



Exploring the Main Factors Affecting the Impact of Consumer Choice of Mobile Brand Operator Services in Katsina Metropolis, Nigeria

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ABSTRACT

This study examined the Impact of Consumer Choice on Mobile Brand Operators Service in Nigeria; A case Study of Katsina Metropolis, Nigeria. However, the study is to find out the impact of consumer choice on Mobile Brand Operators Service, this study focuses on some factors to understand and comprehend the reasons behind the choice behavior of people in Katsina Metropolis with respect to the cellular service sector. Therefore, the main objective of this research work is to examine the impact of Consumer Choice on mobile brand operator's services in Katsina metropolis with respect to Quality, Coverage, Customer service, Price, Social factors, Promotions, Purchase behavior, Reliability of services and Value added services. A Quantitative survey research design is use in the study, a total of 384 mobile phone subscribers in Katsina metropolis were selected for the study, and non-probability/ convenience sampling procedure was used in this study while selecting the subjects. A questionnaire instrument using five point likerts type scale was used to measure and gather the data of the study. The study was designed based on Uses and Gratification Theory, The data was analyzed using Statistical Package for Social Sciences (SPSS), descriptive and inferential statistics and correlations analysis were also used. The findings revealed that most of the respondents were aware of mobile phone operator brands, despite having come across few operator service advertisements. The study identify eight factors as key determinants of mobile phone operator service choice, namely Quality, Coverage, Customer service, Price, Social factors, Promotions, Purchase behavior, Reliability of services and Value added services.

Keywords: Consumer Choice, Mobile Brand Operators, mobile phone

INTRODUCTION

The recent trend in technology coupled with the fierce competition in the telecom industry has compelled mobile phone operators to adopt various innovative and cost-effective integrated marketing communication strategies in order to reach their valued consumers and promote their products and services. Development has contributed immensely in the change of telecom organizations around the globe. Telecom has completely changed the rate and way of information dissemination in the whole world. It is without a doubt, the best facilitator and guarantor of worldwide information flow.

Before the deregulation and liberalization of telecommunications sector in Nigeria, cell phones were seen as the instrument of the people who could bear the expense of its extravagance. On the other hand, today, the estimation of the amount of telephones in Nigeria has expanded and mobile phones are now accessible to the common person. The overall system of mobile communications has totally changed the social order of the nation and encouraged economic development.

The global system of mobile communications also known as GSM has shown the impact of technology on Nigerians within the last 17 years (2001—2018). Global system of mobile communications (GSM) is no doubt an imperative for national transformation. It has completely changed the rate and manner of information dissemination. With the introduction of GSM into Nigeria as a medium of communication, it has transformed both Individual's and societal communication values.

Nigeria Government In 2001 set out on an antagonistic drive towards the procurement of proficient and successful service in the country through privatization and deregulation approaches.

With the deregulation approach, in December 2001 National Telecommunication service was created. The Policy perceived the requirement for deregulation and fast development of the telecommunications services in the country. The point was to utilize information to upgrade communication technology (ICT) for worldwide competitiveness, education, job creation, people empowerment, poverty eradication and creation of wealth. These developments paved the way for global system of mobile communications (GSM) in Nigeria. GSM is a digital mobile telephony system that was dispatch in Finland in 1991. Global System Mobile is a cellular network that mobile phones connect to it by searching for cells in the immediate vicinity. It permits message, sound, video, picture and content sent to airwaves simultaneously from one cell phone to another cell phone.

GSM framework utilizes subscriber identity module (SIM) cards, this card stores all personal data and contacts, transferring the data, and activating the phone becomes simply a matter of changing the SIM card. The introduction of the global system of mobile communications (GSM) in Nigeria was to expand the measurement of the number of telephones in a region in the country and to make telephone services cheaper and accessible to the common person. Presently, four competitive GSM service providers were licensed in the country. They are; Mobile Telephone Networks Limited (MTN), Airtel (formerly Econet Wireless Nigeria Limited, later V-mobile and Celtel, Zain), Globacom Nigeria Limited (Glo) and Etisalat.

These telecom systems have made significant effects for the total national output (GDP) of Nigeria in terms of job creation, communication linkages, connectivity, and wealth creation among others. The government of Nigeria in 1992 deregulates and liberalized National telecommunications sector because of the important role telecommunications especially GSM can play in national development, which was the reason why Nigeria Communication Commission (NCC) was established.

