Influence of Brand Management on Rivalry for Consumers in the Mobile Telecommunication Industry

W. K. Kiberen[1]*, D.Musiega[2], S. Juma[3]
School of Human Resource, Jomo Kenyatta University of Agriculture and Technology
P.O. Box 41 code 30200 Kitale Kenya
Telephone +254713352111, Email: *wkberen@gmail.com

Abstract

Business companies in the world today regardless of the industry invest in Brand management in order to win consumer loyalty to their brands. This way the companies become relevant in business by increasing their market share and revenue in form of profits. The purpose of the study was to establish the Influence of Brand Management on Rivalry in the Mobile Telecommunication Industry. The objectives of the study were: - to establish factors that affect consumers purchasing behavior and find out how the consumers benefit from the rivalry. The research designs used was descriptive survey designs. The target population consisted of 289,380 inhabitants of Eldoret municipality. The study sample consisted of 399 inhabitants of Eldoret Municipality who were selected using simple random sampling technique. From the research findings, the study established that there is rivalry between the mobile telecommunication providers on major brands including internet connectivity, mobile money transfer, short message service and voice call services. Consumers benefit as a result of reduced product prices, quality services, and fast internet connections. Several factors that affected purchasing behavior were income and employment levels. The study concluded that employment and income were the main factors that motivate and affect the purchasing behavior of consumers. The study also concluded that consumers benefit from rivalry resulting from good brand management by mobile telecommunication operators.

Key words: purchasing behavior, brand management, rivalry, telecommunication industry, Eldoret

Background

Business industries today strive to become more competitive, by creating flexible strategies that give them a competitive advantage over their competitors. Globally, brand management has become a core feature in the market. Many companies have invested heavily on it due to the need to win consumer loyalty to brands. This has become significant to companies in their efforts to increase their market share and making of profit. "Until you know exactly which brands you need to win against for a greater share of the consumer's attention, you won't know how best to improve your strategic brand positioning. You won't know whether your brands really matter to consumers or not. The producer identifies where the brand sits on the competitive market and the type of brands and products it truly competes against. Most marketers feel they have a pretty good idea of the brands they compete against, but often that Competitive frame is either defined too narrowly or too broadly." *Eric Greifenberger, (2009):* Brand management is the application of marketing techniques on a specific product, product line or a brand. It includes managing the tangible and intangible characteristics of brand. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers' experience. The intangibles include emotional connections with the product / service (management study guide, 2012) It is necessary for companies to manage their brands and build brand equity over time. This is where the benefits of brand management are realized. Brand management helps in building a company's image. A successful brand can only be created if the brand management system of a company is competent.

Mobile telecommunication operators and service providers have reasons to invest on brand management mainly to differentiate, control and maintain their market share, offer the best service and products at competitive prices, provide cost leadership, and finally gain competitive advantage. The rivalry in the industry should bring benefits to the consumers. What is not explicit therefore is whether these benefits are truly realized by consumers as they exercise their power to purchase telecommunication products and services. This study therefore is intended to find out if consumers benefit from rivalry in the industry.

The purpose of the study therefore was to establish the Influence of Brand Management on Rivalry in the Mobile Telecommunication Industry. The objectives of the study were: - to establish factors that affect consumers purchasing behavior and find out how the consumers benefit from the rivalry.

2.1 Telecommunication industry in Kenya

"Historically, mobile telephones were first introduced in the Kenyan market in 1992, but the real diffusion of this technology and of affordable services started in 1999 when the Communications Commission of Kenya (CCK) was established and the newly privatized companies, Safaricom and Airtel Kenya (previously known as Ken Cell, Celtel and Zain Communications) were licensed by CCK to provide mobile services. These two operators,

currently providing mobile connectivity in Kenya, have covered gradually the majority of the populated areas, and they are still continuing in this trend of growth."*Luca Manica and Michele Vescovi, (2008)*

Currently, Kenya is ranked as one among the most advanced countries in the field of telecommunication industry in Africa. Literature indicates that by the end of 2007, Kenyan mobile operators had offered services to more than ten million people. By the year 2012, it was estimated that more than 80% of Kenyans were covered by mobile network signals. The network is still growing and mobile operators are extending their coverage reaching even more remote areas of the country, *CCK, (2010)*

In one year, from 2006 to 2007, the cellular mobile services recorded an increase in the number of channels installed in GSM base station transmitters, from about 15,000 to about 20,000. This increase could be attributed to the increased subscriber base, requiring mobile operators to increase investment in network expansion.

