

**THE EFFECT OF PRICE FAIRNESS AND CUSTOMER SERVICE
ON CUSTOMER SATISFACTION
THE CASE OF MOBILE PHONE USERS OF TANGA CITY**

**THE EFFECT OF PRICE FAIRNESS AND CUSTOMER SERVICE
ON CUSTOMER SATISFACTION
THE CASE OF MOBILE PHONE USERS OF TANGA CITY**

By

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

2014

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled **The effect of price fairness and customer service on customer satisfaction: The case of mobile phone users of Tanga city**, in partial/fulfilment of the requirements for award of the degree of Master of Business Administration of Mzumbe University.

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DEDICATION

This study is dedicated to my parents, lovely wife and daughter for their love, support and prayers.

LIST OF ABBREVIATION AND ACRONYMS

ICT	Information and Communication Technology
MBA	Master of Business Administration
PCA	Principal Component Analysis
SEM	Structural equation modeling
SPSS	Statistical Package for Social Science
TCRA	Tanzania Communication Regulatory Authority
TTCL	Tanzania Telecommunication Company Limited

ABSTRACT

This study was aim to assess the effect of price fairness and customer service on customer satisfaction, to compare the effect of price fairness and customer service on customer satisfaction, to determine effect of service price on customer satisfaction, to determine the effect of customer service on customer satisfaction.

Regardless the services obtained through the use of mobile phones, companies need to provide services to customers that satisfy them for longer retention. It has been observed that since the introduction of mobile phones in Tanzania, customers have been changing from one mobile network operator to another from time to time. If that is not a case, people possess more than one mobile phone lines in order to consume service and price fairness rendered by different mobile phone companies.

Customers' satisfaction has now become major concern of the mobile service providers in Tanga City. So far, authors have failed to provide a clear consensus on the effect of price fairness and customer service on customer satisfaction.

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's product.

The factors affecting customer satisfaction is worth important in order to know the reasons or the factors which are responsible to create satisfaction among customer for particular brand. All people who use mobile phone of different network operators such as Tigo, Vodacom, Airtel and others in Tanga City were targeted as the population while price fairness and customer service were taken as predicting variables towards customer satisfaction. For analysis is part of the study a structured questionnaire was distributed. The study use convenience sampling (non- probability sampling) on random basis 150 people were interviewed. Data were analysed through preliminary analysis, descriptive statistics, correlation analysis and regression analysis. The results of paper proved that there is positive and significant relationship between dependent variable (customer

satisfaction) and independent variables (customer service, price fairness) but customer service had the larger effect on customer satisfaction than price fairness.

On the basis of the conclusions made, the researcher recommends that price fairness and customer service are key factors contributing towards customer satisfaction among mobile phone user of Tanga City.

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CHAPTER ONE

INTRODUCTION

1.1. Background information

A mobile phone (also known as a cellular phone, cell phone, and a hand phone) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. Mobile phones have created a situation in which users carrying portable devices have access to a shared infrastructure independent of their physical location and which provides them with flexible communication with other people and access to networked services (Ling, 1997).

Mobile phone service is the fast growing service in telecommunication industry in Tanzania. Today, the Information and Communication Technologies (ICTs) sector in Tanzania is completely liberalized and competition has grown in mobile cellular services, radio paging, internet services and data communications services. Since in early 1990s there has been a tremendous increase in ICTs usage and especially mobile phones usage by individuals and in businesses in many developing countries as well as in Tanzania. The recent introduction of the 3G wireless broadband service has greatly boosted Internet usage. Although indicators show rapid growth in the Tanzanian ICT infrastructure, communication facilities are available mainly in the urban areas leaving the rural areas where the majority of Tanzanians live being underserved. (TCRA, 2010).

In Tanzania, the first company to provide mobile phone services was Tigo (at that time was known as Mobitel).Tritel Company, which is no longer operating, was the second mobile operator. Thereafter, other four companies emerged. The companies which emerged later included Vodacom, Airtel (which was formally known as Celtel and Zain), Zantel and TTCL mobile. (TCRA, 2010).

Mobile phones users are free to own more than one SIM card depending on the mobile operator's. These operators sometimes have different location in geographical coverage

or cost of communication within the same network/other network, variation in a quality of the network, and the cheapest prepaid deal currently on offer. (TCRA, 2010).

Mobile phones are used for a variety of purposes, including keeping in touch with family members, conducting business, and having access to a telephone in the event of an emergency.

Now days the use of mobile phones among the people is not a luxury, it is a necessity, mobile phones have been facilitating communication, internet uses and banking activities.

In order for a telephone company to carry its business, they need to develop strategies so as to survive long run in market. Nowadays organizations are aware of the benefits lies with retaining customer and strive to know the reasons in black box of customer that have impact on the brand choice to reduce the turnover rate. Since satisfied customer is the core concern of any organization therefore they pay close attention towards the factors that influence a customer's decision toward brand.

It has been observed that since the introduction of mobile phones in Tanzania, customers have been changing from one mobile network operator to another from time to time (Sarwat et al., 2013). An individual user may own more than one mobile phone also mobile phone service provider may have different policies and billing. All of this happened in order to search better customer satisfaction.

Factors affecting customer satisfaction are key concern for any organization, department or country because through customer satisfaction any business can establish long term profitable relationship with customer. Major strategies for them to exist longer and continue making profit is by satisfying a customer. Customer satisfaction is an important issue for marketing managers, particular those In the service industry. Generally, if the customers are satisfied with provided products, or a particular service, the probability of using that service again increases. (Warui & Ngugi 2013).

Price fairness is another factor that is considered as an instrument that highly affects the purchasing behavior of the customer. It is considered as an important ingredient in developing marketing strategies and creating customer satisfaction (Donald et al., 1993). The main purpose of this research study is to investigate the key variables that are having strong influence on customer satisfaction in mobile phone users. Is it price fairness or customer service that satisfies a customer? This study aims at determining which factor leads to customer satisfaction among the customers.

The study by Hanif et al., (2010) research has explored the factors that affect the customer satisfaction and results of this study showed that both price fairness and customer service affect customer satisfaction but price fairness has a stronger influence of customer satisfaction as compared to customer service. This study was based in Pakistan; however the similar study will be based in Tanga to assess whether the same results will be obtained.

1.2 Problem Statement

Regardless the services obtained through the use of mobile phones, companies need to provide services to customers that satisfy them for longer retention. It has been observed that since the introduction of mobile phones in Tanzania, customers have been changing from one mobile network operator to another from time to time (Sarwat et al., 2013). An individual user may own more than one mobile phone also mobile phone service provider may have different policies and billing (See et al., 2000). If that is not a case, people possess more than one mobile phone lines in order to consume service rendered by different mobile phone companies. The main question here is centered on the customer satisfaction, are the customers satisfied with the service rendered by mobile company? Which factors has been influencing customers to switch from one service provider to another? Is it price or service which affects customer's satisfaction? Therefore, the current study aims at assessing the effect of price fairness and customer service on customer satisfaction to mobile phone user in Tanga City.

1.3. Objective of the study

1.3.1 General Objective

To assess the effect of price fairness and customer service on customer satisfaction.

1.3.2 Specific Objectives

- (a) To determine the effect of price fairness on customer satisfaction.
- (b) To determine the effect of customer services on customer satisfaction.
- (c) To compare the effect of price fairness and customer service on customer satisfaction

1.4 Research Questions

- What is the effect of price fairness on customer satisfaction?
- What is the effect of customer services on customer satisfaction?
- Among price fairness and customer service, which factor has more influence on customer satisfaction?

1.5 Scope of the study

The study was done at Tanga City in 2014. Mobile phone users were involved in this study after given questionnaire to fill in questions which capture information about the effects of price fairness and customer service on customer satisfaction.

1.6 Significance of the study

The study helped Mobile phone users to compare the effect of price fairness and customer service on customer satisfaction to Mobile phone users at Tanga City. Furthermore; the study was also focus to determine the effect of price fairness on customer satisfaction to mobile phone user. Not only that but also the study was provide insight effect of customer service on customer satisfaction. Also can be used by mobile company in their market whether to concentrate with price fairness or customer service in order to satisfy their customer, apart from that can be used by researchers as literature.

1.7 Limitation of the study

The Researcher faced some limitations in conducting this study. The limitations included time scarcity, shortage of fund was there because the Researcher was under self-sponsorship; hence, difficult to meet all requirement of the study. On the other hand,

apart from limited time Researcher also had other responsibilities like pressure of work and family assistance.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This covers all different literature materials that shows the meaning of different concepts/variables that have been used in the study. This section includes theoretical studies which are the materials reviewed from existing theories empirical reviews which are the materials from past research study all similar or related to the topic.

2.2 Customer Satisfaction

Kotler & Keller (2006), defined satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) in relation to his or her expectation. WTO (1985), defined satisfaction as a psychological concept that involves the feeling of wellbeing and pleasure that results from obtaining what one hopes for and expects from an appealing product and or service. Gerpott et al. (2001), demonstrated that customer satisfaction is measured by a customer's estimated experience of the extent to which a service provider's services fulfill his or her expectations. Bruhn (2003), explained customer satisfaction as an experienced based assessment made by the customer of how far his own expectations about the individual characteristics or the overall functionality of the services obtained from the provider have been fulfilled. Cronin & Taylor (1992), observed that, satisfaction can be related to attribute specific and overall performance. It is attribute specific where it relates to a specific product or service. Again, customer satisfaction can also be related to the overall performance of the product or service of an organization. With mobile telecommunication for example, one may attribute satisfaction to mobile internet, quality picture and voice quality. Perera (2005) observed that, through customer satisfaction can bring to achieve a range of objectives, namely: higher sales revenue, growth in the customer base, retention of existing customers, as well as the ability to compete against competitors.

According to Shahzad and Saima (2012), Satisfaction can be defined as a features or characteristics that can full the either a need or want of a consumer in better way than

competitors. Although this satisfaction have been explained in different ways with researchers. If a company provides a product according to the requirements of their consumers it will lead the satisfaction of those consumers. The higher or lower satisfaction of a customer will depends upon the quality of brand characteristics that offered by a company. (Gerpott et al., 2001).

Satisfaction of customer with product and services of a company is considered as most important factor leading toward competitiveness and success (Henning and Klee, 1997). Satisfaction is not a universal phenomena and every user achieves the same level of satisfaction by consuming the same service practice. Satisfaction is reaction of the customers towards the customer's judgment of the satisfaction level (Kim et al., 2004). The customer satisfaction is how customer evaluates the performance of the products and service. (Gustafsson et al., 2005). This is the service provider's ability to make strong relationship with customers and create high degree of satisfaction level by providing the differentiations products (Deng et al., 2009).