The development of Telecommunication industry in Nigeria is so rapid and gives the investors a quick return on investment more than they could have expected. According to UNCTAD statistics, Nigeria is one of the quickest developing Mobile Telecommunication markets in Africa. ie the number of subscribers, which makes it Nigeria Africa's largest market. The Nigerian Telecommunication sector was deregulated in 2001 (Science, n.d.). GSM service providers from all over the world gained access to enter the market. (Fashakin, 2010)

Nigerian Telecommunication industry joined the league of the world various firms that are looking for consideration from buyers. Customers were scrambling to acquire mobile phones and do not have the time for comparing all service choices available in the market, even if they have the time, they may not be certain that they are able to find the right product for them. Consequently, this is the place a brand inclination as a critical instrument assists the buyers with reducing the danger of picking the wrong item and rouses buy choice.

As indicated by (Denoue and Saykiewicz, 2005) a brand that can motivate consumers purchase decision must contain a unique set of association that represents what the brand stands for, and its benefits to consumers. In this manner, brand must established significant and differentiated Presence of a product in the market that attracts and retains loyal customers as well as maintaining consistency with the company's core message. Brand must also grow and change with the market place and the consumer, create confidence with its stakeholders, which help in establishing a relationship between them. Most Companies spend a lot of money in creating a brand identity that they believe will have a good impact on their products/services that can help them to gain favorable market share. Having a good identity, feelings and associations created around the product, and consistency mode of communicating these ideals makes a brand successful.

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(Wag staff, 2002,With the present pattern in the cellular telephone industry, we are currently encountering fast change in terms of different facets of mobile phones that will not only be used for speaking but a handset that allows consumers a variety of new different services. Nigeria has gotten to be one of Africa's most vibrant cellular phone markets with four contending service operators i.e. Mtn, Zain, Glo, and Etisalat. The aggressive competitions among, bidders in the privatization of the nation's four service operators that has operating license, shows that there is a good and vibrant market despite the competitions. The business sector continues to penetrate the market with the provision of value added services as well as internet facilities through different service providers. "International Telecommunication Union Library and Archives; Radio Regulations," 2008)

Innovative headway in science and related orders has gigantic effect on people and nature. Development has contributed immensely in the change of telecom organizations around the globe.

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The development of Telecommunication industry in Nigeria is so rapid and gives the investors a quick return on investment more than they could have expected. According to UNCTAD statistics, Nigeria is one of the quickest developing Mobile Telecommunication markets in Africa. i the number of subscribers, which makes it Nigeria Africa's largest market. Telecom has completely changed the rate and way of information dissemination in the whole world. It is without a doubt, the best facilitator and guarantor of worldwide information flow.

Prior to 2001, the number of connected phone lines in Nigeria was 450,000 for an estimated population of 120 million at the time and the level of investment the telecommunication sector was just about USD 50 Million only (Ajala, 2005). Six years after, foreign direct investment (FDI) in the telecommunication sector have reached USD 9.5Billion, the largest after the oil and gas industry and is still growing both in terms of subscribers base and infrastructural development NCC Press Release (2007).

Mobile phones were seen as the instrument of the people who could bear the expense of its extravagance. On the other hand today, the estimation of the amount of telephones in Nigeria has expanded and mobile phones are accessible to the common person. The overall system of mobile communications has changed the social order of the nation and encouraged economic development. The Nigerian telecommunication system was deregulated in 2001 resulting in several GSM service providers from all over the world gaining access to Nigerian telecommunication market. Newly established Nigerian telecommunication firms join the league of international telecommunications companies competing for business licenses all over the world especially in the sub Saharan African region. Customers were scrambling to acquire mobile phones and do not care to compare available service operators in the market, these made customers from making an informed choice of products, that they subsequently end up regretting their choice. This where brand preferences become inevitable.

The policy perceived the requirement for deregulation and fast development of the telecommunication services in the country. The point was to utilize information to upgrade information communication technologies (ICTs) for worldwide competitiveness, education, job creation, peoples empowerment, poverty eradication and creation of wealth. These developments paved the way for Global System of Mobile (GSM) in Nigeria. The Global System of Mobile communications also known as GSM has shown the impact of technology on Nigerians within the last 19 years (2001-2018).

