

SERVICE SATISFACTION AND BEHAVIOURAL INTENTION IN THE CELL PHONE NETWORK SERVICE PROVIDER INDUSTRY – A COMPARISON BETWEEN CUSTOMERS OF DIFFERENT CELL PHONE NETWORK SERVICE PROVIDERS

Abstract – South Africa’s cell phone network service providers have gained a reputation of providing inadequate levels of service. The study relayed in this article aims to uncover the customers’ level of satisfaction with their cell phone network service providers, and how this satisfaction influences their behavioural intention in the South African context. This will enable cell phone network service providers to understand the relationship between satisfaction and behavioural intention, which in turn will contribute to developing customer satisfaction and retention strategies, as well as long-term customer loyalty. A total of 500 usable questionnaires were retained for data analysis. The study has uncovered a statistically significant difference between Vodacom and MTN customers with regard to their overall service satisfaction and overall behavioural intention, and this resulted in a partial acceptance of the hypotheses. The results of the study further reveal that customers of different cell phone network service providers feel positive towards their service provider and about doing business with them, but do not believe the interaction is the best outcome that can be achieved. The results also reveal that customers intend to continue using their cell phone network service provider in the future, but are not willing to recommend them to other people. Cell phone network service providers should therefore make adjustments to improve their customer service, quality and strategies to retain customers and increase customer satisfaction.

Key words: Cell phone network industry, cell phone network service providers, service satisfaction, behavioural intention, customer satisfaction, brand switching

1. INTRODUCTION

In 2015, there were over 7 billion cell phone subscriptions worldwide (ITU, 2015). What this illustrates is the prominence that this means of communication has reached globally and this in turn highlights the necessity of research that promotes the best service provision. Cell phones operate with signals that transmit voice, text and digital data through radio waves from one item to another, and they operate through a network provider (Miller, 2013). Most countries

have developed their own cell phone networks, and South Africa is considered to have the fourth most advanced cell phone network service in the world (IBP, Inc., 2015:61).

Vodacom, Cell C, MTN, Telkom Mobile and Virgin Mobile make up the cell phone network service provider industry in South Africa. This combination of wireless and fixed-line companies deliver telecommunication services to over 93.7 million subscribers within South Africa (MarketLine, 2016a:10). MarketLine (2016a:11) reports that the cell phone network industry comprises 84.3 percent of the telecommunication market's value, while the fixed-line industry makes up the remaining 15.7 percent. Telkom, South Africa's largest fixed-line company and most recent addition to the cell phone network industry (in the form of their subsidiary Telkom Mobile), experienced their biggest decline in fixed-line subscribers from 3.4 to 3.2 million due to the increased competition from the cell phone network service providers (MyBroadband, 2016). Mbendi (2016) confirms this by observing that South Africa's cell phone network industry is one of the fastest-developing ones worldwide, as every third call is now made from a cell phone.

Despite South Africa's substantial increase in cell phone usage, subscribers and market share, local providers have gained a reputation of providing inadequate levels of service (Petzer & De Meyer, 2011:7461). A recent study uncovered that 50 percent of customers in South Africa are unhappy with their cell phone network service providers. This was a result of the providers' unresponsiveness with regard to resolving issues, constant increase in cell phone charges, and a lack of empathy and care for their customers (Van Zyl, 2015).

Research measuring the relationship between service quality and customer satisfaction of Malaysian cell phone network service providers found that all five service quality dimensions (reliability, responsiveness, assurance, empathy and tangibles) have a positive influence on customer satisfaction with regard to attitudes and loyalty (Arokiasamy & Abdullah, 2013:1). Another study, measuring the relationship between customer satisfaction and brand switching intention, was conducted in Saudi Arabia, and this confirmed a negative relationship between customer satisfaction and brand switching (Saleh, Althonayan, Alhabib, Alrasheedi & Alqahtani, 2015:70). Cumulatively, this research indicates that poor service quality results in dissatisfied customers who tend to react by switching to another provider. However, it is important to note that these studies have been conducted in countries other than South Africa. This study aims to uncover the South African customer's level of satisfaction with their cell phone network service provider and how the satisfaction influences their behavioural intention.

