

**SERVICE QUALITY ATTRIBUTES AND CONSUMER CHOICE OF
NETWORK SERVICE PROVIDER INDUSTRY IN KIAMBU COUNTY,
KENYA**

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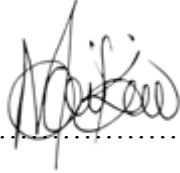
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**RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF BUSINESS,
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DECLARATION

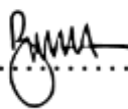
The study project is entirely original to me and has never before been submitted to any institution for consideration for a master's award.

Signature.......... Date
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This study has been considered for assessment and review with my consent as University Supervisor.

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DEDICATION

The endeavor is dedicated to my immediate family, friends, fellow scholars, tutors, and all those involved and contributed through encouragement, guidance, and positive critique through its initiation and completion.

ACKNOWLEDGEMENT

I do express my appreciation and thankfulness to my supervisor Dr. Reuben Njuguna for his enormous work and guidance in preparing this research, and secondly, to all the lecturers and fellow students who agreed and accepted to read my project and postulated important modifications, corrections and changes for better results. I am particularly thankful to God and my parents, Mr. and Mrs. Kariuki, for their erudite supervision and guidance with their undying love, patience, time, finances, energy, grooming, and enduring passion towards ensuring that I accomplish my achievement.

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ACRONYMS AND ABBREVIATIONS

ANOVA	Analysis of Variance
DMU	Decision Making Unit
ICT	Information Communication and Technology
KU	Kenyatta University
MBA	Master of Business Administration
3G	Third-generation wireless mobile telecommunications technology
4G	Fourth-generation broadband cellular network technology
SPSS	Statistical Package for Social Sciences
RATER	The five aspects of service quality are reliability, assurance, tangibles, empathy and responsiveness.
SERVQUL	The model emphasizes consumer views key dimensions as; tangibles, reliability, responsiveness, assurance, and empathy map.

OPERATIONAL AND DEFINITION OF KEY TERMS

Assurance: is the ability to communicate dependability and poise to customers by staff members, enabling businesses and other institutions to handle risk and identify potential problems.

Competitive advantages: conditions that enable firms or countries to manufacture goods and services at lower prices and in more desirable ways for customers. These settings allow the business organizations to make more sales and generate superior profits than its competitors.

Consumer choice: the decision a consumer makes with regard to products and services. It entails studying how people decide on how to spend their money, given their preferences and budget constraints. Consumer choice shows how consumers choose given their income and the prices of goods and services.

Effectiveness: the level in which objectives are achieved or are likely to be achieved. It's the ability of firms to manage the features that manipulate achievement and accomplishment of the objectives set.

Efficiency: described as maximizing output from a predetermined set of resources or inputs. This outcome brings to the target levels being reached at an affordable price.

Empathy: is the capacity to comprehend, be conscious of, be sensitive to, and live through another person's feelings, opinions, and expertise. Recognizing the past the presents the emotions, thinking, and completely expressing oneself in a compassionate and objective way.

Relevance: relate to the extent and scope to which an aim has to do with need,

problem, and issue to be addressed; its main concern is the extent to which the aims of the program are in tune with planned objectives and needs. Relevance is mainly about conformity with present guidelines and procedures that affect demand.

Reliability: it is how businesses deliver the excellence, reliability, and service that they have committed to within the parameters agreed upon by both the business and the customer.

Responsiveness: is the structure of an organization characterized by the outcome attained when firm interactions are created in a way that they are aware of and react correctly to individual commitments. There are two ways to look at responsiveness.

Service quality: is a targeted evaluation that mirrors the consumer's perspective on particular service facets, such as adaptability, dependability, tangibles, assurance, and empathy. Contrarily, satisfaction is more all-encompassing and is influenced by judgments of the value of the service, the quality of the product, and the cost, as well as contextual and individual factors.

ABSTRACT

The business environments in which organizations function provide a challenging context as a consequence of the numerous factors that businesses must contend with in an intricate and unforeseeable dynamic setting, ranging from technological development, development and exploitation of expertise, vigorous consumer preference shifts, globalization, and rapid spread of new technologies. Poor services are characterized by the need to enhance performance since service providers fail to adapt to the demands and preferences of their clients. The service providers must find new sources of proficiencies; manage them to enhance service efficiency that satisfies consumers' needs and preferences. This requires a clear understanding of the nature on key competencies that make growth possible and enables competitive advantage. The researcher's objective was to investigate service quality attributes on consumers' choice in Kiambu County, Kenya's network service provider industry. The research focused on the following research objectives: how assurance, empathy, reliability, and responsiveness affect consumer choice. The study will employ a descriptive research design since it minimizes biases. The study focused on 120 shopkeepers using the Kiambu County network service. The research study used 30% of the target population thus the sample size was 36 respondents. Data collected was analyzed by SPSS version 23. There was no significant correlation between the independent variables, $p > .05$. Also, the relationship between the independent and dependent variables was not statistically significant at a .05 significance level, as the p values were greater than .05. Therefore, the reliability, assurance, empathy, and responsiveness did not affect consumer choice in network provider selection.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Zeithaml, Berry & Parasuraman, (2003) stated that service quality is an essential element and component of competition to establish and sustain satisfying relationship with consumers. Sustainability in the service sector and among companies that produce goods that call for dependable service is characterized by perfection in service quality (Zeithaml, 2007). Exceptional service quality is a crucial metric of client happiness (Spreng & Machoy, 2016). The significance of service quality on effects on choice has risen in the global market since the late 1970. The competitive business environment to deliver superior quality services has resulted in organizations establishing new advancements; create a wide range of strategies that will result in the most recent findings and theories in service marketing and customer satisfaction. New requirements are needed in the organizations to advance the practice of delivering superior services (Spreng & Machoy, 2016). There is a critical need for novel concepts that consider the management effects of service quality enhancement, innovative techniques for evaluating the many components of service quality, and philosophical considerations of the nature of customer choice.

Kabir (2010) asserts that the significance of excellent service has grown over the last ten years in both marketing operations and marketing scholarship. For consumers to make informed decisions and feel satisfied, services must be highly quality. Consumer impression and expectation are linked to service quality. Service quality is the comparison between consumers' expectations of the services offered and their perceptions of the services (Carlsson, 2010). If a consumer perception is higher than

the expectation, then the service is considered excellent and positively affects their choice, a match between expectation and perception, the service offered is considered good resulting to a positive influence on consumer choice and if expectation are not met the service is considered bad thus adversely affects consumer choice.

In particular, successful influence on consumer choice arises from superior service quality and businesses have recognized that service quality is a strategy of maintaining competitive advantage. Satisfied consumers are likely to become loyal consumers and present a possibility of spreading a positive response to others. Recognizing aspects that sway consumer choice enables service firms to set up quality services that match up to consumer needs (Gibson, 2005).

1.1.1 Global Perspective on Network Service Provider Industry

Service quality in today's contemporary, global corporate world is an analogy of customer expectations and accomplishment. A company that offers high-quality services will satisfy customers while maintaining its ability to compete on the market. Service quality improvements boost a company's economic competitiveness. The goal is accomplished through comprehending and optimizing operational processes, rapidly and methodically recognizing issues, developing useful services performance metrics, and gauging customer happiness and other performance outcomes (Pastore, 2004). Superior service quality has a beneficial effect on a customer's inclination to buy, according to research. According to Andreassen (2011), evaluating customer happiness as a comparison between expectations and actual experience is possible. When a service fails to meet customer expectations, it is considered a service failure. Client complaints are often the first step in service rehabilitation. Moving customers from a state of discontent to one of satisfaction is the goal of service quality (Pastore, 2004).

Considering it is the capacity to get the needed services from the selected vendor at the appropriate cost, excellent service is a crucial component of customer service. Since customer preference is thought to be their top priority, it is suggested that their top priorities are low prices, a wider range of services, superior value for currency, products of satisfactory craftsmanship, and availability, all of which will boost their organization's sales and potentially lead to organizational growth (Lacobucci, 2005). This explains why firms must increase the quality of their services. In today's society, excellent service is seen as a multifaceted, hierarchical concept that focuses on user perceptions (Pastore, 2004). Service quality may provide a business with a lasting competitive edge, according to several academics (Moore, 2007; Lewis, 2009). Equally, service and production companies may succeed or fail depending on the caliber of their services. In the progressively fierce rivalry for customers in today's age of consumer-centeredness, excellent service has emerged as the top issue for both manufacturing and service firms (Wang, 2004).

