

GENDER DIFFERENCES, SERVICE QUALITY AND CUSTOMER LOYALTY IN CHOICE OF MOBILE TELECOMMUNICATION INDUSTRY IN SIERRA LEONE.

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ABSTRACT: *Mobile Telecommunication industry is now one of the growing sectors in the economy; thus making it the fastest growing market in the world. This paper aims at examining the correlation that exists between customer's loyalty and qualities of services provided by the Mobile Telecommunication Companies in Sierra Leone. Data was collected through a questionnaire using simple sampling method. Findings from the study revealed that a vast majority of the respondents subscribe to more than one network provider. Also revealed in the analysis was that female customers preferred low service charge mobile network while male customers preferred network with wide coverage. The paper recommends that mobile telephone companies should give more prompt attention to customer's complaints and they should try to improve their connectivity.*

Key Words: Service Charge, Mobile Phone Network, Customer loyalty, Service Quality and Marketing.

1.0 INTRODUCTION

The rapid influx of Telecommunication Service Providers (TSP) coupled with the common use of mobile phones have provoked scholarly interest in investigating the effects of quality of services on customer loyalty in Sierra Leone. The use of mobile phones by majority of the people living in Sierra Leone has made it become a necessity and not a luxury. This is substantiated with the fact that the first telecommunication company was set up in 2000 but in 2011 there are four companies operational; some have liquidated while some have merged with the existing ones who have survived. Also, this has made communication easy and the use of mobile phones convenient. Freetown is the administrative centre of Sierra Leone, which host all the four major telecommunication companies namely – Airtel, Comium, SierraTel and Africell. These four telecommunication operators were considered for this study.

There exist a lot of opinions about the purpose of marketing. However, this study will consider a few amongst these; which seems to be the most popular and acceptable ones. According to Kotler et al. (2008), there are two main purpose of marketing: The transaction view and customer relationship view. The transaction view aims to make a sale through the use of salesmanship and advertising. In other word, Marketing is focused on doing everything possible to stimulate transactions. The customer relationship – building and satisfaction view on the other hand, focus more on the customer and less on a particular product or service. This is done to make customer to be served in such a way that s/he will be satisfied and would like to patronize the telecommunication company for more products or services.

The vogue now, is that organisations tend to move from the transaction view to the relationship view of marketing; thus creating a long term, trusted, and valued relationship with customers. This involves getting the whole organisation thinking about, and serves customers and their interest (Kotler et al. 2008). The telecommunication industry has become one of the fastest growing Industries in the world; this is in terms of customers, geographical coverage and facilities needed to serve these customers. The International Telecommunication Union (2009) report indicated that there were about 4.1 Billion mobile phone subscribers and by the end of February, 2010 this had increased to 4.6 Billion; with developing nations being one of the fastest growing markets (Beaumont, 2009). There is need therefore, for organisations to devise ways of meeting the expectations of these growing customers by providing remarkable services to them (Nawaz et al. 2011). The idea of service quality has been identified by some scholars as significant concept of services management and marketing. There are studies that have proved also that service quality had a direct relationship with customer retention; while satisfaction is described as a core object of marketing strategies. Hence, it is assumed that satisfaction determines the future purchases pattern and enhances craving for product or service (Nawaz et al. 2011; Clottey, Collier and Stodrick, 2008; Bennet and Bundle – Theile, 2002). Organizations therefore, must devise strategies to enhance brand loyalty; which now receive a great deal of interest and attention in the Telecommunication sector (Nawaz et al. 2011). Trust and commitment on the part of customer, is linked up with brand loyalty. Customer's trust develop to positive attitude towards the brand while commitment leads to brand loyalty (Delgado – Bullester and Munura – Aleman, 2001). There are other studies conducted in recent times on Telecommunication sector that have provoked further scholarly interest amongst which includes: Ward and Lee, 1997; Chapman and Schofield, 1998; Gerpott et al.2001; Lee and Feick, 2001; Vanderwal, Pampallis and Bond,2002; Carroll et al.2002; Rice and Katz, 2003; Paragas, 2003; Warner, 2003; Mathews, 2004; Aydin and Ozer, 2005; Ling, 2005; Lim, Widdows and Park, 2006; Shin and Kim, 2007; Negi, 2009; Aker, 2009; Muto and Yamano, 2009; Santouridis and Trivellas, 2010; Ahmed and Qazi, 2011 and Ofosu – Asare, 2011.

