

**INFLUENCE OF MOBILE CUSTOMER RETENTION STRATEGIES ON  
PERFORMANCE OF MOBILE SERVICE PROVIDER PRODUCT PROJECT IN  
AINAMOI SUB COUNTY, KERICHO COUNTY**

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**A Research Project Report Submitted In the Partial Fulfillment of the  
Requirements for the A Award of A Master of Arts of degree in Project Planning  
and Management of the University of Nairobi**

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## DECLARATION

This research project is my original work and has never been submitted for the award of a degree in any other University.

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**L50/77801/2015**

### **Supervisor's Declaration**

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

**Signature:** .....

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## DEDICATION

I dedicate this research project report to my Wife. There is no doubt in my mind that without her support, tolerance and enthusiasm, I could not have completed this process.

## **ACKNOWLEDGEMENT**

Firstly, I recognize the immense guidance, support and mentorship from my supervisor, Dr. Moses Otieno coordinator of Kisii learning centre. He offered constructive criticisms, recommendations and suggestions that were invaluable in producing this scholarly work. Secondly, this work could not have reached the current stage without the moral and financial support from my family. Thirdly, I cannot fail to appreciate the encouragement from colleagues, who shared with me valuable experiences in carrying out research, and constantly inspired me to finish the course. Finally, I am thankful to the mobile service providers and consumers, who voluntarily participated in the study and provided truthful information, based on their perspectives on the study questions.

## LIST OF ABBREVIATIONS AND ACRONYMS

<b>ATM</b>	Automated Teller Machine
<b>CAK</b>	Communication Authority of Kenya
<b>IT</b>	Information Technology
<b>RBT</b>	Resource Based Theory
<b>ROI</b>	Return on Investment
<b>SMS</b>	Short Mail Services
<b>SPSS</b>	Statistical Package for Social Scientists
<b>TAM</b>	Technology Adoption Model

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## ABSTRACT

With the lowering of inter network calling cost, it is prudent to research on network effect phenomena to investigate whether it is still an influence. The results will help marketers to come up with proper marketing strategies while wooing new subscribers, in a low cost environment. Consumer behavior in response to price variations and adverse changes in service is an important indicator of the level of competition in the mobile wireless services industry. Most world economies have liberalized telecommunication sector by enabling more players to actively get involved in the industry. This has left the consumer of various services offered with a wide choice of mobile service providers to subscribe to. The process of choosing by the subscriber is determined by a number of factors. The main purpose of this study was to examine the influence of mobile customer retention strategy factors on performance of mobile service provider product project in Ainamoi Sub County, Kericho County. Specifically the study will focused; to determine how price factor influence performance of mobile service provider; to examine the extent to which sales promotion influence performance of mobile service provider; to assess how branding influence performance mobile service provider; to determine the extent at which service quality influence performance of mobile service provider. The study adopted descriptive research design. The target population comprised of all mobile service providers in Ainamoi Sub County, Kericho County. Targeted respondents therefore include sales representatives, field supervisors, field engineers, branch managers and consumers. The study thus sampled a total of 384 sales representatives, field supervisors, field engineers, branch managers and consumers. The study gave equal chance to 12 sales representatives, 9 field supervisors, 3 field engineers, 3 branch managers and 357 consumers in Nyakacho, Brook, Township estates. Data collection tools were questionnaires. Instrument validity was assured through seeking expert opinion of university supervisors. Instrument reliability was determined through test-retest method. Descriptive statistics was used for analysis of quantitative and qualitative data and results presented in frequencies and percentages. Statistical Package for Social Sciences (SPSS) version 23.0 was used for data analysis. The study may be significant to all stake holders in the mobile service providers in Kenya; as well as the regulators. This study may be a resource in assisting them in the formulation and designing of appropriate mechanisms that may help to identify and overcome challenges in mobile service provision. The study findings revealed that, pricing factors( $r=0.638$ ,  $p<0.05$ ), sales promotion( $r=0.702$ ,  $p<0.05$ ), branding( $r=0.546$ ,  $p<0.05$ ), and service quality( $r=0.343$ ,  $p<0.05$ ) statistically influence performance of mobile service provider product project in Ainamoi Sub County, Kericho County. The study concludes that sales promotion( $r=0.702$ ,  $p<0.05$ ), followed by pricing factors( $r=0.638$ ,  $p<0.05$ ), influence performance of mobile service provider most. The study recommends that mobile service provider management should enact policies that ensure that the working environment in their organizations to promote competitive advantage.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumers' needs and preferences. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle, 2008). Nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe. In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's.

There are various studies conducted to identify factors that make companies better than their competitors in influencing the customers purchase decision. Consumers' of mobile phone found throughout the world greatly influenced by those different factors affecting mobile phones purchase decision. These factors may be related to the characteristics of the consumer and the features associated with the mobile phones. This leads mobile phone companies to come up with a variety of mobiles with different brands and features. There is various research studies conducted to identify factors affecting consumers' choice of mobile phones. These studies indicated a range of items as a determinant factor

influencing purchase decision. These factors include price, features, quality, brand name, durability, social factors and so on (Li 2010; Zheng, 2007; Zhang, 2006; Huang, 2004).

The liberalization of the telecommunication sector and the attendant benefits has made mobile users to appreciate more the importance of telephone, especially mobile telephony. Users have become more sensitive to the characteristics and attributes of mobile operators. On the other hand, the mobile operators are equally concerned about changes in users' behavior in response to its service offerings. Hence any development in the telecom sector is of great concern to the mobile users and the mobile operators. However consumers would most likely behave differently toward the various mobile operators' products and services, hence, achieving optimum consumers' satisfaction is of paramount interest to the mobile service providers. Evaluating the perception of a mobile user in a highly competitive telecommunication market is very crucial (Dave, 2008)

User satisfaction is very important in today's business world as according to Deng (2010) the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with the user. User satisfaction makes the phone users loyal to one telecommunication service provider. Satisfaction of the user can help the brands to build long and profitable relationships with their users. Although it is costly to generate satisfied and loyal users of a product or service, however, Anderson (2009) noted that it would prove profitable in the long run for the firm.

It is therefore necessary according to Gustafsson (2012) for a telecommunication service provider to concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy its users which will ultimately help the service provider to retain its users. On the other hand, users get satisfied to a brand more if they get all the needed services

accumulated in that very brand. User satisfaction is directly influenced by price perceptions while indirectly through the perception of price fairness. In today's market, the mobile technology has been extremely competitive and service providers are moving aggressively to attract versatile users by offering some meaningful attractive promotions and services. The image of a service provider is also a consideration to a subscriber.

Customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure that result from obtaining what one hopes for and expects from an appealing product and/or service. Homburg and Bruhn (1998) stated customer satisfaction as an experience-based evaluation made by the customers by comparing the actual level of service obtained with that of their expectations. In addition to Parker and Mathews (2001) suggest two basic definitional approaches for the customer satisfaction concept. The first approach defines satisfaction as a process, while the second approach refers to the outcomes of a consumption experience.

According to Chen (2011) poor network quality can leads to less costumer satisfactions on mobile phone operators, subsequently that increases the number of complaints against the operators. Hen (2011) conducted a survey on 783 mobile subscribers in China. The results of the study showed that low quality network service creates more dissatisfaction among mobile phone subscribers and increase the tendency to switch to the other network operators. Similarly, both the network quality and fair pricing have significant influence to choose the mobile operators as service provider (Khan &Afsheen, 2012).

In 2012, Pakistan Telecommunication Authority ordered termination of late night mobile packages in order to counter the distressing social norms and values of the country (The Express Tribune, 2012). Jung &Kau (2004) focus on one of the many factors that affect consumer behavior. They mention as to how the three ethnic groups in Singapore and each have different behavior due to varied cultural dimensions. The finding highlights on individualism and collectivism as

to how family or reference groups have an impact on the behavior of consumers in Malaysia. It also touches three other cultural dimensions; uncertainty avoidance, masculinity and power distance.

A research was conducted in Rajasthan, India. It was seen that the most important factors that influence the behavior of consumers of mobile services are call tariffs, network coverage, value added services, family members, friends, and advertisements. Also it was seen that consumers prefer prepaid packages more than postpaid packages (Rajpurohit&Vasita, 2011). According to Kaapand (2012), in the northern region of Namibia consumers' selection of mobile telecommunications service providers is based on some critical factors such as overall service quality, free calls and SMS, network capability, low rate changes, network innovativeness, network reliability, promotions with discounts etc. With these critical factors a prominent and perhaps a dominating factor exists; social factor.

Dadzie&Mensah (2011) focus on Ghanaian customers, in West Africa stating that four factors determine the brand preference of consumers with reference to mobile phone service operators, namely; promotion, price and availability of product, attractive packaging and product quality. Also, other attributes were included in the questionnaire to find out consumer preferences in Cape Coast Metropolis in Ghana. It was found that the source of information consumers get about mobile service operators is either through print media, electronic or word of mouth. Television and friends and family members were most preferred sources of information which means that consumers in Ghana chose their mobile operators on the basis of promotional advertisements as well as word-of-mouth.

Mobile penetration in Ethiopia is very low when compared to the other African countries (Research ICT Africa, 2010). However, there are 16 million mobile phone subscribers owning various brands of mobile phone. During the mobile phone buying decision process, these subscribers' take into account numerous

factors. However, researchers devoted little attention to factors underlying the mobile phone buying decision process in Ethiopia

## **1.2 Research Problem**

The number of mobile phone service providers has tremendously increased all over the world. Most world economies have liberalized telecommunication sector by enabling more players to actively get involved in the industry. This has left the consumer of various services offered with a wide choice of mobile service providers to subscribe to. The process of choosing by the subscriber is determined by a number of factors. This study aim was to establish the various factors and how they influence a subscriber when choosing a mobile telephone service provider. The study also examine whether new subscriber join a provider where most of family members, friends or social network groups are.

