

**FACTOR INFLUENCING CUSTOMER'S PREFERENCE OF MOBILE
PHONE OPERATORS IN TANZANIA: A CASE STUDY OF TIGO,
VODACOM, ZANTEL AND ZAIN IN DAR ES SALAAM CITY**

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**A DESERTATION SUBMITTED IN PARTIAL FULFILLMENT FOR THE
REQUIREMENT FOR MASTERS IN BUSINESS ADMINISTRATION
DEGREE OF THE OPEN UNIVERSITY OF TANZANIA**

2009

ABSTRACT

The main objective of this study was to examine the factors that influence customers' preference of the mobile phone operators in Tanzania. Methodological triangulation was used in order to supplement information on the factors influence customers' preference. The data were analyzed by using both qualitatively and quantitatively methods cross the sectional study. This was preferred because the mobile phone providers are recent introduced in Tanzania, also little is known about the factors influence customers' choice of mobile phone service providers. Survey interview were administered to mobile phone companies in order to investigate customers views on the service provided by the company, how customer interpret the service provided to them by the service provider and how they seek solutions. The majority of mobile phone customers pointed out that, good customer care has been the leading influential factors for customers' preference and mobility from one mobile phone operator to another. Mobile phone investments in Tanzania is seemingly not stagnant, various characteristic features are observed every now and then given the new technologies innovated in the telecommunications sector. The observed factors for shifting tendency might not be the reasons in the near future unless new technologies are not discovered. Therefore changes in the whole communication sector are usually anticipated due to the ongoing changes that are continuously being observed. Recommendation of this study basically centers to the all stakeholders including the mobile phone users (customers), the companies (mobile phone operators), the government and the telecommunication sector in general.