude model considers all three components to be present in an attitude, with each component playing an important role in attitude formation and having the potential to influence the overall attitude.

## **2.5 Attitude change**

Related to attitude development, according to Schiffman et. al. (1992) is attitude change. Like in the case of attitude formation, attitude changes are learned, they are influenced by personal

experience and other sources of information, personality affects both the receptivity and the speed with which attitudes are likely to be altered. Consequently, altering consumer attitudes is very key strategy consideration for marketers.

## **2.6 Attitude change strategies**

Schiffman et. al. (1992) classify attitude change strategies into the following categories:-

### **2.6.1 Changing the basic motivational function**

Making new needs prominent is one way of changing attitude towards a product. The functional approach is one theory of attitude change that demonstrates how changing basic motivations can change attitudes. Accordingly, attitudes are classified in terms of the following four functions.

### **2.6.2 Utilitarian function**

People hold certain brand attitudes partly because of a brand's utility. If a product has helped us in the past, even in a small way, our attitude towards it tends to be favourable. One way of changing attitudes in favour of a product is by showing people that it can serve a utilitarian purpose they may not have considered.

### **2.6.3 Ego Defensive Function**

This involves protecting people's self image from inner feelings of doubt. For example advertisements for cosmetics and personal hygiene products by acknowledging this need, increase both their relevance to the consumer and the likelihood of a favourable attitude by offering re-assurance of the consumer's self concept.

#### **2.6.4 The value expression function**

Attitudes are one's expression of general values, lifestyle and outlook. For example, if a consumer segment generally holds a high evaluation/attitude toward owning the latest car, then attitudes towards new cars are likely to reflect that orientation.

#### **2.6.5 The knowledge function**

Individuals generally have a strong need to know and understand the people and things with whom they come into contact, especially when such people and things might influence behaviour. The "need to know" which is a cognitive need, is important to marketers concerned with the product positioning. Most brand positioning are attempts to satisfy consumer needs to know and to improve their attitude toward the brand by classifying its advantages.

#### **2.7 Associating the product with a special group, event or cause**

Attitudes are related, at least in part, to certain groups or social events. It is possible to alter attitudes towards products by pointing out their relationships to particular social groups, events or causes

#### **2.8 Resolving two conflicting attitudes**

Attitude change strategies can sometimes resolve actual or potential conflict between two attitudes. If consumers can be made to see that their attitude toward a brand is in conflict with another attitude, they may be induced to change their evaluation of the brand.

#### **2.9 Altering components of the multi-attribute model**

Multi-attribute attitude models have important implications for attitude change strategies. Using the popular Fishbein attitude-toward object model, Schiffman et. al. (1992) identify the following strategies for bringing about change.

##### **2.9.1 Changing the relative evaluation of attributes**

The market for many product categories is structured so that different consumer segments are attracted to brands that offer different beliefs or features. When a product category is naturally

divided according to distinct product features or benefits that appear to a particular segment of consumers marketers usually have an opportunity to attempt a “cross-over” that is to convince consumers who prefer one version of the product (e.g. brewed regular coffee) and vice versa. Such a strategy is tantamount to altering the relative evaluation of conflicting product attributes.

### **2.9.2 Changing brand beliefs**

This strategy concentrates on changing beliefs or perceptions about the brand itself. Advertisers constantly remind their audiences that their product has “more” or is “better” or “best” in terms of some important product attribute.

### **2.9.3 Adding an attribute**

This strategy consists of adding either an attribute that has previously been ignored or one that represents a technological improvement or innovation.

### **2.9.4 Changing the overall brand rating**

This attempts to alter consumer’s overall assessment of the brand directly without attempting to improve or change their evaluation of any single attribute.

### **2.9.5 Changing beliefs about competitors’ brand**

This involves changing consumer beliefs about the attributes of competitive brands. It has become more heavily utilised as the popularity of comparative advertising grows. However, it is cautioned that strategy can boomerang by giving visibility to competing brands and claims.

### **2.9.6 Elaboration Likelihood Model (ELM)**

According to Hawkins et. al. (1998) ELM is another strategy for changing attitude. It proposes the more global view that two distinctly different routes change consumer attitudes and persuasion. The “Central route” is relevant when the consumer’s motivation or ability to assess the attitude-object itself. On the other hand, the “peripheral route” is pertinent to



attitude change when a consumer's motivation or assessment skills are low, that is attitude change occurs without the consumer focusing on information relevant to the attitude –object itself.

## **2.10 Measuring attitude**

In consumer behaviour, attitude research has been used to study a wide range of critical marketing strategy questions. For example, according to Schiffman et. al (1992) attitude research is undertaken to ascertain the likelihood that consumers will accept a proposed new product idea, to gauge why a firm's target audience has not re-acted more favourably to its revised promotional theme or to learn how target customers are likely to re-act to a proposed change in the firm's product. Likewise, a researcher can from interviewing Orange Mobile customers determine if he has a positive or negative attitude towards the product.

A variety of techniques have been devised to measure attitudes. According to Batra et al (2003) the simplest way to measure attitude towards an object is to ask the respondent whether he or she likes or dislikes the object. There are no explicit attribute criteria given on which evaluation is made and respondents are simply asked to answer "Yes" or "No"- and the responses are used to determine the brand attitude.

Given that attitudes are hypothetical constructs that are not directly observable their strength and direction can only be inferred. Attitude measurement techniques concentrate on what individuals describe as being their "feeling" towards the attitude object concern. The most widely used approach to attitude measurement is the attitude scale. They are usually concerned with measuring the valence i.e. the degree of positive or negative feelings (Williams 1997, Hawkins et al, 1998)

The following are some of the methods used to measure attitude.

### **2.10.1 Thurstone scale:**

Thurstone and Chave designed this in 1929. The technique requires the collection of as many statements as possible about the issue towards which attitudes are to be measured. These statements must be simple and unambiguous and must distinguish between different attitudes that people may hold towards the issue. A large number of people preferably over 100 sort the

statement into 11 piles, representing a scale from an extremely favourable to unfavourable attitude towards the issue. Each statement is assigned a value indicating the degree to which it represents a favourable or unfavourable attitude (Williams, 1997).

