

**THE EFFECT OF CUSTOMIZATION ON CUSTOMER
SATISFACTION IN SAFARICOM KENYA.**

BY

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BIB/14369/71/DF.

**A RESEARCH REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE
OF INTERNATIONAL BUSINESS ADMINISTRATION
OF KAMPALA INTERNATIONAL UNIVERSITY,
KAMPALA, UGANDA.**

JULY 2010.

DECLARATION.

I MWAENI STEVE MWANYARA declare that this academic work is a product of my own efforts.

I declare to the best of my knowledge that the entire research report has never been presented to any institution of higher learning or any university for any award.


Signed.....

MWAENI STEVE MWANYARA

DATE.....

APPROVAL.

This report has been submitted with my approval as the university supervisor.

Signed 

Mr. Baliruno John Baptist

Date..... 

DEDICATION.

This academic work is dedicated with my sincere and heartfull gratitude to my most beloved family; Dad and Mom Mr. and Mrs. John Mwaeni, Sister Dorothy and Brothers: Mr. Colman, Mr. Nelson and Mr. Wilson for their encoragement and support.

ACKNOLEGMENT

At the peak of writing this report, it is a supreme that I sigh back, down the mission accomplished to pay tribute to all those who contributed in one way or another, to see that I succeed in my academics endeavor.

First, I highly pay tribute to the almighty God for his unconditional Love, blessing and protection he covered me with through my research report.

Also profound tribute and my deepest gratitude and appreciation to my beloved parents, who endeavored to nurture me and treasured the need for my esteemed education. I thank them for their precious love, patient insight; motivation and financial support which enabled me accomplish my research report.

I also acknowledge my supervisor for his concern and guidance towards this research report. May God shower him with blessings abundantly.

Lastly, to my friends: Lydia Munga, Christine Njoki, Mwaka Mbui, Mzame Cromwell, Billy Mkala, George Mwakazi, Titus Mugo, and Mohamed Addalla for their love and support towards this research report.

ABSTRACT.

There is a debate on what is the effect of customization on customer satisfaction. In this case, the effect of customization on customer satisfaction in safaricom Kenya is assessed. The study also tries to establish the effect of supplementary service to building customer satisfaction in Safaricom Kenya Limited. The effect of service providers to building customer satisfaction in Safaricom Kenya Limited is also determined. Data was collected using both qualitative and quantitative methods. Safaricom Kenya middle managers, Safaricom Kenya employees especially those who work in the service outlet and Safaricom Kenya customers were also involved. Nairobi city one of the rapidly growing areas of Kenya with almost the biggest population size was also considered.

Result showed customers of safaricom Kenya limited enjoyed most of safaricom services such as; free flash back sms (please call me), M-pesa (mobile money), different tariffs at different costs, from the company. Safaricom Kenya ltd has been using improved technology that aided them to deliver their services effectively and efficiently.

The study recommends that, Safaricom Kenya Limited should ensure that they maintain friendly environment with its customers in order to maintain and attract more customers.

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CHAPTER ONE

INTRODUCTION

1.0 Back ground of the study.

Customization was a strategy that most modern companies used to adapt their product strategy to each country where it engages in marketing activities. It required modifying or customizing, a service for each individual customer.

Customization as a strategy had got two basic approaches. The company could adopt a product to a market, or it could sell a new product invention in a market (Zikmund and D'Amico, 1998). Many products could be marketed with some sort of adaptation to local conditions. That is they were put into the market as the market wants them. While in product invention, it required the development of new products for particular markets be it international. This could take the form of backward invention (introducing a product that is obsolete in the domestic market into another market) or forward invention (creating a new product for the new market conditions). Forward invention was the costliest and riskiest product strategy, but the potential for rewards is also the greatest.

Customer satisfaction was the degree to which there was a match between a customer's expectations of a good or service, including customer service (Evans and Berman 2002). In other words it was doing what your customer expects-in a sense, being adequate.

The theory that related customization to building customer satisfaction, According to Nickels and Wood (1997) "it is the customer service that builds customer satisfaction". Customer service was the assistance that marketers provided to customer when buying or using a product. Customer services cover a wide range of activities including service delivery, installation repair, training and credit creation that marketers used to build their relationship with customers and the same time differentiating their products from competitive offering. Nickels and Wood (1997) customer services often come bundled with value packaged that is they even include the price of the product regardless of whether the customers finds the bundle desirable especially if the rival cannot offer the same bundle. This strategy was effective as long as the competitors did not offer the full bundle at a better price. Customer service led to customer satisfaction especially when it

was delivered properly, that is when marketers were in position to answer questions, repair equipments, and train product users. Customers could not fairly judge service benefits because customers often relied on what they got from product packages, integrated marketing and word of mouth recommendations from other purchasers. Thus marketers needed to carefully explain customer service and its associated benefits in their marketing materials and to deliver as promised.