This will enable local cell phone network service providers to understand the relationship between satisfaction and behavioural intention, which can in turn contribute to developing customer satisfaction strategies and long-term customer loyalty.

What follows is a literature review which provides insight into the South African cell phone network service provider industry, as well as an analysis of customers' service satisfaction with these providers, and lastly, this satisfaction's influence on customers' behavioural intention. The problem statement, research objectives and the hypotheses formulated for the study will then be provided. The methodology used to conduct the study will then be described, along with a summary of the results arrived at in the study. The article concludes with a discussion of the managerial implications of the research, its limitations as well as recommendations for future research.

2. LITERATURE REVIEW

This literature review provides insight into the South African cell phone network service provider industry. In addition, it provides an analysis of the concept of service satisfaction and behavioural intention, and looks at how satisfaction influences a customer's future behavioural acts.

2.1. The cell phone network service provider industry

Vodacom and MTN, the first of South Africa's cell phone network service providers, have led the cell phone network industry since their establishment in 1994 (Molapo, 2015). Cell C then launched its services in 2001, and their competitive advantage has been their innovative strategies – creating value-based offerings and services. Their latest innovation involves being the first provider in Africa to offer Wi-Fi calling on Apple iPhones (Cell C, 2016). Virgin Mobile launched in 2006 (Virgin Mobile, 2016), and are one of South Africa's first MVNOs, which refers to Mobile Virtual Network Operators. A MVNO is a company that provides cell phone network services through another network as they do not have the infrastructure or a licensed frequency allocation of radio spectrum in order to provide the service independently (MVNOdynamics, 2016). South Africa currently has eight other active MVNOs, including Hello Mobile, MRP Mobile, FNB Connect, and SmartMobile (Chetty & Frisbie, 2016). Telkom launched South Africa's fourth cell phone network service provider 8ta in 2010, and this was later rebranded as Telkom Mobile in 2013 (BusinessTech, 2013; SouthAfrica.info, 2010).

In 2015, Vodacom dominated with 37 percent of the market, and MTN held 31.6 percent, followed by Cell C with 24.1 percent. Telkom Mobile held 3.6 percent, and other operators, 3.7 percent (MarketLine, 2016a:13). In terms of revenue and customer base, Vodacom is South Africa's largest cell phone network service provider (MarketLine, 2016b:20).

BusinessTech (2015a) states that Vodacom's subscribers were estimated to stand at 33.7 million in 2015, MTN's at 29.1 million, Cell C's at 22 million, Telkom Mobile's at 2.3 million, and Virgin Mobile served 500 000 subscribers in the same year. It is important to note however that all MVNOs in South Africa use Cell C's network, and Virgin Mobile's subscribers can therefore be seen as Cell C users (BusinessTech, 2015a). These figures reveal that Vodacom and MTN have a comparable number of subscribers. To succeed in an increasingly competitive cell phone network industry, these providers need to focus on the development of life-long customers, which can be achieved through customer satisfaction and retention (Mati & Shambare, 2016).

2.2. Service satisfaction

Satisfaction can be defined as "*the fulfilment of one's needs, wishes or expectations*" (Oxford Dictionary, 2016). Customer satisfaction correlates with the degree to which products or services delivered by a company meet or exceed customer's expectations (Beard, 2014). Customer satisfaction in a service encounter should be the primary objective for all service providers, as satisfied customers have significant lifetime value for the company. Such satisfaction results in the spreading of positive word-of-mouth, customer retention and the formation of long-term relationships with customers that will ultimately result in loyalty (Kruger, Mostert & De Beer, 2015:611).

