

**FACTORS INFLUENCING GENERATION Y OF TANZANIAN
MARKET TOWARDS POSTPAID MOBILE PHONE SERVICES**

**FACTORS INFLUENCING GENERATION Y OF TANZANIAN
MARKET TOWARDS POSTPAID MOBILE PHONE SERVICES**

**By
Paulina Venance**

**A Dissertation Submitted in Partial Fulfilment of the Requirements for the award
of the Degree of Master of Business Administration (MBA) in Corporate
Management of Mzumbe University**

2018

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a Dissertation entitled. ***“Factors Influencing Generation y of Tanzanian Market Towards Postpaid Mobile Phone Services ”*** in partial fulfilment of the requirements for the award of Degree of Master of Business Administration (MBA) in Corporate Management of Mzumbe University.

Signature

Major Supervisor

Signature

Internal Examiner

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DEDICATION

This dissertation report is dedicated to my beloved Parents my father Dr. Venance Lutaba & my mother Theopista Lutaba for their parental love and assistance during my educational pursuit. And my lovely husband and our little daughter.

LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BOT	Bank of Tanzania
CFA	Conducting Factor Analysis
CR	Composite Reliability
f^2	Effect Size
GDP	Gross Domestic Product
MBA-CM	Master of Business Administration in Corporate Management
PLS	Partial Least Square
PLS-SEM	Partial least Square-Structural Equation Modelling
R ²	R square
SME's	Small and Medium Enterprises
SPSS	Statistical Package for Social Sciences
TCRA	Tanzania Communications Regulatory Authority
URT	United Republic of Tanzania
USA	United States of America
VIF	Variance Influence Factor

ABSTRACT

Mobile phones are often known as a medium of self-expression and individuality for the younger generation. Generation Y is an important target market for mobile carriers. In the Tanzania market, the mobile phone service industry is facing a very competitive environment and many studies have shown that maintaining customer loyalty is a very challenging task for marketers nowadays. Therefore, the objective of this study was to investigate the factors that influence loyalty towards mobile phones among Generation Y in Tanzania. The current study examined the relationships between service quality, perceived value, perceived enjoyment, technology perceptions, and customer loyalty. A survey was conducted among 541 respondents in the Generation Y category in Tanzania. Out of the four hypotheses tested, three were supported. The analyses revealed positive relationships between service quality, perceived enjoyment, technology perceptions and customer loyalty. A negative relationship was found between perceived value and customer loyalty. The study also highlighted implications of the study, future research work as well as its limitations.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter begins with an overview of the background of the study, followed by statement of the problem, research questions, research objectives and definition of the key terms used in this study. It also includes discussions on the contribution of this study. Finally, this chapter concludes with a section showing the organization of the whole study.

1.2 Background of the Study

In recent times, successful business practitioners are those who understand their customers, who have become the foci in almost every industry that offers products and services. Successful business practitioners know what their customers want and fulfill their needs. Insights into what customers want are gained through marketing research and business experiences (Pankomera & Greunen, 2019). Rapid and manifold changes in the service sector have been witnessed in recent years. These emerging service sectors are changing the economic structure of the country, and also revolutionizing the mobile phone service market (Heredia, Geldes, Kunc, & Flores, 2019). The mobile phone service industry has emerged as one of the fastest growing industries in the world (Weld et al., 2018). With innovative technologies and services, mobile communications continue to evolve ever more rapidly.

In addition, it has become clear that the mobile phone is not merely an innovative substitute for the traditional landline phone or the cordless phone, but a necessity for both personal and corporate life to ensure smooth operations (Bagui & Mwapwele, 2019). Globally, the mobile phone services serve more than three billion subscribers and this figure continues to increase at a faster rate in the markets of developing countries than the developed markets (Lashitew & Tulder, 2019). In the African context, the mobile phone service sector has witnessed a very rapid expansion over the past decade. According to the Elibrary.worldbank.org (2019), this expansion is aided by convenience, affordability and easy adaptation with changing lifestyles in various countries.

In Tanzanian market where this study focuses on, a lot of processes of regulation, privatization and modernization have taken place over the past decade particularly in the mobile telecommunication sector. The Tanzanian market hence became internationalized. The internationalization of the mobile phone service industry has had great influence on many other sectors of the economy (Wilson & Mbamba, 2017). In terms of company enrollment in this industry, including the number of subscribers, the mobile phone service industry has witnessed a rapid growth in Tanzania. Tanzanian mobile service industry occupies the top position in terms of competitiveness among mobile phone service industries in Tanzania (Wilson & Mbamba, 2017). The last few years have seen a remarkable boom in the total market size for mobile phone service industry. In 2009, 28% (7,232,143) of Tanzania's 22.35 million adults owned mobile phones. Bank of Tanzania (BOT) reported 30,342,540 registered mobile money users and 9,856,440. Additionally, the report indicates that Vodacom has the highest number of clients using M.Pesa (53%), followed by TigoPesa (18%), Airtel Money (13%), and Zantel with small number of subscribers and users of EzyPesa. As the matter of facts, this rapid growth of mobile money users through mobile phones has resulted into the rapid increase of mobile phones usage in the Tanzanian banking industry (Mkende, 2019).

As the number of subscribers for mobile services and the number of service providers are increasing rapidly, providing better quality services to customers has become a concern for the mobile phone service companies. This struggle among companies prevails in an attempt to retain existing customers and to persuade new/would-be customers with various value added services, like reduction in tariff rates, prepaid starter kits, short message service, strong internet connectivity services, expanded coverage, etc. Focusing on these issues, the study of Akroush *et al.* (2011) states that at present, high competitive mobile services are vital for the companies to deliver their services in strategic ways which must be superior to attract new and retain existing customers.

In recent years, the Tanzanian mobile phone service industry has witnessed a fair growth in revenue as a result of the increase in mobile phone network- subscription.

FinScope (2017) indicates that the uptake of formal financial services in Tanzania through mobile money services has increased from 50% in 2013 to 60% in 2017. Companies operating in Tanzania have started undertaking a variety of new schemes to boost their revenue growth. Although the Tanzania Telecommunication Authority (TCRA) has continued to expand as evidenced by the subsequent paragraphs, in a country with a population of more than 55 million, few current operators and new operators have raised the issue that the market is becoming saturated. Subscribers are moving from one operator to another and eventually a situation of less loyalty is created. In this regard, the study of Akroush *et al.* (2011) reveals that in recent times, mobile phone service companies are competing more on retaining the existing customers while working to persuade new ones.

It is therefore critical for the Tanzanian mobile phone service industry to pay special attention to the factors necessary for transforming subscribers into loyal customers, taking into consideration that transforming less loyal customers into loyal ones and building a long-term relationship with customers are critical for the success of the industry (Bhardwaj, 2007). According to Sarayanews (2013), the Generation Y in the Tanzanian society constitutes 73% of the population. Generation Y, which is known as 'Text Generation', also tends to focus greatly on the mobile phone in everyday life (Trunk, 2007). Generation Y also is considered as an important target market for the mobile phone service industry (Kumar & Lim, 2008). In Tanzania, the government gives this category much attention (Sarayanews, 2013). Thus, this research concentrates on Generation Y and on contractual mobile phone users of the postpaid phone category, because postpaid service customers have a contract between themselves and the mobile operator. Customers are charged monthly on postpaid basis, where they receive bills every month showing their usage amount due for payment plus their excess usage (Nguyen, 2011).

This study is different from previous studies (Adu-Elsamen *et al.*, 2011; Akroush *et al.* 2011) which were conducted on customer loyalty in the mobile phone service sector, with no distinction in respect of age group of customers (Generations X, Y and Z). This study is different from the previous studies as it focuses on all the generations (X, Y and Z) and subscribers (postpaid and prepaid). Specifically, this

study focuses on the Generation Y, which to the best knowledge of the researcher only limited studies have been undertaken in the mobile phone service industry, particularly using postpaid subscribers.

1.3 Statement of the Problem

For many service providers, customer loyalty is treated as a vital determinant of competitive advantage, because superior customer loyalty for service firms leads to better profitability (Wang, 2010). Additionally, with a loyal customer-base, companies can decrease their operating and acquisition costs ((Finscope 2017). Studies have revealed that in Tanzania, subscribers are not loyal to their operators and that is damaging to the companies in the market place also, Tanzania mobile subscribers evaluate all mobile operators similarly and they treat price as the sole differentiation tool (Mkende, 2019).

Perceived values are considered to be a vital factor in explaining customer perception more concretely. In relation to mobile phone services industries, previous studies on customer loyalty suggest that perceived value is one of the important factors that influences customer loyalty (Tu *et al.*, 2011b; Edward *et al.*, 2010). Accordingly, Obeidat *et al.* (2012), recommend that future studies should examine the influence of perceived value on customer loyalty. The study of these concepts may help to better understand the variances in customer loyalty in the Tanzanian context.

The findings of the studies on customer loyalty indicate different outcomes between perceived enjoyment and customer loyalty. For example, Zhou (2013) describes in his research that perceived enjoyment has positive influence on continued usage of mobile sites. Ku (2011) highlights in his research that there is a positive relationship between perceived enjoyment and the behavioral intentions to use in the travelling sector in Taiwan. On the other hand, Al-hawari and Mouakket (2010) state that enjoyment has no direct relationship with students' e-retention in the context of e-learning in the United Arab Emirates (UAE). These inconsistent findings need further exploration to establish the correlation between perceived enjoyment and customer loyalty in contexts different from the past studies.

Previous studies on mobile phone industries have explored service quality as one of the key determinants that influences customer loyalty (Ishaq, 2012). As effective service management influences customer retention issues in the long-term, Stan *et al.* (2013) recommend that future studies should examine the relationship between service quality and customer loyalty in the mobile phone sector to find new results for that relationship.

However, technological perception and its impact on customer loyalty has not been properly addressed. Additionally, according to recommendations made by Ganguli and Roy (2011), future studies should focus on the influence of technological perceptions on customer loyalty, particularly in the mobile phone industry and other share trading companies as well, in order to construct a universal model of service quality perception in technology-related services along with an appropriate sampling strategy to generalize the findings of such research. Therefore, future research models should incorporate various usage scenarios that will aid in technological perceptions-related services. Since the findings of most of the previous studies done in advanced nations may not work for a developing nation like Tanzania.

There is also a need to conduct a study that integrates and consolidates various determinants of customer loyalty and develop an integrated and comprehensive model. There is basically a dearth of literature on the use of the Reciprocity Theory on customer loyalty in the mobile phone services industry. This study seeks to address the gap by utilizing the Reciprocity Theory. Reciprocity is a commanding determinant of human behavior as indicated by studies carried out by psychologists, economists and literature on sociology, ethnology and anthropology (Falk & Fischbacher, 2000). Relying on the Reciprocity Theory, this study examines customer loyalty behavior and seeks to understand whether customers will continue to remain with the same service provider. This may reveal the customers' satisfaction level and their perception on whether service providers provide quality services and good value for their money.

Studies conducted by Kim and Lee (2010) and Deng *et al.* (2010) have focused on age group of customers (X, Y and Z) and business categories (postpaid and prepaid). However, this study focuses on measuring the determinants of customer loyalty among the Generation Y in the postpaid market only. N'Goala's (2007) study addresses the contractual services industry, particularly the banking sector to measure customer loyalty where there is a long-term relationship between the service provider and customers; the same study recommends an extension to other service industries. Therefore, this study is considered an attempt in that direction. This difference in the business categories between both postpaid and prepaid and postpaid only has opened up another gap for future research which this study intends to fill. The main purpose of this study is to examine customer's loyalty in mobile phone services usage, particularly by the Generation Y which is considered highly strategic as far as the Tanzanian population is concerned. In the same vein, a study conducted on brand loyalty by Lazarevic and Petrovic-Lazarevic (2007) recommends that future studies should focus on Generation Y and the response of this age group in relation to customer loyalty, because so far, the existing literature has failed to address whether Generation Y can be influenced to become loyal, and to know what factors influence them to be loyal due to the complexity and distinctiveness of the Generation Y. In summary, this study addresses the question, what are the factors that influence the Generation Y of the Tanzanian market towards postpaid mobile phone services.

1.4 Research Questions

This study aims to answer the following questions and help to resolve related issues:-

- i. What is the level of customer loyalty among the Tanzanian postpaid mobile phone service customers?
- ii. Do the service quality, perceived value, perceived enjoyment and technological perception influence customer loyalty among Tanzanian postpaid mobile phone service customers?

1.5 Research Objectives

The objectives of this research are:

- i. To determine the level of customer loyalty among Tanzanian postpaid mobile phone service customers.
- ii. To determine the influence of customer service quality, perceived value, perceived enjoyment and technological perception on customer loyalty among postpaid mobile phone service customers.

1.6 Scope of Research

This study focuses on the mobile phone services industry in Tanzania, since communications through mobile networks have grown sturdily, both in the demand for connections and consumption of diverse services. Therefore, it investigates the relationship between service quality, perceived value, perceived enjoyment and technological perceptions and customer loyalty. The study is limited by scope to Generation Y postpaid mobile subscribers in the Tanzania mobile phone industry (Airtel , Vodacom , Tigo, Hallotel companies) in Dar-es-salaam city.

Subscribers are selected on a random basis from Generation Y postpaid subscribers. A total of 768 questionnaires were distributed to the Generation Y postpaid mobile subscribers in the Tanzanian mobile phone industry in order to analyze these relationships using the Reciprocity Theory.

1.7 Significance of Research

This study examines the relationship between various factors influencing customer loyalty. It is hoped that this research can contribute to the theoretical, methodological and practical aspects. It is also expected to provide new discoveries on the various dimensions of service quality, perceived value, perceived enjoyment and technological perception on customer loyalty of Tanzanian Generation Y postpaid mobile phone users. The following sections show contributions from this study

1.7.1 Theoretical Significance

Literature on marketing suggests that the long-term success of a company is clearly based on its capability to respond quickly to customers' ever-changing needs and preferences (Bayraktar et al., 2012). However, due to many substitutes available to customers, they could easily switch service providers. The mobile phone service industry has among the highest customer churn rates, usually constituting over 40% per annum and companies lose 2-4% of subscribers per month (Fluss, 2010). From the theoretical stand-point, less loyal customers tend to switch service providers (Noor, 2011). Therefore, Boohene and Agyapong (2011) suggest that the expansion and survival of firms is contingent upon the loyalty of their customers, and the mobile phone services industry is no exception.

In addition, researches are scant on the subscribed mobile phone services industry in the context of the developing world (Boohene & Agyapong, 2011). Akroush et al. (2011); and Abu-ELSamen *et al.* (2011) note that in spite of the widely acknowledged significance of customer loyalty, it remains an under-researched area in most Tanzanian industries, particularly the mobile phone industry. Lashitew & Tulder, (2019) state that further studies should examine the dimensions of customer loyalty in the Tanzanian mobile phone services industry, because they need to have a full picture of the level of customer loyalty in that industry.

Most of the previous researches on customer loyalty have examined the western community context, especially the US and European environments. Applying Western-developed research findings may not be universally applicable to other communities (Lai *et al.*, 2009). The study of Turel and Serenko (2006) on mobile services in Canada recommends that similar studies need to be conducted in other countries as dissimilar geological areas may lead to different outcomes. Similarly, Lai *et al.* (2009) indicate that the study conducted on Chinese mobile phone culture and economic factors may not be applicable to other settings. Abu-ELSamen *et al.* (2011) also suggest that it is imperative to examine customer satisfaction and loyalty aspects from the customers' perspective, as most studies, especially those from developed countries, have failed to address these issues, and what may be

relevant in the developed nations may not work for a developing country like Tanzania . In response to calls for further research in developing countries, especially in the Tanzanian mobile phone services industry context, this research hopes it can broaden the understanding of customer satisfaction dimensions and loyalty.

The current study introduces perceived enjoyment as an independent variable and customer loyalty as a dependent variable in the mobile phone service industry. To the best of the researcher's knowledge, there are limited studies that have been conducted in the mobile phone service industry (Lee & Murphy, 2008). According to Lee and Murphy (2006); and Wilska (2003), the younger generation seems to be attracted towards mobile services for pleasure seeking objectives, like downloading different ring tones, music and exchanging jokes, which might persuade the young minds to use the same company. Lee and Murphy (2008) also recommend that mobile companies should come up with latest fun applications, like different interactive games and fun-related downloads in order to encourage and attract the youth. Perceived enjoyment has become a significant example of repurchase intention as expressed by Koufaris (2002); Bart *et al.* (2005) have identified that where individuals' behaviors have been inspired by inherent motivational feelings, like enjoyment and interest, they are more likely to continue the similar behaviors in their future as well. Enjoyment, a strong predictor of attitude, has been particularly pointed out by Childers *et al.* (2001).

Similarly, studies of Zhou (2013) on websites; and Ganguli and Roy (2011) on the banking sector, investigated the relationship between technological perspective and customer loyalty. This study introduces technological perspective and customer loyalty in the mobile phone services industry. To the best of the researcher's knowledge, this is also considered as a new contribution. According to Chen *et al.* (2012), in order to create a better foundational basis for system designers and operators for building a strong customer experience and continued use of mobile services, it is highly essential to understand the behavioral continuity of the role of system and information quality in the context of the mobile industry. They must be

embraced urgently in the mobile phone services industry in order to provide competitive advantage to mobile service providers (Sigala, 2002).

This research utilizes the Reciprocity Theory as its underpinning theory. According to the Theory of Reciprocity, customer evaluation of the kindness of the service provider's action (perception of service quality, perceived value, perceived enjoyment and technological perspectives) leads to a reciprocal action (loyal behavior). In the case of mobile operators in Tanzania, if subjects (subscribers) are given the possibility of terminating the existing relationship with the service providers (operators), they will stay loyal.

Based on literature review, this unanswered question creates a gap regarding the application of the theory to explain customer's loyal behavior. In this study, the theory is examined in terms of loyal behavior, that is, the customers will reciprocate the perceived kindness (perception on service quality, perceived value, perceived enjoyment and technological perspectives) via their action, that is either by being kind (loyal) or unkind (churn). Thus, using the Reciprocity Theory is a new contribution in the field of research theory. Integrating various variables of customer loyalty and its consequences in a framework and evaluating them with the underpinning of the Reciprocity Theory provide a comprehensive picture from the theoretical perspective.

1.7.2 Practical Significance

This study hopes to contribute based on the practical perspective on the effective management of customer loyalty in the mobile phone services sector of Tanzania. Now-a-days the necessity and the importance of mobile phone services in the national economy is undoubted. The study of Mwashuiya (2019) explores that the pace of commercial and domestic activities of a country is affected by its mobile phone services industry. Within the past 15 years Tanzanian market has become international by means of a lengthy process of modernization, regulation, and privatization (Wilson & Mbamba, 2017). Tanzanian government focuses on investment in the mobile phone service sector because of this sector's main role in the development process. In Tanzania, the contribution of this mobile phone

services industry in the gross domestic product GDP accounted for US\$12.3 billion, offered employment directly 18,000 and indirectly 60,000 viewing it as one of the highest among other sectors (Fin Scope 2017). Based on this, the stability of this industry for the economic progress in Tanzania is inevitable. Therefore, it is expected that the findings of this examination help cell phone organizations to decide, sorting out, affecting, enacting, educating, giving input, and advancing relational and business connections just as trade of data. At long last, it is trust that the discoveries of this examination are significant for the improvement of mobile phone service industry in Tanzania, where little researches have been done in this area on Generation Y postpaid mobile phone service.

1.8 Definition of Key Terms

The following section provides the definition of key terms used in this study:

- i. **Customer Loyalty** reflects behavioral loyalty and attitudinal loyalty. Behavioral loyalty is defined as purchasing or repurchasing of product or service and using behavior that customers show to service provided (Back & Parks, 2003). Attitudinal loyalty is generally shown through an enduring psychological connection with a service and strong customer interest in a product (Quester & Lim, 2003).
- ii. **Service Quality** is a general assessment of a firm's services by their customer. In order to accomplish customer quality service, the previous expectations of customers need to be matched with their behavior or perceptions after actual experience of service performance (Parasuraman *et al.*, 1985; Ganguli & Roy, 2011).
- iii. **Perceived Value** is the customer's assessment made between the usefulness gained from the relationship of service or product and the perceived costs or implication (Zeithaml, 1988).
- iv. **Perceived Enjoyment** is defined as the degree to which the use of a specific system is judged to be enjoyable, apart from the consequences of any performance issues that result from using the system (Davis *et al.*, 1992)
- v. **Technological Perspective** reflects system quality and information quality. System quality reflects access speed, ease of use, visual appeal as well as

navigation. Information quality reflects information relevancy, sufficiency, accuracy as well as timeliness (Kim *et al.*, 2004b).

- vi. **Generation Y** are persons born between early of 1977 up to late 1996 (Erickson,2008).

1.9 Organization of the dissertation

This thesis contains five chapters. The first chapter provides a background of the study, statement of the problem, research questions, research objectives, significance of the research, definitions of terms and organization of the remaining chapters.

The second chapter focuses on previous researches related to this study. The review presented in this chapter includes a discussion of customer loyalty. This chapter also discusses all the factors that influence customer loyalty. Finally, the chapter discusses the selected independent variables and represents the theoretical framework adopted and the hypotheses.

The third chapter explains the research methodology used to achieve the research objectives. It covers research design, operationalization of variables and their measurement, population and sample of study, sampling method and data collection procedures, pilot study and, finally, techniques of data analysis.

The fourth chapter deals with data analyses and presents the study findings. Finally, the fifth chapter discusses the findings in detail by linking them to theory and past works. This chapter also highlights implications of the findings to both theory and practice. Recommendations for future studies are also offered, as well as limitations of the present study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter begins by presenting a review of literature on customer loyalty. It also critically examines empirical studies on customer loyalty conducted across a spectrum of work settings. In addition, an in-depth review of the antecedents of customer loyalty and the selected variables are presented in this chapter.

2.2 Generation Y

Generation Y or Millennials are persons born between early of 1977 up to late 1996 (Erickson, 2008). Compared to the previous generations, this is possibly the most educated generation of people to date. This is because; Generation Y attains college and higher degrees at a greater speed than previous generations (Erickson 2008). Most notably, Generation Y profited from rapidly advancing high-tech changes such as access to Internet and computers (Erickson 2008). The generation which is branded as text generation, also have a habit of focusing greatly on the mobile phone in everyday life and almost everytime (Trunk, 2007).

