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Profile Features of Mobile Network Customers in Ghana as a Basis for Market Segmentation, Targeting and Positioning

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Abstract: The mobile network industry of Ghana continuously experiences tremendous growth and opportunities for citizens and subsidiary companies worldwide, yet little is known about the profile features of mobile network customers. Mobile network operators need to understand the joy, fun, taste, preferences, feelings, emotional behaviour, lifestyle and satisfaction the individual customers derive from their offerings. This will enable the businesses to design effective and appropriate programmes which appeal to the various segments in which they operate and to assist the network operators to position themselves well in the minds of the target market. The primary objective of this paper is to establish a mobile network customers' profile, as well as to compare and explore the differences or similarities between their experience dimensions, regarding their age, gender, education and the region they reside in. This information can assist network operators to decide how to treat each segment and whether to offer the same or unique marketing and positioning strategies to the groups. The study adopted a descriptive design and quantitative approach and a total of 415 participants completed the survey, which was analysed through frequency distribution and IBM Amos version 25 with multivariate variances conducted. Statistically significant differences were identified in age, gender, level of education and respondents' regional locations that could provide operators with sustainable revenue from continued investment.

Keywords: *Segmentation, Targeting and Positioning, Mobile Customers' Experience, Experiential Mix, Customer Experience, MNO's, Ghana.*

1. Introduction and Background

Ghana's mobile industry has contributed to the economic growth, income generation of the country and households, and reduced poverty (Jenny & Isaac, 2010). The success emanates from the institution of the government of Ghana's policies and reforms as well as the establishment of the National Communications Authority [NCA] and Ministry of Communications in 1996 and 1997, respectively (Abudu, 2011). These institutions were purposely established to steer the affairs of the network operations, which led to the increase of operators in the sector from three to six in 10 years (Arthur, 2016). Despite the mobile network industry being one of the growing sectors in Ghana, it is still confronted with numerous challenges. Recently, there has been stagnation in the industry's growth due to what customers refer to as dissatisfactions, negative experiences, and mixed feelings associated with their encounter with network operators (Quaye, 2012). Also, the industry is characterised by intense competition and different consumer segments with different languages, tribes, religions, and cultures (Tamakloe, 2019). The industry has also been faced with rampant obscurity of the tariffs, poor quality of services, lack of customer care and the absence of service level agreements (Arthur, 2016). Some network operators have negatively affected customers' experiences with their offerings through persistent shutdown of operations (Lokko, 2016).

Grundey (2008) explains that customers' consumption experience is not limited to the sole shopping experience. For instance, the experience customers derive at the point of sale. In one way or the other, the businesses' activities influence customers' experience either negatively or positively, which needs to be monitored for success. Mobile network operators in Ghana, even though the sector is growing in numbers and supporting the Ghanaian economy, suffer from the problems mentioned, leading to negative customer experiences. Thus, the mobile network operators lose out on the benefits of providing positive experiences, namely loyalty to the business, providing positive word of mouth about the business and satisfaction (Tussyadiah, 2016; Worsfold, Fisher, McPhail, Francis, & Thomas, 2016). Interestingly, there appears to be limited research into the profile of individuals who participate in purchasing of mobile products and services in Ghana. Moreover, it is important to establish the differences between age, education, gender and regional groupings, regarding their experiences when they sense, think, feel, act and relate to the network operators, and their brands, products or services. These will assist the managers of network operators establish the profile of customers and further segment, target and effectively position (STP) itself in the market (Hunt & Arnett, 2004). STP originated in the field of strategic marketing and involves three approaches that make segmentation successful (Kotler, Armstrong, & Tait, 2016).

Segmentation refers to dividing a market into different groups of customers who possess distinctly similar needs and product/service requirements. According to Smith (2010), segmentation enables an organisation to understand their market, competitors' strategies, business customers, and prospect base and be equipped to compete effectively. Targeting allows an organisation to concentrate on segments uncovered and to be focused on specific marketing campaigns and programmes. Positioning allows the organisation to position its market offerings and messages in the target market's minds (Kotler, Armstrong, & Tait, 2016). The study aimed to determine whether mobile customers experiences differ regarding their age, gender, education, and region of the location to such an extent that different clusters of customers result, which warrant a differentiated managerial and marketing approach to mobile network experience. This article starts with a literature review on mobile network operators in Ghana, customer experience and profiles relevant to the study, followed by the research methodology, results and conclusions. Managerial implications and recommendations are presented in the last sections of the study.

2. Literature Review

Mobile Network Operators in Ghana: Mobile network operator (MNO) is also known as a cellular organisation (business), wireless service provider, mobile network carrier, or a wireless carrier (Chepkemoi, 2017). Mobile network operators involve those bigger cellular phone carriers that mostly own equipment and offer mobile phone services to the public or customers (Fendelman, 2017). The MNOs are entities involved in controlling or owning the required infrastructure necessary to sell and deliver mobile products and services to their subscribers. MNO's offer services, including billing, backhaul infrastructure, computer systems and marketing, wireless network infrastructure, repair organisations, radio spectrum allocation, and customer care (Chepkemoi, 2017). MNO's have the capabilities, experience, and track record to offer customers the fastest and most secure authentication. The organisations authenticate customers' devices on the organisation's networks and provide customers with the needed safest voice calls, messaging, internet access, and other services while safeguarding their privacy and personal data (Global System for Mobile Communications Association [GSMA], 2016). Currently, there are five MNOs in Ghana, namely, Scancom Ghana (MTN), Vodafone Ghana, Millicom Ghana (TIGO), Airtel Ghana, and GLO Ghana.