The levels of customer satisfaction within the cell phone network service provider industry in South Africa are declining (BizCommunity, 2015). The South African Customer Satisfaction Index (SAcsi) for 2015 found that Cell C was the only cell phone network service provider whose satisfaction index increased by 1.1% – to 72.9 out of 100 – from the previous year. According to Alfreds (2015), the increase was accomplished by reducing customer complaints and improving the perceived value of service. The satisfaction index of the industry leader, Vodacom, declined by 1.1%, to 76.7 (from 77.8 in 2014), and MTN's index declined by 2.3%, to 75.6 (from 77.9 in 2014). Telkom Mobile had the lowest index rating of 69.4, and the most significant decline of 4.9% (from 74.3 in 2014) (Alfreds, 2015). These declines occurred as a result of high charges for using the service, although Vodacom, despite being the most

expensive provider, was still the industry leader as customers are willing to pay high prices for a good quality service (BusinessTech, 2015b).

Petzer and De Meyer (2011:7463-7464) have gauged satisfaction in the cell phone network industry by analysing customers' evaluation of the service delivered by a cell phone network service provider in terms of how it has met or exceeded their expectations. Customer satisfaction can be measured through the customers' evaluation of the service received in terms of their expectations. Arokiasamy and Abdullah (2013:3) state that this comparison will uncover customers' service perception. A positive perception will result in satisfaction.

The cell phone network industry is competitive, and subscribers are not afraid to switch to another provider when they are dissatisfied with their network provider's service (Fripp, 2016). Factors which contribute to brand switching include high price and service charges, network quality (i.e. poor coverage and signal) and bad customer service (Malinga, 2016). The study conducted by Saleh et al. corroborates this, as they found that a negative relationship exists between customer satisfaction and brand switching, as a dissatisfied customer is most likely to switch. The study also discovered that customer satisfaction is positively affected by service quality, service pricing and customer service (Saleh et al., 2015:70). It has therefore been suggested that customer satisfaction has an influence on behavioural intention (Lin, 2012:12).

2.3. Behavioural intention

Liu and Jang (2009:339) elaborate on the popular definition of behavioural intention put forward by Ajzen and Fishbein (1980) by stating that, "*behavioural intention is the extent to which a customer develops conscious plans to either participate or not participate in some future behavioural act*".

To predict customers' behavioural intentions, Ajzen and Fishbein (1980) developed the Theory of Reasoned Action (TRA), which assesses a customer's voluntary behaviour. TRA is based on the notion that behaviour is determined by a customer's intention to participate in a given behavioural act. Intentions are determined by two factors: an attitude towards the behaviour, and a subjective norm (University of Twente, 2010). Montano and Kasprzyk (2015:97) state that an attitude is determined by behavioural beliefs, which are the customer's beliefs about the outcome of performing a behavioural act weighted by the evaluation of the outcome. Therefore, a customer must have strong beliefs that a positive outcome will result from participating in a behavioural act to have a positive attitude towards that behaviour and vice versa. Subjective norms are determined by a customer's normative beliefs. Normative beliefs

are influenced by the opinion of customers' peers, for example whether or not they approve of participating in a behavioural act. The belief is weighted by the customer's motivation to attain their peers' approval. A peer's approval to perform the behaviour and the motivation to meet peers' expectations will lead to a positive subjective norm and vice versa (Montano & Kasprzyk, 2015:97).

Customer satisfaction has an influence on behavioural intention as it positively effects a customer's attitude towards the service and can influence the customer's future behavioural acts (Liu & Jang, 2009:340, Oliver, 1980). Behavioural intentions can be positive or negative. Maiyaki and Mokhtar (2011:44) state that positive behavioural intentions result in the building of relationships with the service provider, repurchase of the service, recommendation of the service to others, spreading positive word-of-mouth and a willingness to pay premium prices. Negative behavioural intentions, on the other hand, result in brand switching, the loss of customers for the service provider, the spreading of negative word-of-mouth, and an unwillingness to pay price premiums. A study similar to this one conducted by Nimako (2012:4) suggested that a satisfied customer will have positive behavioural intentions, which will ultimately lead to loyalty and profitability. This will allow the service provider to gain a competitive position and increase their market share (Leelakulthanit & Hongcharu, 2011:67). A dissatisfied customer will have negative behavioural intentions that will result in customer complaints and brand switching (Nimako, 2012:4). In order to eliminate negative behavioural intentions after a service failure, a service provider must have a service recovery process in place that could prevent the customer from switching and rebuild the customer's trust (Kruger et al., 2015:610).