More so, this generation is the first to have lived their whole lives in the advanced condition, so data innovation overwhelmingly impacts their exercises (Wesner and Miller, 2008). The greater part of the occasions, they depend intensely on innovation to interact with others, for diversion, and notwithstanding for feeling guideline (Park and Gursoy, 2012). Every one of these points of interest, have situated Generation Y as the main ages to have innovative ability and the web from their in all respects early age. Additionally, they are more conceivably more than more seasoned web clients to download music, to make web based amusements, to make writes and use text devices. Besides, Generation Y utilize web and innovation for wellbeing data, banks on the web, conducts occupation research, and reserves travel spot (Fox, 2008).

Inside this youthful age, cell phones have turned into an ordinary vehicle of self-articulation and distinction. (Ling, 2001). For instance, they customize their telephones through downloading of special ring tones just as screensavers and

message tones. Also, Generation Y presently utilize cell phones as indispensable intends to keep up friend relations. Since the gathering is by all accounts in the primary classification of information administration clients in the USA, and all the more with the goal that portable information administrations are the chief wellspring of pay for versatile transporters, Generation Y have turned into a key objective market for portable bearers. This youthful gathering dwarfed every other client as far as minutes spent to utilize it, number of calls being made, messages they sent and got, and in like manner remote information being transmitted and got (Kumar and Lim (2008)

The age is assigned as certain, self-deciding and individualistic, independent and pioneering (Martin, 2005) other than socially dynamic, helpful, group arranged and for the most part having design and perspective in their lives due to the kind of child rearing they have gotten (Shih and Allen, 2007). Every one of these compliments show in a longing for clear headings and expert help in what to do by and by in the meantime an interest for self-assurance and adaptability to take care of business in their own particular manner and at their very own pace (Martin, 2005).

The study on Generation Y by Bolton *et al.* (2013) focused on the use of social media and its implication for individuals, organizations to society. Also Djamasbi *etal.* (2010) addresses visual appeal of web pages based on an online survey of projected score for forecasting on Generation Y. The study of Shaw and Fairhurst (2008) focus on the characteristics of Generation Y graduates with respect to workplace and academic development programmers. Additionally, Goldgehn (2004) focus on Generation Y with respect to criteria considered important to them in the choice of college and university. According to Bolton *et al.* (2013) there is insufficient research focus on Generation Y with respect to market-related behaviors, comprising purchasing and consumption, word of mouth communications, service quality and customer loyalty. All these are considered critical and require attention because they are crucial for addressing issues that are of practical significance to companies seeking to understand and capitalize on Generation Y. Moreover, Djamasbi *et al.* (2010) state that future studies should extend studies to identify other characteristics that might appeal to Generation Y

based on their unique predilections. Therefore, this study focuses on Generation Y of Tanzanian mobile phone service industry particularly postpaid segment.

2.3 Customer Loyalty

The new millennium comes with many challenges in the market place. Competition in the market place keeps changing from time to time. Customer loyalty has become a very critical element for the success of any tangible or intangible product from organizations, on the grounds that appealing to new customers is more expensive than existing ones (Dick & Basu, 1994). Nowadays, managers have begun to focus specifically on their customers' loyalty. Managers are using their intelligence to adopt new trends in marketing to create attractive and lasting expertise for the customers in order to establish absolute loyalty (Wahab *et al.*, 2011).

According to Gupta and Sharma (2009) customer loyalty is defined as a customer's intention and the willingness or propensity to repurchase a similar item or administration. Essentially, Zeithaml *et al.* (1996) depict client reliability as the expectation or conduct pattern to remain with the present specialist co-op. Santouridis and Trivellas (2010) consider client reliability as a re-purchase conduct, which is exclusively founded on repurchasing or repurchasing aim. At long last, Oliver (1997) characterizes client devotion as a profoundly held duty to re-purchase or re-belittle a favored item or administration reliably later on, in this way causing dreary same-brand or same brand-set buying, regardless of situational impacts and advertising endeavors having the capacity to cause exchanging conduct.

In addition, loyalty has three dimensions: attitudinal, behavioral and composite (Zengin, 2013). For the purpose of this study, the attitudinal and behavioral dimensions are adapted. Behavioral loyalty is defined as purchasing or repurchasing of product or service and using behavior that customers show to the service provider (Back & Parks, 2003). Attitudinal loyalty is a persistent psychological connection of a resilient customer's curiosity to a product or a service (Quester & Lim, 2003). Composite measurements combine the two dimensions and measure loyalty by customers' product preferences, tendency of brand switching, repurchase, and amount of purchase (Wahab *et al.*, 2011)

Customer loyalty is a vital issue for marketers, because customer loyalty plays a great role for long-term feasibility of the company and serves as a reliable base for high performance (Chen & Tsai, 2008). As earlier indicated, customer loyalty is a significant target in the customer marketing community where it is regarded as the main factor that determines a company's long-term capability (Chen & Tsai, 2008). Customer marketing researches also views customer loyalty as a significant factor in attaining the aims of the company (Yang & Peterson, 2004). Practitioners and academicians also have made efforts to discover the most profound antecedent of customer loyalty (Yang & Peterson, 2004). Loyal customers can enhance sales and lower costs, the main objective of customer marketing is to get and keep customers' (Alrubaiee & Al-Nazer, 2010)

Customer loyalty can deliver a number of advantages for a company. It concedes a continuous stream of profit, reduces marketing and operating costs, increases referrals and are resistant to competitors' promotional activities (Reichheld & Teal, 1996). Further, Brunner *et al.* (2008) state that the costs incurred for holding a new customer are much more than those needed for holding an old customer. Similarly, Wills (2009) indicates that the expenses incurred to hold the old customers are five times more than those incurred in retaining new customers. Reichheld and Sasser (1990) mention that an approval of 5% in customer retention (or customer loyalty) brings about a 25-75% improvement in profitability. Therefore, the value of customer loyalty can never be overemphasized in today's ever changing competitive business environment (Reinartz & Kumar, 2000).

Furthermore, customer loyalty can be of considerable value to the firm and customers. Customers want to invest their loyalty in a trade that can deliver superior value compared to the offers of competitors (Yang & Peterson, 2004). Customer loyalty is one main ingredients of success in product or service trade, as a consequence, customer loyalty is a significant cause of continued profitability, strong assets and growth (Yang & Peterson, 2004). Attaining customer loyalty is the basic objective of each firm. On the other hand, from the seller's perspective, customer loyalty behavior takes the form of superior collaboration, less complaints, little sensitivity to price and in total, greater income generation by the customer

(Bennett *et al.*, 2005). As a result, a long-term relationship based on customer loyalty is a significant endowment for every business (Fiol *et al.*, 2009).

2.4 Factors Affecting Customer Loyalty

Recent studies in the field of marketing have customer loyalty as a major and one of the most important instruments that enhances a firm's performance in modern competitive markets (Ishaq, 2012). Given the importance of customer loyalty, it will be beneficial to understand the determinants of customer loyalty (Terblanche & Boshoff, 2010). Understanding the factors that determine customer loyalty will assist organizations to focus on some of the most essential factors that influence customer retention (Chi & Qu, 2008).

Numerous researches have been carried out internationally to ascertain the influence of the determinants of customer loyalty in a range of service industries, for example, Alrubaiee (2012) focus on financial services. In the same vein, Al-Rousan and Mohamed (2010) concentrate on tourism or travel. Ishaq (2012); Chang and Chong (2011) focus on mobile phone services. Chahal and Kumari (2011) pay attention to healthcare; Terblanche and Boshoff (2010) focus on restaurants; Blut and Woisetschläger (2008) focus on energy providers; Zhou (2013) focus on mobile sites (internet) etc.

In addition, factors utilized in the customer loyalty study differ, depending on selected scope of the industry. For example, researches have been done on customer loyalty in relation to commitment (Gilaninia *et al.*, 2011); switching barriers (Oyeniya & Abiodun, 2010); communications (Alrubaiee & Al-Nazer, 2010); and conflict handling factors (Ndubisi, 2007). Other studies by Chang and Chong (2011) use price, while Alnibaiee (2012) use ethical sales behavior dimensions. Demographic variables have also been studied in relation to customer loyalty (Alrubaiee & Al-Nazer, 2010). In addition, variables like customer focus (Gaurav, 2008); conflict handling (Fathollahzadeh *et al.*, 2011); perceived enjoyment (Zhou, 2013); and technological perception (Zhou, 2013) have been used as determinants of customer loyalty.

In the mobile phone service industry context, there are also studies available. For example, studies on service quality (Ishaq 2012); perceived value (Alireza et al., 2011); perceived enjoyment (Lee & Murphy, 2008); and customer satisfaction (Akroush *et al.*, 2011) have all been conducted in relation to customer loyalty. Further, studies in different parts of the world on customer loyalty and particularly in the mobile phone services sector have been carried out. For example, studies have been conducted by Zhou (2013) in China; Turel and Serenko (2006) in Canada; Tu *et al.* (2011b) in Taiwan; Lim *et al.* (2006) in USA; Aydin and Ozer (2005) and Aydin *et al.* (2005) in Turkey; Lai *et al.* (2009), Deng *et al.* (2010) and Boohene and Agyapong (2011) in China; Lee and Murphy (2008) in Australia; and Lee *et al.* (2001) in France. Others are Alireza *et al.* (2011) in Iran; Akbar & Parvez (2009) in Bangladesh; Tu *et al.* (2011b) in Taiwan; Oyeniyi & Abiodun (2010) in Nigeria; Chang & Chong (2011) in Malaysia, Ishaq (2012) in Pakistan, Akroush *et al.*, (2011) in Jordan; Boohene & Agyapong (2011) in Ghana; Kim & Lee (2010) and Kim *et al.* (2004a) in Korea; and Edward *et al.* (2010) in India. Most of these researches have stressed that customer loyalty and other factors influencing customer loyalty are vital for the success of mobile phone services providing firms.

2.5 Service Quality

The term service quality 'has become a subject of debate for some decades now, and many researchers are still investigating it further. In the context of service marketing literature, service quality can be defined as a general assessment of a firm's services by its customers. In order to accomplish customer quality service, the previous expectations of customers need to be matched with their behavior or perceptions after actually experiencing service performance (Ganguli & Roy, 2011). The above definition of service quality is adopted for this study. Therefore, customer who use a service and evaluate the service quality are very crucial to firms that are aiming to improve their marketing strategies (Jain & Gupta, 2004). Tu *et al.* (2011a); and, Boshoff and Gray (2004) find that paying attention to service quality can differentiate a firm from other firms in terms of gaining competitive advantages.

Therefore, providing high service quality is important for service providers in order to compete with other competitors (Deng, et al., 2010). Generally, service quality is a strategic tool for firms to compare themselves and achieve competitive advantage. This is not unexpected, for the reason that today's sophisticated and discriminating customers demand superior service quality. It brings about a number of anticipated factors, such as decrease in customers' criticisms, ability to suggest to others, improved customer satisfaction and retention rates, together with improved performance (Karatepe, 2011).

However, the global market environment is changing and firms with competitive experiences and better service quality continue to compete. This explains why their products or services remain superior in terms of quality (Karatepe, 2011). Changes in business environment have made service quality an important focus in recent times (Taylor & Baker, 1994). The dimension of service quality allows firms to be aware of their status in the markets as well as gain strategic advantage to improve their competitiveness (Tu *et al.*, 2011a). Reliability has been indicated to be comparatively more significant for service satisfaction than product satisfaction (Terblanche & Boshoff, 2010). For more than twenty years, studies have added value to service quality as alleged by customers. Due to intangibility, services require greater effort to appraise than products that will be examined and appraised for quality before purchase. This is because services take greater part of economic actions - over 50 to 70% in advanced economies - and researchers are interested in expanding the measure that is appropriate for reviewing service quality (Pollack, 2009).

Service quality and customer loyalty are two interconnected variables and previous researchers have tried to examine the influence of these two variables on various industries to continuously improve the performance of the service industry (Tu *et al.*, 2011b). Stan *et al.* (2013) show a positive relationship between service quality and customer loyalty in the banking sector. In addition, Rai and Medha (2013) posit that service quality is the strongest predictor of customer loyalty in the Indian life insurance industry. Ganguli and Roy's (2011) survey on the banking industry in USA finds that service quality has positive and significant influence on customer

loyalty. Additionally, Ramzi and Mohamed (2010) conducted a study on the hotel industry in Jordan; the outcome indicates that service quality is an important predictor of customer loyalty.

Similarly, Pollack (2009) indicates that service quality is a predictor of loyalty in the hairdressing business in USA. Kandampully and Hu (2007) note that improving service quality is an important factor for achieving customer loyalty in the hotel business in Mauritius. Bei and Chiao (2006) find that service quality variable affects customer loyalty in Taiwanese service providing firms. On the other hand, Gorondutse and Hilman (2013) find no significant relationship between service quality and customer loyalty in the food and beverages industry in Nigeria.

Remarkably, a sharp appreciation in the rate at which mobile phones have spread in many countries around the world in recent times, has led to interest in conceptualizing and measuring service quality (Santouridis & Trivellas, 2010). For example, in a study conducted by Ishaq (2012) in Pakistan, the researcher finds that service quality positively influences customer loyalty. Similarly, Akroush and Zuriekat (2011) indicate that customer loyalty is influenced by perceived service quality in Jordan. In line with other researchers, Boohene and Agyapong (2011) in Ghana, identify that a positive relationship exists between service quality and customer loyalty. Kim and Lee (2010) state that service quality is an important antecedent for building customer loyalty in Korea. In addition, Edward *et al.* (2010) show that service quality is a positive and significant variable that influences customer loyalty in India. Aydin and Ozer (2005) indicate that service quality is an important, but insufficient variable to create customer loyalty in Turkey. Kim *et al.* (2004a), in their study carried out in Korea, find that perceived service quality enhances customer loyalty.

Basically, customer loyalty is a behavioral trend that is influenced by perception. Perception of service quality is significant as long as it has influence on customer's attitude, that is, satisfaction, which in the long run will translate into loyal behavior. Based on the outcome of previous research conducted on mobile phone services industry in different parts of the world, it is clear that service quality contributes to

customer satisfaction, which in turn influences customer loyalty. In general, many of the studies on customer loyalty in the mobile phone industry recommend that service quality is one of the very important aspects of customer loyalty. It is also clear that service quality affects customer loyalty (Ishaq, 2012).

Chahal and Kumari (2011b) recommend that future studies should be carried out to examine the link between service quality and customer loyalty, because this is the first step towards efficient and effective service management, retention of customers for the long-term and crucially understanding their exact requirements. Chahal and Kumari (2011a) declare that there is a necessity to examine the link between service quality and customer loyalty in various cultural settings and service sectors, to know their influences on each other. A study conducted by Aydin and Ozer (2005) suggests there is a need to conduct studies to examine the effect of service quality on customer loyalty. Such a study will enable researchers to know the actual factors that affect customer loyalty as well as the stages by which service quality influences customer loyalty. Furthermore, service quality is a major contributor to all segments of customer loyalty. Consequently, we cannot ignore service quality in this study; therefore, service quality is incorporated as one of the independent variables of customer loyalty.

2.6 Perspective Value

There are several strategic marketing and management literatures which recommend that creating superior customer value is an important factor for any company's success (Woodruff, 1997). Customer value is a diverse concept; it could be viewed from academic field, and even within that it also varies from researcher to researcher. In spite of variance in definition and context, universally, perceived value is viewed as that quality a customer expects to get for a unit of money ((Fathollahzadeh *et al.*, 2011). On the other hand, this is the outcome of a trade-off that is found in some get components and gives components (Sweeney & Soutar, 2001). Finally, the definition of perceived value below is adopted for this study which is the customer's assessment made between the usefulness gained from a product or service relationship and the perceived sacrifices or costs (Zeithaml, 1988).

As the market is becoming competitive, customers' perceived value has secured the interest of marketers, academicians and researchers because of its important role in forecasting purchase intentions and attaining continuous competitive advantage (Chang *et al.*, 2009). Basically customer value is the pillar of marketing activity (Fiol *et al.*, 2009). High value is one motivational factor for customer benefaction. Offering superior value to the customer is important to produce and sustain long-term customer-supplier associations (Eggert *et al.*, 2006). Similarly, the American Marketing Association (AMA) (2004, 2007) agrees that perceived value is a significant element in marketing. In this sense, for authors like Fiol *et al.* (2009); perceived value is always co-created in an interaction, although the value of such interaction is a matter for determination by the customers.

In order to protect a company's niche market, it is necessary to create superior value for its customers (Day, 1990). Porter (1985) states that firms can mold one of two generic market strategies; the first one is product differentiation while the second one is cost-driven competitiveness. In addition, Day's (1990) finding is consistent with Porter's point of view, which emphasizes that both strategies have the same objective, which is constructing superior customer value. He mentions that each strategy should be underpinned on an important customer value; otherwise, regardless of what strategies are taken, achieving market leadership will stand as a real challenge (Fathollahzadeh *et al.*, 2011). Studies have also recognized a positive correlation between perceived value and intention to purchase and repurchase (Dodds *et al.*, 1991). Chang and Wang (2008) note that even satisfied customers are not likely to repurchase on the same website, if they think that they are not receiving superior value for their money. As an alternative, they will look out for new websites in an ongoing attempt to find improved value (Anderson & Srinivasan, 2003). In other words, Chang *et al.* (2009) state that when perceived value is treasured, the customer is motivated to modify his or her loyalty by going into competing businesses but when the customer is demoralized by perceived value, it will contribute to the reduction in customer loyalty. Even those whose views are favorable to the company's products may likely not repurchase the company's products on the website, when it is certain to them that they are not receiving

superior value. These will motivate them to search for alternatives in order to get better services (Chang, 2006b).

Researchers and marketers in recent times have focused their attention on perceived customer value in order to predict customers' purchasing behavior towards achieving sustainable competitive benefit (Chang *et al.*, 2009). Researchers have also recognized a relationship in a variety of sectors between perceived value and customer loyalty. For example, Tu *et al.* (2013) indicate that perceived value has significant effect on customer loyalty among customers of Taiwan. Chahal and Kumari (2011) conducted a research on two sectors in the Indian healthcare industry and find that customer value and customer loyalty has an important relationship. Similarly, Wang (2010) studied the impact of customer perceived value on customer loyalty in hair salons in Taiwan. Roig *et al.* (2009) find that perceived value has an indirect influence on customer loyalty in financial services in Spain. On the other hand, a study conducted in Malaysia by Kassim *et al.* (2014) shows that perceived value has insignificant effect on brand loyalty in the cellular mobile phone sector. In the same vein, Jumaev *et al.* (2012) find in their study a negative relationship between perceived value and customers' loyalty in the retail banking sector in Malaysia.

Previous studies on quantitative research have recommended perceived value as an important factor of customer loyalty, such as in the telephone services industry (Bolton & Drew, 1991a). Similarly, Floh *et al.* (2013) indicate that perceived value has a substantial and significant effect on customer loyalty. Ishaq (2012), in his research, notes that customers' perceived value is positively associated with customer loyalty in Pakistan. Similarly, a study conducted by Edward *et al.* (2010) in India finds that perceived value has a positive and significant influence on customer loyalty. Lai *et al.* (2009) also demonstrate in their study that perceived value is significant in determining customer loyalty; therefore, perceived value directly influences customer loyalty in China. Chang and Wildt (1994); and Yang and Peterson (2004) propose that perceived value has a great influence on customers' purchase intention.

In addition to the perspective above, the findings of the above studies on customer loyalty indicate different outcomes between perceived value and customer loyalty. For example, Floh *et al.* (2013) find different results from Kassim *et al.* (2014). Consequently, the association between perceived value and customer loyalty does not match each other. Additionally, Sanchez *et al.* (2006) opine that future studies should examine the correlations between perceived value and customer loyalty in different settings necessary to judge the changes in results and validate the previous studies' findings. Based on the literature above, it is argued that perceived value needs to be incorporated as one of the independent variables of customer loyalty.

2.7 Perceived Enjoyment

The definition of perceived enjoyment as given by Davis *et al.* (1992) is the degree to which the use of a specific system is judged to be enjoyable, apart from the consequences of any performance issues that result from using the system. It has become a significant antecedent of repurchase intentions (Cyr *et al.*, 2006); and behavioral intentions (Chen & Corkindale, 2008).

According to Holbrook and Hirschman (1982), entertainment aspects of shopping experiences are represented by pleasure and enjoyment. It has also been noticed that during shopping, customers are mostly in a pleasant state of mind. This process relates to customers' continuous experience of engagement, involvement and entertainment through their participation and interest in it, as described by Pine and Gilmore (1998). Guiry *et al.* (2006) rate enjoyment as a key element of recreational shopping experience, while Childers *et al.* (2001) describe it as a major behavioral example with regards to the shopping channel.

While examining new products, not only is the novelty instinct of customers satisfied but also the shopping enjoyment could be enhanced as noticed by Steenkamp and Baumgartner (1992). According to Williams *et al.* (1985), recreational shoppers show their curiosity by investing time and effort in order to seek the latest information and try out new brands. Pop-up retail has opened the doors for the customers to experience latest and exclusive products by offering entertainment and permitting them to examine the products by testing them directly

as expressed by Worldwide (2006). Therefore, shopping enjoyment might be associated with unique and new ideas, particularly emphasizing upon excitement and latest and selected new brands and products.

According to Csikszentmihalyi (1990), enjoyment is not only associated with physical active exercises alone, but also in the engagement of mental and thought processes, like playing a game of chess. Enjoyment plays a decisive role not only in the offline settings but also in the contextual background of online interactions as described by Jawenpaa and Todd (1997). In fact, enjoyment has been associated as having a significant influence on e-loyalty for females, whereas this connection is found to be insignificant with respect to the males. Previous studies related to e-commerce, conducted by Li, Chau and Iou (2005) have identified the role of enjoyment in chatting (instant messaging); while Koufaris (2002) explored the connection of enjoyment with online shopping experience; the link of enjoyment to mobile phone services has been discussed by Lee and Murphy (2008).

Researchers, like Deci and Ryuo (1985) have identified that where an individual's behavior has been inspired by inherent motivational feelings, like enjoyment and interest, he or she is more likely to continue the similar behavior in future as well. According to Dennis (2005), enjoyment has been considered to be a major motivational source, especially behind brick and mortar retail shopping activity. Several researchers, including Ballantine *etal.* (2012) has found that shoppers acquire very strong feelings of enjoyment from their shopping experience, generally personal or private in nature. However, these feelings have been associated with a specific approach and avoidance behavior during the shopping experience as further elaborated by Bagdare & Jain (2013).