The objective of this research is to examine the correlation that exists between customer's loyalty and qualities of services provided in Sierra Leone Mobile Telecommunication Industry. Also,

this study will enable a better understanding of those factors that influence customer's choice of mobile telecommunication company in emerging economies such as Sierra Leone.

In relation to the objectives stated, the following research questions are stated in the study as follows:

Is there any significant difference in factors influencing the choice of mobile network company between male and female customers?

Is there any correlation between service quality and customer loyalty in Sierra Leone Mobile Telecommunication Industry?

2.0 MATERIALS AND METHODS

It is the desire of every organization to develop strategies at maintaining customer's loyalty for its product or service. This situation become more apparent when there is tough competition in the market; it is highly unpredictable and there is low product differentiation (Fournier and Yao, 1997; Nawaz et. al, 2011). In other word, there is a general belief that brand love, is associated with higher levels of brand loyalty and positive word of mouth (Carroll and Ahuvia, 2006). The idea of brand loyalty is of utmost importance to marketers and consumer researchers; thus many organizations strive to maintain large number of brand loyalists in order to have greater market share and higher rate of return on their investments (Asuncian et al., 2004; Bloamer et al.,1999; Caruana, 2002; Buzzell et al., 1975; Raj, 1985; Jensen and Hensen, 2006). There is focus of attention by organizations towards building long term relationship with customers rather than concentrating on products; which results to the emergence of concept such as relationship marketing or Customer Relationship Marketing (CRM). This concept is concerned with having good relationship with customers through application of marketing strategies and information technology to understanding customer behaviour. It involves creating profitable long term relationships with customers and other parties (Payne and Frow, 2005). CRM is thus defined as building deeper understanding, relationships and offerings to individual's customer. In most Marketing literature, customer is seen as the same as consumer. The consumer is therefore, described as the one who actually uses the product or service (Kotler et al., 2008).

Marketing involves delivering values to customers; this may be in terms of purchase of products or services; an increased awareness; interest; or preference towards an offering or supplier; a change in behavior; or a vote or expression of preference of some kind (Kotler et al., 2008). Values are delivered to customers when they become satisfied with the products or services offered to them by the manufacturer or organization. Aydin and Ozer (2005) argued that corporate image, perceived quality, trust and customer switching costs are the influential factors of brand loyalty. The quality of products thus determines customer's demand for the products. There are many customers today that have developed strong passion for a particular product

because of their perceived high quality of the product. This make such customers become addicted to that products or developed strong brand loyalty for the product. Service quality is defined as “ the overall evaluation of specific service firm that results from comparing that firms performance with the customers’ general expectation of how firms in that industry should perform” (Parasuraman et al., 1998). Service quality is also reported as assurance, availability, flexibility, reliability, security and simplicity (Nawaz et al., 2011). Hence, there are scholars that argued that customer satisfaction is positively related to brand loyalty (Jamal and Anastasiadou, 2009). Trust and commitment have been identified as other important factors in the development of marketing relationship. Commitment may be in the form of organization’s handling of customer complaint and grievances while Trust exists when one party has confidence in an exchange partner’s reliability and integrity (Tax et al., 1998; Morgan and Hunt, 1994). Organisations that handle well, customer complaints provide a source of brand loyalty while trust and satisfaction have been described as conceptually connected (Nawaz et al., 2011).

In telecommunication sector, it is argued that customers’ long term relationships are of greater importance to the success of the company (Gerpott et al., 2001). Therefore, it has become important for organizations most especially in the Telecommunication Industry to understand the drivers of customer’s loyalty. This it seems would go a long way to assist organization develop strategies of maintaining long term relationship with customers, which will consequently lead to customer’s loyalty.

Research Methodology

This survey was conducted over a 2 week period in Freetown in September 2011. A questionnaire was developed based on previous work done on the subject area and it comprised two categories of questions and statements. The questions were open and close-ended while the statements were Likert type with scale (1 = strongly disagree, 5 = strongly agree). The questionnaire contained 40 item questions divided into three sections - A, B and C. The first section (i.e. Section A) had 8 questions bothering on personal details of the respondents; followed by Section B which had 22 questions relating to information about customers’ preference for mobile telecommunication service and Section C had 10 statements on commitment, service quality, customer’s loyalty and trust. In all, there were 7 unstructured/open ended questions; 23 structured/close ended questions and 10 Likert type statements. The study has an independent variable, which is service quality and several dependent variables namely – customer loyalty, reliability and dependable, satisfied service, and customer’s complaint.