3. PROBLEM STATEMENT, RESEARCH OBJECTIVES AND RESEARCH HYPOTHESES

South Africa is considered to have the fourth most advanced cell phone network service in the world (IBP, Inc., 2015:61). It comprises companies such as Vodacom, MTN, Cell C, Telkom Mobile and MVNOs such as Virgin Mobile. Despite the massive increase in usage, these providers have gained a reputation of providing inadequate levels of service (Petzer & De Meyer, 2011:7461). A recent survey uncovered that 50 percent of South African customers were unhappy with their cell phone network service providers. This was a result of their unresponsiveness with regard to resolving issues, the constant increase in cell phone charges, and a lack of empathy and care for their customers (Van Zyl, 2015). As mentioned in the

literature review, dissatisfied customers will often react by switching to another provider (Saleh et al., 2015:70). This study will be beneficial to cell phone network service providers as it will assist in uncovering their customers' level of satisfaction, as well as how it influences their behaviour. This will further assist service providers to make the necessary adjustments to improve their quality and customer service, as well as develop strategies to retain customers and increase customer satisfaction.

Therefore, the primary objective of this study is to determine the service satisfaction and behavioural intention of customers of different South African cell phone network service providers.

The following secondary objectives are formulated to support the primary objective:

- Uncover the demographic profile of respondents taking part in this study.
- Provide insight into the cell phone network service provider patronage habits of respondents.
- Determine the level of service satisfaction of cell phone network service provider customers when exposed to a fictional scenario.
- Measure the behavioural intention of cell phone network service provider customers when exposed to a fictional scenario.
- Uncover whether there are statistically significant differences between customers of different cell phone network service providers with respect to service satisfaction and behavioural intention towards their cell phone network service provider.

The hypotheses that are formulated for the study are as follows:

H1: Customers of different cell phone network service providers differ in a manner which is statistically significant with respect to their service satisfaction towards their cell phone network service provider.

H2: Customers of different cell phone network service providers differ in a manner which is statistically significant with respect to their behavioural intention towards their cell phone network service provider.

4. RESEARCH METHODOLOGY

The study was descriptive in nature. Quantitative research was used to collect data using a self-administrated questionnaire, which was distributed to a sample of 540 respondents.

The target population used for this study included all cell phone network service provider customers residing in Gauteng, South Africa. All cell phone network service provider customers who currently use a cell phone and have a choice with regard to the cell phone network service provider they use were the sampling units. No sampling frame was available, therefore a non-probability two-stage sampling technique was used. The two-stage sampling techniques used were quota and convenience sampling. Convenience sampling requires the researcher to select respondents based on convenience (Hair, Wolfinbarger Celsi, Ortinau & Bush, 2013:145). Quota sampling involves selecting respondents according to pre-specified quotas such as demographics or attitudes to ensure the correct subgroup of the population is represented (Hair et al., 2013:146). This study required the gender and age quotas shown in Table 1 (in order to ensure the sample was representative).

As mentioned, the sample size comprised 540 respondents, however, 40 questionnaires were not captured as they were not fully completed, therefore, the realisation rate was 93%.

The questionnaire was pre-tested before being completed by respondents. The pre-test allowed for revisions/amendments to be made. The data was then collected by fieldworkers across Johannesburg, Gauteng, using self-administered questionnaires. Self-administrated questionnaires were used as they are inexpensive, respondents are in full control of the time, duration and place of completion, and respondents are more comfortable providing their most honest opinion with no pressure from the interviewer (Hair et al., 2013:115). The convenience sampling enabled the fieldworkers to select specific types of respondents (according to the prescribed quota) in a short time frame.