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Most Telecommunication Companies spend a lot of money in creating a brand identity that they believe will have a good impact on their products/services that can help them to gain favorable market share. Having a good identity, feelings and associations created around the product, and consistency, mode of communicating these ideals makes a brand successful. (Denoue Saykiewicz 2005).

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Problem Statement

Most mobiles phone telecommunication companies in Nigeria follow a strategy known as cooperate branding in which they place cooperate name prior to every individual product or service they render. Some subscriber purchase these mobile phone connections just because of cooperate branding which is highly promoted by telecommunication companies. As a result, it is not clear as to whether there are other factors taken into consideration. The purpose of this research is to study the impact of consumer Choice on Mobile Brand Operator Services in Nigeria.

People living in Nigeria have a wide-variety of choice when it comes to selecting a particular mobile service provider. However, it is not very evident as to what motivates them to purchase their service provider. Thus, this study attempts to identify the dominating factors that affect the purchase behavior of mobile consumers in Nigeria. Bauer, et al (2005) clarifies that there are various complex components that should be consider while investigating cellular telephone market as a rule and individual customer's though process and choice making specifically. Even though cell phones have turn into a principal piece of individual communication over the global recently, buyer exploration has dedicated minimal attention to reason and selective behaviors connected to cell phone and service purchase intentions. This is also evident in Nigeria where service operators conduct research in order to gain information that guides them from competition and industry players.

Industry players in the mobile markets, regularly conduct research as a way of boosting their market potentials and improving their company's image, thereby uplifting their corporate strategy. However, their searches remain within the company's willingness to increase sales and maximize profits. They ignore brand preference, usage patterns of mobile service, and consumer choice behaviors in Nigeria.

This paper will investigate a wide range of imperatives that will help telecommunication service providers and mobile companies to comprehend and react to the needs and worries of their clients. Further, it will add to the current information on mobile telecommunication industry in Nigeria and Katsina Metropolis, and in addition serve as a stage to expand on a further point-by-point study.

Research Questions

In order to address the above objectives, the study will find answers to these questions:

What factors influence the choice of mobile service provider?

Which information source is most preferred by mobile services users in Katsina Metropolis?

Objectives of the Study

The primary aim of this research work is to assess The Impact Of Consumer Choice On Mobile Brand Operator Services In Nigeria; A Case Study Of Katsina Metropolis, Nigeria. The particular objectives of this study were to:

- i. To determine the factors that influence the choice of mobile service provider
- ii. To determine information sources for purchasing a mobile operator brand and subscription to service offered by these operators in Katsina metropolis.

Purpose of the Study

Mobile phone and internet connectivity usage have increased dramatically in recent years. Within a short time, information and communication technology (ICT) has become one of the arousing curiosities of the Nigerians and business community. They have made significant impacts in life styles of both public and private sectors of Nigerian society by incorporating the new technologies into social and business activities.

The advancement of information technology progressively make it workable for service operators to modify and refine their services after some time for every individual client, in view of perception and congruity of that client's conduct.

The study would be of importance to companies in general and particularly to those in Nigeria who recognize corporate branding as an effective tool in gaining competitive advantage. It would help mobile phone operators to discover factors that impacts on consumer purchase decisions other than the brand name.

It would provide rudimentary information on how companies could enhance their sales potentials and create brand loyalty through product branding. It will also be a heuristic tool for future research. The findings will also be relevant to marketing managers, brand managers and advertising agents who will find this piece useful as it would provide inside into their work.

The paper will contribute immensely to creating awareness to service providers that are interested in knowing the impact, quality, strength and effectiveness of their brand service campaign and their perceptions about customer's preferences.

It might be possible to determine the customer's perceptions and preference of mobile operator's services. This may be useful to telecommunication industry in Nigeria as it attempts to show how and why individuals decided to patronize a particular brand of mobile operator services as opposed to others.