Customer satisfaction is actually how customer evaluates the ongoing performance (Gustafsson et al., 2005). According to Kim, Park and Jeong (2004) and (Hanif et al., 2010) customer satisfaction is customer's reaction to state of satisfaction, and customer's judgment level. Customer satisfaction is very important in today's business word as according to Deng et al., (2009) the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers.

Customer satisfaction makes the customer loyal to one telecommunication service provider. Researchers have found that satisfaction of the customers can help the brands to build long and profitable relationships with their customer (Eshghi et al., 2007). Though it is costly to generate satisfied and loyal customers but that would prove profitable in a long run for a firm (Anderson et al., 2004). In marketing the marrow thought is customer satisfaction because it indicates the customer loyalty toward any service or product (Hanif et., al. 2010). Therefore a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their

customers which would ultimately help the firm to retain its customers. (Gustafsson et al., 2005).

It is a common phenomenon that the services a brand offers and the price it charges actually determine the level of satisfaction among its customers, than any other measure (Turel et al., 2006). Customer's involvement is also important as when buyers consider the product important and invests time to seek information then it ultimately enhance the satisfaction level (Rusell et al, 2007). This satisfaction may influence the concerned company by repurchase, purchase of more products, positive word of mouth and willingness of customer to pay more for the particular brand. Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing (Anderson et al, 2004).

In order to secure customer satisfaction, organizations must identify the determinants of customer satisfaction and dissatisfaction (Motley, 2003). With regards to the factors that may affect customer satisfaction, Bamfo (2009) report that such factors include “friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of bills, competitive pricing, and service quality”. Some customer satisfaction studies emphasize the importance of quality and its positive correlation with satisfaction (Cronin and Taylor, 1992; Taylor, Steven, and Baker, 1994).

2.3 Customer Service.

Pettigrew (2008), defines customer service as service that supports the provision of the company's core products. Customer service can be related with products directly such as product guarantee, product delivery etc. Also customer service can be facilitating service which is not related with products directly such as parking area, children play area, call center etc.

According to Kim, Park and Jeong, (2004), customer service is a system of activities that comprises support system, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint.

Levy and Weitz (2007), observe that, customer service is all of the retailer activities that increase the value received by consumers when shopping. According to this definition; customer service is an activity that increases the value.

According to Berman and Evans (2007), customer service is identifiable, but sometimes intangible, activities undertaken by a retailer in conjunction with the basic goods and services it sells. Intangibility, one of the main characteristics of services, is valid for customer service, too.

Kuo, Wu and Deng (2009) observe that, customer services are the opportunities telecom service providers that are added to mobile network other than voice services in which contents are either self-produced by service provider or provided through strategic compliance with service provider.

Hanif, Hafeez and Riaz (2010) observed, the improved customer services are the focal point of the telecom service providers for social as well as for economic reasons. From a social of view, services should be available to the customers on reasonable terms. As far as economic factor is concerned, services should satisfy the needs of the customers (Turel and Serenko, 2006; Melody, 1997).

Khan and Afsheen, (2012) observed, customer services always a successful indicator in business. Customer service is a momentous factor of marketing mix for any product or service. To generate customer satisfaction the company should provide high quality customer services (Han, 2009). Customers don't expect you to be perfect. They do expect you to fix things when they go wrong (Gronroos, 1984). The duties of the customer service staff is to clearly communicate with customer, to manage their problems regarding product or service, to transfer the appropriate information, to analyze the customer need and wants, to inform about new offerings, and to manage the length of the call (Khan and Afsheen,2012). Handling customer complaint effectively leads to customer satisfaction (Jawria et al, 2009).

For developing satisfaction among customers, the telecom service providers need to be extra careful for the customer services they provide. Satisfaction of customer is

determined by his evaluation of service provided by a brand (Gustafsson, Johson and Roos, 2005).

Kim et al. (2004), indicated that network services including call quality and customer support participate a key role in constructing customer satisfaction for telecom services provider and then the satisfied customer become the loyal customer for the current service provider. (Baumann et al, 2006), expressed that satisfied customer become a corridor for other users to use that service from which they are satisfied.

Customer service can be defined by the researcher in the framework of definitions above: Customer service is tangible or intangible value increasing activities that related with products or services directly or indirectly to meet customer expectations and so provide customer satisfaction and loyalty.

2.4 Price Fairness

According to Shahzad (2012), price is an important variable that defines the company's profit. Also according to Kotler and Amstrong (2010), price is the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefit of having or using the product or service.

Stanton, Michael and Bruce (1994), defined price as the amount of money or goods needed to acquire some combination of other goods and its accompanying services. But the marketing literature showed some combination of other goods its accompanying services. But the marketing literature showed researchers' inclination towards price fairness in relation with customer satisfaction. (Hermann et al., 2007; Kukar- Kinney, Xia and Monroe, 2007; Martin- Consuegra, Molina and Esteban, 2007).

For having the benefits and usage of any service or product the customer will pay an amount of money which is known as price. Shahzad and Saima 2012 observed that, price is also determined by what a buyer is willing to pay, seller is willing to accept and the competition is allowing to be charged. Price is the key element for customer satisfaction. A good price is the major contributor for satisfaction. Because the monetary cost is the price and in making customer value monetary aspect play a very vital role.

Price fairness refers to consumers' assessments of whether a seller's price is reasonable, acceptable or justifiable. Price fairness is a very important issue that leads toward satisfaction. Charging fair price helps to develop customer satisfaction and loyalty. The price fairness itself and the way it is fixed and offered have a great impact on satisfaction. (Xia et al., 2004; Kukar –Kinney, Xia and Manroe, 2007).

According to Lommeruda and Sorgard (2003), telecommunication services are like undifferentiated product therefore, customers are not price sensitive all times and sometimes brand loyalty takes part in brand preferences. This is the reason; some consumers are retained with old monopolists. Research has shown that customer's decision to accept particular price has direct bearing at satisfaction level and loyalty and indirectly (Martin- Consuegra, Molina and Esteban, 2007).

In another study of Hermann et al., (2007), it was concluded that customer satisfaction is directly influenced by price perceptions while indirectly through the perception of price fairness. The price fairness itself and the way it is fixed and offered have a great impact on satisfaction.

Recent research in marketing and psychology has shown that satisfaction is positively correlated with fairness perceptions (Bowman and Narayandas, 2001; Huffman and Cain, 2001). Oliver and Swan (1989) found that customers' fairness perceptions depended on a supplier's commitment and the quality of the goods and services relative to the price paid.

2.5 Disconfirmation Theory

Customer satisfaction is a result of the comparison process between expectations and perceived service performance. Customer satisfaction is measured by "Disconfirmation Theory". Disconfirmation theory is the comparison of the performance level after using the product or service with the expectation level before using the product or service as better or worse. If the product or service is worse than expected (Expectation > Performance) "negative disconfirmation", if better Expectation < Performance) "positive disconfirmation", and if as expected (Expectation = Performance) "confirmation" must be occurred

(Oliver, Rust, Varki, 1997). Customer satisfaction occurs in the situation of “confirmation” and “positive disconfirmation”. In “negative disconfirmation” situation there is dissatisfaction. Customer satisfaction will be provided if a product or service meets the customers’ expectations. This is the situation of “positive disconfirmation”. If the perceived performance of a product or service is under the customers’ expectations, a product or service cannot satisfy the customer. This is the situation of “negative disconfirmation”. If the perceived performance of a product or service and the expectations before using a product or service are equal there is formed customer satisfaction. This is the situation of “confirmation” (Oliver et al., 1997).

Disconfirmation theory argues that ‘satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectations’ (Ekinici & Sirakaya, 2004). Ekinici et al, (2004) cites Oliver’s updated definition on the disconfirmation theory, which states “Satisfaction is the guest’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment” (Ekinici & Sirakaya, 2004).

Mattila, & O’Neill, (2003) discuss that “Amongst the most popular satisfaction theories is the disconfirmation theory, which argues that satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectations. Basically, satisfaction is the result of direct experiences with products or services, and it occurs by comparing perceptions against a standard.

2.6 The relationship between customer service and customer satisfaction

A company delivers services to customers, while overall customer attitude towards the company is defined in the relationship between customer service and customer satisfaction. Different research was done on the positive relationship between customer service and customer satisfaction Woodside et al. (1989). In the other words, if service quality decreases quickly, customer satisfaction declines dramatically and if service

quality grows radically, customer satisfaction rises rapidly too. Some researchers have tested the inspiration of service quality and customer satisfaction. An assessment model suggested by Woodside et al. (1989) emphasizes on the relationship between perceived service quality, customer satisfaction and interest in purchasing. This research shows that customer satisfaction is an intervening variable of service quality and repurchases interest. In other words, customer service influences customer satisfaction, and customer satisfaction affects repurchase interest.

2.7 The relationship between price fairness and customer satisfaction

Voss et al. (1998) argue that satisfaction is a function of price, proposing that perceived price fairness might be the dominant determinant of satisfaction. Customers' perception about price is that the forces of supply and demand determine the market price and they also consider that price is a pointer of product. Customer satisfaction is affected by the price awareness (Varki and Colgate; Iyer and Evanschitzky, 2006). Price level, value for money and special offers may result in both satisfaction and dissatisfaction and price fairness, price perceptibility and price processibility may result in dissatisfaction for customers (Zielke, 2008). In addition to various levels of product price, a mixture of price awareness dimensions have potentially to intimidate the customers' satisfaction (Matzler et al., 2006). When the price of a product or service is increased or decreased there is an instant response from the side of the customers in general. If the reasons for increase in price are indefensible then it can be treated as unfair by the customers (Xia et al., 2004; Campbell, 1999).

2.8 Empirical literature review

The study by Samuel (2006) in Nigeria to investigate the customer satisfaction of mobile telecom industry, the factors that influence customer satisfaction and relationship between customer satisfaction and demographic variables in Nigeria, Lagos State, Lagos Island and Mushin and in Ikenja. The study used convenience sampling (non-probability sampling) and total of 400 people were interviewed. The data collected was analyzed with the Statistical Package for Social Science (SPSS) where by descriptive statistics (frequency distribution) was used. The study showed that customer satisfaction

increases with the improvement of the mobile service attributes. I.e. call quality, coverage, reasonable pricing and discounts, customer care and reasonable validity period of product. Study also showed that demographic variables i.e. gender, age, status of employment and location have a weak influence on customer satisfaction.