The questionnaire consisted of three sections and was adapted from previous studies such as Dagger and Sweeney (2007), Brady and Robertson (2001), Brady and Cronin (2001) and Parasuraman, Zeithaml and Berry (1988). The questionnaire began with a preamble that explained the reason for the study and included screening questions, using a nominal scale, to accurately select the appropriate respondents needed for the study – that is, customers who use a cell phone and have a choice with regard to their cell phone network service provider. Specifically, the sections included the following:

- Section A gathered demographic information, using both nominal and ordinal scales, about the year respondents were born, their highest education level, gender, home language, race, employment status and marital status.

- Section B obtained information about the respondents' patronage habits with questions about who their current cell phone network service provider is, how long they have been using that service provider, the type of customer they are (prepaid or contract), and the average amount spent each month on their cell phone (accounts, contracts, prepaid vouchers, SMS bundles etc.). This section made use of nominal and ratio scales.
- Section C had two subsections, each measuring a different construct based on a scenario provided. The first subsection measured service satisfaction and the second subsection measured behavioural intention, both using 7-point Likert scales (where 1 indicated '*strongly disagree*' and 7 indicated '*strongly agree*').

The Statistical Package for Social Science (SPSS) version 23 was used to capture, edit and analyse the data collected from the questionnaires. Parametric tests were considered suitable as the sample size was larger than 30 (n=500) as suggested by Hair et al. (2013:279). Descriptive statistics, including mean scores, frequencies and standard deviations were used to develop a typical respondent profile. Each subsection in section C (service satisfaction and behavioural intention) were assessed for the mean and standard deviation. A significant level (p-value) less than 0.05 was used in this study. A one-way Analysis of Variance (ANOVA) test was used to determine whether a statistical difference exists between the means of customers of different cell phone network service providers with respect to overall service satisfaction and overall behavioural intentions towards their cell phone network service provider. However, Telkom Mobile, Virgin Mobile and 8ta were excluded as the number of respondents was too small to have any significant difference (n=30).

5. RESULTS

This section consists of the results that were captured regarding the respondents' demographic profile, their cell phone network service provider patronage habits, as well as respondents' level of service satisfaction and behavioural intention towards their cell phone network service provider.

Cronbach's alpha assesses internal consistency with values ranging from 0 to 1, and higher values indicate greater reliability (Pallant, 2013:6). The Cronbach's alpha values for the measurement scales (service satisfaction and behavioural intention) were found to be 0.956 and 0.936, which confirm the reliability of the scales used in the study.

5.1. Demographic profile of respondents

Of the 500 usable questionnaires, 51.2 percent of the respondents were female and 48.8 percent were male, with the average age of the respondents being 36. The majority of respondents reported that their highest level of education is a university degree (33.8 percent), and 27.2 percent stated that theirs is Grade 12. 39.2 percent of respondents speak English as their home language, 13.8 percent speak isiZulu, and 12.6 percent speak Afrikaans. A majority of the respondents (50.2 percent) were black and 20.8 percent were white. Most respondents (49.4 percent) were employed full-time by an organisation, and 15.2 percent were self-employed. 42.8 percent of respondents were married or living with partners, and 31.0 percent were single and living alone. Table 2 expands further on the demographic profile of respondents.

5.2. Respondents' cell phone network service provider patronage habits

Table 3 indicates that the majority of the respondents' current cell phone network service provider is Vodacom (46.8 percent), while 29.8 percent use MTN and 18.0 percent are with Cell C. 49.2 percent of the respondents are contract customers and 50.8 percent are prepaid customers. The mean in terms of how long (in months) respondents have been using their cell phone network service provider was 91.76 (standard deviation=66.72) and the mean in terms of how much respondents spend on average on their cell phone was 464.57 (standard deviation=486.12).