2.2 A brief profile of mobile telephone operators in Kenya

Safaricom, Ltd is a leading mobile network operator in Kenya. It was formed in 1997 as a fully owned subsidiary of Telkom Kenya. In May 2000, Vodafone group Plc of the United Kingdom acquired a 40% stake and management responsibility for the company. Safaricom employs over 1500 people mainly stationed in Nairobi and other big cities like Mombasa, Kisumu, Nakuru and Eldoret in which it manages retail outlets. Currently, it has nationwide dealerships to ensure customers across the country have access to its products and services. As of December 2012, Safaricom subscriber base was approximately 19.8 million, most of who are in the major cities - Nairobi, Mombasa, Kisumu and Nakuru. Its headquarters are located in Safaricom House, Waiyaki Way in Westlands, Nairobi. Its main services and products include: Voice calling services, short message services, mobile banking services, internet services among others. Its main rival is Airtel Kenya. Other rivals include Essar's YU and Orange Wireless (CCK, 2012).

Airtel Kenya ltd was launched in Kenya in 2000 as Kencell and rebranded to Zain in 2008 and finally Airtel in 2010. The company boasts of being Kenya's most innovative mobile phone operator. The company offers a host of services which include; Airtel Money, prepaid & Post paid plans, network connectivity, international roaming, and sms internet access. Airtel Kenya has seen itself grow tremendously from net work connectivity and quality of services despite continuous rebranding. Airtel Kenya had a subscriber base of over 5.2 million by December 2012. (CCK, 2012)

Telkom Kenya was established as a telecommunications operator under the Companies Act in April 1999. The company provides integrated communications solutions in Kenya with the widest range of voice and data services, fixed lines, mobile technology and internet facilities for residential and business customers.

Telkom Kenya's partnership with France Telecom Group saw the launch of the Orange brand in Kenya in 2008. Orange Telkom had a subscriber base of over 3.2 million subscribers by December 2012 according to the (CCK, 2012) quarterly report.

Essar Telecom Kenya is Kenya's fourth mobile cellular network under the brand **"yuMobile"**, launched in December, 2008. yuMobile grew its network coverage in Kenya fast and boasts of this achievement within 10 months from the date of its launch., the network had a subscriber base of over 2.4 million by December 2012 .yuMobile offers several innovative product and service offerings all targeted at making the subscribers life easier and more convenient. The services include; yu cash, internet services, SMS services, and voice call services among others.

2.3 The genesis of mobile telephones in telecommunication industry in Africa

The 1st mode of telecommunication in Kenya greatly depended on cables laid on the Indian Ocean which linked Zanzibar, Mombasa and Dar es Salaam. The cables were laid by the eastern and South African telegraph company in 1888. Internally, the telegraph network was extended to Lamu. It was not until 1896 when inland expansion started. This was even due to the construction of the railway line. It reached Nairobi in 1898. In 1908, public telephone network began servicing Nairobi and its environs. By 1980, there were 73,932 subscribers; *Tyler and Jonscher, (1982): KP&TC Annual Reports.*

The use of mobile telephones has become the most important mode of telecommunications in the world. Developing Countries haven't been left behind, including Africa. "For a large part of the population mobile telephone results an "affordable" friendly technology, while Internet access is a reality for many businesses and public institutions, but it is still an expensive technology restricted to individuals with higher levels of education and incomes."*Luca Manica and Michele Vescovi, (2008)*

In the last decades, the communication industry has witnessed a massive growth of the mobile telephones in Africa. Nowadays, mobile phone has become the first communication technology having more users in Developing Countries; in particular, looking at the mobile subscriber numbers, Africa is showing the highest growth rate worldwide."*Luca Manica and Michele Vescovi, (2008)* Reports indicate that by early 2008, the number of mobile phone users in Africa had gone beyond 225 million, double the number registered in 2006, almost ten times with respect to 2000 figures. In Kenya alone, the number of mobile subscriber had grown in 5 years from 2million to more than 9 million at the end of 2006. By the end of the year 2012 the subscriber levels had grown tremendously to over 30 million in Kenya particularly among the four main mobile telephone operators.