Safaricom Ltd is a leading mobile network operator in Kenya. It was formed in 1997 as a fully owned subsidiary of Telkom Kenya. In May 2000, Vodafone group Plc of the United Kingdom, the world's largest telecommunication company, acquired a 40% stake and management responsibility for the company.

Safaricom employs over 1500 people mainly stationed in Nairobi and other big cities like Mombasa, Kisumu, Nakuru and Eldoret in which it manages retail outlets. Currently, it has nationwide dealerships to ensure customers across the country have access to its products and services.

As of January 2010, Safaricom boasts a subscriber base of approximately 12 million, most of whom are in the major cities and towns - Nairobi, Mombasa, Kisumu and Nakuru.

Its headquarters is located in Safaricom House, Waiyaki Way in Westlands, Nairobi. It has other offices in the city center in I&M building, Kenyatta Avenue ,on Kimathi Street and at Shankardass House - next to Kenya Cinema Moi Avenue.

1.1 Statement of the problem

A good service was that particular service where customers usually derive value from the service or from the use of the product by comparing what they actually perceived and their expectations and price they paid for the product or service with all the benefits that came with it (Evans and Berman 2002). Customization played a big role in attaining customer satisfaction but sometimes it happened that customization was lacking in most organizations; this led to customer dissatisfaction for a long period of time resulting into a drop into customer turn over (Zikmund and D'Amico, 1998). For example Schweppes Company was forced to close down in the early 1990's due to its failure to customize its products to suit the customer's needs and wants, coffee

marketing board also closed in the early 2000's due to its failure to meet specific customers needs and wants. Therefore because of the continued loss that had been experienced the researcher was forced to investigate the impact of customization on building customer satisfaction in a telecommunication company called Safaricom Kenya since they were faced with the same problem as they try to satisfy their customers by customizing their products so as to suit their customers' needs and wants.

1.2 Purpose of the study

The purpose of the study was to establish the effect of customization on customer satisfaction in Safaricom Kenya.

1.3 Objectives of the study.

1. To examine the effect of service providers on customer satisfaction?
2. To examine the effect of supplementary services on building customer satisfaction?
3. To examine the effect of duration (time spent waiting for services) on customer satisfaction?

1.4 Research Questions

1. What effect of supplementary service to building customer satisfaction in Safaricom Kenya Limited?
2. What effect of service providers to building customer satisfaction in Safaricom Kenya Limited?
3. What effect of duration (time spent waiting for services) to building customer satisfaction in Safaricom Kenya?

1.5 The scope of the study.

The study involved Safaricom Kenya middle managers, Safaricom Kenya employees especially those who worked in the service outlet. The questionnaires also were targeting the same people. The study was conducted in Nairobi city one of the rapidly growing areas of Kenya with almost the biggest population size. The study was limited to customization and customer satisfaction.

1.6 Significance of the study.

The study gave chance to other means of services delivery that were tailored to suit customer's needs and wants like the use of the internet, e-mails where customers could even make purchases online for 24 hours avoiding inconveniences like battling for traffic jams, transport costs, insecurity reasons, and making it much more convenient especially to customers who wished to shop from their offices.

The study helped in assisting the management of the company to identify the exact problem on the ground, and its qualitative research which entailed human interactions, observations, and interview, which assisted them in formulating and preparing better methods on how to deal effectively with the problem.