Another study by Hanif et al., (2010) research has explored the factors that affect the customer satisfaction. In this research paper telecom sector's subscribers in Pakistan are taken as population and customer services and price fairness are taken as independent variables while customer satisfaction is taken as dependent variable. It was decided to collect at least 150 questionnaires to support to come at reasonable conclusion therefore, 250 questionnaires were floated among subject using non-probability convenience sampling method and collected data was analyzed by using correlation and regression analysis. Price fairness has a greater influence on the customer satisfaction and if price is affordable for customer they do use that network for a long period of time. In the same way if customers are delivered with worthy services i.e. good behavior of sales personnel, prompt fulfillment of customer's complaint etc. they feel belongingness with that network. However results of this study showed that price fairness has a stronger influence of customer satisfaction as compare to customer service. This study was based in Pakistan; however the similar study will be based in Tanzania to assess whether the same results will be obtained.

The study by Khan et al., (2012) investigated the factors that may influence the customer satisfaction in the Peshawar region's cellular (Telecom) industry. The study has identified major six hypotheses which are responsible for customer satisfaction in telecom industry. For analysis is part of the study a structured questionnaire was distributed. The study use convenience sampling (non- probability sampling) on random basis 150 student of five universities were targeted. They collected data through questionnaires from 5 universities of Peshawar and data was analyzed by using correlation and regression analysis. The results indicated the positive and substantial relationship between the dependent variable (customer satisfaction) and the independent variables (customer service, sales promotion, price fairness, signal strength, coverage, &

promotion). However price fairness, coverage and customer service are the factors that highly influence the customer satisfaction than the other factors.

The study by Uddin and Akhter (2012) seeks to explore customer satisfaction and its influencing factors of the mobile phone operation industry in Bangladesh. Data were collected through a questionnaire survey form a diversified representative sample. An iterated factor analysis with principal component analysis (PCA) and structural equation modeling (SEM) including measurement model and structural model were applied to analyze data. The empirical results demonstrate that service quality and fair price have indirect influence on customer satisfaction of a mass service industry (i.e., mobile phone operators) through perceive value. Perceived value has mediating role between quality, charge fairness and satisfaction. Furthermore, result shows that fair price has positive direct impact on customer satisfaction, whereas, the results did not find any significant direct impact of service quality on customer satisfaction.

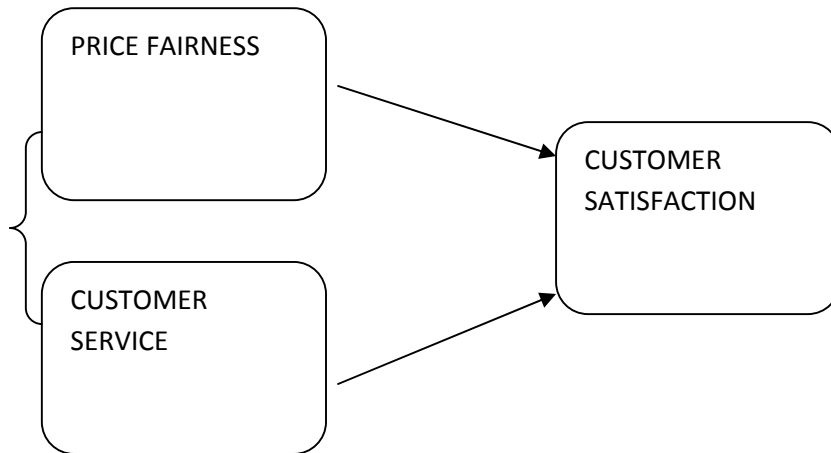
2.9 Conceptual framework

Framework of this research shows several factors affecting customer satisfaction in mobile phone users are price fairness and customer service. Below factors are independent variables (price fairness and customer service) expecting the dependent variable which is customer satisfaction i.e Customers satisfaction is affected by these independent variables?

From literature review, it has been identified that price fairness has a greater influence on the customer satisfaction and if price fairness is affordable for customer they do use that network for a long period of time. In the same way if customers are delivered with worthy services i.e good behavior of sales personnel, prompt fulfillment of customer's complaint etc, they feel belongingness with that network. (Hanif et al, 2010).

The findings are based in countries outside of Tanzania, Based on these findings, the proposed study aimed at investigating the effect of price fairness and customer service on customer satisfaction on mobile phone users at Tanga City. The relationships among variables of the study are presented here below:

Fig 2.1 Effect of price fairness and customer service on customer satisfaction.



Source: *Researcher, (2014).*

2.10 Hypotheses

Base on the above conceptual framework and literature review, the following hypotheses were generated:

- (a) There is significant effect of price fairness on customer satisfaction.
- (b) There is significant effect of customer service on customer satisfaction.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section deals with the methods used to obtain information for the proposed study. These include the study design, the study area (scope), the research variables and their operation, the study population, the sample size, data collection and instruments for data collection and data analysis

3.2 Research Design

A research design is basically a chosen plan for achieving a particular study or research and it gives a detail on the type of the data collected and the techniques used in data collection. In fact the research design is the conceptual structure within which research conducted, it constitutes the blueprint for the collection, measurement and analysis of data. (Kothari, 2004) Furthermore, the good research design is the one that minimized bias and maximized the reliability of the data collection (Kothari, 2004).

The study used convenience sampling (non-probability sampling technique). This technique where selected because of their convenient accessibility and proximity to the researcher (Kothari, 2004). This method was enabled researcher in gathering of data for views of mobile phone users on the satisfaction with price fairness or customer service. Also similar study by Hanif et al., (2010) used non probability convenience sampling method for examining the factors that affect the customer satisfaction.

3.3 Study Area

The study was conducted in Tanga City. Tanga City has been selected because there no similar study which have been done to look the effect of price fairness and customer service on customer satisfaction, also city consist of people with different mobile network user preference. This will enable the researcher to collect data from different mobile phone user as for the sample of the study.

3.4 Research Variable and their Operationalization

The variables of the proposed study are price fairness, customer service and customer satisfaction as presented in the table below: -These variables will be measured by asking the respondents to apprise about their feeling or emotional bonding with preferred mobile phone user.

Table 3.1 Research variables and their operationalization:

Variable	Definition and Measurement of Variable
Customer satisfaction	It is a measure of how products and services supplied by a company meet or surpass customer expectation. Satisfaction with operator, enjoying using network, complete meets customer expectation, Using this operator will usually a satisfying experience, I never regret been a customer of the service provider, satisfy with decision to use this operator, does good job to satisfy my need, network used meet pre purchase expectation, and one of the best network I could have chosen.
Customer service	Is an organization's ability to supply their customer's wants and need? measures include service at first time, provide service at the promised time, keep customer informed when service will be provided, provide prompt service to the customer, always willing to help customer, always respond to customers request, makes customer feel safe in their transaction, has the customer best at heart, keep customer informed with products.
Price fairness	A value that will purchase a finite quantity, weight or other measure of a good or service. Is the price which I am paying is fair for service, if the price am paying is within my expectation, the price of operator is good value for money comparing to other, I get the value for money for what I have been paying, operator provide a variety of pricing plan, operator offer best possible price that meet my need, if price which I am paying is competitive and ability of operator to provide superior pricing options compared to other service provider.

3.5 Study Population

The populations of the study general public within Tanga City were treated as the population of this study. Sampling will target to all mobile phone user (people) of different network operators such as Tigo, Vodacom, Airtel, and others. Because the study population was big, sampling was used to come up with a small size which was to be representative of the study population. The study employed non probability sampling strategies where by sample was usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher.

3.6 Sample size

A total number of 150 people were interviewed for this study. This number is in accordance with the views of Dillman (2000) and Hill et al., (2003) who reported that a

sample size of 100 and above is sufficient to present good concise research findings and also, provide good representation of the population or organization or any subject investigated. Selection is by convenience sampling (Non-probability sampling), interception of mobile phone users (questionnaires were handled out to every passerby and interested people waited to fill the forms) on streets in the central areas of the chosen locations on their way to work, lunch, school and shopping centers. The points of data collection were changed within the chosen central locations to minimize bias.

3.7 Sampling procedure

The questionnaire consisted of two parts. First part includes questions about the demography of customer such as age, gender, type of connection, network using and years with their respective network. The second part include the question regarding our topic supported which based on 27 items to measure customer satisfaction, price fairness and customer service. Customer satisfaction was measured with 10 items, customer service with 9 and price fairness with 8. All the items were supported with 5 point Likert scale ranging from 1, Strongly Disagree to 5, Strongly Agree.

3.8 Data Collection

Data were collected by using structured questionnaire. The questionnaire was designed to reflect specific research objectives. The designed questionnaires was distributed among mobile phone user using non- probability sampling method. The respondents were asked to apprise about their feelings or emotional bonding with preferred of price fairness and customer service on customer satisfaction.

3.9 Data Analysis

Data was collected by using questionnaires. Preliminary data from questionnaires was compiled, sorted, edited, classified and coded into a coding sheet and analyzed using a computerized data analysis package.

Preliminary analysis was done in order to edit the data and prepare it for further analysis by computing missing data and outlier. On the part of reliability test on this study, Cronbach's alpha was used on measuring the scale if it acceptable where by separate

reliability analysis were conducted of items pertaining customer satisfaction, price fairness and customer service.

The demographic characteristic illustrate distribution of respondents categories in relation to gender, age group, how many mobile line (operators) do you use, which line do you use frequently and for how long have you been using mobile phones.

Descriptive data that is description of respondents' opinions per the items of the questionnaire relating to the objectives of the study were presented. Respondents were requested to react to the item by ticking the option that best describe their opinion on a likert scale ranging from strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree. The responses from the structured questionnaire were computed into frequency count, percentage and figures. The findings were summarized and tabulated for easy presentation, assessment, analysis and interpretation.

Conversely, with inferential statistic to test the hypothesis, composite indices for the independent and dependent variables were computed by summing up all valid responses intended to obtain respondents opinion per each variables (thus is Price fairness, Customer service and Customer satisfaction). Thus, the categorical data were transformed into quantitative form for different network provider (Tigo, Vodacom, Airtel and Others). In view of this strongly disagree were assigned the value of one (1), disagree were assigned the value of two (2), neither agree nor disagree were assigned the value of three (3), agree were assigned the value of four (4) and strongly agree were assigned the value of five (5). Composite score were computed for the independent and dependent variables for statement of the question dealing with each of independent and dependent variables.

A regression analysis also was done to provide an equation to predict the magnitude of the dependent variable, providing values for the independent variables that explain the largest proportion of variation in the dependent variable.

Consequently, the analysis entailed the verification of the null hypotheses at 0.05 level of significance. In verifying the hypotheses, the study used the Pearson correlation

analysis method to establish the effect of price fairness and customer service on customer satisfaction.

3.10 Validity of the Study

The validity of the questionnaire approach was obtained by presenting it to at least one professional person, including the researcher's supervisor. According to Amin (2005) content and construct validity is determined by expert judgment.