The questionnaires were administered by enumerators, who employed pragmatic sampling in the selection of subscribers as respondents. This sampling method was done by approaching prospective respondents if they were subscribers to any mobile telecommunication network provider. The selected respondents were those who gave positive response and were mainly from the Western Urban Area of Freetown while those with negative response were not considered for this survey.

The Statistical Package for Social Sciences (SPSS) version 15.0 was used while ANOVA and Pearson Correlation were the statistical techniques adopted. The Analysis of Variance (ANOVA)

was employed to determine if there exists a significant difference in factors influencing the choice of cellular communication company by both male and female subscribers while Pearson's Correlation was used to examine if significant correlation exists between the quality of service offered by the cellular communication company and customers' loyalty. The missing values are very small (less than 5%); based on this the percentage used for the study are valid.

3.0 RESULTS

Respondents' Demographic Characteristics

Data were obtained from 668 respondents out of 726 questionnaires circulated; representing 92% response rate. The reason for non-responsive respondents was as a result of their unwillingness to participate in the survey. The demographical factors revealed that the majority of the respondents were female (55%) while the rest were male (45%). The analysis revealed that 9.1% of the respondents were under 20 years, 23.1% were between 20 – 29 years, 22.0% were between 30 – 39 years, 26.8% were between 40 – 49 years, 18.4% were between 50 – 59 years while only 0.6% were above 60 years.

It was also revealed that 90% of the 668 respondents surveyed were married and the remaining 10% respondents were single. The distribution in terms of household types showed that: 29% were from nuclear family; 5% were from female single parent; 35% were from polygamous family and 31% were from the extended type of family. There are fewer female single parents, who were majorly product of divorced homes, separated parents or had lost their parents due to old age/untimely death.

On the level of education, 59% of the respondents had tertiary education; 27% had primary education and 14% had secondary education. It means that all the respondents are educated.

A greater percentage of the respondents (90%) were employed while 10% were unemployed; children, mostly students and some housewives form the bulk of those unemployed. The greater proportion of the employed respondents (71%) were mainly paid workers in business organizations, Ministries and Government Parastatals while 29% were self employed or were engaged in running their own business.

The breakdown of the main occupation revealed that 56% were civil servants (both mainstream civil servants and public servants), 29% were traders, 10% were private company/financial sector workers and 5% were telecommunication sector workers. This further confirms that the greatest proportions of respondents were government paid workers.

The monthly income of respondents during the period of study indicated that 5% earned between Le100,000 – Le300,000, 34.3% earned between Le301,000 – Le500,000, 0.2% earned between Le501,000 – Le1m, 39.6% earned Le1m – Le2m and 20.97% earned Le2m and above.

On the average amount spent monthly on top up or recharge cards; the analysis revealed that 40.1% of the respondent spent between Le20,000 – Le50,000, 46.0% spent between Le51,000 to Le200,000 and 13.9% spent between Le201,000 – Le500,000.

Table 1: Chi-Square Table determining the Relationship between Income and Average Money spent on Recharge Cards.

	Value	df	Asymp. Sig (2 sided)
Pearson Chi-Square	577.209 ^a	8	.000
Likelihood Ratio	546.067	8	.000
Linear-by-linear Association	70.162	1	.000
N of valid Cases	668		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .16

The above Chi-Square table indicates that respondents spent significant part of their income on recharge cards (top up).

Information relating to Mobile Phone Use

A greater proportion of the respondents (68%) believed these amounts were affordable while 32% said they were unaffordable. The reasons given by those who complained that it wasn't affordable were that their mobile network companies had the highest service charge (72%) and it was expensive making International calls (28%). This is particularly for Airtel and Comium subscribers while some of the respondents that subscribed to Africell and SierraTel are doing so because of their low service charge.

The investigation also revealed that the greatest proportion of respondents (45%) had two mobile phones; followed by those with three phones (36%) and those with only one phone (19%). As revealed by the respondents the reason for owning more than one telephone is - it enables them subscribe to more than one mobile telecommunication network as most double SIM card phones are not durable.