With the lowering of inter network call cost, it is prudent to research on network effect phenomena to investigate whether it is still an influence. The results will help marketers to come up with proper marketing strategies while wooing new subscribers, in a low cost environment. Consumer behavior in response to price variations and adverse changes in service is an important indicator of the level of competition in the mobile wireless services industry. If consumers are sufficiently well-informed to take prices and other non-price factors into account, they are in a better position to choose the provider that offers the best terms. A study to determine the effect of low tariff cost and other economic factors to new consumer (mobile subscriber) will help the industry while determining their cost strategy.

New investment on network expansion and technology has greatly improved network reliability and quality. Geographical network coverage thus is presumed as a factor considered by a potential subscriber while choosing a service provider. The industry is also developing and rolling out new products at a very fast rate. The level of competition among various industry players in terms of new and customized products is very stiff. This study investigated the link



between network geographic coverage, service efficiency and effectiveness in influencing subscribers to join a particular network. This would enable the service providers to use their resources optimally while investing in new technology and expanding and optimizing their network.

### **1.3 Purpose of the Study**

The purpose of this study was to examine the influence of mobile customer retention strategies on performance of mobile service provider products in Ainamoi sub county, Kericho County.

### **1.4 Objectives of the Study**

This study was guided by the following objectives.

- i. To determine how pricing factor influence performance of mobile service provider.
- ii. To examine the extent to which sales promotion influence performance of mobile service provider.
- iii. To assess how branding influence performance mobile service provider.
- iv. To determine the extent at which service quality influence performance of mobile service provider

### **1.5 Research Questions**

The study sought answers to the following research questions.

- i. To what extent does pricing factor influence performance of mobile service provider?
- ii. To what extent does sale promotion influence performance of mobile service provider?
- iii. To what extent does branding influence performance of mobile service provider?
- iv. To what extent does level of service quality influence performance of mobile service provider?

### **1.6 Hypotheses of the Study**

This study was guided by the following hypotheses state in null form.

**H<sub>01</sub>:** There is no significant relationship between pricing and performance of mobile service provider.

**H<sub>02</sub>:** There is no significant relationship between branding and performance of mobile service provider.

**H<sub>03</sub>:** There is no significant relationship between service quality and performance of mobile service provider.

**H<sub>04</sub>:** There is no significant relationship between sales promotion and performance of mobile service provider.

### **1.7 Significance of the Study**

The study points out other research areas for possible consideration by other researchers that could contribute to the existing body of knowledge on mobile customer choice factors on performance of mobile service provider. The research adds value to the body of knowledge for those researchers who may want to do further research in the same field. It may act as a source of secondary data to them. The findings could be used by the scholars to champion for strategies to improve mobile customer choice factors. The results of the study and recommendations assist the policy makers in developing policies that better mobile customer choice factors practices.

The recommendations can be used by the government to pass legislations regarding their strategy on mobile customer choice factors, which guide both individual employees, government establishments and various corporate bodies in the country. The findings of this study are valuable to employees working in mobile service provider in Ainamoi Sub County, Kericho County.

### **1.8 Limitations of the Study**

Respondents have a tendency to be suspicious of a researcher, it is also anticipated that some of the respondents would be concerned about the extent of information they are required to provide without any repercussions, but this concerns was addressed using the letter from University of Nairobi and providing necessary assurance to the respondents.

Confidentiality is a sensitive matter therefore it was anticipated to be an impediment. However, the researcher assured the respondents that none of the information will be used for any other purpose other than that which has been declared.

### **1.9 Delimitation of the study**

This study focused on the influence of mobile customer retention strategies on the performance of mobile service provider in Ainamoi Sub County, Kericho County. The independent variables that guided this study included pricing factors, branding factors, service quality, and sales promotion factors while dependent variable is performance of mobile service provider. The target population of the study was all mobile service providers in Ainamoi Sub County, Kericho County. The target population therefore includes sales representatives, field supervisors, field engineers, branch managers and consumers. The study was conducted period of six months between June 2020 and December 2020.

### **1.10 Definition of Key Terms**

**Pricing** Is a technology that involves use of computers, software and internet connections infrastructure for purpose of determining mobile phone call rates and transactions (Crompton, 2017).

**Branding** Sets of behaviors that enable individuals demonstrate the effective performance of tasks within the organization (color, logo and tag line). Is any individual characteristic that can be measured or counted reliably and that can demonstrate significant distinction between effective and ineffective performance (Whiddett&Hollyforde, 2012).

**Service quality** Organizational performance is the ability of an organization to fulfill its mission through sound management, strong governance and a persistent rededication to achieving results such as coverage and reliability (Parasuraman, 2014).

**Promotion** The typically hierarchical arrangement of lines of authority,

communications, rights and duties of an organization. Organizational structure determines how the roles, power and (Gregory, Lampkin, Alan, Gerry and Bongjin, 2014).

**Performance** is referred to as acquisition of goods, services, capabilities and knowledge required by businesses, from the right source, the right quality, in the right quantity, at the right price and at the right time Giunipero, 2016).

### **1.11 Organization of the Study**

This study is organized in five chapters. The first chapter is introduction covering background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, limitations of the study, delimitations of the study, assumptions of the study and definition of the key terms. Chapter two gives the literature review based on study variables. Summary of literature, theoretical framework and the conceptual framework. Chapter three describes the Research Methodology Chapter four focuses on data presentation, interpretation and discussion of findings. Chapter five covers summary of the study, conclusion and recommendations. Suggestions for further study are also presented.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter is set to present the literature review of the study. It examined

various theories based on how mobile customer choice factors influence performance of mobile service provider. Various studies related to the topic of study were also reviewed under the empirical review. Finally, the chapter also presented a discussion of the variables included in the study, a conceptual framework about them and how they were operationalized.

## **2.2 Performance of Mobile Service Providers**

In Kenya the country had 31.1 million subscribers in total, or a 76.9% penetration rate (September 2013). There are four mobile network companies namely; Safaricom Limited, Orange, Equitel and Airtel Kenya. According to Communication Authority of Kenya (CAK) formerly Communication Commission of Kenya 4th Quarter Sector Statistical Report of 2013, Kenya had a total of 25.27 million subscribers representing 64.2% of the total population. Pre-paid subscriptions represented 99% of the total mobile subscriptions. The latest statistics from the CAK show that Safaricom continues to dominate the Kenya market, controlling 68.3 per cent of the subscriber share, followed by Airtel with 25 per cent, Equitel and Orange at 7.7 per cent. The mobile network providers offer products that increase customers' loyalty in them (CAK, 2013).

Customer loyalty can be viewed as the winning of confidence of the customer in the favours of an organization or its products and services so that the relationship becomes a win-win situation for both the organization as well as the customer (Reichheld, 2006). Sasser (1990) noted that when an organization retains at least 5 percent of its customers, profit increase by 25 percent to 125 percent. The study therefore sought to explore factors that influence the choice of mobile phone network by Kenyans. The three mobile phone network providers are involved in a battle each trying to win and retain customers.

Safaricom offers different products among them are M-pesa which according to [www.safaricom.com](http://www.safaricom.com) 10-10-2013 has about 19 million users, voice call which has rates of Ksh 4 across all network, there is also sms product which costs Ksh1 for messages on-net, Ksh2 across other network but has offer of 6 sms Ksh 3 on-net,

20 sms for Ksh 5 on-net, 200 sms for Ksh10 and unlimited sms for Ksh20 ,M-shwari, a revolutionary new banking product for M-PESA customers that allows you to save and borrow money through your phone while earning you interest on money saved. With M-Shwari, you are also entitled to affordable emergency loans (CAK, 2013).

Airtel is the second largest mobile network provider in Kenya, by the number of subscribers which is owned by Bharti Airtel. Airtel Kenya has increased its subscriber numbers from 5.3 million to 7.85 million following the joint Yu Mobile by acquisition together with Safaricom. It offers services such as Airtel money in which you can send or receive money, prepaid and postpaid plans, 3,75G internet network which has enabled subscribers to browse and connect with family and friends on social media with ease, Blackberry devices and services, international roaming network, local and international text messaging, 24-hour customer care center directory enquiries, SMS information services, mobile Top up and Kopa credo among many other products. Orange is the third largest mobile network company in Kenya (CAK, 2013).

Orange Kenya also provides Orange money services that allow customers to transact directly from bank accounts using their orange mobile phone. This was enabled by their partnership with Equity bank providing customers with revolutionary mobile banking services. Through Orange Money one can send money, withdraw cash, pay bills, ATM withdrawals or buy airtime. Orange also provides prepaid services through Tujuane Tariff with the following rates: Ksh 3 per minute to call other networks, Ksh 1 per sms across all the national networks, Ksh 2 per minute for mobile providers. Mobile providers have engaged in different marketing strategies such as, lowering the prices of their products for example Airtel money which offers free money transfer services, heavy advertisements for their products and various promotional activities to try and increase their market share. Each network provider tries to win the customer's loyalty by applying different strategies which may appeal to the customers. Customers therefore

find it difficult to choose from the three mobile phone networks. They are influenced by certain factors which are determined by the way networks provider serve their customers (CAK, 2013).