CHAPTER FOUR

PRESENTATION OF FINDINGS

4.1 Introduction

This study aim at assessing the effect of price fairness and customer service on customer satisfaction: Tanga, being a case study. The focus was on two independent variables, namely: price fairness and customer satisfaction. In order to accomplish the above, two hypotheses, were formulated and results were presented in this chapter. The chapter was divided into three sections, namely: section one dealt with the preliminary analysis and demographic characteristics of respondents, section two presented the descriptive statistics of the items relating to particular objectives and section three presented the study's findings according to the hypotheses.

4.2. Preliminary analysis

Preliminary analysis was done in order to edit the data and prepare it for further analysis by computing missing data and outlier.

4.2.1 Missing data

Missing data occurs when no data value is stored for the variable in an observation. Also occurs because of non-response, no information is provided for several items or no information is provided for a whole unit.

Table 4.1: Missing data**Case Processing Summary**

	Missing		Total	
	N	Percent	N	Percent
Tigo price fairness	1	0.7%	150	100%
Vodacom price fairness	1	0.7%	150	100%
Airtel price fairness	1	0.7%	150	100%
Tigo customer service	1	0.7%	150	100%
Vodacom customer service	1	0.7%	150	100%
Airtel customer service	1	0.7%	150	100%
Tigo customer satisfaction	1	0.7%	150	100%
Vodacom customer satisfaction	1	0.7%	150	100%
Airtel customer satisfaction	1	0.7%	150	100%

Source: Researcher, 2014

The findings in Table 4.1 show that 1(7%) of data relating to Tigo price fairness was missing, where 1 (%) of data relating to the Vodacom price fairness was also missing. Also 1(7%) of data relating to Airtel price fairness was also missing. 1 (7%) of data related to Tigo customer service was missing, 1(7%) of data related to Vodacom customer service was missing, also 1(7%) of data related to Airtel customer service was missing. In 1(7%) of data related to Tigo customer satisfaction was missing. In 1(7%) of data related to Vodacom customer satisfaction was missing and 1(7%) of data related to Airtel customer satisfaction was missing. These figures are negligible and therefore do not in any way compromise the findings in the present study.

4.2.2 Outliers

An outlier is an observation that lies an abnormal distance from other values in a random sample from a population. In a sense, this definition leaves it up to the analyst (or a consensus process) to decide what will be considered abnormal. Before abnormal observations can be singled out, it is necessary to characterize normal observations.

**Table 4.2 Outliers
Extreme Values**

			Case Number	Value
Tigo price fairness Highest	1		66	5
	2		69	5
	3		70	5
	4		74	5
	5		77	5
Vodacom price fairness Highest	1		4	5
	2		7	5
	3		8	5
	4		29	5
	5		36	5
Airtel price Fairness Highest	1		39	5
	2		40	5
	3		41	5
	4		51	5
	5		63	5
Tigo customer Service Highest	1		2	5
	2		24	5
	3		27	5
	4		38	5
	5		48	5
Vodacom Customer Service Highest	1		106	5
	2		30	4.78
	3		46	4.78
	4		126	4.67
	5		7	4.56
Airtel customer Service Highest	1		14	5
	2		40	5
	3		68	5
	4		72	5
	5		125	5
Tigo customer Satisfaction Highest	1		11	5
	2		21	5
	3		24	5
	4		27	5
	5		31	5
Vodacom customer Satisfaction Highest	1		106	5
	2		4	4
	3		6	4
	4		7	4
	5		8	4
			Case Number	Value
Airtel customer Satisfaction Highest	1		23	5
	2		33	5
	3		39	5
	4		40	5
	5		55	5

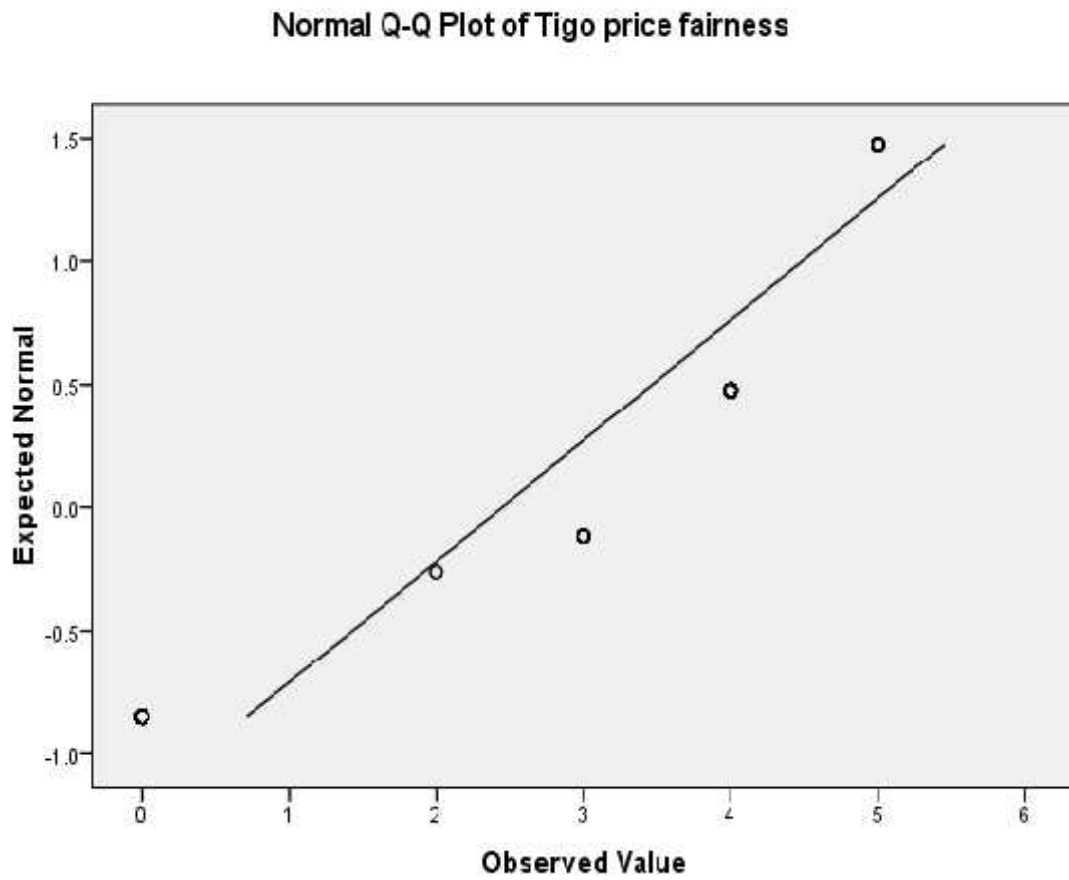
Source: Researcher, 2014

- a. Only a partial list of cases with the value 5.00 is shown in the table of upper extremes
- b. Only a partial list of cases with the value 4.56 are shown in the table of upper extremes
- c. Only a partial list of cases with the value 4.00 is shown in the table of upper extremes.

Findings in Table 4.2 shows Tigo price fairness had showed the 4 highest score of “5” whose number is 74. Vodacom price fairness had showed 4 the highest score whose case is 29. And Airtel price fairness had showed 4 the highest score whose case is 51. Tigo customer service had showed the 4 highest score of “5” whose case is 38. Vodacom customer service had showed the 4 highest score of whose case is 106. Airtel customer service had showed the 4 highest score of “5” whose case is 125. Tigo customer satisfaction had showed the 4 highest score of “5” whose case is 27. Vodacom customer satisfaction had showed 5 score whose case is 106. Airtel customer satisfaction had showed the 4 highest score of “5” whose case is 40. Since all four score of 5 overlap each other, the output tells that there are four outliers each with a value of “5”.

Fig.4.1 Plot of Tigo price fairness

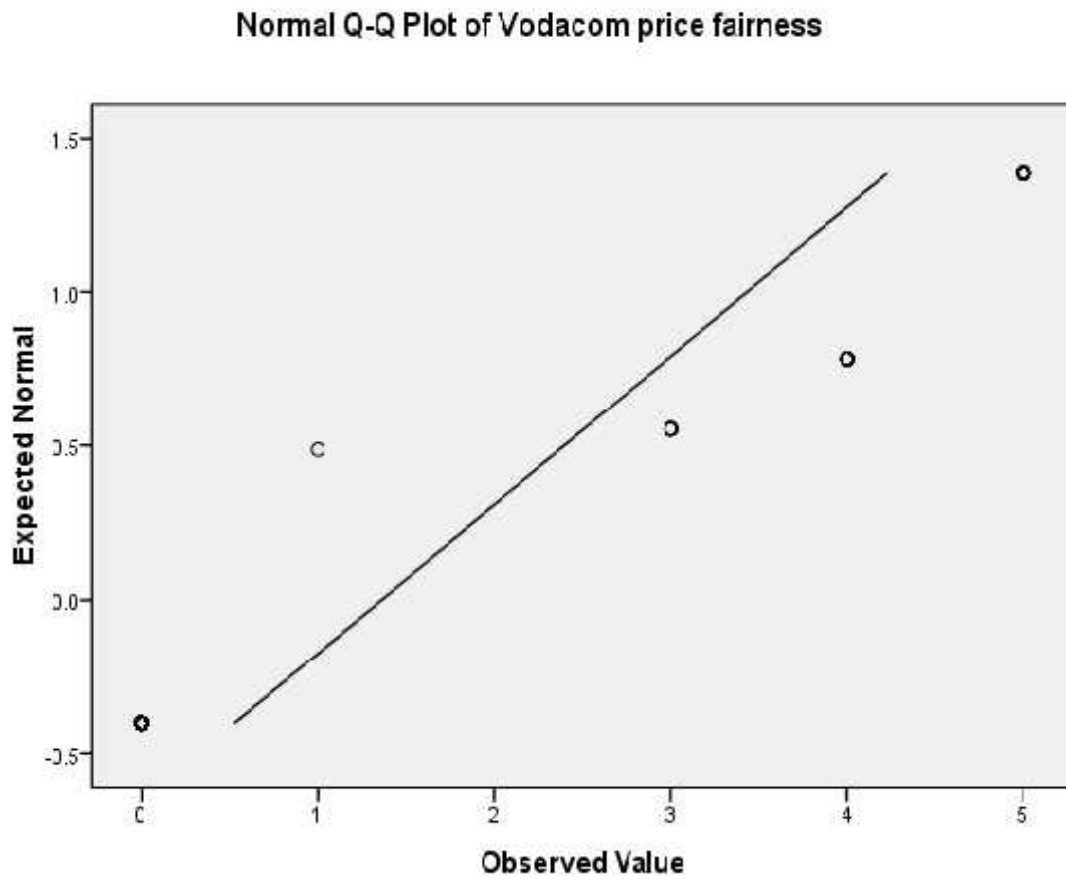
As it is from Fig 4.1 below normal Q-Q plot of Tigo price fairness shows that there is no outlier, since the values are close to the line.