The analysis revealed that the respondents subscribed to the four major Mobile Network Provider(s) with the greatest number in the following order - Airtel and Comium (40%); Airtel and SierraTel (36%); Africell only (9%); Comium and Africell (8%); Africell and SierraTel (5%); Airtel and Africell (1.5%) and Comium and SierraTel (0.5%).

On the relationship with mobile network providers, 10.2% indicated they had been with their provider between 1 – 5 years, 80.2% of the respondents had been between 5 to 10 years while 9.6% had been with their service provider for 10 years and above. This indicates that almost 90% of the respondents had had long time relationship with their mobile network providers.

When respondent were asked on the type of service subscribed to – 72% of the respondents subscribed to prepaid service 27% subscribed to both prepaid and postpaid services while only 1% subscribed to postpaid service only.

The survey also revealed that most of the customers (80%) used their mobile phone for both personal and business calls while 20% of the customers made personal calls only.

Services provided by these telecommunication companies enjoyed most by the customers was the regular promotions (35%); free Internet service (28%); free calls (21%); money transfer service (10%) and others such as free time, unlimited and free midnight calls (6%). Africell and Airtel are popular for their regular promotions while Airtel is known for its free Internet service. All the four mobile network providers offered free calls while Airtel led in terms of money transfer service (Zap). Comium was popular for its free time and units; Airtel and Comium for the unlimited time calls and all the four network providers for their after midnight free calls. The respondents revealed the following as benefits derived from their mobile network companies - it makes easy connection with friends possible (19%); it makes contact with friends and business partner very easy (17%); it is a faster means of communication (10%); the use of phone is sometimes seen as a status symbol (9%); it saves cost (7%); it makes possible the use of multimedia devices like audio, video and Internet (6%); it makes call possible anywhere and at anytime (5%); it creates job opportunities (5%); others such as: it creates funs and new friendships are established through social network (4%).

The respondents also gave the following disadvantages of using mobile phone: making calls sometimes can be expensive (26%); it can be used for criminal purposes (20%); users can become addicted to phone (18%); information can be passed to wrong person (12%); mobile phones can be easily stolen/lost (10%); there is possibility of message failure (8%); others such as: it can cause health risk to users due to radiation from the phone, high cost of maintaining phone, poor connectivity, it can encourage indecent habit (e.g. sending of pornographic materials), children are exposed to risk through surfing on bad site and it may affect children negatively by distracting them from studies through excessive playing of games (6%).

There are four reasons identified in the study for customer's choice of mobile company and they are: reliability, affordability, wide coverage and easy connectivity. Table 2 below presents factors influencing customer's choice of mobile company on gender basis.

Table 2: Factors Influencing Customer's Choice of Mobile Company

Gender Distribution of Respondents	Reason(s) for Choice of Mobile Company				Total
	Reliability	Affordability	Wide Coverage	Easy Connectivity	
Male	63	2	236	1	302
Female	151	96	0	119	366
Total	214	98	236	120	668

Source: Survey Data, October 2011

As shown in the Table 2 above, those who made their choice of mobile network company based on wide coverage were mainly male subscribers (100%) and no female subscriber. The table also revealed that only 1% and 2% respectively of male subscribers made their choice of mobile network company based on easy connectivity and affordability respectively. This means that a significant proportion of the female subscribers (99% & 98%) made their choice based on easy connectivity and affordability respectively. The result attempts to explain that female subscribers mostly preferred mobile network that offers low service charge and easy connectivity. The male subscribers, however, preferred mobile network that has wide coverage irrespective of the cost of service charge. In regards to reliability, there are 71% of female subscribers while we have 29% male subscribers. The result of the Analysis of Variance (ANOVA) in Table 3 below indicated that a significant difference exist in the factors influencing choice of mobile network by both male and female subscribers at 99% confidence level.

Table 3: ANOVA for factors influencing Choice of Mobile Company

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	118.063	3	39.354	551.245	.000
Within Groups	47.404	664	.071		
Total	165.467	667			

Source: Survey Data, October 2011

This was also confirmed by the Tukey Post Hoc Test in Table 4 below, which revealed that there was no significant difference in factors influencing the customer's choice of mobile network company for both easy connectivity and affordability while a significant difference exist for factors influencing customer's choice of mobile company based on wide coverage and reliability. The female respondents based their choice on affordability and easy connectivity while the male respondents based their choice on wide coverage. The female respondents gave more preference to reliability than their male counterpart.