Its advantage is that statements are ascribed numerical values based on the responses given and the results are reliable. The scales are based on the social perceptions of the society in which the testing occurs. The disadvantage is that the scale deals with equal appearing intervals which may or may not be equal. The use of a continuum of 11 is arbitrary thus a score of 4 is not necessarily twice as high as a score of 2 (Williams, 1997).

Cooper and Schindler (2003) state that overall, the technique is no longer widely used in applied management research these days. The construction of the scale is cumbersome, costly and time consuming. Its importance of this historic method is therefore its influence on the Likert and semantic Differential scales.

### **2.10.2 Osgood Semantic Differential Scale**

It was developed by Osgood et al in 1957. It consists of a number of semantic scales based on bipolar objectives (e.g. good/bad, hot/cold etc). The respondent are asked to rate a concept in terms of positioning between +3 and -3. Proponents of the technique identified 3 main clusters of similar scales, which they labelled evaluation, potency and Activity. This accounted for nearly 50% of the total “meaning” of the concept, irrespective of the concept, the adjectives used or the respondents interviewed (Williams, 1997).

The disadvantage with the scale is that evaluation of one dimension may affect the evaluations of other dimensions, a phenomenon known as the “hallo effect”. However, the technique has become one of the most popular attitude scaling used in make research (Williams, 1997). According to Schiffman et al (1992) semantic differential can be used to develop graphic consumer profiles of the concept under study.

### **2.10.3 Guttman scale**

This technique designed by sociologist Louis Guttman in 1950, is based on the cumulative ordering of items. It aims at determining the underlying order within a series of questions by means of obtaining dichotomous responses i.e the respondent is required to answer “yes” or “no” to each question. Scalogram analysis is a very useful technique for examining small shifts or changes in attitudes while such scales do not have equal appearing interval, they are generally reliable (Williams, 1997).

Validity however depends largely on the item content, the procedure involved in the construction of a scalogram is laborious and there is no guarantee that a useful scale will result. The results must be dichotomous but this is not always possible because of the wide variety of responses that may be produced by a particular question, hence translating all possible responses into dichotomous results involved a considerable amount of extra work (Williams, 1997)

### **2.10.4 Likert Scale**

It was designed by Likert in 1932. It is probably the most commonly used for measuring attitude. The individual is asked not only if they agree or disagree to the statement but also required to indicate the extent of which he agrees by choosing one of the five categories; strongly agree, agree, neither agree nor disagree, disagree, strongly disagree. To produce a numerical score a value is given to each category. The item scores should have a common basis so that a high score on one item should not be neutralised by a low score on another item if attitude is in a similar direction. A high overall score can be interpreted as a positive attitude to topic and a low overall score as a negative attitude. The pattern responses are far more meaningful. The disadvantage is that, the technique can not produce equal intervals and thus a score of 4 does not represent an attitude twice that of a score 2 (Williams, 1997).

### **2.10.5 Kelly's Repertory Grid technique**

Kelly devised this technique as a means of “mapping” the individual's personal constructs their interrelationship and changes overtime. Kelly defined construct as a way in which two things are alike and in the same way different from a third. Thus a construct is a dichotomy-it is either present or absent.

In applying the test, the respondent is asked to consider three objects, persons, product e.t.c. and to state in which way two are alike and also different from the third. Successful application over time can be used to study changes in attitudes as a result of advertising or sales promotion. The technique is a powerful tool because it indicates individual's subjective perceptions and has the advantage of being flexible since it can be used for various types of investigations.

#### **2.10.6 Rank order scales**

In this technique, subjects are asked to rank items such as products or retail stores in order of preference in terms of some criterion, such as overall quality or price/value for the money. Rank order scaling procedures provide important competitive information and enable marketers to identify needed areas of improvement in product design or product positioning (Schiffman et al, 1992).

#### **2.11 Scoring and analysis**

After the questionnaire is completed, each item may be analyzed separately or in some cases item responses may be summed to create a score for a group of items. Hence, Likert scales are often called summative scales.

Whether individual Likert items can be considered as interval-level data, or whether they should be considered merely ordered-categorical data is the subject of disagreement. Many regard such items only as ordinal data, because, especially when using only five levels, one cannot assume that respondents perceive all pairs of adjacent levels as equidistant. On the other hand, often (as in the example above) the wording of response levels clearly implies a *symmetry* of response levels about a middle category; at the very least, such an item would fall between ordinal- and interval-level measurement; to treat it as merely ordinal would lose information. Further, if the item is accompanied by a visual analog scale, where equal spacing of response levels is clearly indicated, the argument for treating it as interval-level data is even stronger.

When treated as ordinal data, Likert responses can be collated into bar charts, central tendency summarised by the median or the mode (but not the mean), dispersion summarised by the range across quartiles (but not the standard deviation), or analyzed using non-

parametric tests, e.g. Chi-square test, Mann-Whitney test, Wilcoxon signed-rank test, or Kruskal-Wallis test.

Responses to several Likert questions may be summed, providing that all questions use the same Likert scale and that the scale is a defensible approximation to an interval scale, in which case they may be treated as interval data measuring a latent variable. If the summed responses fulfil these assumptions, parametric statistical tests such as the analysis of variance can be applied. These can be applied only when the components are more than 5.

Data from Likert scales are sometimes reduced to the nominal level by combining all agree and disagree responses into two categories of "accept" and "reject".

For this study Likert scale will be used as it is the best for measuring attitudes because an individual is asked not only if they agree or disagree to the statement provided but also is required to indicate the extent of which he/she agrees by choosing one of the five categories strongly agree, agree, neither agree nor disagree, disagree, strongly disagree. To produce a numerical score a value is given in each category.

Schiffman et al (1992) argues that since we cannot get inside consumers heads and observe their attitudes directly, we must rely on indirect measures of attitudes. One such measurement approach is to observe consumers behaviour and to infer their attitudes from their behaviour. However, although observational research is a useful research technique, drawing conclusions about consumers' attitudes from their behaviour is often quite difficult and very likely to be subjective. It is difficult for an observer, even a highly trained one, to be confident about the attitudes inferred from a single action, in a single situation. Therefore since researchers seldom have the opportunity to observe the same consumers repeatedly, it is a common practice to employ observations as a supplement to other research approaches, rather than as the primary research method (Batra et al, 2003).