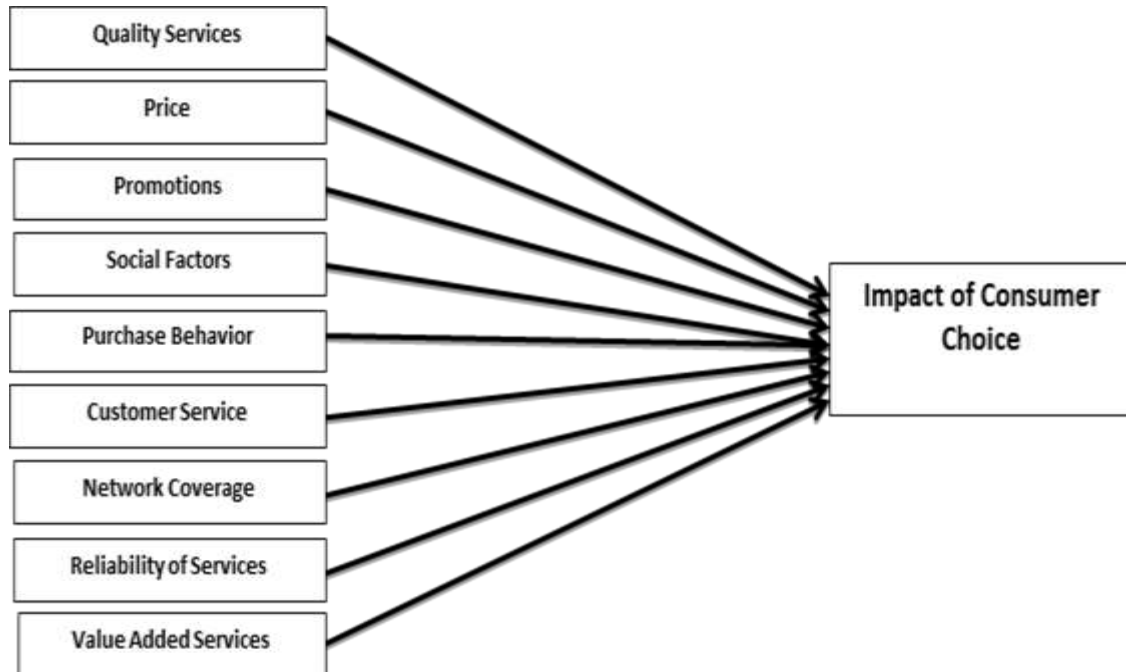
It will likewise add to knowledge in the field of customer brand preference and decision of cell phone and service brands in Katsina. It will give a room for a comprehensive point-by-point research in the area of mobile phone brand service in Nigeria. At last, it will add to existing academic literature in these fields, which will advise industry players in developing strategic marketing and promotions.

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CONCEPTUAL FRAMEWORK

Independent Variables

Dependent Variables



Conceptual Definitions

The focus of this study shall be the impact of consumer choice on mobile brand operator services in Katsina metropolis, Nigeria. Variables in this study are Quality, Coverage, Customer service, Price, Social factors, Promotions, Purchase behavior, Reliability of services and Value added services.

Consumer choice of mobile operator service is the dependent variable, and can be define as using phones that possess browsing abilities to be connected to any available network within its environmental usage or through individual subscriptions. While the independent variables can be define as measuring the services satisfactions of mobile phones users.

Theoretical Framework

Uses and gratification theory stated that media users choose what they do with the media. Luo, x (2010) explained that this theory assumes people use media as a substitute for personal relationships and as check on their personal identity and value. Consumers are active users of media and select how they will use it. People might use media for entertainment, for scanning environment for items that are personally important to them. The theory equally stated that media has unconscious influence on the users.

RESEARCH METHODS

Quantitative survey research design was use in the study. The researcher targeted consumers at different areas like car parks/stations, markets and public institution within Katsina metropolis. Coincidental inspecting techniques were use because the targeted population was scattered and could not be found at one spot.

Three hundred and eighty four questionnaires were distributed and administered. The components included were attributes of purchasers of mobile operator services that were consider most vital by customers in selecting their service brand. Nine attributes were included: Coverage, Customer Service, Price, Promotions, Social factors, Purchase behavior and Reliability of service. A pilot test poll was developed, and administered

on a gathering of portable clients to decide their ability in selecting their service provider. A final questionnaire was outline and distributed to 384 mobile clients in auto parks/stations, market places and public institutions.

Time Frame

The data collection activity took place between July-September 2015. The data gathered was analyzed electronically using SPSS 15.0 Statistical Package.

