European Journal of Business and Management www.iiste.org
ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
Vol.7, No.36, 2015

Influence of Price, Product Quality, Brand Image and Promotion Activities on Choice of Mobile Phone Network: a Case of Embu Town, Kenya

Martin Warutere

Department of Business Administration, Chuka University, P.O.Box 109-60400 Chuka- Kenya

ABSTRACT
The purpose of this study was to assess the factors influencing the choice of mobile phone network in Kenya. A descriptive survey method was used in this study. A sample size of 120 was obtained using a random sampling which represented 10% of the population. Data was collected through administering of questionnaire and data analysis was done using Statistical package for social scientist software. The research found out that product quality and availability, product promotions, brand image and also price are key factors that influence choice of mobile phone network. This study is expected to be of great importance to the residents and the network providers by improving the factors that influence the choice of mobile phone network for healthy market competition.
Key Words: Price; Product Quality; Brand Image; Promotion Activities; Mobile Phone Network

1.0 INTRODUCTION

In Kenya the country had 31.1 million subscribers in total, or a 76.9% penetration rate (September 2013). Three are four mobile network companies namely; Safaricom Limited, Orange, Equitel and Airtel Kenya. According to Communication Authority of Kenya (CAK) formerly Communication Commission of Kenya 4th Quarter Sector Statistical Report of 2013, Kenya had a total of 25.27 million subscribers representing 64.2% of the total population. Pre-paid subscriptions represented 99% of the total mobile subscriptions. The latest statistics from the CAK show that Safaricom continues to dominate the Kenya market, controlling 68.3 per cent of the subscriber share, followed by Airtel with 25 per cent, Equitel and Orange at 7.7 per cent. The mobile network providers offer products that increase customers' loyalty in them. Customer loyalty can be viewed as the winning of confidence of the customer in the favours of an organization or its products and services so that the relationship becomes a win-win situation for both the organization as well as the customer (Reichheld, 2006).Sasser (1990) noted that when an organization retains at least 5percent of its customers, profit increase by 25per cent to 125 percent .The study therefore sought to explore factors that influence the choice of mobile phone network by Kenyans. The three mobile phone network providers are involved in a battle each trying to win and retain customers.

Safaricom which is owned by U.K's Vodafone Group (40%) and public float (60%), is one of the leading integrated communications companies in Kenya with over 21.6 million subscribers. Safaricom provides a comprehensive range of services under one roof: mobile and fixed voice as well as data services on a variety of platforms**.** **(**www.safaricom.com ,10-10-2013). Safaricom offers different products among them are M-pesa which according to www.safaricom.com 10-10-2013 has about 19 million users, voice call which has rates of Ksh 4 across all network, there is also sms product which costs Ksh1 for messages on-net,Ksh2 across other network but has offer of 6 sms Ksh 3 on-net, 20 sms for Ksh 5 on-net,200 sms for Ksh10 and unlimited sms for Ksh20 ,M-shwari, a revolutionary new banking product for M-PESA customers that allows you to save and borrow money through your phone while earning you interest on money saved. With M-Shwari, you are also entitled to affordable emergency loans. Safaricom has also the flashback service that gives every subscriber 5 free SMS messages with a single pre-defined message stating "please call me. Thank you" Another Safaricom product is internet, Safaricom is the first company in East Africa to possess 3G internet technology.