Attitude researchers have found qualitative research methods, such as in depth interviews, focus groups sessions and projective tests to be very useful in understanding the nature of consumer attitudes. While these research methods may differ in composition, they all have roots in psychoanalytic and clinical aspects of psychology and stress open-ended and the

response types of questions to stimulate respondents to reveal their inner thoughts and belief (Hawkins et al, 1998).

These techniques are regularly employed in the early stages of attitude research to pinpoint relevant product-related beliefs or attitudes and to develop an initial picture of consumer attitudes. This is especially for the beliefs and attributes they associate with particular products and services (Schiffman et al, 1992).

## **2.12 Importance of customer attitude**

Individual firms have discovered that increasing levels of customer attitude can be linked to customer loyalty and profits (Heskett, Sassex and Schlesinger 1997).

### **2.12.1 Importance of customer attitude to the organization**

Reichheld (1996) summaries the benefits to an organization of maintaining and developing a satisfied customer base and mostly this are linked to the firms bottom-line i.e. increasing purchases, lower cost, free advertising through word of the mouth and employee retention.

### **2.12.2 Importance of attitude to the customer**

Assuming customers have a choice, they will remain loyal to a firm when they receive greater value relative to what they expect from competing firms. Perceived value is the customers overall assessment of the utility of a product based on perceptions of what is received and what is given research. According to Gwinner, Gremler and Bitner (1998) has uncovered specific types of relationship benefits that customer experience in long term service relationships. These include

1. confidence benefits
2. social benefits
3. special treatment needs

## **2.13 Segmentation using attitude structure**

A market can be segmented on the basis of varying degrees of attitude (positive, neutral, and negative) held by the potential consumers. It is necessary for the marketer to understand what

attitudes, beliefs and benefits are most important in the market situation and in particular which of them are determinant (Batra et al, 2003).

Batra et al (2003) argue that attitudes, preferences and many related psychological constructs can be used to segment markets through the second empirical segmentation approach. This is because consumers differ in the “need” for which they buy the same product so that buyers will tend to place different degrees of importance on the benefits obtained from that type of product leads logically to the fact that they represent different segments.

Further more a strong relationship exists between attitude and purchase behaviour, and thus gets stronger as the consumer gets more “direct” information about the brand. Consequently the consumer feels more certain and confident about attitude and is more likely to use it in making purchase decision (Batra et al, 2003).

#### **2.14 Service Definition**

A service is the non-material equivalent of a good. Service provision has been defined as an economic activity that does not result in ownership, and this is what differentiates it from providing physical goods. It is claimed to be a process that creates benefits by facilitating either a change in customers, a change in their physical possessions, or a change in their intangible assets.

By supplying some level of skill, ingenuity, and experience, providers of a service participate in an economy without the restrictions of carrying stock (inventory) or the need to concern themselves with bulky raw materials. On the other hand, their investment in expertise does require marketing and upgrading in the face of competition which has equally few physical restrictions.

(the American Marketing Association) defines service as ‘activities, benefits and satisfaction which are offered for sale or are provided in connection with the sales of goods’. Service has been described as “something which can be bought or sold, but which you can not drop on your foot “by Gummesson as quoted by (lovelock, 1996). Zeithaml et al. (1996) defines service simply as deeds, processes and performances.

For the purpose of this study, the researcher adopted the definition given by Kotler, who defines service as “any act or performance that one party can offer another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product”.

## **2.15 Characteristics of a Service**

What exactly are the characteristics of a service? How are services different from a product? In fact many organisations do have service elements to the product they sell, for example Steers sell physical products i.e. burgers but consumers are also concerned about the quality and speed of service, are staff cheerful and welcoming and do they serve with a smile on their face?

There are five characteristics to a service which will be discussed below.

### **2.15.1 Lack of ownership**

You cannot own and store a service like you can a product. Services are used or hired for a period of time. For example, when buying a ticket to the USA the service lasts maybe 9 hours each way , but consumers want and expect excellent service for that time. Since the duration of the service can be measured, consumers become more demanding of it.

### **2.15.2 Intangibility**

You cannot hold or touch a service unlike a product. In saying that although services are intangible the experience consumers obtain from the service has an impact on how they will perceive it. What do consumers perceive from customer service?

### **2.15.3 Inseparability (Simultaneous Production and Consumption)**

Services cannot be separated from the service providers. A product when produced can be taken away from the producer. However a service is produced at or near the point of purchase. Take visiting a restaurant, you order your meal, the waiting and delivery of the meal, the service provided by the waiter/ress is all apart of the service production process and is inseparable, the staff in a restaurant are as apart of the process as well as the quality of food



provided. However, quality control must be carefully guarded because a bad experience in one outlet e.g. Telecare Mega can affect business in other outlets.

#### **2.15.4 Perishability**

Services last a specific time and cannot be stored like a product for later use. If travelling by train, coach or air the service will only last the duration of the journey. The service is developed and used almost simultaneously. Again because of this time constraint consumers demand more.

#### **2.15.5 Heterogeneity**

It is very difficult to make each service experience identical. If travelling by plane the service quality may differ from the first time you travelled by that airline to the second, because the airhostess is more or less experienced. A concert performed by a group on two nights may differ in slight ways because it is very difficult to standardise every dance move. Generally systems and procedures are put into place to make sure the service provided is consistent all the time, training in service organisations is essential for this, however in saying this there will always be subtle differences. It then becomes very difficult to forecast the quality of a service in advance of buying it for example forecasting the services of Telkom Kenya.

#### **2.16 Marketing of Orange Services**

Generally this field had remained unexplored as Telkom Kenya Ltd was a monopoly until 1999 when the mobile companies came into the industry and started looking for the same customers.

In view of the competition and the sophisticated and more enlightened customers, business success requires a firm to become market oriented whereby it operates with a view to producing and developing product which will fulfil the needs of consumers in those markets.

## **2.17 Challenges in Marketing Services**

Not knowing what customers expect is one of the root causes of not delivering to customer's expectations. As an accurate understanding of what customers expect and what really matters to them leads to service performance and hence forms the attitude.

The necessary first step in improving Quality of Service is for management or empowered employees to acquire accurate information about customer's expectations.

Such information can be captured through a market research. Even the most world economies are increasingly dependent on services; most innovation processes remain oriented towards products. New services need to be designed and tested effectively. The following describes the dilemma facing the service marketer:-

“....Those companies looking for breakthrough in service development tend to fall back on informal and largely haphazard efforts, from brainstorming to trial and error, to innovation terms. Such programmes can produce occasional successes but offer little opportunity for the kind of systematic learning required to strengthen the consistency and productivity of service development.”