Study Area

Katsina (12.25 N, 7.50 E) the capital of Katsina state, is a city and a local government area in northern Nigeria. As of 2007, Katsina's estimated population was 459,022 (national population commission 2009). The city is an agricultural region producing groundnuts, cotton, hides and skins, millet and guinea corn and have mills for producing peanut oil and steel. The city is largely Muslim and the population of the city is mainly from the Fulani and Hausa ethnic groups.

Research Design

Questionnaires were used as an instrument for data collection and administered using a non-likelihood convenience sampling for clients at commercial centres and educational institutions. The survey outline in the configuration of likert's sort scale and distributed to the selected sample; it is limited to respondents that use mobile phones. It demonstrates that, the sample represents the entire populace of mobile telecommunication services users in Katsina metropolis.

Sampling

A sample size of 384 respondents was determined using Krejcie and Morgan D. W (1970) table of determining sample size of research activities. the sample size was drawn using a simple random sampling technique.

RESULTS AND DISCUSSION

Respondents Choice of Operator Brand

The study further identifies operator brands used by the respondents as an indication of brand preference. The service providers involved are: - Mtn, Etisalat, Airtel, and Glo. Mtn leads with 35.3% followed by Glo with 22.4%. Others are Etisalat with 21.7% and Airtel with 20.4% respectively. Respondents selected their service providers based on services rendered to them.

The study reveals that, respondents in choosing operator brand mostly select (electronics media) TV/Radio advertisements as their preferable information source in selecting their brands of services. Marfo-Yiadom, states that, consumers are being influence by various stimuli's (cues) from the market environment that may be business or social. This gives a joined inclination of preferences of 45.4% for Radio and TV, 32.9% for print media and 21.7% for word of mouth. Others are point of sales with 23.7% followed by websites with 49.7%. Tariffs recorded 34.9% brand communication with 61.5%. Brand image has 55.3% activation and operating system 35.2%.

Respondents Reasons for Selecting Their Brand Operator Services

The study reveals that respondents have different reason for selecting their brand operator services. It indicates that, call rate recorded 40.5%, Network coverage accounts 59.9%, Network availability 47.0%, and good customers care accounts for 32.6%. Promotional offers recorded 38.5%, influence of friends and relatives 33.2%. While value added services accounts for 33.6%.

Sources Of Information For Operators Brand

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The first objective is to determine the factors that influence the choice of mobile service provider and the key findings are;

Network coverage came first with 57.9%, followed by brand image, which recorded 40.1% accessibility to recharged card accounts for 35.2%, value added service 28.0%, others 24.0% and lastly customer service with 22.4%.

The second objective was to examine information sources for purchasing a mobile operator brand and service offered by operators in Katsina metropolis, and the key finding are:

The result shows that 45.4% percent of the respondents indicated preference for Radio and Television (commercial sources), print media 32.9%, and word of mouth represented by 21.7%. The study further tested the most preferred information source used by respondents in subscribing to brand operator service. Pint media, tariffs and point of sales exert the least influence among respondents in choosing their operator brand and services. However, brand communication 61.5%, brand image 55.3%, peers 57.9%, electronics media 45.4% and website 49.7% were the most preferred source in choosing both operator brands.

6.4. Summary of findings

The first objective was to identify the factors that influence the choice of mobile operator services in Katsina Metropolis, and the key finding are: Network coverage came first with 33.2%, followed by brand image, which recorded 23.3% Accessibility to recharged card accounts for 20.6%, customer services with 12.8%.

Value added services 2.6%, and lastly others with 3.9%. The second objective was to examine information sources for choosen a mobile Operator brand and services offered by operators in Katsina Metropolis, and the key finding are:

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The third objective was to determine the relationships between consumer choice and mobile brand operator services. the key finding are: Based on correlation analysis, it indicates that there is a relationship between all the nine variables namely; - quality of services significant moderate correlation with substantial relationship ($r = .439, p < .05$). Price has a very negligible relationship ($r = .178, p < .05$), promotions has a moderate relationship ($r = .625, p < .05$), social factors also has a moderate relationship ($r = .600, p < .05$) purchasing behavior, has a moderate relationship ($r = .590, p < .05$) customer services has a moderate relationship between customer services and choice of operator services. ($r = 0.47, p < .05$), There is a moderate relationship between network coverage and choice of operator services ($r = .595, p < .05$), there is a moderate correlation with substantial relationship between reliability of services and choice of operator services. ($r = .439, p < .05$) and there is a strong relationship between value added services of service providers and choice of operator services ($r = .684, p < .05$). ANOVA test for regression analysis shows that there is a significant relationship between both dependent variable and independent variable at the 0.05 significant levels in determining the relationships between choice of operator services and mobile operator services. The analysis in Table 18 shows that value added services gives a significant result with $F=55.949, p < 0.05$.