The merger of Airtel TIGO (Yiadom, 2019) was non-existent at the beginning of the study; therefore, these organisations were treated individually. In addition, Expresso was not discussed. The MTN Ghana, owned by Scancom Ghana Limited, began in Ghana in October 1996 using GSM 900 technology with the name Spacefone (Nimako, Azumah, & Donkor, 2010). The organisation started with the brand name Areeba until it was purchased by MTN and rebranded as MTN Ghana (Nimako, Azumah, & Donkor, 2010). The organisation provides network service and high-speed internet access using integrated networks, namely, 3G, 4G LTE, EDGE technologies, and MTN Turbo Net (MTN Ghana, 2014). TIGO cellular phone network is owned by Millicom Ghana and part of Millicom International Cellular in South Africa, the UK, and Luxembourg (Yiadom, 2019). The mother company, Millicom International, is considered part of the biggest global operators of cellular telephony services, which has numerous investments worldwide (Nimako, Azumah, & Donkor, 2010). The cellular operator provides services to over 57 million customers, including fixed and mobile communications, cable and satellite television products, Mobile Financial Services (MFS), music and sports, and other local content (TIGO Annual Report, 2016). Also, Vodafone Ghana is a subsidiary of Vodafone Group Plc, offering Ghanaian customers fixed broadband and mobile modems (Aboagye-Da-Costa, 2012; Yiadom, 2019).

The cellular also provides bundled services and unlimited TV programmes via "Kwese Play" and Vodaphone one family (Ghanaian Times, 2019; Ghana News Agency [GNA], 2018). Also, Ghana Telecom is the incumbent provider of telecommunication services in Ghana (Lancaster, 2019). Vodafone Ghana purchased 70% of shares of the government-owned and the people of Ghana from Ghana Telecom (Nes, 2017). In addition, Airtel Ghana is part of Bharti Airtel Limited (Aboagye-Da-Costa, 2012). The network operator was introduced in the Ghanaian market in November 2010 as a subsidiary of Airtel International's 16 operating countries (Asabere, Getor, & Asafo-Adjaye, 2012). Airtel network offers 2G, 3G and 3.75G services in selected cities and regions based on the available resources and infrastructure (Aboagye-Da-Costa, 2012; Nimako, Azumah, & Donkor, 2010). On the other hand, Glo Network is owned by Globacom Limited, rated as Africa's fastest-growing mobile operator (Yiadom, 2019; Aboagye-Da-Costa, 2012). Globacom Nigeria Limited is the holding company of Glo Ghana (Nimako, Azumah, & Donkor, 2010). The operator provides a fibre optic cable to enable high speed, reliable and cheaper internet, and mobile services to Ghanaians (Aboagye-Da-Costa, 2012). There are also products like Aye de Keke, a 15% bonus on recharges, the GLO Café App and GLO welcome back packages (Dowuona, 2017).

Customer Experience and Experiential Mix: The concept of experience does not have an exact definition and meaning, and it is holistic, personal, and situational and characterised as being positive or negative (Kalbach, 2016). Organisations utilise experiences to distinguish themselves from rivals in the industry as well as facilitate the building of strong loyalty, bonds, and positive word of mouth with customers (Walls, Okumus, Wang, & Kwun, 2011). Customer experience involves customers' actions, thoughts, and feelings regarding the brands, products/services and the entire offering of the organisations over time (Yiadom & Tait, 2021; Kalbach, 2016). It can be subjective or objective and intangible depending on how the customer perceives itself regarding the situations and circumstances on the organisation's, brands, and products or services (Ketchen, 2018; Kalbach, 2016). Customer experience thoroughly investigates marketing as an idea that considers both sensibility and rationality. It must be noted that the customer's decision to make a purchase or acquire a conceived service is mostly influenced by the way they sense, feel, think, act, and relate to a particulate organisation, brands, and products or services (Hultén, 2011). Customer experience refers to the unforgettable memories deeply enshrined in the customer's mind (Lee, Hsiao, & Yang, 2011).

It must be noted that the extent of memorability of customers are strengthened in a situation where the customer experience is special (Yiadom, 2019). The more memorable experiences are the easier it facilitates individual positive outcomes which are beneficial, for instance, the attainment of individual growth or renewal, mental, spiritual and psychological benefits and value (Radder, Van Eyk, & Koekemoer, 2019; Jefferies & Lepp, 2012). Positive and pleasant customers' experiences are mostly unique and differ individually; thus, experiences are based on the person, the general situation and the environment under which it prevails (Walls, Okumus, Wang, & Kwun, 2011). Positive and pleasant customer experiences assist organisations to create growth value, sales, and profit value as well as return on capital employed value successfully (Yiadom & Tait, 2021). Customer experience consists of the sense experience, feel experience, think experience, act experience, and relate experience (Yiadom & Tait, 2021). Sense experience relates to the customer senses as well as the experiences they derive from seeing, hearing, touching, tasting, and smelling (Yiadom & Tait, 2021); (Wibowo, Chen, Wiagin, Ma, & Ruangkanjanases, 2021).