2.4 Brand management in business

"Branding is the giving of a name, term, sign, symbol or design, or a combination of these, that is intended to identify the goods and services of one business or group of businesses and to differentiate them from those of competitors" *Bennett (1995).*

The concept of brand management in Kenya is mainly as a strategic tool for firms to increase their market share, and improve on profits. It also enhances clear product identity and customer loyalty. Investments in branding awareness can be termed as powerful instruments of marketing strategy, as they are "important vehicles on the road to long-term profitability". *De Pelsmacker (2001)35"*

"Brand identity is a unique set of brand associations that the branding strategist intends to create and maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members" *Aaker (1999), 68"*

The role of brand management is crucial and the strength in the brand formed has become a powerful marketing tool. Critical point of the branding is the creation of brand identity. This starts with the name, logo, slogan, colors, features, packaging and all other characteristics that will work as trademark for the brand.

*Batchelor,(1998)*stated that a brand can be an everlasting and lucrative asset as long as it is maintained in a good manner that can continue satisfying consumers' needs. Although successful brands can be totally different in nature, they share something in common, for instance well-priced products and consistent quality *Murphy, (1998).*

As the management, there are four elements for building a successful brand, namely tangible product, basic brand, augmented brand and potential brand, *Levitt, (1983).*

Mercy A.B et al (2011) stated that a basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand management can be further augmented with the provision of credibility, effective after-sales services and the like. Finally and most importantly, a potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customers' mind. Brand loyalty is a core component of brand equity. It positively and directly affects brand equity *Atilgan et al., (2005).* Brand equity indicates the way a brand name increases value to a service. This value derives its worth from the perceptions of consumers which, if positive, result in higher profits (Del Rio et al., 2001: 452; Felwick, 2002: 38–39). A company's brand equity takes time to be developed and is not easily transferrable other companies. Its value is shown in the company's high financial performance (Delgado-Ballester & Munueara-Aleman 2005:188).

2.5 Rivalry for consumers in the mobile telecommunication industry

The reason why firms engage in rivalry is to influence the customer's purchasing behavior in their favor. "Customer purchasing behavior is considered as an outcome of interaction between service companies and customers. It is defined as the outcome of customers' interactions with the firm, including the interaction with the staff, self-service technologies, and the service environment. These interactions influence not only what they think and feel about a brand but also the strength of their relationship with the brand." *Juthamard Sirapracha and Gerard Tocquer, (2012)*

Competition in the mobile telecommunication industry is at times very intense and dynamic. The management of brands and products by competing firms need to be carefully thought and understood. In this sort of rivalry firms use existing owned resources, develop further needed resources in a fast manner to outdo competitors. The aim is to capture the customers of their rivals, develop potential customers as well as competing for sales to shared customers. This is why successful firms have to engage in efforts to capture the true dynamics of competitive rivalry such as extending micro-economics approaches (Porter 1991), developing of competence-based concepts (Prahalad and Hamel 1990) and use of scenario-planning methods (Wack 1985, schoemaker 1995).

Efforts by firms to copy sustain or even buy resources without much interference from actual or potential rivals may succeed but developing them or capturing them from others definitely brings firms into conflict with competitors (Gant 1991, Peteraf 1993). However there are situations in competition where collaboration between competitors may be beneficial for instance Western companies are strong in distribution channels and product technology which have been exploited by the Japanese joint venture partners while Japanese Manufacturing

excellence and new product development capabilities have proved difficult for western companies to lean (Gary, C. K. Prahalad 1989).