### **2.3 Pricing Factor and Performance of Mobile Phone Providers**

Price plays a vital role in telecommunication market especially for the mobile telecommunication service providers (Kollmann, 2000). It includes not only the buying price but also the call and rental charges. Generally, a price-dominated mass market leads to customers having more choices and opportunities to compare the pricing structures of diverse network providers. A company that offers lower charges would be able to attract more customers committing themselves to the telephone networks, and hence, significant number of “call minutes” might be achieved.

According to Kollmann (2000), income from the number of call minutes determine the basic commercial success for the network providers. He also added that the success of the telecommunication sector in a market place largely depends on continuing usage and pricing policies, which need to be considered on several levels. Price is the only p from the marketing mix that contribute directly to revenue, the other Ps are costs. In customer perceived value, price is important (Buttle, 2008).

Kollmann (2000) asserts that price is key in telecommunication business, particularly mobile phone industry. The price here include the cost of SIM card, recharge card, call rate, the internet charge rate, handset cost. Consumers tend to favor and subscribe to a service provider with the lowest call rates. Mobile phone firms benefit more if customer spends more time using their line (SIM card). That is how frequently and time customer’s use the particular SIM. In this era of information age, price competition has become cutthroat in mobile telecommunication industry.

Trebing (2001) mentioned that there are three sets of strategies for pricing

behavior. The first is limit entry pricing, which is used for protection of the market position of the firm; second is the high access charges for new entrants, and the third one is tie-in sales to write off old plant or standard investment against captive customers. According to the author, limit entry pricing involves setting low prices in highly elastic markets to attract or retain large customers with monopolistic buying power, while maintaining high prices in inelastic markets.

#### **2.4 Branding and Performance of Mobile Phone Providers**

Brand image is described as the perceptions and beliefs held by consumers about a brand (Kotler&Keller, 2009). Brand image as a type of brand associations that consumers hold in memory. Brand associations are defined by three dimensions: attributes (no product related and product-related), benefits (functional, experiential and symbolic) and attitudes toward the brand (Keller, 2009). It may also be viewed as consumer perceptions of a brand as reflected by the brand associations held in consumers' memory (Keller, 2008).

Thus, a brand image is also reflected by a consumer's perception of the producing company reputation. Therefore, the image of a brand is mainly determined by corporate reputation, which means that corporate reputation can influence the performance of a branded product. Physically attaching a brand-name to a product costs little, so the brand's capacity to command higher prices translates into substantial profit opportunities. Hence, a particular brand's capacity to command higher prices is like a capital asset whose magnitude varies over time and that deserves to be managed carefully (Keller, 2009).

The strength of a brand's position in the marketplace is built on six elements: brand domain, brand heritage, brand values, brand assets, brand personality, and brand reflection (Jobber&Fahi, 2006).The first of these, brand domain, corresponds to the choice of target market where the brand competes, the other five elements provide avenues for creating a clear differential advantage with these target consumers. Brand domain means the brand target market where it competes in the marketplace which in turn describes the nature of competition in



that particular market. Brand heritage is the background to the brand and its culture, as well as how it has achieved success (and failure) over its lifecycle.

This will best indicate the size of the market the brand commands. Brand values are the core values and characteristics of the brand as perceived by the customers. Brand assets are what makes the brand distinctive from other brands, and includes a set of unique features that differentiate it from competing brands. Brand personality is the character of the brand described in terms of other entities, such as people, animals, or objects. Brand reflection is how the brand relates to self-identity and how the customer perceives him/herself as a result of buying or using the brand. Brand managers can form an accurate portrait of how brands are positioned in the marketplace by analyzing each of the elements a fore mentioned. Another key decision in branding is the choice of name, because developing a brand takes time and involves long-term planning and investment.

Nguyen and Leblanc, (2001) claim that corporate image is related to the physical and behavioral attributes of the firm, such as business name, programs, variety of products/services, and to the impression of quality communicated by each customer care interacting with the firm's clients. From the marketing literature of goods, it is clear that brand reputation has been defined as a perception of quality associated with the name. Corporate image in the service marketing literature was early identified as an important factor in the overall evaluation of the service and company.

## **2.5 Service Quality and Performance of Mobile Phone Providers**

In a study carried out by Wang and Lo(2011)on comprehensive integrated framework for service quality, customer value, and customer satisfaction and behavioral intentions of customers in China's mobile phone sector, they observed that competition between two mobile phone service providers is more intense than ever which is not only in ensuring network quality by a large amount of investment in network extension and upgrading but also in customer acquisition and retention by direct and indirect price reduction efforts.

According to Leisen and Vance (2012) service quality helps to create the necessary competitive advantage by being an effective differentiating factor. In addition, competitive advantage by firms is a value-creating strategy, simultaneously which is not implemented by any existing or potential competitors.

As a result, service quality can be used as a competitive advantage which is related to customers' satisfaction and also leads to consumer loyalty and future purchases. In particular, consumers prefer service quality when the price and other cost elements are held constant. Service quality is essential and important for a telecommunication service provider company to ensure the quality service for establishing and maintaining loyal and profitable customer. Wal (2010) stated that it has become a distinct and important aspect of the product and service offering, and a competitive advantage is sustained when other companies are unable to duplicate the benefits of this strategy. Lovelock stated that this customer-driven quality replaced the traditional marketing philosophy which was based on products and process.

Consumer buying behavior is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, consumer Knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors. Environmental factors represent those items outside of the individual that affect individual consumer's decision making process. These factors include culture, social class, reference group, family and household. The above mentioned factors are the major determinants behind the decision of consumers to opt a given good or service (Blackwell, Miniard, and Engel, 2006).

Ethiopia is a developing country and has witnessed fast economic growth and developments in mobile telecommunication penetration in recent years. Due to these reasons, there is a dynamic increase in the number of mobile phone device

users. This attracted large number of international firms to enter into mobile industry and offer various brands of mobile phones. However, the choice of consumer is diverse due to various factors associated with consumer behavior. In this context, it is important to study the various factors which shape the consumers mind during the purchase of mobile phone devices.

According to Karjaluoto et al. (2005), price, brand, interface, and properties tends to have the most influential factors affecting the actual choice amongst mobile phone brands. Ling, Hwang and Salvendy (2007) surveyed college students to identify their preference of their current mobile phone. The results of their survey indicated that the physical appearance, size and menu organization of the mobile phones are the most determinant factors affecting the choice of mobile phones. Mack and Sharples (2009) showed that usability in the most important determinant of mobile choice; other attributes particularly features, aesthetics and cost are other factors that have implication on the choice of mobile phone brand.

In other study conducted by Kumar (2012), price, quality and style functions as the most influential factors affecting the choice of mobile phones. Moreover, Saif et al, 2012 selected four important factors i.e. price, size/shape, new technology features and brand name and analyzed their impact on consumers' buying behavior. According to his result, consumer's value new technology features as the most important variable that influences consumers' to go for a new mobile phone purchase decision. Eric and Bright (2008) conducted a study on factors that determine the choice of brands of mobile phone in Ghana specifically Kumasi Metropolis. Accordingly, the results of the study showed that the first most important factor is reliable quality of the mobile phone brand and the other factor is user-friendliness of the brand of the mobile phone.

Likewise, Das (2012) conducted an empirical research based on survey method on factors influencing buying behavior of youth consumers towards mobile handsets in coastal districts of Odisha located in India. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasurability and usability; is the choice of young consumers; females

in gender-group, post-graduates in level of education-group, students in occupational group, urban residents in geographical area group plays most prominent role in buying decision of a mobile handset.

## **2.6 Sale Promotion and Performance of Mobile Phone Providers**

Promotion is concerned with ensuring that consumers are aware about the company/firm and its products that the organization makes available to them. According to Kotler and Keller (2010) promotion is the activities that communicate about the products or services and its potential merits to the target customers and eventually persuade them to buy. They also noted that it is an important part for all companies, especially when penetrating new markets and making more or new customers. Rowley (2013) considers promotion as one of the media which is used by organizations to communicate with consumers with respect to their product offerings. He identified the objectives of any promotional strategy as increase sales; maintaining or improving market share; creating or improving brand recognition; creating a favorable climate for future sales; informing and educating the market; creating a competitive advantage relative to competitor's products or market position and improving promotional efficiency. Promotion goes beyond mere communication of product awareness but involves inducing the consumer to make a purchase.

Kotler and Armstrong (2010) stated that promotion is when companies inform, persuade, or remind customers and the general public of its products. Promotions impact consumers' purchasing behavior and decisions towards that particular brand, especially during sales promotion period. The impressions consumers have of a company extend well beyond the product or service the firm provides. Brand image is a mental image that reflects the way a brand is perceived, including all the identifying elements, the product or company personality, and the emotions and associations evoked in the consumer's mind. It is defined as perceptions about a brand as reflected by the brand's associations held in the consumer's memory (it is constituted by a series of pictures and ideas in people's minds that sum up their knowledge of a brand.

## **2.7 Theoretical Framework**

Several theories are adopted by the study in order to bring out the sustainability of supply chains and how e-procurement can play a role in it. To elaborate this, the study will adopt the following theories: Resource Based View (RBV), Dynamical Systems theory and Technology Adoption Model (TAM).

### **2.7.1 Resource Based View (RBV)**

The Resource Based View (RBV) theory was developed by Barney (1991) in their analysis of heterogeneous firms. It asserts that the resources of an organization are key to ensuring that it performs well. These resources are what determine if an organization has an added advantage over the rest. As a result, exploiting surrounding opportunities using available resources in a new way is more efficient rather than acquiring new skills for each different opportunity. According to the RBV theory, resources can be classified into organizational capital resources, physical capital resources and human capital resources. Allocating them efficiently helps an organization to achieve greater performance (Lynch *et al.*, 2000).