The think experience concerns the customers creative and theoretical practices (Wibowo, Chen, Wiagin, Ma, & Ruangkanjanases, 2021; Ananta, 2016) and the intelligence organisations need to create composed experiences which are cognitive and also solve problems via the artistic involvement of customers (Gao, Fan, Li, & Wang, 2021; Yiadom, 2019). The feel experience concerns the feelings and emotions an organisations customers' have towards the business, brands, products, or services (Wibowo, Chen, Wiagin, Ma, & Ruangkanjanases, 2021; Same, 2014). Also, the feel experience refers to the customers' mood and feelings concerning the organisations, brands, and products (Datta, 2017; Yang & He, 2011). In addition, act experience concerns the physical behaviours, lifestyles and interactions between the organisations and their customers (Yiadom & Tait, 2021; Conti & Peachlivanidou, 2016). The act experience assists organisations to amend customers' behaviours, lifestyles, and social interactions with societies via the business offerings to ensure positive experiences. Relate experience merges the sense, feel, think, and act experience variables to evoke positive customer experiences (Wibowo, Chen, Wiagin, Ma, & Ruangkanjanases, 2021; Gita, 2017).

Profiling Mobile Network Customers: Marketers have used demographic characteristics as mechanisms to target customers as they are often associated with consumer needs and wants (Kotler, Armstrong, & Tait, 2016). Customers' socio-demographic characteristics are utilised to set the pace for effective market segmentation, targeting and positioning, thereby facilitating marketing and promotional campaigns (Jonas, Radder, & van Eyk, 2019). This article considered the customer profile variables, namely, age of the customer, gender, educational level, and their regional locations in Ghana. The elements have been employed by academics in several studies as the basis of marketing segmentation (Radder & Han, 2011) and a significant positive relationship were found between these variables regarding network operators' experience, which was deemed as relevant customer profile variables. The customers' age in segmentation, targeting and positioning are very important in marketing decisions as it exhibits different lifestyles, behaviour, taste and preferences (Kotler, Armstrong, & Tait, 2016; Theodoridis & Chatzipanagiotou, 2009), mostly relating to their needs and wants (Kotler & Keller, 2012).

Also, people in different stages of their life cycle behave differently throughout the various stages and those in the same position of their life cycle' behaviour might not be the same as they progress in life (Kotler & Armstrong, 2014). For instance, a person going into another marriage after a divorce, the one with the ageing, as well as the one preparing and having in mind to buy a new home. Marketers can seize opportunities these life stages present as well as assist the customers to cope and solve their major concerns (Kotler & Armstrong, 2014; Gina, 2006). The customer's age has also been found to have a significant positive influence on the judgement concerning edutainment (i.e., education and entertainment) (Radder & Han, An examination of the museum experience based on Pine and Gilmore's experience economy realms, 2015). According to the study conducted by Juwaheer (2007), age has a significant positive relationship with 8 out of 9 quality dimensions. As a result, it is hypothesised that:
H1: Different customer age groups experience mobile network operators differently.

The mobile customers' gender also constitutes the second aspect of the profile variables researched in the study. Individuals gender mostly influences and shapes their purchasing and consumption decision. It must be noted that the decision making, attitude and behaviour of male and female gender differs significantly (Kotler & Keller, 2012). These are because of the connections and associations gender play with their genetic makeup and socialisations (Leonard, et al., 1995). According to Greg and Dominique {2004), females decision making, and behaviour are more "communal-minded" whilst males are "self-expressive and goal-oriented". Also, the lifestyle and behaviour of men are more shaped by the conditions in their immediate environment and are mostly invited by business owners to examine and feel a product before purchasing. On the other hand, women's decisions making is shaped by one or more pieces of information in their surroundings and they make outright purchases (Kotler & Keller, 2012). Significant differences regarding mean scores of gender groups of banking service providers and their size of liquid assets were discovered in a study (Seiler, Rudolf, & Krume, 2013). According to Deshwal (2016), there is a statistically significant difference between customers who were men and women regarding peace of mind, with a higher percentage of females than males. It must be noted that customer experiences, as found in the study of Yiadom (2019) are influenced by the dimensions (mix) namely, sense, feel, think, act, and relate.