In order for firms to sustain competitive advantage they must constantly develop their resource base by continually innovating and shifting the basis of the competitive advantage from basic to advanced factors of production (Michael E. Porter, 1990).Michael Porter (1996) argued that there are five competitive forces which operates in an industry and together determine the potential profitability of that industry. These forces are very applicable even in the Telecommunication industry and include;The entry of new competitors, The Threat from Substitutes, The Bargaining Power of Customers, Rivalry among Existing Competitor, The Bargaining Power of Suppliers Several products were examined in this study as being the major ones in which operators undertake branding to gain competitive advantage over each other they include: Money transfer and banking services, Internet connectivity and speed, Voice call rates and SMS services

3.0 Methodology

This study used the descriptive survey research design. The study Population consisted of the whole of the residents of Eldoret municipality from whom information could be gathered. It was estimated according to the 2009 national population census that the municipality had a population of 289,380(census, 2009) inhabitants. The target population consisted of all people within Eldoret municipality particularly those who owned or utilized mobile telephones especially within Central Business District. This population target was chosen because they were relevant to the research study undertaken.

The Mugenda (2003) formula was used in determining the research sample size.

The formula is stated as follows:

$n = N/1 + N (e)^2$ where

n = sample size

N = study population

e = coefficient, 0.05

Using the above formula

N=289,380……….but 72% are the youth targeted group, (census, 2009)

Therefore, N= 289,380 × 72%

=208,354

n = 208,354/1+208,354(0.05)2 = 399

The sampling technique used was non-probability sampling. One of the key reasons why non-probability sampling was used is because there was no lists of mobile phone users, particularly the prepaid market especially provided for the Eldoret town. Convenience sampling was used. This method helped in obtaining elements which were most conveniently available within the shopping malls, complexes and Jua Kali. It was economical since there was not a high budget allocated to the researcher. This method was also used because there was a large number of questionnaires to be completed in this case.

The research study adopted questionnaire as the research instrument. A pretested and approved interview schedule/questionnaire was used to interview respondents. The design of the questionnaire borrowed guidelines such as specifying required information, determining the questionnaire type and mode of administering it, developing the contents of individual questions, deciding on the format of the questions and form of response, phrasing of questions and the sequencing of the questions (Widd & Diggines, 2009: 172-181)

Clarification of specific information needed was made based on the objectives of the study. The questionnaire was structured and self-administered and a cover letter was attached to each in order to assure confidentiality of the research and willingness of the respondents to participate. The questionnaire contained closed-ended questions, giving the respondents a limited response. In some questions respondents were given two choices with one possible response. The design of the questions was such that it avoided complexity, leading, ambiguity, assumption and burdensomeness. They were also structured in a simple way to ease answering and consume less time. The most general questions were asked first and sensitive ones came in last to avoid biasness in responses.

Research authority was obtained from Jomo Kenyatta University research department and the Eldoret Municipal administration. Before the interview and data collection, consent and assent was obtained from the respondent and he/she was assured of confidentiality of the information given. Data collection was done using identified university students in their final year of study. They were asked to attend a training session for the task. During the session, they were taken through how to administer the questionnaire and best way to approach the respondents. The data collection followed a number of steps (cant et al., 2003: 137-140), which included the following; Selecting of the field research assistants, training of the assistants, supervision of the field assistants, validation of the field work and the evaluation of the field assistants.

Pre-testing of the questionnaire was undertaken to ensure that it was of the appropriate length, it was also done to ensure clarity and flow of the questions. The questionnaire was pre-tested with a potential group of 30 responses.

The results of the pre-testing led to some adjustments to the questionnaire.

Data was analyzed and then presented in the form of graphs, charts, tables. Three types of analyses were performed on the study variables these were frequency analysis, Pearson's correlation analysis and regression analysis.