Consequently, many businesses are focusing more on enhancing the caliber of service. Service excellence is valued more highly than product quality in the industrial and service sectors (Ghobadian, 2014). Consequently, customer satisfaction will increase due to better service quality, and cost control will increase revenues (Stevenson, 2012).

A targeted evaluation of service excellence considers the customer's impression of certain aspects of the assistance, such as adaptability, dependability, empathetic feelings tangibles, and assurance. Contrarily, satisfaction is a broader concept that takes into account situational elements, individual aspects, and judgments of service quality, product quality, and pricing (Bitner, 2003). Establishing service quality in

businesses has many advantages, including a beneficial interaction between companies and their clients, a solid foundation for customer loyalty, and the formation of recommendations that can be profitable for the business (Fandi, 2017). Edwards Deming highlighted the need for continual reinforcing of an organization's commitment to service quality. This commitment had to originate from the highest level management. Workers would undoubtedly feel obligated to make concessions and quality would fall if a firm didn't consider quality as its only, non-negotiable aim, necessitating the need for quality control procedures.

1.1.2 Regional Perspective on Network Service Provider Industry

The enormous and expanding Middle East and African network service sector is at a crossroads. The market has shown penetration growth and profitability over the last 10 years that are significantly above average for the world. Although this segment only accounts for 8% of the worldwide network service market, its top players constitute the biggest network service providers in the globe, and they make up about 20% of the overall economic profit margin (Oyewobi, 2012). According to Abdelhak (2012), the area in its entirety accommodates a mobile broadband client base of over 1 billion due to the region's rapidly rising populace, which includes rapidly growing sectors of the young and urbanizing populace. Network connectivity is anticipated to reach 50% soon, helped by the growth of smart phone use and popularity throughout Africa.

The network service environment in the region's advanced economies and sectors, as stated by Olabosipo (2011), is booming with potential prospects for operators able to change their business models. A digital ecosystem that fuels the rise in demand for data services, financial products, and promotional offerings is the industry's potential

expansion engine. E-consumers' innovative control over client interactions will provide new opportunities to raise the value of these connections. In the network service operator market, capturing growth will take work, thus effective strategic management is needed Olabosipo (2011). Assuming the significant investment needed to follow the new value-creation model, the local marketplace will most certainly necessitate fragmentation. To save expenses and create the digital environment, aspirants must undergo a digital transformation.

Abdallahman and Pakir (2012) observe that consumer centered companies performed better than those companies that lacked importance and comprehensibility in service provision lacking a link between superb service quality and positive consumer choice. Therefore, service companies that provide greater service quality help their clients to feel satisfied with the services provided. The results evidently established that a climate of satisfaction exists with regards to meeting expectations. This can be initiated at service companies by putting into practice strategies that include continuous assessment and training of its employees.

Wandahl (2014) assert that executives of businesses and decision-makers could improve service delivery by participating in high-level talks to finance and distribute more resources. enhanced service quality in the service businesses would eventually be the outcome of enhanced service delivery policies and motivated employees. A deliberate and ongoing process of learning about and correcting customers' views of service delivery may improve service quality in a service organization Wandahl (2014). The management of service businesses should establish methods to handle the most important problems that remain unresolved.

1.1.3 Local Perspective on Network Service Provider Industry

In Kenya, the internet service delivery sector has contributed to economic development. The internet operators of services business have played important roles in the movement of funds, job creation, tax revenue generation for the government, establishing relationships, facilitating the sharing of concepts, conferences, networking, and information transmission. The internet service provider market is very competitive amongst the many cell phone service providers, which benefits customers by ensuring they get the best services and rates. The biggest network operator in the sector is Safaricom Ltd., followed by Airtel Network Kenya Ltd. and Telkom, the smallest supplier of services in the nation (Ombok, 2018).

In light of the increasing population of mobile users, Kenya's networking carrier sector is thriving, becoming more active, and expanding. Kenya, a nation of fifty million residents, has a high rate of cellphone users as of the final day of April 2018, with Safaricom holding a 76% market share, Airtel 18%, and Telkom 6% (Ombok, 2018). The market for network service providers is a promising industry with brighter days ahead. With the three mobile carriers in the nation becoming more competitive, intense advertising and promotional campaigns are run to secure customer preference for the selection of the brands. The key element that will fuel the industry's development has been highlighted as the expansion of networks that leads to excellent service (Forecast, Possibilities & Trends 2013-2017).

The government's exemption from taxes on cellphones, the freedom to transfer numbers, the entry of new telephone service providers, and the rollout of 3G and 4G technologies by telecom providers are all factors that have contributed to the enormous expansion of Kenya's network operator business. Under the Kenya

Communication (Amendment) Act 2009, the Kenyan government acknowledged the need for technological advancement in 2009 and promoted the growth of the information and communication industry as well as electronic commerce.

1.2 Statement of the Problem

Complaints by the consumers over poor services offered coupled with high charges by the network operators dominate the industry. Competition in the industry has intensified thus network operators put great emphasis on promotion and advertising at the expense of service quality. A research gap arises and need to address the importance and improvement of service quality attributes to level up with consumer expectation and influence consumer choice. This is an enormous sector in Kenya that is essential to the country's banking system. The legislative framework and level of competitiveness in the internet service sector have undergone significant and fast adjustments. In the last 18 or so years, Kenya's Communication Commission has granted licenses to four mobile operators: Safaricom, Airtel, Telkom Kenya (Orange), and Essar (YU).

Many academics have battled with the issue of how to quantify the excellence of services in Kenya, particularly Kiambu County. The most widely known measures of service quality are founded on five dimensions which have been constantly been rated and graded by customers to be the most significant.

These dimensions, as defined by the SERVQUAL or RATER measurement instrument and include tangibles, reliability, responsiveness, assurance and empathy. Since there have been discrepancies in previous investigations, it is on this basis that the research seeks to pinpoint the connection among the caliber of service, which includes flexibility, compassion, confidence, and trustworthiness, and client

preference in Kenya's internet service supplier sector. There is an appetite for consideration for this sector since few scholars have focused on the study of the concerns, obstacles, and concerns affecting this important sector (Omae and Kibet, 2013).

In established nations like the US, the UK, and Japan, there have been numerous research efforts on excellent service and customer choice; but, as shown by a dearth of pertinent research in emerging nations like Kenya, this is not the case. Research studies on service quality and client preferences have not yet been conducted in Kenya, particularly in the sector of network service providers, to which very little effort and focus has been given (Omae and Kibet, 2013). As a result, it indicates that insufficient and unsatisfactory study has not been done on the impact of excellent service on customer choice in Kenya's wireless operator industry (Omae and Kibet, 2013). The study fills the gap in the literature on the relationship among excellent service and client preference in the Kenyan internet operator sector and offers further empirical data on how service quality affects decision-making.

1.3 Research Objectives

1.3.1 General Objective

The general aim of the research is to establish the effect of service quality characteristics on consumer's choice in the network service provider industry in Kiambu County, Kenya.

1.3.2 Specific Objectives

- i.** To establish the extent to which reliability affects consumer's choice within the network service provider industry in Kiambu County, Kenya.

- ii. To determine the extent to which assurance affects consumer's choice within the network service provider industry in Kiambu County, Kenya.
- iii. To ascertain the level to which responsiveness affects consumer's choice within the network service provider industry in Kiambu County, Kenya.
- iv. To explore the extent to which empathy affects consumer's choice within the network service provider industry in Kiambu County, Kenya.

1.4 Research Questions

- i. How does reliability affect consumer's choice within the network service provider industry in Kiambu County, Kenya?
- ii. To what extent does assurance affect consumer's choice within the network service provider industry in Kiambu County, Kenya?
- iii. To what extent does responsiveness affect consumer choice within the network service provider industry in Kiambu County, Kenya?
- iv. How does empathy affect consumer's choice within the network service provider industry in Kiambu County, Kenya?