Thus, the experiences of male and female customers are influenced by their sense, feel, think, act, and relate dimensions and can facilitate segmentation, targeting and positioning the business, brands and products or services in their minds. Since the male and female groups sense of hearing, listening and feeling, affective experience (feel), creative cognitive experience (think), physical experience, behaviour and lifestyles (act) and social identity (relate) differs significantly. Both can be segmented, targeted and be positioned separately. Thus, marketing campaigns and programmes, advertisements, and promotions can be designed to target a different gender group as a separate market segment. Network operators can adopt or design different promotional strategies to target males and females' groups separately. In addition, through positioning, businesses can design effective advertisement or marketing campaigns, deepening or concentrating on their unique selling points or messages to target both genders separately. This article explores whether a difference and similarities exist between the profile variables of mobile network customers in Ghana regarding their experiences with their operators and assist the business in categorising these profiles into different market segments, targets, and positioning. Further, this study explores these profiles variables that influence customer experience mix (dimensions) to assist management in decision making. Based on these analyses, it is hypothesised that:
H2: Different gender classifications experience network operators differently.

Profile variable different level of education is important as it influences individual customers' needs, expectations, and perceptions in an industry. Customer's educational levels influence their social identity and self-concept, which further impacts their taste, preferences, and behaviour. According to Schmitt (2010), experience marketers in the experience economy uses memorable experiences for their customers that are entertaining or educational. Also, the experience must be infused in the entire human resource functions and as a training mechanism and objectives of a business (Cetina, Akovab, & Fazil, 2014). It must be noted that education also results in different customer satisfaction (Theodoridis & Chatzipanagiotou, 2009). Individuals' educational attainment influences what they eat, taste, preferences, lifestyle, and attitude (Kotler, Armstrong, & Tait, 2016). This also implies that customers' educational levels influence their sight, taste, sound, touching, and smelling (sense experience). Additionally, customers' educational levels may impact their affective experience (feel), creative cognitive experience (think), physical experience, behaviour, and lifestyles (act) and social identity experience (relate). Concerning the mobile network sector, customers with a higher educational background might use critical thinking before deciding which operator to have dealt with. Others might consider their social status, association with friends and educational achievement. This also means that the way businesses appeal to and package their marketing and promotional messages might not be the same as each educational level of customers might not be the same. These call for the need to group the level of education of customers into profile segments with equal levels of thinking to target.

Design different marketing, promotional and advertising messages. Further, to position organisations in the minds of the customers. Consequently, it is hypothesised that:
H3: Customers with differing levels of education experience network operators, and their products/services or brands differently.

Customers' regional location is the final variable investigated in the current study. The region as a method of geographic segmentation enables a business organisation to divide its market into regional segments (Kotler & Keller, 2012). Afterwards, an organisation can decide to do business in a few sections or all the regions with special attention given to local market characteristics. Organisations can also decide to implement marketing strategies and programs purposely to the needs and wants of customers in the regions targeted (Kotler & Armstrong, 2014). This target market concerns the identification of the most profitable market segments to the organisation. It must be noted that marketers nowadays have moved from serving mass markets.

To targeting smaller markets by offering customised marketing programmes (Camilleri, 2018). Organisations can divide markets into regions because one or more of these segments could differentiate customers from one sector to the other. For instance, people living in wet and cold climates will opt for a warm, sunny country for holidays (Camilleri, 2018). The culture, religion, and lifestyle of people within the various regions of Ghana differ significantly, therefore, after targeting organisations will be able to establish their positioning strategies in the target market in order to strengthen current and prospective customers' perceptions regarding the organisations' offerings. It must be noted that customers' geographic location can impact their affective experience (feel), creative cognitive experience (think), physical experience, behaviour, and lifestyles (act) and social identity experience (relate) and their sensorial thinking. It is therefore hypothesised that:
H4: Customers in different regions experience mobile network operators in Ghana differently.

3. Research Methodology

This article forms part of a major study regarding value creation through experiential marketing. Ten regions in Ghana namely Ashanti, Brong Ahafo, Greater Accra, Eastern, Central, Northern, Western, Upper West, Volta, and Upper East constituted the study. The target population included the customers or subscribers of the mobile network operators who are in the ten regions of Ghana. The study's sample was confined to mobile subscribers, approximately a total number of 40,934,875 in the country (National Communications Authority , 2019). A proportional sample of customers belonging to these network operators was taken with a total number of 384 participating in the survey. Additionally, through convenience sampling 31 customers were added bringing the total number of subscribers interviewed to 415. The IBM Amos version 25 web was utilised to capture the study's data collected through a hard copy self- administered questionnaire reflecting on the literature review. Before the data collection, a total pool of 35 items was created to examine the five-customer experience mix (experiential dimensions). A larger number of these items were derived from the work of Schmitt (2010; 1999) and Gita (2017). Pilot testing was conducted on 50 participants in order to ensure the validity and reliability of the constructs in the study. The study's reliability test through Cronbach Alpha coefficient exceeded the minimum threshold of 0.7, thus a total score of 0.916 was obtained for all the customer experience dimensions namely sense, feel, think, act, and relate experience.

4. Results

This section presents sets of results relating to the profile of respondents' experiences towards network operators, the characteristics of the total sample, and the comparison of participants regarding their experience based on the demographic and geographic characteristics (gender, age, level of education, and region).

Profile of Respondents: Table 1 displays a summary of the characteristics of the total sample of customers or subscribers who participated in the study.