## **2.18 Marketing implications of the service characteristics**

The special characteristics of services present a number of implications concerning their marketing. Although many marketing concepts and tools are applicable to goods and services, the relative importance of these concepts and tools and how they are used are often different. The following marketing opportunities are important to service industries.

### **2.18.1 Internal marketing**

Viewing employees as internal customers and viewing jobs as internal products to better meet the needs of these customers (Thomson, Berry and Davidson 1978).

### **2.18.2 Customizing services**

The simultaneous production and consumption characteristics of services frequently provide opportunities to “customize” the service. Since a fundamental marketing objective is to affect

a good fit between what the customer wants to buy and what the organization has to sell, the potential for tailoring services to meet the precise desires of individual customers should not be taken lightly (Thomson, Berry and Davidson 1978).

To realize the mentioned benefits, companies need to put in place customer satisfaction measuring devices not only to know the level of attitude by its customers but also to track trends to diagnose the problems and to link to other customer focused strategies.

### **2.18.3 Managing evidence**

The **intangibility** of services prompts customer-prospects to be attentive to tangibles associated with the service for clues of service nature and quality. A prime marketing implication is for marketers to manage these tangibles so that proper signals are conveyed about the service.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter sets out the nature of the research design for the study that was used, the population of interest, the sample frame of the study, sample size and the data collection method applied.

#### **3.2 Research Design**

This was a descriptive study aimed at determining the attitudes of consumers towards the Orange Mobile service. Such a survey aims at determining answers to questions like who, what, which and sometimes how of a phenomenon (Cooper et al 2003) which is line with the proposed research. Njuguna (2004) and Gaceri (2003) used similar design successfully in their research.

#### **3.3 Population**

The population of interest for this study comprised of all Orange Mobile subscribers. The choice of Nairobi as an area of study was because of accessibility and limitation of resources such as time and finances. The target population also in Nairobi has considerably been exposed to too much communication services for a longer span of time compared to any part of the country. The level of awareness is also high.

#### **3.4 Sample size**

A sample size of 200 subscribers was chosen for the study. The respondents were selected from the Nairobi Experience Centres. This was done through Non-Probability sampling method. The questionnaire was then filled there. A similar sample size was successfully used by Gaceri (2003). According to Kotler (2001), although large samples give more reliable results than small samples, it is not necessary to sample the entire target market and that if well chosen samples of less than one percent of a population can give good reliability. Orange Mobile has 770,000 subscribers (March 2009)

### **3.5 Data collection**

Primary data was collected using structured questionnaire. The respondents were actual users of Orange Mobile Service. This was done at Telposta Mega Care Experience Centre and Extelcoms Experience Centre. A combination of dichotomous, rank order scale, Likert scale and open ended questions were used to measure attitude towards the Orange Mobile Service of Telkom Kenya. The questionnaire was designed based on the research questions in the study. It was divided into three parts:

**Part A:** General information on the respondents

**Part B:** Awareness of the product features was tested using the dichotomous questions where respondents answer Yes or No. Rank order scale was used to test the preference of sources of awareness.

**Part C:** Likert Scale was used to determine the attitudes of the respondents on the Orange Mobile Service.

The questionnaires were administered through personal interviews.

### **3.6 Data analysis**

Data analysis was based on the research questions designed at the beginning of the research. Frequency tables and percentages were used to analyse the data. Responses in the questionnaire were tabulated, coded and processed.

Once the responses were received, the questionnaires were edited for completeness and consistency before processing. The presentation of the data utilized the use of tables, bar-charts and pie charts. These tools were selected for their clarity, preciseness, ease of understanding and interpretation. The responses on open ended questions were by descriptive narrative.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

The chapter covers data analysis and findings of the research. The data was analyzed through use of frequency tables, percentages and was represented in a table. The collected data was analyzed and interpreted in line with the objective of the study namely “Determining customer attitude towards the Orange Mobile service of Telkom Kenya Ltd”. The respondents were Orange Mobile customers. Out of the 200 questionnaires administered 120 responded. This gave a response rate of 60%.

#### 4.2 Marital Status

The researcher began with the marital status of the respondents.

**Table 4. 2: Marital status**

	<b>Frequency</b>	<b>Percentage</b>
Married	68	56.7
Single	52	43.3
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: research data

Table 4.2 shows the marital status of the respondents. According to the Table 56.7% of the respondents were married while 43.3% were single. Therefore majority of the respondents were married.

### 4.3 Type of the account

The researcher also wanted to know the type of account the respondents operated. Table 4.3 below shows the responses.

**Table 4.3: Type of the account**

	<b>Frequency</b>	<b>Percentage</b>
Prepaid	113	94.2
Post paid	6	5.0
Missing	1	.8
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: research data

From Table 4.3, 94.2% of the respondent operated a prepaid account, 5.0% operated a post paid account while 0.8 % did not respond to the question. Therefore majority of the respondents operated a prepaid account. This could be due to fear of overspending.

### 4.4 Period one had operated their accounts

The respondents were also asked to indicate the duration of time they had operated the accounts they held.

**Table 4. 4: Period one had operated their accounts**

	<b>Frequency</b>	<b>Percentage</b>
Below 2 months	11	9.2
Between 2 and 5 months	46	38.3
Over 5 months	62	51.7
Missing	1	0.8
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: research data

From Table 4.4, 51.7 % of the respondents had operated their accounts for over five months, 38.3% had operated between 2 and 5 months while 9.2 % had operated for two months only. About 0.8 % did not respond. This shows that majority of the respondents had operated their accounts for over 5 months. This could be because the respondents had a positive attitude towards the product.

#### 4.5 Respondents' level of education:

Researcher was also interested in the respondents' level of education.

**Table 4.5: Level of Education**

	<b>Frequency</b>	<b>Percentage</b>
University	62	51.7
Polytechnic	37	30.8
Secondary	18	15.0
Elementary	3	2.5
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: research data

From Table 4.5, 51.7% of the respondents had university level of education, 30.8 % had Polytechnic level of education, and 15 % of them had secondary education while only 2.5 % had elementary level of education. Therefore majority of the respondents had university level of education. This could be due to the need for higher education in the company in order to create customer satisfaction.