CONCLUSION

The purpose of our research was to create a better understanding of the impact of consumer choice on mobile brand operator services in Katsina metropolis, in order to draw conclusions of factors influencing consumer attitudes towards this new marketing medium. The focus has been to highlight factors driving user acceptance of consumer choice on mobile brand operator's services. The problems statement for our research was to investigate the impact of consumer choice on mobile brand operator services in Katsina metropolis, Nigeria.

This chapter presents the conclusion of this research study drawn from the analysis of the gathered data. This research study explores the impact of consumer choice on mobile brand operator services in Katsina metropolis by identifying and by comparing service operator brands, having analyzed the data obtained from the survey of 384 respondents. This investigation was based on the conceptual framework established by the Uses and Gratification Theory with related literature review provided several clear conclusions.

The study of the impact of consumer choice on mobile brand operator services in Katsina metropolis indicated that, Mobile Telecommunication Network (MTN) is the most impacted preferred mobile operator in terms of customer satisfaction. Generally, mobile users are satisfied with their services. (Owusu, 2014) states that, choice of brand can be analyze as input-process-and output relationships. This procedure clarifies the way which customers assesses information and chooses among alternative brands of a product. In addition, Fashakin, 2010 proposed that, Brand must also grow and change with the market place and the consumer, create confidence with its stakeholders, which help in establishing a relationship between them.

The research was conducted to find out the impact of consumer choice on mobile brand operator services in Katsina metropolis. The research design for the study involved is quantitative, and involves the use of structured questionnaires given to sample of a population as indicated by Mat Nor et al., 2011, that respondents will answer questions about their behavior, intentions, attitudes, awareness, demographic and lifestyle. The questionnaires were administer on 384 samples and answered questions about their behavior, intentions, attitudes, and awareness. Since this study is on the impact of consumer choice on mobile brand operator services in Katsina metropolis, the survey design offered the best option. This design allows for collection of large amounts of raw data using question- and –answer formats and accommodates large sample sizes at relatively low cost and time.

The data was analyzed using Statistical package for social sciences (SPSS). The finding indicated that although the impact of consumer choice provide useful information regarding the product mix of the service provider, there exist other factors that consumers place more emphasis when deciding a network connection. In order to compete in the complex environment consumers of mobile service operators has to run hundreds of advertisement of a particular brand/product averagely per day. (Marfo-Yiadom, 2000)

This study did not observe the significance of demographic factors; hence, further studies could help to unravel how demographic characteristics such as income, education, gender, etc. could influence users' perception toward selecting service providers. Clements and Horowitz (Olatokun, 2013) observed age to be a factor of media innovation reception. The authors discovered income, age, educational attainment to influence adoption of wide range of extensive variety of frequencies services through a family level investigation. Gender differences in the utilization of telecom product exist as saw by Birke and Swann that the choice of mobile phone operator is strongly coordinated within individual households.

To understand choice behavior, it is acknowledge that, the customary critical thinking methodology including discerning choice making to the investigation of purchaser decision may not be suitable for all circumstances without comprehension the idea of buyer decision and his conduct towards it. In a few circumstances, constrained information inquiry and assessment of options a driven by hedonistic contemplation's and influences purchaser decision of options.

As indicated by (Dhar and Wertenbroch, 2000) a typical qualification about choices is that, utilitarian products are fundamentally instrumental and useful, while hedonistic merchandise give fun, delight and fervor. The decision between cell telephones and service operator brands has both utilitarian (e.g. communication, time arranging) and hedonistic (e.g., recreations, camera) and hedonistic (e.g., beguilements, camera) in "Measuring the hedonistic and utilitarian wellsprings of client perspective," Batra, and Ahtola, 1990.