Table 1: Demographic and Geographic Information Pertaining to Respondents (n=415)

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Males	218	52.5%
Females	197	47.2%
Total	**415**	**100%**
AGE		
19-30	215	51.8%
31-40	105	25.3%
>41	95	22.9%
Total	**415**	**100%**
EDUCATION		
No schooling	21	5.1%
Primary school	36	9.2%
High school	116	28%
Certificate/Diploma/Degree	180	43.4%
Post-graduate qualification	60	14.5%
Total	**415**	**100%**
TYPE OF CUSTOMER		
Individual	271	65.3%
Agent	36	8.7%
Retailer	45	10.8%
Wholesaler	35	8.4%
Other	28	6.7%
Total	**415**	**100%**
CURRENT PREFERRED NETWORK OPERATOR		
MTN	209	50.4%
Vodafone	111	26.7%
Airtel	51	12.3%
TIGO	31	7.5%
GLO	13	3.1%
Total	**415**	**100%**
REGION		
Brong Ahafo	107	25.8%
Ashanti	113	27.2%
Northern	21	5.1%
Greater Accra	65	15.7%
Eastern	29	7%
Volta	12	2.9%
Western	18	4.3%
Upper East	8	1.9%

Upper West	15	3.6%
Central	27	6.5%
Total	415	100%

Descriptive Statistics: Descriptive statistics for the mobile network operators regarding their experiences were conducted and Table 2 below displays the outcome. These provide the average mean scores of the customers regarding their sense, think, feel, act, and relate experiences to the MNO's, their products/services, activities and programmes.

Table 2: Descriptive Statistics

Variable	Descriptive Statistics Factor Name	Mean	Std. Dev.
SE	Sense experience	4.0294	0.49207
TE	Think experience	4.0704	0.52426
FE	Feel experience	4.0530	0.52280
AE	Act experience	4.0231	0.52645
RE	Relate experience	4.0863	0.48869
Experiential Mix	Experience dimensions	4.0524	0.41532

The mean scores ranging from 4.0294, 4.0704, 4.0530, 4.0231, 4.0863, and 4.0524 were obtained from the sense, think, feel, act, and relate experiences (CX). These results indicate that respondents on average concord with the items contained in the experience mix (CX). It must be noted that in a situation whereby a low score is obtained it denotes that respondent disagreed with the variable items as well as higher values indicate respondents' agreement with the variable items in the study. Consequently, on average, the various profile features of the respondents in totality agreed with the variables contained in the customer experience in the study t (i.e., sense, think, feel, act, and relate experience).

Analysis of Variance (ANOVA, and Multiple Comparisons): ANOVA was used to determine whether significant differences exist among participants of the five selected mobile customer experiences (i.e. sense experience, feel experience, think experience, act experience, and relate experience) base on the respondents' demographic profile variables (age, level of education, type of customer, and current preferred customer). The ANOVA results are displayed in Table 2.

Table 3: ANOVA Results on the Experiential Mix (Customer Experience)

Independent Variables	Dependent Variables (CX) Experience Dimensions									
	Sense Experience		Feel Experience		Think Experience		Act Experience		Relate Experience	
	F-values	p-values	F-values	p-values	F-values	p-values	F-values	p-values	F-values	p-values
Age	4.998	0.002	7.408	0	4.238	0.006	4.782	0.003	2.42	0.066
Education	6.382	0	5.251	0	4.261	0.002	4.369	0.002	4.254	0.002
Type of customer	1.779	0.132	0.909	0.459	1.563	0.183	2.432	0.047	1.174	0.322
Preferred network operator	1.325	0.26	1.753	0.137	1.707	0.148	1.705	0.148	1.421	0.226

(*p<0.05; **p<0.001)

The ANOVA conducted on age groups and experience mix (i.e., sense experience, think experience, feel experience, act experience, and relate experience) displayed the following: sense experience df=3, f=4.998, p=0.002, think experience df=3, f=4.238, p=0.006, feel experience df=3, f=7.408, p=0, act experience df=3, f=4.782, p=0.003, relate df=3, f=2.42, p=0.066, experience mix df=3, f=6.877, p=0. These values indicated a significant difference between average scores of age groups and experiential mix (CX). To understand these values further, t-test multiple comparison was conducted depicting the following values for the experiential mix, between age groups 19-30 and 31-40, Sig=0.23, between age groups 19-30 and 41-50, Sig=0, and between age groups 31-40 and 51-59, Sig=0.04. These results show a little significance in the values concerning the threshold of 0.05; as a result, there was a significant difference with regards to the average age scores of the age groups to customer experience (experiential mix). The outcome also indicates that the age~~s~~ groups studied expressed different opinions concerning customer experience. Additionally, the Tukey HSD multiple comparison showed a Sig value of 0.05 for the age group 19-30 and 51-59; Sig value of 0.084 for age group 31-40 and 41-50; and Sig=0.999 for ages 41-50 and 51-59. A larger significance was found for the variable, as the value was above the threshold of 0.05. These results also indicate no significant differences with regards to the average age group scores studied concerning the customer experience. The results also show that age groups shared similar views regarding customer experience (CX). Concerning educational levels and customer experience.