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

Orange is the third largest mobile network company in Kenya, which is owned by Orange S.A. (70%) and Government (30%). The Company operates and maintains the infrastructure over which Kenya's internet service providers operate. It is the sole provider of landline phone services in Kenya. This enable home talk which is a wireless landline prepaid service based on wireless technology. The benefits of home talk are: reachability, flexibility, relevance and convenience. They also provide telecom fixed line where calls made over the weekend from Saturday 12:00 PM (noon) to Sunday 1200AM midnight are at 50% discount. They also provide internet services where one can communicate via the landline and at the same time surf the internet anytime, anywhere and at affordable rates. Orange Kenya also provide Orange money services that allows customer to transact directory from bank account using their orange mobile phone. This was enabled by their partnership with Equity bank providing customers with revolutionary mobile banking services. Through Orange Money one can send money, withdraw cash, pay bills ATM withdrawals or buy airtime. Orange also provide prepaid services through Tujuane Tariff with the following rates: Ksh 3 per minute to call other networks, Ksh 1 per sms across all the national networks, Ksh 2 per minute for Orange calls including Orange wireless lines. Orange also offers sms bundles which they include 100 off-net+150 on-net =250 sms daily bundle at Ksh 10, 200 off-net+300 on-net=500 sms weekly bundles at Ksh 30 and 500 off-net+1000 on-net=1500 sms monthly bundles at Ksh 75.

The main need for mobile phone network is to provide means of communication. The three main network provider in Kenya i.e. Safaricom, Airtel and Orange Kenya have come up in effort to satisfy many unsatisfied customers, although in different ways e.g providing value added services. Each network provider comes up with services and products which make them competitive in the telecommunication industry. The services are also offered differently with different charges/rates. Mobile provider have engaged in different marketing strategies such as, lowering the prices of their products for example Airtel money which offers free money transfer services, heavy advertisements for their products and various promotional activities to try and increase their market share. Each network provider tries to win the customers loyalty by applying different strategies which may appeal to the customers. Customers therefore find it difficult to choose from the three mobile phone networks. They are influenced by certain factors which are determined by the way networks provider serve their customers. Many customers have perceived price as the main factor that influence them, although there are other factors which also influence their choice. This research intended to determine the factors (customer's choice, product quality and availability, promotion activities and brand image) that influence the choice of mobile phone network among the customers.

2.0 LITERATURE REVIEW

2.1 Price

Price plays a vital role in telecommunication market especially for the mobile telecommunication service providers (Kollmann, 2000). It includes not only the buying price but also the call and rental charges. Generally, a price-dominated mass market leads to customers having more choices and opportunities to compare the pricing structures of diverse network providers. A company that offers l ower charges would be able to attract more customers committing themselves to the telephone networks, and hence, significant number of "call minutes" might be achieved. According to Kollmann (2000), income from the number of call minutes determine the basic commercial success for the network providers. He also added that the success of the telecommunication sector in a market place largely depends on continuing usage and pricing policies, which need to be considered on several levels. Price is the only p from the marketing mix that contribute directly to revenue, the other Ps are costs. In customer perceived value, price is important. (Buttle, 2008; Monroe, 1991; Zeithaml, 1998). According to Zeithaml (1998) some customers value low price. Most authors subscribe to the definition that price is perceived by customers to be a trade-off between the price paid and the quality they experience in consuming the product. Monroe (1991) defines customer value as the reduction in costs and a corresponding increase in the benefits that accrue to the customer.

Kollmann (2000) asserts that price is key in tele-communication business, particularly mobile phone industry. The price here include the cost of SIM card, recharge card, call rate, the internet charge rate, handset cost. Consumers tend to favour and subscribe to a service provider with the lowest call rates. Mobile phone firms benefit more if customer spends more time using their line (SIM card). That is how frequently and time customers use the particular SIM card (Kollmann, 2000; Adeleke and Aminu, 2012). In this era of information age, price competition has become cutthroat in mobile telecommunication industry. Trebing (2001) mentioned that there are three sets of strategies for pricing behavior. The first is limit entry pricing, which is used for protection of the market position of the firm; second is the high access charges for new entrants, and the third one is tie-in sales to write off old plant or standard investment against captive customers. According to the author, limit entry pricing involves setting low prices in highly elastic markets to attract or retain large customers with monopolistic buying power, while maintaining high prices in inelastic markets. Price has not only been linked to perceived value, but also to product/merchandise quality. Authors (Agarwal and Teas, 2001; Dodds, Monroe and Grewal, 1991; Monroe, 1990: Teas and Agarwal, 2000) address that price has a dual effect. Price is a financial sacrifice, but it also positively influences perceptions of value through increased product quality perceptions. However, the net effect of price on perceptions of value seems to be negative (Dodds, Monroe and Grewal, 1991).