Source: Researcher, 2014

Fig.4.2. Plot of Vodacom price fairness

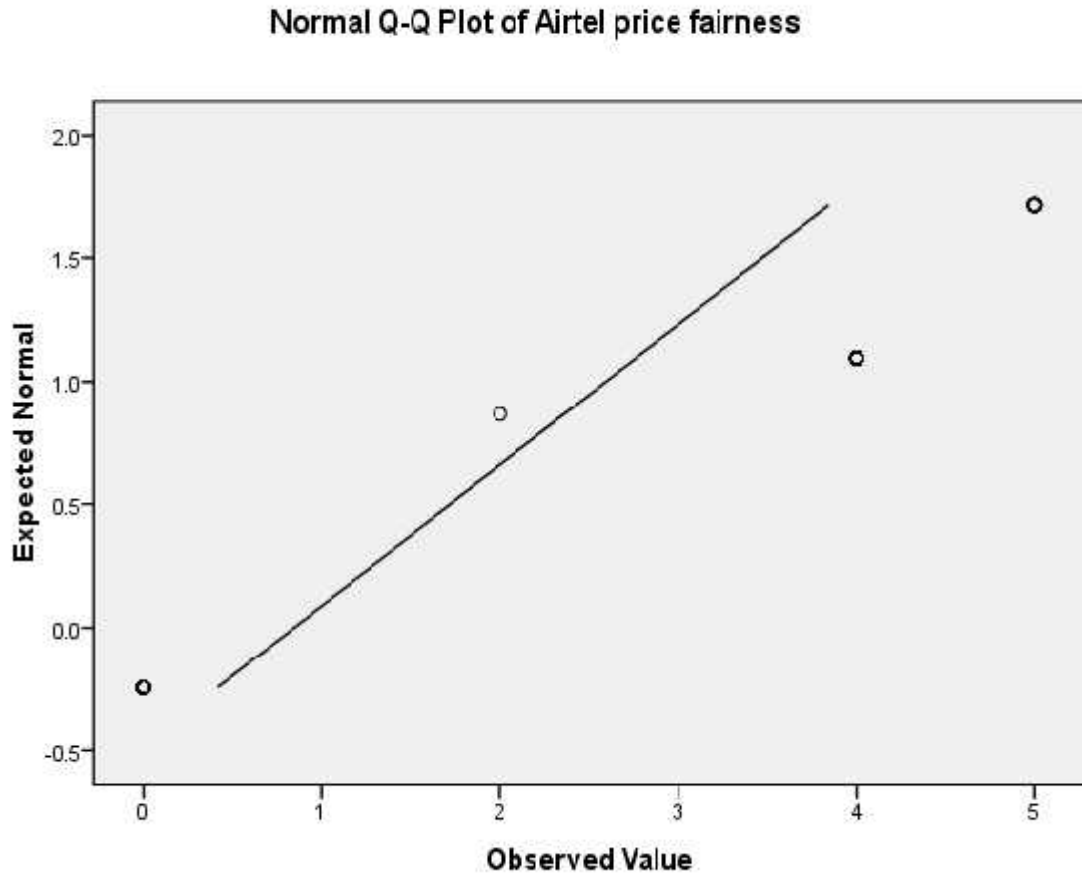
As it is from Fig 4.2 below shows that the Q-Q plot of Vodacom price fairness, there is no outlier since the value are close to the line and except one variable.



Source: Researcher, 2014

Fig.4.3. Plot of Airtel price fairness

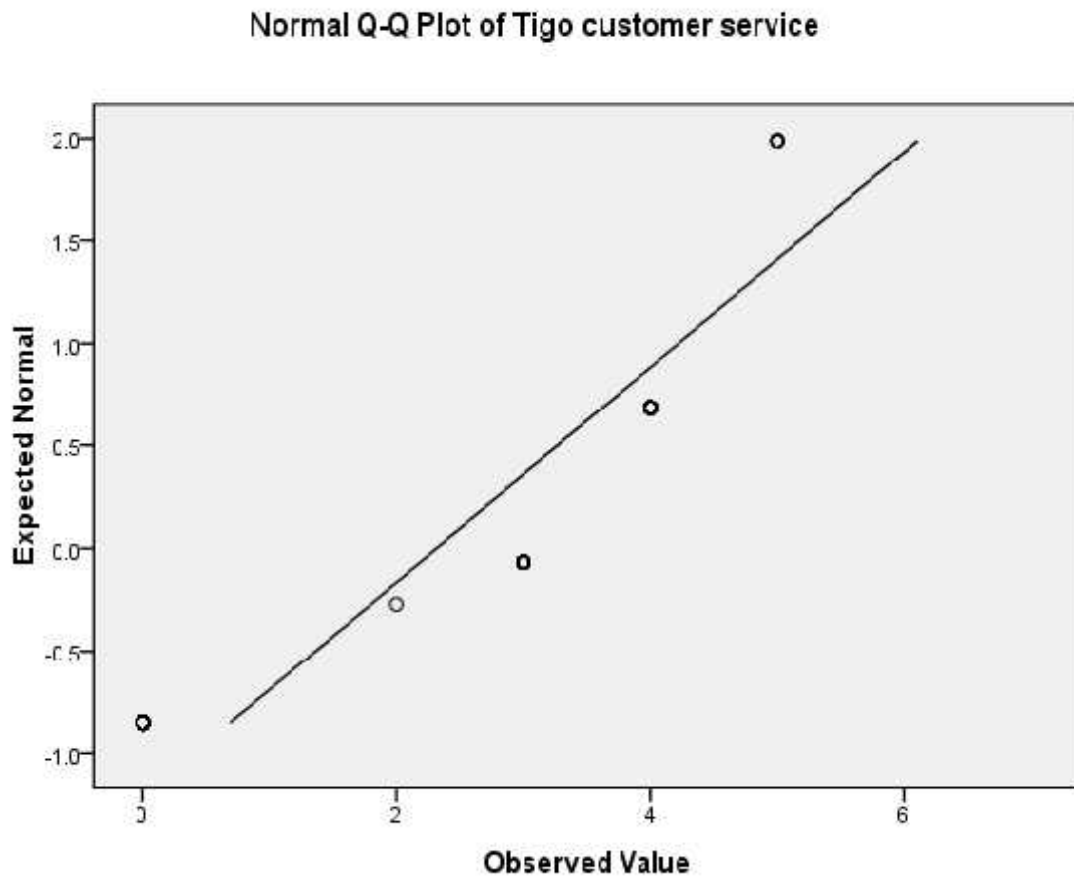
As it is from Fig 4.3 below the normal Q-Q plot of Airtel price fairness there is no outlier, since the value are close to the line and except the last two.



Source: Researcher, 2014

Fig.4.4. Plot of Tigo Customer service

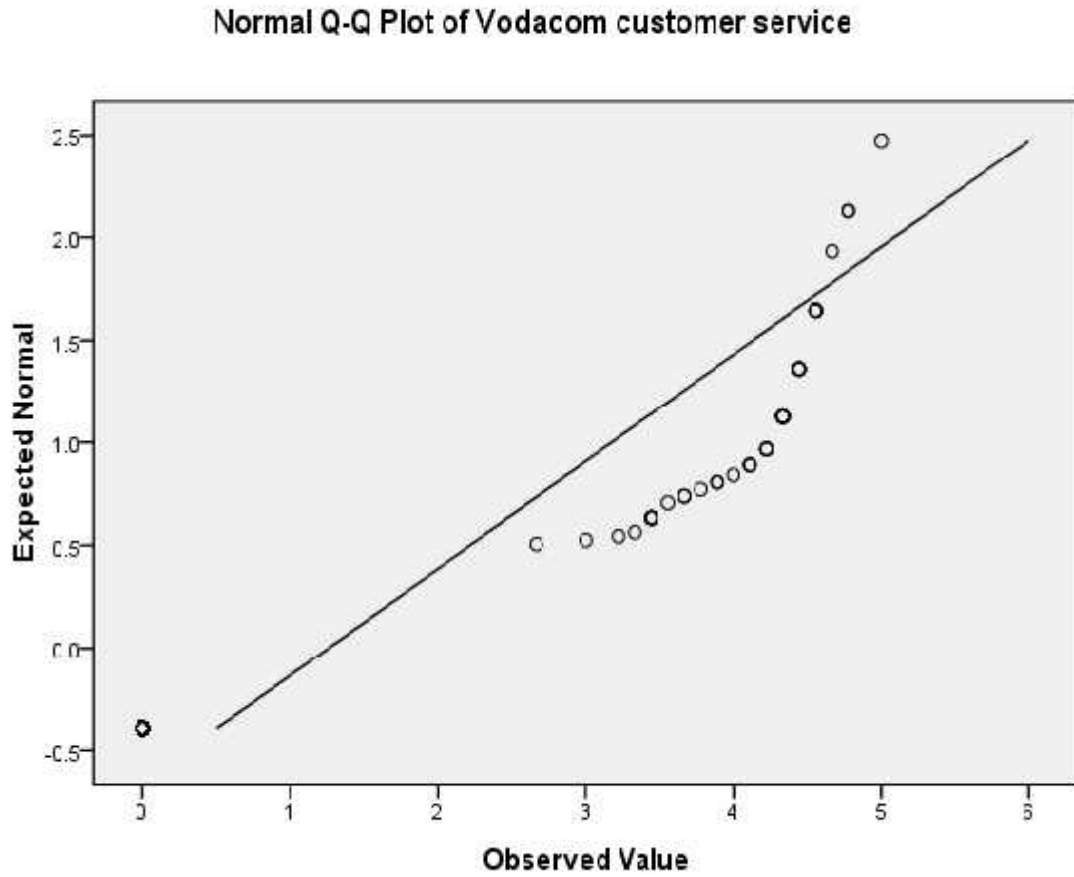
As it is from Fig 4.4 below the normal Q-Q plot of Tigo customer service shows that, there is no outlier since the values are close to the line.