Just as RBV suggests, this will improve the performance of the company, thereby ensuring that the supply chain is sustainable. As such, this theory was found to be relevant in explaining branding, sales promotion and product development among mobile service providers. Additionally, based on this theory, it can be seen that mobile service providers will only be successful if they have the necessary resources that are equal to the standards in which they operate in.

### **2.7.2 Dynamic Capability Theory**

The aspect of dynamic capability was first coined by David Teece, Gary Pisano and Amy Shuen. The theory describes an organization's ability to deliberately organize its resources in an effort to improve performance. According to Chien and Tsai (2012), dynamic capability is the capability of an organization to purposefully adapt an organization's resource base. An organization should be able to react adequately and timely to external changes. This requires the adoption of different strategies that will harness multiple capabilities of the

organization and put them into use.

This will give the company the ability to integrate, develop, and leverage on the environmental competitive advantage. Indeed, the current business world is very dynamic. Changes ranging from organizational structures, culture, marketing and customer's tastes and preferences are taking a different path. As such, organizations should have the ability to respond to these changes in the most effective manner (Chien and Tsai, 2012). The dynamic capability theory asserts that only organizations able to achieve this will actually be able to break even in this competitive world.

While RVB emphasizes on sustainable competitive advantage, this theory insists on the key issues surrounding this sustainable competition. It is focuses on the survival of an organization in the event of rapid changes. This is a trait senior manager in high end organizations ought to understand in order to keep all stakeholders happy during these tough and dynamic times. This theory is related to the topic of study because mobile service providers today are in a market that is highly dynamic and competitive.

### **2.7.3 Technology Adoption Model (TAM)**

This theory posits the behavior of information system is defined by its usage and it is largely linked with the behavioral motion of the intent, guided by user decision making process. The behavioral intent is guided by perceived ease of use and usefulness. This model explains the reasons why users adopt information technologies. Davis (1989) argues the theory of Technology Adoption Model (TAM) influences the technology users' decisions on the use and importance and use of technology. Technology adoption is supported by the management by a means of availing requisite resources during implementation of technological advancement and solving the challenges encountered during the implementation phase.

Human resource plays an integral role in technology implementation, especially

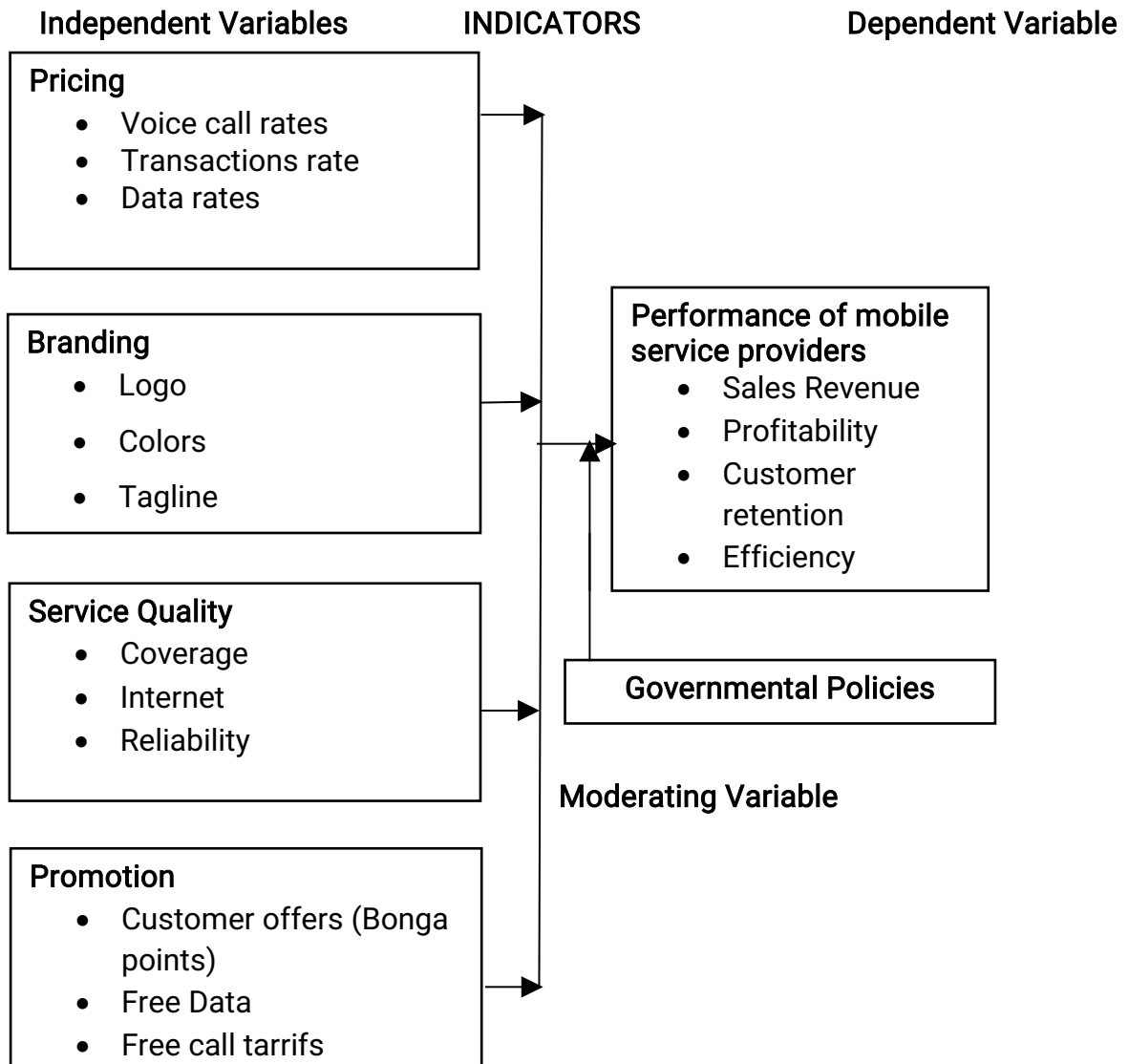
when they are trained and given managerial support. Training reinforces their capacity to implement the information systems (Angi, Sum & Chung, 1995) training facilities knowledge transfer on the best practices on how information technology can be adopted.

Involvement and participation of employees in all phases of technology adoption mitigates the magnitude of technology acceptance of both the employees and the stakeholders. The theory of technology acceptance model suggests that information technology system is determined by the behavioral intent of the user either directly or indirectly, this is also guided by external factors such as how easy the technology can be used and its subsequent usefulness.

The attitude towards adoption depicts the prospective adopter's positive or negative orientation/ behavior about adopting a new technology. Attitudes are determined by relevant internal beliefs. Attitude towards adoption is influenced by factors such as: perceived ease of adoption; apprehensiveness; perceived utilities of technology (extrinsic motivation); enjoyment (intrinsic motivation). In addition, individual characteristics like age, qualification, their prior experiences in adopting technology; technology suppliers' commitment; compatibility with existing technology and enhanced value are important factors. Social pressure is another important factor.

## **2.8 Conceptual Framework**

The conceptual framework adopted by this study was used to describe the dependent and the independent variables. The dependent variable is Performance of mobile service providers. Independent variables were represented by pricing, branding, service quality and promotion. This is captured in figure 2.1.



**Figure 2.1: Conceptual Framework**

Research on the performance of mobile phone providers indicated various factors both within their control and others beyond the control of the organization’s management. Factors within the control of management are internal environmental factors and include such factors as marketing, Information Technology (IT) and management capabilities while factors out of the management control are called external factors and include factors like political, competition, social cultural and technological (Ndambuki, 2008)



Although mobile services are more expensive than fixed services, in order to access communications services enjoy the benefits of mobility many people have opted for this "premium" service. This may be attributed to the relatively better customer service, the ease with which connections are obtained and the relative reliability of the mobile networks (Mwololo, 2008). However, what influences the performance of mobile phone operators in Kenya is not known with all level of precision owing to the lack of pedagogical research on the same and it is this that this study seeks to find out

## 2.9 Summary of research gaps

Author and year	Research topic	Variables	Findings	Methodology	Gaps
Ndambuki (2008)	Factors influencing the performance of mobile phone operators in Kenya.	<b>Independent variables</b> marketing, Information Technology (IT) and management capabilities	Research revealed in the study's results that performance is affected by such factors as competition, political and regulation environment.	Descriptive Analysis	Effect of external environment on performance of mobile providers is not as weak as the author has made it seem.
Eric and Bright (2008)	Factors that determine the choice of brands of mobile phone	Quality and usability	First most important factor is reliable quality of the mobile phone brand and the other factor is user-friendliness of the brand of the mobile phone	Descriptive	The study did not establish exact brands
Pakola et al. (2010)	Consumer purchasing motives in cellular phone markets.	Price, audibility and friends	While price and properties were the most influential factors affecting the purchase of a new mobile phone, price, audibility and	Descriptive	The study did not establish pricing strategies

			friends' operator were regarded as the most important		
Das (2012)	factors influencing buying behavior of youth consumers towards mobile handsets	Brand, quality and usability	brand, smart appearance, and with advanced value added features, pleasurable and usability; most prominent role in buying decision	Descriptive Survey	The study did not address brand equity
Subramanyam and Venkateswarlu (2012)	factors influencing buyer behavior of mobile phone buyers	Various types of marketing strategies	income, advertising and level of education in a family are the determining factors of owning a mobile phone set.	Descriptive	Variations in marketing strategies
Wambugu (2012)	Factors influencing consumer choice of mobile telephone service provider.	<b>Independent variables</b>  Demographic Characteristics, social related factors, economic related factors mobile provider efficiency and effectiveness	Research revealed that consumer decisions were influenced by personal characteristics, like age, occupation, economic circumstances	Nil	The study solely did not focus on pricing factor, branding, service quality and sales promotion

		<b>Dependent Variable</b>			
		Choice of mobile provider			
Malasi (2012)	Influence of product attributes on mobile phone preference	Brand and visibility	Color themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone influence purchasing decisions	Nil	The study relied on secondary data
Sata (2013)	Factors affecting the decision of buying mobile phone devices	Price, social group, product features, brand name, durability and after sales services	Consumer's value price followed by mobile phone features as the most important variable	correlation and multiple regressions analysis	Decision making by customers is not dependent on pricing alone.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter discusses the methodology of the study that were used in this research. It describes target populations, sample size, research design, sampling design and sample size, data analysis and data collection procedures and methods. It also describes statistical model that were used in data analysis.

