Effect of Brand on Consumer Purchase Decision in the Mobile Telecommunications Industry

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Abstract: The increased number of telecom service providers coupled with the introduction of mobile number portability has brought about increased competition for potential/prospective and existing telecom consumers. The objective of this study is to examine the effect of brand on purchase intention in the mobile telecommunications market or industry. The study adopted a quantitative approach. In all 100 respondents participated in the study. The study reveals that, although there are about six mobile telecommunications service providers in operation, customers do not explicitly observe any significant differences between them. The customers or respondents perceive all the mobile telecommunications service providers to be same, as far as, quality of service and service charges. Thus, the results of the study suggests that there are no unique brands in the mobile telecommunications industry of Ghana. Following from the above, the study also revealed that customers may not hesitate to switch if they feel that good quality services are being offered by any other service provider with relatively superior service quality. So it is the role of corporate brand to make minds of the customers about it especially in this industry to add new customers. It is evident from the analysis of the results of the study that service quality was a significant motivating factor for those consumers who switched between mobile telecommunications service providers.

1. Introduction

In this fiercely competitive business environment, customer/consumers are presented with a plethora of similar products/services. Yakup and Jablonsk [1] argues that, focusing and influencing consumer behaviour is the masterstroke to gaining and sustaining competitive advantage in the telecommunications industry. Thus, corporate organisations have to understand their consumers and prospective consumers in order to attract and keep their customers/consumers. The average consumer purchases about 50 over items in less than an hour [2]. Consumers therefore face the daunting task of evaluating a plethora of similar products/services before choosing or settling on a particular item. To enable them make quick decisions, consumers depend on heuristics to guide their choices. These heuristics are, more often than not, present in the environment. Sometimes, customers/consumers are unconscious of these cues or heuristics in the environment. Consumer purchase behaviour, until recently, was strongly affected, primarily, by economic factors. Other factors identified as having an impact or effect on consumer purchase behaviour include social, cultural and psychological factors.

Leighton and Bird [2] argues that, the most effective mental shortcut available to the customer is a brand or branding. Brands thus, occupies delicate position in the minds of consumers [3]. According to the America Marketing Association, a brand is a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition”. A brand can be a perpetual entity capable of living or staying in the minds of consumers for eternity. A successful brand is a name, design, symbol or some combination, which identifies the product or products of a particular organisation as having sustainable different competitive advantage. A brand may be a simple name, name, and logo or symbol whereas to others, it may be a promise, guarantee, reputation or identification. Symbols stimulate cognitive processes and carries a meaning behind it.

A brand could be used as a tool to position a product or service with consistent image of quality and value for money [4]. A brand, which represents value for money in the minds of consumers, ensures development of recurring preferences by the consumer(s). That is, once the consumer is satisfied with a brand, the consumer is reluctant to spend additional efforts to search for and/or evaluate other products or services on the market. Brands enables consumers/customers to recognise familiar products and/or services [5, 6]. The findings of Leighton & Bird [2] confirms this assertion. The study conducted by Leighton & Bird on the impact of reduced
branding on consumers revealed that, reduced branding could have a detrimental effect on consumers’ attention and ability to recognise a particular product or service although a number of factors do affect the consumer in the choice of product(s) or service(s).

Over the past three decades, branding has become an important and integral part of corporate planning and marketing. Businesses are committing huge resources towards enhancing product/service and corporate brands. The increased focus on branding is because of the changing face of marketing. According to Kapoor and Si [7], marketing has become more of a customer oriented. This has thus given rise to increased value given to the brand strategies, which would satisfy the consumers through the provision of consumers’ desired brands. Brand strategies are developed to make a product/service and/or an entity/organisation look more appealing to consumers and prospective consumers. That is, corporate organisations are now adopting branding as strategies to influence consumer spending or purchasing behaviour [1, 8].

Branding has been identified as an important tool or marketing strategy. The increased number of studies on product/service and corporate branding is a demonstration of the importance of branding, both in practice and in academia. Over the years, a number of studies or researches have focused on diverse aspects of branding as a marketing tool. However recent studies on branding have focused on brand awareness and consumer decision, the effects of corporate branding on consumer purchase decisions; brand awareness and firm performance [9]; brand origin and brand equity [10]; brand awareness and market outcome; purchase intention for luxury brands [11, 12]; effects of brand country of origin on consumer purchase intention [16].