The following results were realised: sense experience df=4, f=6.382, p=0, think experience df=4, f=4.261, p=0.002, feel experience df=4, f=5.251, p=0, act experience df=4, f=4.369, p=0.002, relate experience df=4, f=4.254, p=0.002. Therefore, depicting a significant difference between the level of education and experiential mix (CX). Based on these results, the t-test multiple comparison was conducted given the following values for experiential mix (i.e., sense experience, think experience, feel experience, act experience, and relate experience) between primary school and certificate/diploma/degree, Sig=0.003; between high school and certificate/diploma/degree, Sig=0; and between certificate/diploma/degree and post-graduate qualification, Sig=0.015. Consequently, significant differences were found between the average scores of the participants' level of education in the study and customer experience. The scores for the educational level of the respondents were smaller in value compared to the 0.05 threshold. The outcomes from the educational level also depict that there was no significant difference among the educational level. Consequently, different opinions were held by members concerning the educational level and customer experience. These results also depicted that the various educational levels held different views regarding customer experience. Further, higher values were found with regards to the test results for the following educational levels, between no schooling and primary school, Sig=0.829; no schooling and high school, Sig=0.882; no schooling and certificate/diploma/degree, Sig=0.507.

And no schooling and concerning post-graduate qualification, Sig=0.994. In addition, larger values were found between primary school and high school, Sig=0.997; primary school and post-graduate qualification, Sig=0.904; and high school and post-graduate qualification, Sig=0.947. These values depict that no significant differences were found between the participants in those educational groups, thus the Sig. values for the groups were above the minimum threshold of 0.05. Consequently, these results indicate that the respondence in the education groups held similar views concerning customer experience. The next ANOVA test was concerned with type of customer-on-customer experience (experiential mix), as indicated in Table 2. The results indicated values as follow; sense experience, df=4, f=1.779, p=0.132, think df=4, f=1.563, p=0.183, feel df=4, f=0.909, p=0.459, act df=4, f=2.432, p=0.047, relate df=4, f=1.174, p=0.322, experience mix df=4, f=2.024, p=0.09. These outcomes show no significant difference in the average values of the type of customer categories for customer experience (experiential mix). Further, the t-test multiple comparison was undertaken to fully understand the differences with the following outcomes for customer experience.

Concerning MTN and Vodafone, Sig value=0.467; MTN and Airtel, Sig value=0.139; MTN and TIGO, Sig value=0.693; as well as MTN and GLO, Sig value=0.31. In addition, the following values were obtained for Vodafone and Airtel, Sig=0.854; Vodafone and TIGO, Sig=0.999; Vodafone and GLO, Sig=0.731; Airtel and TIGO, Sig=0.987; Airtel and GLO, Sig=0.968; as well as TIGO and GLO, Sig=0.881. These indicate that there was no significant difference between the average scores of these groups on customer experience. The group's significance values were above the 0.05 threshold. As a result, these customers groups expressed the same views concerning the customer experiences (i.e., experience mix). Lastly, the ANOVA test refers to the currently preferred network operator on the experiential mix or customer experience (CX) was conducted. The current preferred customer displayed the following values: sense experience, df=4, f=1.325, p=0.26, think experience df=4, f=1.707, p=0.148, feel experience df=4, f=1.753, p=0.137, act experience, df=4, f=1.705, p=0.148, and relate experience df=4, f=1.421, p=0.226, and experience mix df=4, f=2.205, p=0.068. These results indicate that a significant difference between average scores of the currently preferred network operator categories and customer experience was not found.

Thus, the p-value was larger than the 0.05 threshold. As a result, t-test multiple comparison concerning the current preferred network operator and customer experience (experience mix). It must be noted that a greater significance was discovered between the types of customer groups. Concerning the t-test, the requirement is that there is no significance as well as no difference in the views of respondents in cases where the value of Sig. is above the 0.05 threshold. The results from the currently preferred network operator denoted the following: between groups, individual and agent, Sig=0.355; individual and retailer, Sig=0.999; individual and wholesaler, Sig=0.764; and individual and other, Sig=0.848. In addition, these results were found for agent and retailer, Sig=0.716; agent and wholesaler, Sig=0.159; agent and other, Sig=0.225. Also, for the retailer and wholesaler, Sig=0.789; retailer and other, Sig=0.846; and wholesaler and other, Sig=1. These findings showed that all the Sig. values were beyond 0.05, therefore, depicting that no significant difference existed in the type of customer groups concerning customer experience. Consequently, these customers in the categories shared similar opinions concerning customer experience.

Post-Hoc Turkey Test: This section presents the post-hoc test results undertaken using the Turkey test for the factor experiential mix (CX) which involves the sense experience (SE), think experience (TE), feel experience (FE), act experience (AE), and relate experience (RE) based on the ANOVA results obtained. The t-test results are displayed in Table 3 below.