In the mobile phone services context, enjoyment has a symbolic significance for both behavioral attitude as well as behavioral intention. When customers enjoy mobile phone gaming services, they seem to develop a positive attitude for playing these mobile phone games as mentioned by Wu and Liu (2007) and consequently, they tend to play more games as described by Huang and Cappel (2005). This depends on the extent to which these services, like instant messaging, games and others can be perceived as fun and amusement, which are further considered as basic

sources of motivation, as expressed by Al-Gahtani & King (1999). In making a comparison with other experiences, like online shopping activity and information system uses, Huang and Cappel (2005) find that mobile phone services-related enjoyment has been more experience-oriented.

According to Lee and Murphy (2006); and Wilska (2003), the relative importance of subjective as well as descriptive norms is quite different from each other with respect to consumption features. Therefore, mobile services companies have to adopt separate approaches to attract the younger generation and their elders, because a subjective norm is strongly associated with a high level of perceived enjoyment. Advertising techniques focusing on the fun aspects, like mobile games might persuade young minds to use the same company. Similarly, the descriptive norm is strongly related to low perceived enjoyment and mobile service companies could approach the youth by providing functional features and related information, where utilitarian voice communication is considered as a significant function.

Cyr *et al.* (2006), while conducting a study on design aesthetics of mobile commerce, find that enjoyment has a significant and strong influence on customer loyalty. Similarly, Hong *et al.* (2008) argue that there is an impact of perceived enjoyment on attitude towards continued usage of mobile data services. According to Ha *et al.* (2007), perceived enjoyment is considered to be significant for the individual's attitude towards access of mobile broadband wireless technology-based games. In a research conducted by Lee and Murphy (2008) in the Australian mobile phone sector, it has been found that student enjoyment is insignificantly associated with student loyalty. Ku (2011) find in his research that perceived enjoyment has a positive influence on behavioral intentions to use in the traveling sector in Taiwan. Zhou (2013) shows in his study that there is a positive the relationship between perceived enjoyment and continuance usage on mobile sites. According to Kim *et al.* (2010), shopping enjoyment exhibits a certain positive attitude towards pop-up retailing activity, considering it as excellent, attractive, exciting and pleasant.

It has also been shown by Al-hawari and Mouakket (2010), in the context of e-learning in the UAE, that there is no direct relationship of enjoyment with students'

e-retention. Wang and Li (2012) studied the significant positive impact of perceived enjoyment on customers' brand loyalty in the mobile branding sector. According to Chemingui and Lallouna (2013), there exists a certain positive influence of perceived enjoyment on customers' intention to use in the mobile financial services. Hart et al. (2007) considers that shopping experience enjoyment has a certain positive impact on customer' loyalty intentions with regards to shopping experience in the UK. The study conducted by Wu and Liu (2007) explored the significant relationship of enjoyment with customers' behavioral intentions. Over by and Lee (2006) observe that hedonic feelings are associated with customers' intention to prefer an online retail shopping experience.

In their online sector research, Andreassen and Streukens (2012) explored the impact of perceived enjoyment on positive attitude towards online complaining. It is indicated by Al-Maghrabi *et al.* (2011) that perceived enjoyment has a strong direct influence on continuance intentions with regards to electronics shopping in Saudi Arabia. Cyr *et al.* (2010) highlight the certain positive impact of perceived enjoyment on customers' e-loyalty with respect to online shopping interactivity. According to Chiu *et al.*'s (2009a) description, enjoyment can be regarded as the most significant factor through which customers' repurchase intentions might be accurately represented in the online shopping sector. In a similar online shopping related research, Lu and Su (2009) highlight the strong impacts of perceived enjoyment on customers' behavioral intentions. Lee (2009) also indicates the influence of perceived enjoyment on customers' acceptance of online games. Srisuwan and Barne (2008) conducted a study to explore positive impact of perceived enjoyment on customers' attitude and also the role of enjoyment as the interpreter of customers' attitude in relation to interacting on an online channel.

In the same manner, Srisuwan and Barnes (2008) illustrate in their research that perceived enjoyment has been considered as the most appropriate factor through which customer attitude towards using the website can be best interpreted. Xie and Barnes (2009) explored in their research the impact of perceived enjoyment on websites of the airline industry in the UK. According to Lee *et al.* (2006a), perceived enjoyment is a radical factor to improve customer attitude and behavioral

intention towards an online dealer. Shun and Yunjie, (2006) studied the insignificant relationship of enjoyment with customer loyalty in online e-commerce shopping. It is empirically confirmed by Van der Heijden (2003, 2004) that perceived enjoyment has a considerable positive impact on the attitude and intention to use a website.

On the contrary, Lee *et al.* (2009), in their study, used product enjoyment as a moderator variable between attitude, perceived behavioral control, descriptive norm and subjective norm as independent variables; while customer loyalty was the dependent variable. Subjective norm is seen to be related to loyalty intentions considerably with high perceived enjoyment, while descriptive norm is seen to be significantly associated with low enjoyment in Australian mobile phone usage.

In addition to the perspectives above, the findings of the above studies on customer loyalty indicate different outcomes between perceived enjoyment and customer loyalty. For example, Al-hawari and Mouakket (2010) find different results from Zhou (2013). Consequently, the relationship between perceived enjoyment and customer loyalty does not match each other. A study conducted on the mobile phone industry in a developed country (Australia) by Lee and Murphy (2008) failed to achieve its goal. Therefore, by examining the perceived enjoyment and customer loyalty, it is hoped that this research fills the theoretical gap raised initially in this study, that is by including perceived enjoyment and customer loyalty, centered entirely on Generation Y in the postpaid segment of the mobile phone industry in general, and in Tanzanian's mobile phone industry, specifically.

2.8 Technological Perceptions

According to DeLone and McLean (2003), information and system qualities have been regarded as two indispensable factors for the success of the information system. Nelson and Todd (2005); and Wixom and Todd (2005) state that precision, comprehensiveness and appropriateness are the key elements of information quality supplied by mobile services providers. This is significant because mobile companies are meant to provide mobile users the relevant information about their friends so that they can contact them. So, where the mobile services provider is not capable of providing precise, complete and appropriate information to its users, a negative

image will probably emerge in the minds of the users regarding the information quality of that specific mobile service. The system quality, according to Nelson and Todd (2005) is exhibited by the trustworthiness, speed of response and user friendly characteristic of mobile service platforms. Zhou et al. (2010) state that reliability and response speed of a mobile service would be badly affected in case the service is imbalanced and relatively slow which would result in its rejection ultimately.

According to Pura (2005), all these factors, like required service level, the pace of technological adoptions, customers' quality consciousness and competitive market environment have always been reflected by the market turbulence map. Quality in this modern era is no more fulfilling producers' designed product specifications; rather it is meeting the customers' demands. Therefore, highly competitive activity involves uncertain product requirement, differentiation in services and searching for gaps to fill. Therefore, high level of competition can lead to uncertainty with regards to product demand, calls for distinguishing the offering from those of competitors and to hunt for new market niches to serve. Keeping in view the prominence of mobile commerce practices, they must be embraced urgently in mobile phone services in order to provide competitive advantage to mobile service providers (Sigala, 2002). Improved information and system quality show the capability, integrity and goodwill of the mobile services providers which lead to enhancing their users' trust. Serious efforts and multiple resources are required by mobile phone companies to pass on to their customers an improved system and information quality. Therefore, information and system quality could work as trust indicators and enhance customers' trust. Several researchers, like Zhang (2009); and Zhou *et al.* (2010) have reiterated that information and system quality do influence the customers' trust. Thus, it is now appropriate and essential to study information and system quality continuation related to customers' mobile applications in this era of business expansion. It is also evident that system and information quality carry different features for different mobile applications because of context responsiveness and personalized characteristics. According to Chen *et al.* (2012), in order to create a better foundational basis for system designers and operators for building a strong customer experience, it is highly essential to understand the

behavioral continuity of the role of system and information quality in the context of the mobile phone industry.

Previous studies, including Nelson *et al.* (2005); and Glaser and Shaw (2004) show that the utilization and satisfaction of the customers with the latest mobile technologies depends on the degree to which the information system is capable of supplying the customers the data access, stored in the centralized databases. An empirical study conducted in the context of mobile technologies by Lee *et al.* (2007) shows that users' technological capacity to download any required information directly from the company's databases enhances the utilization of technology. Additionally, Hill and Roldan (2005) consider mobile technology service as better representation of face-to-face chat discussions, by delivering to the participants in real time wherever they are. Similar ideas have been shared by other researchers also, like Cousins and Robey (2005); and Kakihara and Sorensen (2001), who reiterate that mobile devices can best perform such tasks of acquiring immediate access to the required data.

An extensive literature review has been carried out by DeLone and McLean (1992) with respect to the success of information quality. They say that information quality success can be characterized by information quality and system quality; the output quality of the information quality; utilization of information quality output; customers' satisfaction with the information quality; information quality's impact on the customers' behavior and the information system's influence on organizational performance according to McGill and Hobbs (2003). Chatterjee *et al.* (2009) argue that mobile technologies can provide a number of benefits to organizations, such as connectivity, flexibility and interactivity. Epistemic value is associated with inquisitiveness, novelty or acquired knowledge, which is a substantial motivator behind the purchase of a specific product and service as expressed by Duman and Mattila (2005). According to Sigala (2006), sometimes, customers purchase technology just because of their curiosity and the product's novelty and not for any other particular objective.

According to a statement made by Ganguli and Roy (2011) with respects to the financial area, the nonexclusive innovation based administration quality elements do have generous and positive impact on client faithfulness. While doing an examination about versatile destinations (web) in China, Zhou (2013) demonstrates that innovative observations affects nonstop utilization. In their examination with respect to the utilization of e-government sites in Thailand, Khayun et al. (2012) report that mechanical discernments incorporate data quality and framework quality, where the framework quality is a critical measurement to utilize (loyalty in this context), while information quality is an insignificant factor of intention to use (loyalty in this context). Therefore, by examining technological perceptions and customer loyalty, it is hoped that this research fills the theoretical gap raised initially in this study, centered entirely on Generation Y in the postpaid segment of the mobile phone industry in general, and in Tanzanian's mobile phone industry specifically. As a result, this study uses technological perception as one of the independent variables of customer loyalty.

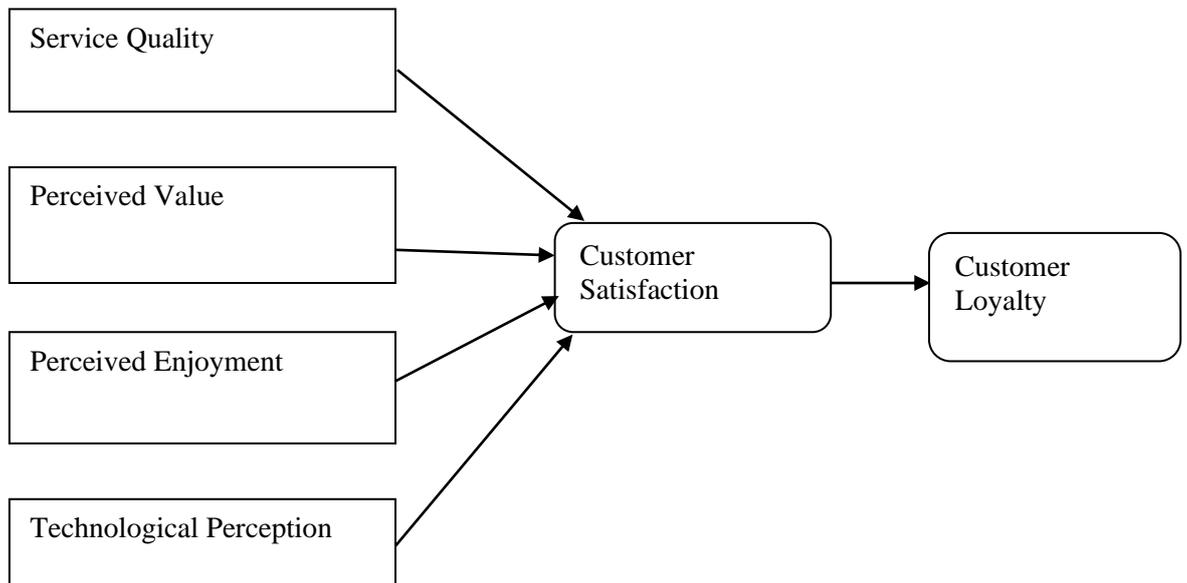
2.9 Theoretical Framework

An incorporated framework of this study is developed based on the literature review and research problems, linking independent variables with mediating and dependent variables. In addition, moderating effect is also shown on the mediating-dependent

Figure 2. 1: Theoretical Framework

Independent Variables

Dependent Variable



Source: Researcher own Construct based on Literature review, (2019)

2.13 Underpinning Theory

The theory underlying this study is the Reciprocity Theory, which supports the view that individuals assess the benevolence of a follow up on its impact, yet additionally a thought of its hidden aim (Falk and Fischbacher, 2006). Correspondence is a conduct response seeing either consideration or something else. Gatherings are proportional when they are remunerated with kind activities or rebuffed by horrible ones (Falk and Fischbacher, 2006). In this examination, client dependability is a benevolent conduct coming about because of trust in a business relationship, while switch (conceivably because of absence of trust) is harsh conduct. Analysts have bolstered their perspectives by demonstrating that correspondence is a compelling element in human conduct; experimental proof, polls utilized by clinicians and financial experts and eminent messages in human science, ethnology and human studies have featured the nearness of complementary direct (Fehr and Gächter, 2000).

The focal point of the hypothesis is the way individuals assess the generosity of an activity (Falk and Fischbacher, 2006). In this examination, assessment alludes to a client's impression of the graciousness of the specialist co-op's activity, reflected by the degree of consumer loyalty with the administrations gave. This assessment will prompt complementary activity, that is, a client will either show benevolence by being faithful to a similar specialist co-op or show heartlessness by changing to another service provider.

In addition, according to the Theory of Reciprocity, in a situation whereby subjects are given the opportunity to authorize each other (i.e., service providers) often sanction defectors (i.e., customers), even if sanctioning is costly (Carpenter & Matthews, 2003). In the mobile phone service industry for instance, dissatisfied customers will terminate the services of a service provider and switch to another even if the customer mistrusts that operator.

In this research system, the client's choice to be benevolent (or faithful) to the administrator depends on the view of the benevolence of the specialist co-op (reflected by means of administration quality, saw esteem, saw pleasure and innovative discernments). Clients will either respond in a positive way because of fulfillment or respond in a negative manner and exercise the intensity of exchanging by leaving one specialist co-op for another. Basically, the negative reaction of an unsatisfied client will bring about exchanging. As referenced before, correspondence is a conduct reaction to saw graciousness and heartlessness. For this situation, customers will stay loyal if they are satisfied with service quality, perceived value, perceived enjoyment and technological perceptions. But they will switch to other operators if they are unsatisfied, and therefore cannot be loyal. However, this theory supports customer satisfaction as having a mediating effect on the relationship between customer loyalty as a dependent variable and service quality, perceived value, perceived enjoyment and technological perceptions as independent variables.

Based on the Reciprocity Theory also, customers will always be willing to stay loyal if they trust that operator. On the other hand, customers will opt to leave an operator if they do not trust that operator (Falk & Fischbacher, 2000). In this case, customers

perceive operators as being unkind (Falk & Fischbacher, 2000). Based on this, this study uses trust as a moderating variable between customer satisfaction and customer loyalty.

Reciprocal action is an imitation of the behavioral reaction to an action that is viewed as either kind or unkind. This research evaluates and examines the theory in terms of the following hypothesis :

- i. The customers will stay loyal based on perceived service quality.
- ii. The customers will stay loyal based on the perceived value.
- iii. The customers will stay loyal based on the perceived enjoyment.
- iv. The customers will stay loyal based on the technological perceptions.

2.14 Research Hypotheses

2.14.1 Service Quality and Customer Loyalty

The concept of service quality can be viewed as a forerunner to client reliability (Wieringa and Verhoef, 2007). The variable is likewise viewed as an amazing specialist of upper hand and hierarchical achievement (Wang et al., 2004a), as analysts endeavour to set up the associations among dependability and its main determinants (Guo et al., 2009). Unwaveringness is viewed as driven essentially by administration quality (Lai et al., 2009), and connection among administration quality (Cronin et al., 2000), equally offers client dedication (Lai et al., 2009). Administration quality is connected to clients' practices toward administration provider just as their readiness to stay with the specialist co-op (Ishaq, 2012). Moreover, administration quality is viewed as a noteworthy component in increasing client steadfastness in an open market (Ibanez et al., 2006). Administration quality has been uncovered to be an incredible indicator of client reliability (Ganguli and Roy, 2011). Administration quality has additionally been viewed as valuable indicator of client faithfulness (Chen and Tsai, 2008).

As indicated by Jones et al. (2002), in the same way as other others, there exists a decent interconnection between administration quality and the ability to repurchase, make proposals, and protection from better options. The whole repurchase goal, recommendations just as and protection from better choices are conduct expectations that structure client dependability. Accordingly, it is proposed that administration quality has a positive result on client faithfulness (Aydin and Ozer, 2005), or even better, joined with administration quality, comprises a powerful and illustrative part for clarifying future client steadfastness (Boohene and Agyapong, 2011). One of the client devotion forerunners is administration quality (Santouridis and Trivellas, 2010). Numerous specialists have found that extraordinary administration quality has an association with impressively high client devotion (Lai et al., 2009). Generally, the causal request of administration quality prompting consumer loyalty receives considerable help and exact approval, and this connection further clarifies the change in client steadfastness (Kim and Lee, 2010).

What's more, a few examinations have demonstrated that two incredible methods for making client reliability are by intriguing clients (Oliver, 1999); and giving more prominent worth, radiating out of extraordinary administrations and quality items (Chang et al., 2009). Administration quality is seen as a primary factor affecting client devotion (Kim and Lee, 2010). Unequivocally, poor standard of administration quality from the specialist co-op continually prompts severance of business connect among supplier and client (Wang, 2010).

The association between administration quality and client unwaveringness has been investigated in various examinations (Boulding et al., 1993). In their investigation, Cronin and Taylor (1992) focus entirely on repurchase goals; while Boulding et al. (1993) focus on the highlights of repurchasing and the ability to suggest (Akbar and Parvez, 2009). Ishaq (2012) appears in his examination that administration quality is positively associated with client dependability among cell phone clients in Pakistan. So also, Kim and Lee (2010) uncover that administration quality is an incredible predecessor for making client unwaveringness in portable correspondences service markets in Korea. Aydin and Özer (2005) considered the connection between administration quality and client dedication in the cell phone industry of Turkey and

set up that administration quality is basic yet lacking to produce reliability. Kim et al. (2004a) uncover that apparent administration quality is a more advantageous determinant of client dedication in the cell phone part in Korea. Rosemond and Agyapong (2011) uncover the connection between administration quality and client faithfulness as empowering in the cell phone industry in Ghana. Other research studies show discoveries in different territories, for instance, Al-Rousan and Mohamed (2010) find that elements of administration quality significantly foresee client steadfastness in the lodging area in Tanzania. Pollack (2009) exhibits that administration quality is an indicator of unwaveringness in the hairdressing business in USA.

Consequently, the hypothesis below is proposed:

H1. Service quality as perceived by customers is positively related to customer loyalty to the service provider.

2.14.2 Perceived Value and Customer Loyalty

Researchers recognize the significance of quality customer value and customer loyalty as basic highlights for the accomplishment of a firm in improving client connections and achieving a practical focused presentation (Zeithaml et al., 1996). There is sufficient proof that worth decisions have impact on client devotion, with other huge outcomes (Chen and Tsai, 2008). Offering an incentive to clients means creating steadfast clients equipped for expanding the quantity of buys, measure of procurement and diminishing exchanging activities (Tu et al., 2011b). Client unwaveringness towards rehash buy practices depends on the degree of significant worth introduced by each adversary and on the satisfaction picked up from every one of them (Fiol et al., 2009). Past looks into have endeavored to uncover the outstanding forerunners of client steadfastness. Seen worth is uncovered to be a valid indicator of client unwaveringness (Chen and Tsai, 2008). It is imperative factor in clarifying client unwaveringness conduct (Eskildsen and Kristensen, 2008). Furthermore, the pith of creating apparent worth is to address the issues of a particular client subsequently, expanding consumer loyalty (Porter, 1985). Accordingly, it very well may be construed that the objective of client reliability that

is accomplished by supporting and developing clients relies upon offering client esteem (Fathollahzadeh et al., 2011).

The noteworthiness of client steadfastness in acknowledging business goals and its impact on the exhibition of a business is broadly perceived (Anderson et al., 1994). Client steadfastness is a consequence of clients' apparent worth and it fills in as a focal pointer to an organization's exhibition history (Lam et al., 2004). It additionally assumes a job in the development of a practical upper hand (de Ruyter, et al., 1998). The totality of a client's faithfulness is the worth the client envisions contrasted with the worth the person in question truly got (Gounaris et al., 2007). Despite the fact that the disconfirmation worldview has been seriously evaluated, for the most part as far as system and estimation (Cronin and Taylor, 1994), its speculative worth and contribution to the origination of the impact of significant worth on consumer loyalty and client dependability remains unchallenged. Clients begin by making specific expectations about the worth they want to pick up and hope to get from the item and become placated when getting satisfactory measures of significant worth from the items or administrations they buy.

Analysts have likewise discovered a positive association between saw worth and goal to make repurchases (Chiu et al., 2005). Seen worth adds to the unwaveringness picked up in a business by diminishing an individual's longing to look for substitute specialist co-ops. In case of low seen worth, clients will be additionally eager to change to match organizations so as to raise apparent worth, along these lines adding to debilitating dependability. Now and again cheerful clients are not prone to keep support with a business, on the off chance that they have impression that they are not accepting the most extreme incentive for cash. As substitution, they will scan for different brokers in a proceeded with endeavor to achieve more prominent worth (Chang, 2006b). The association between client dedication and saw worth appears to be most secure when clients have the feeling that their present business vendor offers more prominent complete an incentive than that conveyed by contenders (Chang et al., 2009).

A previous investigation uncovers a positive association between client's apparent worth and client dependability in various parts. For instance, in the cell phone administrations division, Ishaq (2012) appears in his examination that clients' apparent worth is emphatically connected to client dedication in Pakistan. So also, Lai et al. (2009) uncover that apparent worth is a significant deciding variable of reliability in China. Tu et al. (2011b) show that clients' apparent worth has colossal impact on client unwaveringness in Taiwan. Edward et al. (2010) locate that apparent worth has an empowering and significant impact on client steadfastness in India. Lim et al. (2006) point out that apparent worth effect sly affects client reliability in USA. Research contemplates in different territories, for instance, Fathollahzadeh et al. (2011) uncover that customers' perceived worth is significant and fills in as a primary idea of client steadfastness in the financial division in Iran. Thus, Chahal and Kumari (2011) uncover that customers' perceived worth and client dependability have a significant association in the two territories of human services in India.