It is imperative to note that, much of the studies on branding have focused on the effects of brands or brand awareness on consumer purchase decisions. Also worth noting is the fact that majority of these studies have been concentrated in developed economies. For instance, Macdonald & Sharp [13] studied the effects of brand awareness on consumer decision making in Australia. Birtwistle & Tsim [14] also studied the consumer purchasing behaviour of the UK clothing market. Beyond the focus of numerous studies on branding and/or brand awareness on consumer purchase decision, there seem to be less attention or focus on the effects of brand or brand awareness on consumer purchase decisions in the telecom industry.

The telecommunications industry or sector, as has been discussed already is usually characterised by intense competition. For instance, Ghana currently has about six (6) mobile telecommunication services providers. This thus presents mobile telecommunication consumers with a plethora of options to choose from. This increased number of telecom service providers coupled with the introduction of mobile number portability has brought about increased competition for potential/prospective and existing telecom consumers. This study thus focuses on the how telecommunications companies can use branding to affect consumer decision making process.

2. Literature Review

2.1. The Concept of brand and branding

The term brand has been defined severally by different researchers. A brand is a comprehensive term or concept. It encompasses name, word, design, symbol or combination of these elements that distinguishes one product from another. Ind [15] defined a brand (or corporate) brand as the values that defines an organisation; it is not just the logo of the organisation, name or visual appeal or presentation. According to Sawant [3], a brand is a description of a package of value, on which consumers can rely to be consistently the same or better over a period of time. Sawant [3] further added that, branding is the process of stamping a product or groups of products or any anything offered by the marketer, with an idenfying name and mark or combination of both. Branding thus works as a signal that allows consumers to immediately to recognise a product as one they are familiar with or one they like. It is a memory cue. It allows consumers to retrieve relevant information from memory. Hestad [17] notes that brand enables consumers to make decisions. Consumers stick to or recognise certain brands and purchase them due to their previous experiences with such brands or what such brand promises to offer. Ind [15] adds that, a brand is more than what a product is. Consumers see a brand as an essential element of a product or service and it does add value to the latter. Consumers do attach meanings and interpretations to a brand due to the services or satisfaction it promises to deliver. Thus branding according to Xie and Boggs [18] is “the strategy in which a brand and corporate name are the same”. Corporate branding implies business communication with government, the financial sector, the labour market, and the labour market. For the purpose of this study, the author does not attempt to distinguish between corporate brand and product/service brands. The researchers perceives the two as one.
Extant literature has identified certain key attributes of strong or successful brands. For instance, according to Li, Li and Kambele [19], successful brands are different from all other products or brands. They set themselves apart from all other brands available on the market. To this Ocass and Frost [20], argues that, brands that are perceived by stakeholders as being different have much higher potential for growth than other brands available on the market. This notwithstanding, Li et al [19], argue that, brands do not just have to be different, they must be perceived to be different in a meaningful way to customers or consumers. Functional product or service benefits may not be enough to set brands or products apart in the market, however, other product attributes such as product offering, how the brand communicates, the type of consumers targeted, or the price offering can set brands apart. Strong brands communicate the strategic intent of the organisation to its stakeholders. For instance, Ind [15] notes that strong or successful brands define an organisation. Consumers attach meanings and interpretations to brands due to the services or satisfaction they deliver and/or promise to deliver.