Source: Researcher, 2014

Fig.4.5. Plot of Vodacom customer service

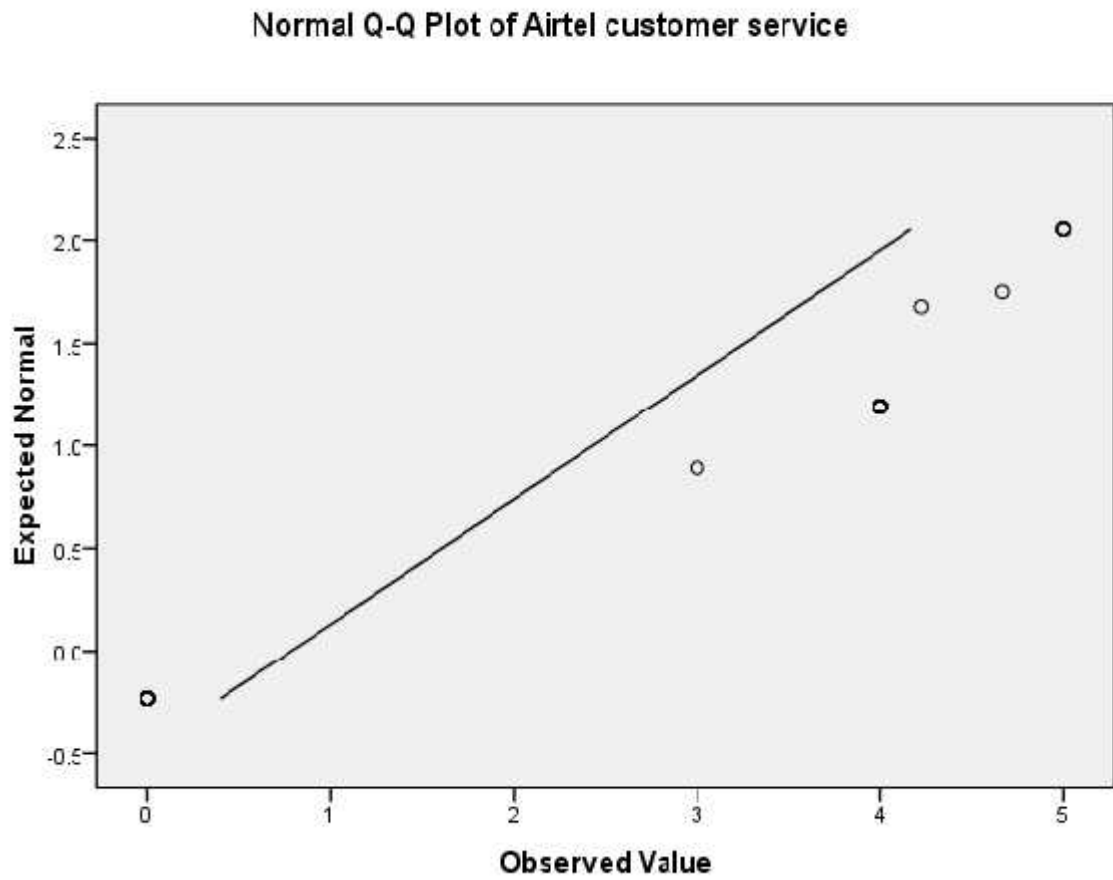
As it is from Fig 4.5 below the normal Q-Q plot of Vodacom customer service shows that, there is no outlier since the values are close to the line.



Source: Researcher, 2014

Fig.4.6. Plot of Airtel customer service

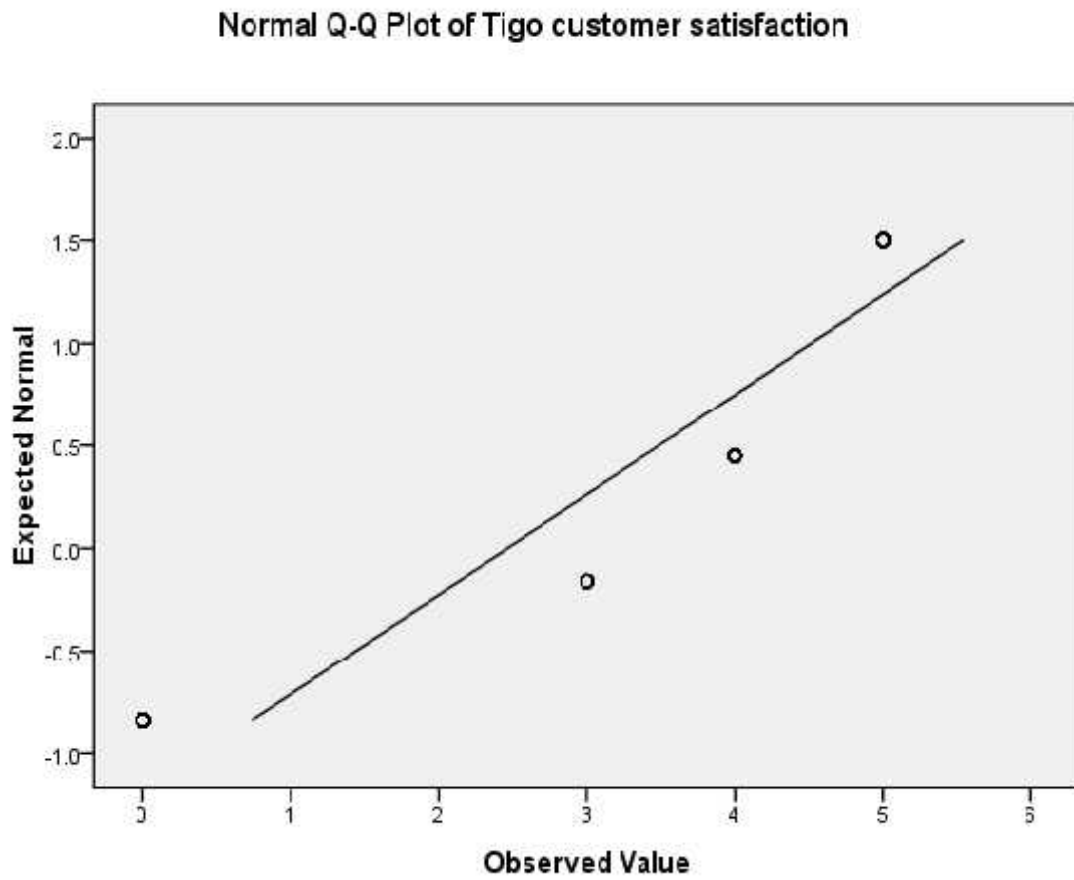
As it is from Fig 4.6 below the normal Q-Q plot of Airtel customer service shows that, there is no outlier since the values are close to the line.



Source: Researcher, 2014

Fig.4.7. Plot of Tigo customer satisfaction

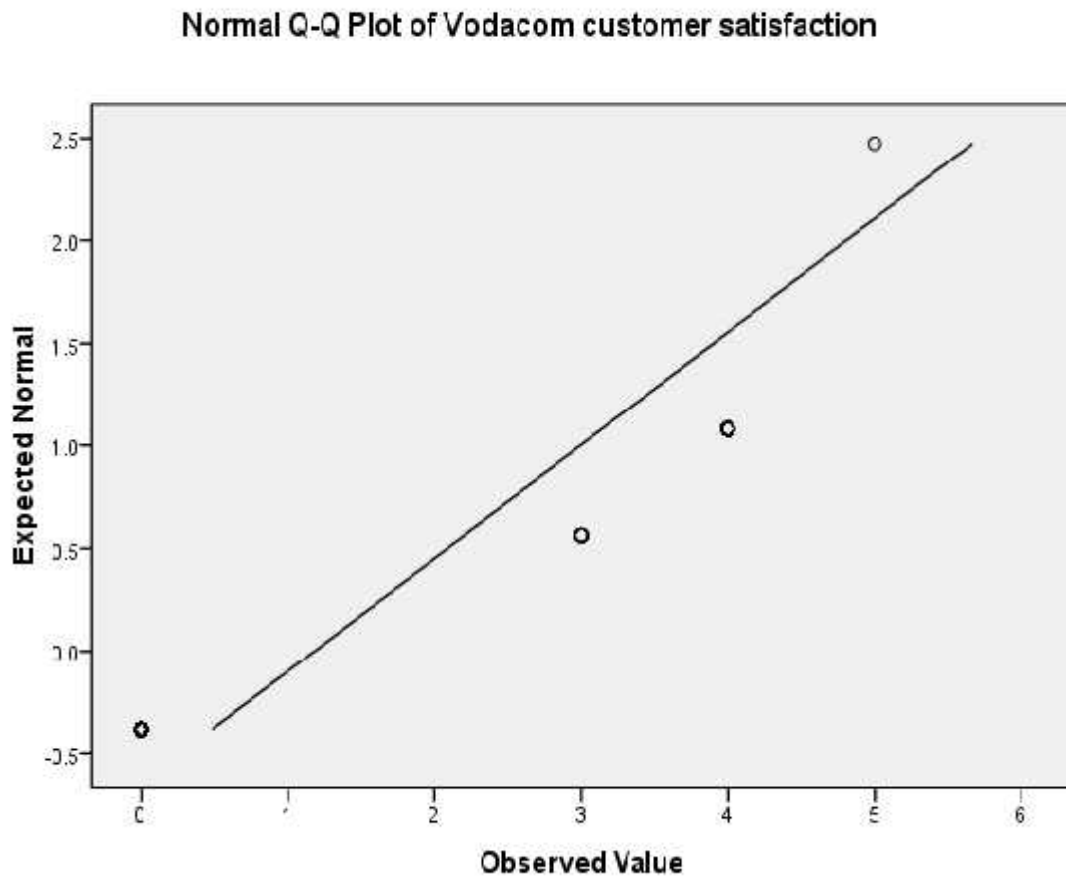
As it is from Fig 4.7 below the normal Q-Q plot of Tigo customer satisfaction shows that, there is no outlier since the values are close to the line.