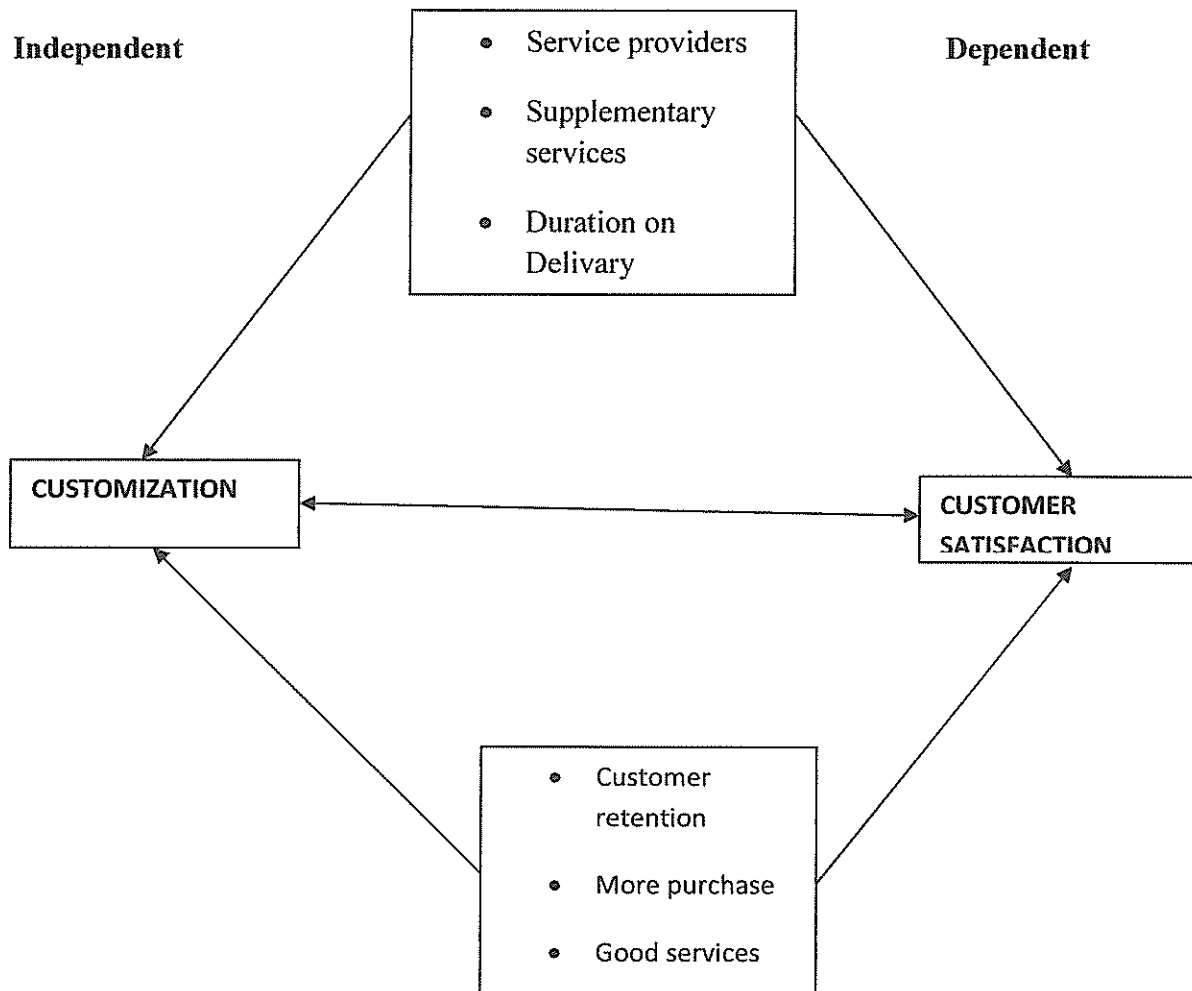
The study helped other researchers probably to become more creative and innovative by being unique from other researchers by not imitating what other researchers did.

The study would help other researchers for more future findings this would help in providing and procuring necessary information not to duplicate the same findings from other researchers because this might make the work biased to other readers.

1.7 The conceptual frame work.

The conceptual frame work of this study will accommodate variable that link customization to customer satisfaction.

Figure 1.1 Conceptual frame works.



Source: Modification of Hasty Reardon (1997) model of components of customization customer satisfaction.

In the conceptual frame work above, customization was characterized by service providers, supplementary service and duration on delivery, while customer satisfaction was characterized by customer retention, more purchase and good service. We therefore note in our cycle of conceptual frame work that it was the responsibility of service providers to create and maintain good relationship with their customer in order to form that relationship that was creating a bond to customers so that they became more willing to continue patronizing the firm's products for a long period of time. Thus it was be the responsibility of service providers to see that customer choose better products in relations to satisfyig their needs and wants, to educate and advise them on how to use their products, and also to handle their complaints. It was through these benefits that customers were attracted which led to customer satisfaction in the long run and this drove customers to continue purchasing goods and services on a repeated basis even though a new competitor came with better services, customers were less likely to shift to competitors products and services.

Availability of supplementary services, this included designing of better service for particular handling of customer's complaints, better mechanism for servicing customers areas of work and residence providing automated feedback, all these services were tailored to suite customers' needs and wants since they aimed at reducing inconveniences caused especially during working hours. This was because few customers had little access to lining up queues waiting to be served yet they have other business to attend to. This led to more customers' interest to invest in that particular firm thus more purchases and customer satisfaction.