Then again, an investigation by Kassim *et al.* (2014) directed in Malaysia demonstrates that apparent worth has irrelevant impact on brand faithfulness in the cell phone area. Likewise, Jumaev et al. (2012) find in their investigation a negative correlation between perceived value and customer loyalty in the retail banking sector in Malaysia. Therefore, based on these scenarios, the following hypothesis is developed:

H2. Value as perceived by customer is positively related to customer loyalty towards the service provider.

2.14.3 Perceived Enjoyment and Customer Loyalty

According to Triandis' (1980) argument, the sentiments of joy and excitement have an impact upon a person's behavior. Perceived satisfaction is said to have a direct impact on behavioral intention as mentioned by Davis *et al.* (1989). Strong proponents of the significant role of enjoyment in the repurchase intention include Chiu *et al.* (2009a). In the web-shopping context, enjoyment is a main builder of attitude (Childers et al., 2001).

Furthermore, the significant role of shopping enjoyment is found to be a predicting factor of users' intention to revisit a web-based store by Koufaris (2002). On the other hand, Lee *et al.* (2005) establish that enjoyment is not only associated with behavioral intention but also with attitude as well. Rao and Troshani (2007) put forth the idea that perceived enjoyment leaves a positive impact on customers' attitude for selecting and adopting mobile services. Cyr *et al.* (2010) mention that perceived connectivity improves the customers' enjoyment of interacting with websites which result in increased customer satisfaction with the website. Previous literature has shown that enjoyment directly influences the behavioral intention of online users as expressed by Prichard & Howard (1999). Similarly, Lee Cheung and Chen (2005) identify that customers seeking enjoyment from the use of instant messaging would probably intend to continue using it.

Consequently, there is a positive impact of users' enjoyment of their online shopping activity on their opinion about the website and on their intention to interact through that website again for another shopping experience or referring the website to their friends and family members, all of which display a consistent and e-loyal behavior. In a similar study conducted by Bhattacharjee (2001), the influence of customers' satisfaction is seen to be associated with their persistent intention. According to Cyr *et al.* (2007), in the case of users enjoying a website, they would rather develop a positive attitude towards it by extending e-loyalty to the specific site by means of repeated interactions. Cyr (2008) also establishes that repeated satisfactory experience with an online website consequently comes out as e-loyalty. Moreover, in two different researches, Childers *et al.* (2001) describe that enjoyment certainly leaves an impact on customers' attitude towards a particular website. To be more specific, they consider perceived enjoyment as a valuable indicator of users' attitude towards online shopping activity. Coverdale and Morgan (2010) say that in order to support the above mentioned findings, there must exist a strong and specific relationship between perceived enjoyment and customers' attitude towards a particular website as emphasized by Van der Heijden (2003).

In the context of the mobile phone services sector, enjoyment is perceived as the degree to which services, like mobile games, instant messaging and others, are

considered as enjoyable in their own place as noted by Venkatesh (2000). Similarly, Venkatesh *et al.* (2002) emphasize that enjoyment related to using a website, definitely impacts the user's intention to continue to use this activity. Shopping entertainment and pleasure (Koufaris, 2002); perceived enjoyment of the interaction on the website (O'Keefe *et al.*, 1998); and perceived visual charisma leave positive influence on perceived enjoyment and continuance intentions as noted by Van der Heijden (2003). Cyr *et al.* (2006); Bart *et al.* (2005); and Koufaris (2002) are among those authors who strongly support the role of perceived enjoyment in the repurchase or continuance intention.

According to Zhou, (2013), there is a positive and significant relationship between perceived enjoyment and customer loyalty. In addition, Lu and Su (2009) highlight the strong impacts of perceived enjoyment on customer loyalty. On the other hand, studies by Al-hawari and Mouakket (2010) find an insignificant relationship between perceived enjoyment and customer loyalty.

Accordingly, the following hypothesis is proposed:

H3. Perceived enjoyment as perceived by customer is positively related to customer loyalty.

2.14.4 Technological Perceptions and Customer Loyalty

Ganguli and Roy (2011) note that previous literature exists on service quality using various dimensions of service quality in relation to customer loyalty. However, technological perception and its impact on customer loyalty has not been properly addressed. Additionally, with regards to technological perception research, different, new and latest aspects of service quality have been identified. In this regard, technological perception has gained substantial significance. According to Surjadjaja *et al.* (2003), the technological advancements have equipped the service providers with such techniques through which they can design and provide superior services to their users in order to enhance their confidence in the service companies. While discussing several other competitive advantages closely linked to service providers' technology adoption criteria, Fitzsimmons and Fitzsimmons (1997) mention productivity enrichment, revenue enhancement and entry barrier creation.

According to a statement made by Ganguli and Roy (2011) with respect to the financial division, the innovation based administration quality components do have significant and positive impact on client reliability. In completing an investigation about portable organizations in China, Zhou (2013) demonstrates that mechanical recognition has impacts on constant clients' use. Chen et al. (2012) locate that innovative observation, similar to data and framework quality, here and there or different, impacts the expectation of proceeded with utilization of portable applications (trade setting). Study directed on e-government site in Thailand by Khayun et al. (2012) locate that mechanical discernments incorporates data quality and framework, where framework quality is a huge element of expectation to utilize, while data quality is a unimportant factor of aim to use.

Consequently, the following hypothesis is proposed:

H4. Technological perceptions as perceived by the customer are positively related to customer loyalty towards the service provider.

2.15 Summary

This review of related literature offers a discussion on the dependent variable, that is, customer loyalty. The review also discusses the main issue that impacts customer loyalty. The reviewed literature lays the foundation for developing a model that measures the factors that influence customer loyalty. Based on previous studies, a theoretical framework for this study is developed. It is then followed by construction of the hypotheses to be tested as per Table 2.1 below:

Table 2. 1: Summary of Hypotheses

No	Hypotheses
Hypothesis 1	Service quality as perceived by customer is positively related to customer loyalty toward the service provider.
Hypothesis 2	Perceived value is positively related to customer loyalty towards the service provider.
Hypothesis 3	Perceived enjoyment as perceived by customer is positively related to customer loyalty.
Hypothesis 4	Technological perception as perceived by customer is positively related to customer loyalty towards the service provider.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter discusses the methodology of the study. An appropriate research methodology is crucial for the credible completion of the research project. The next section discusses the research design. Discussions on operationalization of variables, the population and the sample of the study are also provided. Further detailed explanations are made on the data collection procedure for the study. This chapter ends with a discourse on the various statistical techniques used to analyze the data.

3.2 Research Design

For the purpose of determining the kind of data, data collection method and sampling method to achieve the research objectives, a suitable research design is essential (Burns & Bush, 2002). The present research relies on the survey method and questionnaires were distributed for data collection. The questionnaire instruments were adapted from the existing literature and cross-sectional data was collected once from the postpaid mobile phone subscribers in Tanzania. Individual mobile phone subscribers are the unit of analysis for the present study. This study considers each subscriber's response as an individual data source.

For this study, Likert scales were used to collect the responses from respondents on each question since this scale is widely used and tested in both marketing and social sciences research (Garland, 1991). In relation to the number of scale points, both five-point Likert scale and seven-point Likert scale have been used. However, for this research, the five-point Likert scale is suitable because it is just as good as any other scale and can reduce the possibility of confusion of the respondents (Sekaran, 2000). Therefore, to ensure consistency within the variables and to circumvent confusion among respondents, every item was anchored on a five-point Likert scale (Ackfeldt & Coole, 2003).

3.3 Operationalization of Variables

Operational definition refers to the questions (items) or dimensions that are employed in a study to measure the meaning of the construct (Hair et al., 2003;

Burns & Bush, 2002). This study used several previously validated constructs to assist the operationalization of the variables of interest, including customer loyalty, satisfaction, service quality, perceived value, trust, perceived enjoyment and technological perception.

3.3.1 Customer Loyalty

The measure for customer loyalty proposed in this study is adapted from Gecti and Zengin (2013). In this study, customer loyalty is operationalized based on two dimensions, that is behavioural loyalty and attitudinal loyalty. Behavioral loyalty is considered as purchasing or repurchasing of product or service and using behavior that customers show to service provided (Back & Parks, 2003). Attitudinal loyalty is generally shown through an enduring psychological connection with a service and strong customer interest in a product (Quester & Lim, 2003). This dimension consists of six self-rating items on a five-point Likert scale format, ranging from 1- strongly disagree to 5‘ strongly agree.

3.3.2 Customer Satisfaction

In this study, customer satisfaction is operationalized by one dimension. It refers to the overall evaluation of the quality of products as well as services‘ experience after actually using the product or service over time (Garbarino & Johnson, 1999). Five items ask respondents‘overall evaluative and efficient responses to their experience with a mobile phone adapted from Lime et al. (2006). Each item is accompanied by a five-point Likert scale format, ranging from 1‘-strongly disagree to 5‘-strongly agree.

3.3.3 Service Quality

Service quality is operationalized by five dimensions adapted from Parasuraman et al. (1988): tangibles, responsiveness, dependability, affirmation and sympathy are utilized to survey by and large administration quality. Effects allude to the presence of physical offices, gear, work force and correspondence materials. Unwavering quality is the capacity to play out the guaranteed administration precisely and constantly. Responsiveness is the goal to support clients and give brief administration. Affirmation is fundamentally the information and obligingness of

workers and their capacity to pass on certainty and trust. At long last, sympathy is tied in with minding and individualized consideration the firm gives its clients (Parasuraman et al., 1988). Service quality consists of 22 self-rating items on a five-point Likert scale format, ranging from 1‘ —strongly disagree to 5‘ strongly agree.

3.3.4 Perceived Value

Perceived value is operationalized by one dimension. It alludes to the client's appraisal made between the value picked up from an item or administration relationship and the apparent forfeits or expenses (Zeithaml, 1988). The things used to quantify the build are fundamentally adjusted from Yang and Peterson (2004). Measurement for perceived value consists of five self-rating items on a five-point Likert scale format, ranging from 1‘ —strongly disagree to 5‘ —strongly agree.

3.3.5 Perceived Enjoyment

Perceived enjoyment is operationalized by one dimension. It refers to the extent to which the activity of using a specific system is perceived to be enjoyable in its own right, apart from any performance consequences resulting from system use (Davis et al., 1992). For the purpose of this study, the construct of perceived enjoyment is measured by four items adapted from Zhou (2013). Each item is accompanied by a five-point response format ranging from 1‘—strongly disagree to 5‘—strongly agree.

3.3.6 Technological Perceptions

Technological perceptions are operationalized by two dimensions adapted from Zhou (2013). The dimensions are system quality and information quality. System quality refers to access speed, ease of use, navigation and visual appeal. Information quality refers to information relevancy, accuracy, sufficiency and timeliness (Kim et al., 2004b). This consists of eight items. Each item is accompanied by a five-point Likert scale ranging from 1‘ —strongly disagree to 5‘ —strongly agree.

3.3.7 Trust

Trust is operationalized by one dimension that is the customers‘ thoughts, feelings, emotions or behaviors relating to a particular service provider that provides

customers with a feeling of relying on firms to meet their expectations (Patrick, 2002). Five items are adapted from the study of Aydin and Ozer (2005). Each item is accompanied by a five-point Likert scale ranging from 1 ‘ —strongly disagree’ to 5 ‘ —strongly agree’.

The following Table 3.1 summarizes the variables and the total number of items used to measure the variables.

Table 3. 1: Summary of Variables and Total Number of Items

Variables	Dimensions	Total number of items
Customer Loyalty (Gecti & Zengin, 2013)	-Behavioural -Attitudinal	6
Customer Satisfaction (Lim <i>et al.</i> , 2006)	-	5
Service Quality (Parasuraman <i>et al.</i> 1988)	-tangibles -responsiveness -reliability -assurance - empathy	22
Perceived Value (Yang&Peterson, 2004)	-	5
Perceived Enjoyment (Zhou, 2013)	-	4
Technological Perceptions (Zhou, 2013)	-System Quality -Information Quality	8

3.4 Measurement

With the exception of demographic information, all other variables included in this study are measured using multiple items adapted from past studies. However, in order that they are fit for the current study, some changes on wording were made on these borrowed items.

3.4.1 Customer Loyalty Measures

In this research, customer loyalty is measured using an existing scale adapted from the study of Gecti and Zengin (2013). There are two characteristic approaches to measuring loyalty: behavioural measurement and attitudinal measurement. Gecti and Zengin (2013) tested internal consistency for the construct; they find the reliability coefficient of Cronbach's alpha of 0.85. The items used to measure customer loyalty are shown in Table 3.2 below.

Table 3. 2: Items for Customer Loyalty Measure

No	Items	Alpha
Behavioural loyalty		
1	I will not switch to other phone service providers in place of my current mobile phone service provider	
2	I would pay a higher price for my current mobile phone service provider even if other competitors' prices are cheaper.	
3	I will always remain with my current mobile phone service provider.	
Attitudinal loyalty		0.85
4	I intend to keep subscribing to use my current mobile phone service in the next few years.	
5	I will always encourage other people to use my current mobile phone service provider.	
6	I intend to use more service that suits me from my current mobile phone service provider.	

Source: Gecti and Zengin (2013)

3.4.2 Customer Satisfaction Measures

Customer satisfaction is measured using an existing scale adapted from the study of Walsh et al. (2006). Each item is measured on five-point Likert scale. The reliability alpha coefficient reported by Walsh et al. (2006) is 0.92. The items to measure customer satisfaction variable are given in the Table 3.3 below.

Table 3. 3: Items for Customer Satisfaction Measure

No	Items	Alpha
1	I am satisfied with my decision to subscribe my current mobile phone service provider.	0.94
2	My choice to subscribe current mobile phone service provider was a wise decision.	
3	I feel bad regarding the decision to choose my current mobile phone service provider.	
4	I think I did the right thing by subscribing mobile phone service from my current provider.	
5	I am unhappy that I subscribe my current mobile phone service provider.	
6	I intend to keep subscribing to use my current mobile phone service in the next few years.	

Source: Lim et al (2006)

3.4.3 Service Quality Measures

Service quality is measured using the items adapted from the study of Parasuraman et al. (1988). All items are measured on a five-point Likert scale. For this variable, the reliability coefficient reported by Parasuraman et al. (1988) is 0.92. The total number of items used to measure the service quality is shown in Table 3.4 below.

Table 3. 4: Items for Service Quality Measure

No	Items	Alpha
Tangibles		
1	My current mobile phone service provider has up-to-date equipment	0.92
2	My current mobile phone service provider's physical facilities/dehors are visually appealing	
3	The staff at my current mobile phone service provider are well dressed and appear neat	
4	The appearance of the physical facilities/dehors of my current mobile phone service provider is in keeping with the type of services provided	
Reliability		
5	When my current mobile phone service provider promises to do something by certain time, it keeps its promise	

- 6 When I have a problem, my service provider shows sincere interest in solving it
7 My current mobile phone service provides service reliably and dependably.
My current mobile phone service provider provides its services at the time it
8 promises to do so
9 My current mobile phone service provider keeps its records accurately.

Responsiveness

- My current mobile phone service provider tells me exactly when services will be
10 performed
The staff at my current mobile phone service provider provide me with prompt
11 service.
The staff at my current mobile phone service provider are always willing to help
12 customers.
The staff at my current mobile phone service provider customer service are always
13 ready to respond to customer requests promptly

Assurance

- 14 I can trust the staff of my current mobile phone service provider
I feel safe in my transactions with the staff of my current mobile phone service
15 provider.
16 The staff at my current mobile phone service provider are polite.
Staff at my current mobile phone service provider have adequate facilities to do their
17 job well.

Empathy

- 18 My current mobile phone service provider gives me individual attention
19 The staff at my current mobile phone service provider give me personal attention.
20 The staff at my current mobile phone service provider know what my needs are.
21 The staff at my current mobile phone service provider have my best interests at heart.
My current mobile phone service provider has convenient operating hours for all
22 their customers.

Source: Adapt from Parasuraman *et al.* (1988)

3.4.4 Perceived Value Measures

Items for measuring the customer perceived value variable are adapted from the study of Yang and Peterson (2004). This scale consists of five items and all items are measured using a five-point Likert scale. The reliability coefficient reported by

the researcher is 0.80. Table 3.5 shows the total number of items used for this variable.

Table 3. 5: Items for Perceived Value Measure

No	Items	Alpha
1	Compared to alternative operators, my current mobile phone service provider offers attractive product/service charges.	0.8
2	Compared to alternative operators, my current mobile phone service provider charges me fairly for similar products/services.	
3	Compared to alternative operators, my current mobile phone service provider gives more free services.	
4	Comparing what I pay to what I might get from other competitive operators, I think my current mobile phone service provider provided me with good value.	
5	Comparing what I pay to what I might get from other competitive operators, I think my current mobile phone service provider provides me with good value.	

Source: Adapt from Yang and Peterson (2004)

3.4.5 Perceived Enjoyment

To measure the perceived enjoyment variable of the mobile phone companies, items are used with some modification from the study of Cyr et al. (2006). This measure contains four items, and all the items are measured using a five-point Likert scale. Reliability coefficient reported by Cyr et al. (2006) for this variable is 0.94. The items for measuring perceived enjoyment are shown in Table 3.6 below.

Table 3. 6: Items for Perceived Enjoyment Measure

No	Items	Alpha
1	I feel that using the service provided by my current mobile phone service provider is fun.	0.89
2	I feel that using the service provided by my current mobile phone service provider is exciting.	
3	I feel that using the service provided by my current mobile phone service provider is enjoyable.	
4	I feel that using the service provided by my current mobile phone service provider is interesting.	

Source: Adapt from Zhou, (2013)

3.4.6 Technological Perceptions Measures

To measure the technological perceptions variable, eight items are utilized from the study of Zhou, (2013) with some modification on wording. All items are measured using a five-point Likert scale. Table 3.7 below shows the items used to measure technological perceptions with reliability coefficient of 0.82, as reported by Zhou (2013).

Table 3. 7: Items for Technological Perceptions Measure

No	Items	Alpha	
System Quality			
1	The technology service provided by my current mobile phone service provider is up-to-date.	0.82	
2	The technology service provided by my current mobile phone service provider is easy to use.		
3	The technology service provided by my current mobile phone service provider is easy to learn.		
4	The technology service provided by my current mobile phone service provider is attractive.		
Information Quality			
5	My current mobile phone service provider provides me with information relevant to my needs.		
6	My current mobile phone service provider provides me with sufficient information.		
7	My current mobile phone service provider provides me with accurate information.		
8	My current mobile phone service provider provides me with up-to-date information.		

Source: Adapted from Zhou, (2013)

3.5.1 Population

The population for this study consists of Generation Y postpaid mobile phone service subscribers in Tanzania. A postpaid segment is chosen because postpaid customers have a contract with the mobile operator. The customer receives periodical bills which require him or her to pay a certain monthly fee plus excess usage. On the other hand, a prepaid segment does not have any contract. The customer has to fill his or her calling credit beforehand and he or she is able to use the service only within the limit of his or her calling credit (Nguyen, 2011). Thus, there is a relationship between customer and service provider when it comes to post-paying. Therefore, it is important to study the factors that affect their loyalty. Based on the statistics presented by the Tanzania Telecommunication Regulatory Authority (2016), postpaid customers total 756,000 in 2016 as shown Table 3.9.

Table 3. 8: Growth of Postpaid Market Segment

Mobile subscribers	Prepaid	Postpaid	Total	Penetration (%)
2010	4,249,583	522,058	4,771,641	5.0
2011	4,887,851	425,713	5,313,564	59.0
2012	5,549,856	464,510	6,014,366	61.0
2013	6,063,422	556,209	6,619,631	61.0
2014	6,793,280	689,281	7,482,561	71.0
2015	8,047,720	719,844	8,767,564	79.0
2016	9,557,223	756,583	10,313,806	79.7

Source: Tanzania Communications Regulatory Authority (TCRA) (2016)

3.5.2 Sample

The present study sample is the Generation Y population in Tanzania. According to Sarayanews (2013), 73% of the Tanzania society is Generation Y, which is called 'Text Generation', because they have adapted the mobile phone in their life (Trunk, 2007). In addition, the mobile phone industry considers the Generation Y as an important target market (Kumar & Lim, 2008). Generation Y comprises persons born between early 1977 up to late 1996 (Erickson, 2008). Generation Y is chosen as the sample for the current study.

Additionally, according to Sarayanews (2013), the government of Tanzania gives this category much attention. They consider its members as the knights of change who have increased interest in both public and private institutions. The importance of the youth in the community is felt through their ability and effective role in bringing about change. This is also reflected in their role in economic reform, since they are the core of the country's economic progress.

Accordingly, the above findings unveil the importance of Generation Y. As stated previously, Generation Y has grown up using the mobile phone services enormously and is the main customer of this trend. This segment needs to be examined as they form nearly 73% of the general population in Tanzania (Sarayanews, 2013). Therefore, they can make up the required sample for a survey of this kind.

3.5.3 Sample Size

In considering the importance of determining appropriate sample size, Cavanaugh et al. (2000) mention that selecting the right sample size is definitely important because a valid and reliable sample can facilitate an investigator's work by allowing the generalization of the research results from the sample of the population under investigation. According to the statistics of the TCRA (2010-2017), there are 719,844 postpaid mobile phone subscribers from a population of 10,313,806. In determining the sample size, the formula suggested by Krejcie and Morgan (1970) is used. For the purpose of the present study, a sample size of 384 mobile phone subscribers is used for data collection as it fits the suggestion of Krejcie and Morgan (1970) for a population of 100,000 and above. Tabachnick and Fidell (1996) suggest that it is comfortable to have at least 300 cases for factor analysis. They further suggest that, taking into account that the survey method has a poor response rate, and to ensure minimal response number is obtained, the number of questionnaires to be distributed should be double the minimal number required. Hence, for this study's requirement of 384 responses, 768 questionnaires were distributed.