1.5 Significance of the Study

The outcomes of this research were of great to the following; they include: Society (consumers), Industries, The Ministry of ICT, Managers, Government administrators and other Researchers. Society (consumers) considering that service quality performs a crucial role in the service and manufacturing industries. Great demands for satisfaction of needs and wants from today's sophisticated and complex consumers, justifies the need for enlightenment about service quality.

Industries applied recommended methods and approaches derived study to offer better services to consumers. The Ministry of Information, Communication and Technology

through enhanced competitive advantages to the network operators ensures that quality service was provided to the consumers.

Managers: the empirical results provided managers with an understanding of service quality impact on consumer choice, support network operator organizations plan demonstrate the usefulness in the network operator industry equip researchers with more information, data, and knowledge about the results of excellent service on consumer choice in the network operator industry in Kenya

1.6 Scope of the Study

The research was conducted out in Kiambu County on the effects of service quality attributes and consumer's choice in the network service provider industry. The study narrowed down to only the network service provider industry in Kiambu County, Kenya and exceptional attention focused on mobile phone service users in Kiambu County. The target was 120 shopkeeper network service users in Kiambu County. The study involved collecting of data and information from mobile phone service users. This was important and relevant in collecting information required to solve the problem in the study. The research emphasized the available literature on the effects of service quality on consumer's choice.

1.7 Limitations of the Study

The focus of this investigation was on Kiambu County's network suppliers of services. Due to the peculiarity of networking vendors and internet service consumers in Kiambu County, such conclusions may not apply to other internet service subscribers in Kenya. The results from a more in-depth study will be better suited to be applied to Kenya's internet service providers industry as a whole. Most responders who had trouble disclosing the material because of its secret nature were constrained

by certain network service providers' exclusivity policies. In order to authenticate the study, the researcher had to show the participants their university identity card and an introduction letter they had received from the university. Additionally, the responders were instructed not to answer any questions with their names.

1.8 Organization of the study

The research was methodically divided into chapters with clear headings. The issue statement, goals and preliminary study hypotheses were all presented in the initial chapter. The chapter also emphasized the research's significance, constraints, structure, and difficulties. The second part included a review of the literature on how service quality affects consumers' decision-making in Kenya's market for network service providers. The pertinent theories, empirical reviews, literature summaries, research gaps, and conceptual framework were emphasized in the chapter. The third chapter discussed the techniques used to gather and analyze information regarding the target population, the sample population, size and data collection and analyzing instruments.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Chapter two comprised of three parts. The first section presents a summary of the theoretical literature and framework of the theories that are current and backing the study. The second part comprised of the conceptual structure and framework that bonds the link amongst dependent and independent variables. The third component of the chapter encompasses literature review that presents the vital factors recognized by the researcher in service quality and consumer choice. The information attained from literature review was summarized and serve as a guide in designing the questionnaires for the research project. In addition, clear research gaps were indicated.

2.2 Theoretical Framework

2.2.1 Goal - Setting Theory

The theory relates to responsiveness where willingness to help customers promptly and reply to their complaints on time is vital. Locke (1960) projected that employees are motivated to work when they have a goal in an organization. Service providers need to be ready to assist their customer quickly and provide prompt service. Goal-setting theory serves the purpose of setting objectives on ensuing performance; researched by Edwin Locke assert that workers who set specific, challenging objectives outperformed those who set generic, simple goals. Customers' perceptions of attentiveness are dependent on how long they must wait for assistance, how quickly queries are responded to, and how well difficulties and complexities are handled.

Locke postulated the five basic principles of goal-setting: challenge, clarity, feedback, task complexity and commitment. Responsiveness must apprehend and capture the model of flexibility and capacity to adapt the service to meet customer needs.

Greenberg & Baron (2000) aver that goal-setting theory outlines to the employee what has to be accomplished and how much dedication is necessary. This connects to the idea of goal-setting theory, which makes the assumption that a worker is committed to his job. He is adamant that he won't compromise or disregard his duty. Locke, (2010) observed that goal-setting center e don behavior and inspires staff. When objectives are made public, service performance improves and becomes a trend often experienced in the service industry.

Goal-setting theory enhances compliance, promptness of workers to offer services and provide timeliness of the service. The theory outlines that goal setting is fundamentally related to duty performance. It is stated that defined and demanding objectives and apt feedback add to superior and improved task performance. Goals specificity gives direction to employees on what is to be done and how much effort is required in each task. This theory is used to analyze how team objectives influence service quality and consumer choice. The most effective way to stay motivated is to set objectives for workers. However, the kind and value of goals affect how well the personnel will work. The supposition of this theory is that employee insight on the significance of the enticements given to them will be vital in enhancing job performance thus determine service deliverance. The goal setting theory supports that service quality plays a central role in influencing consumer choice.

2.2.2 Control Theory

According to (Zeithaml et al., 2006), control theory covers the level that which service firms are obliged to convey trust and confidence through their employees to their customers by being polite and showing respect. Formulated by Ouchi (1979) and Eisenhardt (1985), the theory of modalities of oversight describes the actions utilized

to make guarantee employees in a company operate in a manner that is compatible with the goals and purposes for that it was founded (Kirsch, 2017). According to the control paradigm, the person who controls and the controlee have distinct interests. The controller's methods of control may thwart the varied interests (Tiwana, 2009). The distinction between formal and informal control mechanisms enhances confidence. Behavioral and control of results are considered formal modalities of control. Assessments derived from organizational policies are used to govern behavior via specified duties, incentives, and punishments. An "outcome control" system assigns incentives based on clearly defined objectives and results. The clan and self-identified control strategy lays forth informal means of control. Clan is the structure of a group that shares similar morals, ideologies, and values; these channels are attained by practices like recruiting, integration, and instruction. Personal self-management, self-set ambitions, and autonomy systems are used to carry out the control mode of the self, which is concerned with independently determined targets (Kirsch, 2007).

Based on the framework of service quality process, the management and the employees have varying interests; service firms merge credibility, competence, security and courtesy to instill assurance to their consumers. For organization to manage cost and plan the service execution stage the management should execute different methods and approaches that enhance employees are compliant. The control system and policy must be aligned with the general service provision goals of the firm and the objectives of individual groups. Taking this viewpoint, the research will use control theory to concentrate on the various types of control in the telecommunications business.

2.2.3 Theory of Performance (ToP)

The Theory measures the company ability to complete the pledged service by means of quality and accuracy in the specified requirements between the company and the consumer (Baker, 2013). ToP (theory of performance) defines and links six fundamental ideas to provide a framework that may be used to explain the dependability and efficiency of service modifications. To perform is to produce worthwhile outcomes. The performer may be an individual or team of employees working together. Growing productivity is an advancement and performance level indicates where you are on the trip. The six aspects that make up the current level of performance are: personal factors, level of identification, knowledge, fixed factors, context, and skill levels. The six variables are expected to result in significant performance increase.

Reliability, in the words of Hijzen, Görg, and Hine (2005), is excellence sustained across time. via describe the efficacy and efficacy of execution, levels and tiers are designated Level 1 by means of Level 2 and so on. This indicates that a Level 3 employee or firm is doing superior to a Level 2 worker or company. Outcomes from performing at a higher level fall into the following categories: (i) improved quality—products and outcomes more effectively meet or exceed customer expectations; increased output of produce; less waste; (ii) capability growth—increased capacity to carry out increasingly challenging performances or services, (iii) capacity growth—the ability to generate more—increased production, (iv) increased knowledge—a better understanding and perspective of the provision of services; (v) abilities improve—the capacity to focus, persevere, maintain a positive perspective, etc., expands in scope and importance. (vi) identity and motivation rise; employees value themselves more as professionals, and businesses hone their essence.