Customers value their time and sometime customers are willing to pay more for faster service, busy customers expect the service to be available at that particular time when they need it. This means that customers who are time sensitive will be more satisfied by that service from that service provider which offers to customers in the shortest time possible. This also may lead to a good customer relationship since customers are always satisfied with service firms that serve them best.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter is about literature related to the impact of customization to building customer satisfaction; the study was specifically focused on the effects of a service provider, supplementary service and duration of service. And customer satisfaction was characterized by retention, more purchase and good services, all these aimed at satisfying a customer.

2.1 Effect of service providers on building customer satisfaction.

Hasty and Reardon (1997) defines provider as a retail sales person who seeks to understand customer shopping behavior and the steps involved in the purchase decision process so as to get a better understanding of the customer's shopping behavior to be able to satisfy better each of the customer's needs, a service provider is a sales person that greets a buyer promptly courteously and he/she must be involved in making a transaction and his job is to arrange for the payment might be in cash, credit or any other mode of payment and possibly wrap the item and prepare it for delivery. They should possess merchandise knowledge, involved in creating sales, identifying customer's problem, responding to their questions and complaints, answering possible questions and showing how a particular product may meet customers' needs. A service provider should handle complaints especially in the situation where sales person will encounter unhappy shopper, the sales person must start with premise that the customer is "Always right" and do what is possible in line with the store policies and to make sure that an unhappy customer is not turned into a permanently lost one. Hasty and Reardon (1997) sales persons are people responsible for providing after sales service, such as handling returns and exchange. Hasty and Reardon (1997) sales persons are people who should have responsibilities to their customers in considering that they make the best possible product decision in light of the needs and financial resources and educate the customers to be wiser shoppers. Lock (2001) and Keller (1986) defines providers as employers who can do certain things to improve on the clients' confidence, first they can increase their service tangibility, this is where an employee of the firm makes explanations on how client's needs will be satisfied after purchasing a product. A service provider is that person who emphasize on the service rather than just describing its features. He is that person who can

develop brand names for the service to increase confidence of the client for example Safaricom Kenya describes it “the better option” a service provider is one who uses a celebrity to create confidence in the service Kotler (1986).

Thus the working definition of a service provider for this study was adopted from Kotler (1986), Hasty and Reardon (1997) and Lock (2001) service providers are people who should seek to understand the customer’s shopping behavior and the steps involved in the purchase decision process, they should possess merchandise knowledge, highly trained and motivating customers, possessing good interpersonal and technical skills required for the job so as to emphasize on the benefits of the service, focus on certain things to improve on client’s confidence, involved in creative selling, able to identify and handle customers complaints by responding to their questions, providing after sales service and showing how a particular product may meet the customer’s needs. Therefore successful service providers should offer goods and services that match with the expectation of their customers by continuously looking and observing at how they can obtain new customers and retaining their old customer’s thus building customer satisfaction.

2.2 Effect of supplementary service on building customer satisfaction.

Supplementary services are benefits that customers enjoy in forms of adding value to the existing core services especially with the tensions of attracting new customers and retaining the old customers. Therefore supplementary services are services that often accompany those products purchased. Lock (2001). For example Safaricom Kenya had designed special service to motivate their customers and build to stronger loyalty by providing special rates in different tariffs, for example Go SMS Crazy, Safaricom pay as you go flat and Safaricom talk time. It also designed pay phones with special lower rates standard rates of calling, Safaricom zone affordable to most of its customers to conduct business, some companies makes calls on credit until they get money to recover all the debts thus reducing on the cost of transportation, delays and monitoring which makes it convenient for customers who prefer paying in bulk after all expenses have been covered and makes customers loyal to the firm. Hasty and Reardon (1997) said that the layout and design of the product and store communicate a significant amount of information about the

retailer to the consumer, the store design is the decorative style of store, therefore for the retailer's goals is to have an appearance that is pleasing and investing to customer this will play a key role in developing products to suite customers' needs.

The working definition to our study was adopted from Lock (2001), Hasty and Reardon (1997) supplementary services are services that a company offers to a buyer of a particular product or service they include the benefits that customers enjoy in form of adding value to the existing core service, these services communicate a significant amount of information about the retailer to the customer, this means the retailer's goals are to have an appearance which is pleasing to customers and creates intensions of attracting new customers and retaining the already obtained customers.

2.3 The effect of duration for delivery on building customer satisfaction.

Lock (2001) defines time duration as a situation, where people value the amount of time they spend waiting for delivery of services. People are willing to spend more so as to spend limited period of time when waiting in long queues to be served. Services must be delivered within acceptable speed. In general now days customers are increasingly time sensitive and speed is often seen as key element in good service therefore customers place values on their time and sometimes people are willing to pay more for faster service. In short service firms need to look for ways to compete on speed and to minimize on the time wasted waiting to be served, this builds on customer's satisfaction.