2.2 Product quality and availability

Service quality in the telecommunications has mainly been researched on the technical and/or on corporate strategies (Dwayne, 2003; Lim, Widdows, & Park, 2006). Due to the inherent intangibility, inseparability, heterogeneity and perishability of service, service quality can be defined as a consumer's overall impression of the relative efficiency of the network provider and its services. The dominant conceptualization and measurement of service quality has been service quality instrument developed by Parasuman et al. (2008). Service quality was identified as determinants of perceived quality and indicated by the arithmetic differences between customer expectations and perceptions across the 22 measurement items. Using factor analysis, service quality further is condensed into tangible, reliability, assurance and empathy dimensions, which are generic across service contexts. However, a number of authors investigated the number of dimensions and stability of items across different industries by empirical tests. They concluded that the five-component factor structure is not confirmed in any of the research samples. This implies that service quality attributes are context-dependent and should be selected to reflect the service environment investigated (Dwayne, 2003). Cronin et al,(2000) criticized service quality' poor reliability and argued that expectation is neither sufficient nor a necessary condition, therefore identified a performance-only measurement, called service performance instrument. The results of existing studies on service quality suggest that the definitions of service quality in mobile telecommunication setting are quite diverse, and do not seem to fit any single existing quality model. In telecommunication industry, quality is perceived as customers' expectations for a product to meet his/her need.

In order to achieve higher level of a quality service, service companies should deliver higher levels of service quality and in the present context customers' perceptions are highest. From the perspective of the service organization, there is a desire to survive and compete in a global environment. From the perspective of the customer, there is a desire for better quality services. In fact the private sector's singular focus is on economic efficiency, as it is generally viewed that profit and/or cost reduction are key ingredients to survival and growth. Service is a form of attitude which is related to satisfaction and also leads to consumer preference and future purchase. In particular consumers prefer service quality when the price and other cost elements are held constant. It has become a distinct and important aspect of the product and service offering. According to Lehtinenand Lehtinen (1991) service quality helps to create the necessary competitive advantage by being an effective differentiating factor. Overall, the quality of a product is also related to the availability of the product's main functional features on one hand and the consumer's experience-in-use of the other auxiliary features on the other hand (Yoon and Kijewski, 1997). A product's main functional features are the sources of the primary benefits that the consumers expect to obtain when purchasing a product. In general, consumers' evaluations of a product's overall quality are related to the availability of these features in comparison with the competition (Lambert, 1980; Nowlis and Simonson, 1996). Hence, it is necessary to talk to the consumers for measuring the quality. Since, quality reflects the extent to which a product or service meets or exceeds consumers' expectations (Wal et al. 2002). So, the success of the telecommunication sector in market place is also depending on product quality and availability.

2.3 Brand image

Kotler and Armstrong (1998) defined a brand as a 'name, term, sign, symbol, or design, or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.' Oliver (2007) proposes that eventual customer loyalty is a role of perceived product superiority, Personal fortitude, social bonding, and their synergistic effects. Further analysis of Oliver's discussion tend to suggest, not that loyalty is a commitment, but that loyalty is an aspect of commitment called attitudinal or emotional component of commitment (Ogba, 2008). A brand's image often influences a customer's expectations and consequently satisfaction with a product or service. Brand image pertains to the perception or mental picture a customer holds of a brand and is formed through his/her response, whether reasoned or emotional, an organization's image is an important variable that positively influences marketing activities. Image is considered to have the ability to influence customers' perception of the goods and services offered (Zeithaml & Bitner, 2008). Thus, image will have an impact on customers buying behavior. The objective is to arouse a positive affective response to the brand in the customers, such that they buy brands for their physical attributes and functions, and their symbolic meanings associated with the brand, product or service. During its formation, the customer's experiences, feelings and trust will influence the image.