On the issue of respondents influence in the choice of mobile brand operator services Network coverage was recorded high by the respondents, followed by brand image, then accessibility to recharged card accounts and value added services followed by others and lastly customer services. These findings goes hand in hand with what Keller, (1993) communicated that, the attributes a brand are those engaging components that depict a product or services, what a purchaser think he will benefit by the product or services is or has and what is incorporated with its buy and use. Attributes can be exceptional according to how direct they relate to product or services execution.

In determining the relationships between consumer choice and mobile brand operator services, correlation analysis indicates that, there is a significant and positive relationship between consumer choice and mobile brand operator services at moderate levels. The correlation between consumer choice and mobile brand operator services in the Nigeria's GSM market is moderate. It has a moderate positive relationship with

choice and brand operator services. This finding as abounds in literature that there is a significant relationship between consumer choice and brand operator services in all sectors (Jackson *et al.*, 1985)

RECOMMENDATIONS

The study was on the impact of consumer choice on mobile brand operator services in Katsina metropolis, Nigeria. From our key finding and conclusion we come up with the followings;

Further research effort could be made using a larger sample before any generalization could be made. This study did not observe the significance of demographic factors; hence, further studies could help to unravel how demographic characteristics such as income, education, gender, etc could influence users' perception toward selecting service providers. In addition, this study used only three factors to analyse users' choice of mobile providers. No doubt, there are other factors there could affect users' perception on brand preference of mobile service provider's services. Further studies could thus focus on more indicators capable of influencing users' perceptions.

The application of this study is of prime importance to both service providers and the consumers and can be applied in other countries or in different cities of Nigeria to understand, comprehend and analyze the consumer choice of mobile brand operator services in the cellular service sector.

Thus, the results of this study contribute with the help of previous literature by examining the social as well as personal influence on the choice of brand and operators service providers. The study can be replicate in different research settings to have better insight and knowledge about consumer behavior towards the choice of mobile service operators. The developed conceptual model of this study can be utilized for future research.

The first limitation is time and resources. As a result, the sample size was compromised. The size was only limited to 384 mobile phone subscribers in Katsina metropolis, Nigeria. Hence, there is a need to caution the generalization of the finding. The limited sample size also means that data reliability was compromised largely. It is recommend that, the sample size may be increased to a representative size and customer opinions taken across the entire 34 local governments of katsina state. This will give a much clearer picture about the immediate factors determining consumer choice of mobile brand operator services which will be more generalizable. Secondly, the time and resources constraint limited the research scope to a number of concepts. This study was a cross sectional study whereby the data was collected only once. However, in future studies, researchers can use a longitudinal approach towards their study to have a better understanding of consumer choice on mobile brand operator services in the cellular service sector by comparing their studies with other sectors.

Apart from the variables that have been used in this study," Measuring the hedonistic and utilitarian wellsprings of client perspective," model by Batra, and Ahtola, (1990) can be added so as to get better insight about people, their personalities and their purchase behavior which is naturally associated with the type of personalities people have. In addition, to have a better analysis of consumer brand choice for mobile operator services with respect to network quality, can be used in future researches.

The sample of this study was limited only to Katsina metropolis, for future studies, it is therefore, recommended that the same study be carried out in different cities of Katsina state.

All mobile network operators should make use of same base stations but operate on different frequencies and pay rental fees to NCC or her designated agent. This would eliminate the high cost of building and maintaining base stations incurred by the various operators and consequently reduces operational cost.

The network operators should concentrate more on network extensions, quality service delivery and product and services outlets infrastructures, and embark on price reduction strategies as a way of increasing subscribers' base. Service operators should focus their strategy in creating or attracting loyal customers, which can be done through delivering a high quality product and services Service providers should try to expand their market share and increase the awareness of their brands through Radio/ television and Print media advertisement.

As price is the second most important factor to the consumer so the operators may reduce their service prices and can improve network facility. The study concentrated on the personal consumer. It did not include corporate customers. Another research could be done on the corporate consumers.

Impact

The purpose of our research was to create a better understanding of Consumer choice on mobile brand operator services, in order to draw conclusions of factors influencing consumer attitudes towards this new marketing medium. The focus has been to highlight factors driving user acceptance of brand choice of mobile operator's services. The problems statement for our research was to investigate consumer choice of brand of mobile operator services in Katsina metropolis, Nigeria.