4.0 Results

The purpose of the study was to establish the Influence of Brand Management on Rivalry in the Mobile Telecommunication Industry. The research question responded to was: which factors affect consumers purchasing behavior and how do the consumers benefit from the rivalry in the Mobile Telecommunication Industry? Various factors affecting consumer behavior and how the consumers benefit from the rivalry in the Mobile Telecommunication Industry were identified. The factors include the sex, age, education level and income level of respondents. Table 1, 2, 3 and 4 indicates sex, age, education level and income level of respondents and Pearson product moment correlation coefficient on the relationship between the consumer behavior and Brand Management on Rivalry in the Mobile Telecommunication Industry

Table 1: The characteristics of respondent (n=399)

	Frequency	Percent	Cumulative Percent
The sex of the respondent			
Male	255	63.9	63.9
Female	144	36.1	100.0
Total	399	100.0	
Age of the respondents			
19yrs & Below	46	11.5	11.5
20-29yrs	270	67.7	79.2
30-39yrs	71	17.8	97.0
40yrs & Above	12	3.0	100.0
Total	399	100.0	
Education level of respondent			
None	5	1.3	1.3
Primary	6	1.5	2.8
Secondary	68	17.0	19.8
Tertiary	320	80.2	100.0
Total	399	100.0	
Income level of the respondent			
Nil	177	44.4	44.4
Low(10,000 & Below	109	27.3	71.7
Medium(10,001-50,000)	111	27.8	99.5
High(50,000 & Above)	2	.5	100.0
Total	399	100.0	

From table 1 the study shows that 255(63.9%) respondents were male and 144(36.1%) respondents were female. The respondents' age bracket varied from 19yrs & below to 40yrs & above. 19yrs & below were 46(11.5%), 20-29yrs were 270(67.7%), 30-39yrs were 71(17.8%) and 40yrs & above were 12(3.0%).The respondent' level of education varied from non-formal to tertiary. Those with non-formal were 5(1.3%), primary education 6(1.5%), secondary 68(17.0%) and tertiary education 320(80.2%). the study also shows that 177 (44.4%) respondent had no income; 109(27.3%) respondent had income of Kshs. 10,001 and below; 111(27.8%) respondent had no income between Kshs.10, 001.00 to Kshs.50, 000.00;2 (0.5%) respondents had income Kshs. 50,000 & above.

Table 2: The mobile phones, branding and rivalry (n=399)

	Frequency	Percent	Cumulative Percent
Own a mobile phone			
YES	390	97.7	97.7
NO	9	2.3	100.0
Considerations while purchasing a cellphone			
PRICE	39	9.8	9.8
APPLICATIONS	280	70.2	79.9
DURABILITY	13	3.3	83.2
OTHERS	67	16.8	100.0
understand branding			
YES	375	94.0	94.0
NO	24	6.0	100.0
Total	399	100.0	
branding & choice of a mobile phone service provider			
YES	360	90.2	90.2
NO	39	9.8	100.0
branding products purchasing behaviour			
INTERNET	250	62.7	62.7
VOICE TARIFFS	74	18.5	81.2
SMS SERVICES	1	.3	81.5
MONEY TRANSFER	27	6.8	88.2
OTHERS	47	11.8	100.0
factors affect your choice of a mobile			
PRICING	36	9.0	9.0
NETWORK CONNECTIVITY	274	68.7	77.7
PRODUCT DIVERSITY	48	12.0	89.7
OTHERS	41	10.3	100.0
Positive effect of rivalry in the mobile telecommunication industry			
YES	344	86.2	86.2
NO	55	13.8	100.0
Total	399	100.0	

From Table 2 the study established that 390(97.7%) respondents own mobile phones while 9(2.3%) do not. The reasons taken into Considerations by respondents while purchasing a cellphone were;price(39,9.8%),applications(280,70.2%),durability(13,3.3%),others(67,16.8%).The respondents were asked if they understood what branding was;375 (94.0%) respondents said yes while 24(6.0%) said no. the study further established whether branding in mobile telecommunication industry affect choice of a mobile phone service provider. 360(90.2%) observed yes while 39(9.8%) observed no. the study further established what branding products affect purchasing behaviour, the respondents observed that it was Internet (250,62.7%), Voice Tariffs (74, 18.5%), Sms Services (1, 0.3%) , Money Transfer (27, 6.8%) and Others(47, 11.8%). The study also established branding factors that affect the choice of a mobile: the respondents observed that it was pricing;(36,9%),network connectivity(274,68.7%),product diversity(48,12%) and others(41,10.3%). The study established how the rivalry in the mobile telecommunication industry affects respondents positively. The observations made show that344 (86.2%) indicated Yes while 55(13.8%) indicated No.