Table 4: Tukey Post Hoc Test for factors influencing the Customer's Choice of Mobile Company

	Reason(s) for choice of Mobile Company	N	Subset for alpha = .05		
		1	2	3	1
Male Preference	Wide coverage	236	1.0000		
Female Preference	Reliability	214		1.7056	
	Affordability	98			1.9796
	Easy connectivity	120			1.9917
	Sig.		1.000	1.000	.980

Means for groups in homogeneous subsets are displayed.

a - Uses Harmonic Mean Sample Size = 145.732.

b - The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

We therefore, reject the Null hypothesis that there is no significant difference in the factors influencing the customer's choice of mobile company for both male and female customers and

accept alternative hypothesis that a significant difference exists most especially in terms of wide coverage and reliability.

Hypothesis 2 (H₂) with Pearson Correlation Coefficient

The study adopted the brand loyalty frame work developed by Nawaz and Usman (2011). The five variables used in the framework are: brand loyalty, service quality, satisfaction, commitment and trust. Table 5 below exhibits the modified version of the brand loyalty framework; it shows that the Correlation Coefficient obtained from this study ranged from 0.413 to 0.900 at 99% confidence level.

Table 5: Correlations

	QS	CL	SS	CC	RD
QS	1				
CL	0.741	1			
SS	0.563	0.617	1		
CC	0.521	0.562	0.900	1	
RD	0.413	0.423	0.492	0.530	1

Source: Survey Data, October 2011

Correlation is significant at the 0.01 level

The modified variables are defined as follows:

- My Mobile Phone Operator offers quality service (QS) = Quality Service (Service Quality).
- I derive a lot of Satisfaction from services provided by my Mobile Phone Network (SS) = Satisfied Service (Satisfaction).
- My Mobile Phone Company is Reliable and Dependable (RD) = Reliable and Dependable (Trust).
- My Mobile Phone Company gives Prompt attention to Customer's Complaint (CC) = Customer's Complaint (Commitment).
- I find it difficult to switch to other Mobile Phone Network (CL) = Customer's Loyalty.

It is assumed that Correlation Coefficient that falls between $0 < r < 0.5$ has weak Positive Correlation and $0.5 < r < 0.8$ is considered as having fairly Positive Correlation (Nawaz and Usman, 2011). In Table 5 above, the Correlation Coefficient for Quality Service and Customer loyalty is 0.741 which indicates a strong positive linear relationship exists between Service Quality and Customer Loyalty. In the study 89% of the customers had over 5 year's relationship with their Mobile Network Operators, this further confirmed our earlier position. This shows that customers that are provided Quality Service are more likely to be loyal to their Mobile Network Providers. The result added support to earlier study conducted by Santouridis and Trivellas (2010) which affirmed direct significant relationship between Service Quality and Customer loyalty. There was positive linear relationship between Quality Service and Satisfaction are associated with 0.563 Correlation Coefficient. This result proves that Satisfied Customers are likely to enjoy Quality Service from their Mobile Network. There are other studies that confirmed that the level of Customer Satisfaction is dependent on perceived quality (Aydin and Ozer, 2005; Santouridis and Trivellas, 2010).

Quality Service is also positively associated with Customer's complaint. The Correlation coefficient for this association is 0.521. This indicates that Mobile Network that offers prompt attention to Customer's complaint is likely to provide Quality Service. It also means when there is more commitment by Organisation to attend to Customer's need that will result to improve and quality service. The Correlation Coefficient for Quality Service and Trust is 0.413. This depicts a weak positive relationship; that is Trust has low influence on Service Quality. The result from Table 5 further indicates that a strong positive relationship exist for customer loyalty and satisfaction (0.617); customer loyalty and commitment (0.562); and commitment and trust (0.530). Lee et al. (2001) study provided strong evidence indicating that increased commitment enhances customer loyalty. Nawaz and Usman (2011) also asserted that commitment to a preferred brand develops loyalty for that brand. The result above demonstrates that the relationships are strongly positive for the Mobile Network operators during the period of study. The highest Correlation Coefficient (0.900) exists between satisfaction and commitment. This indicates that satisfaction and commitment are highly connected for the selected respondents during the period of study. However, there was a weak Correlation between satisfaction and trust (0.492). The result was different from that of Delgado - Ballester and Munuera – Aleman (2001) which stated that a strong positive relationship exists between satisfaction and trust. This weak correlation may be due to technical problem occasionally experienced by customers from these mobile companies.