Table 4: Independent Sample T-Test Results for Customer Experience Dimensions

	Levene's Test for Equality of Variances		T-Test for Equality of Means			
	F	**Sig.**	**t**	**DF**	**Sig. (2-Tailed)**	**Mean Difference**
Sense experience	0.397	0.529	0.310	412	0.757	0.01486
			0.310	407.401	0.757	0.01486
Think experience	0.030	0.863	-0.438	412	0.662	-0.02241
			-0.437	403.160	0.663	-0.02241
Feel experience	0.421	0.517	-0.119	412	0.905	-0.00608
			-0.120	411.240	0.905	-0.00608
Act experience	1.192	0.275	-0.768	412	0.443	-0.03960
			-0.775	409.455	0.439	-0.03960
Relate experience	0.011	0.917	-1.495	412	0.136	-0.07148
			-1.499	410.672	0.135	-0.07148
Experiential mix	0.326	0.568	-0.618	412	0.537	-0.02494
			-0.619	409.843	0.536	-0.02494

From the Table 3 above, the t-test results for customer experience and dimensions displays and indicated the following values; SE (t = -0.558, df = 412, p-value = 0.577), TE (t = -0.558, df = 412, p-value = 0.577), FE (t = -0.558, df = 412, p-value = 0.577), AE (t = -0.558, df = 412, p-value = 0.577), and RE (t = -0.558, df = 412, p-value = 0.577). These results of the t-test found that mobile network customers' experience had Sig. (2-tailed) values larger than the 0.05 threshold. As a result, the customer experience dimensions were all considered to have a significant difference in average values. Consequently, these factors were said to concur with the opinions of the male and female categories in the study.

Discussion

The findings from the customers' age groups concur with H1 (the different customer age groups experience mobile network operators differently) and are compatible with the study conducted by (Amoah, Radder, & van Eyk, 2018; Jonas, Radder, & van Eyk, 2019; Radder & Han, 2015). Respondents aged between 19 and 30 constituted the higher number of customers that experienced network operators differently. About 51.8%

experienced the operators similar. Also, a total of 25% of the customers in the middle class experienced mobile operators the same. Consequently, the operators can target these groups as separate market segments in order to design customer experience programmes, effective advertising and marketing campaigns, and position the offerings of the network operators in the minds of customers. In addition, significance difference in customers experience and opinions exist for the gender categories and thus support the H2. A total of 52.5% and 47.2% of Males and Females respectively experienced the network operators differently. This result suggests that two segments can be formed to design marketing programmes, thereby positioning the organisations in the minds of customers.

The mean scores obtained for the various items were as follows: sense experience (M=4.0249), think experience (M=4.0704), feel experience (M=4.0530), act experience (M=4.0231), relate experience (M=4.0863), and the experiential mix (M=4.0524). This result may be that the male group experienced network operators more than the female groups. The results also imply that on average the customers have different experiences concerning the sense experience, the sensory experience of both gender categories was appealed differently. This results also mean that concerning the think experience, maybe both male and female derive different impressions concerning the organisation products/services, programmes, and campaigns. Concerning the feel experience, the average mean score obtained means that over 52% of the male group experienced different feelings concerning activities, strategies, products, experiential campaigns as compared to the 47.2% females. Also, with regards to the act experience, the average mean score depicts that the gender categories were treated differently concerning their behaviour, lifestyle and relationship with the operators.

The male group was given special treatment, for instance, they received more promotions and recognition than females, males saw the atmospheres and the physical environment more inspiring than the females, therefore, facilitating in building greater lifestyle and behaviour towards the operators. Lastly, based on the results it can be observed that the male gender might have related better to the mobile operators than the female groups. This result also means that the operators were able to arouse the senses, provide positive feelings, were more creative and involved the male groups in their programmes and decision makings more than their female counterparts. This is confirmed by (Jonas, Radder, & van Eyk, 2019). Also, significance differences were found between customer experiences and level of education and support the hypothesis H3. Also, this result support the finding of the following authors (Amoah, Radder, & van Eyk, 2018; Juwaheer, 2007; Haralambopoulos & Pizam, 1996).

These categories of education can serve as a segment to the network operators that can be targeted as well as use to position the operators in the minds of the customers. It was observed that although a larger number of the subscribers for the five operators had tertiary education, there were disparities concerning the level of qualifications, for instance, some individuals possessed a certificate or diploma, while others had beyond a degree. Also, some subscribers did not have formal education. Consequently, mobile operators should provide informative experiences and of interest to the people based on their educational background. For instance, individuals with a degree can be offered leaflets and brochures that educates and by considering their level of understanding. Local languages can also be included in the songs and jingles that organisation use as a medium to communicate to those individuals without formal education. The prime objective of these must be to provide in-depth experiences and information. Significant differences also exist between regions and customer experiences and this also confirms hypothesis H4.

This difference complies with the idea that experiences can be staged everywhere in the region, nation, or continent differently (Altobelli, 2011; Dicken & Hosking, 2009). Out of the ten regions in Ghana, over 85% of subscribers came from the Southern part of the country, with the remaining 25% from the North. The greater numbers of subscribers 70.8% were individuals from the Akan tribe of Ghana, people that speak one language that serve as one segment for operators. These people might have similar altitude, culture, and language that operators can used to categorise them as one market segment to stage the profile experiences and implement different marketing strategies successfully. Mobile network operators must be careful to ensure that they are having dealing with market segments that can offer to them value for money. Lastly, significant differences were found between the current preferred network operator and customer experience. This implies that, out of the total number of respondents who took part in the study, the individual customers preferred a particular operator. This may also concern several factors, for instance, the network coverage and the quality of the operators might be the point.