2.2.4 Financial Distress Theory and Finances

By reducing responses to service failure, boosting restoration of service, or extending above and beyond to satisfy a customer's unique needs, the economic misery hypothesis connects to empathetic. The financial distress theory evaluates the diverse aspects that lead to an organization falling performance (Ehrhardt & Brigham, 2013). Correia, McNichols & Beaver (2011), depict financial distress as the failure of a service firm to pay its financial commitment as they grow. The likelihood of a firm's financial difficulties must be assessed in the current business environment since it will affect the payment dispersion for investments. A firm's investment decision hierarchy and the financing department should be autonomous and separable. Nevertheless, this concept is not recognized by most organizations, thus equating their balance sheets on debts and equity claims that reduce their leverage on costs (Finnerty, 2013).

Service providers need to be good listeners to tailor policies that are caring and offer individual attention to its customers. Every firm planning to offer a service ought to ascertain that the organizational financial capacity is adequately conversed, communed and organized before decisions are made either to launch the venture or not. Business firms must also deem the period of time needed to discharge finances required for business enterprise ventures. This guarantees timely financial backing thus prevents interruption linked with delayed money disbursement (Finnerty, 2013). The theory is essential when dealing with the financial aspects that influence service impediments. Service firms experience financial restraint mainly due to poor financial estimations, late disbursement of project fund and inadequate funding. The theory guides the research question on the extent to which service dimensions affects consumer's choice within the telecommunication industry.

2.3 Reliability and Consumer Choice

Reliability is an impression applied for assessing or evaluating quantitative research, the view is mostly used in all aspects of research. When the idea of testing is viewed as a method of information elicitation then the most vital test of any qualitative research is its quality. We may comprehend an instance that might otherwise be perplexing or perplexing" because to excellent qualitative studies, according to Eisner (2011). Durability is a model to evaluate the quality of quantitative studies with the "functionally of explaining," and it relates to the impression of a high-quality study. The goal of quality philosophy in qualitative studies is to generate comprehension (Stenbacka, 2011). The variation in aims of evaluating the quality of researches in quantitative and qualitative studies is one of the key reasons that the principle of reliability is relevant in research.

Service firms that offer accessible services that exceeded perception and expectations of the consumers performed better than those companies that lacked importance and comprehensibility in service provision thus proving a link between superb service quality and positive consumer choice. Consequently, service firms that offer secure service quality enables its consumers to experience satisfaction in regard to the services provided. The results evidently ascertain that an ambiance of satisfaction exists with regards to meeting consumer's expectations. This can be initiated at service companies through putting into practice the strategies that include continuous assessment and training of its employees. Furthermore, directors and administrators of businesses should engage in high-level talks to obtain and redistribute additional funding so as to improve service delivery. In due time, greater excellence in the service organizations will become the outcome of easy-to-use services combined with superior service delivery tactics. A deliberate and ongoing strategy of examining and

dealing with customers' knowledge and perception of service delivery improves service quality in service firms.

2.4 Assurance and Consumer Choice

Assurance is an internet solution vendor's capacity to foster client confidence and trust by ensuring that staff members are informed, knowledgeable, courteous, and reliable. Service firms are obliged to convey trust and confidence through their employees to their customers by being polite and showing respect (Zeithaml et al., 2016).

In every business, the level of assurance that clients believe is a critical component of excellent service (Zeithaml et al., 2010). Additionally, assurance is especially crucial in sectors where consumers believe that quality is affected by human characteristics (Butler, Oswald, Turner, 1996). Whenever certainty and trust in the service suppliers are essential, reassurance is particularly important (Branssington & Pettit, 2000). A service supplier's verification and evaluation should unquestionably play a crucial role in the service delivery plan (Ovretveit, 2004).

Additionally, customers expect vendors to be professionals, specialists, and professionals in the services they deal with. It is crucial for suppliers of services to let clients realize they have the necessary experience and knowledge. Consumers' trust will be diminished if service business staffs are highly trained but consumers can't tell. And they will place a lesser value on the level of service the supplier offers. Service providers may control client expectations and affect how they evaluate the quality of their services in advance by effectively conveying their skills.

For instance, Sengupta (2015) and Cooper, Seiford and Tone (2010) define both assurance and efficiency as the guarantee between output and input. Instead of

defining assurance as the ratio between pledge and action, it translates to the personnel who link the customer to the service firm.

Assurance is described by Takim and Adnan (2009) and Niringiye and Ayebale (2012) as the maximizing of outcome for a fixed amount of labor or assets or the degree to which the intended outcomes are attained at an affordable cost. According to Pinto and Slevin's (2018) perspective, assurance is defined as a strong management system, internal organizational frameworks, and basic performance requirements. Consequently, assurance requires time, money, and resources. According to Takim and Adnan, (2009), service assurance is realized by setting structure and managerial systems. Assurance analyses organizational and internal management structures that adhere to programs and finances that are of significant importance. Service assessment determines the level at which inputs are deployed to produce the required productivity and how inputs and assets can be used more resourcefully to achieve desired outcomes by evaluating assurance.

To generate grand consumers' experiences, those that ensure loyalty and support, it's crucial for service firm to be involved in practical participation (Solomon, 2012). Experiences that prompt service preference by consumer taking into account cost and time. Firm offer credibility, knowledge, politeness and trustworthiness through their employees. (Zeithaml et al., 2006) stated that service firms obliged to convey honesty, trust and confidence through their employees to their consumers by being proficient, knowledgeable and respectful conveying an appealing gesture wooing new consumers with a comprehensible knowledge of how to serve and maintain consumers.

2.5 Responsiveness and Consumer Choice

In this scenario, responsiveness is defined as the outcome that may be achieved when an entity and its interactions are organized such that they are aware of and respond correctly to the legitimate demands of its customers. There are two ways to look about responsiveness. Initially the service user is often depicted as a consumer, and higher responsiveness is commonly seen as a strategy for drawing new customers. The second aspect of responsiveness is the protection of service users' rights to appropriate and satisfying treatment. According to Owens and Batchelor (2016), service charters aim to define how to "treat individuals that utilize telecommunications services as clients under a market-driven and people-centered system."

Kumar, (2009) studied the empirical relationship between responsiveness and consumer choice and found a positive correlation towards firms that willingly help consumers promptly and reply to their complaints on time. Service providers need to be ready to assist their consumers quickly and provide prompt service. Responsiveness is meant to address consumer's need and feeling that they are important by emphasis on concentration, focus, alertness, kindness and celerity in dealing with consumer needs, queries, criticisms, grievances and troubles (Lucas, 2012).

Responsiveness must apprehend consumer conduct and capture the concept of flexibility, confidentiality, dignity, autonomy and capability to mold the service to meet consumer wants (Tamil, 2010). Service providers must analyze the process of offering services and managing demands from the customer's point standpoint as opposed to from their business's point of view in order for responsiveness to flourish

and impact choice for clients. Service providers must comprehend requests and desires of their consumers, appropriate and suitable operating hours, individualized concern is given them by the workers, awareness to challenges, and consumers security in their operation (Kumar et al., 2009).

Responsiveness, as (Berry et al. 2005) identified, is a crucial quality determinant. For instance, responding to calls or emails immediately, providing services that are lively, voluntary, and flexible in solving consumers' difficulties or requests.

2.6 Empathy and Consumer Choice

Undoubtedly empathy has a unifying value, which is not in itself conformity or consent; for instance, one can sympathize with one you yearn would act in a different way. Empathy does not imply relinquishing your personal interests or rights; knowing this liberates us to be more empathic.

We may let others traverse the path via our perception like wind via the leaves when we feel sturdy in oneself, comparable to a sturdy oak tree with deep roots. We do this because we know that we can allow others in and yet remain together and unharmed.

Empathy should characterize professional care and tolerant exchange of information in order to realize the preferred outstanding results (Pembroke NF 2007). At hand there needs to be more clarity regarding the accurate meaning of empathy. Consequently, exploring more on this concept is essential to explain its meaning. Fairbairn (2002) described the disparity between sympathy and empathy and related the first concept as being the capacity to feel considerate and empathy the aptitude to put oneself into another's shoes, as an indication of understanding.

Sympathy is an arousing, abrupt and unrestrained reaction that overwhelm one when an individual visualize herself in someone else is situation. This is why it leads to

delay of care or lessen the right actions. Empathy on the other hand, is an ability learned or an approach of life, which enables and used to get in touch with someone, to converse and comprehend peoples' feelings or experiences (Halpern J 2003). Furthermore, an individual may be judged to have less or more developed empathy and to have an inclination to use more of this ability-depending on whether he feels accountable towards other people (Ickes W 2007).