2.2. Significance of Brand and Branding

The essence or importance of a brand or branding cannot be overemphasised. The importance of a brand to the consumer or customer as well as the organisation is well articulated in academic literature. For instance, Ozer, Aydin and Arasil [25] note that a good corporate brand leads to better corporate image in the minds of investors, employees, as well as in the minds of customers or consumers. Customer’s pre-purchase behavior about services has direct effect on corporate image. Thus, brands are multidisciplinary and targets both internal and external stakeholders. Corporate brands have small values that define each brand offered by the firm and these values are intrinsic to the firm and part of its core ideology. Additionally, Ozer et al, [25], and Kotler and Keller [26] note that brands or branding, as a marketing tool is cost effective and has economic viability for many companies and also management of corporate brands become easier as compared to a portfolio of country or region specific brands each having its own particular characteristic. Thus brands could serve as priceless marketing or advertising tools, Weiwei [21] adds that most consumers or customers largely make their purchase decisions on brands and hence brands or branding enables consumers to easily identify products. Thus making products easily identifiable reinforces the habitual buying behaviour of consumers or customers. Strategically brands help organisations differentiate their products or services from that of their competitors. This thus lends identity to the supplier or service provider of the brand or product. For instance Sawant [3] notes that a brand is a description of a package of value, on which consumers can rely to be consistently the same or better over a period of time. Sawant [3] further added that, branding is the process of stamping a product or groups of products or any anything offered by the marketer, with an identifying name and mark or combination of both. Branding thus works as a signal that allows consumers to immediately to recognise a product as one they are familiar with or one they like. It is a memory cue. It allows consumers to retrieve relevant information from memory.

2.3. Consumer Behaviour

A plethora of theories and concepts have been proposed or propounded to help better understand the purchasing behaviour or intentions of consumers. Mowen and Minor [22] argue that consumer purchase decisions are the end products of a series of processing results from perceiving problems, searching for solutions, evaluating alternatives or alternative solutions and making a choice out of the many identified alternative solutions. One of the most recognised models of consumer purchase intentions is that of [23]. Their model accepts the assertion of Kotler et al [24] that consumer purchase decisions or intentions are not a spontaneous activity but rather a series of activities. According to their model, there are five main stages of consumer purchase decisions. These are: problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour. Kotler et al [24] however notes that, consumer purchase decisions or intentions further be divided into three, that is, unplanned purchase intention, partially planned purchase intention and fully planned purchase intention or buying. With the unplanned purchase intention or buying, also known as, impulse buying, the consumer makes all decision(s) to purchase a particular product or brand of product(s) upon reaching market or store. The partially planned purchase intention or buying implies that, the consumer only makes a decision to purchase a category or categories of a product or products well ahead of time. However, the brand or type of product(s) to be purchased are decided on the market or shop. This means that, unlike the unplanned buying, with the partially planned, the consumer or customer only decides on the brand upon reaching the market or shop. However, with a fully planned buying or purchasing, the consumer decides on the product type as well as the brand before going to the market or entering the shop.
2.4. Brand and Consumer Purchase Behaviour

Extant literature has highlighted the importance and significant relationship between brand and consumer purchase behaviour. Several studies conducted by researchers have revealed significant positive relationship between brand and consumer or customer purchase behaviour [13, 20, 21, 11]. For instance, examining consumer perceptions on best-known brands Zhan and He [11] argue that consumers evaluate the best-known brands more favorably as they become more value conscious, indicating that luxury products are not necessarily extravagant purchases. Thus value-conscious consumers or customers are most inclined to benefit cost ratio and therefore tend to exert extra effort to seek products or brands that offer the best values. A similar study by Chen and Chang [29] revealed that there is a significant positive relationship between brand equity and consumer purchase intentions. They added further that, the impact or relationship between brand equity and customer purchase intention is low for consumers with low switching costs. Strong brands can increase customers or consumers’ trust in the produce or service purchased and enabling them to better visualize and understand intangible factors. To this Yoo and Donthu [30] notes that brand image can influence a customer or consumer’s willingness to pay premium price and hence impact positively on a company’s future profitability and long-term cash flows. In their paper, Cobb-Walgren, Ruble and Donthu [31] developed a framework for studying the various antecedents and consequences of brand equity from customer perspective. They suggested that a customer or consumer’s perception of a product or brand contributes significantly to brand value or brand equity.