The strength of a brand's position in the marketplace is built on six elements: brand domain, brand heritage, brand values, brand assets, brand personality, and brand reflection (Jobber& Fahi, 2006).The first of these, brand domain, corresponds to the choice of target market where the brand competes, the other five elements provide avenues for creating a clear differential advantage with these target consumers. Brand domain means the brand target market where it competes in the marketplace which in turn describes the nature of competition in that particular market. Brand heritage is the background to the brand and its culture, as well as how it has achieved success (and failure) over its lifecycle. This will best indicate the size of the market the brand commands. Brand values are the core values and characteristics of the brand as perceived by the customers. Brand assets are what makes the brand distinctive from other brands, and includes a set of unique features that differentiate it from competing brands. Brand personality is the character of the brand described in terms of other entities, such as people, animals, or objects. Brand reflection is how the brand relates to self-identity and how the customer perceives him/herself as a result of buying or using the brand. Brand managers can form an accurate portrait of how brands are positioned in the marketplace by analyzing each of the elements a fore mentioned. Another key decision in branding is the choice of name, because developing a brand takes time and involves long-term planning and investment.

Nguyen and Leblanc, (2001) claim that corporate image is related to the physical and behavioral attributes of the firm, such as business name, programs, variety of products/services, and to the impression of quality communicated by each customer care interacting with the firm's clients. From the marketing literature of goods, it is clear that brand reputation has been defined as a perception of quality associated with the name (Aaker & Keller 2000). Corporate image in the service marketing literature was early identified as an important factor in the overall evaluation of the service and company. According to Grönroos, (2006) apart from image as a function of accumulation of purchasing/consumption experience over time, most organizations also provide complex and noisy informational environments (e.g. Advertising, direct marketing, or public relations) in order to attract new and keep existing customers. In the perceived quality model, perceived quality is a function of expected quality (generated from market communication, image, word-of mouth, and customer needs) and experienced quality (generated from technical quality and functional quality). Mobile telecommunications markets can be divided by the type of services provided and by the telecommunications network used (Gerpott et al., 2001).

Brand image is seen as one key motive of consumer brand choice by marketing professionals. Brand image is described as the perceptions and beliefs held by consumers about a brand (Kotler and Keller (2009). Much earlier, Keller (1993) had postulated brand image as a type of brand associations that consumers hold in memory. Brand associations are defined by three dimensions: attributes (no product related and product-related), benefits (functional, experiential and symbolic) and attitudes toward the brand (Keller, 2009). It may also be viewed as consumer perceptions of a brand as reflected by the brand associations held in consumers' memory (Keller, 2008). Other scholars view it as the combined effect of brand association or consumers perception of the brands tangible and intangible association (Engel et al., 1995).

Keller (1993), Lasser (1995) and Aaker (2003) agree that favorable, unique and strong associations are assumed to provide positive brand image which create a bias in the mind of consumers thereby increasing the brand equity. The definition of CBBE does not distinguish sources of brand associations and the manner in which they are formed (Keller, 2009). This however means that consumers can form brand associations in a variety of ways other than marketing activities. Thus, from direct experience; through information from other commercial or nonpartisan sources such as consumer reports or other media vehicles; from word of mouth; and by assumptions or inferences consumers make about the brand itself, its name or logo (Keller, 2009). In addition, it could also be its identification with a company, country, and channel of distribution, or person, place or event (Keller, 2009). Brand managers against this backdrop, are advised to recognize the influences of these other sources of information by both managing them as well as possible and by adequately accounting for them in designing communication strategies (Aaker, 1996).