We can express empathy regarding happiness, sadness, exhilaration, desolation, hurt and uncertainty. In health care, empathy facilitates health care specialists and patients to work together (Le Compte A 2010). Empathy is repeatedly depicted as "the capability to see the wd through other people's perspective, which merely entails extending the capacity to envision what another individual is viewing and feeling in a particular situation. It is an effort to value one another, to subsist and consider things in the same way. Empathy can further be depicted as the procedure of understanding each other's personal experience by vicariously sharing that experience while upholding a vigilant stand point. (Zinn, 2011) observed that empathy plays a significant role in a therapeutic relationship. (Wiseman, 2016) indicates that empathy refers to identifying people's true feelings, the reasons for these feelings, and being competent to participate in the emotional experience of an person without becoming part of it (Keen, 2007). Gagan (2003) pointed out that empathy is the capability to recognize one's feelings on one hand, while conveying them on the other.

2.7 Empirical Review and Customer Choice

Empirical research is a mode of acquiring information by ways of direct and indirect observation and practice. This section provides review researches conducted on

similar area of study based on the four research objectives as explored by other researchers. They include: reliability, assurance, responsiveness and empathy.

2.7.1 Reliability and Consumer Choice

According to Safwan (2010), consumer choice fails because service firm lack numerous competences and capabilities that enable them to perform and accomplish desired services to their consumers. Safwan (2010) argued that consumers are unsatisfied because service giver's fail to execute services in a steadfast and precise mode. Service firms should assess their services and how exceptional a service match's to the purchaser's prospects (Eshghi, 2008). However, successful service business operators are always assessing the service offered to their clients in array to fruitfully perk up their service and swiftly spot out problems thus providing superior consumer approval Most importantly, reliability entails performing it good the prime time and it is a vital service part of consumers satisfaction (Messay, 2012). Reliability is presumed to be exceptionally once it constantly match's to the consumer's expectations (Asubonteng, 2006; Wisniewski and Donnelly, 2006). (Parasuraman, 2015) argues that reliability is the evaluation of service dependence and consistence in service delivery.

According to Barkley (2011), reliability in service delivery is an outstanding vital facet to build up especially in the service industry. Reliable firms performed better than those companies that lacked importance and comprehensibility in service provision proving a link between superb service quality and positive consumer choice. As a result, service providers with higher levels of excellent service provide their customers reasons to be happy with the work done. The findings clearly demonstrated that desires are met in an atmosphere of contentment. This can be initiated at service

companies through putting into practice the strategies that include service accessibility, security and providing services that are easy to use. Furthermore, business executives and decision-makers should engage in high-level talks to identify and allocate extra resources so as to improve service dependability. Improvements in service delivery practices and employee engagement would eventually lead to increased dependability in the service industries. A deliberate and ongoing process of learning about and correcting customers' opinions of service delivery may improve reliability in service businesses. The management of service providers should set up mechanisms to handle dependability as a major problem with service delivery. Additionally, it is crucial that the management of the service organization take the appropriate actions to increase the company's dependability.

(Odhiambo, 2015) did a study on the effects of reliability on consumer choice using a case study of customers of different banks in the central district in Nairobi, Kenya. In her study descriptive research design was used; 200 bank customers were used as the population and the sample size constituted 30% of the total population, which equated to 60 respondents. Information was collected via surveys that were delivered by hand to participants. 95% of the respondents approved that reliability was the key cause that influenced their banking choice in while 5% of the respondents felt that reliability was not an important choice factor. (Odhiambo, 2015) revealed on the important constructive connection between reliability and consumer choice. The investigation study indicated that in order for Kenya's financial institutions to continue to compete in the market, they must always make sure that they are dependable to their consumers. Reliability has an important direct effect on consumer value perceptions, satisfaction, judgments and choice. Reliability also affects choice intentions indirectly. Service industries should necessitate management and appraising

reliability as a dimension as it is an undeviating forebear of consumer contentment. Service offered by the service firm is a convey ingrate of professed worth. The outcome reveals the basis for service industry to advance their service quality awareness on reliability, organization and service for enhanced customer perpetuation and positive word of mouth. Service firms should supervise both the indirect and direct outcomes of reliability to boost positive customer choice.

2.7.2 Assurance and Customer Choice

Lack of a great consumer experience causes brand disloyalty and disownment activating a deep discontent of the experiences (Solomon, 2012). Poor experiences trigger emotions and motivations that drive low consumer's brand preference and choice by not inspiring trust and confidence to the firm through billing, credibility, time, knowledge, cost, politeness and trustworthiness of the employees. (Zeithaml et al., 2006) stated that service firms obliged to convey trust and confidence through their employees to their consumers by being competent, proficient, knowledgeable and respectful conveying an appealing gesture wooing new consumers.

According to (Beckman & Rigby, 2003) consumers don't recall what was conversed, consumers don't remember the service act; however consumers will always remember how you made them feel. (Bransington & Pettit, 2000) Productivity, integrity, staff competence, confidentiality, respect for consumers, credibility, safety, and security are all components of assurance contributing to consumer choice success. In regions with greater risk, the results of utilizing the service are unpredictable. Where customers identify quality with impressions of human elements, assurance is a crucial component of service quality (Butler, Oswald, & Turner, 2016).

(Andaleeb and Conway, 2006) did a study on assurance in a teaching hospital for the University of South Alabama, Alabama city to prove the effects of assurance on consumer choice. During the research project, 104 patients undergoing surgery completed questionnaires for assessment purposes. Information collected indicates patients favored to be operated by surgeons who were specialists, experts and professionals in the medical care and the importance of the hospital to communicate that they got the required expertise, charged fair rates and knowledge to the patients. The study also revealed that specialized surgeons assigned to specific operations were 90% more successful in surgery operations than unspecialized surgeons. This research verified assurance as an important aspect in service quality as consumers always evaluate prices charged for a given service consequently influencing consumer choice.

Zeithaml (2006) came to the conclusion that service businesses may control client choice, prerequisites, and affect their excellent service evaluation beforehand by providing cost rates, competences. As a component of excellence in service, assurance mostly pertains to the business strategies of service providers. As a way to win the trust and faith of the customers, these strategies serve as the policies that connect the customer to the business.

2.7.3 Responsiveness and Consumer Choice

Kumar, (2009) studied the empirical relationship between responsiveness and consumer choice and found a negative correlation towards firms that unwillingly help consumers promptly and do not respond to their complaints on time. Service providers need to be ready to help their customers quickly and also offer prompt service. Responsiveness addresses Consumers' need and feeling are important by emphasizing

on concentration, focus, alertness, attention and swiftness in dealing with consumer wishes, queries, criticisms, grievances and troubles (Lucas, 2012).

Responsiveness must apprehend consumer conduct and capture the model of suppleness, confidentiality, dignity, autonomy and capability to tailor firm's services to meet consumer wants (Tamil, 2010). Service suppliers should see the process of service delivery and handling of needs from the customer's point of view as opposed to from the business's point of view if they want responsiveness to shine as an operational component and impact consumer choice. Service providers need to understand wishes and requests of their consumers; appropriate and suitable operating hours, individualized attention given by the workers, alertness to problems and consumers security in their operation (Kumar, 2009).

Responsiveness, as (Berry et al. 2015) identified, is a crucial quality determinant. For instance, responding to calls or emails immediately, providing services that are lively, voluntary, and flexible in solving consumers' difficulties or requests. (Ravichandran, 2010) conducted an empirical research on the outcome of responsiveness on consumer choice using a case study of consumers of various supermarkets in Abu Dhabi, United Arab Emirates. His research case deployed descriptive research design; the population used was 120 consumers and the sample size constituted 45% of the total population, which equated to 54 respondents. Information was gathered through questionnaires which were administered directly to the respondents through hand delivery. 85% of the responders agreed that responsiveness influenced their choice patterns while 15% of the respondents felt that responsiveness did not affect their choice. (Ravichandran, 2010) highlighted the importance of supermarkets employees' responsiveness that resulted to positive consumer choice promoting sales. Employees

should continuously engage in personal interaction with consumers and show personal interest in their well-being. The study and research not only supports that contention, but emphasizes that responsiveness is a crucial consideration, is a major element in providing satisfaction and the lack of it is a major source of dissatisfaction. It is vital for consumers to feel providers value them, are respectful and alert to their requests immediately, quickly, promptly, rapidly and instantly and not just emergencies but everyday responses too by employees.