Generally, the above constructs revealed that Service Quality had the highest influence on Customer loyalty in Sierra Leone Telecommunication Industry. According to Nawaz and Usman (2011) Service quality is the most important factor which directly influence brand loyalty. Therefore, we reject the Null hypothesis that there is no Correlation between Service Quality and Customer loyalty; and we accept alternative hypothesis that a strong positive Correlation exists between the two variables.

4.0 DISCUSSIONS

The findings revealed that majority of the mobile phone subscribers in the study population had had long term relationship with their mobile network providers. In relation to the quality of service; a good proportion of the respondents believed in their service providers being able to respond promptly to complaints and deliver good services. This indicates that Mobile Network that offers prompt attention to Customer's complaint is likely to provide Quality Service. This shows that customers that are provided Quality Service are more likely to be loyal to their Mobile Network Providers. The result added support to earlier study conducted by Santouridis and Trivellas (2010) in Greece, which affirmed direct significant relationship between Service Quality and Customer loyalty.

Even though, the analysis revealed that subscribers are loyal to their service providers the fact that a vast majority of the respondents subscribed to more than one service provider implied that the same subscribers are loyal to more than one service provider.

The following assumptions could be drawn on the unstable loyalty: that the same subscribers switch to a different network when one is down for continuous connectivity; and the cost of

calling a different network is not the same as calling same network, this cannot be divorced from the radical or aggressive advertisement strategies employed by these mobile network companies.

The results from the correlation analysis established that Satisfied Customers are likely to enjoy Quality Service from their Mobile Network. The prompt response to customers' complaints by service providers is an indication of customer satisfaction. Mobile network companies as revealed in the analysis have been building on this trust by offering different extra services, which are patronized by the subscriptions. This is an indication that Service Quality had the highest influence on Customer loyalty in Sierra Leone Telecommunication Industry. According to Nawaz and Usman (2011) Service quality is the most important factor which directly influence brand loyalty. There are other studies conducted in Turkey and Greece that confirmed that the level of Customer Satisfaction is dependent on perceived quality (Aydin and Ozer, 2005; Santouridis and Trivellas, 2010). Quality Service is also positively associated with Customer's complaint.

5.0 CONCLUSIONS AND RECOMMENDATIONS

The findings in the study have shown that mobile phone use, has become a way of life and it is no more a luxury but a necessity for all. There are many customers most especially the female ones, who preferred mobile network that offers low service charge while male customers would like to go for mobile network that has wide coverage irrespective of the cost of service charge. The quality of service offered by mobile network has great influence on customer loyalty. A mobile company that provides quality service and gives greater commitment to customer's need, is likely going to have more satisfied customers. The major limitation to this study is the error that may likely occur as a result of generalization from the small sample considered for the study; however, this can be improved upon if larger sample is used for future research in this area. The result of the research despite this limitation has proved to be objective, relevant and valid in the light of current similar researches done in this area. The following recommendations are therefore made in response to some problems identified in the study:

- Mobile companies should give prompts attention to customer's complaint in order to ensure that customers have more value for their service charge;
- Better and improved service offering will go a long way in bringing about good customer relations. It is therefore, necessary for mobile company to strive at offering reliable and dependable service to customers. The mobile company can further strengthen this relationship through lower service charge and efficient provisions of extra services such as regular promotions, prize bonanza, free call etc.;
- Government should enforce a proactive law that guarantees adequate protection for mobile users against insecurity that may likely occur in cases of theft or loss of phone. This is particularly important when a third party intercepted the phone to commit crime. It seems the effort so far made at ensuring registration of all SIM card is not enough because that has not stopped incidence of mobile phone crime being committed daily. The users should avoid leaving important information on their phone and take proper custody of their mobile phone; and

- The mobile companies should try to improve their connectivity; this will solve the problem of incessant loss of connectivity that users normally experienced with some of them.

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