The working definition for the study was adopted from Lock (2001) explains that; it is the period customers value from the time they come for the service and the time they spend waiting to be served, therefore it is important for service firms to create and look for better ways to minimize on the time that customers waste while waiting for the service, the more they do that, the more customers will become satisfied with their services.

Overall customer's satisfaction was generally considered to be multi-attribute model (Woodruff, Cadotte and Jenkins, 1983). Components of overall satisfaction (sat- overall) that had been examined include product satisfaction (e.g., Oliver, 1993; Homburg and Rudolph 2001),

interpersonal satisfaction (e.g. Lele and Sheth 1988; Manning and Reece 2001), satisfaction with the price of the offering (e.g., Anderson 1996), and satisfaction with vendor performance (e.g., Sheth 1973).

Researchers have sought greater understanding of the overall satisfaction construct in industrial markets by examining the phenomenon in different situations. In a study of consumer markets, Mittal, Ross, and Baldasare (1998) explain how a consumer can be simultaneously satisfied with one or more components of satisfaction related to a specific offering while being dissatisfied with other components of satisfaction for that same offering. Thus, while experiencing relatively high overall satisfaction, a customer might be extremely dissatisfied with one or more aspects of that thing.

2.4 Conclusion.

The study explains about the gaps that were left unfilled in the telecommunication company between what is considered as customization and how the situation is exactly at Safaricom Kenya Limited. But the company is characterized by many customers waiting in long queues complaining about their services waiting to be served a scenario which is inconveniencing to most busy customers with large businesses. So the study explains these gaps and how they should be connected to relate customization and building customer satisfaction.

CHAPTER THREE

METHODOLOGY

3.0 Introduction.

This chapter is about the methodology related to the impact of the customization on building customer satisfaction. The study was specifically focused on the effects of services provider, supplementary service and duration of service and customer satisfaction depended on customer retention, more purchase and good services.

3.1 Research Design.

The researcher intended to study variables in the cross section design that includes observations of the respondent studying their behaviors towards the market, face to face interviews and questionnaires. The researcher also intended to study variables in case studies that includes literature review, journals, and reports, News Papers to be more qualitative and to obtain valid information.

3.2 Study population.

The researcher targeted and studied different classes of people in the study who can easily be studied and monitored to get more accurate figures and also not to make the study become biased to the researcher. Therefore the study targeted managers in Safaricom Kenya Company; these might include information technology manager, products coordinator, Brand manager, and marketing manager. The study also targeted employees who work with the company especially those that work in the service outlets. The study also targeted respondents especially those who primarily consider Safaricom as the best telecommunication service provider, customers, tellers, supervisors, and cleaners. The researcher decided to study and focus on those particular groups of people to minimize on the cost and time that would have been incurred studying the whole population figures and also to be more accurate in findings, descriptive and obtaining valid information about Safaricom Kenya Limited.

3.3 Sample size.

The researcher studied about Males, Females and Married or Single, educated and uneducated. The research accommodated some managers, these will include IT managers, products coordinator, Brand manager and marketing manager, and the rest will be working class. The total population of the study sample was 120. The researcher selected the identified sample size in order to reduce on the costs and resources plus time the researcher would have spent studying the whole population. This is because the resources are not available for the researcher to enable him study the whole population figures and time itself is limited for the researcher to complete his findings. Therefore by selecting such a sample size it would be easier to monitor and gather information more accurate and enable the researcher to finish his research on time.

3.4 Sampling technique.

In this method the researcher selected a sample unit of the population depending on the resources available since a larger sample needs to be weighed against the cost in terms of money and the time involved, the size of the sample depended on the different characteristics of people involved in the population, the greater the differences, the bigger the sample.

Therefore the best sampling technique to the researcher was cluster sampling. This consists of; first selecting random natural groups of units called clusters from the universe, then some of the units within each cluster are chosen to make up the sample. Therefore the researcher selected a sample that was weighed against the degree of accuracy, the amount of error the researcher was willing to tolerate in the sample estimates. In Safaricom Company the researcher divided the sample using convenience sampling, he also selected a sample unit with respondents who appear more convenient to him or to the management of the organization where he was conducting the research. The researcher has divided the respondents equally to create a gender balance and to get more valid information and accurate figures.

3.5 Data collection methods.

This section includes a variety of research instruments as tools used by researcher in collecting data. According to the study the researcher used natural observation methods, face to face interviews and questionnaires. Such a combination of research instruments will enable the researcher to target the right respondents. Questionnaires which were supplemented by an interview guide for the face to face as primary data collection method. On the other hand, the primary data was supported by secondary data which will be got from already existing literature like News papers, journals and other when interacting with busy customers as your respondents because you can e-mail them questionnaires, and when they finish they can mail back to you. Personnel interviews and face to face interaction especially when collecting information from employees, who work in the company, these instruments enabled the researcher to collect systematic primary data. Secondary data helps to complement the primary data by comparing what's done and what's being done to bridge the gap in the information that will be got from respondents.