According to Zeithaml & Bitner (2000) attending to consumers' needs promptly is important to influence their choice intention positively. To comply, companies are obliged to assist its consumers in offering them with a superior, excellence and swift services. Responsiveness to consumer need and want is a very important dimension, because every consumer wants to feel worth and valued by getting the best responses and treatments from a service firm.

2.7.4 Empathy and Consumer Choice

Caruana, (2002) argued that purchase choice patterns were virtually influenced by the unwillingness, uneasiness and incapability to give personalized attention to a consumer. Consequently, when the consumers sense that they don't get specialized and superior care, there will be a low probability that they will come back to the service firm and repurchase the service. Service providers need to be approachable by their consumers which translate to putting yourselves in the shoes of the customer (Jones, 2003). (Kasper, 2010) identified the value and importance the service firm provide to each consumer, communicated information, the level to which precise consumer preferences, wants and needs can be comprehended and expressed; all components of empathy as contributing to choose success.

Service providers need to be good listeners to tailor policies that are caring and offer individual attention to its consumers. (Negi, 2009) emphasized on the importance of empathy in today's competitive market and its effect on decisive consumer choice by making consumers feel extra valued and special. (Lian, 2014) conducted a research study on empathy in a hotel-based setting on Malaysian restaurant business. The respondents used were 377 restaurant customers from KDU College. A structured questionnaire was developed by the researcher (Lian, 2014) and issued to the students in the institution to collect information on how empathy influenced their choice on preferred restaurant.

Based on the findings of the study, Lian (2014) came to the following conclusion: Compassion is a crucial factor for impacting customer decision by guaranteeing client loyalty. For instance, the attendant shows attention during service failure, offers service recovery, and goes above and beyond to satisfy a customer's special need. The attendant also understands how the client wants his or her food cooked. For example, a hotel employee providing vegetarian food, being conversant with the consumer's name, requests, his preference and his likings. The study concluded that empathy as a service quality dimension is appropriate in service industry to enhance positive relationships with consumers thus ensuring the firm's survival.

According to (Zeithaml et al., 2006) empathy is an important element and provision of personalized services enhances competitive advantage of a firm over the others. In the network service provider industry, empathy is an important facet to ensure consumer loyalty as the service firm tailors plans and strategies that match to the consumer likes and preferences. Services offered should be proffered entirely to terms. This increases how much customers value the service providers' efforts to

make clients feel cared for while the services are being delivered.

2.8 Critique the Existing Literature relevant to the study

Past studies have been based on service quality in the network service provider industry but lack clear cut information about effects of service attributes and consumer's choice in network service provider industry. This is because different researchers have carried out research based on scope of the network service provider industry and the different network operators in different regions. It is therefore of essence to note that the service providers are unique in one way or another and their services will differ too.

Literature review also indicates that the study only focuses on identifying the results of service quality attributes on consumer choice in the network operators industry like assurance, empathy, responsiveness and reliability. The studies does not show the effect of tangibles on consumer choice in the network service provide industry and how other various factors effects consumers 'choice in the industry. Therefore, this study will be expected to bring to light the local experience on the effect of service quality attributes on consumer's choice in the network service provider industry.

2.9 Research Gaps

Research studies previously reviewed have not sufficiently pointed out the effects of service quality attributes on consumer choice in the network service provider industry in Kiambu County. The majority of earlier studies are restricted to only challenges facing the network service provider industry in Kenya. The importance of dependability, certainty, adaptability, and empathy—all characteristics of service quality—has not been examined in previous studies.

However, there is no literature available on the effects of service quality attributes on

consumer choice in the network service provider industry in Kiambu County, Kenya. The study aims to ascertain the effects of service quality attributes on consumer choice in the network service provider industry in Kiambu County, Kenya. This proposed research on the effects of service quality attributes on consumer choice in the network operators industry, explores consumer's choice in the Kenyan setting.

Table 2.1 Summary of the Research Gap

Theme	Author	Title Of study	Findings	Critique	Research gap
The behavioral consequences of service quality	Valerie A. Zeithaml (2007)	Impact Of service quality On choice	The research found that dimension of service quality resulted to competitive advantage	The study focused only on developed countries without focusing on developing countries	The study focused only on four dimensions of service quality
Customer choice, Service quality and their effects in the Greek insurance industry	E. Tsoukatos (2005)	Influence of Service quality on choice	The study shows there is an important correlation between service quality and choice	The study concentrated only on the insurance industry and did not address in entirety the service industry	Research carried did not focus on tangibles as a dimension of service quality
Service quality perspectives and customer choice in Jordan commercial bank	A. Mohammad (2014)	Impact of service quality on customer choice	The study found out that superior service quality positively affects choice	The study emphasized mainly on customers without focusing on other aspects especially on employees	Employees as a facet of service quality is not stressed as it is a dynamic capability
Reassessment of expectation as a comparison in measuring service quality and its effects on choice	L. Berry (2012)	Roles of service quality in creating choice changes	The results illustrates the important correlation between choice and service quality	The study focused on how service quality affects choice	The study failed to indicate key aspects that firms deploy on quality

Source: (Author, 2018)

2.10 Summary of the Literature Reviewed

While some network suppliers are eventually entirely halting, others remain to face cost overruns, delays, and adjustments to fulfill deadlines. As a result, the nation wastes a lot of crucial financial resources that, if properly used, might be used appropriately. Network service providers are frequently distinguished by soaring difficulty and intricacy paired with uncertainty. This distinctiveness requires partnership and organization among many different stakeholders.

Nowadays, network service providers are becoming much more complex and difficult. Thus it is significant to explore the various service quality attributes affecting consumers' choice.

2.11 Conceptual Framework

Kothari (2004) defined the conceptual framework as a chart with information that elucidate diagrammatically and in narrative form the key things to be researched as main features, variables or conceptions and the supposed relationships among them. Macharia and Ngugi (2014) defines conceptual framework as an illustration representation that explain the link between dependent variables and independent variable. Conceptual framework illustrates the independent variables which are effect of service quality attributes on consumers' choice in the network service provider industry in Kenya. These independent variables shown below include: reliability, efficiency, responsiveness and empathy while the dependent variable is consumers' choice.