2.4 Promotion activities

Meanwhile promotion is a tool that can help an organization in the achievement of its objectives (Alvarez and Casielles; 2005). Promotion is when companies inform, persuade, or remind customers and the general public of its products (Kotler and Armstrong, 2003). Promotions impact consumers' purchasing behavior and decisions towards that particular brand, especially during the sales promotion period (Freo, 2005). More specifically, the objectives of any promotional strategy are: increase sales; maintain or improve market share; create or improve brand recognition; create a favorable climate for future sales; inform and educate the market; create a competitive advantage, relative to competitor's products or market position; improve promotional efficiency. (Rowley, 1998). Promotion is one of the medium which is used by organization to communicate with consumers with respect to their product offerings (Rowley, 1998). It is an important part for all companies, especially when penetrating new markets and making more or new customers (Kotler et al., 1999). According to Kotler & William (1994), the mix consists of five major elements which are advertising, personal selling, sales promotion, publicity and public relation.

3.0 RESEARCH METHODOLOGY

3.1 Research Design

A research design is the plan of action that helps answer research questions and realize the objectives of the study. This study used a survey design. According to Mugenda and Mugenda (2003) survey research is one of the best method available to researchers interested in collecting original data for the purposes of describing a population which is too large to observe directly. Use of the survey design permitted the gathering of information from respondents relatively quickly and inexpensively which was a major advantage for this study.

3.2 Sampling procedures and size

Kothuri(2004),argues that the purpose of sampling is to ensure a representative sample which will enable the researcher to gain information about the target population. Sampling involve selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group. Gay, (1992),suggests that at least 10% of the population is a good representation where the population is large, whereas Kasomo (2006) suggests that for descriptive studies,10% of the accessible information is enough for a representative sample. The study will involve a systematic/linear random sampling to determine the sample size. Kasomo (2006) defines this method as a process of selecting from the population that provides every sample of a given size an equal probability of being selected randomly into the sample. A sample size of 120 out of 1200 people was used for the study representing 10% of the target population.

3.3 Data Collection and Analysis

Data was collected using self-administered questionnaires. The choice of this method of data collection was selected because questionnaires can reach a large group of respondents within a short time and with little cost, at the same time use of questionnaires will enable the respondents to remain anonymous and be honest in their responses (Kasomo, 2007). The questionnaires with adequate instructions and easy to understand language were hand delivered to the already identified samples of the population by the researcher and the trained research assistants. Dates of collecting the filled questionnaires were agreed upon at the time of delivery and follow up was made through use of mobile phones. Kasomo (2007) defines data analysis as the process of bringing order to data and manipulating it. It involves organizing data into patterns, categories and basic descriptive units. For this study, descriptive data analysis was done. The researcher organized the data to ensure that raw data was sorted and coded. Data analysis was done with guidance of a statistician using the Statistical Package for Social Sciences (SPSS) computer software. Information from the analyzed data was presented using Charts, percentages and frequency distribution tables.

4.0 EMPIRICAL RESULTS AND DISCUSSION

4.1 Response Rate

Out of the 120 questionnaires issued out to the respondents, 108 of them were successfully completed and returned within 7 days, hence giving the study 90% response rate. This was because questionnaire were dropped and picked ate agreed time.

4.2 Usage of Mobile Phone Network

Table 1: Usage of Mobile Phone Network

	Yes		No	
	Frequency	%	Frequency	%
Safaricom	73	67.6	35	32.41
Airtel	24	22.2	84	77.8
Orange	11	10.2	97	89.8

Table 1 shows that 67.59% of the respondents had used safaricom network while 32.41% of the respondents had not used safaricom network. These results indicate that majority of the respondents used safaricom network. Similarily, about 22.2% of the respondents had used Airtel network while 77.78% of the respondents had not used Airtel network. Also, 10.19% of the respondents had used Orange kenya network while 89.81% of the respondents had not used Orange Kenya network. This generaly suggest that Safaricom is the market Dominant (Highest market share) in Kenya.