#### 4.6 Respondents' age bracket

**Table 4. 6: Age bracket**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
20-30 years	83	69.2
31-40 years	31	25.8
41-50 years	6	5.0



<b>Total</b>	<b>120</b>	<b>100.0</b>
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Source: Research data

The age bracket was also of interest in the study. From Table 4.6, 69.2 % of the respondents were between the ages of 20- 30 years, 25.8 % were between 31-40 years and 5.0 % were between 41-50 years. This indicates that majority of them were between the ages of 20-30 years. This could be due to the need for young people with fresh minds venturing into technology so as to give better services to their organization.

#### 4.7 Respondents' Monthly expenditure

The researcher also sought to find out the monthly expenditure of the respondents on a monthly basis.

**Table 4. 7: Monthly expenditure**

Table 4.7 shows the monthly expenditure of the respondents

	<b>Frequency</b>	<b>Percentage</b>
Below 300	9	7.5
301-600	27	22.5
601-900	37	30.8
901-1200	24	20.0
Above 1200	22	18.3
Total	119	99.2
System	1	.8
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Research data

From Table 4.7, 30.8% of the respondents used airtime of between 601- 900, 22.5 % used between 301-600, 20% used airtime of about 900-1200, 18.3 % of them used airtime of above

1200 while only 7.5% of them used airtime of below 300. 0.8 % of the respondents did not respond. Therefore majority of the respondents used airtime worth of 601-900. This could be due to the reason that they had a positive attitude towards the service.

#### 4.8 Respondents' Product awareness

To be able to evaluate the attitude towards Orange mobile service, the researcher also asked the respondents questions concerning awareness of the product features.

**Table 4.8: Respondents' Product awareness**

Table 4.8 shows the results of respondents' product awareness.

	Frequency		Percentage	
	Yes	No	Yes	No
Awareness of the Orange Mobile	120	0	100	0
Awareness of the "guru" Service	90	30	75.0	25.0
Awareness of the 5 friends tariff	115	3	95.8	2.5
Aware that National sevens rugby team was sponsored by Telkom	119	1	99.2	0.8
Aware of the "Thursday poa" promotion	50	70	41.7	58.3
Aware of Ksh1 per minute while calling Orange to Orange	100	17	83.3	14.2
Aware of the Orange slogan " <i>Together we can do more</i> "	116	2	96.7	1.7
Aware of the Orange road shows countrywide	100	17	83.3	14.2
Aware of the Check balance service *123#	102	18	85.0	15.0
Aware that Telkom promotes "Churchill live"	117	3	97.5	2.5

Source: Research data

The researcher began with awareness of the Orange mobile where 100% said they were aware of it. Concerning awareness of the "guru" Service 75% of them said they were aware while 25

% said they were not aware. On awareness of the 5 friends tariff 95.8% of them said they were aware while only 2.5% were not aware. On support of the National sevens rugby team 99.2% said they were aware while 0.8% of them said they were not aware. Concerning "Thursday poa" promotion 41.7% of the respondents said they were aware while 51.3% were not aware. The respondents were also asked if they were aware of the one shilling charges while calling Orange to Orange mobile. From table 4.8, 83.3% of them said they were aware while 14.2% of them said they were not aware of the service. On the Orange slogan 'together we can do more', 96.7% said they were aware while 1.7% said they were not aware and others did not respond. Other questions asked included Orange road shows country wide, the check balance service \*123# and that Orange mobile promotes Churchill live on NTV. In most of the questions the respondents were positive which could be due to the respondents' attitude of the Orange mobile phone services.

#### **4.9 Source Ranking**

On the same the respondents were also asked to indicate source of their awareness. Majority of them said they got the information from TV, Radio, Newspaper, brochures and word of mouth.

The researcher also asked the respondents to indicate what channels influenced them most in knowing about Orange mobile service.

The respondents were asked to rank the source from 1-5. Therefore a 5 Likert scale was used. In the likert scale 1 represented great influence while 5 represented the least influence.

**Table 4.9: Source Ranking**

	<b>Rank 1 percentage</b>	<b>Rank 2 percentage</b>	<b>Rank 3 percentage</b>	<b>Rank 4 percentage</b>	<b>Rank 5 percentage</b>
TV	36.7	18.3	13.3	20.0	11.7
Radio	45.0	22.5	10.8	17.5	4.2
Newspaper	25.8	12.5	16.7	40.0	5.0
Magazine	6.7	36.7	22.5	15.0	19.2
Posters	14.2	28.3	25.0	19.2	13.3
Brochures	34.2	11.7	15.8	14.2	24.2
Word of mouth	30.0	22.5	12.5	24.2	10.8
Discount provider	7.5	11.7	27.5	22.5	30.8
Telkom staff	13.3	16.7	17.5	29.2	23.3
Mail	5.8	10.8	27.5	24.2	31.7
Others	20.8	11.7	24.2	21.7	21.7

Source: Research data

From Table 4.9, a percentage of more than 25% was considered to have a great influence while others were considered to be moderate or of less influence. Among the sources considered to have great influence were TV, Radio, Newspapers, word of mouth and brochures with percentages of 36.7%, 45%, 25.8%, 30%, and 34.2% respectively. Other sources included posters and Telkom staff, which were considered to have a moderate influence with percentages of 14.2% and 13.3% respectively. Therefore TV, Radio, newspapers, posters, word of mouth and brochures had the greatest influence. This could be because these are common among many people.

#### 4.10 Decision to buying the service

The respondents were also asked to indicate who decided that they should buy Orange mobile service.

**Table 4. 10: Decision to buying the service**

	<b>Frequency</b>	<b>Percentage</b>
Self	94	78.3
Friend	13	10.8
Telkom staff	4	3.3
Others	6	5.0
Missing	3	2.5
<b>Total</b>	<b>120</b>	<b>100</b>

From Table 4.10, 78.3% of the respondents indicated that it was their own decision to buy, 10.8% indicated that it was a friend's decision, 5.0% indicated others had made the decision while only 4.4% indicated the Telkom staff. About 2.5% of the respondents did not respond.

#### 4.11 Respondents' reason for buying the service

The researcher also sought to find out the reason why the respondents bought the service. The respondents had different opinions.