5.3. Respondents' level of service satisfaction and behavioural intention towards their cell phone network service provider

Table 4 provides the mean scores and standard deviations relating to the level of service satisfaction and behavioural intention of customers with regard to their cell phone network service provider when exposed to a fictional scenario.

With regard to service satisfaction, respondents agreed the most with the statements 'My feelings about the cell phone network service provider are very positive' (mean=5.37) and 'I feel good about doing business with this cell phone network service provider' (mean=5.37). Respondents agree the least with 'I feel satisfied that the outcome from doing business with this cell phone network service provider is the best that can be achieved' (mean=5.26). The behavioural intention statements revealed that respondents agree the most with, 'I intend to continue using my cell phone network service provider in the future' (mean=5.29), and 'If I had to choose a cell phone network service provider all over again, I would choose my current

cell phone network service provider' (mean=5.12). Respondents agreed the least with 'I would highly recommend my cell phone network service provider to other people' (mean=5.02).

5.4. Results of hypotheses formulated for the study

Two hypotheses were formulated for this study. H1 (customers of different cell phone network service providers differ in a manner which is statistically significant with respect to their service satisfaction towards their cell phone network service provider) is partially supported. It has been determined that a significant difference, in terms of Cell C (mean=5.28) and Vodacom (mean=5.53; p-value=0.350) customers, and Cell C (mean=5.28) and MTN (mean=5.10; p-value=0.619) customers with respect to the overall level of service satisfaction, is not visible. However, there is a significant difference with respect to Vodacom (mean=5.53) and MTN (mean=5.10; p-value=0.013) customers and their overall level of service satisfaction.

Therefore, H1 is partially supported as there is a statistical significant difference between Vodacom and MTN customers with respect to their overall service satisfaction.

H2 (customers of different cell phone network service providers differ in a manner which is statistically significant with respect to their behavioural intention towards their cell phone network service provider) is partially supported. It has been determined that a significant difference is not visible with respect to customers' overall behavioural intention between Cell C (mean=5.14) and Vodacom (mean=5.43; p-value=0.329), and Cell C (mean=5.14) and MTN (mean=4.71; p-value=0.111). However, there is a statistically significant difference between the customers of Vodacom (mean=5.43) and MTN (mean=4.71; p-value=0.000) with respect to their overall behavioural intention.

Therefore, H2 is partially supported as Vodacom and MTN customers do differ in a manner which is statistically significant with respect to their overall behavioural intention. Table 5 summarises the results with regard to the hypotheses formulated for this study.

6. DISCUSSION

This study determined the levels of service satisfaction and behavioural intention of customers of different cell phone network service providers. To the researcher's knowledge, it is the first study to examine the relationship between service satisfaction and behavioural intention among customers of different cell phone network service providers in the South African context. Petzer and De Meyer (2011) conducted a similar study, however perceived service quality was included. Their study has duly been included in this article's literature review. A significant

distinction is that their study was based on a generational perspective, while this study involves a general perspective on customers. The relationship determined within this study could contribute to developing customer satisfaction strategies and long-term customer loyalty for cell phone network service providers.

6.1. Managerial implications

The results of the study, shown in Table 4, indicate that customers of different cell phone network service providers have positive feelings towards their service provider and feel good about doing business with them. They do not however feel satisfied that the outcome of doing business with these service providers is the best that can be achieved. This poses a threat to cell phone network service providers as the perception of the service does not meet or exceed customer expectations, creating a customer gap (Zeithaml, Bitner & Gremler, 2012). A decline in customer satisfaction in 2015 was a result of high cell phone charges, a factor which contributes to brand switching (BusinessTech, 2015b, Malinga, 2016). Service providers should therefore create offerings that are affordable. It is beneficial to include the customer in the creation of the offering, and a service provider might add value for the customer by allowing them to customise the offerings according to their specific needs (Berndt & Tait, 2015). The outcome expected by the customer can then be achieved as they have created an offering which adheres to their requirements. This will build a relationship between the service provider and customer and lead to customer satisfaction as such satisfaction is positively affected by service pricing. In turn, this will result in customer retention and loyalty. Other factors that may contribute to brand switching include the network quality and poor customer service (Malinga, 2016). Improved customer service will lessen the problem of the provider's poor network quality. They can implement customer service training for their employees to ensure they are able to assist and inform the customer with regard to any problem they may have. Employees can be trained to be responsive, empathetic and apologetic, and those who deal directly with customers will have an influence on the outcome of the service received, which is why it is imperative for the service provider to have a good customer service system. In summary, customers have positive feelings towards their cell phone network service provider and feel good about doing business with them, but believe that the outcome they receive from the service is not the best that can be achieved.