4.3 Influence of new products and services on choice of mobile phone network.

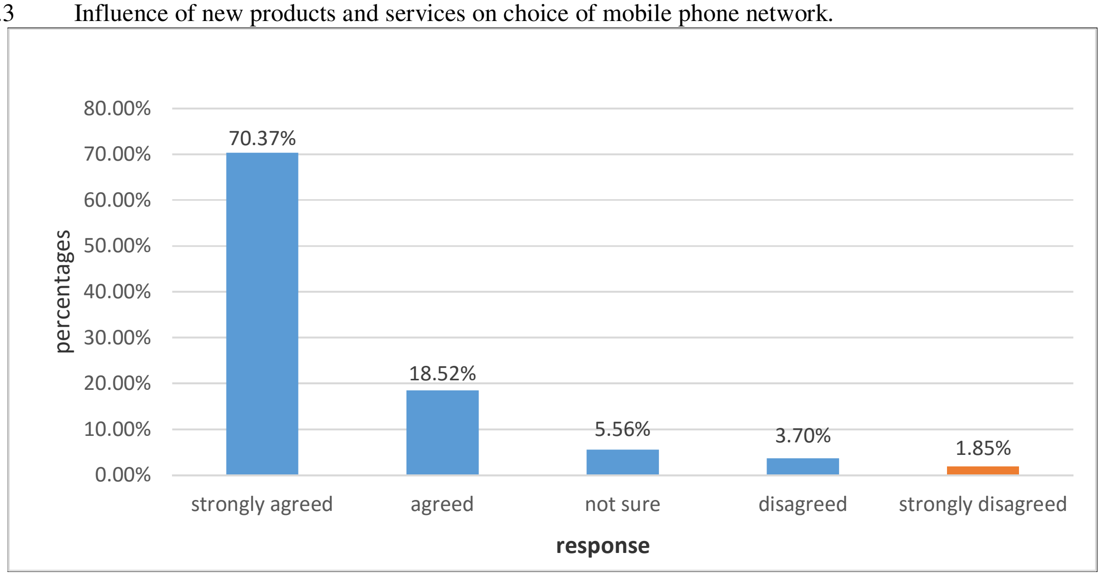

Figure 1: New products and services versus choice of mobile phone network.

Figure 3 shows that 70.37% of the respondents strongly agreed that production of new products and services influenced their choice of mobile phone network, 18.52% agreed that they influenced their choice, 5.56% were not sure, 3.70% disagreed while 1.85% of the respondents strongly disagreed. This indicate that innovation which led to new products and services influenced the choice of mobile phone network.

4.4 Influence of telecommunication development on choice of mobile phone network

Table 2: Influence of telecommunication development on choice of mobile Phone Network

	Frequency	(%)
Strongly agree	42	38.9
Agreed	38	35.2
Not sure	10	9.3
Disagreed	12	11.1
Strongly disagreed	6	5.6
Total	108	100

The results from table 2 above shows that 38.89% of the respondents strongly agreed that telecommunication development influenced their choice of mobile phone network, 35.18% agreed, 9.26% were not sure, 11.11% disagreed while 5.56% of the respondents strongly disagreed.

4.5 Rating of services provided by mobile-phone network providers

Table 3: Rating of services provided by mobile-phone network providers

	Safaricom Services		Airtel Services		Orange Services	
	Frequency	%	Frequency	%	Frequency	%
Very good	41	38	9	8.33	2	1.9
Good	48	44.4	17	15.7	6	5.6
Moderate	15	13.9	58	53.7	67	62.1
Poor	3	2.8	19	17.6	25	23.2
Very poor	1	0.93	5	4.63	58	7.4
Total	108	100	108	100	108	100

Table 3 shows that 37.96% of the respondents said that Safaricom services were good 82.4% while 0.93% of the respondents said that their (safaricom) were very poor. Similarly, 24.3% of the respondents said that Airtel services were good while 4.63% said that the Airtel services were very poor. The results also shows that 7.5% of the respondents said that Orange services were good, while 7.40% of the respondents said that he services were very poor. In conclusion, it was found that safaricom services are most preferred in Kenya telecommunication industry

4.6 Influence of price on the choice of mobile phone network.

Table 4: Influence of price on the choice of mobile phone network

	Frequency	Percentage (%)
Strongly agree	47	43.5
Agreed	52	48.2
Not sure	5	4.6
Disagreed	2	1.9
Strongly disagreed	2	1.9
Total	108	100