**Table 4. 11: Respondents' reason for buying the service**

	<b>Frequency</b>	<b>Percentage</b>
Affordable tariff	43	35.8
Chat services	16	13.3
Economical	4	3.3
Efficient	14	11.7

Enjoy the services	1	.8
Influenced	15	12.5
It was a new service	9	7.5
Part of the company's rules	6	5.0
Price reduction	3	2.5
Very cheap	6	5.0
Well organized	1	.8
Missing	2	1.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Research data

From the Table 4.11, 35.8 % said the Orange service had affordable tariffs, 13.3% said they liked the chat service, 11.7% said it was efficient, 12.5% were influenced to buying the service, 7.5% bought because it was a new service while 5% bought because of price reduction. Others had other reasons such as part of the company's rules, it was very cheap and well organized.

#### 4.12 Respondents attitude towards Orange mobile services

**Table 4. 12: Respondents attitude towards Orange mobile services**

Respondents were also asked to agree or disagree concerning their attitude toward Orange mobile services.

	<b>strongly disagree (%)</b>	<b>somewhat disagree (%)</b>	<b>neither disagree or agree (%)</b>	<b>somewhat agree (%)</b>	<b>strongly agree (%)</b>
Orange mobile service is appealing	1.7	14.2	4.2	75	5
The "guru" service is quite helpful	8.3	5	5.8	17.5	63.3
The 5 friends and family tariff is conducive.	3.3	20.8	8.3	59.2	8.4

I am aware that Telkom threw weight behind Kenya National Sevens Rugby team	5	9.2	20.8	46.7	18.3
The "Thursday poa" promotion is thrilling	5	0.8	4.2	5.8	84.2
The Orange slogan "Together we can do more" sounds real.	3.3	5	69.2	11.7	10.8
The Telkom shows are convincing	1.7	1.7	5	9.2	82.5
The check balance service "*123#" is very prompt	10	1.7	1.7	5.8	80.8

Source: Research data

From Table 4.12 attitudes with percentages greater than 25% were considered to have been agreed on while others were considered less agreed on or disagreed on. Among those considered to have been strongly agreed on included, the "guru" service is quite helpful, the "Thursday poa" promotion is thrilling, the Telkom shows are convincing and the check balance service \*123#" is prompt. These were represented with percentages of 63.3%, 84.2%, 82.5% and 80.8% respectively.

#### 4.13 Extent to which respondents regard the service

Concerning the extent to which the respondents regard the service.

Table 4. 13: Extent to which respondents regard the service

	strongly disagree (%)	somewhat disagree (%)	neither disagree or agree (%)	somewhat agree (%)	strongly agree (%)	Total percentage
Good	5.0	3.3	0.8	2.5	88.3	100.0
Appealing	8.3	5.0	5.8	17.5	63.3	100.0
Beneficial	0.8	6.7	11.7	7.5	73.3	100.0
Quality	0.8	31.7	1.7	15.8	50.0	100.0
Satisfying	19.2	6.7	3.3	14.2	56.7	100.0
Status symbol	3.3	5.0	7.5	5.0	79.2	100.0

A percentage of more than 25% was considered agreed. These included, the service is good, appealing, beneficial, is of quality, satisfying and status symbol with percentages of 88.3%, 63.3%, 73.3%, 50%, 56.7% and 79.2% respectively. Therefore most of the respondents considered the service to be good. This could be because Orange service has its advantages like good quality over other mobile service providers.

#### 4.14 Whether mobile promotions influence one to buy the service.

The respondents were also asked if the Orange mobile promotions influence them in anyway to buying the service.

**Table 4. 14: Whether mobile promotions influence one to buy the service**

	<b>Frequency</b>	<b>Percentage</b>
Yes	116	96.7
No	4	3.3
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Research data

From Table 4.14, 96.7% of the respondents said that Orange mobile promotions influenced them to buy the service while only 3.3% said that they were not influenced by the promotions. Therefore majority of them had been influenced which could be due to the extent to which Orange mobile providers have promoted the service worldwide which could be convincing.

#### 4.15 Whether people think you should use the service

**Table 4. 15: Whether people think you should use the service**

	<b>Frequency</b>	<b>Percentage</b>
Yes	118	98.3
No	2	1.7
<b>Total</b>	<b>120</b>	<b>100.0</b>



From Table 4.15, 98.3% thought that the service should be used while only 1.7% thought that it should not be used. Therefore majority thought that it should be used. This could be due to the good attitude the respondents had towards the service.

#### 4.16 Would you buy for your friend or relative the Orange mobile service?

**Table 4. 16: Would you buy for your friend or relative the Orange mobile service?**

	Frequency	Percentage
Yes	120	100.0

The respondents were also asked if they would buy the service for a friend or relative where they unanimously agreed. This could be because they liked the service.

**Table 4. 17: Suggestions, opinions or comments**

	Frequency	Percentage
Come up with variety	52	43.3
Economical	1	.8
Everyone should join	2	1.7
Friend and family tariff	3	2.5
Good competition	1	.8
Good services	5	4.2
Improve Customer care	20	16.6
Improve the process before paying for the service	11	9.2
Money transfer services	2	1.7
No network coverage in rural areas	4	3.3
Orange rock the world	13	10.8

Poor advertising	2	1.7
Poor advertising in Kisumu	2	1.7
Missing	2	1.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

Several comments, opinions and suggestions were raised. Majority pointed out that the service is good. Others pointed out that there was no network services in rural areas. Other comments included that the service was under good competition, Telkom Kenya should improve on customer care and that there was poor advertising.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The study aimed at determining the customer attitude towards the Orange Mobile service of Telkom Kenya Ltd.

#### **5.2 Summary of Findings**

This chapter gives a summary of the findings and also conclusion and recommendations. The researcher began with the summary of findings. From the findings, 56.7% of the respondents were married while 43.3% were single. Concerning the type of account the respondents operated 94.2% of the respondent operated a prepaid account, 5.0% operated a post paid account while 0.8 % did not respond to the question. The respondents were also asked to indicate the duration of time they had operated the accounts they held, 51.7 % of the respondents had operated their accounts for over five months, and 38.3 % had operated between 2 and 5 months while 9.2 % had operated for two months only. About 0.8 % did not respond.

Researcher was also interested in the respondents' level of education. From the research 51.7% of the respondents had university level of education, 30.8 % had polytechnic level of education, and 15 % of them had secondary education while only 2.5 % had elementary level of education. The age bracket was also of interest in the study. It was found that 69.2 % of the respondents were between the ages of 20- 30 years, 25.8 % were between 31-40 years 5.0 % were between 41-50 years.