Source: Researcher, 2014

Fig.4.8. Plot of Vodacom customer satisfaction

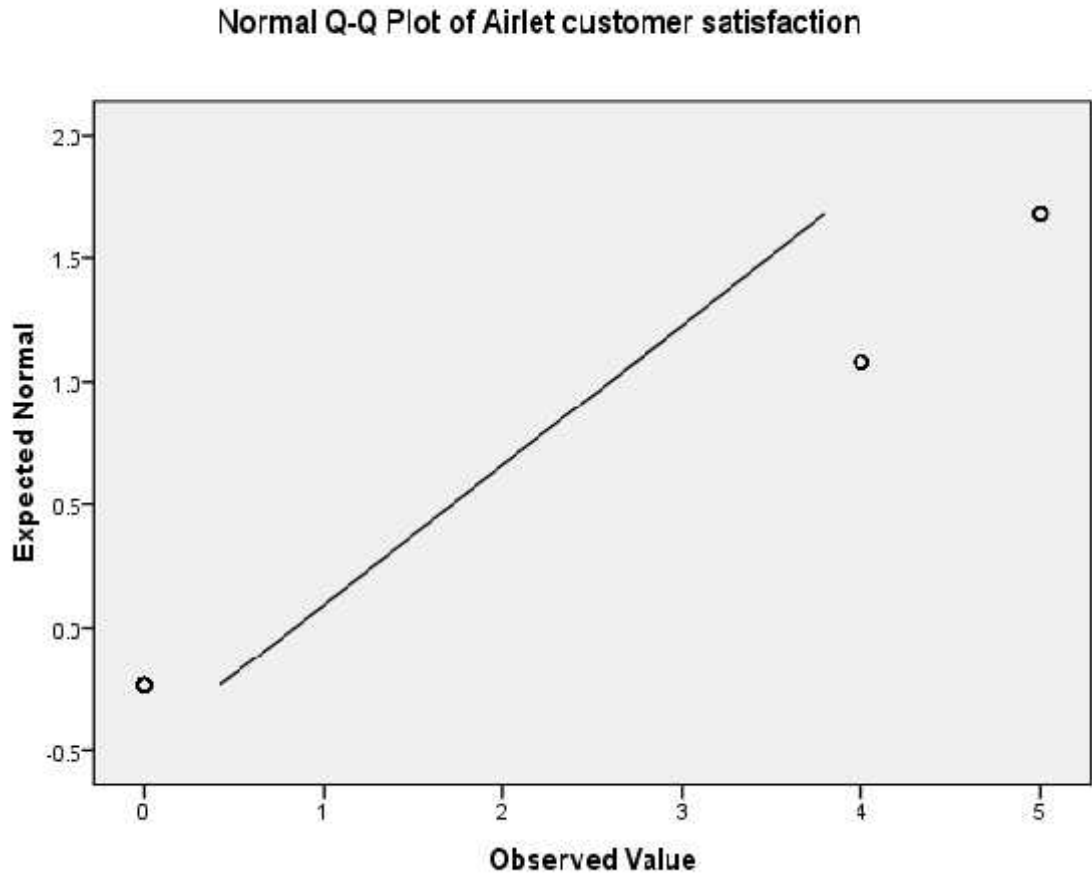
As it is from Fig 4.8 below the normal Q-Q plot of Vodacom customer satisfaction shows that, there is no outlier since the values are close to the line.



Source: Researcher, 2014

Fig.4.9. Plot of Airtel customer satisfaction

As it is from Fig 4.9 below the normal Q-Q plot of Airtel customer satisfaction shows that, there is no outlier since the values are close to the line.



Source: Researcher, 2014

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4.3 Reliability analysis

Reliability analysis is the fact that a scale should consistently reflect the construct it is measuring and Cronbach's alpha is the most common measure of internal consistency (reliability).

Table 4.4 Cronbach's Alpha Reliability Coefficient

Variables	Cronbach's Alpha	No of Items
Customer satisfaction	0.84	10
Price Fairness	0.98	8
Customer service	0.99	9

Source: Researcher, 2014

Reliability is defined as the extent to which a scale is free from random errors and thus yields consistent results (Hair et al., 1995). Calculating Cronbach's alpha is the most commonly used procedure to estimate reliability, and Nunnally (1978) recommends 0.7 as the accepted benchmark for Cronbach's alpha. According to Nunnally (1978), if the coefficient alpha is too low, the indication is that the items measuring the scale have very little in common. He noted that, in such a case, the researcher must return to the domain of the concept under investigation and select other items.

In order to construct meaningful indices of effect of price fairness and customer service in customer satisfaction; separate reliability analysis were conducted of items pertaining customer satisfaction, price fairness and customer service (see table 4.4). The customer satisfaction scale and two determinants of customer satisfaction were assessed for reliability. The Cronbach's alpha coefficient was used to gauge scale reliability, resulting in coefficients which ranged from 0.84 to 0.99. The high coefficient scores and the finding that deleting certain items would merely reduce the coefficient. (Nunnally, 1978). Thus, led to the conclusion that the scales were acceptably reliable.

4.4 Demographic Characteristics

This section summarizes background characteristics of respondent knowledge, which include gender, age, number of line used, network used and experience in working with telecommunication companies.

Table 4.5 Gender of Respondents

Measure	Items	Frequency	Percentage
Gender	Male	91	61%
	Female	59	39%
	Total	150	100%

Source: Researcher, 2014

In general analysis in Table 4.5 show that out of sample of 150, majority (i.e., 61 percent) of the respondents were male with the remaining 39 percent representing the female counterpart. From these results indicate males are the one who use more mobile phone in Tanga compared to Female. That's why the one who respond more to the questionnaire are males.

Table 4.6 Ages of Respondents

Measure	Items	Frequency	Percentage
Age group	Less than 25	34	23%
	25-35	62	41%
	36-45	33	22%
	46-55	12	8%
	More than 55	9	6%
	Total	150	100%

Source: Researcher, 2014

Table 4.6 presents the age distribution of respondents. About 23 percent had their ages are less than 25; those whose ages ranges from 25 to 35 years constitute around 41 percent of the sample; 22 percent were those ages from 36-45; 8 percent ages range from 46 to 55 and the rest of 6 percent were ages are more than 55 years. These results indicate that ages between 25-35 are the one who use more mobile phone compared other age class. This age is a middle class who tend to employed themselves and employed with Companies.

Table 4.7 Number of mobile line used by respondents.

Measure	Items	Frequency	Percentage
Number of mobile line used	1	133	89%
	2	14	9%
	3	3	2%
	Total	150	100%

Source: Researcher, 2014

The result in Table 4.7 show 89 percent uses one line, 9 percent of them use two line and 2 percent the remaining of the respondents use 3 lines. The results show that larger number of people use one line for those who respond to the questionnaire.

Table 4.8 Network used by respondent

Measure	Items	Frequency	Percentage
Network used	Tigo	84	56%
	Vodacom	41	27%
	Airtel	22	15%
	Zantel	3	2%
	Total	150	100%

Source: Researcher, 2014.

According to the results in Table 4.8 show 56 percent of the respondents they use Tigo; 27 percent of them are using Vodacom; Airtel is used by 15 percent of respondent; only minorities 2 percent are using Zantel. The results reveal that majority who respond to the questionnaire are using Tigo network compared to other network.

Table 4.9 Experience in working with telecommunication companies

Measure	Items	Frequency	Percentage
Experience with network	Less than one year	3	2%
	1 to 5 year	24	16%
	More than 5 year	123	82%
	Total	150	100%

Source: Researcher, 2014

Results of the Table 4.9 show that 2 percent of respondents are experiencing in working with telecommunication companies less than one year. 16 percent of respondents are experiencing in working with telecommunication companies from one to five years.

Remaining 82 percent of the respondents are experiencing in working with telecommunication companies more than five years. The result shows larger number of people in Tanga are experiencing in working with telecommunication companies more than a year five year.

4.5 Relationship between price fairness and customer service on customer satisfaction

4.5.1 Correlation analysis

Correlation analysis is used to measure linear association between two variables (Hair et al., 1995). In a situation where the correlation between two variables is positive and close to 1, it is assumed that the variables have a strong positive linear correlation. If the correlation between two variables is positive but close to zero, then the variables have a weak positive linear correlation. On other hand, if the correlation between two variables is negative and close to -1, then the variables are assumed to have a strong negative correlation. Again, if the correlation between variables is negative but close to zero that means a weak negative correlation exists between the variables.

Table 4.10 Correlation Results

	Price fairness	Customer service	Customer satisfaction
Price fairness	1		
Customer service	0.915 (83.7%)	1	
Customer satisfaction	0.848 (71.9%)	0.866 (74.9%)	1

Source: Researcher, 2014

From the table 4.10 above it can be revealed that there was significant and positive correlation between price fairness and customer satisfaction ($r = 0.848$, $p\text{-value} < 0.000$). Furthermore, from the table 4.10 it was concluded that price fairness affects the customer satisfaction by 71.9%. This implies that customer satisfaction is dependent on or was positively influence by price fairness.

From the table 4.10 above it can be revealed that there was significant and positive correlation between the customer service and customer satisfaction ($r = 0.866$, $p\text{-value} < 0.000$). The results suggest that the customer satisfaction positively and

significantly influence customer service by 74.9%. This means customer service is dependent on or was positively influenced by customer satisfaction.

4.5.2 Regression analysis

Regression analysis is a statistical technique that is used to analyze the relationship between a dependent variable and one or more independent variable (Hair et al., 1995). A multiple regression analysis provides an equation to predict the magnitude of the dependent variable, providing values for the independent variables that explain the largest proportion of variation in the dependent variable. The Pearson coefficient of determination, or simply “R-squared” in terms of computer output, is usually used to gauge this explained variation. An “R-squared” of ‘0’ indicates that there is no relationship between the independent variables and the dependent variable. This “R-squared” tells the researcher about the perfectness of the multiple regression models and also how well the independent variables included in the model explain the dependent variable. The significance of “R-squared” can be tested through the ‘F’ statistics and its associated probability. The ‘F’ statistics is a test of the null hypothesis that there is no linear relationship between the dependent and independent variables that is ‘R’ squared equals to 0.0 (Hair et al., 1995). The null hypothesis can be rejected if the ‘F’ statistics is high and the level of significance is close to zero. This rejection of the null hypothesis suggests the acceptance of an alternative hypothesis that there is a linear relationship between the dependent and independent variables. The general equation of the linear regression analysis is of the following form:

Equation 3-1

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Where: Y is the predicted value of the dependent variable; β_0 is the value of the dependent variable when all the independent variables are zero, that is the Y intercept; $\beta_1, \beta_2, \beta_3, \dots, \beta_n$ represents the regression coefficient; and the X s are the independent variables. The intercept and the regression coefficients are constants during the examination of a particular sample, but different values for the dependent variable are predicted for each case by substituting the corresponding values for independent variables (Hair et al., 1995).

Table 4.11 Regression Results

Coefficients^a

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.234	.206		1.135	.258
Price fairness	.355	.102	.342	3.486	.001
Customer service	.597	.106	.553	5.641	.000

a. Dependent Variable: Customer satisfaction

Source: Researcher (2014)

In regression results on Table 4.11 shows that independent variable has contact with the dependent variable (customer satisfaction) and support relationship. Among independent variable customer service has more effect on the customer satisfaction with the standardized coefficient 0.553 and followed by price fairness with standardized coefficient 0.342. Hence both independent variables have effect on the customer satisfaction.

$$CS=0.234+ 0.342pf+ 0.553cs$$

.....where cs(customer satisfaction), pf(price fairness), cs(customer satisfaction).