#### 3.2 Research Design

The main aim of this study was to examine the mobile customer choice factors influence performance of mobile service providers in Ainamoi Sub County; this study adopted descriptive survey design. Descriptive survey research design collects data from every member of the population being studied rather than choosing a sample.

#### 3.3 Target Population and sample size

The target population and sample size of this study has been explained as follows

##### 3.3.1 Target population

The target population of the study was all three mobile service providers in Ainamoi Sub County, Kericho County. The target population included Safaricom, Telekom Kenya and Airtel, targeted respondents therefore includes 24 sales representatives, 18 field supervisors, 6 field engineers, 6 branch managers and 111,214 consumers.

##### 3.3.2 Sample Size

Newman (2011) formula for determining sample sizes in large populations, normally above 10,000. This is as shown below was adapted to arrive to the sample size as shown below.

$$n = \frac{Z^2 pq}{d^2}$$

Where  $n$  = the required sample size, when the target population is more than 10,000

$Z$  = is standard normal deviate at the required confidence level, 0.05, which gives 1.96

$p$  = is the proportion of the target population estimated to have the characteristics being measured when one is not sure, so one takes middle ground (0.5)

$$q = 1-p (1 - 0.5 = 0.5)$$

$p$  is the level of statistical significance, which is a standard set at 0.05

$$\text{Therefore } n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 384$$

The study sampled a total of 384 sales representatives, field supervisors, field engineers, branch managers and consumers. The study gave equal chance to 12 sales representatives, 9 field supervisors, 3 field engineers, 3 branch managers and 357 consumers in Nyakacho, Brook, Township estates.

### **3.4 Sampling Techniques**

According to Kothari (2012) sampling is the process by which a relatively small number of individuals, object or event is selected and analyzed in order to find out something about the entire population from which it was selected. An ideal sample should be large enough to serve as an adequate representation about which the researcher wishes to generalize and small enough to be selected economically in terms of subject availability and expense in both time and money (Best & Kahn, 2012). Stratified sampling was used to stratify mobile service providers to participate in the study, while simple random sampling was employed to access actual respondents of the study.

### **3.5 Data Collection Instruments**

Primary data was used in this study which was largely quantitative in nature. Primary data was collected using questionnaires that were self-administered. The questionnaires were made up of structured questions using Likert scale. The

questionnaire had four parts; first part collected a respondents' demographics and the other parts collected information with respect to the research questions.

### **3.5.1 Pilot Testing**

Pretesting of the data collection instruments was performed in order to ascertain both data reliability and validity. Pre-tests of data collection instruments enables researcher on clarity and efficiency assessment and its use ability (Mugenda.A. &Mugenda,O, 2003). According to Sekaran (2003) this approach allows detection of errors prior to the actual data collection process.

To conduct pretest, the researcher prepared and administered questionnaires to a total of 38 respondents (10% of target population) who are not included in the study sample size, additionally findings from the pretest shall not be included in the final report write up but were used to prepare the final questionnaire for the study.

### **3.5.2 Validity of the Study**

Tichapondwa (2013) recommends that supervisors scrutinize items formulated to check if they match the requested criteria (clarity, intelligibility, neutrality among others). This is in line with suggestions by Cohen and Manion (1994) who argued that supervisors can be used to give objective opinions on contents of research instruments to ensure content and construct validity.

Content validity of the study instrument was realized by seeking the expert opinion of the assigned University supervisor on the content of the questionnaires. The experts was therefore review the instrument and subsequently suggest ways of reviewing the instrument (Matula, 2018).

### **3.5.3 Reliability of the Study**

The researcher conducted a pilot test on a total of 38 respondents (10% of target population). The scores from both tests were correlated to indicate the reliability of the instruments. The results obtained in pretesting were calculated by the use of Pearson's Product Moment Correlation Co-Efficient Formula. The reliability co-

efficient ( $r$ ) should fall within the recommended range of 0.7 and above to be deemed reliable. Cronbach alpha, measures of internal consistency, was used to ascertain instrument internal reliability. Reliability is ensured by higher score of the instrument, according to Nunnaly (1978) 0.7 score is an acceptable reliability. The study adopted this statistic as its baseline for reliability. Pilot test feedback was the bench mark for modification of the final questionnaire.

### **3.6 Data Collection Procedure**

Primary data was collected by using structured questionnaires that were administered to the respondents through drop and pick method. Questionnaires were used because many respondents reached within a short time and they are cost effective. The questionnaire had two parts; part A and part B. Part A contained demographic questions while part B had Likert scale questions.

### **3.7 Data Analysis and Presentation**

After data collection the filled-in and returned questionnaires were edited for completeness, and entries made into statistical package for social scientific (SPSS version 23). This ensured data accuracy, consistent with other information, uniformly entered, complete and arranged to simplify coding and tabulation. In section A, of the questionnaire descriptive analysis was conducted. Descriptive analysis involved use of frequencies in their absolute and percentage forms. Mean and standard deviation was used to measure central tendency and dispersion respectively.

Frequency distribution tables were used as most appropriate technique in presenting and findings. In section B, of the questionnaire inferential analysis, entailed both multivariate regression and correlation analysis, performed to assess the strength of the relationships between the specified variables.

The multiple regression models took the following equations:

$$Y = C + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Y= Performance of mobile service providers



C= Constant term  
 $\beta_1 - \beta_5$ = Co-efficient  
 $X_1$ = Pricing  
 $X_2$ = Branding  
 $X_3$ = Service quality  
 $X_4$ = Promotion  
 $\epsilon$  = Error term

## CHAPTER FOUR

### DATA PRESENTATION, INTERPRETATION AND DISCUSSION

#### 4.1 Introduction

This chapter presents research findings of the study. The study sought to examine the influence of mobile customer pulling factors on performance of mobile service provider in Ainamoi Sub County, Kericho County. Specifically, the study sought to determine how price factor influence performance of mobile service provider; to examine the extent to which sales promotion influence performance of mobile service provider; to assess how branding influence performance mobile service provider; to determine the extent at which service quality influence performance of mobile service provider. This chapter presents response rate, demographic data for the mobile service providers, and customers, data analysis, presentation, and discussion according to research objectives.

Data was collected using questionnaires and an interview guide; the questionnaires were administered to sampled mobile service providers, and

customers. Data analysis was done by applying descriptive statistics such as percentages and frequency distribution, while inferential statistics was done using correlation and regression analysis and then findings presented in statistical tables. Discussion was done in continuous prose form.

The respondents sampled for the study were mobile service providers, and customers. The return rate for the study is shown in Table 4.1.

**Table 4.1: Questionnaire Return Rate**

The respondents sampled for the study were mobile service providers, and customers. The return rate for the study is shown in Table 4.1.

<b>Respondents category</b>	<b>Number administered</b>	<b>Number returned</b>	<b>Percentage returned</b>
<b>Service Providers</b>	27	27	100
<b>Customers</b>	357	311	87.11

The return rate for the mobile service providers, was 100 percent; while participation rate for customers was 87.11 percent. The questionnaire return rate for mobile service providers and customers was well above 70 percent. According to Kothari (2008) a response rate of above 50 percent is adequate for descriptive study.

The return rate of questionnaires from mobile service providers and customers

was high due to the ability of the researcher to visit mobile service providers and customers, administer the questionnaires to the respondents and collect them immediately.

#### 4.2 Respondents demographic characteristics

This section presents individual attributes of each respondent, including: age, gender, highest academic qualification, and length of service. The result of the findings on the demographic information was used in assessing the respondent's suitability in participating in the study for having had the privilege of interacting with the variables under study. Demographic data for mobile service providers and customers was derived using questionnaires.

##### 4.2.1 Gender Distribution of Respondents

In this study it was found necessary to determine the gender distribution among mobile service providers in order to establish gender participation of males and females in in service provision as well as service consumption. The findings are presented in the Table 4.2

**Table 4.2 Gender Distribution**

	Service Provider		Customers	
Gender	F	%	F	%
Male	13	48%	13	49%
Female	14	52%	14	51%

---

Table 4.2 shows that majority of the service providers were females while minority were males. Males and females have therefore been involved in service provision and consumption in almost equal measure. The composition of gender of the mobile service providers has conformed to the constitutional requirement of one third of either gender.

#### 4.2.2 Age Distribution of Mobile Service Providers and Customers

The age distribution of the mobile service providers and customers (in bracket) was as shown in table 4.3

##### Table 4.3 Distribution of Respondents' Age

The study sought to determine the age distribution of mobile service providers and customers. The findings are presented in Table 4.3.