3. Methodology

The study adopted a quantitative approach. According to Hopkins [28] the quantitative research design or approach provides generalised results. To this, Neuman [27] also argues that the results of the quantitative study can be generalised across several jurisdictions. The primary data was gathered using the structured questionnaire. The secondary data on the other hand was gathered from existing literature and other publicly available documents such as, publications by the National Communications Authority. According to Neuman [27], questionnaires come in two folds – open-ended and close-ended questionnaires. Open-ended questionnaires ask questions that allows the respondent to provide own responds. Closed-ended questionnaires on the other hand ask questions in which responses are limited to predetermine responses. The questionnaire to be employed to gather data for the study will be made up of mainly closed-ended questions. Closed-ended questions result in uniform responses across respondents and it is reliable since each respondent’s response to a question fit into already defined response category [27, 28]. Thus, the closed-ended questionnaire yields standardised responses compared to the open-ended questionnaire. Another significant superiority of the closed-ended question over the open-ended questionnaire is that the closed-ended questionnaire has relatively high response rates [27]. The data gathered was analysed using descriptive statistics. Distributions are obtained and percentages of total responses for the variables in the question are presented using charts, where appropriate.

4. Data Analysis

4.1. 4.1 Descriptive statistics

This section presents the profile of respondents of the study. The researchers sampled and administered the data collection instrument (questionnaire) to 100 respondents. It is important to note that all the questionnaires were filled and returned by the respondents. Thus, the researchers achieved a hundred percent response rate. The background information or profile of the respondents of the study are presented in the following paragraphs. Tables and figures are used to provide summaries of the results of the study. The results of the data collection process indicates that, majority of the respondents of the study are males. For instance, 57% of the respondents of the study are males whilst 43% of the respondents are females. The researchers also sought to find out the educational background of the respondents of the study. This is very important in order not to affect the responses of the respondents by the researchers own biases. A respondent with a higher educational level suggests that, such an individual can read and relate with the questions on the data collection instrument. Analyses of the data gathered indicate that, majority of the respondents have had some form of tertiary education, that is, either university or polytechnic education. According to figure 4.2, about 63% of the respondents of the study have had tertiary education, whiles 25% and 6% of the respondents have had senior high and junior high education respectively. This finding indicates that, all the respondents have had some form of formal education and hence could relate with the questions contained in the data collection instrument. This also suggests that, the responses of the respondents of the study could not have been influenced by the researchers or persons administering the data collection instrument.

Following from the above, respondents were also asked to indicate the mobile telecommunications
service provider they have subscribed to. The respondents had six different choices to select from. Analysis of the data gathered indicates that, majority of the respondents are MTN subscribers with Vodafone, Tigo, Airtel, Glo and Expresso following in that order. According to the responses, 34% of the respondents are MTN subscribers whereas Expresso had the least representation amongst the respondents of the study. This finding is consistent with the market share index according to the national communications authority. For instance according to the NCA, MTN has the largest market share in the mobile telecommunications market, followed by Vodafone. Also, according to the NCA mobile telecommunications market, Expresso has the least market share.

Figure 4.1: Respondents’ Network Subscription

Source: Field Survey, 2016

Respondents or customers were also asked to indicate the motivation for their choice of a particular network provider. Respondents had four options to choose from. The data collection instrument also provided the flexibility of allowing customers provide their own reason if none of the options provided motivated them in choosing a mobile telecommunications service provider. The options provided on the data collection instrument included name of service provider (brand), service quality, network coverage and service charges (price).

Table 4.1: Network Subscription and Reason for Choice of Network

<table>
<thead>
<tr>
<th>Reason</th>
<th>Name of Company</th>
<th>Network Coverage</th>
<th>Service Quality</th>
<th>Price/ Tariff</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTN</td>
<td>6</td>
<td>17</td>
<td>8</td>
<td>3</td>
<td>34</td>
</tr>
<tr>
<td>Vodafone</td>
<td>1</td>
<td>6</td>
<td>11</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Airtel</td>
<td>0</td>
<td>6</td>
<td>9</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Tigo</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>Expresso</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Glo</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>36</td>
<td>38</td>
<td>14</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2016

This section presents an analysis and discussion of the results relating to the rationale or the reasons for the choice or selection of mobile telecommunications service provider. This finding however confirms the arguments of Yoo and Park [33]. They argued that, service quality is very critical in attracting and retaining customers especially in the service industries. The above findings are also consistent with the respondents’ choice of mobile telecommunications network or service providers. For instance, MTN has the widest network coverage hence, it is no surprise that most of the respondents are subscribed to it because of network coverage (see table 4.1). According to table 4.1, about 50% of the respondents that have subscribed to MTN indicated network coverage as the main reason for choosing MTN.