To establish the Influence of Brand Management on Rivalry in the Mobile Telecommunication Industry Pearson product moment correlation coefficient was calculated and results were as shown in Table 3 and 4

Table 3: Correlation Matrix on factors influencing Branding & Choice (n=400)

		X1	X2	X3	X4	X5	X6
The Sex Of The Respondent X1	Pearson Correlation	1					
	Sig. (2-tailed)						
Age Of The Respondents X2	Pearson Correlation	.085	1				
	Sig. (2-tailed)	.089					
Education Level Of Respondents X3	Pearson Correlation	.178**	.049	1			
	Sig. (2-tailed)	.000	.325				
Employment Status Of Respondents X4	Pearson Correlation	.088	.398**	-.131**	1		
	Sig. (2-tailed)	.080	.000	.009			
Income Level Of The Respondent X5	Pearson Correlation	.089	.575**	-.048	.886**	1	
	Sig. (2-tailed)	.077	.000	.335	.000		
Branding & Choice X6	Pearson Correlation	.210**	.016	.020	.182**	.170**	1
	Sig. (2-tailed)	.000	.747	.687	.000	.001	

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

Table 4: Correlation Matrix on factors influencing Branding & Rivalry

		X1	X2	X3	X4	X5	X6	X7
Own A Mobile Phone X1	Pearson Correlation	1						
	Sig. (2-tailed)							
Consideration While Purchasing A Cellphone X2	Pearson Correlation	-.048	1					
	Sig. (2-tailed)	.337						
Understand Branding X3	Pearson Correlation	-.038	.093	1				
	Sig. (2-tailed)	.444	.064					
Branding In MTI Affect Choice Of A Mobile Phone Service Provider X4	Pearson Correlation	-.050	.113*	.165**	1			
	Sig. (2-tailed)	.319	.024	.001				
Branding Products Affect Purchasing Behaviour X5	Pearson Correlation	.233**	.376**	.108*	.498**	1		
	Sig. (2-tailed)	.000	.000	.031	.000			
Branding Factors THAT Affect Choice Of A Mobile X6	Pearson Correlation	-.048	.299**	.243**	.424**	.575**	1	
	Sig. (2-tailed)	.343	.000	.000	.000	.000		
Rivalry In The MTI Is Positive. X7	Pearson Correlation	.380**	-.076	.113*	.040	.075	.223**	1
	Sig. (2-tailed)	.000	.131	.024	.428	.133	.000	

Mobile Telecommunication Industry (MTI) [1]

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

*. Correlation is significant at the 0.05 level (2-tailed).

Table 3 and Table 4 show Pearson correlation coefficient between the consumer behavior and Brand Management on Rivalry in the Mobile Telecommunication Industry. This was the first step in establishing the Influence of Brand Management on Rivalry in the Mobile Telecommunication Industry. Multiple regression analysis was computed so as to determine the inter correlation among the variables. In determining the multiple regression analysis; it is necessary to first determine Coefficient of determination and the regression analysis of variance. The findings are presented in Tables 6, 7 and 8.

Table 6:
Coefficient of determination of respondents factors against Brand Management on Rivalry in the Mobile Telecommunication Industry.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283[a]	.080	.068	.28703

a. *Predictors: (Constant), Income level of the respondent, education level of respondent, the sex of the respondent, Age of the respondents, employment status of respondent*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.479[a]	.229	.219	.30495

a. *Predictors: (Constant), what branding factors affect your choice of a mobile?, do you have a mobile phone?, do you understand branding?, what do you consider while purchasing a cellphone, does branding in mobile telecommunication industry affect choice of a mobile phone service provider?*

From Table 6 the coefficient of determination is 0.080. It shows that 8.0 % of variation in Brand Management on Rivalry in the Mobile Telecommunication Industry is accounted for by the respondents' characteristics. Analysis of Variance was done to establish the level of significance as indicated in Table 7.