3.6 Data processing and analysis.

According to the study the impact of customization on building customer satisfaction the researcher will use Table and graphs to process and analyze the collected raw data. The data will be analyzed by looking at the impact of customization of service and products, supplementary goods and time duration on building customer satisfaction. The study shows qualitative, descriptive and quantitative structural technique of data which provided answers to the research question which originated from the objectives of the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter contains presentations, analysis and interpretation of information about the effects of customization on building customer satisfaction on Safaricom Kenya.

4.1 Background information of the respondents.

Table 1: Showing age of respondents.

Age of the respondents	Frequency	Percentage (%)
18-30	40	33
30-42	30	25
42-54	35	29
Above 54	15	13
Total	120	100

Source: Safaricom Employees.

The above table shows that the large number of respondents is between the age of 18-30 making 33%, 30 respondents are between the age of 30-42 making 25%, 35 respondents are between the age of 42-54 and the old people that are above the age of 54 are more 13%.

Table 2: Showing sex of the respondents.

Sex of the respondents	Frequency	Percentage (%)
Male	80	67
Female	40	33
Total	120	100

Source: Safaricom Employees.

The above table shows that the biggest number of respondents is males who are 80 making 67% and the females are 40 that is 33%. The analysis shows that male participated more than females.

Table 3: showing the education level of the respondents.

Level of education	Frequency	Percentage (%)
Primary level	45	37
Secondary level	50	42
College and university level	25	21
Total	120	100

Source: Safaricom Employees.

The above table shows that the biggest numbers of respondents are from secondary level that is 42%, while 37% are at primary level and the rest (21%) belonged to the college level. This sample shows that the form four levers are the most respondents.

Table 4: showing the marital status of the respondents.

Status	Frequency	Percentage (%)
Single	35	29
Married	70	58
Divorced	15	13
Total	120	100

Source: Safaricom Employees.

The above table shows that the majority of the respondents who participated were married that is 58%. Those ones not yet married were 35 respondents making 29% and those divorced were 15 making 13%. The analysis shows that the married are more concerned to Safaricom Kenya limited.

4.2 When the workers joined Safaricom Kenya.

Table 5: Showing when the workers joined Safaricom Kenya Ltd.

Responses	Frequency	Percentage
Just joined	25	21
Some months back	35	29
Some years back	60	50
Total	120	100

Source: Safaricom Employees.

Out of 120 respondents 60 that is 50% represent the workers who have worked with Safaricom for more than one year, while 35 whom represent 29% have worked with Safaricom for some good months, and 25 workers who represent 21% just joined Safaricom Kenya.

The analysis shows that Safaricom Kenya has got more workers who have been working with it than the rest.

4.3 What inspired the workers to join safaricom and not other telecommunications companies.

Table 6: showing what inspired the workers to join safaricom Kenya.

Responses	Frequency	Percentage
Performance in the market	50	42
Working conditions	45	37
Salary	25	21
Total	120	100

Source: Safaricom Employees.

The above analysis shows what inspired the workers of Safaricom to work with it. Whereby 50 workers who represent the biggest percentage (42%) were inspired by Safaricom's performance in the market. While 45 workers who represent 37% were inspired by the working conditions

that were found in Safaricom, and the remaining percentage (21%) which represent 25 workers were inspired by the salary the was being offered to them.

4.4 The competitors they have and how the management tries to out compete them.

Table 7: How the management tries to out compete its competitors.

Progress	Frequency	Percentage (%)
Price discrimination	80	67
Quality improvement	40	33
Packaging	0	0
Total	120	100

Source: Safaricom Employees.

The analysis above shows safaricom has out competed its competitors to a larger extent through price discrimination which represents 67% and to some extent through quality improvement. Packaging does not contribute to safaricom's market mix to out compete its competitors.

4.5 Is safaricom service provider the best service provider to your customers.

Table 8: Showing if safaricom is the best service provider to their customers.

Responses	Frequency	Percentage (%)
Yes	120	100
No	0	0
Total	120	100

Source: Safaricom Employees.

The above analysis shows the management's view about its service provider as compared to its competitors. The management view shows that they think they are the best service providers as compared to its competitors.

4.6 A part from making calls which other services do customers request most.

Table 9: Showing other services requested most by customers a part from making calls.