Table 4 shows that 43.52%of the respondents strongly agreed that price influenced their choice of mobile phone network, 48.15% agreed, 4.63% were not sure, 1.85% disagreed while 1.85% of the respondents strongly disagreed. Therefore, price plays a critical role in the choice of mobile phone network

4.7 Effect of product quality and availability on choice of mobile phone network

Table 5: Effect of product quality and availability on choice of mobile phone network

	Product quality		Product availability	
	Frequency	(%)	Frequency	(%)
Strongly agree	38	35.2	43	39.8
Agreed	49	45.8	51	47.2
Not sure	13	12.0	8	7.4
Disagreed	5	4.6	4	3.7
Strongly disagreed	3	2.8	2	1.9
Total	108	100	108	100

Table 5 shows that 35.2% of the respondents strongly agreed that product quality influenced the choice of mobile phone network, 45.37% agreed, 12.04% were not sure, 4.63% disagreed, while 2.78% of the total respondents strongly disagreed. Also about 39.82% of the respondents strongly agreed that they were influenced by product availability on their choice of mobile phone network, 47.22% agreed, 7.41% were not sure, 3.70% disagreed while 1.85% of the respondents strongly disagreed that they were influenced by product availability in their choice of mobile phone network.

4.8 Influence of promotion activities on choice of mobile phone network.

Table 6: Influence of promotion activities on choice of mobile phone network

	Advertisements		Road shows	
	Frequency	(%)	Frequency	(%)
Strongly agree	26	24.1	32	29.6
Agreed	35	32.4	39	36.1
Not sure	18	16.7	12	11.1
Disagreed	20	18.5	18	16.7
Strongly disagreed	9	8.3	7	6.5
Total	108	100	108	100

Table 6 shows that 56.5% of the respondents agreed that advertisements influenced their choice of mobile phone network while 8.3% of the respondents strongly disagreed. The results also shows that 65.7% of respondents agreed that road shows and other promotion activities influenced their choice of mobile phone network while 6.48% of the respondents strongly disagreed.

4.9 Influence of brand and company's image on choice of mobile phone network

Table 7: Influence of brand and company's image on choice of mobile phone network

	Brand Image		Company Image	
	Frequency	(%)	Frequency	(%)
Strongly agree	40	37.0	48	44.4
Agreed	47	43.5	48	41.7
Not sure	9	8.3	7	6.5
Disagreed	8	7.4	6	5.6
Strongly disagreed	4	3.7	2	1.9
Total	108	100	108	100

From the table 7, 37.0% of the respondents strongly agreed that they were influenced by brand image on their choice of mobile phone network, 43.5% agreed, 8.3% were not sure, 7.4% disagreed while 3.7% of the respondents strongly disagreed. Also 44.4% of the respondents strongly agreed that company's image influenced their choice of mobile phone network, 41.7% agreed, 6.5% were not sure, 5.6% disagreed while 1.85% of the respondents strongly disagreed.

5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

After carefully analyzing data collected from the respondents, it was found that the choice of mobile phone network is influenced by factors such as pricing of the products, product quality and availability, brand image and promotion activities carried out by the network providers. In line with this results the network provider need to attract and retain customers, charge fair prices/rates that are affordable by customers, design and produce quality products, avail the products to the consumer in such a manner that they can access them quickly and with ease, build a good brand image and carry out various promotion activities of their offerings. It was also revealed that consumers are influenced by product quality and availability on their choice of mobile phone network. The consumers will not choose mobile phone network whose products are not easy to get or access. The quality of product and availability therefore influenced their choice. The image of the brand offered by network providers influenced the consumer on their choice mobile phone network. Good brand image assures good services. It was concluded that the promotion activities carried out by network providers influence the consumers on their choice of mobile phone network.