3.6 Sampling Method and Data Collection Procedures

This study utilized stratified random sampling method. In particular, the study employed disproportionate stratified sampling. According to Sekaran (2003), a researcher might decide instead to use a disproportionate stratified random sampling procedure because using disproportionate sampling entails that all members in each unit of strata have enough representation of their group. In addition, disproportionate sampling decisions have been made either when some strata are too small or too large, or when there is more variability suspected within a particular stratum. Therefore, the researcher used disproportionate stratified sampling to ensure that the results are distributed in the same way as the population in terms of the stratifying criterion as shown in Table 3.9.

Table 3. 9: Disproportionate Stratified Random Sampling

NO	Operator	Number of Elements	Disproportionate Samples
1	Vodacom	511,279	320
2	Tigo	175,498	250
3	Airtel	69,906	198
	Total	756,583	768

Source: (Tanzania Commission Regulatory Authority (TCRA) (2016)

According to the Tanzania Commission Regulatory Authority (2016), there were approximately 756,583 postpaid subscribers in the year 2016. As shown in Table 3.9, Vodacom operator has the highest number of subscribers with 320 subscribers, and Airtel operator has the least number of subscribers with 198 subscribers. Therefore, the researcher selected the three operators' center as a sampling unit for this study, in order to avoid biasness by collecting the samples from one operator center. Table 3.9 shows the list of operators' centres for the sampling collection exercise.

Marketing researchers, in general, and advertising researchers, in particular, are increasingly using the mall intercept approach to collect survey data (Gates & Solomon, 1982). Mall intercept interviewing is a personal or face-to-face interviewing method (Bush & Hair, 1985). According to Aaker and Day (1990), there are two primary benefits associated with mall intercept interviewing, such as cost and control. According to Bush and Hair (1985), mall intercept is a unique form of face-to-face interviewing with much to offer the market researcher. It has more potential for quality responses than the telephone method. The mall intercept method is a relatively inexpensive method for collecting high quality, accurate data in a face-to-face manner (Bush & Hur, 1985). Therefore, this study used the operator centers' intercept method to collect survey data.

According to Zikmund and Babin (2010), probability sampling is based on selection random procedure, because the probability sampling process is random. Systematic sampling which is also referred to as nth method is used to select respondents from

the determined probability sample. Following the recommendation put forward Malhotra (1993), the researcher used the systematic random sampling method employing mall intercept survey for collection of data, where the respondents were picked as they got out of the main entrance of the operator's center. For example, if number of samples required from an operator center is 320, and the sample interval is five and the random starting point is five, then the subscribers selected were 5, 10, 15, 20, 25, 30 and 35, etc. until the required sample was reached (Sekaran, 2003). This selection is in line with the study conducted in India by Chattopadhyay et al. (2009) that used systematic random sampling method for collecting data from customers to explore the relationship between brand equity and marketing mix elements in situations where there are uncertainties of brand attributes.

According to the TCRA (2016), 38% of the Tanzanian population is in the capital city of Dar-es-salaam. Dar-es-salaam is the city with the highest population in Tanzania of 2,419,600. Therefore, the researcher with two research assistants distributed questionnaires in each of the operator's center in Dar-es-salaam city. The rationale behind choosing the operator centers is that it caters for a large number of postpaid subscribers' needs. Thus, the researcher and the two assistants distributed questionnaires personally by hand to every fifth subscriber who got out from the operator's center after he or she had paid the bill (the subscribers were easily accessible in order to respond to and fill in the questionnaire), The questionnaires were distributed within three months, starting from 3 May till 7 August 2018, between 9am to 5pm each day except on holidays (holidays and weekend). Each day, the questionnaires were distributed to subscribers of one operator center in turn.

To facilitate and achieve a higher response rate, the questionnaire was well structured using simple language. No discrimination was done on the basis of gender and participation was entirely voluntary. All information and feedback provided were kept confidential and used only for academic purposes. The researcher provided the respondents enough time to respond to the questionnaire on the spot and for those who cannot, a convenient time and place was arranged for it to be collected.

A cover letter from the researcher was attached to the questionnaire that was distributed to the respondents by hand. The researcher decided to distribute the questionnaire by hand to ensure that the respondents receive the questionnaire with great interest to respond, as well as to make the respondents know the importance of their responses and give additional information where needed. The main contents of the cover letter provided information on the main objective and purpose of the study; instructions to follow and assurance of privacy of the respondents' feedback. All the respondents were informed that their participation in the research was voluntary and with no obligations.

The survey questionnaire is suitable to be used for this current study due to several reasons. Firstly, it is a relatively less costly technique that can enhance the response rate (Sekaran, 2000). Secondly, there are no sensitive questions included in the study. Finally, the questions are simple and easy to understand. The researcher also translated all items into Swahili language to get best possible answers from the respondents (because the main language in Tanzania is Swahili). The questionnaire was translated through University of Dar-es-salaam (UDSM) University Language Center where they translated the questionnaire to Swahili language, and then it was translated back to English language to ensure the accuracy of the meaning; this involved refining where necessary (Craig & Douglas, 2000) (the English and Swahili versions of the questionnaire are available in Appendices A-1 and A-2, respectively). The researcher took into consideration the translation method. The translation was done by an expert using back and forth translation method as discussed above.

3.7 Pilot Study

According to Hair, Black, Babin, Anderson and Tathan, (2010) and, Hair, Money, Samouel and Page, (2007), content validity entails requiring a few samples of intended respondents or/and team of specialists to make judgment on the appropriateness of the items used to measure a variable. Therefore, the researcher considered feedback from a group of experts (two academicians and experts in the mobile phone sector in Tanzania); then the researcher came up with an enhanced version of the instrument which was eventually administered for the pilot study.

Additionally prior to choosing the genuine instrument to be used in this examination, a pilot study was directed utilizing an advantageous testing of 35 Tanzanian cell phone endorsers. The scientist sat with the respondents while they were finishing the polls to distinguish any challenges in understanding the inquiries and beware of the simplicity of consummation. Every respondent took roughly 20 minutes to finish reacting to the whole poll. Some obscure sentences were noted and adjusted. The last form of the poll can be found in the Appendix. In view of the input accumulated in the pilot test, the inquiries were additionally improved to encourage fulfillment of the last form of the poll.

The dependability of the instrument used to gauge each build was tried utilizing pilot information. One of the chose foundation from past instruments was the inward consistency of the scales. This can be checked by thinking about Cronbach's alpha dependability coefficients. The aftereffect of proportions of unwavering quality, from the pilot study is shown in Table 3.10. The reliability estimates range from .76 to .97 and this is generally considered sufficient for research purposes (Nunally, 1978). The scales can be regarded as relatively reliable.

Table 3.10: Reliability coefficients for multiple items in Pilot study (n=35)

Variables	Cronbach's Alpha (α)
Customer Loyalty	0.76
Service quality	0.92
Perceived value	0.90
Perceived enjoyment	0.97
Technological perception	0.82

3.8 Data Analysis Techniques

To achieve the research objectives, the study employed Statistical Package for the Social Sciences (SPSS) version 20 and Partial Least Squares (PLS) version 2.0 to encourage information investigations. Prior to going for inferential examinations, reaction rates and profiles of respondents and information screening on various

issues, for example, reaction inclination, missing information investigation and multicollinearity test were finished utilizing SPSS.

With regards to inferential investigation, Partial Least Squares-Structural Equation Modeling (PLS-SEM) application has been utilized effectively in various regions of research, all the more explicitly, showcasing, key administration, the board science and social brain research, among others (Hair et al., 2013). Different PLS-SEM upgrades have been made all the more as of late with the incorporation of the accompanying; use of corroborative factor examination for the check of the estimation model (Hair et al., 2011); model quality assessment (Hair et al., 2011); and the model's prescient significance (Hair et al., 2013). These enhancements add to the development of PLS-SEM that is commonly utilized as research instrument in the field of showcasing just as the sociologies (Hair et al., 2011). Furthermore, Hair et al. (2012); and Reinartz et al. (2009) affirm the significance of PLS's capacity to break down factors in complex models, at the same time.

In PLS models, two primary methodological components are considered (Hair et al., 2013). The evaluation of measurement model and evaluation of the structural model. The next sections elaborate on these two elements in detail.

3.9 Evaluation of Measurement Model

Both validity and reliability are the most important decisive factors used to test the integrity of measures in social research. Reliability shows the consistency that a measuring instrument measures what the theory intends to measure. Reliability represents the internal consistency showing the homogeneity of items in the measure, measuring the latent variable (Schindler & Cooper, 2003). Also, the Cronbach's alpha is recommended when measuring the internal consistency of the position of items (Sekaran, 2003), and is the most frequently used reliability coefficient. A reliability analysis was conducted on the scales of service quality, perceived value, perceived enjoyment and technological perception as well as on the dependent variable (customer loyalty), on the moderator (trust) and the mediating variables (customer satisfaction). Meanwhile, Nunnally's (1978) suggestion of a lower Cronbach's alpha limit of 0.70 is mostly accepted by researchers. Nonetheless,

for a study that is exploratory in nature, Hair et al. (1998) opine that a Cronbach's alpha value of 0.60 or more is considered to be significant. Items of each construct with the suggested reliability threshold were used for further analysis. In addition to the above, validity test was done to show the reliability of the tool that was developed to measure the specific theory which is intended to be measured (Sekaran & Bougie, 2010).

3.9.1 Construct Validity

Construct validity affirms to how well the results obtained from the use of the measure fit the concepts around which the investigation is designed (Sekaran & Bougie, 2010). The concern here is whether the instrument is connected to the concepts that are theorized (Ramayah et al., 2011). This is done through convergent and discriminant validity tests. As recommended by Hair et al. (2010), a cut-off value of loadings at 0.5 is considered as significant. Here, a special look was given to the factor loadings, average and composite reliability, in addition, to the respective loadings and cross-loadings to see if there are specific issues with any of the items.

3.9.2 Convergent Validity

After determining the construct validity of the items, next is the convergent validity. It is the degree to which several items that have been used in measuring the same concept agree. As suggested by Hair et al. (2010), factor loadings, composite reliability and average variance extracted were used to measure convergent validity. In this regard, Hair et al.'s (2010) recommendation was followed for the factor loadings.

3.9.3 Discriminate Validity

Discriminant validity is a test that measures the levels at which items distinguish between constructs or measure divergent concepts. This is measured by scrutinizing the correlations between the measures for possibly overlapping constructs. It is expected that the model items will load strongly in their own constructs, with the average variance shared between each construct as well as its measures being higher than the variance shared between the construct as well as other constructs based on

the suggestion made by Compeau et al. (1999). This process was followed before testing of the hypotheses formulated for this study. Other statistical analyses were also conducted thereafter.

3.9.4 Evaluation of the Structural Model

The “coefficient of determination (R^2 value), which is a measure of the model's predictive accuracy is one of the most commonly used measure to evaluate the structural model. The coefficient shows the combined effects of the exogenous latent variables on the endogenous latent variable. It also represents the amount of variance explained by all exogenous constructs on related endogenous constructs. The value of R^2 ranges from 0 to 1 with higher value showing higher levels of predictive accuracy. However, the acceptable value of R^2 depends on the field of study. While R^2 values of 0.20 are considered high in disciplines like customer behavior, for example, in studies related to customer satisfaction or loyalty (Hair et al., 2014), in marketing researches, R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables are considered as a rule of thumb to be substantial, moderate or weak, respectively (Hair, Ringle & Sarstedt, 2011; Henseler et al., 2009).

In addition to evaluating the R^2 values of all endogenous constructs, the change in the R^2 value when a specified exogenous construct is omitted from the model can be used to evaluate whether the omitted construct has a substantive impact on the endogenous constructs. In other words, the effect size represents the measure of the strength of the relationship existing between independent and dependent factors in spite of the sample size (Hill et al., 2008). Finally, the PLS path modeling bootstrapping technique was used to test the hypotheses formulated for this study and various statistical decisions were made thereafter”.

3.10 Summary

In this part, the approach of the examination has been fundamentally talked about. This exploration indicated the examination structure, and clarified the instruments utilized dependent on the important writing audit. Also, this part given a few elaborations on the populace, test size and examining method. The pilot study led and its examination was likewise displayed which was guarantee the legitimacy and dependability of the measures utilized preliminary to information accumulation stage. At long last, this section portrayed the information accumulation strategies and the factual methods utilized in the study.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results of data analysis. Descriptive and inferential statistical results were obtained through SPSS (Statistical Package for Social Sciences) and PLS-SEM (Partial Least Squares-Structural Equation Modeling). This chapter begins by presenting key results after preliminary analysis of survey response and data screening. After that, result of evaluation of the model's quality by PLS is offered by specifically reporting key findings on the measurement and structural models, which include construct, convergent and discriminant validity, reliability analysis, predictive relevance of the model and effect size. Finally, results of the mediating effect of customer satisfaction and the moderating effect of trust are provided

4.2 Analysis of the Survey Response

4.2.1 Response Rate

For “data collection purposes, 768 questionnaires were distributed to Tanzanian postpaid mobile phone subscribers. Out of this number, 643 were returned, 96 of which were excluded because they were 39 years of age and above. In addition, Hair, Black, Babin, Andersen and Tatham (2010) argue that it is better for researchers to delete the case respondent if the missing data is more than 50%. Based on their recommendation, six questionnaires were discarded because they were more than 50% incomplete. Thus, a total of 541 responses were usable and used for subsequent analysis, giving a response rate of 70.4%. The sample size appears to be adequate and response rate obtained is comparable to several studies using mobile phone services users as the study sample”. Respective response rates for such studies are 72.8% in Alshuridehet *et al.* (2012); 77.5% (Akroushet *et al.*, 2011); 65% (Lee *et al.*, 2006b); and 80.9% (Abu-ELSamenet *et al.*, 2011).

4.2.2 Test of Non - Respondent Bias

Proof “from existing writing has set up that non-respondents once in a while vary deliberately from respondents both in dispositions, practices, characters and inspirations, by which any or all may influence the after effects of the examination (Malhotra, Hall, Shaw and Oppenheim, 2006). In this investigation, non-reaction predisposition was tried utilizing t-test to look at the similitudes between the mean, standard deviation, and standard blunder of ahead of schedule and late reaction. Levene's trial of the early and late reactions in the fundamental examination factors, for example, client reliability, client satisfaction, trust, service quality, perceived value, perceived enjoyment and technological perceptions, was employed.

Several researchers, including Malhotra *et al.* (2006) argue empirically that late respondents could be utilized for non-response bias instead of non-respondents, mainly because the former may not have responded if they have not been followed up. According to Malhotra *et al.* (2006), non-respondents are considered to possess similar characteristics as late respondents. Since the questionnaire was distributed and collected at the spot as subscribers went to subscribe with the service operators, the study categorized the sample into two groups, namely early responses and late responses. The early respondents are those who returned the questionnaires within the first 15 minutes of administration and the late respondents are those who returned the questionnaires after 15 minutes following the distribution. It is to be noted that, the distribution of questionnaire took a period of three months” (from 3 March till 3 June 2019). Hence, 250 respondents were grouped into early responses and 291 as late responses. Descriptive as well as Levene's test were conducted for equality of variance on the main variables of the study.

Table 4.1 shows that no value is higher than 0.05, implying that the variances are assumed to be approximately equal. In addition, the two groups are found to come from the same population since there are no significant differences between early and late respondents for the main variables ($p < 0.05$).

Table 4. 1: Test of non-respondent bias

Variables		Levene's test for equality of variances			T-test for equality of means	
		N	mean	F	Sig.*	Sig*(22-Tailed)
Customer loyalty	Early	250	3.2487	.736	.391	.343
	Late	291	3.3179			
Service quality	Early	250	3.4816	.780	.378	.871
	Late	291	3.4912			
Perceived enjoyment	Early	250	3.3298	1.036	.309	.066
	Late	291	3.4832			
Perceived value	Early	250	3.3211	1.489	.223	.323
	Late	291	3.3996			
Technology Perceptions	Early	250	3.5499	.290	.590	.139
	Late	291	3.6584			

*p < 0.05

4.2.3 Profile of the Respondents (N=541)

Table 4.2 shows the background information of sampled respondents. In terms of gender, majority of the postpaid mobile phone subscribers (62.8%) are male, whereas 37.2% are female. That means large segments of subscribers that use postpaid mobile phone are male respondents. This result is related to the study conducted in Jordan by Akroush *et al.* (2011) on the mobile phone sector. In terms of the marital status of the respondents, more than half of them (52.3%) are unmarried while 46.2% are married. This indicates Generation Y unmarried respondents use postpaid mobile phone more than married respondents.

In addition, in terms of age distribution, 30.9% of respondents are between 18-23 years, 25.1% between 24-29 years, 23.8% between 30-35 years, and 20.1% between 36-38 years. Overall, the highest age distribution of respondents is between 18-23 ages. The age between 24-29 years is in second-place. The ages between 30-35 years is third, while the ages between 36-38 years is lowest. Of the 541 respondents, the majority of the postpaid mobile phone subscribers use Vodacom (39.9%); followed by Tigo (33.1%); and the lowest percentage of respondents used Airtel (27%). This shows that Vodacom is the mobile phone operator with the biggest

market size while Airtel has the lowest portion of the market. The result is similar to the result of Mkende (2019) conducted in Tanzania on the mobile phone sector.

With respect to the length of experience in postpaid mobile phone subscription, 31.6% of the respondents have six years and above; 25.3% between four to six years; 30.5% between one to three years; and 12.6% have less than one year. Meanwhile, the respondents with six years and above experience and one to three years are similar in terms of percentage. The lowest percentage experience is respondents with less than one year of experience in using postpaid subscription. This means that most of the respondents are mature and satisfied with postpaid subscription in their relationships with mobile phone operators. This result conforms with the study conducted on the mobile phone sector by Mkende (2019) in Tanzania.

Similarly, on the basis of highest level of education, Table 4.2 shows the highest percentage (45.7%) of postpaid mobile respondents have bachelor's degree, followed by high school certificate, diploma, others, master's and PhD with 15.3%, 15.2, 10.4%, 9.1% and 4.3%, respectively. Generally, more than 45.7% of the postpaid mobile phone subscribers have bachelor's degree. This means that most of the respondents are mature. This result is similar to the study conducted in Tanzania by Mkende (2019) on the mobile phone sector. The results of the descriptive analyses are depicted in Table 4.2.

Table 4. 2: Profile of the Respondents (N=541)

	Profile of the Respondents	Number	Percentage
Gender	Male	340	62.8
	Female	201	37.2
Status	Marred	250	46.2
	Unmarred	283	52.3
Age	18-23	167	30.9
	24-29	136	25.1
	30-35	129	23.8
	36-38	109	20.1
Operator	Vodacom	216	39.9
	Tigo	179	39.9
	Airtel	140	27.0
Experience	Less than 1 year	68	12.6
	1-3	165	30.5
	4-6	137	25.3
	6 and above	171	31.6
	Higher school	83	15.3
Level of education	Diploma	82	15.2
	Degree	247	45.7
	Master	49	9.1
	PhD	23	4.3
	Others	57	10.4

4.3 Data Coding and Entering

Items in the questionnaire were coded using easily identifiable codes. This was succeeded by coding each of the variables based on the questionnaire items with one or two or three or four letters and a particular number. For example, a questionnaire from the first item relating to perceived value was coded as PV1. This data coding ensures that the questionnaires can be easily referred to and mistakes are avoided. Upon completion of the above process, all the retrieved questionnaires were ready for entering and were then entered accordingly by the researcher into SPSS version 20.

4.4 Data Screening and Cleaning or Treatment

After the raw data had been entered in the SPSS 20, the next line of action done by the researcher was data screening and cleaning or treatment. This involves checking for errors in the data collected (Byrne, 2013). These errors take the form of missing data or out of range data (values that fall outside the range of possible values for a scale). It was therefore important for the researcher to check on these and handle them accordingly (Appendix b-1). According to Pirker (2009), it is recommended that missing values be handled with imputation by replacing missing values using the remaining values of the data. To obtain accurate model specifications, the mean can be used for the imputation (Lernieux&McAlistet, 2005). Using the mean to replace missing values also leads to more reliable results than case-wise deletion (Parwoll& Wagner, 2012). This is because for pre-processed data that is intended to be exported to the PLS path modeling software, case-wise deletion will throw away a lot of useful information, which will in turn lead to lower efficiency, and thus is not recommended (Temme, Kreis&Hilderbrandt, 2006).

Based on this recommendation, a few cases of missing values which were identified were replaced accordingly using the mean values of the items (in total, there were 75 missing values, ranging from one to nine in each questionnaire). This was done as the number of missing values did not pose any statistical threat to the analytical phase of this study (Appendix b-2). The non-integer values which were not compatible with the scale of the data were rounded up to the nearest integer in order to get an integer value by using one as the rounding denomination (Enders, 2010). For other treatment of missing values especially as it related to the use of the PLS path modeling technique, referrals can be made to Tenenhaus, Vinzi, Chatelin, and Lauro (2005). In addition to the above treatment, test on normality was not done because the PLS is a distribution-free approach. It also uses the usual greatest probability estimation strategy, which expect multivariate ordinariness (Lohmellar, 1989). Likewise, since the PLS elements are symmetrical, the issue of multicollinearity does not emerge. Also, since this examination inspected information from a huge example (541), this condition may not twist the outcomes

as noteworthy takeoff from non-ordinariness might be insignificant for an example size of at least 200 (Hair *et al.*,2006).

4.4.1 Descriptive Analysis

A “descriptive analysis was then conducted to describe the general situation of customer loyalty, customer satisfaction, trust, service quality, perceived enjoyment, perceived value and technology perceptions among Tanzanian Generation Y postpaid mobile phone users. In Table 4.3, the mean, standard deviation, maximum and minimum values of the constructs are reported. For ease of interpretation of the five-point Likert scale, the current study used three equal sized categories as follows: scores less than 2.33 [4/3 + lowest value (1)] were considered low; scores of 3.67 [highest value (5) - 4/3], high, and those in between, moderate. Other studies, such as Alshourah (2012) also used similar approach in interpreting the mean value of a five-point Likert scale.

Table 4.3 shows that the minimum value of most of the constructs is 1.00 and the maximum value is 5.00, which are the minimum and maximum levels of the Likert scale used in this study. In addition, the data reveal that customer satisfaction has a maximum mean value of 3.63 with the standard deviation of 0.92. On the other hand, customer loyalty has a minimum mean value of 3.28 with the standard deviation 0.84. In general, these results indicate that the respondents tend to exhibit high levels of customer satisfaction and technology perceptions and service quality with their operator. Overall, the mean score of the constructs range between 3.28 to 3.60”.

Hence, it shows that there is a moderate level of responses by the subscribers on the constructs.