4.2.4.2 Reasons for Choice of Network Provider

This section presents an analysis and discussion of customer loyalty in the mobile telecommunications service provider or network. This section focuses on the length of time (in years) a customer has remained with a particular service provider. The longer the period, the higher the level of customer loyalty and vice versa. This is very important in assessing the level of customer loyalty and/or retention in the mobile telecommunication industry. This assessment is also important in...
evaluating the effect of the introduction of the mobile number portability. Analysis of the data gathered indicates that, majority of the respondents have been on a particular mobile network for more than a year. For instance, figure 4.4 below indicates that only about 12% of the respondents have been on a particular network for less than a year. A significant number of the respondents of the study have been a particular network for periods beyond four (4) years. Figure 4.4 indicates that about 43% of the respondents have been on a particular network for periods between four years and nine years whereas about 30% of the respondents of the study have remained with a network provider over a nine year period. This is suggestive of higher levels of customer loyalty in the telecommunications industry. The high levels of customer loyalty is indicative of customer satisfaction (see).

To accentuate the prevalence of high customer loyalty levels in the mobile telecommunications industry, customers or respondents were further asked if they had switched from one mobile telecommunications service provider to another. Analysis of the responses indicates that only 33% of the respondents had switched between mobile telecommunications service providers. Thus, approximately 67% of the respondents had remained with their initial network of choice (see table 4.1). Respondents were also asked to provide reasons for either switching between mobile telecommunications service providers or remaining with their initial mobile telecommunications service providers. Some of the respondents who have remained with their initial mobile communication service providers indicated that most of their contacts share same service provider. Others also hinted that, they do not see any significant difference between the services provided by the various mobile telecommunications service providers. This finding confirms or is consistent with the arguments of Narteh [34]. The author argued that, consumers will only change or switch between service providers for significant change or improvements in the quality of services provided by other service providers. These notwithstanding, the 33% who had switched between service providers provided several reasons for switching. The dominant reasons provided for switching included high network service charges (tariffs) and poor quality of service. This finding confirms the arguments of Narteh [34], and Adjei and Denanyoh [35]. They argued that, poor quality of service(s) is a major motivation for consumers leaving a particular supplier or service provider.

4.4. 4.3.2 Customer Loyalty

The foregoing section presented analysis and discussion of customer loyalty using the duration of service subscription. This section thus presents analysis and discussion of results based on respondents’ responses to customer loyalty questions. Analysis of respondents’ responses to the customer loyalty questions suggest that the respondents are indifferent as far as their choice of mobile telecommunications service providers are concerned. This assertion is supported by the mean ratings or scores obtained from the analysis of the data (See table 4.2 below). The average mean rating of responses to customer loyalty is 2.91, which is approximately 3, indicating respondents’ indifference in their loyalty to their chosen network service provider. This finding seem to conflict with the above indicator of customer loyalty, that is customer loyalty period. However, the average mean score of the responses seem to confirm some of the respondents’ reason for sticking with one network service provider. Some of the respondents indicated that they did not see any significant differences between the services and tariffs of the various mobile telecommunications service providers.

4.5. 4.4 Brand Awareness

This section of the chapter presents analyses and discussion of results on customers or respondents awareness and attachments to the various mobile telecommunications service brands or service providers. Respondents were asked to respondent to some brand related questions. These brand related questions concerned customers attachment to their chosen brands as well as brand satisfaction, on a scale of 1 to 5. Analysis of the responses seem to suggest that the respondents of the study have low or no attachments to their chosen brands or mobile telecommunications service providers. This is emphasized by the mean scores of all the responses to the brand related questions (see table 4.2). From the values of the means in table 4.2 it can be concluded that the emotional attachments and brand satisfaction have the highest positive responses. These notwithstanding, the overall average of the mean scores suggests that most of the respondents are either not satisfied with their brand offerings or have low emotional attachments to their chosen brands. This finding however is not consistent with the customer loyalty period. Thus, although the respondents or customers have low attachments to their mobile telecommunications service networks or providers, most of the respondents have remained with particular service providers for relatively long periods (see figure 4.4 below).