5.2 Recommendations

Based on the findings of this study, the following recommendations were proposed:

i. The network provider should carry out more survey to ensure they charge fair prices that appeal to consumers thus their choice.

ii. The providers should design and develop quality products based on consumers' requirements and expectations. They should therefore offer quality products that best satisfy subscribers' needs.

iii. Mobile phone network providers should develop strong brands that are appealing to customers in terms of name, symbol, design and sign. Good brand image will influence the consumers to choose them as their network providers.

REFERENCES

Armstrong, (2003): Managing Activities, Chartered Institute of Personnel Management (U.K)
Baker,E,Til ,G (1994).Doing social Research,2nd Edition. New York. McGraw Hill Inc
Besterfield.D.H, Besterfield, M. C, Besterfield, H.G, Besterfield, S. M, (2007): Total QualityManagement, Dorling Kindersley Private Limited, Delhi (India)
Conwell, (1998): Marketing Campaigns, International Thompson Publishing, London
David.R.F.(1998): Strategic Management, 7th Edition, Prentice Hall of India(Delhi)
De Kluyver, A. (2000): Strategic thinking, Prentice Hall, New Jersey-U.S.A
Hill.C.W, (2008): Global Business Today, 5th Edition, McGrawHill, Irwin, U.S.A
Hossain, M. & Leo, S. (2009). Customer perception on service quality in retail banking in Middle East: the case of Qatar. International Journal of Islamic and Middle Eastern Finance and Management, 2(4), 338-350
Johnson, W. C. & Sirikit, A. (2002). Service quality in the Thai Telecommunication Industry: A tool for achieving a sustainable competitive advantage.Management Decision, 40(7), 693-701.
Kasomo, D. (2007). Research Methods in Humanities and Education. Research, Statistics, Measurement, Evaluation and Testing. Zapf Chancery Eldoret, Kenya.
Kinicki, Kreitner.R. (2003): Organizational Behavior, McGrawHill-Irwin
Kothari, R.C. (2006): Research Methodology and techniques: New age International Publishers.
Kothari.C.R, (2005): Research Methodology, 2nd Edition, New Age International publishers-
Kollmann, T. (2000). The price/acceptance function: Perspectives of a pricing policy in European telecommunication markets. European Journal of Innovation Management, 3(1), 7-14.
Kottler, (2003): Marketing Management, 11th Edition, Prentice Hall of India (Private-limited)
Kotler, P. & Armstrong, G. (2003). Principles of marketing (11th ed.). New York: Prentice Hall International.
Kotler, P., Armstrong, G., Saunders, J. & Wong, V. (1999). Principles of marketing (2nd Ed.). New York: Prentice Hall Inc.
Lambert, D. R. (1980). Price as a quality signal: The tip of the iceberg. Economic Inquiry, 18,144-50
Mugenda, O .M and Mugenda, A .G (2003): Research Methods: Quantitative and Qualitative Approaches. Africa Centre for Technology Studies (ACTS) Press, Nairobi Kenya
Parry.E.M. (2002): Strategic Marketing Management, McGrawHill Company-New York

Pearce, A.J, Robinson.(2005): Strategic Management 9TH Edition, Tata McGrawHill Company,Delhi (India)
Perreault.D.W, McCarthy.E.J. (1996): Basic Marketing, McGrawHill (London)
Peters, Wiersema, (2008): Customer Intimacy, Harper Collins Business Publishing, Boston (U.S.A)
Porter, M.E., (1980): Competitive Strategy: Techniques for Analyzing Industries and competitors, The Free Press, New York, NY.
Walker, Boyd, Mullins, (2003): Marketing Strategy, Tata McGrawHill-Delhi
Warren, Green. (1997): Principles of Global Marketing, Prentice Hall-New Jersey
Whipp, R., Clark, P. (1985): Innovation and the Auto Industry, St. Martin's Press, New York,
Worley. K, &Cummings, G. (2009): Organizational development and change-(Eighth-Edition), Akash press (India ltd)
Zahra, Byars. (1996): Strategy in Changing Environment, Irwin Publishing, U.S.A
Zaltman, G., Duncan, R., Holbek, J. (1973): Innovations and Organizations, Wiley, New York