Table 4. 3: Descriptive Statistics of the Constructs (n=541)

Construct	Mean	Std.	Minimum	Maximum
		Deviation		
Customer loyalty	3.28	0.84	1.00	5.00
Service quality	3.48	0.67	1.36	5.00
Perceived enjoyment	3.41	0.96	1.00	5.00
Perceived value	3.36	0.91	1.00	5.00
Technology perceptions	3.60	0.84	1.00	5.00

4.4.2 Multicollinearity Test

Testing of multicollinearity among independent variables is greatly recommended before testing the proposed model (Hair *et al.*, 2010). Multicollinearity indicates the existence of a setback in correlation matrix when an independent variable is significantly correlated with another independent variable. Additionally, based on the recommendation of Hair *et al.* (2010), the detection of multicollinearity arises when correlation value is over 0.90.

Table 4. 4: Correlation of the Variables

	CL	EY	PV	SQ	TG
CL	1				
EY	0.467	1			
PV	0.437	0.538	1		
SQ	0.492	0.504	0.474	1	
TG	0.465	0.563	0.622	0.562	1

From Table 4.4 above, it is clear that there is no high correlation among the variables of this study, as all correlations are below the maximum threshold of 0.90.

This “test was facilitated by examining the tolerance value and the variance influence factor (VIF). According to Hair *et al.* (2010), tolerance value is the amount of variability of the chosen independent variable that is not explained by other independent variables, whereas VIF is the inverse of tolerance. The tolerance

value and VIF cut-off points are 0.10 and 10, respectively, indicating that VIF value should be closer to 1.00 in order to indicate little or no multicollinearity.

Table 4.5 highlights multicollinearity statistics for all the independent variables in the two models. Basically, the correlations between the variables are below 0.90, denoting no problem of multicollinearity. Tolerance values range between .471 and .543, while VIF values range between 1.841 and 2.125. Thus, the result signifies no violation of multicollinearity assumption”.

Table 4. 5: Multicollinearity Test

Model	Collinearity statistics	
	Tolerance	VIF
Service Quality	.477	2.095
Perceived Enjoyment	.543	1.841
Perceived Value	.515	1.940
Technology Perceptions	.471	2.125

4.5 Data Analysis

Since the constructs have been defined and appropriate items have been adapted and modified from adapted instruments, a suitable data analysis method was chosen. SPSS version 20 was used for the preliminary analysis, especially for the description of the sample of the study. It was also used to compute the variables which were used to determine the level of customer loyalty among the study respondents. Also, the mean for each of the items representing the constructs was computed with the SPSS. For the main analyses, the PLS path modelling technique approach was used. The researcher decided to use the PLS path modelling technique for reasons adduced by some researchers in the behavioral sciences. Firstly, the method is most fitting when presumptions of multivariate ordinariness and interim scaled information can't be made, and when the analyst is principally worried about forecast of the needy variable (Hulland, 1999). Besides, the PLS parameter gauges better the quality and bearing of the relationship among factors contrasted with connection coefficients. It additionally maintains a strategic distance from parameter estimation inclinations

regular in relapse investigation (Calontone, Graham and Mintu-Wimsatt, 2007). Thirdly, the PLS is most adaptable when estimating develops (Graham, Minton and Rodgers, 1994) and the connections are demonstrated all the while, dispensing with concerns about multicollinearity (Inkpen & Birkenshaw, 1994). Fourthly, it is more appropriate for a study of an exploratory nature (Lee, Yang & Graham, 2006b) and is very suitable for a non-parametric analysis (Chin & Newsted, 1999).

4.5.1 Evaluation of the Model Quality

This study utilized Smart PLS in line with previous studies (Goaill *et al.*, 2014). The software package (Smart PLS), Version 2.0 M3 (Ringle, Wende & Will, 2005) was utilized to perform information investigation. This product is generally utilized in promoting and the board science (Henseler *et al.*, 2009). A PLS model is regularly investigated and deciphered after three stages (Hair *et al.*, 2014). Initially, the model particular; second the estimation model (external model) tried to guarantee its legitimacy and unwavering quality. Additionally, the estimation properties of multi-thing develops, including merged legitimacy, discriminant legitimacy and dependability, are inspected by leading component investigation (CFA); and third, the inward model (basic model) assessment and the basic model is dissected by R square, impact measure and prescient pertinence of the model. Additionally, bootstrapping is performed to test the examination hypotheses.

4.5.2 Model Specification

The original study model included 55 reflective measurement items (manifest variable or indicator) for five variables (latent variables) including service quality, perceived value, perceived enjoyment and technological perceptions as independent variables and customer loyalty as dependent variable.

4.5.3 Measurement Model

The key criteria used to assess the estimation models are legitimacy and unwavering quality. Unwavering quality is a trial of how reliably an estimating instrument estimates whatever idea it is estimating, though legitimacy is a trial of how well an instrument that is created measures the specific idea it is proposed to quantify (Sekaran and Bougie, 2010). By and large, in evaluating the intelligent estimation

things, the specialist pursued the rules recommended by Hair et al. (2011); and Gotz, Liehr-Gobbers and Krafft (2010). The build, merged and discriminant validities were evaluated trailed by unwavering quality analysis.

4.5.3.1 Construct Validity

Construct “validity affirms how well the results obtained from the use of the measure fit the theories around which the test is designed (Sekaran & Bougie, 2010). The issue to be addressed here is if the instrument explains or has a strong connection with the concepts as theorized. The researcher examined the factor loadings and cross-loadings to ascertain if there are issues with any particular item. A cut-off value of 0.5 (being significant) as suggested by Hair *et al.* (2010) was used in this regard. According to the recommendations by Hair *et al.* (2010); and Chin (1998), in order to confirm the construct validity of the measurement model, researchers can use factor loading of the items. Specifically, in order to measure a particular construct, all items meant for that should be loaded highly on the construct, which they are deliberately constructed to measure. When the PLS algorithm was run, the loadings of 12 items were removed before further analysis was done. Table 4.6 shows all the items load significantly and highly on the constructs they were intended to measure’.

Table 4. 6: Loadings and Cross-Loadings (After Deletion)

	CL	EY	PV	SQ	TP
CLA4	0.717	0.341	0.304	0.353	0.331
CLA5	0.806	0.400	0.360	0.425	0.400
CLA6	0.678	0.352	0.252	0.280	0.343
CLB1	0.657	0.255	0.304	0.356	0.266
CLB2	0.594	0.294	0.321	0.317	0.304
CLB3	0.785	0.337	0.330	0.359	0.326
CS5	0.323	0.204	0.221	0.207	0.188
EY1	0.396	0.836	0.454	0.404	0.506
EY2	0.388	0.881	0.437	0.417	0.483
EY3	0.453	0.901	0.498	0.480	0.511
EY4	0.385	0.860	0.484	0.444	0.458
PV1	0.381	0.456	0.805	0.389	0.471
PV2	0.362	0.384	0.811	0.385	0.466

PV3	0.348	0.435	0.793	0.403	0.487
PV4	0.350	0.440	0.816	0.365	0.528
PV5	0.301	0.439	0.767	0.348	0.546
SQA14	0.355	0.348	0.348	0.772	0.438
SQA15	0.359	0.371	0.344	0.779	0.435
SQA16	0.305	0.305	0.298	0.683	0.335
SQA17	0.324	0.358	0.354	0.649	0.375
SQE18	0.349	0.389	0.337	0.655	0.387
SQE20	0.332	0.382	0.360	0.695	0.398
SQE21	0.328	0.398	0.327	0.690	0.370
SQRV11	0.384	0.356	0.353	0.696	0.459
SQRV12	0.374	0.301	0.298	0.720	0.370
SQRV13	0.356	0.354	0.333	0.722	0.392
TPI5	0.393	0.471	0.538	0.464	0.823
TPI6	0.372	0.464	0.522	0.475	0.834
TPI7	0.394	0.460	0.506	0.467	0.813
TPI8	0.343	0.460	0.506	0.468	0.812
TPS1	0.345	0.443	0.452	0.409	0.743
TPS2	0.349	0.414	0.447	0.396	0.755
TPS3	0.312	0.359	0.429	0.391	0.765
TPS4	0.432	0.493	0.537	0.493	0.813

In Table 4.6, one of the items has loadings of 0.90 or higher, 10 items have loadings of at least 0.80, 10 items have loadings of just over 0.70, eight of the items have loadings of 0.60, while the remaining have loadings of above 0.50. This is an indication that the measures are adequate in their validity individually. Also, using the loadings of items on each of the constructs in Table 4.6 above, and in line with the suggestion of Hair *et al.* (1998, 2010), the results are said to be reliable, valid and suitable for further analysis.

4.5.3.2 Convergent Validity

The next analysis done by the researcher was to test the convergent validity. This is the extent to which the items measuring the same concept agree. As recommended by Hair *et al.* (2010), the factor loadings, composite reliability (CR) and average variance extracted (AVE) was used to assess convergent validity. Based on the

presentation in Table 4.7, the loadings converge very well and exceed the 0.5 value as recommended by Hair *et al.* (2010). Also, the CR values in Table 4.7 which range from 0.857 to 0.932 surpass the recommended value of 0.707 by Hair *et al.* (2010). Also the AVE which measures the variance captured by the indicators relative to measurement error, which should be 0.50 and above (Valerie, 2012) are in the range of 0.50 to 0.75 as in table 4.7.

Table 4. 7: Results of Measurement Model

Construct	Item	Loadings	Weights	AVE	CR
Customer loyalty	CLB1	0.656	0.220	0.504	0.857
	CLB2	0.594	0.184		
	CLB3	0.785	0.246		
	CLA4	0.717	0.225		
	CLA5	0.806	0.284		
	CLA6	0.678	0.236		
Perceived enjoyment	EY1	0.836	0.280	0.756	0.925
	EY2	0.880	0.274		
	EY3	0.901	0.320		
	EY4	0.859	0.272		
Perceived value	PV1	0.798	0.273	0.638	0.898
	PV2	0.811	0.259		
	PV3	0.796	0.250		
	PV4	0.819	0.251		
	PV5	0.768	0.215		
Service quality	SQRV11	0.691	0.156	0.500	0.908
	SQRV12	0.714	0.152		
	SQRV13	0.719	0.145		
	SQA14	0.769	0.144		
	SQA15	0.778	0.146		
	SQA16	0.686	0.124		

	SQA17	0.655	0.132		
	SQE18	0.659	0.142		
	SQE20	0.694	0.135		
	SQE21	0.692	0.133		
Technology	TPS1	0.742	0.147		
perceptions	TPS2	0.754	0.149		
	TPS3	0.765	0.133		
	TPS4	0.813	0.184		
				0.632	0.932
	TPI5	0.822	0.167		
	TPI6	0.832	0.158		
	TPI7	0.815	0.168		
	TPI8	0.812	0.146		

4.5.3.3 Reliability Analysis

Cronbach's “alpha coefficient was utilized in the present study along with CR values to examine the inter-item consistency of the measurement items. The Cronbach’s alpha and CR values should be higher than 0.70 (Valerie, 2012). Table 4.8 presents the values of Cronbach’s alpha and CR of all constructs. It is evident that all exceed the recommended value of 0.70. Hence, construct validity is confirmed”.

Table 4. 8: Cronbach’s Alpha and Composite Reliabilities of Constructs

Constructs	Number of	Cronbach's	Composite Reliability
	Items	Alpha	
Customer loyalty	6	0.800	0.869
Service quality	10	0.888	0.922
Perceived value	5	0.858	0.918
Perceived enjoyment	4	0.892	0.935
Technology perceptions	8	0.916	0.944

Based on the CR values as presented in Table 4.8 above, and in agreement with the suggestion of Fornell and Larcker (1981); and Hair *et al.* (2010), all the

constructs are individually reliable. The CR values were determined when the items that did not meet the minimum loading factors were removed. The items that were removed from the factors are: service quality (items one, two, three, four, five, six, seven, eight, nine, ten, nineteen and twenty-two only).

4.5.3.4 Discriminant Validity

Discriminant validity of the measures is how much things separate among builds or measure unmistakable ideas. Hair et al. (2011) express that discriminant legitimacy stipulates that each inactive develops' AVE ought to be higher than the build's most noteworthy squared relationship with other idle develops (Fornell–Larcker's [1981] model) and the pointer's loadings ought to be more noteworthy than all its cross-loadings.

In the present investigation, discriminant legitimacy of the measures was evaluated through the Fornell and Larcker's (1981) paradigm. Like relationship grid portrayed in Table 4.9, the corner to corner components are the normal fluctuation square root separated from the dormant builds. Discriminant validity exists if the diagonal elements are greater than other off-diagonal elements in the rows and columns. This is evidently the case in the correlation matrix, and hence, discriminant validity is confirmed.

Table 4. 9: Correlations among Constructs and Discriminant Validity

	CL	EY	PV	SQ	TP
CL	0.710				
EY	0.468	0.933			
PV	0.438	0.539	0.894		
SQ	0.492	0.503	0.474	0.707	
TP	0.465	0.563	0.622	0.562	0.795

4.5.4 Structural Model

After breaking down the estimation model, the subsequent stage in the PLS Analysis was to assess the basic model, i.e., by examining the inward model. To do this, the

analyst relied upon necessities referenced by Hair et al. (2011, 2013), by considering the R² esteems, impact estimate (f²) and prescient pertinence of the model. The level and noteworthiness of the way coefficients and bootstrapping were utilized to test the examination hypotheses.

4.5.4.1 R Square (R²)

The “quality of the structural model can be assessed by R² value which shows the variance in the endogenous variable that is explained by the exogenous variables. According to Wegner (2011), R² values for endogenous latent variables are assessed as follows:

- i. When R² lies closer to 0 (or 0%), it indicates a weak.
- ii. When R² closer with center 50 (or 50%), it indicates a moderate.
- iii. When R² lies closer to 1 (or 100%), it indicates a strong.

Based on the results of the path model reported in Figure 4.2 and Wegner (2011) criteria, R² for customer satisfaction is found to be 0.262, indicating that service quality, perceived value, perceived enjoyment and technological perception can account for 26.2% of the variance in the customer satisfaction, which is weak. The R² of customer loyalty is 0.483, indicating that, service quality, perceived value, perceived enjoyment and technological perceptions can account for 48.3% of the variance in the customer loyalty, which is moderate.

4.5.4.2 Effect Size (f²)

It is also good to determine the impact of effect sizes of specific latent variables on the dependent variables with the help of f² analysis, which is complementary to R² (Chin, 2010). The f² effect size must be calculated as it is not automatically provided in PLS. The researcher manually, and using excel spreadsheet, calculated the f² with the help of the formula; f² = (R² included - R² excluded) / (1 - R² included)” represented by:

$$\text{Effect size: } f^2 = \frac{R^2_{\text{incl}} - R^2_{\text{excl}}}{1 - R^2_{\text{incl}}}$$

The f^2 values of 0.02, 0.15 and 0.35, respectively, were used to interpret small, medium and large effect sizes of the predictive variables, as recommended by Cohen (1988).

Table 4.10 shows small effect size of service quality, perceived value and perceived enjoyment ($f^2=0.025, 0.048, 0.029$, respectively). Perceived enjoyment, technological perception and service quality have very small effect on customer loyalty ($f^2=0.005, 0.009, 0.029$ respectively), while, perceived value has no effect on customer loyalty ($f^2=0.000$).

Table 4. 10: Effect Sizes of Latent Variables

	R²	f²	Effect size rating
Customer loyalty	0.483		
Service quality	-	.029	Small effect
Perceived value	-	.0000	Non effect
Perceived enjoyment	-	.005	Vary small effect
Technological perception	-	.009	Vary small effect

4.5.4.3 Predictive Relevance of the Model

In expansion to evaluating the nature of the basic model by considering the R² esteems and impact sizes, it can likewise be surveyed by utilizing a blindfolding method to produce the cross-approved collection and cross-approved repetition. In light of the proposal of Hair et al. (2011), cross-approved repetition is surveyed by the PLS-SEM evaluations of both the basic model and the estimation models to anticipate information, which consummately fit the PLS-SEM approach. On the off chance that an endogenous build's cross-approved repetition measure esteem (i.e., Q²) for a specific endogenous inactive variable is bigger than zero, its informative inert develops show prescient importance.

Q² is a standard to assess how well the model predicts the information of overlooked cases which is alluded to as prescient significance (Hair et al., 2013). As indicated by Valerie (2012), Stone-Geisse's test is determined by the accompanying equation: Q²=1-SSE/SSO. To utilize blindfolding to acquire Q², Hair et al. (2011) prescribe that the quantity of cases in the information must not be a different whole number of

the oversight separation d , —otherwise the blindfolding strategy will yield mistaken results, and they propose picking an estimation of d somewhere in the range of five and 10. Along these lines, this investigation utilized eight as an incentive for d to get cross-validated excess measures for every reliant variable.

As proposed by Hair et al. (2011), the model will have prescient quality if the cross-validated excess worth is more than zero; generally the prescient relevance of the model cannot be concluded. Table 4.11 shows that the cross validated redundancy values obtained for customer loyalty at 0.238. These results support the claim that the model has adequate prediction quality.

Table 4. 11: Predictive Relevance of the Model

Total	SSO	SSE	1-SSE/SSO
Customer loyalty	3246.000000	2473.469347	0.237995

4.5.5 Hypotheses Testing

The final step was to test the hypothesized relationships by running PLS algorithm and bootstrapping algorithm in Smart PLS 2.0. Despite the fact that way coefficients are significant in PLS investigation, Hair et al. (2011) affirm that when ways are non-huge or uncover signs that are against the estimated bearing, the earlier theories ought to be rejected. Then again, huge ways demonstrating the speculated bearing help the proposed causal relationship experimentally. Further, they express that every way coefficient's centrality, similarly likewise with the pointers' loads and loadings, can be evaluated by methods for a bootstrapping methodology.

Utilizing the bootstrapping technique in the evaluation of way coefficients involves a bootstrap test of in any event 5,000 and the quantity of cases ought to be equivalent to the quantity of perceptions in the first example (Hair et al., 2011). In addition, the basic t-values for a one-followed test must be over 2.33 (with a noteworthiness level of 1%), 1.645 (with an importance level of 5%), and 1.28 (with an essentialness level of 10%) (Wegner, 2010). Along this line, the scientist

set 5,000 subsamples with a substitution number from the bootstrap cases equivalent to the first number of tests (541) so as to create standard errors and obtain t-statistics.

Table 4. 12: Result of Hypotheses Testing

No	Hypothesis	Path Coefficient	Standard Error	T -Value	P- Value	Supported
H1	Service quality - Customer loyalty	0.162	0.035	3.512	0.000	Yes
H2	Perceived value - Customer loyalty	-0.005	0.043	0.104	0.458	No
H3	Perceived enjoyment - Customer loyalty	0.077	0.057	1.615	0.053	Yes
H4	Technological perceptions - Customer loyalty	0.107	0.037	2.022	0.021	Yes

Note. *($p < 0.10$); ** ($p < 0.05$); *** ($p < 0.01$)

The hypothesized relationships according to Table 4.12 are explained below:

H1. Result reveals that the proposed relationship between service quality and customer loyalty is highly significant ($\beta = 0.162$, t-value = 3.512, $p < 0.000$) and hence the hypothesis is supported.

H2. Perceived value does not show any association with customer loyalty ($\beta = -0.005$, t-value = 0.104, $p < 0.458$) and therefore the hypothesis is not supported.

H3. Support is found for H3 because perceived enjoyment is positively associated with customer loyalty ($\beta = 0.077$, t-value = 1.615, $p < 0.053$).

H4. Result provides support for H4 ($\beta = 0.107$, t-value = 2.022, $p < 0.021$). This implies that the extent of customer loyalty is influenced by technological perceptions.

4.6 Summary of Findings

This chapter reports the findings of this study. It also presents findings on the response rate and characteristics, techniques employed in measurement refinements, and analyses run to examine the instrument's validity and reliability, among others. Descriptive statistics show that in general, respondents indicate high levels of customer loyalty and satisfaction towards their mobile phone operator. More importantly, this chapter offers results of PLS analysis obtained from evaluation of the measurement model, structural model and hypotheses testing.

As indicated in the various analyses above, four of seven key hypotheses are accepted as being significant. Two hypotheses are rejected because of insignificant findings. In addition to seven hypotheses, four additional hypotheses were tested and out of these, three are supported, while one is not supported.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The comprehensive summary of this study is elucidated in this chapter. It includes the discussion on the findings and emphasizes on the empirical, theoretical and methodological contributions of this study. In addition, sound recommendations are provided for operators, while limitations and suggestions for future studies are also highlighted. Finally, a conclusion of what the whole study entails is made to encapsulate the study.

5.2 Recapitulation of the Study Findings

Based on the perspective of the Reciprocity Theory and prior studies on customer loyalty, the focus of this study is to examine the factors that influence customer loyalty in the Tanzanian mobile phone services sector. In the context of this study, customer loyalty is regarded as the tendency or intention of customers to continuously acquire or repurchase services from the same company. Meanwhile, mobile phone services are the services delivered by the mobile telecommunication service providers to mobile phone subscribers.

The purpose of this study is to achieve four major objectives. The first of the objectives is to determine the level of customer loyalty among Tanzanian postpaid mobile phone services customers. The second objective is to determine the influence of service quality, perceived value, perceived enjoyment and technological perceptions on customer loyalty among postpaid mobile phone service customers.

Reconsidering the research questions, this study attempts to find solutions to numerous research questions, such as: (a) what is the level of customer loyalty among Tanzanian postpaid mobile phone services customers? (b) Do service quality, perceived value, perceived enjoyment, technological perceptions and customer satisfaction influence loyalty among Tanzanian postpaid mobile phone services customers?

As indicated in chapter 3, the data applied for this study was retrieved by assigning 786 questionnaires to Tanzanian Generation Y postpaid mobile phone customers, out of which 541 were usable for the analysis, representing 70.4% of the population.

To examine the research questions, this study applied the PLS approach. The significant path relationships between factors involved in determining customer loyalty among the Tanzanian postpaid mobile phone services, care and support were distinguished by the structural model. For decision making relating to the hypotheses, one tailed (0.01, 0.05 and 0.1) level of significance was applied.