Age bracket	Mobile Service Providers		Customers	
	F	%	f	%
20 to 25 years	2	7%	87	28%

26-35 years	9	33%	118	38%
36-45 years	10	38%	62	20%
46-55years	6	22%	44	14%

The Table 4.3 shows that a majority of mobile service providers at 38 percent were in the age bracket of 36-45 years. This implied that the mobile service providers comprised of individuals who are old enough and had acquired reasonable conceptual and professional competencies required in mobile service provision. Majority customers were in the age bracket of 2-35 years.

#### 4.2.3 Respondents' Academic Qualifications

The study sought to determine the level of education of mobile service providers and customers. The findings are presented in Table 4.4.

**Table 4.4 Distribution of Respondents' Academic Qualifications**

Academic Qualifications	Mobile Service Providers		Customers	
	F	%	F	%
Primary	0	0	25	8
Secondary	0	0	119	38

Diploma	14	52	88	28
Bachelors	11	41	68	22
Masters	2	7	8	3
Other	0	0	3	1
<b>Total</b>	<b>27</b>	<b>100</b>	<b>311</b>	<b>100</b>

---

Table 4.4 shows that majority of mobile service providers had bachelor’s diploma level of education, while majority of the customers had secondary level of education. This implies that all the respondents were literate enough to interact with the study objectives.

#### 4.2.4 Years of Service of Mobile Service Providers

The study also sought to find out employees of mobile service providers years of service. The findings were presented in Table 4.5

**Table 4.5 Years of Service of Mobile Service Providers**

Years	Frequency	Percentage
Less than 1 year	0	0
1-10 years	0	0

10-20 years	14	52
20-30 years	11	41
Over 30 years	2	7
<b>Total</b>	<b>27</b>	<b>100</b>

---

From the study findings majority of the mobile service provider employees were in the service for between 10-20 years meaning they were exposed to activities of mobile service provision to give invaluable information to the present study.

#### 4.2.5 Designation of Mobile Service Providers

The study also sought to find out employees of mobile service providers designation. The findings were presented in Table 4.6

**Table 4.6 Designation of Mobile Service Providers**

Years	Frequency	Percentage
Sales Representatives	12	44.5
Branch managers	3	11.1
Field Engineer	3	11.1
Field Supervisors	9	33.3
<b>Total</b>	<b>27</b>	<b>100</b>

---

From the study findings majority of the mobile service provider employees were

sales representatives.

### 4.3 Descriptive Analysis of the Study Variables

This study sought information from respondents on four key themes. Their responses have been presented as follows

#### 4.3.1 Performance of Mobile Service Provider

The study respondents were requested to show their level of agreement with the statements in relation to performance of mobile service provider. The results are shown in table 4.7.

**Table 4.7: Employees Response on Performance of Mobile Service Provider**

Performance of Mobile Service Provider	1	2	3	4	5	N
Our company plans on sales volume improvement	6 1.9%	5 1.6%	37 8.7%	104 33.4%	159 54.3%	311
Human resources has influenced sales performance	0 0%	5 1.6%	10 3.2%	104 33.4%	192 61.7%	311
Our company reviews sales volume improvement	7 2.3%	9 2.9%	24 7.7%	93 29.9%	178 57.2%	311
Use of sales strategy has increased our business performance	10 3.2%	9 2.9 %	8 2.6%	90 28.9%	194 62.4%	311
Sales performance influences organization performance	10 3.2%	4 1.3%	15 4.8%	105 33.8%	177 56.9%	311
Budgetary allocation on sales is sufficient to influence sales performance	16 5.1%	17 5.5%	13 4.2%	207 66.6%	58 18.6%	311

The analysis in table 4.8 below shows that the majority who scored frequency of



296 (95.1%) agreed that human resources has influenced sales performance. This was closely followed by those who too agreed that use of sales strategy has increased our business performance frequency of 284 (86.1%). Futher more resopndents agreed budgetary allocation on sales is sufficient to influence sales performance with a frequency of 265 (85.21%).

#### 4.3.2 Influence of Pricing Factors on Performance of Mobile Service Provider

The respondents were requested to show their level of agreement with the statements in relation to pricing factors. The results are as shown in table 4.8

**Table 4.8: Customers Response on Influence of Pricing Factors on Performance of Mobile Service Provider**

Pricing Factors	1	2	3	4	5	N
Pricing speeds up awareness process and therefore maximizes sales	5	6	8	102	190	311
	1.6%	1.9%	2.6%	32.8%	61.1%	
Pricing during in sales promotion improves performance	7	10	7	130	157	311
	2.3%	3.2%	2.3%	41.8%	50.5%	
Management uses pricing strategy more frequently	6	6	18	97	184	311
	1.9%	1.9%	5.8%	31.2%	59.2%	
Pricing strategy involves some incentives and motivation that offer clients a reason to buy the company's products	11	6	35	118	141	311

Pricing factors has been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County.

The study wanted to establish the claim. The customers of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly Disagree. The analysis in table 4.8 below shows that the majority who scored the highest frequency 292(93.48)agreed that Pricing speeds up awareness process and therefore maximizes sales. This was closely followed by those who too agreed that pricing during in sales promotion improves their purchasing decision287 (92.3%).

**Table 4.9: Employees Response on Influence of Pricing Factors on Performance of Mobile Service Provider**

Pricing Factors	1	2	3	4	5	N
Pricing by the mobile service providers speeds up awareness creation process	2	1	0	6	18	27
	7.4%	3.7%	0%	22.2%	66.6%	
Pricing during in sales promotion improves my purchasing decision	1	1	3	10	12	27
	3.7%	3.7%	11.1%	37.0%	39%	
Pricing strategy used by service providers is attractive to consumers	1	1	4	12	9	27
	3.7%	3.7%	14.8%	39%	33.3%	
Incentives given by mobile service providers attracts more customers	1	1	4	6	14	27

Pricing factors has been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The employees of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly

Disagree. The analysis in table 4.9 below shows that the majority who scored the highest frequency 28(88.8%)agreed that pricing speeds up awareness process and therefore maximizes sales. This was closely followed by those who too agreed that pricing during in sales promotion improves their purchasing decision22 (73%).

### 4.3.3 Influence of Branding Factors on Performance of Mobile

The respondents were requested to show their level of agreement with the statements in relation to branding factors. The results are as shown in table 4.10.

**Table 4.10: Customers Response on Influence of Branding Factors on Performance of Mobile Service Provider**

Branding Factors	1	2	3	4	5	N
Branding by mobile service is strategic enough to attract customers	5 1.6 %	6 1.9 %	8 2.6%	102 32.8 %	190 61.1%	311
Mobile service providers creates awareness branding	7 2.3 %	10 3.2 %	7 2.3%	130 41.8 %	157 50.5%	311
Mobile service providersfirms branding successfully remind customers to purchase the products	5 1.6 %	6 1.9 %	8 2.6%	102 32.8 %	190 61.1%	311

Branding factors has been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The customers of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly Disagree. The analysis in table 4.10 below shows that the majority who scored the highest

frequency 292(93.9)agreed that Branding by mobile service is strategic enough to attract customers same asmobile service providersfirms branding successfully remind customers to purchase the products292 (93.9%). Moreover, mobile service providers creates awareness branding287 (92.9%).

**Table 4.11: Employees Response on Influence of Branding Factors on Performance of Mobile Service Provider**

Branding Factors	1	2	3	4	5	N
Branding allow the branch expansion	1	2	3	9	12	27
	1%	3.7%	0%	22.2%	44.4%	
Brandingof mobile service provider firms products creates awareness	0	0	1	4	22	27
	0%	0%	1%	15%	81%	
Branding of mobile service provider firms products remind customers to purchase the products	0	0	2	9	16	27
	0%	0%	14.8%	39%	33.3%	
Branding of mobile service provider products remind customers to purchase the products	0	0	2	9	16	27
	0%	0%	0%	39%	33.3%	

Branding factors has been acknowledged to be one of the factors that influenceperformance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The employees of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly Disagree. The analysis in table 4.11 below shows that the majority who scored the highest frequency 22(96%)agreed that brandingof mobile service provider firms products creates awareness. This was closely followed by those who too

agreed that branding of mobile service provider firms products creates awareness 22 (95%), same as branding of mobile service provider products remind customers to purchase the products.

#### 4.3.4 Influence of Service Quality Factors on Performance of Mobile

The respondents were requested to show their level of agreement with the statements in relation to service quality factors. The results are as shown in table 4.12.

**Table 4.12: Customers Response on Influence of Service Quality Factors on Performance of Mobile Service Provider**

Service Quality Factors	1	2	3	4	5	N
I am attracted by service quality offered by mobile service providers	9	17	17	69	199	311
	2.9%	5.5%	5.5%	22.2%	64.0%	
Service quality is effective in improving customer retention	13	9	13	54	222	311
	4.2%	2.9%	4.2%	17.4%	71.4%	
Service quality is effective in improving mobile service provider performance	12	14	20	103	162	311
	3.9%	4.5%	6.4%	33.1%	52.1%	
Service quality is effective in persuading customers	9	10	0	81	211	311
	2.9%	3.2%	0%	26%	67.8%	

Service quality factors have been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The customers of mobile

service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly Disagree. The analysis in table 4.10 shows that the majority who scored the highest frequency 292(93.8)agreed that Service quality is effective in persuading customers. Moreover, mobile service providers creates awareness branding276 (93.8%).