With regard to behavioural intention (Table 4), the majority of customers intend to continue using their cell phone network service provider in the future. This confirms that customer

satisfaction has an influence on behavioural intention, in that satisfaction effects a customer's attitude and can influence them on future behavioural acts (Liu & Jang, 2009:340, Oliver, 1980). However, the results reveal that customers are not willing to recommend their service provider to other people, which is a negative behavioural intention (Maiyaki & Mokhtar, 2011:44). This may be a result of the customer not believing that the outcome received by their service provider is the best that can be achieved. It is therefore imperative that the service provider delivers the desired outcome to customers (i.e. providing excellent customer service, offering good network coverage etc.). A negative behavioural intention may also be the result of a service failure that occurred at some point in the delivery process. Service providers should therefore have a service recovery process in place (Kruger et al., 2015:610). An excellent service recovery process will encourage the customer to be more forgiving after a service failure, and may even leave the customer more satisfied than they would be if the failure never occurred. If the service provider is able to go the extra mile for a customer after a service failure, customers will want to share their experience with others. Opinion leaders spread positive word-of-mouth (Goldsmith, 2010) and may also be used to make recommendations to customers on behalf of the service provider. These may be celebrities, athletes, politicians and educators. Lastly, and most importantly, building strong long-term relationships between the service provider and customers will create trust and confidence between the parties (Berndt & Tait, 2015), and will encourage customers to recommend their service provider to other people.

The patronage habits (Table 3) indicate that the majority of respondents' current cell phone network service provider is Vodacom, which is representative of the market share figures reported earlier. The remainder of the service providers can conduct a competitor analysis in which they evaluate their strengths and weaknesses against Vodacom, who will be used as a benchmark. They must also determine what makes them unique and identify a competitive advantage they can utilise in their marketing activities. Vodacom is the most expensive service provider (BusinessTech, 2015b) and other service providers therefore have the opportunity to compete with Vodacom through their prices.

Lastly, the demographic profile (Table 2) revealed that the majority of respondents were black. Cell phone network service providers therefore have an opportunity to create marketing activities with an African cultural theme that this group of potential customers can relate to. They may also make use of an African opinion leader that is well-known and respected within their community, such as Thuli Madonsela, the former Public Protector of South Africa.

6.2. Limitations and future research

The exclusion of Telkom Mobile, Virgin Mobile and 8ta in the one-way ANOVA test may have had an influence on the nature and quality of the data collected.

A convenience sample was used for the study, which took place within a single geographical area, namely Johannesburg, Gauteng. Therefore, the results cannot be generalised to the South African population as a whole and only represent the respondents from Johannesburg. For this reason, future research should be conducted in other geographical areas within Gauteng and South African provinces to confirm whether customers of different cell phone network service providers differ with regard to their service satisfaction and behavioural intention in different locations within South Africa.

7. CONCLUSION

This research study determines the service satisfaction and behavioural intention of customers of different cell phone network service providers. The study has revealed that customers feel positive towards their service providers, but that they believe that the outcome is not the best that can be achieved. It further revealed that customers intend to continue using their current service providers in the future, but will not recommend them to other people.

The results also uncovered a statistically significant difference between Vodacom and MTN customers with regard to their overall service satisfaction and overall behavioural intention.