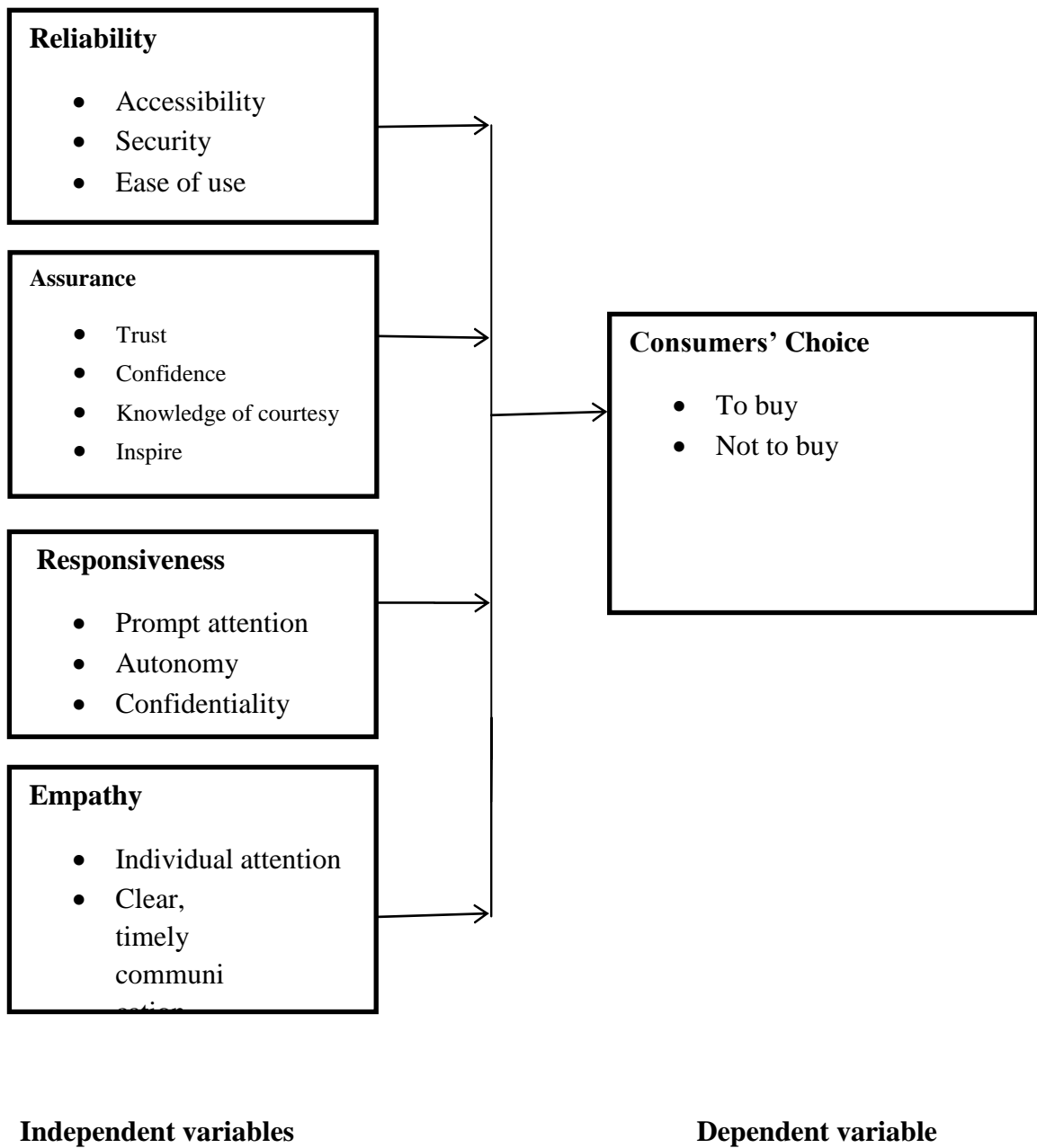


Figure 2.1 Conceptual FrameworkSource: (Author, 2018)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter provides an overview of the numerous investigation procedures that were employed to complete the investigation and achieve the research's goals. In this section, the investigator wanted to discuss the study design approach, target group selection, sample volume and size calculations, the presumptive sampling strategy, data compilation methodologies and operations, and the investigation's equipment and instruments that were employed. Furthermore, it demonstrated how the research, information-gathering techniques, and record-analysis processes improved reliability and validity.

3.2 Research Design

Quantitative research was used in the project to enable the collection of numeric data that can be used in statistical analysis (Siedlecki, 2020). A quantitative survey research design was used in the project. By examining a sample of the population, a survey design can provide a quantitative description of the attitudes, opinions, and trends within the population or test for correlations between the variables within the population (Creswell & Creswell, 2018). Three categories of questions are addressed by survey designs to assist researchers: (a) descriptive questions, (b) questions concerning the associations between variables, and (c) questions that predict relationships between variables over time (Creswell & Creswell, 2018). Surveys were issued to the participants to collect data on network service providers in Kiambu county. Surveys are beneficial as they are used to collect data on a wide range of populations, issues, or people in to assess generalized features (Cohen et al., 2018).

3.3 Target Population

Target population is delineated universal as the study of all the respondents of an authentic and supposed group of populace and procedures on which a study analysis to simplify its outcomes. Target population should be identified and defined in keeping with the study objectives (Ramacandran & Tsokos, 2009). Mugenda (2003) depicts target population as the entire group of people with same distinctiveness on which the researcher want to collect information regarding the research. The study tried to show the properties of the parameter defined by the group chosen. The target population to be used for the study is 120 shopkeepers who use the network service in Kiambu County. This population was chosen since these were the people who were involved in using the network operator service offered by telecom providers and are well conversant with the information required in the study. The research conducted was useful to the service providers to ascertain effects of service quality attributes on consumer choice in Kiambu County.

A target population should be identified and defined in keeping with the study objectives (Ramacandran & Tsokos, 2009). The research study was done among the network service users in Kiambu County.

Table 3.1: Summary of Target Population

Sub County	Population
Lari	10
Kabete	10
Kikuyu	10
Limuru	10
Kiambaa	10
Kiambu	10
Githunguri	10
Ruiru	10
Thika town	10
Juja	10
Gatundu north	10
Gatundu south	10
Total	120

Source: (Author, 2018)

3.4 Sample Size and Sampling techniques

3.4.1 Sampling Size

Based on (Mugenda & Mugenda, 2003) sampling is described as a method of choosing elements in a population in a way that the selected elements are representatives of the population characteristics. (Mugenda, 2003) pointed out that a sample size of between 10% to 30% of the total population as ample for the study based on descriptive research. In this study, 30% of the target population was sampled making the sample size 36. Simple random sampling technique was used to select the 120 shopkeepers as respondents.

Table 3.2: Summary of Distribution of Sample Size

	Total Population size	Total population	Sample size	Total
1	Service users	120	30%	36
	Total	120	30%	36

Source: (Author, 2018)

3.4.2 Sampling Techniques

A non-probabilistic sampling technique was used in the project to obtain sample. Non-probability sampling involves the intentional selection of certain units for a sample by the researchers, with the understanding that the relatively small mass they have selected from a large group will be typical or representative of the target population as a whole (Kothari, 2004). Also, non- probability sampling is applied when the researcher wants to address a specific issue and targeting a specific population (Cohen et al., 2018). A convenience sampling technique was applied as it entails the collection of data from a readily available population, it is cheap, and less time consuming (Cohen et al., 2018). The readily available population were shopkeepers in Kiambu county.

3.5 Data Collection Instruments

Since the information was gathered from a broad sample of people in a variety of settings while maintaining anonymity, surveys were employed to acquire the data. The researcher collected primary data by use of questionnaires that were administered. Use of the Likert scale by the researcher was useful to quantify values, perceptions, behavior and attitudes (Cooper & Schinder, 2007). The questions used to

obtain data were easy to understand, data that enhance comparability, economical and simple to fill in answers. The people to be sampled filled in the questionnaires given and helped out by my research assistants in areas incapable of understanding the questions. In the course of data collecting, the research project assistants used the drop off and pick up method to collect questionnaires. Questions used were closed and open ended, covering the four independent variables of the study. Factors studied were phased and chaptered enabling the data collecting method to be organized. The researcher requested consent from the County government to deliver and give questionnaires to the service users in Kiambu County.

The utilization of a survey as a research tool is consistent with and related to studies of a similar kind, such as Quality performance: the case of building projects in the Kenyan electrical sector by Ogano & Petrious (2011).

3.6 Data Collection Procedures

The researcher disseminated the created queries to the select participants in order to get the data. The investigator then gathered the feedback form for data analysis and presentation. Collection of data began after being given consent by Kenyatta University. Coordination of data collection processes was established after seeking permission and obtaining research permit from the NACOSTI and further appropriate agencies. Owing to the enormous nature of the study, the researcher involved research assistants who helped in distributing of questionnaires to target respondents.

Research assistants undertook training to equip them and make them conversant with research instruments, purpose of the study, ethics and requirements of the study. The University issued a letter of research approval, authorizing a research to be undertaken on the service users in Kiambu County before onset. The researcher also had to seek a

research permit from the County administration to conduct the research on the service users in Kiambu County, before the research began. The researcher then hired and trained three research assistants who assisted with the data collection exercise coupled by close supervision from the researcher. The survey made use of the drop off and pick up technique to issue out questionnaires to the designated sample population.