In light of the main research question on the degree of client devotion, the consequence of the discoveries demonstrates that client faithfulness among Tanzanian postpaid cell phone clients are at a moderate level. On the subsequent research question on whether administration quality, saw esteem, saw pleasure, innovative observations and consumer loyalty impact devotion among Tanzanian postpaid cell phone administration clients, discoveries of the PLS technique show that four of the factors have noteworthy association with client unwaveringness. These factors incorporate administration quality, saw delight and mechanical discernments. The explaining intensity of the four factors to foresee client reliability is reflected in the R² with 48.3%. Then again, saw worth is observed to be irrelevant related with client devotion. Recognized by the basic model. For basic leadership identifying with the theories, one followed (0.01, 0.05 and 0.1) level of hugeness was connected.

In light of the primary research question on the degree of client dependability, the after effect of the discoveries shows that client faithfulness among Tanzanian postpaid cell phone clients are at a moderate level. On the subsequent research question on whether administration quality, saw esteem, saw happiness, innovative observations and consumer loyalty impact dedication among Tanzanian postpaid cell phone administration clients, discoveries of the PLS strategy demonstrate that four of the factors have huge association with client devotion. These factors incorporate administration quality, saw pleasure and mechanical discernments. The clarifying intensity of the four factors to foresee client reliability is reflected in the

R2 with 48.3%. Then again, saw worth is observed to be irrelevant related with customer loyalty.

5.3 Discussion

To discuss the empirical findings, the sub-sections are organized to answer the four main research questions set earlier, and to achieve the research objectives.

5.3.1 Level of Customer Loyalty among the Tanzanian Postpaid Mobile Phone Service Customers

The focus of the first research question is on the level of customer loyalty among the Tanzanian postpaid mobile phone service customers. Customer loyalty demonstrates the attitudinal and conduct dedication of clients towards the administration of the supplier. It involves the likelihood of the client as yet adhering to a similar specialist organization, probability of giving empowering words or the likelihood of paying for included administrations. Concerning the discoveries, it demonstrates that the degree of client steadfastness of the assigned respondents is moderate. This can be seen from the mean of client devotion broke down too. This outcome is in accordance with past investigations, such as Abu-ELSamenet *al.* (2011); Akroushet *al.* (2011). Abu-ELSamenet *al.* (2011); and Alrubaiee and Al-Nazer, (2010) are the two major studies that have found that there is moderate level of customer loyalty in the Tanzanian mobile phone services and banking sectors customers, respectively. However, despite that, the mean of customer loyalty is similar to some other studies. The present study is quite different from prior studies (Yang & Jolly, 2008; Booker & Serenko, 2007), because it focuses on Generation Y postpaid mobile phone subscribers in Tanzania. Generation X constitutes a group of individuals born between 1965-1976 (Bakewell & Mitchell, 2003) as against Generation Y which consists of age group born between 1977-1996 (Erickson, 2008).

This study has demonstrated that there is a moderate degree of client steadfastness towards specialist co-ops, which shows that the level to which existing clients helpfully support and prescribe their specialist organizations to others is moderate, and committed to re-disparaging their preferred service provider.

Customer loyalty is very imperative to business firms' success since it is expensive to attract new customers compared to retaining the existing ones (Dekimpe et al., 1997). Ganesh, Arnold and Reynolds (2000) state that loyal customers build businesses by using the service more, paying premium prices and providing new referrals through positive word-of-mouth over time. Taylor and Hunter (2002) find that word-of-mouth behaviors, behavioral intentions and customer loyalty have positive relationship.

Moderate customer loyalty level indicates that the level to which customers subscribe to a particular mobile phone provider is moderate; this it is sufficient and not as predicted by the mobile phone providers. This gap indicates that customers may be looking around for an improved alternative or making use of multiple service providers to achieve their desires. They may also reluctantly refuse recommending their service provider to people who seek their view. This result is an indication that mobile operators in Tanzania have a possibility of a longer customer life cycle for every customer if they (the customers) remain loyal with the mobile operator.

One possible reason to explain the moderate level of customer loyalty among the respondents is due to the tight competitiveness of the mobile phone service market in Tanzania, where the service companies in Tanzania provide services that are on par with each other. They virtually provide the same services; hence there is no exceptional features in terms of service provision which none of the companies has over others. This certainly justifies why customer loyalty is at a moderate level. Similarly, all Tanzania mobile operators are evaluated in the same way by the mobile subscribers (Kardoosh&Steityeh, 2009) and they use price as the only variation tool (Mobile Syndicated Study Report, 2008). Customers' expectations on how mobile phone service providers should reward and recognize customer loyalty have been comprehensively shown by the mobile phone service industry through aggressive promotions and marketing. This can also be supported by the theory of Reciprocity which assumes that people reward kind action and reciprocate only expected kind action. Particularly, for customer loyalty to the same service provider, they need faster and easier communication, features, and other additional services.

Furthermore, customers view reward to loyal customers in their own perspective which is based on their experience from other industry such as retail shopping industry or credit card industry. Mobile phone service providers have to make a very good stand on customers' expectations based on loyalty recognition and reward; because if they failed to meet up with customers' expectations, they may either change to a better provider or stay put, but discourage people from patronizing the company. Thus, it is essential for service providers to know and achieve customer expectations.

5.3.2 The Effects of Loyalty Determinants on Customer Loyalty

The second research question is based on determining customer loyalty. However, the results show that four of the factors are significantly related with customer loyalty, while one factor is inconsequential. It very well may be fought that these outcomes are important because of the way that the fundamental focal point of this investigation is on the main considerations and remarkable impacts that impact client steadfastness. The consequences of this examination demonstrate that client devotion and four client steadfastness determinants are fundamentally related. It demonstrates that administration quality, saw delight, mechanical discernments and consumer loyalty support constitute a large percentage of explanation on the difference in customer loyalty, indicating that customer loyalty can be predicted by the four variables with a large explanatory power, explaining 48.3% of the difference. Out of the four variables, customer satisfaction has the highest contribution, followed by service quality, technological perceptions and lastly perceived enjoyment.

5.3.2.1 Service Quality

It has been established that significant relationship exists between service quality and customer loyalty, meaning that the more a customer develops positive perceptions of the service quality, the more the increase in usage of all the services provided by the mobile phone company. Therefore, service quality, which is delivered in terms of customer support, always contributes to customers' inclination

for repeat purchase, frequent and increased use as well as the urge to use other services from that service provider.

There is even the likelihood that once the subscribers develop favorable perceptions about the quality of service enjoyed, they will remain loyal and stick to the provider instead of moving to other service providers. For that reason, as the subscribers enjoy quality service, the more their loyalty to the service provider increases. Therefore, the findings obtained in this study further corroborate the previous research that examined the association between service quality and customer loyalty across different work settings and cultures. For instance, it has been revealed that service quality positively motivates customer loyalty in the mobile phone sector (Ishaq, 2012). However, findings from this study contradict the results of a study by Gorodutse and Hilman (2013) on the food and beverages industry in Nigeria, in which it was discovered that there is no significant relationship between service quality and customer loyalty.

Meanwhile, in line with the finding of this study, Al-Refai and Noor (2014b) establish that effective service quality from an organization is an essential strategy for attaining competitive advantage in the global services economy. Based on many assessments that have been carried out over the years, it has been found that efficient service quality supports the retention of existing customers and at the same time attract new ones, enhancing profitability, realizing reduction in cost, improving corporate image and enjoying positive word-of-mouth recommendation from customers. In the same vein, Oliver and Swan (1989) maintain that the central objective of service providers and marketers is correlated, i.e., basically, for the improvement and delivery of services that meet the desires and expectations of customers. Similarly, based on Gilbert and Veloutsou's (2008) submission, customers' expectations usually originate from the accumulation of their usage and contacts with services provided them in every facet of life.

Consequently, from such relations, customers predict a complete service expectation upon their everyday experiences as customers. In that light, Aydin and Ozer (2005) further disclose that the more the customer finds that the company has met his or her

expectations, the more he or she would likely be gratified. This study is similar to the study carried out by Mostafa (2005); and Strawderman and Koubek (2006) who reveal that the more the aspirations of customers are met, the happier they would be with the company. Similarly, Kandampully and Hu (2007) point out that one of the important issues that energizes customer loyalty is the improvement in service quality. More so, service quality is a significant indicator of client steadfastness (Ramzi& Mohamed, 2010), similarly as Kim and Lee (2010) express that administration quality is a significant help for structure client dependability in the cell phone area. In the interim, in view of the discoveries of this investigation and a few other comparable revelations, some solid reasons can be progressed for getting critical connection between administration quality and client reliability. Right off the bat, superb administrations can extraordinarily impact client dedication. That is, if clients watch an excellent cell phone administration, there is likelihood that they will be bound to stay with their current specialist co-op and recommend the provider to others (Lee, 2010). In the same vein, customer's assessment of overall quality or service excellence may probably influence their resolutions to continue with or switch service providers (Berry &Parasuraman, 1996). Secondly, the valuable and tangible services (service experience) delivered by the providers are usually appreciated by the subscribers (Chahal, &Kumari, 2011b). This occurs specifically when the customers have not experienced problems with their service providers (Kumar & Lim, 2008). As a result, when Generation Y's aspirations and desires are met, they show a disposition to stick with their existing service provider (Cruz, 2007). Furthermore, postpaid customers are important to service provider, for the reason that they have a contract between themselves and the mobile phone operator (Nguyen, 2011). That is why service providers make available better and superior services in order to earn customer loyalty and also obtain better word-of-mouth public relations.

Furthermore, distinguished services and the superior quality standards of these services will not only increase trust in the operator, but will also facilitate the formation of a positive corporate entity (Aydin &Ozer, 2005). However, in spite of this, Al-Refai and Noor (2014b) disclose that in the mobile phone sector, service

quality is highly challenging for an operator to distinguish himself or herself from rivals. Meanwhile, as the aspirations and desires of the subscribers are getting more advanced on the kind of services and reliability of services being offered to them, the situation gets even more difficult. That is why Generation Y customers are prepared to pay even a higher price for service as long as they can get better quality for the service they obtain. Having more disposable income than any other group, it has been established that Generation Y has no reason not to use the exact service they want (Goldgehn, 2004).

5.3.2.2 Perceived Enjoyment

The second significant association shows that perceived enjoyment and customer loyalty are significantly related. It indicates that if Generation Y subscribers achieve significant enjoyment (in terms of extra enjoyment), they will be motivated to use more services provided by their service provider. On the one hand, customers will continue to make use of the services provided by the same operator if they perceive that they are delighted when utilizing the services rendered by a specific operator. On the other hand, if Generation Y subscribers perceive that they are not receiving adequate enjoyment, they will be inclined to change to other service providers in order to receive better enjoyment which will result in a decline in customer loyalty. The finding of this study further substantiates prior studies that examined the association between perceived enjoyment and customer loyalty across numerous study settings as well as various cultures (Chemingui & Lallouna, 2013; Zhou, 2013). Some instances are the studies of Chemingui and Lallouna (2013) and Zhou (2013) that find that perceived enjoyment influences continuance usage (customer loyalty) positively. Meanwhile, this result is not in line with some prior studies such as Al-hawari and Mouakket (2010). An instance is the case of Lee and Murphy (2008) that finds that there is insignificant relationship between student enjoyment and loyalty in the mobile phone sector.

Deci and Ryo (1985) stress that where inherent motivational feelings inspire individuals' behavior, there are more possibilities to remain in the same behavior in the future. Triandis (1980) also states that the feelings of excitement and joy have an

influence on an individual's behavior. According to Davis *et al.* (1989), perceived satisfaction influences behavioral intention directly. Some of the notable studies that support the important role played by enjoyment on repurchase intention are Chiu *et al.* (2009a) find that enjoyment has positive relationship with both behavioral intention and attitude. However, Lee *et al.* (2006) stress that perceived enjoyment serves as a radical factor that improves behavioral intention and customer attitude.

Meanwhile, there are a few reliable reasons for attaining significant association between perceived enjoyment and customer loyalty. Firstly, according to Huang and Cappel (2005), enjoyment of mobile phone services is more experience-oriented. Secondly, assessments of other peoples' opinion influence younger people. This reveals the common tendency of more grown up people to depend on their own experience, while peer groups have more influence on young people (Spero & Stone, 2004). Thirdly, younger people prefer enjoyment better than older people (Al-Maghrabiet *al.*, 2011). According to Lee and Murphy (2008, 2006), the attraction of the younger generation towards mobile services is based on seeking pleasure, such as ring tones downloading, music and exchanging jokes; these could motivate young people to use the same service provider. Lee and Murphy (2008) also suggest that in order to motivate and entice sales from young people, there is need for mobile service providers to introduce new enjoyable applications, such as various interactive games and other fun related applications. Perceived enjoyment is identified as a significant instance of repurchase intention as stated by Cyr *et al.* (2006) stress that enjoyment serves as a strong predictor of attitude.

Fourthly, Lu and Su (2009) stress that mobile phone users use it throughout the whole day and night which is not like the traditional personal computers. Specifically, Generation Y users enjoy a deep relationship with their mobile phones. Wajcman and Beaton (2004) confirm this in their study on mobile services in Australia that young Australians are more inclined to use mobile services for leisure than their older counterparts. Similarly, the study of Lee and Murphy (2008) in Macquarie University shows that Australian youth frequently send romantic, flirtatious and sexual messages through mobile phones.

Finally, mobile service providers discourage youth from switching through provision of hedonic content (Barnes, 2001). In other words, mobile service users with hedonic content could be less motivated to switch. This finding recommends that service providers should work towards stimulating customers' intrinsic motivation, specifically their experiences on enjoyment. According to Nguyen (2011), customers postpaid are identified with their excess usage. Thus, service operators provide to customer postpaid segment different type of enjoyment to their appeal.

5.3.2.3 Technological Perceptions

The third significant relationship is between technological perception and customer loyalty. This indicates that if subscribers possess significant technology relating to information and systems (i.e., internet facilities), they will make use of more services delivered by the service provider. Thus, when customers receive better technology (information and system) from the services delivered by specific service provider, they will remain loyal and continue to use more services delivered by the same service provider. On the other hand, if they observe that they receive poor or inadequate information and system, subscribers will assume that their service providers lack expertise and ability to deliver quality system and information to them. In other words, they will compare the information and system delivered by their own service provider with another provider to ascertain whether to change to other service providers in order to get the desired technology. This finding is in line with previous studies (Zhou, 2013; Ganguli & Roy, 2011). For example, Ganguli and Roy (2011) find that technological perception influences customer loyalty positively. On the other hand, this finding is not in line with the study of Khayun *et al.* (2012), where they find that information quality is insignificant to intention to use (loyalty in this context).

Prior studies of Nelson *et al.* (2005); and Gebauer and Shaw (2004) indicate that the satisfaction and utilization of the latest mobile technologies by customers depends on the degree to which the information system is able to supply those data access stored in the centralized databases. The empirical study of Lee *et al.* (2007) which

relates to mobile technologies indicates that the technological capacity of users in downloading any required information directly from the service provider databases improves the utilization of technology. In addition, Hill and Roldan (2005) reflect that mobile technology service provides an improved face-to-face chat opportunity among participants from anywhere. The same ideas have been experienced by other scholars, such as Cousins and Robey (2005) where they reiterate that mobile devices perform tasks of acquiring immediate access to the required data better than other devices. Glaser and Strauss (2009) attribute this to quality due to the technological capabilities of mobile service providers to support the task performance at any time and from anywhere it is needed.

DeLone and McLean (1992) carried out an extensive study relating to information quality success. They find that information quality success can be described by the quality structures of information and system quality; the output quality of the information quality; utilization of information quality output; satisfaction of customers on the information quality; influence of information quality on customers' behavior; and the impact of information system on organizational performance (McGill & Hobbs, 2003). Chatterjee *et al.* (2009) argue that some mobile technologies can provide quite a number of benefits to organizations, which include: interactivity, flexibility and connectivity. Epistemic value is associated with inquisitiveness, novelty or acquired knowledge which comes out to be a substantial motivator behind the purchase of a specific product and service as expressed by Duman and Mattila, (2005). According to Sigala (2006), the intention of customers to purchase technology is based on their products' novelty and curiosity, and not for any other specific reason.

According to Surjadja *et al.* (2003), the advancements in technology have enabled the service providers to be equipped with techniques that facilitate the design and provision of more services to their users in order to improve their confidence in the service providers. While deliberating on numerous competitive benefits closely related to adoption criteria of technology by service providers, Fitzsimmons and Fitzsimmons (1997) describe them as revenue enhancement, productivity enrichment and creation of entry barriers.

Meanwhile, there are some reliable reasons for attaining significant association between technological perceptions and customer loyalty. Due to high technology usage by mobile phone customers, specifically Generation Y in this modern world, customer service role has now become more imperative as customers interact through some applicable technology and not with any individual (Park & Gursoy, 2012). When customers perceive the technology channel as an easy and reliable access, they will have a positive consumption experience and deem their use of technology as satisfactory, therefore boosting their confidence. In other words, technology usage easiness and reliability and technology convenience also have positive and significant effect on customer loyalty. This indicates that the loyalty of customers on a service (an indication of changing customer behavior pattern) is based on the easy access, the reliability and the convenience of the technology provided (Ganguli& Roy, 2011).

Generally, the Generation Y makes use of mobile phones: for computer games, download music, libraries, youtube, facebook, sports and other internet services; they make use of the phone mostly for reasons other than making and receiving calls, for academic discussion and text messaging. They cannot do without digital technology (Frاند, 2006). Moreover, based on research experience and observations, most of the postpaid subscribers now make use of new mobile phones that have internet facilities.

5.3.2.4 Perceived Value

The finding of this study shows that perceived value and customer loyalty of mobile phone service users are negatively related. Customers usually remain loyal to their service provider if there is no change in the perceived value that they achieve from an alternative service provider or they do not receive adequate value from an alternative service provider. Therefore, customer loyalty is not influenced and there is no valid excuse or strong reason for customers to change to alternative service providers based on the issue of perceived value. Perceived value in mobile phone services sector establishes suitable setting in the thoughts of the projected customer compared to competitors. Changing from one mobile phone provider to another is

the decision made based on customers' perceived value of the services rendered to them. This finding is in line with some previous findings, such as Kassim *et al.* (2014) who find that there is a negative relationship between perceived value and customers' loyalty. Meanwhile, this finding is not in line with some previous studies that find significant influence of perceived value on customer loyalty (Flohet *al.*, 2013).

Day (1990) stresses that all businesses have similar motive which is the creation of superior customer value. He is of the opinion that each business should focus on significant value for customers; otherwise, irrespective of the businesses undertaken, they will fail to achieve market leadership. If customers have a low perceived value, they will be more prone to change to competing businesses in order to increase perceived value, thereby leading to loyalty decline. Satisfied customers are not likely to patronize a business, when they perceive that they are not receiving the best value for the money they have paid; instead, they will look out for other sellers in an effort to get better value (Chang, 2006b).

According to Chang (2006b), perceived value is an addition to the loyalty attained in a business by reducing an individual's desire to search for alternative service providers. As a result of low perceived value, customers are more eager to change to rival businesses in order to increase perceived value, hence contributing to failing loyalty. In some other situations, happy customers may not continue to patronize a business, if they feel that they are not getting the best value for their money spent. As an alternative, they will look for other traders in an attempt to achieve greater value. The association between perceived value and customer loyalty appears to be strong when customers feel that their current business dealer gives greater total value than the one offered by competitors (Chang *et al.*, 2009).

Meanwhile, there are some reliable reasons for attaining insignificant association between perceived value and customer loyalty. A probable motive for attaining this result can be traced to free additional services rendered by the service provider as it is popular and common for Generation Y; these include online calendar, online gaming, text messaging, etc. (Kumar, & Lim, 2008). This result is based on almost the same perceived value delivered from one mobile phone service provider to

another. Tanzanian mobile subscribers have similar evaluation of all mobile operators (Kardoosh&Steityeh, 2009) and they use price as the only variation tool (Mobile Syndicated Study Report, 2008). Lokeet *al.* (2011) reveal that customers appear to have underscored the physical aspects delivered by the service providers. In addition, it could be due to different market situations and different services provided by the operator. Perceived quality influences value positively, while price or cost influences value negatively (Hellier et al., 2003). Customer also assess emotional and economic value rather than social value when it comes to the usage of mobile services (Lim *et al.*, 2006).

Abu-ElSameen *et al.* (2011) argue that what is relevant and applicable in developed countries may not be relevant and applicable to a developing country, like Tanzania. Besides, most of the previous studies have been done in the Western countries (Tu *etal.*, 2013) but only little or none of the studies has been conducted in the East Africa, specifically Tanzania. In other words, culture plays a role in elucidating why there is insignificant association between perceived value and customer loyalty. In addition, this finding also shows that specific attention has been given to postpaid subscribers by the operators which is totally different from that of prepaid subscribers because the basic customers for each operator is postpaid customers (postpaid customers have a contract between themselves and the mobile operator) and also due to their excessive usage (Nguyen, 2011).

5.4 Support from Theory

The underlying theory for this study is the Reciprocity Theory, which supports the opinion that the kindness of an act is appraised by people, not just its influence, but also a deliberation of its underlying intention (Falk &Fischbacher, 2006). Reciprocity is a behavioral reaction that perceives either kindness or unkindness. A reciprocal group is a group rewarded through kind actions or punished by unkind ones (Falk &Fischbacher, 2006). Researchers maintain their views by indicating that reciprocity is a significant factor for empirical evidence; questionnaires used by psychologists and economists, notable text in sociology, human behavior, ethnology and anthropology highlight the continuous existence of reciprocal conduct (Fehr &Gächter, 2000).

The main focus of the hypothesis is on how thoughtfulness of an activity is assessed by individuals (Falk & Fischbacher, 2006). In this examination, assessment alludes to view of client on the benevolence of the activity of the specialist co-op, reflected through the degree of consumer loyalty with the administrations conveyed. This assessment will bring about complementary activity, implying that a client will either demonstrate generosity by being faithful to their present specialist co-op or show cruelty by changing to elective specialist co-op.

This study finds that the kindness of customers (or loyalty) is reflected on four variables (service quality, perceived enjoyment and technological perceptions); while it also finds the customers' unkindness (or disloyalty) is reflected on one of the variables only (perceived value). This study also shows that kindness of customers is reflected (or loyalty) through customer satisfaction (reflected via service quality, perceived enjoyment and perceived value); and unkindness (or disloyalty) of customers is reflected through technological perceptions (via customer satisfaction).

5.5 Contributions of the Research

Generally, this study makes several contributions to theory and methodological practice. The following sub-sections discuss each contribution.