Following from the above, it can be inferred that brand attributes may not be a significant contributory factor for customer loyalty in the telecommunications industry in Ghana. This is emphasized by the mean scores of the responses to customer loyalty questions and the customer loyalty periods. This finding is however contrary to the
arguments of [37, 36]. They argued that there is a significant positive relationship between brand attachments and customer loyalty.

Table 4.2: Summary of Brand Awareness Responses

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have an emotional attachment with my telecom brand</td>
<td>2.64</td>
<td>0.95895</td>
<td>0.09589</td>
</tr>
<tr>
<td>I am satisfied with my telecom brand</td>
<td>2.59</td>
<td>1.12900</td>
<td>0.1129</td>
</tr>
<tr>
<td>The name of the company was a key determinant in selecting the service provider</td>
<td>3.03</td>
<td>1.14992</td>
<td>0.11499</td>
</tr>
<tr>
<td>The brand (mobile network) delivers on its promises</td>
<td>3.03</td>
<td>1.08669</td>
<td>0.10867</td>
</tr>
<tr>
<td>My chosen brand suits my personality</td>
<td>3.11</td>
<td>1.08147</td>
<td>0.10814</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2016

4.6. 4.5 Service Quality and Consumer Purchase Intention

This section of the chapter presents analysis and discussion of results on quality of services and consumer purchase intentions in the mobile telecommunications industry. The analysis and discussion focuses on the role of service quality in choosing mobile telecommunications service as well as the level of customer satisfaction with the quality of services provided by the various mobile telecommunications service providers. Table 4.3 presents summaries of the responses to service quality questions. Analysis of the responses of the respondents suggest that customers or respondents are not satisfied with the quality of services of the mobile telecommunications service providers. This is emphasized by the mean scores of the responses to the service quality questions. The mean scores of almost all the responses relating to customer satisfaction with quality responses were approximately 3 indicating low customer satisfaction levels with the quality of service provided by mobile telecommunications service providers. Customers or respondents were also asked to rate their level of agreement with the statement “I chose this network because of the quality of services”. The mean score of responses to that question was 2.15, suggesting that quality of service is very critical in the choice of mobile telecommunications service provider or network. Furthermore, customers or respondents of the study were also asked to indicate their agreement with the relative superiority of service quality over brand, in the selection of mobile telecommunications network or service provider. Most of the respondents of the study responded in the affirmative. Thus, the customers or respondents of the study indicated that quality of service provided by a particular mobile telecommunications service providers as paramount in their selection of a particular service provider. According to table 4.4 below, the mean score obtained, when respondents were asked to indicate their level of agreement with the statement “Service quality is more important than the name of the brand”, is 1.75.

Additionally, respondents or customers were also asked to indicate the most important and least important factors considered in selecting or choosing to a particular mobile telecommunications service provider (see appendix). This was done to ensure consistency in the responses of the respondents. Analysis of the results or responses of the customers of the various mobile telecommunications service providers suggests that, service quality as well as network coverage are the key motivating factors in the selection of a mobile telecommunications service provider (see figure 4.2). According to this figure, about 40% of the respondents identified service quality as the most important factor that influence their purchase mobile telecommunications services. This was followed by mobile network coverage. The respondents or customers interviewed also indicated that brand name was the least factor considered in the selection of a particular mobile telecommunication service provider. According to this figure, brand name and price are the least motivating factors in the purchase of mobile telecommunications services in Ghana.