Concerning the monthly expenditure of the respondents 30.8% of the respondents used airtime of between 601- 900, 22.5 % used between 301-600, 20% used airtime of about 900-1200, 18.3 % of them used airtime of above 1200 while only 7.5% of them used airtime of below 300. 0.8 % of the respondents did not respond. To be able to evaluate the attitude towards Orange mobile service, the researcher also asked the respondents questions concerning awareness of the product features.

The researcher began with awareness of the Orange mobile where 100% said they were aware of it. Concerning awareness of the “guru” Service 75% of them said they were aware while 25% said they were not aware. On awareness of the 5 friends and family tariff, 95.8% of them said they were aware while only 2.5% were not aware. On support of the National sevens rugby team 99.2% said they were aware while 0.8% of them said they were not aware. The “Thursday poa” promotion had 41.7% of the respondents being aware while 51.3% were not aware. The respondents were also asked if they were aware of the one shilling charges while calling Orange Mobile to Orange mobile. From table 4.8, 83.3 % of them said they were aware while 14.2 % of them said they were not aware of the service. On the Orange slogan *‘together we can do more’*, 96.7% said they were aware while 1.7% said they were not aware and others did not respond. Other questions asked included Orange road shows country wide, the check balance service \*123# and that Orange mobile promotion of Churchill live on NTV. In most of the questions the respondents were positive. On the same the respondents were also asked to indicate source of their awareness. Majority of them said they got the information from TV, radio, brochures and word of mouth. Other sources included posters and Telkom staff.

The researcher also asked the respondents to indicate what channels influenced them most in knowing about Orange mobile service. To analyse this likert scale was used. In the likert scale 1 represented great influence while 5 represented the least influence. From table 4.9, a percentage of more than 25% was considered to have a great influence while others were considered to be moderate or of less influence. Among the sources considered to have great influence were TV, Radio, newspapers, brochures, and word of mouth with percentages of 36.7%, 45%, 25.8%, 34.2% and 30% respectively. Other sources included posters, discount provider, Telkom staff, mail and others which were considered to have a moderate influence with percentages of 14.2%, 7.5%, 13.3%, 5.8% and 20.8% respectively.

On who decided that they should buy the service, 78.3% of the respondents indicated that it was their own decision to buy, 10.8% indicated that it was a friend’s decision, 5.0% indicated others had made the decision while only 4.4% indicated the Telkom staff. About 2.5% of the respondents did not respond.

The researcher also sought to find out the reason why the respondents bought the service. 35.8% said the Orange service had affordable tariffs 13.3% said they liked the chat service, 11.7% said it was efficient, 12.5% were influenced to buying the service, 7.5% bought because it was a new service, 5% bought because it was part of the company's rules while 2.5% bought because of reduced prices. Others had other reasons such as it was cheap and well organized.

Respondents were also asked to agree or disagree concerning their attitude toward Orange mobile services. Attitudes with percentages greater than 25% were considered to have been agreed on while others were considered less agreed on or disagreed on. Among those considered to have been strongly agreed on included the "guru" service is quite helpful, the Thursday poa promotion, the road shows are convincing and the prompt check balance. These had percentages of 63.3%, 84.2%, 82.5% and 80.8% respectively. The Orange mobile service is appealing, the 5 friends and family tariff is conducive and the awareness of Telkom sponsoring the National rugby team were somewhat agreed on with percentages of 75%, 59.2% and 46.7% respectively.

Concerning the extent to which the respondents regard the service, a percentage of more than 25% was considered strongly agreed. These included the service is good, appealing, beneficial, is of quality, satisfying and status symbol with percentages of 88.3%, 63.3%, 73.3%, 50%, 56.7% and 79.2% respectively. Others were considered disagreed on with percentages of less than 25%.

On whether promotions influenced the respondents to buying the service, 96.7% of the respondents said that Orange mobile promotions influenced them to buying the service while only 3.3% said that they were not influenced by the promotions. On whether the service should be used or not, 96.7% of the respondents said that Orange mobile promotions influenced them to buying the service while only 3.3% said that they were not influenced by the promotions. The respondents were also asked if they would buy the service for a friend or relative, where they unanimously agreed.

Several comments, opinions and suggestions were raised where majority pointed out that the service was good. Others pointed out that there was no network service in rural areas. Other

comments included, the service was under good competition, Telkom Kenya Ltd. should improve on customer care advertising in some areas.

### 5.3 Conclusion

From the literature review it was found out that the simultaneous production and consumption characteristics of services frequently provides opportunities to “customize” the service. Since a fundamental marketing objective is to affect a good fit between what the customer wants to buy and what the organization has to sell, the potential for tailoring services to meet the precise desires of individual customers should not be taken lightly (Thomson, Berry and Davidson 1978)

Also the intangibility of services prompts customer-prospects to be attentive to tangibles associated with the service for clues of service nature and quality. A prime marketing implication is for marketers to manage these tangibles so that proper signals are conveyed about the service.

According to the research conducted on customer attitude towards Orange mobile service in Nairobi it can be concluded that customers had a positive attitude towards Orange mobile service. This was because it had achieved service customization and manageability. This was supported by the findings of the respondents who said that the service was affordable and economical as well as of quality and satisfying. Also when asked if they think the service should be bought and if they would buy for a friend or relative, majority of them were positive.

Accordingly, it was also found out that a few things needed to be looked at including improvement of network provision in rural areas and advertising strategies especially on TV, radio, posters and brochures which were found to be common among many customers. Another area that requires improvement is the customer care according to the customers.

The researcher also found out that the respondents who were also customers of the Orange mobile service were aware of the many services provided by Orange for example the ‘Thursday poa’ promotion and ‘together we can do more’ slogan. These had a positive impact on the attitude of customers. In general therefore customers had a positive attitude toward Orange mobile services.

## **5.4 Recommendations**

From the research it was recommended that for the Orange mobile service to remain competitive and create positive attitude toward customers, it must develop a satisfied customer base as outlined by Reichheld (1996). He summaries the benefits to an organization of maintaining and developing a satisfied customer base and mostly these are linked to the firms bottom-line i.e. increasing purchases, lower cost, free advertising through word of the mouth and employee retention.