Responses	Frequency	Percentage (%)
Internet access	33	28
Radio access	22	18
News updates	27	22
Mobile money	38	32
Total	120	100

Source: Safaricom Employees.

The above analysis shows the kinds of services the customers request from Safaricom Kenya apart from making calls. Mobile money has got the highest percentage 32%, followed by Internet access 28%, then news updates 27% and lastly radio access 18%.

4.7 Comparison of Safaricom with other telecommunication companies.

Table 10: Showing the comparison between Safaricom and other telecommunication companies.

Responses	Frequency	Percentage (%)
Best services	40	33
Good services	30	25
Fair services	25	21
Bad services	25	21
TOTAL	120	100

Source: Safaricom Employees.

The above analysis shows the comparison between Safaricom and other telecommunication companies. Out of 120 respondents 40 respondents said that safaricom provides the best services this comprises 33% which is the best percentage, then 30 respondents said it provides good services and this comprises of 25%, while respondents for fair services and bad services produced the same figure of 25 respondents respectively and 21% each.

4.8 How safaricom employees feel about the services they offer.

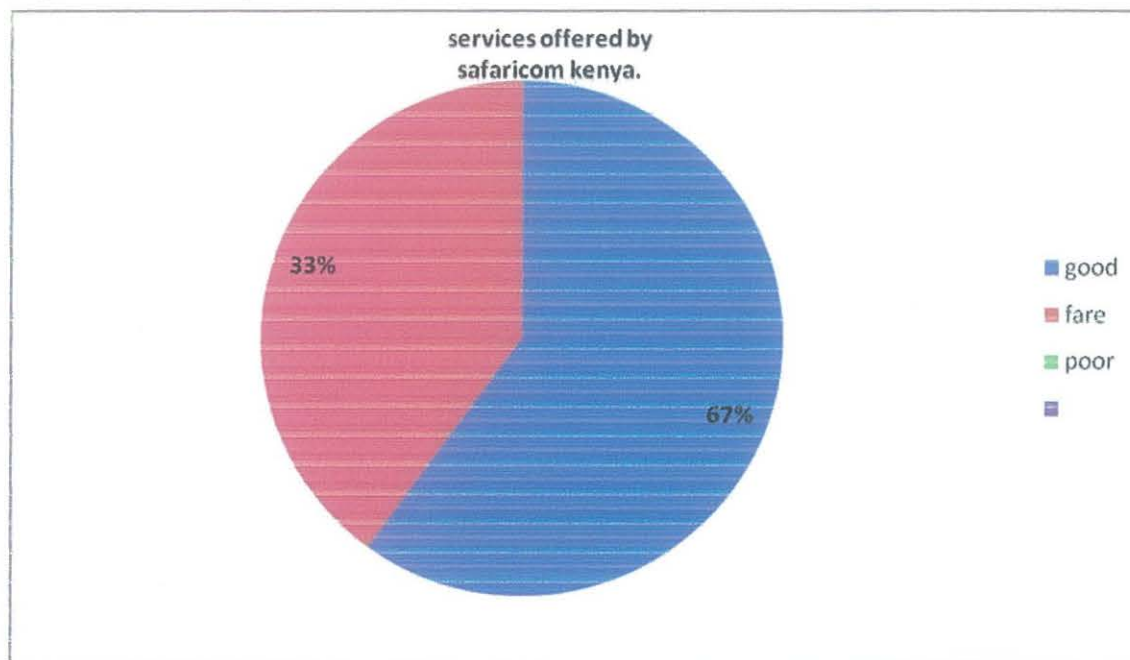
Table 11. Showing how employees feel about the services they offer to their customers.

Responses	frequency	percentage
Good	80	67
Fair	40	33
Poor	0	0
Total	120	100

Source: Safaricom Employees.

From the table above, majority of the respondents making 67% said that they offer good services, the other 40 respondents that is 33 % argued that they offer fare services to their customers. And none of the respondents' suggested that they feel they offer poor services to their customer.

Figure 1. Showing the findings on the services offered by safaricom Kenya.



Source: Safaricom Employees.

In the figure above 67% of the respondents said that, safaricom Kenya offered good services to its customers this is because of the benefits it offers. For example airtime(credit) transfer at a free

cost, mobile money at payable transaction fee, appealing calling rates, many tariffs for customers to choose which you fit in, to mention but a few.

4.9 The number of customers' safaricom has.

Table 12: showing the number of customers' safaricom has.

Responses	Frequency	Percentage.
10-20	0	0
21-30	0	0
31-40	0	0
41-infinity	120	100%

Source: Safaricom Employees.

The analysis above shows that Safaricom has got more than 41 customers who are its true customers and that these customers enjoy using Safaricom network.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS.