This study contributes to the understanding of the relationship between customer satisfaction and behavioural intention. It provides valuable information to assist service providers in the development of customer satisfaction strategies and long-term customer loyalty by improving their service quality, pricing and customer service.

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9. LIST OF TABLES

Table 1: Sampling quotas

	18–25	26–35	36–55	55 and older
Male	15% (n=81)	15% (n=81)	10% (n=54)	10% (n=54)
Female	15% (n=81)	15% (n=81)	10% (n=54)	10% (n=54)

Table 2: Demographic profile of respondents

Demographics		Percentage
Gender	Male	48.8
	Female	51.2
Highest level of education	Some primary school	2.0
	Primary school completed	1.4
	Some high school	7.4
	Matric / Grade 12 completed	27.2
	Technical College diploma	13.8
	University of Technology diploma	7.4
	University degree (B-degree or Honours)	33.8
	Postgraduate degree (Masters or Doctorate)	6.8
	Missing: 1	0.2
Home language	Afrikaans	12.6
	English	39.2
	Sepedi	8.6
	Sesotho	6.4
	Setswana	5.2
	siSwati	2.4
	Tshivenda	1.0
	isiNdebele	1.2
	isiXhosa	6.6

Demographics		Percentage
	isiZulu	13.8
	Xitsonga	1.2
	Shona	0.8
	French	0.2
	Nigerian	0.4
	German	0.2
	Chichewa	0.2
Race	Black	50.2
	Coloured	14.8
	Indian	13.4
	White	20.8
	Other	0.8
Employment status	Self-employed	15.2
	Full-time employed by an organisation	49.4
	Part-time employed by an organisation	6.4
	Full-time student	14.4
	Housewife or Househusband	2.8
	Retired	4.0
	Unemployed	7.8
Marital status	Single (living alone)	31.0
	Married or living with partner	42.8
	Living with parents	19.4
	Divorced or separated	6.8
Statistics		
Age	Mean	36
	Standard deviation	14.56

Table 3: Respondents' cell phone network service provider patronage habits

Patronage habits		Percent
Cell phone network service provider	Cell C	18.0
	MTN	29.8
	Virgin Mobile	1.0
	Vodacom	46.8
	8ta	3.8
	Telkom	0.6
Type of customer	Contract	49.2
	Prepaid	50.8
Statistics		
	Mean	Standard deviation
How long have you been using this cell phone network service provider (months)?	91.76	66.72
How much do you spend on average on your cell phone (contract, account, prepaid vouchers, SMS bundles etc.)?	464.57	486.12

Table 4: Respondents' level of service satisfaction and behavioural intentions towards their cell phone network service provider

Service satisfaction	Mean	Standard deviation
My feelings about the cell phone network service provider are very positive	5.37	1.421
I feel good about doing business with this cell phone network service provider	5.37	1.441
I feel satisfied that the outcome from doing business with this cell phone network service provider is the best that can be achieved	5.26	1.493
Behavioural intention	Mean	Standard deviation
If I had to choose a cell phone network service provider all over again, I would choose my current cell phone network service provider	5.12	1.733
I would highly recommend my cell phone network service provider to other people	5.02	1.699
I intend to continue using my cell phone network service provider in the future	5.29	1.667

Table 5: Hypotheses results

Hypotheses	Accept / Reject
H1: Customers of different cell phone network service providers differ in a manner which is statistically significant with respect to their service satisfaction towards their cell phone network service provider	Partially accept <ul style="list-style-type: none">• Cell C and Vodacom – do not differ significantly (p-value=0.350)• Cell C and MTN – do not differ significantly (p-value=0.619)• Vodacom and MTN – differ significantly (p-value=0.013)
H2: Customers of different cell phone network service providers differ in a manner which is statistically significant with respect to their behavioural intention towards their cell phone network service provider	Partially accept <ul style="list-style-type: none">• Cell C and Vodacom – do not differ significantly (p-value=0.329)• Cell C and MTN – do not differ significantly (p-value=0.111)• Vodacom and MTN – differ significantly (p-value=0.000)