This also brought about another recommendation that Orange mobile service provider Telkom should improve on its customer care department whereby customers can access assistance as soon as needed. This will attract and retain customers and also help create a positive attitude towards the service.

Other recommendations include need to take the service to the rural areas through provision of network roll-out and doing intensive advertising. This will bring about positive attitude towards the service. To maintain a positive attitude, Orange mobile service provider Telkom must also embrace innovation and change. This include changing brand beliefs, adding an attribute, Changing the overall brand rating, Changing beliefs about competitors' and brand Elaboration as pointed out by (Schiffman et. Al. 1992) in the Fishbein attitude-toward object model.

## **5.5 Limitations of the study**

**Geographical Scope-** all the respondents were drawn from Nairobi and therefore generalization of the conclusion would require a larger population from a wider geographical scope.

**Resources-** lack of finances and time constraints limited the sample size.

## **5.6 Suggestions for further study**

The study should be widened to cover a larger geographical area other than Nairobi. This will ensure a more concrete conclusion

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[www.cck.go.ke](http://www.cck.go.ke)      Communication Commission of Kenya website

[www.telkom.co.ke](http://www.telkom.co.ke)      Telkom Kenya Ltd website

**List of Customer Service Centers in Nairobi City**

- Telposta Towers, Kenyatta Avenue
- Extelcoms House, Haille Selassie Avenue

Lydia Esiaba Owino

P.O.Box 30197

Nairobi (00100)

Dear Respondent,

**RE: REQUEST FOR RESEARCH DATA**

I am a Master of Business Administration Student at the University of Nairobi carrying out a research project as a partial fulfilment of the degree requirement. The research topic is "Determining Customer attitude towards Orange mobile service in Kenya: A case of Telkom Kenya Ltd.

I humbly request you to fill the attached questionnaire divided into various sections. Please answer all the questions in all the parts.

The information obtained is purely for academic purposes and will be held in strict confidence.

Thank you.

Yours faithfully,

**Lydia Esiaba Owino**

**Appendix 3: Questionnaire**

**PART A: GENERAL INFORMATION**

1. Your name..... (Optional)  
Or name of organization..... (Optional)
2. Your number..... (Optional)
3. Where is the location of your premises/business.....
4. Please indicate with a tick your marital status  
Married                      ( )  
Single                         ( )
5. Please indicate the type of account you operate  
Prepaid                        ( )  
Post-paid                      ( )
6. Please indicate the period you have operated the account in 5 above  
Below 2 months                      ( )  
Between 2 and 5 months                      ( )  
Above 5 months                      ( )
7. Level of education  
University                      ( )  
Polytechnic                      ( )  
Secondary                      ( )

Elementary ( )

No formal education ( )

8. Please tick age bracket in which you fall

Less than 20 years ( )

20-30 years ( )

31-40 years ( )

41-50 years ( )

Above 50 years ( )

9. What is your monthly expenditure on airtime?

Below 300 ( )

301-600 ( )

601-900 ( )

901-1200 ( )

Above 1200 ( )

**PART B: AWARENESS OF THE PRODUCT FEATURES**

2. Please indicate if you are aware of the Orange Mobile Service on the following aspects by answering either Yes or No

	YES	NO
I am aware of the Orange Mobile Service		
I am aware of the "guru" service		
I am aware that i can choose the 5 friends and family from Orange Mobile whom i can call at a cheaper rate.		
I am aware that Telkom Kenya threw weight behind Kenya National Sevens Rugby Team		
I am aware of the " <i>Thursday poa</i> " promotion		
I am aware that when I call from Orange Mobile to Orange Mobile am charged Ksh. 1 per minute.		
I am aware of the Orange Mobile slogan " <i>Together we can do more</i> "		
I am aware that Orange Mobile does road shows country wide.		
I am aware of the check balance service *123#		
I am aware that Orange Mobile promotes "Churchill Live" program on NTV channel.		

b) Please Tick the appropriate source(s) of your awareness of Orange Mobile as indicated in Question 2 above.

TV	
Radio	
Newspaper	
Magazines	
Posters	
Brochures	
Word of mouth	
Street Banner	
Discount provider (Please specify)	
Telkom Staff	
Mail	
Other-Specify	

2c) Which of the following communication Channels influenced you the most to know about Orange mobile benefits and to use them more. (Tick where applicable, and rank 1,2,3... starting from the highest)



TV	
Radio	
Newspaper	
Magazines	
Posters	
Brochures	
Word of mouth	
Discount provider	
Telkom Staff	
Mail	
Other-Specify	

Who decided that you should buy the Orange Mobile Service (Please tick appropriate)

Self ( )    Friend ( )    Telkom staff ( )    other ( )    Please specify

Kindly indicate the reason why you bought the service

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**PART C: DETERMINING THE ATTITUDE**

3. Please indicate the extent of agreement with the following aspects of the services offered by Orange Mobile where

1= Strongly disagree

2=Somewhat disagree

3=neither agree nor disagree

4=Somewhat agree

5=Strongly agree

	1	2	3	4	5
The Orange Mobile Service is appealing					
The "guru" service is quite helpful					
"The 5 friends and family from Orange Mobile whom i can call at a cheaper rate service is quite conducive.					
I am aware that Telkom Kenya threw weight behind Kenya National Sevens Rugby Team					
The " <i>Thursday poa</i> " promotion is thrilling					
The Orange Mobile to Orange Mobile charge of Ksh. 1 per minute is quite appealing.					
The Orange Mobile slogan " <i>Together we can do more</i> " sounds real.					

The Orange Mobile shows are convincing					
The check balance service *123#" is very prompt					

3b) To what extent do you agree or disagree with each of the following aspects of buying Orange mobile service. Key: Strongly disagree (1), agree (2) neither agree or disagree (3) disagree (4) Strongly agree (5) (Please tick appropriately)

The Orange Mobile service is

	1	2	3	4	5
Good					
Appealing					
Beneficial					
Quality					
Satisfying					
Status Symbols					

Did the Orange Mobile promotions influence you in any way to buy the service?

Yes ( ) No ( )

Do most people important to you think that you should use Orange Mobile Service?

)

friend or relative the Orange Mobile Service?

)

gestions, opinions or comments on the Orange Mobile Service by Telkom

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**h for participating in this research by answering the above questions**