5.5.1 Theoretical Contribution

The theoretical contribution of this study is based on identifying how service quality, perceived value, perceived enjoyment and technological perception influence customer loyalty, among the Tanzanian postpaid segment in the mobile phone market. The main contribution of this study to the existing literature is its investigation of the above relationship on the Generation Y, within the context of the mobile phone market, particularly the postpaid segment in a developing country, like Tanzania. The contribution made by the findings of this study is on the empirical knowledge to improve customer loyalty towards their service providers.

This study assists in examining the Reciprocity theory regarding customers' intention to stay longer in order to create a solid relationship with mobile phone service providers. To the best of the researcher's knowledge, few studies have

applied the Reciprocity theory to examine the determinants of customer loyalty in the mobile phone industry. Based on the Reciprocity

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This study assists in examining the Reciprocity theory regarding customers' intention to stay longer in order to create a solid relationship with mobile phone service providers. To the best of the researcher's knowledge, few studies have applied the Reciprocity theory to examine the determinants of customer loyalty in the mobile phone industry. Based on the Reciprocity theory, people examine the kindness of an action; they reward kind action and punish unkind action (Falk & Fischbacher, 2006). In this study, the theory is applied based on customer evaluation of service quality, perceived value, perceived enjoyment and technological perceptions which will ultimately lead to loyalty. Based on the Reciprocity Theory, this study shows a link in the relationships between some of service quality, perceived value, perceived enjoyment and technological perceptions and customer loyalty. The findings from this study support the views that improve the people's evaluation of kindness, and increase customer loyalty in the long run.

According to Lee and Murphy (2006); and Wilska (2003), the younger generation appears to be attracted to mobile services just to seek pleasure, which includes

objectives, such as downloading of different ring tones, music and exchanging jokes which can encourage young minds to continue to patronize the same company. The findings of this study contribute empirical knowledge towards improving customer loyalty to their service providers. This study finds that perceived enjoyment and customer loyalty are significantly related. This finding is in line with proponent of Reciprocity Theory as explained earlier.

Furthermore, according to Chen *et al.* (2012), it is highly important to recognize the behavioral stability of the role of technological perceptions include system and information quality in the context of mobile industry, in order to build a better foundational basis for system designers, as well as operators for building a strong customer experience and continued use of mobile services. The contribution of this study is the empirical knowledge towards improving customer loyalty towards their service providers. This study finds that technological perceptions and customer loyalty are significantly related. This finding is in conformity to the Reciprocity Theory as explained earlier by (Falk &Fischbacher, 2006).

5.5.2 Methodological Contributions

This study also contributes from the methodological perspective, by measuring the independent, the dependent, in the context of mobile phone services industry with respect to Generation Y, particularly the postpaid segment. The measurements of these variables are shown to have good reliability and validity in the service industry. Thus, this study contributes methodologically by validating these measurements in a different context.

5.5.3 Managerial Implications

To add to the academic contributions of this study, managerial implications are derived from the findings of this study. The findings of this study have several useful implications for mobile phone managers with respect to improving their effective plans and efficient market services, valuable to the Generation Y postpaid segment and for future use. It can also improve customers'loyalty to the company. Mobile phone managers can make use of these research findings to develop and

implement successful customer loyalty strategies in order to achieve their company goals.

Valuable insights to mobile service providers with respect to perceptions of Generation Y on service delivery are provided by this study. These include suggestions on how to improve those services. Moreover, the findings of this study show that service quality, enjoyment and technology are essential core features of mobile services to Generation Y. There is need for mobile phone managers to provide service strategies befitting the Generation Y, pay attention to the continuous development of these strategies and make provision of multiple integrated communication channels for them since Generation Y segment uses more mobile phone services. The mobile phone managers need to move ahead of modern services which adapt technology and enjoyment and differentiate them from others, in order to attract Generation Y and make them satisfied and loyal.

Since this study indicates that the customer loyalty level in this industry is moderate, there is need for the mobile phone managers to carefully examine the main reason for customers switching to other service providers in order to improve loyalty among them. Besides that, they should also make attempts to consider and measure other variables that impact on Generation Y postpaid segment's decision to subscribe additional services in the future, that will ultimately lead to customer loyalty. The mobile phone managers could also establish a loyalty rewards program that could reward loyal customers, such as price discounts, offers of other conveniences or points redemption.

This study shows that three out of the four factors significantly influencing customer loyalty are: service quality, perceived enjoyment and technological perceptions, while perceived value insignificantly influences customer loyalty. The finding of this study lays the foundation for the establishment and execution of retention strategy. For instance, it can facilitate the operators to assign proportional amount of resources to achieve sustainable customer loyalty related to strategy, processes, people and perceived value. Moreover, given the subscribers 'high level of trust relating to customer acquisition in the mobile phone services industry, there is need

for mobile phone companies to have great customer loyalty and minimize customers' churn.

The first factor that mobile phone managers have to demonstrate to the customers is the significance which can be achieved by concentrating more on service quality. The managers should ensure that the service provided is perceived as of excellent quality by customers. For them to meet up with this objective, they should have a well-trained customer support service staff who can maintain a good relationship with customers and address customers' enquiries. They need to listen to the issues of their customers, particularly issues pertaining to Generation Y postpaid segment, and respond appropriately and on a timely basis. It is imperative to sustain the quality of interactions between customer service support staff and customers as they are the first encounter or point of contact between customers and service providers. Managers should always strive to improve the quality of their services through feedback and other methods of evaluation from customers, without waiting for formal complaints from them.

Secondly, it is imperative that they provide value-added services by managing perceived value of customers in terms of psychological and convenience value. Customers' value should not be underestimated by managers of mobile phone companies simply to discourage customers from switching to competitors; managers of service providers should strive at all times to enhance perceived value. They should try to establish a mindset that they care about the customers' feelings and convenience and that their services are user-friendly. Managers of service providers also should ensure the importance of customers according to their needs and requirements and seek to build formidable relationships with their customers. Additionally, effective marketing requires good knowledge of the needs of customers, their perceptions and expectations. This is more so as continuous reduction of customers leads to reduction in the firm's customer base and more often, a decline in its revenues. This may then require higher financial commitment to attract them back from fellow competitors.

Thirdly, managers of mobile phone services should appreciate the positive hedonic aspects in mobile phone services. This is because enjoyment about services influences the intention to use more of the services. In many ways, this research can help managers to encourage customer, especially Generation Y postpaid segment from single visits to ongoing and enjoyable relationships, which could produce more profit, stable and long-run business for mobile phone service operators.

Fourthly, managers 'operators need to provide new technological services to their loyal customers, especially Generation Y. For sustainable competitive advantage, they need to keep their existing customers and attract new ones. In summary, this study recommends to mobile phone managers that up-to-date technologies can give the mobile phone service competitive advantage, because technology is important to Generation Y nowadays. It is also considered as one of the most important services in the mobile phone services sector.

In this present ever-increasing competitive mobile phone service market with higher customer expectations, managers of mobile phone services should device means to increase the number of services applicable to a customer in order to expand their profit and growth of the business. Demands for video call, multimedia messaging, text messaging, downloading of music and videos and online games is on the rise, in addition to the usual voice communication. Thus, mobile phone service managers should target to offer high quality and reliable services to the customers, particularly Generation Y, which should embody both value added and trust elements. Therefore, achieving this opportunity will require the market to move the extra mile beyond customer satisfaction to aspire for customer loyalty.

Likewise, companies that desire to grow their businesses should continually implement fresh and creative ideas in order to retain their existing customers (particularly Generation Y). This is imperative since customer loyalty is one of the most important goals for most service companies. Necessary steps should be taken by the managers of service providers to shift their focus from pure acquisition of customers and growth to greater emphasis on adding value, service quality and enhancing customer trust. It is important for the service providers to understand the

need to build the necessary techniques to attract committed Generation Y customers who are willing to patronize in future the same mobile phone services.

5.6 Limitations and Future Research Directions

An innovative step towards customer loyalty in the context of mobile phone services in Tanzania is provided by this study. Six factors have been investigated by the research framework of this study as predictors of customer loyalty in Tanzania mobile phone services. It involves Generation Y postpaid mobile phone industry subscribers in Tanzania. From the viewpoint of methodology, the aim of the developed research model is to examine the determinants of customer loyalty in the mobile phone services industry. This industry is very dynamic with vast growing demands, changing technologies and changing market structures (Shin & Kim, 2008). For generalizing the findings of the study, there is need to study more about mobile phone services industry as well as comparing the study with other industries. In addition, the regression model had a R^2 value of 49% (moderate level), which indicates that there are other factors that could probably have impact on customer loyalty. In other words, there are 51% differences that could be explained by other variables not disclosed in this study. Other possible factors (perceived usefulness, communication, price, customer service capabilities of company and conflict handling) that can influence customer loyalty should be considered by future research.

Since this study only focused on Tanzania, there may be some differences that exist between Tanzania and other developing or developed countries; thus researchers should exercise some caution when citing the results. Since this study only utilizes Tanzanian Generation Y as samples of mobile phone service users, caution should be taken when generalizing the findings and discussion of this study to other generations of mobile phone users, or to other geographical locations. The customer loyalty behavior and perception of the mobile phone users in terms of service quality, perceived value, perceived enjoyment and technological perceptions may vary between Generation Y and users of other generations.

This study was undertaken as research approach to understand the dynamics of relationships between variables is also vital to customer loyalty in the mobile phone services sector and this could be improved by using longitudinal evidence. The essence of longitudinal study is to monitor the antecedents of customer loyalty behavior over time. Additionally, this study employed only quantitative approach, which might not proffer a wider view of the phenomenon. It is therefore suggested that further research could be conducted by employing both quantitative and qualitative techniques in order to have a better understanding of the factors impacting on customer loyalty.

Additionally, the current study is restricted by the utilization of self-finishing review techniques, however study research is the most broadly utilized methodology on the planet (Neuman, 2003). It is anyway gone up against with various issues. The absence of control by the analyst in self-finishing procedure makes it fundamental for the resultant information test not to be completely illustrative of the populace since some significant respondents may have decided not to finish the study. Besides, respondents may in some cases give anticipated answers or reactions of equivalent example.

These confinements give recommendations to further research. This examination is worried about the components and its effect on client reliability on Generation Y postpaid Tanzanian cell phone administrations industry. Duplicating and expanding this examination in different locales, nations, administrations, postpaid portions and ages would test the pertinence of the present discoveries and would give a premise to an outside approval of the system created in this exploration to comprehend the social and geological varieties of client conduct especially on Generation Y.

Also, to the exchanges above, there exist open doors for further research in the region of client unwaveringness that ought to think about the confinements recognized before. For example, this investigation could be reached out over a more drawn out timeframe for instance a few years, as a contextual analysis or on the other hand to include relative examinations with different nations to clarify cross-national contrasts in client devotion of cell phone clients around the world (more than one nation). This could add some impulse to the current investigation. Such

examinations will confirm the finishes of this investigation and survive the tendency of a bias arising from single period and small data.

5.7 Conclusion

Firstly, the purpose of this study is to examine the factors influencing customer loyalty among Generation Y postpaid Tanzanian mobile phone services industry. The finding of the study demonstrates that the degree of client steadfastness of the assigned respondents is moderate. This implies the level to which existing clients valuably empower and prescribe their specialist co-ops to others is moderate, and is committed to their re-disparaging their favored specialist organization. This finding is considered as an expansion to the assemblage of information relating to the significance of more elevated amounts of client faithfulness in the cell phone administrations industry. It likewise proposes that the directors of the cell phone organizations should utilize increasingly fitting systems on client unwaveringness, since holding existing clients is more financially savvy than drawing in new ones.

Discoveries of the examination additionally propose that three elements: administration quality, saw happiness and innovative discernments have huge effect on client faithfulness, while saw worth has inconsequential impact on client devotion. The discovering benefits supervisors and academicians an a lot more grounded reason for prescribing techniques to guarantee abnormal state of client unwaveringness. In this way, it is basic that cell phone specialist co-ops should require additional push to improve administration quality, saw delight and mechanical observations especially seen worth level in their endeavors to achieve more elevated amount of client dedication.

A positive affiliation exists between administration quality and client dependability which implies that when clients have positive discernment on administration quality, endorsers will keep utilizing a greater amount of the administrations given by the cell phone specialist organizations. Another positive relationship is found between apparent happiness and customer loyalty. This means that when customers have positive perception on enjoyment, they will use more of the services provided by the mobile phone company. When customers enjoy the services provided by a particular

company, they will continue to utilize the services provided by the same company. The result also shows significant relationship between technological perceptions and customer loyalty. When customers get enough technology from their service provider, it gives them more intention to use the services, and this will be reflected in an increase in the mobile phone services utilization. Hence, strong technology can increase customers' loyalty.

On the other hand, the current study finds insignificant relationship between perceived value and customer loyalty. When customers lose their value from their service provider, they will search for another operator who can give them value. In other words, when an operator does not provide value to his or her customers, those customers will leave that operator; thus the operator will require additional expenditure to attract them back from fellow competitors.

The research findings of this study are discussed basically in line with the context of the previous studies and research objectives of this study. The specific individual implications of the findings as well as the general study implications are discussed in order to describe their significance from the context of researchers and academicians. Other industries could also apply the model as an explanatory or auxiliary model for loyalty of customers in other sectors and generations. In summary, the current study provides important implications for both practitioners, academic researchers as well as industries from the perspective of customer loyalty, particularly the Generation Y Tanzanian postpaid mobile phone services industry.

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APPENDICES

APPENDIX 1- QUESTIONNAIRE

Dear Participant,

Thank you for agreeing to participate in this research.

I would appreciate it very much if you could answer the questions carefully as the information you provide will influence the accuracy and the success of this research.

It will take no longer than 15 minutes to complete the questionnaire. All answers will be treated with strict confidence and will be used for the purpose of the study only.

If you have any questions regarding this research, you may contact me at the following address. ansmsgr@yahoo.com. Or by phone at 0777788572.

Thank you for your cooperation and the time taken in answering this questionnaire.

Yours sincerely,

Part 1: Stream Data

1. Do you subscribe to a postpaid mobile phone service? a. Yes

b. No

2. If yes, Please proceed. If no, thank you for your

cooperation **Part 2: Demographic Profile**

Please tick (☐) the appropriate box to answer the questions.

1. Gender

a. Male

b. Female

2. Status

a. Married

b. Unmarried

3. Age

a. 18-23

b. 24- 29

c. 30-35

d. 36-38

e. 39 or above

4. Please tick (☐) the current mobile phone you subscribe.

In case you subscribe more than one service, please tick (☐) the one you most frequently used.

a. Vodacom

b. Tigo

c. Airtel

5. How long have you been using your current mobile phone service?

a. Less than one year

b. 1-3 years

c. 4-6 years

d. 7 years or above

6. What is your educational level?

a. Higher School

b. Diploma

c. Degree

d. Master Degree

e. PHD

f. Others

Tick (√) in the appropriate box and provide elaboration wherever required. These dimensions consist of seven self-rating items on a five-point Likert scale format, ranging from 1. Strongly disagree 2. Disagree 3. Neither 4. Agree 5. Strongly agree.

Note: In responding to the following questions, please refer to the service provider that you choose in question 4 (part 2) earlier.

Part 3: Customer Loyalty

Please indicate the extent of your opinion with the statements describing the statements by "circling" the corresponding box using the following scales:

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
1	2	3	4	5

No	Customer Loyalty Measure	1	2	3	4	5
1.	I will not switch to other phone service providers in place of my current mobile phone service provider.					
2.	I would pay a higher price for my current mobile phone service provider even if other competitors' prices are cheaper.					
3.	I will always remain with my current mobile phone service provider.					
4.	I intend to keep subscribing to use my current mobile phone service in the next few years.					
5.	I will always encourage other people to use my current mobile phone service provider.					
6.	I intend to use more service that suits me from my current mobile phone service provider.					

4.1.1 Part 4: Service Quality

Please indicate the extent of your opinion with the statements describing the statements by "circling" the corresponding box using the following scales:

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
1	2	3	4	5

NO	Service Quality Measure	1	2	3	4	5
1.	My current mobile phone service provider has up-to-date equipment					
2.	My current mobile phone service provider's physical facilities/ decors are visually appealing					
3.	The staff at my current mobile phone service provider are well dressed and appear neat					
4.	The appearance of the physical facilities/decors of my current mobile phone service provider is in keeping with the type of services provided					
5.	When my current mobile phone service provider promises to do something by certain time, it keeps its promise					
6.	When I have a problem, my service provider shows sincere interest in solving it					
7.	My current mobile phone service provides service reliably and dependably.					
8.	My current mobile phone service provider provides its services at the time it promises to do so					
9.	My current mobile phone service provider keeps its records accurately.					
10.	My current mobile phone service provider tells me exactly when services will be performed					
11.	The staff at my current mobile phone service provider provide me with prompt service.					
12.	The staff at my current mobile phone service provider are always willing to help customers.					
13.	The staff at my current mobile phone service provider customer service are always ready to respond to customer requests promptly					
14.	I can trust the staff of my current mobile phone service provider					
15.	I feel safe in my transactions with the staff of my current mobile phone service provider.					

16. The staff at my current mobile phone service provider are polite.

17. Staff at my current mobile phone service provider have adequate facilities to do their job well.
18. My current mobile phone service provider gives me individual attention
19. The staff at my current mobile phone service provider give me personal attention.
20. The staff at my current mobile phone service provider know what my needs are.
21. The staff at my current mobile phone service provider have my best interests at heart.
22. My current mobile phone service provider has convenient operating hours for all their customers.

Part 5: Perceived Value

Please indicate the extent of your opinion with the statements describing the statements by "circling" the corresponding box using the following scales:

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
1	2	3	4	5

No	Perceived Value Measure	1	2	3	4	5
1.	Compared to alternative operators, my current mobile phone service provider offers attractive product/service charge.					
2.	Compared to alternative operators, my current mobile phone service provider charges me fairly for similar products/ services.					
3.	Compared to alternative operators, my current mobile phone service provider gives more free services					
4.	Comparing what I pay to what I might get from other competitive operators, I think my current mobile phone service provider provided me with good value					
5.	Comparing what I pay to what I might get from other competitive operators, I think my current mobile phone service provider provides me with good value.					

Part 6: Enjoyment

Please indicate the extent of your opinion with the statements describing the statements by "circling" the corresponding box using the following scales:

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
1	2	3	4	5

No	Enjoyment Measure	1	2	3	4	5
1.	I feel that using the service provided by my current mobile phone service provider is fun.					
2.	I feel that using the service provided by my current mobile phone service provider is exciting.					
3.	I feel that using the service provided by my current mobile phone service provider is enjoyable.					
4.	I feel that using the service provided by my current mobile phone service provider is interesting.					

Part 7: Technological Perceptions

Please indicate the extent of your opinion with the statements describing the statements by "circling" the corresponding box using the following scales:

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
1	2	3	4	5

No	Technological Perceptions Measure	1	2	3	4	5
1.	The technology service provided by my current mobile phone service provider is up-to-date.					
2.	The technology service provided by my current mobile phone service provider is easy to use.					
3.	The technology service provided by my current mobile phone service provider is easy to learn.					
4.	The technology service provided by my current mobile phone service provider is attractive.					
5.	My current mobile phone service provider provides me with information relevant to my needs.					
6.	My current mobile phone service provider provides me with sufficient information.					
7.	My current mobile phone service provider provides me with					

accurate information.					
8. My current mobile phone service provider provides me with up-to-date information.					

APPENDICES II

Appendix)B-1(Case Processing Summary (Missing Values) (Before replaced)

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
CLB1	541	100.0%	0	.0%	541	100.0%
CLB2	541	100.0%	0	.0%	541	100.0%
CLB3	541	100.0%	0	.0%	541	100.0%
CLA4	541	100.0%	0	.0%	541	100.0%
CLA5	541	100.0%	0	.0%	541	100.0%
CLA6	541	100.0%	0	.0%	541	100.0%
CS1	541	100.0%	0	.0%	541	100.0%
CS2	541	100.0%	0	.0%	541	100.0%
CS3	541	98%	1	.2%	541	100.0%
CS4	541	100.0%	0	.0%	541	100.0%
CS5	541	100.0%	0	.0%	541	100.0%
T1	541	100.0%	0	.0%	541	100.0%
T2	541	100.0%	0	.0%	541	100.0%
T3	541	100.0%	0	.0%	541	100.0%
T4	541	98%	1	.2%	541	100.0%
T5	541	100.0%	0	.0%	541	100.0%
SQT1	541	100.0%	0	.0%	541	100.0%
SQT2	541	100.0%	0	.0%	541	100.0%
SQT3	541	98%	1	.2%	541	100.0%
SQT4	541	91%	5	.9%	541	100.0%
SQRB5	541	93%	4	.7%	541	100.0%
SQRB6	541	98%	1	.2%	541	100.0%
SQRB7	541	98%	1	.2%	541	100.0%
SQRB8	541	100.0%	0	.0%	541	100.0%
SQRB9	541	96%	2	.4%	541	100.0%
SQRV10	541	94%	3	.6%	541	100.0%
SQRV11	541	94%	3	.6%	541	100.0%
SQRV12	541	96%	2	.4%	541	100.0%
SQRV13	541	94%	3	.6%	541	100.0%
SQA14	541	93%	4	.7%	541	100.0%
SQA15	541	89%	6	1.1%	541	100.0%
SQA16	541	94%	3	.6%	541	100.0%
SQA17	541	89%	6	1.1%	541	100.0%
SQE18	541	98%	2	.2%	541	100.0%
SQE19	541	93%	4	.7%	541	100.0%
SQE20	541	100.0%	0	.0%	541	100.0%
SQE21	541	98%	1	.2%	541	100.0%
SQE22	541	100.0%	0	.0%	541	100.0%
EY1	541	98%	1	.2%	541	100.0%
EY2	541	100.0%	0	.0%	541	100.0%

EY3	541	96%	2	.4%	541	100.0%
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	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EY4	541	100.0%	0	.0%	541	100.0%
PV1	541	100.0%	0	.0%	541	100.0%
PV2	541	100.0%	0	.0%	541	100.0%
PV3	541	100.0%	0	.0%	541	100.0%
PV4	541	98%	1	.2%	541	100.0%
PV5	541	98%	1	.2%	541	100.0%
TPS1	541	100.0%	0	.0%	541	100.0%
TPS2	541	100.0%	0	.0%	541	100.0%
TPS3	541	98%	1	.2%	541	100.0%
TPS4	541	100.0%	0	.0%	541	100.0%
TPI5	541	96%	2	.4%	541	100.0%
TPI6	541	96%	2	.4%	541	100.0%
TPI7	541	94%	3	.6%	541	100.0%
TPI8	541	100.0%	0	.0%	541	100.0%