Figure 4.2: Key Factors in the Choice of Network

Source: Field Survey, 2016
Table 4.3: Summary of Service Quality Responses

<table>
<thead>
<tr>
<th>Service Quality</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>I chose this network because of the quality of services</td>
<td>2.15</td>
<td>1.10439</td>
<td>0.11044</td>
</tr>
<tr>
<td>I am satisfied with the additional services</td>
<td>2.66</td>
<td>0.97669</td>
<td>0.09767</td>
</tr>
<tr>
<td>The network provider provides unique services</td>
<td>2.83</td>
<td>1.05461</td>
<td>0.10546</td>
</tr>
<tr>
<td>The price I pay is commensurate with the services I receive from the network provider</td>
<td>2.69</td>
<td>1.00196</td>
<td>0.10019</td>
</tr>
<tr>
<td>I have a positive perception of the quality of my chosen brand (network)</td>
<td>2.63</td>
<td>1.01159</td>
<td>0.10116</td>
</tr>
<tr>
<td>The quality of service provided was a key motivation in selecting the brand (network)</td>
<td>2.28</td>
<td>1.13778</td>
<td>0.11377</td>
</tr>
<tr>
<td>I am satisfied with the quality of service provided by my network provider</td>
<td>2.86</td>
<td>1.11028</td>
<td>0.11102</td>
</tr>
<tr>
<td>Service quality is more important than the name of the brand</td>
<td>1.75</td>
<td>0.89188</td>
<td>0.08918</td>
</tr>
<tr>
<td>I have an emotional attachment to the network due to the quality of service provided</td>
<td>3.13</td>
<td>1.12505</td>
<td>0.11250</td>
</tr>
</tbody>
</table>

This section presents analysis and discussion of results on the role of service charges in purchase intentions of consumers in choosing mobile telecommunications service providers. The analysis also focuses on the level of satisfaction with mobile telecommunications service charges. Analysis of the responses of the respondents indicate that, price was not a key motivating factor in the choice of a particular mobile telecommunications service provider. Table 4.4 presents summaries of the responses to price related questions. From table 4.4, the mean score obtained from the analysis of the responses of the respondents is 1.81. A mean score of approximately 2 indicates that respondents or customers agree with the statement that price was not a key motivating factor in the choice of a mobile telecommunications service provider or mobile telecommunications network. This finding is consistent with the other responses of the respondents of the study regarding the key motivating factor in the choice of a mobile telecommunications service provider. Further analysis of the results of the study also suggest that the respondents of the study do not seem satisfied by the price they are paying for the services they receive from the various mobile telecommunications service providers. This is emphasized by the mean scores obtained from the analysis of the respondents’ responses (see table 4.4). From table 4.6, the average mean score of the responses is approximately 3, indicating low satisfaction levels.

Table 4.4: Summary of Price Responses

<table>
<thead>
<tr>
<th>Price</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price charged by my network provider is fair</td>
<td>2.95</td>
<td>1.13150</td>
<td>0.11315</td>
</tr>
<tr>
<td>Price was not a key motivating factor in my choice of a network provider</td>
<td>1.81</td>
<td>0.92840</td>
<td>0.12284</td>
</tr>
<tr>
<td>I am satisfied with the price I pay for the services I enjoy</td>
<td>2.85</td>
<td>1.20079</td>
<td>0.12008</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2016

4.7.4.6 Price and Consumer Purchase Intention
5. Conclusion

First of all, from the analysis and discussion of the results of the study, it can be concluded that, consumers of mobile telecommunications industry in Ghana are not sensitive to service price differentials. Hence, companies within the mobile telecommunications service industry cannot compete on price to “win” or increase their customer base. Secondly, it can also be concluded from the analysis and discussion of the findings of the study that, the seeming longer period of customer loyalty in the mobile telecommunications service industry are not due to satisfaction with quality of service of network provider. However, the seeming longer customer loyalty period are due to the perceived lack of significant differences between the quality of services provided by the various mobile telecommunications service providers operating in Ghana. This thus suggests that, customer loyalty in the mobile telecommunications industry are not as a result of brand attachments. In addition to the above, it can also be concluded service quality and network are the two most important factors or motivations for the choice of a particular network provider in the mobile telecommunication service industry of Ghana. Price and brand name are the least important factors considered in the choice of service providers in the mobile telecommunications industry. Following from the above, it can be inferred and/or concluded from the analysis and discussion of the findings of the study that service quality as well as network coverage, and not brand influences the purchase intention of mobile telecommunications services. Thus, contrary to the arguments of some authors in literature, brand has insignificant, if not no, influence on consumers in either choosing or switching between mobile telecommunications service providers. With regards to directions for future studies, the study recommends that extending the scope of this study to include respondents from other parts or regions of the country. It is believed this will help provide a much broader perspective on the factors that influence the purchase intentions of consumers in the mobile telecommunications industry.

6. References