For a particular customer to choose between the MTN over Airtel Tigo. Thus, MTN had the highest number of respondents in the entire regions of Ghana than the other operators. MTN subscribers that took part were 50.4%, which was over half the total number of subscribers. Also, these differences might have been that the individual customers received good customer services from one operator than the other operators. The relationship between the staff members of the operators might had also contributed to the disparities in the number of customers obtained by the individual operators. Also, the higher number of respondents or subscribers obtained by the MTN and Vodaphone with over 70% might have been as the result of good promotional and experiential campaigns, pricing policies, distribution policies, and competition strategies adopted in the mobile industry. Growing the market share of the operators is very paramount for the sustainable operation of the business, therefore, it is paramount for organisations to seize any possible opportunity to broaden the market size in the industry they find themselves. Customers must be provided with the best and quality experiences regarding the offerings to remain loyal to the organisation.

5. Managerial Implications and Recommendations

Mobile and telecommunication services are paramount to the growth and success of the Ghanaian economy. Meanwhile, the attempt to offer the best quality and experience mobile network services to the subscribers in Ghana is limited. Concerning the inconsistencies between the gender group (i.e., male and female) and customer experience, network operators must stage experiences positively to appeal to the customers' senses. The operators should also design products, programmes, and campaigns that create positive sensory experiences via the customers' sight, hearing, feeling, sound, and smelling as observed by (Krishna & Schwarz, 2014). Also, the network operators will be able to attract more customers in order to generate more profit and enjoy competitive advantage in the industry, if they consider the gender groups as the target market.

Thus, organisations must design marketing programmes that facilitate the creation of deep impression on the heart of consumers regarding the products or services been offered (Schmitt, 1999). This process could build the thinking experience of the mobile subscribers successfully. Also, the operations, programmes and activities of the network operators should be designed to target either the male or female gender to facilitate positive feel experiences. The customers must derive exceptional feelings when they buy the operators products/services, interact with staff members, and derive quality mobile network. The organisations can also involve the customers in their decision-making processes, for instance, decisions regarding the best sponsorship deals to the community, and the general corporate social responsibility to the public must involve member in the community.

The operators can also provide suggestion boxes at vantage points for the mobile customers to air their views and grievances regarding the treatment meted by staff members to the customers to create good mood and feelings as well as positive experience as confirmed by (Yiadom & Tait, 2021; Datta, 2017). The best and positive feelings and moods derive by customers through the interactions with operators will facilitate to position the network operators in the minds of the customers (Kotler & Keller, 2012). Through this study, network operators can segment, and a target market appropriately, and also formulate programmes and strategies purposely directed to the targeted customers in the segment effectively and efficiently. Also, since the mean score of the act experience was average in value (M=4.0231), mobile operators build positive experiences of the business by improving on their physical atmospheres, buildings, and the artistic designs in the operator's premises. This will ensure that anytime a customer visit the businesses premises they can generate special interest for the operators as well as be inspired to change their behaviour, lifestyle, and perception concerning the operators.

Since the mobile customers are regionally distributed in a country where there are different languages, culture, beliefs, norms, taboos, and ethnics, there is the need for the operators to consider the consequences of these when promoting its products, sending salesforce to the regions in order to understand the customers better. The operators must also improve their service quality, provide more mobile vans to visit communities, and to also monitor the activities of the competitors in order to remain longer in the market. There is the need to also understand the religious positions of the market segment or the regions the operators are targeting. These will give a clear picture to the organisations concerning what can be included as a bundle purchase to the mobile products been offered to such customers. It must be noted that customers are always looking for something new and unique in the market so attempt should be made to provide subscribers with something unique and innovative in the market in order to facilitate positive experiences as well as competitive advantage. A successfully mobile network industry assists citizens in a country generate income for their pockets, reduce poverty, solve unemployment problems, strengthen the educational system, and increase productivity.

Conclusion

The objective of this paper was to establish the profile futures, compare and explore the characteristics for mobile network customers who took part in the five selected mobile network operators in Ghana to understand and identify the difference or similarities between these groups and their experiences. Several differences exist as said earlier. For instance, MTN and Vodaphone both were the most preferred network operators in Ghana with MTN obtaining the highest spot. Most mobile customers were found in the Southern part of Ghana than the Northern part, with an increasingly higher number of the population been the people belonging to the Akan tribe. Also, most participants had tertiary education and qualifications and thus could read and write. This implies that there are some unique experiences that these two network operators are offering that best attract customers than other which needs to be emulated in the industry. The information also means that mobile operators must design and implement effective and efficient competitive strategies to survive in the industry. The industry must seek to renew their licenses with the government, operate with the maximum ethical standards, and in a socially responsible manner to provide positive experiences to the mobile customers in the country. Special attention must also be given to entire marketing mix variables (i.e., product, price, place, promotion, people, physical evidence, and process) when serving new market segments to position the organisations positively in the mind of customers.

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