**Table 4.13: Employees Response on Influence of Service Quality Factors on Performance of Mobile Service Provider**

Service Quality Factors	1	2	3	4	5	N
Service quality is effective in increasing mobile service provider sales	0 0%	0 0%	1 3.8%	2 7.3%	24 88.8%	27
Service quality is effective when selling mobile service provider' products	0 0%	0 0%	0 0%	2 7.3%	25 92.7%	27
Service quality is effective in improving mobile service provider performance	0 0%	0 0%	1 3.8%	2 7.3%	24 88.8%	27
Service quality is effective in persuading customers to mobile service provider	0 0%	0 0%	0 0%	1 3.8%	26 96.2%	27

Service quality factors has been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The employees of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly Disagree. The analysis in table 4.11 below shows that the majority who scored

the highest frequency 27(100%)agreed that service quality is effective in persuading customers to mobile service provider. This was closely followed by those who too agreed that brandingof mobile service provider firms products creates awareness 22 (95%), same asService quality is effective when selling mobile service provider' products 22 (95%).

#### 4.3.5 Influence of Sales Promotion Factors on Performance of Mobile

The respondents were requested to show their level of agreement with the statements in relation to sales promotion factors. The results are as shown in table 4.12.

**Table 4.14: Customers Response on Influence of Sales Promotion Factors on Performance of Mobile Service Provider**

Sales Promotion Factors	1	2	3	4	5	N
My loyalty to mobile service provider has improved as a result of sales promotion	9	17	17	69	199	311
	2.9%	5.5%	5.5%	22.2%	64.0%	
Sales promotion speeds up awareness process and therefore improves purchasing	13	9	13	54	222	311
	4.2%	2.9%	4.2%	17.4%	71.4%	
Sales promotion reminds customer about products and services offered	12	14	20	103	162	311
	3.9%	4.5%	6.4%	33.1%	52.1%	

Sales Promotion factors have been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The customers of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly

Disagree. The analysis in table 4.12 shows that the majority who scored the highest frequency 276(88.8) agreed that sales promotion speeds up awareness process and therefore improves purchasing. Moreover,my loyalty to mobile service provider has improved as a result of sales promotion 268 (86.2%).

**Table 4.15: Employees Response on Influence of Sales Promotion Factors on Performance of Mobile Service Provider**

Sales Promotion	1	2	3	4	5	N
Sales promotion improve customer loyalty	0	0	0	3	24	27
	0%	0%	0%	11.2%	88.8%	
Sales promotion speeds up awareness process and therefore maximise sales	0	1	4	8	14	27
	0%	0%	15%	30%	55%	
Sales promotion leads to branch expansion	0	0	6	6	15	27
	0%	0%	22%	22%	56%	
Sales promotion speeds up awareness process and therefore maximizes sales	0	0	0	2	25	27
	0%	0%	0%	17%	93%	27

Sales Promotion factors has been acknowledged to be one of the factors that influence performance of mobile service provider in Ainamoi Sub County, Kericho County. The study wanted to establish the claim. The employees of mobile service providers were therefore required to rate their responses on a likert scale of 1-5 where: 5= Strongly Agree; 4= Agree; 3= Neutral; 2= Disagree; 1=Strongly Disagree. The analysis in table 4.11 below shows that the majority who scored the highest frequency 27(100%)agreed that sales promotion speeds up awareness process and therefore maximizes sales. This was closely followed by



those who too agreed that sales promotion improve customer loyalty 22 (85%), same as Sales promotion speeds up awareness process and therefore maximise sales 22 (85%).

#### **4.4 Hypotheses Testing**

This section of the study presents findings on regression, analysis of variance and co-efficient of determination.

##### **4.4.1 Relationship between Independent Variables**

This section of the study presents findings on the relationship between the dependent variable and independent variable as well as between the independent variables themselves.

Table 4.16: *Correlation Analysis*

		Performance	Pricing	Branding	Service quality	Sales promotion
Performance	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	27				
Pricing	Pearson Correlation	.638**	1			
	Sig. (2-tailed)	.004				
	N	27	27			
Branding	Pearson Correlation	.546**	-.006	1		
	Sig. (2-tailed)	.003	.911			
	N	27	27	27		
Service quality	Pearson Correlation	.343**	-.109	.059	1	
	Sig. (2-tailed)	.000	.056	.301		
	N	27	27	27	27	
Sales promotion	Pearson Correlation	.707**	-.097	.066	.883**	1
	Sig. (2-tailed)	.000	.087	.248	.000	
	N	27	27	27	27	27

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

The study used Pearson correlation coefficient to check on the relationship between the dependent variable and independent variable as well as between the independent variables themselves. It is expected that the dependent variable should be correlated with the dependent variable. As shown in table 4.14, sales promotion have the highest correlation with performance of mobile service

providers, followed by pricing, branding, and service quality respectively. Similarly there should be low correlation between the independent variables. High correlation between the independent variables means that the estimated dependent variable can either be overestimated or underestimated. This leads to a problem of multi-collinearity. As shown in table 4.14, none of the independent variable has coefficient  $>0.05$  hence no problem of multi-collinearity. This means that a true predictor model could be used in forecasting performance of mobile service providers.

#### 4.4.2 Regression Analysis

**Table 4.17: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 <sup>a</sup>	0.801	0.798	.327

a. Predictors: (Constant), pricing, branding, service quality, sales promotion  
 As shown in table 4.13, 89.5% of the variation in performance of mobile service providers can be explained by changes in pricing, branding, service quality, sales promotion, leaving only 10.5% unexplained (error term). Since  $R^2 > 60\%$ , the model is fit for forecasting.

This section presents analysis of variance test that was carried out to ascertain the significance of the model

**Table 4.18: The Anova**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	131.451	4	32.863	22.08	.000
	Residual	32.748	22	1.488		
	Total	164.199	26			

a. Dependent Variable: Performance of mobile service providers

b. Predictors: (Constant), pricing, branding, service quality, sales promotion

The probability value of  $p < 0.00$  indicates that the model was entirely significant. Specifically, pricing, branding, service quality, sales promotion combined together significantly influences Performance of mobile service providers. The F calculated at 5% level of significance was 22.08 since F calculated value is greater than the F critical value 2.619, this shows that the overall model was significant.

**Table 4.19 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	T	
1	(Constant)	.524	.243		2.157	.032
	Pricing	.491	.127	.292	3.866	.001
	Service quality	.602	.138	.394	4.362	.000
	Sales Promotion	.894	.268	.614	3.335	.014
	Branding	.426	.122	.319	3.491	.009

a. Dependent Variable: Performance of mobile service providers

Specifically, Sales promotion has the highest positive influence on performance of mobile service providers, followed by service quality, pricing and branding. Individual significance of the predictor variables was tested using t-test. The

findings reveal that service quality, pricing, branding and sales promotion were individually statistically significantly related to performance of mobile service providers  $p\text{-value} < 0.05$ .

Using the beta coefficient, the established regression model was as follows:

$$Y = 0.524 + 0.491X_1 + 0.602X_2 + 0.894X_3 + 0.426X_4 + \epsilon$$

Where;

$Y$  = Performance of mobile service providers, **0.524** = Constant term,  $X_1$  = pricing  
 $X_2$  = service quality,  $X_3$  = sales promotion,  $X_4$  = branding, and  $\epsilon$  = Error term



## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents the study summary, conclusion and recommendations according to the study findings and interpretations to the study. In addition to the researcher provides suggestions for further research study areas. The chapter ends with provision for implications for policy and practice revived from the research findings.

#### 5.2 Summary of the findings

The main objective of the study was to assess main purpose of this study is to examine the influence of mobile customer retention strategy factors on performance of mobile service provider product project in Ainamoi sub county, Kericho County. Specifically the study focused; to determine how price factor influence performance of mobile service provider; to examine the extent to which sales promotion influence performance of mobile service provider; to assess how branding influence performance mobile service provider; to determine the extent at which service quality influence performance of mobile service provider. The findings of the study are summarized below:

##### **5.2.1 Influence of Pricing Factors on Performance of Mobile Service Provider in Ainamoi Sub County, Kericho County**

The first objective of the study was to determine how price factor influence performance of mobile service provider in Ainamoi Sub County, Kericho County. Based on the first objective of establishing the relationship between price

factors and performance of mobile service provider. It was found to be statistically significant ( $r=0.638$ ,  $p<0.05$ ). According the Pearson correlation results, price is the dominant factor affecting the decision to buy mobile phone. Secondly, the features incorporated in a mobile hand set are the most important factor which is considered by the consumers while purchasing the mobile phone. However, all features of mobile phones are not equally important. The other factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones. Both the factors are highly associated with the quality of mobile phone devices. The least correlated factors are after sales service and social influences.

### **5.2.2 Influence of Branding Factors on Performance of Mobile Service Provider in Ainamoi Sub County, Kericho County**

The second objective of the study was to determine how branding factors influence performance of mobile service provider in Ainamoi Sub County, Kericho County. Based on the second objective of establishing the relationship between branding factors and performance of mobile service provider. It was found to be statistically significant ( $r=0.546$ ,  $p<0.05$ ). However, all features of mobile phones are not equally important. The other factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones. Both the factors are highly associated with the quality of mobile phone devices. The least correlated factors are after sales service and social influences.

### **5.2.3. Influence of Service Quality on Performance of Mobile Service Provider in Ainamoi Sub County, Kericho County.**

The third objective of the study was to determine how service quality influence performance of mobile service provider in Ainamoi Sub County, Kericho County. Based on the second objective of establishing the relationship between service quality and performance of mobile service provider. It was found to be statistically significant ( $r=0.343$ ,  $p<0.05$ ). This study used multiple regressions analysis to test the effects of six independent variables (price, social influence, durability, brand name, product feature and after sales service) on the decision to buy a mobile phone device. All the six independent variables combined significantly influence the consumers buying decision of mobile phone devices. The leading factor is price followed by product features and durability.