Table 7: Analysis of Variance of respondents' factors with Brand Management on Rivalry in the Mobile Telecommunication Industry

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	2.809	5	.562	6.819	.000[b]
1	Residual	32.379	393	.082		
	Total	35.188	398			

a. *Dependent Variable: does branding in mobile telecommunication industry affect choice of a mobile phone service provider?*
b. *Predictors: (Constant), Income level of the respondent, education level of respondent, the sex of the respondent, Age of the respondents, employment status of respondent*

Table 8: Analysis of Variance of Brand Management on Rivalry in the Mobile Telecommunication Industry

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	10.871	5	2.174	23.378	.000[b]
1	Residual	36.548	393	.093		
	Total	47.419	398			

a. *Dependent Variable: does rivalry in the mobile telecommunication industry affect you positively?*
b. *Predictors: (Constant), what branding factors affect your choice of a mobile?, do you have a mobile phone?, do you understand branding?, what do you consider while purchasing a cellphone, does branding in mobile telecommunication industry affect choice of a mobile phone service provider?*

From Table 7 and 8 the level of significance was 0.000 which was less than the set p-value of 0.05. This means that
Brand Management is predictor of Rivalry in the Mobile Telecommunication .To confirm the influence of
Brand Management on Rivalry in the Mobile Telecommunication Industry multiple regression
Analysis was done and the results were as shown in Table 9 and 10.

Table 9: Multiple Regression Analysis of consumer behavior and Brand Management on Rivalry in the Mobile Telecommunication Industry

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.893	.116		7.717	.000
the sex of the respondent x1	.122	.031	.198	3.994	.000
Age of the respondents x2	-.056	.029	-.120	-1.933	.054
education level of respondent x3	.005	.028	.009	.171	.864
employment status of respondent x4	.019	.027	.079	.708	.479
Income level of the respondent x5	.053	.043	.152	1.234	.218

a. Dependent Variable: does branding in mobile telecommunication industry affect choice of a mobile phone service provider?

From Table 9, a multiple regression was calculated to predict Brand Management on Rivalry in the Mobile Telecommunication Industry. The results were; Brand Management on Rivalry in the Mobile Telecommunication Industry $=0.893+0.122x1-0.056x2+0.005x3+0.019x4+0.053x5$.

Table 10: Multiple Regression Analysis of Rivalry in the mobile telecommunication industry

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.008	.142		.058	.954
Do you have a mobile phone? X1	.898	.103	.387	8.712	.000
What do you consider while purchasing a cellphone X2	-.058	.019	-.144	-3.109	.002
Do you understand branding? X3	.117	.066	.081	1.760	.079
Does branding in MTI affect choice of a mobile phone service provider? X4	-.071	.057	-.061	-1.246	.214
What branding factors affect your choice of a mobile? X5	.133	.024	.291	5.612	.000

a. Dependent Variable: does rivalry in the mobile telecommunication industry affect you positively?

From Table 8, a multiple regression was calculated to predict Brand Management on Rivalry in the Mobile Telecommunication Industry. The results were; Brand Management on Rivalry in the Mobile Telecommunication Industry $=0.008+0.898X1-0.058X2+0.117X3-0.071X4+0.133X5$.

4.2 Discussion

Sex of the respondent contributed positively to Brand Management on Rivalry in the Mobile Telecommunication Industry (MTI). The rivalry in the MTI improved by 0.122 with sex of the respondents as was signified by 0.122. In Table 3 it can be established that there was a weak positive correlation of 0.210 that was significant between the sex of the respondents and branding and choice. From table 1 majority of respondents were male (63.9%). Also from Table 3 it can be established that there was a weak positive correlation of 0.182 that was significant between the employment status of the respondents and branding and choice and further it was established that there was a weak positive correlation of 0.170 that was significant between the income level of the respondents and branding and choice. From table 1 majority of respondents (44.1%) were having nil income. However, most respondents (44.1%) did not have any kind of employment. The self employed were 13.5%, those with casual employment (20.1%) while formal employments were (22.1%). On the income level, majority of those employed were either low or medium income earners as in the graph below. On the factors that the respondents considered when purchasing a mobile phone, applications (70.18%) was the main determining factor while purchasing a mobile phone. Consideration of price was (9.77%), and product durability was (3.25%) other unspecified factor was (16.79%).majority of the respondents were aged between 20 and 29 years, with tertiary education (80.2%).