In this study regression equation for study of effect of independent variables on the dependent variable customer satisfaction. The Table 4.11 presents the strength of the two predictor (price fairness and customer service) toward customer satisfaction. The regression shows value contribution of each predictor as follows:

(a) Price fairness = 0.342, Std. Error 0.102, sig (p) = 0.001 < 0.5

(b) Customer satisfaction = 0.553, Std. Error 0.100, sig (p) = 0.000 < 0.5

The regression analysis presented in table 4.11 supported the preliminary correlation analysis as indication positive link between price fairness and customer satisfaction. Specifically the results indicate price fairness (Beta = 0.342, P> 0.1) are positively related to customer satisfaction. Also customer service (Beta = 0.553, > 0.1) are positively related to customer satisfaction.

Table: 4.12 Regression analysis of price fairness on customer satisfaction
Coefficient^a

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	.377	.225		1.671	.097
Price fairness	.880	.045	.848	19.504	.000

a. Dependent variable; Customer satisfaction

Source: Researcher, 2014

Table: 4.13 Regression analysis of customer service on customer satisfaction
Coefficient^a

Model 1	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std.Error	Beta		
(Constant)	.423	.207		2.045	.043
Customer service	.935	.044	.866	21.111	.000

a. Dependent variable: Customer satisfaction

Source: Researcher, 2014

4.5.3 Hypothesis testing

Hypothesis 1: There is significant effect of price fairness on customer satisfaction.

In testing the hypothesis in (Table 4.12) that there is significant effect of price fairness on customer satisfaction, since $\beta = 0.848$, and $p = 0.000$, therefore we accept the null hypothesis that price fairness effect customer satisfaction and reject in favour of the alternative hypothesis.

Hypothesis 2: There is significant effect of customer services on customer satisfaction.

Regression results in Table 4.13 show that there is significant effect of customer service on customer satisfaction, since $\beta = 0.866$, and $p = 0.000$, there for we accept the null hypothesis that customer service effect customer satisfaction and reject in favour of alternative.

4.5.4 Modal summary

Proportion of variance in the dependent variable predictable by the predictor variable. Also we take a look on multiple correlation between all the predictors in the model and dependent variable.

Table 4.14 Modal summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.88 ^a	0.77	0.77	0.00
Note: a. Predictors(constant),Price fairness, customer service				

Source: Researcher, 2014

For analysis of data we used the SPSS and processed following result was attained. The table 4.14 shows that adjusted R- Square is equal to 0.77. This value show that the dependent variable (customer satisfaction) is about 77% influenced by the independent variables (price fairness and customer service). The R square is equal to 0.77 approximately close to one; it shows that all independent variable has some effect on the dependent variable. Hence, the results found that up to 77% of customer satisfaction depend on price fairness and customer service. Where the rest of the 23% depends on other factors or variables which were not taken in this research study.

CHAPTER FIVE

DISCUSSION OF FINDINGS

5.1 Introduction

The report in chapter four is discussed in relation to research questions earlier formulated and outlined. The chapter is divided into one section: Discussion of findings on effect of price fairness and customer service on customer satisfaction of mobile phone user at Tanga City. The following is discussion according to the research objectives:

5.1.1 The effect of price fairness and customer service on customer satisfaction.

The first research question was on the comparison of the effect of price fairness and customer service on customer satisfaction. The answer to this question is that, in regression results, shows that independent variables (price fairness and customer service) have close contact with the dependent variable (customer satisfaction). Among independent variables customer service has more effect on customer satisfaction with the standardized coefficient 0.553 and then followed by price fairness with standardized coefficient 0.342. Hence we concluded that customer service has more effect compared to price fairness. The findings of this question are similar with the findings supported by Khan et al., (2012) the results indicate the positive and substantial relationship between dependent variable (customer satisfaction) and the independent variables (customer service, sales promotion, price fairness, signal strength, coverage and promotion). Among independent variable price fairness have larger impact compared to other. Another study by Hanif et al., (2010) the results showed that both factors price fairness and customer service significantly affect customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer service. The different with this study is that we have seen customer service have larger impact compared to price fairness.

5.1.2 The effect of price fairness on customer satisfaction.

The second research question is discussion on the effect of price fairness on customer satisfaction. The answer to this question is that, from the correlation analysis indicate a significant positive relationship on price fairness and customer satisfaction ($r = 0.848$, $p < 0.01$). Therefore, from the result it was concluded that price fairness affects customer satisfaction by 71.9%. Results from the regression analysis indicate price fairness has a significant effect on customer satisfaction ($B = 0.848$, $\beta = 0.000$). Therefore, at 100% level of significance $\beta = 0.000$, the null hypothesis that price fairness has a significant effect on customer satisfaction. The findings of this question are similar with that by Diller (2000); Iyer and Evanchitzky (2006); Varki and Colgate (2001), which shows that price fairness has direct impact on customer satisfaction.

5.1.3 The effect of customer service on customer satisfaction

The third research question is discussion on the effect of customer service on customer satisfaction. The answer to this question is that, from the correlation analysis indicate a significant positive relationship between customer service and customer satisfaction ($r = 0.866$, $p < 0.01$). Therefore, from the results it was concluded that customer service affects customer satisfaction by 74.9%. Results from the regression analysis indicate customer service has a significant effect on customer satisfaction ($B = 0.866$, $\beta = 0.000$). Therefore, at 100% level of significance $\beta = 0.000$, the null hypothesis that customer service has significant effect on customer satisfaction. The findings of this question are similar with that supported by Khan et al., (2012) the results indicate the positive and substantial relationship between dependent variable (customer satisfaction) and the independent variables (customer service, sales promotion, price fairness, signal strength, coverage and promotion). Also similar to another study by Hanif et al., (2010) the results showed that both factors price fairness and customer service significantly affect customer satisfaction.

CHAPTER SIX

SUMMARY, CONCLUSION, RECOMMENDATIONS AND POLICY IMPLICATIONS

6.1 Introduction

The report in chapter four is discussed in relation to research questions earlier formulated and outlined. The chapter is divided into three sections: Summary, conclusion and policy implications, for effect of price fairness and customer service on customer satisfaction of mobile phone user at Tanga City.

6.1.1 Summary

The main aim of this research was to assess the effect of price fairness and customer service on customer satisfaction. From the above results, following findings drawn that all the factors selected affect the customer satisfaction to great extent. Price fairness and customer service are key factors contributing towards customer satisfaction among mobile phone user of Tanga City. Among independent variable customer service has more effect on the customer satisfaction followed by price fairness.

6.1.2 Conclusion

This research results concluded that, both price fairness and customer service significantly affect customer satisfaction among mobile phone users in Tanga City, but comparatively customer service had the larger impact on customer satisfaction than price fairness. Therefore it's important to recognize the need of good customer service and price fairness so as to attract more mobile phone users. Moreover, this study also demonstrates that price fairness and customer service are key factor on customer satisfaction.

6.1.3 Recommendations

Basing on the findings of this study, in order to improve price fairness and customer service on customer satisfaction, the following recommendation may be considered.

- I suggest that by making customers feel satisfied, by establishing good relationship with customers through efficient customer services and simply by

keeping the price fairness of services compatible a firm can establish long term profitable relationship with customers.

- My framework suggest the central importance of customer satisfaction in Mobile phone user that how it should be created among customers and how to get benefits out of it. That would practically help out telecom sector for making customer satisfied, happy and loyal by making customer feel valued.
- Further study should be done by companies so as to have the idea about which others factors affect customer satisfaction and it has a huge impact on customer satisfaction which will increase profitably as well as goodwill.

6.1.4 Policy implications

- My findings can be practically implemented on service firms and apart from that, those business which give due importance to relational marketing. We suggest managers of such firms to have belief in “best customer services and price fairness” for success and growth of business or in making customer satisfied. Keeping the findings of this research it is very obvious that the companies should always continue to emphasize about price fairness and customer service on customer satisfaction in telecom industry.

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APPENDIX I

QUESTIONNAIRE FOR DATA COLLECTION

MZUMBE UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)-CM

INTRODUCTION:

This instrument is designed to collect data on effect of price fairness and customer service in customer satisfaction of mobile phone user in Tanga City.

You are invited to complete the questionnaire bearing in mind that your honest responses will go a long way to determine the overall success of this exercise. This work is strictly for academic purposes and so information given be treated with confidentiality.

Please indicate your response by ticking [] the response category or by writing in the space(s)

SECTION A

1. Gender

- 1. Male ()
- 2. Female ()

2. Age group

- 1. Less than 25 ()
- 2. 25-35 ()
- 3. 36-45 ()
- 4. 46-55 ()
- 5. More than 55 ()

3. How many mobile lines (operators) do you use
(please tick all that apply)

1[] 2[] 3[] 4[]

4. Which line do you use frequently

- 1. Tigo ()
- 2. Vodacom ()
- 3. Airtel ()
- 4. Zantel ()
- 5. Other (please state).....

5. For how long have you been using mobile phones?

- 1. Less than one year ()
- 2. 1 to 5 year ()
- 3. More than 5 year ()

SECTION B

In this section, you are given series of statement in the affirmative. Please rank each statement by inserting appropriate number.

- 1= Strongly disagree 2= Disagree 3= Neither agree nor disagree
- 4= Agree 5= Strongly agree

CUSTOMER SATISFACTION:

In this table a respondent has to insert a number between 1 to 5 indicating level of satisfaction

Item of Evaluation	Service provider	1	2	3	4	5
6. I am satisfied with this operator	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
7. I have truly enjoyed using this network	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
8. I completely meets my expectation	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
9. I believe that using this operator is usually a satisfying experience.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
10. I never regret been a customer of the service provider	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
11. I am very satisfied with the decision to use this operator.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
12. This operator does a good job to satisfy my need	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
13. This network meet my pre-purchase expectation	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
14. This is one of the best network I could have chosen	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
15. On the whole, indicate your overall satisfaction	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

CUSTOMER SERVICE:

Item of Evaluation	Service provider	1	2	3	4	5
16. Always performs services right at first time	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
17. Provides services at the promised time	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
18. Keep customer informed when service will be provided.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
19. Provide prompt service to the customer	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
20. Is always willing to help customer	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
21. Is always ready to respond to customers request	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
22. Makes customer feel safe in their transaction	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
23. Has the customers best interest at heart	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
24. Keeps customer informed with products	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

PRICE FAIRNESS:

Item of Evaluation	Service provider	1	2	3	4	5
25. The price I am paying is fair for service	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
26. The price I am paying is within my expectation.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
27. The price of operator is good value for money comparing to other.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
28. I get the value for money for what I have been paying.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
29. This operator provide a variety of pricing plan	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					
Item of Evaluation	Service provider	1	2	3	4	5
30. This operator offer the best	Tigo					

possible price that meet my need	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
31. This price I am paying is competitive	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Item of Evaluation	Service provider	1	2	3	4	5
32. Overall, this operator provides superior pricing options compared to other service provider.	Tigo					
	Vodacom					
	Airtel					
	Zantel					
	Others					

Thank you for your responses