5.0 Introduction.

The basic aim of the study was to find out the effect of customization on customer satisfaction in Safaricom Kenya. In this chapter, the study gives a summary, draws conclusions and finally makes recommendations.

5.1 Summary

In chapter one, the researcher gives a clear situation that prompted him to go in for this study.

In the background to the study, the researcher puts forward a question that compelled him to carry out the study that is: the effect of customization on customer satisfaction in Safaricom Kenya.

Chapter two presents the view of the related literature. This focused on what other authors and writers have researched on in relation to the topic under study. The sources of information used are text books, internet, encyclopedia and library documents. The researcher handled the following variables; first, the effect of supplementary service to building customer satisfaction in Safaricom Kenya Limited. Second, the effect of service providers to building customer satisfaction in Safaricom Kenya Limited. And third, the effect of duration (time spent waiting for services) to building customer satisfaction in Safaricom Kenya.

Chapter three gives the trend of methodology adopted in the field. It treats the tools and methods the researcher employed in carrying out the study. This include research design, sample size and sample technique.

Chapter four deals with analysis, presentation and interpretation of the data obtained from the field in fulfillment of the aim of the study.

5.2 Conclusions.

After a thorough and comprehensive study of the entire research report, the researcher came up with the following conclusions, which were based on the study findings and the literature review.

It is not entirely a single factor that affects customization on customer satisfaction but a rather a number of factors;

The researcher generally concluded that there is a close link between Safaricom Kenya Limited and its customers. This is because the customers sustainably enjoy most of the services offered by Safaricom.

The researcher found out that, the most outstanding positive impact of Safaricom Kenya Limited on its customers is; Go SMS Crazy, Safaricom pay as you go flat and Safaricom talk time. It also designed pay phones with special lower rates standard rates of calling, Safaricom zone affordable to most of its customers to conduct business, some companies makes calls on credit until they get money to recover all the debts thus reducing on the cost of transportation, delays and monitoring which makes it convenient for customers who prefer paying in bulk after all expenses have been covered and makes customers loyal to the firm, improved services such as mobile money (M-pesa), free sms, free flashback messages commonly referred as 'Please call me', different tariffs that offer different calling rates, to mention but a few.

5.3 Recommendations

After a critical and systematic study on the impact of customization on customer satisfaction in Safaricom Kenya, the researcher recommends the following for improvement in order for it to gain more customers.

Safaricom Kenya Limited should ensure that they maintain friendly environment with its customers in order to maintain and attract more customers.

The government should also fund this company so as they can improve on their resources hence providing better services to its customers.

The safaricom Kenya limited management should also reduce the calling rates so as to increase its market share.

The safaricom company should take note on the comments given by customers about their services so that they can improve where necessary

5.4 General conclusion.

In a nutshell, safaricom Kenya limited has provided a lot of benefits to its customers some of these benefits are: Go SMS Crazy, Safaricom pay as you go flat and Safaricom talk time. It also designed pay phones with special lower rates standard rates of calling, Safaricom zone affordable to most of its customers to conduct business, some companies makes calls on credit until they get money to recover all the debts thus reducing on the cost of transportation, delays and monitoring which makes it convenient for customers who prefer paying in bulk after all expenses have been covered and makes customers loyal to the firm different tariffs at affordable rates, free sms (please call me), M-pesa (mobile money) to mention but a few.

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APPENDICES

APPENDIX A. RESEARCH QUESTIONNAIRE FOR SAFARICOM KENYA EMPLOYEES

I am Steve M. Mwaeni a student at Kampala international university pursuing a bachelors' degree in management. I kindly request you to fill up this questionnaire that would amply help me succeed in finishing my academic research project in partial fulfillment of the award of bachelors degree in International Business Administration. The information obtained is purely academic.

The questionnaires below are designed for SAFARICOM employees please you are requested to give your reservation.

1. As a worker when did you join SAFARICOM?

Just joined ☐ some months back ☐ 2years back ☐ 5years back ☐

2. What inspired you to work for SAFARICOM in spite the fact that there were other telecommunication companies?

Performance in the market ☐ Salary ☐ Good working conditions ☐

3. Do you have competitors and how will your manager try to out compete them

Quality improvement ☐ Price discrimination ☐ Packaging ☐

4. How many customers do you have?

10-20 ☐ 21-30 ☐ 31-40 ☐ 41-infinity ☐

5. Do you think that you are losing some customers and if so what could be the problem?

No, I do not think we are losing customers ☐ High charges ☐

Yes I think we lose customers ☐ Poor services ☐

6. Do you primarily consider that SAFARICOM is your best telecommunication service provider to your customers? Yes ☐ No ☐