Owning a mobile phone contributed positively to Brand Management on Rivalry in the Mobile Telecommunication Industry (MTI). The rivalry in the MTI improved by 0.898 with owning a mobile phone as was signified by 0.898. In Table 3 it can be established that there was a moderate positive correlation of 0.380 that was significant between the owning mobile phone and rivalry in MTI. From table 2 majorities of respondents owned mobile phones (97.7%).

Understanding branding contributed positively to Brand Management on Rivalry in the Mobile

Telecommunication Industry (MTI). The rivalry in the MTI improved by 0.117 with Understanding branding as was signified by 0.117. In Table 3 it can be established that there was a weak positive correlation of 0.113 that was significant between the Understanding branding and rivalry in MTI. From table 2 majorities of respondents Understanding branding (94.0%).

Branding factors contributed positively to Brand Management on Rivalry in the Mobile Telecommunication Industry (MTI). The rivalry in the MTI improved by 0.133 with branding factors as was signified by 0.133. In Table 4 it can be established that there was a weak positive correlation of 0.223 that was significant between branding factors and rivalry in MTI. From table 2 network connectivity (68.67%) was the major factor affecting the choice of a mobile service provider. On the analyses of products provided by the mobile telephone operator, internet services (62.66%) dominated the branding products as the determining factor while purchasing, followed by voice calls services (at 18.55%). Product diversity and pricing also were considered. Safaricom (75.13%) was the most prefered mobile service provider compared to other competing companies

4.2.1 Brand management factors affecting consumer purchasing behavior

Employment status and the income level were found to have a positive correlation in the study. The two variables, affected the purchasing behavior. The income level greatly determined the bargaining power of consumers while purchasing a product. Therefore almost all the competing telecommunication operators targeted the working class due to their high bargaining power. Those engaged in some form of employment whether temporary, self-employment or formal employment earned income at different levels which enabled them to make purchases as they afforded.

4.2.3 The impact of rivalry in the telecommunication industries in Kenya

Rivalry in the telecommunication industry indeed had significance on the purchasing behavior of the consumers. This was witnessed by most consumers claiming that rivalry in the telecommunication industry influenced their purchasing positively. Some went further by explaining that, competition in the voice tariffs lead to a decrease in calling price which they enjoyed much. Some of the rivalry tools as explained by the consumers included internet connectivity, Money transfer services and the voice tariff prices. The other contributing factor considered in the rivalry was the network connectivity. Most consumers insisted that they selected their mobile service provider based on the network connectivity.

Subscriber levels have been rising considerably at different levels for each of the mobile phone service providers thus confirming that the rivalry by the providers have been on the rise and have affected consumers positively on the basis of their brand management abilities. This is confirmed by figures as sourced from the Communication Commission of Kenya by end of December 2012 quarterly report where Safaricom led with 19.8 million subscribers representing 64.5%, followed by Airtel with 5.2 million representing 16.9%, the third was Essar's yuMobile with 3.2 million representing 10.5% and in the fourth place was Telkom Kenya with 2.5 million representing 8.1%

5.0 Conclusion

Employment status, income level and the rivalry did have much significance in the study since indeed they directly influenced the purchasing behavior of the customers. Therefore, the study concluded that brand management is important in winning customers' loyalty by positively influencing their purchasing behavior in any industry. This is very significant to companies in increasing their market share, utilization of both tangible and intangible resource as well as making of profit. Indeed the rivalry in the industry benefits consumers through reduced prices, commissions, improved and fast communication and internet connectivity.

5.1 Recommendations

The study recommends first, that the mobile telecommunication companies should not only focus on the working class but also the non-working. This is because, most people from the study (44%) were found to be unemployed but they were the ones who embraced fruits of brand management in the field of mobile telecommunication industry. This included products like price reductions in services, mobile banking, money transfer and improved network connectivity. Secondly the study recommends that all companies focus on improving or widening their Network connectivity in order to compete well in the rivalry market.

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