### **5.2.4. Influence of Sales Promotion Factors on Performance of Mobile Service Provider in Ainamoi Sub County, Kericho County**

The fourth objective of the study was to determine how sales promotion influence performance of mobile service provider in Ainamoi Sub County, Kericho County. Based on the fourth objective of establishing the relationship between sales promotion and performance of mobile service provider. It was found to be statistically significant ( $r=0.702$ ,  $p<0.05$ ). People attracted towards newer technology and will be able to shift from one mobile phone to another if it uses better technology. Mobile phone companies should carry out periodic survey to help in identifying these new technology features and decide which ones to add to its product. Moreover, by determining which combination of these features



match the current trends and consumer needs would be cost effective to the mobile phone companies. In turn, product design is also very important in the success of the brand. Manufacturers of different mobile brands are improving on the durability and quality of the brand, they should also consider the price of selling it so as to make it affordable to all persons. It is recommended that companies concentrate more on developing quality and affordable mobile phones and spend more time on enhancing their products to offer it at lower prices which can be done by employing cost reduction measures.

### **5.3 Conclusion**

#### **5.3.1 Pricing Factors and Performance of Mobile Service Providers.**

The study concluded that pricing affects the sales performance among the mobile service providers, but the study did not indicate how pricing affects sales performance and the effects this could have on the survival of retail business. Therefore, more to be explored to establish more on this item for the better of the mobile service providers. The extent at which performance of sales among retail business being affected by pricing not clear require more investigation to identify the specific extent at which this is affected to give retail businesses a clear position that is necessary for operation.

#### **5.3.2 Branding Factors and Performance of Mobile Service Providers.**

The study further concluded that the variation in performance of mobile service providers can be explained by changes in branding factors in Ainamoi Sub County, Kericho County. On branding factors affecting the sales performance

among mobile service providers, it was noted to be surely affecting it. On the effectiveness on how competition affecting sales performance among mobile service providers, it was not so explicit on how effective it affects though effective was higher but none of the premises was even half percentage to take a clear position.

### **5.3.3 Sales Promotion and Performance of Mobile Service Providers.**

It was concluded that sales promotion affects the sales performance of the mobile service providers in Kenya. However, on the extent at which customer loyalty affects the sales performance among the retail business, there was no clear indication on the specific rate of extent that could be settled on due to low percentage on each premise though low extent was higher as a premise.

### **5.3.4 Service Quality and Performance of Mobile Service Providers.**

The effects of service quality on sales performance among mobile service providers was rated to be average therefore raising the need find out the reasons as to why this rating cannot be above average and the implications this average rating have on the mobile service providers.

## **5.4 Recommendations**

The study recommended that mobile service provider management should enact policies that ensure that the working environment in their organizations to promote competitive advantage. The policy makers should enact policies that promote the implementation of aspects contributing to the performance of mobile service providers.

Mobile service providers companies can also improve training of the members so that their confidence, skills and abilities in sales will be better, which in turn can influence on the performance and achievements of their sales. In companies engaged in direct selling, an attempt to create a reliable, smart, hard-working and customer-oriented member is highly prioritized in an effort to develop a network of distributors to increase sales volume (Komala and Sari D, 2014).

### **5.5 Suggestion for Further studies**

This study concentrated on establishing the factors influencing performance of mobile service providers in Ainamoi Sub County, Kericho County. This study therefore recommends that another study be done on factors influencing performance of mobile provider in other counties in Kenya.

For further similar research, it is necessary to examine other factors that affect sales performance such as leadership, product pricing, and so on. In addition, a further research can use other analytical methods to identify factors that affect the sales performance in direct selling businesses and to broaden the scope of research.

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## APPENDICES

### APPENDIX I: SERVICE PROVIDER QUESTIONNAIRE

The questionnaire is meant to collect information on "**INFLUENCE OF MOBILE CUSTOMER RETENTION STRATEGY FACTORS ON PERFORMANCE OF MOBILE SERVICE PROVIDER PRODUCT PROJECT IN AINAMOI SUB COUNTY, KERICHO COUNTY**". Kindly answer the questions by writing a brief statement or ticking in the boxes provided as will be applicable. The information provided will be treated as strictly confidential and at no instance will your name be mentioned in this research. This research is intended for an academic purpose only.

#### Section A: Demographic Information

1. Gender

Male

Female

2. Your age bracket (Tick whichever appropriate)

20 to 25 years

- 26 – 35
- 36 – 45
- 46 – 55
- 56 and Above
3. What is your education level? (Tick as applicable)
- Primary
- Secondary
- Diploma/certificate
- Bachelors' degree
- Masters
- Others-specify.....
4. Years of service/working period with the service provider(**Service provider**)
- Less than 1 year
- 10-20 years
- 1-10 years
- 20-30 years
- Over 30 years
5. Designation(**Service provider**)
- Sales representative
- Branch manager
- Field engineer
- Field supervisor
- Consumer

**Section B: Pricing Factors**

6. To what extent do you think pricing of services/products influences the supply chain performance?

5 = Strongly Agree, 4= Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly disagree

	5	4	3	2	1
Pricing speeds up awareness process					

and therefore maximizes sales					
Pricing during in sales promotion improves performance					
Management uses pricing strategy more frequently					
Pricing strategy involves some incentives and motivation that offer clients a reason to buy the company's products					

### Section C: Branding Factors

6. Rate the extent to which each of the statements in the matrix represented below influences mobile service provider In your own opinion, to what extent do you think branding practiced by your company performance?

5 = Strongly Agree, 4= Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly disagree

	5	4	3	2	1
Branding allow the branch expansion					
Brandingof mobile service provider firms products creates awareness					
Branding of mobile service provider firms products remind customers to purchase the products					
Branding of mobile service provider products remind customers to purchase the products					



**Section D: Service Quality Factors**

7. Rate the extent to which each of the statements in the matrix represented below influences mobile provider performance

5 = Strongly Agree, 4= Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly disagree

	5	4	3	2	1
Service quality is effective in increasing mobile service provider sales					
Service quality is effective when selling mobile service provider' products					
Service quality is effective in improving mobile service provider performance					
Service quality is effective in persuading customers to mobile service provider					

**Section E: Sales Promotion Factors**

8. Rate the extent to which each of the statements in the matrix represented below influences mobile provider performance

5 = Strongly Agree, 4= Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly disagree

	5	4	3	2	1
Sales promotion improve customer loyalty					
Sales promotion speeds up awareness process and therefore maximise sales					
Sales promotion leads to branch expansion					
Sales promotion speeds up awareness process and therefore maximizes sales					

**Section F: Performance of Service Provider**

9. Rate the extent to which each of the statements in the matrix represented below mobile service provider performance is influenced in your organization

5 = Strongly Agree, 4= Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly disagree

Variable	5	4	3	2	1
Our company plans on sales volume improvement					
human resources has influenced sales performance					
Our company reviews sales volume improvement					
Use of sales strategy has increased our business performance					
Sales performance influences organization performance					
Budgetary allocation on sales is sufficient to influence sales performance					

**APPENDIX II: CUSTOMER QUESTIONNAIRE**

The questionnaire is meant to collect information on **INFLUENCE OF MOBILE CUSTOMER CHOICE FACTORS ON PERFORMANCE OF MOBILE SERVICE PROVIDER IN AINAMOI SUB COUNTY, KERICHO COUNTY**. Kindly answer the questions by writing a brief statement or ticking in the boxes provided as will be applicable. The information provided will be treated as strictly confidential and at no instance will your name be mentioned in this research. This research is intended for an academic purpose only.

**Section A: Demographic Information**

- 1. Gender
  - Male        [ ]
  - Female     [ ]

2. Your age bracket (Tick whichever appropriate)
- 20 to 25 years
- 26 – 35
- 36 – 45
- 46 – 55
- 56 and Above
3. What is your education level? (Tick as applicable)
- Primary
- Secondary
- Diploma/certificate
- Bachelors' degree
- Masters
- Others-specify.....

## Section B: Customer Choice Factors

### Pricing

4. To what extent do you think pricing of services/products influences the supply chain performance?

1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree and 5 = Strongly disagree

	1	2	3	4	5
Pricing by the mobile service providers speeds up awareness creation process					
Pricing during in sales promotion improves my purchasing decision					
Pricing strategy used by service providers is attractive to consumers					

Incentives given by mobile service providers attracts more customers					
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### Branding

5. Rate the extent to which each of the statements in the matrix represented below influences mobile service provider In your own opinion, to what extent do you think branding practiced by your company performance?

1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree and 5 = StronglyDisagree

	1	2	3	4	5
Branding by mobile service is strategic enough to attract customers					
Mobile service providers creates awareness branding					
Mobile service providersfirms branding successfully remind customers to purchase the products					

### Service Quality

6. Rate the extent to which each of the statements in the matrix represented below influences mobile provider performance

1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree and 5 = Strongly disagree

	1	2	3	4	5
I am attracted by service quality offered by mobile service providers					
Service quality is effective in improving customer retention					
Service qualityis effective in improving mobile service provider performance					
Service quality is effective in					

persuading customers					
----------------------	--	--	--	--	--

### Sales Promotion

7. Rate the extent to which each of the statements in the matrix represented below influences mobile provider performance

1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree and 5 = Strongly disagree

	1	2	3	4	5
My loyalty to mobile service provider has improved as a result of sales promotion					
Sales promotion speeds up awareness process and therefore improves purchasing decision					
Sales promotion reminds customer about products and services offered					

### APPENDIX III: LIST OF MOBILE PHONES SERVICE PROVIDERS IN KERICHO COUNTY, KENYA

1. Telekom Kenya
2. Airtel
3. Safaricom

Source: County Government of Kericho (2019)