Mobile phone and Internet connectivity usage have increased dramatically in recent years. Within a short time, information and communication technology (ICT) has become one of the arousing curiosities of the Nigerians and business community. They have made significant impacts in life styles of both public and private sectors of Nigerian society by incorporating the new technologies into social and business activities.

Due to the emerging competition and accessibility of mobile telecommunication operators, it has become imperative to analyze and determine the factors that affect the customer choice behavior. This will further make an impact on the market share and sustainability of particular mobile service providers and it will provide them with guidelines to follow to improve their services.

To understand choice behavior, it is acknowledge that, the customary critical thinking methodology including discerning choice making to the investigation of purchaser. Decision may not be suitable for all circumstances without comprehension the idea of buyer decision and his conduct towards it. In a few circumstances, constrained Information inquiry and assessment of options a driven by hedonistic contemplation's and influences purchaser decision of options.

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Table 4.1 Reliability Scale: Showing all variables

Items	Alpha Cronbach	Number of items
Quality	.705	6
Price	.701	3
Promotions	.827	5
Social factors	.712	4
Purchase behaviour	.691	6
Customer services	.701	4
Network coverage	.697	2
Reliability of services	.846	4
Value added services	.710	2

Table 4.2 consumers Sources of Information for selecting Operator Brands (n=304)

print media	45	14.8%
electronic media	67	22.0%
Family	34	11.1%
point of sales	24	7.89%
Brand communication	25	8.22%
Brand image	22	7.23%
Activation and operating system	19	6.25%
Total	304	100.0%

Table 4.3 Respondents Service Operator

Brand	Frequency	Percent
MTN	108	35.5
ETISALAT	66	21.7
AIRTEL	62	20.4
GLO	68	22.4
Total	304	100

Table 4.4 Relationships between Independent and Dependent Variables

	r = value	Level of relationships	Sig
Quality services	0.439	Positive low and significant relationships	0.05
Price	0.178	Weak but positive and significant relationships	0.05
Promotions	0.625	Moderate positive and significant relationships	0.05
Social factors	0.600	Moderate positive and significant relationships	0.05
Purchase behaviour	0.590	Moderate positive and significant relationships	0.05
Customer services	0.47	Very weak positive with non-significant relationships	0.05
Network coverage	0.595	Moderate positive and significant relationships	0.05
Reliability of services	0.439	Moderate positive and significant relationships	0.05
Value added services	0.684	Moderate positive and significant relationships	0.0 0.05

Table: 4. 5 Relationship between independent variables and the impact of consumer choice.
Correlation (n=304)

Variables	SAT_US	P_QLY	P_PRC	P_PRMT	P_SF	P_PB	P_CS	P_CV	P_RS	P_VAS
Impact of 1 consumer choice										
Quality	.439**	1								
Price	.178**	.147*	1							
Promotion	.625**	.568**	.098	1						
Social Factors	.600**	.444**	.110	.545**	1					
Purchase Behavior	.590**	.490**	.072	.616**	.679**	1				
Coverage	.595**	.478**	.118*	.604**	.553**	.662**	.023	1		
Reliability of services	.648**	.401**	.119*	.561**	.578**	.575**	.029	.535**	1	
Value Added Services	.684**	.368**	.019	.570**	.539**	.597**	.003	.618**	.580**	1

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

Table: 4. 6 Model Summary (n=304)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.631	.620	.22801

Predictors: (Constant), Value added services, Customer services, Promotions, Quality services, Social factors, Reliability of services, Coverage, Promotions, Purchase behavior.

Dependent Variable: *impact of consumer choice*

To determine the unique predictors of the impact of consumer choice

Hence, the prediction equation is as follows:

$$\hat{Y} = b_0 + b_1\chi_1 + b_2\chi_2 + b_3\chi_3 + b_4\chi_4 + b_5\chi_5 + b_6\chi_6 + b_7\chi_7 + b_8\chi_8 + b_9\chi_9 + e_i$$

Where:

\hat{Y} = *impact of consumer choice*;

χ_1 = *Quality of service*;

χ_2 = *Price*;

χ_3 = *Promotions*;

χ_4 = *Social factors*;

χ_5 = *Purchase behavior*;

χ_6 = *Customer service*;

χ_7 = *Network coverage*;

χ_8 = *Reliability of service*;

χ_9 = *Value added services*;

e_i = *Random error*