3.7 Pilot Testing

A pilot test is a preface miniature research study done to assess the practicability and statistical viability of the study design. Cargan (2007) pointed out that, pilot tests are essential for evaluating the reliability of the instruments and the validity of the study. Charkrabati & Blessing, (2009) indicated that a pilot study is conducted out to achieve vital objectives that include: evaluating whether the study procedure is practical and feasible, to assess in consistency in study result, to verify the sample size and to determine which funds are required for the intended research.

According to Mugenda (2009), a selected sample size varies from 1% to 10% of the population selected. The pilot test was conducted by use of questionnaires on 12 mobile services users to assess the validity and reliability of the questions in the questionnaire. A pilot test was conducted to enhance better research plan before undertaking the complete range of the study.

The pilot study was conducted in Kiambu County where the service users for the research were found. The questionnaires were self-administered.

3.8 Validity of the Instruments

Validity is the level to which the survey's variables accurately reflect the study's planned conceptualization and none else (Sekaran & Bougie, 2009). Kothari (2004) described validity as the level in which disparities included within an evaluating

instrument replicate accurate differences among tests.

According to Saunders (2009), validity describes the capability of the questionnaire to assess what the researcher intends to evaluate. The main intention is that the results from the questionnaire represented the truth of variables being measured. Content validity was applied to make certain the research queries in the questionnaire provide ample account of the analytical inquiries (Saunders, et. al 2009). Validity ensured the study conducted accurately evaluates of what was anticipated to be measured and how candid the study results were. Content validity showed extrapolation from results scores to a larger subset of data related to those of the population. Content validity mainly measured the research population. Langat (2015) pointed out that the facts and information assessed by the test scores should be a fraction of the main subset of the research study. To improve content validity, professionals from strategic management field gave their opinions and proposals on how best to structure the questionnaires. Use of existing theoretical frameworks enabled construct validity in the study. To ensure validity, the researcher ensured that the questionnaires instructions were followed and that the queries were written in a straight forward language which the respondents easily understood. The questionnaires used in the study were strategically formatted to guarantee that they are correct, precise and reliable to meet the study's objective.

3.9 Reliability Test

The research study uses the norm internal consistency measure referred as Cronbach's alpha. Cronbach's alpha shows the level in which a group of research information can be evaluated to measure a single latent variable (Phelan, 2011). Reliability is referred as the scale in which an evaluated measure generates constant and dependable

outcomes (Phelan, 2005). Kombo & Tromp (2006) noted that the consistency of an instrument is the evaluation of how steady the results of the research are. Based on the study, reliability was conducted by use of a pilot test. Sekeran and Bougie, (2008) reinforced that a feasibility study is essential for evaluating the dependability of the instruments and the viability of the study. When assessing consistency, a feasibility study was done prior to the actual research to enhance reliability of the questionnaires when gathering information. The researcher utilized Cronbach's Alpha as the gauge of internal consistency in the study. The Cronbach's Alpha measure illustrated how a group of things in a set are closely linked. The build compound reliability co-efficient Cronbach alpha of 0.6 and over was required for every of the construct to be regarded a sample. According to (Gasser, 2012) the satisfactory reliability coefficient factor in a research study is 0.6 and above.

Study researcher made certain that the questions in the questionnaire were designed such that it was easy for the respondents to understand. The survey was administered to the respondents in Kiambu County to verify its consistency. The feedback from the pilot test was vital to improve the questionnaire and make it dependable and stable. Examination of dependability of information gathering instruments have been used by other researchers in their studies.

3.10 Ethical Consideration

The project was conducted after obtaining consent from Kenyatta University and NACOSTI. The privacy and confidentiality of the participants was maintained in the project by not using their personal information such as names. Also, the data collected was used for the purpose of this project only and was not shared with any third parties. Data was stored in a locked cabinet and was recorded in a password protected

laptop that was accessible by the researcher only. Before issuing the study, the participants were informed about the project and trained on how to answer the questions. The project did not include any risks as no treatment or medication were administered. The participants were free to withdraw from the study at any time without repercussions.

3.11 Data Analysis and Presentation

Tromp and Kombo (2011) described data analysis and presentation as the practice of assembling the gathered data and putting it in order. It involved configuration of its key apparatus in such a way that the results were efficiently and easily conversed. This involved interpreting information that was gathered from population members when the questionnaires were completed. After collection of data, the examiner ensured that was complete, accurate and uniform. Accumulated data was reduced to a manageable size and summarized where necessary. The researcher compiled the information using data coding, data tabulation and data editing. Information examination was verified by use of SPSS to attain descriptive information resulting to multiple linear regression and summary regression models. SPSS software version 23.0 enabled the researcher to attain inferential statistics, frequencies and descriptive data that were used to obtain an overview and conclusion about the population. The descriptive data in the research was frequencies, the mean scores and standard deviation. Computations and conclusions of the study were deducted from the study measures and evaluated with the present research to give the result of the study. The multiple linear regression version applied in the study tested the correlation of dependent variables against the independent variable: The model used is listed below:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + q$$

In the model, Y represent the dependent variable (consumer choice), α signify the regression constant, β_1 , β_2 , β_3 and β_4 symbolize the coefficients of the independent variable, X_1 is reliability, X_2 is assurance, X_3 is responsiveness, X_4 is empathy and e is Error term.

After gathering information, it was tabulated in form of percentages, tables, and graphs. It was prepared using findings obtained from the research questionnaires.

CHAPTER FOUR
RESEARCH, FINDINGS AND PRESENTATIONS

4.1 Introduction

The section shows the results of the research, data analysis, data presentation and data interpretation. The study sought to establish how reliability, assurance, responsiveness and empathy affected consumer choice in the network service provider industry in Kiambu County, Kenya. The data that was collected was keyed and analyzed by descriptive data and inferential information by use of SPSS model 23 software. This section therefore submits practical results and conclusion by use of the model provided above in the third chapter.

4.2 Response Rate

The research consisted of 120 questionnaires which represented the sample size, the findings revealed that all out of the 120 questionnaires presented to the responders only 106 were filled and returned, this concurs with Mugenda and Mugenda (2012) that stipulates a feedback value of above 60% as excellent and above 70% as superb therefore the feedback value in this study was far much above the expectations hence was valid for decision making and drawing conclusions from.

Table 4.1 Response Rate

Response rate	Sample size	Percentage (100%)
Responded	106	88.3%
Did not respond	14	11.7%
TOTAL	120	100%

4.3. Pilot Test Results

4.3.1 Reliability and Validity of the Instruments

The term "reliability" refers to a parameter that indicates how biased and error-free the investigation tool in question is. This guarantees consistent measurements throughout time and for all the different measurements in the devices. Utilizing Cronbach's alpha stable, a gauge of internal uniformity and standard deviation, the instruments' reliability was assessed. According to Zinbarg and colleagues (2014), an alpha coefficient of 0.70 or greater shows it is reliable with comparably high internal consistency thus replicate the views of all responders in the target populace. A greater alpha coefficient index demonstrates the constancy of data in determining the concept of interest. Based on the variable reliability, the reliability test was conducted on the instrument and the Cronbach alpha constant was 0.724 and slightly above 0.7. Data on the variable assurance did not need any alteration since the Cronbach alpha constant was 0.798. The responsiveness alpha constant was 0.782. Conversely, after eradicating one aspect the reliability diminished to 0.702. Empathy variable had an alpha constant of 0.648 that increased to 0.844 after eliminating factor six. The dependent (Consumer Choice) variable had a alpha constant of 0.785 thus no aspect was taken out. Table 4.4 provides an overview of the findings on the validity of the research tool and the alpha. Because the instrument used had a Cronbach's characteristic of 0.787, it was accurate.

Table 4.2: Reliability of Instruments

Cronbach's	No of	Items	No	of Items	Cronbach's
Variables	Alpha	Before	Alpha	after	before
Reliability	0.724		0.722	4	4
Assurance	0.798		0.884	5	5
Responsiveness	0.782		0.702	8	7
Empathy	0.648		0.844	5	4
Consumer	0.785		0.785	3	3
Average	0.747		0.787		

4.4. Demographic Information

4.4.1. Level of Education

The total sample size 106 and 2.2% of the respondents had attained primary education, 9.8% secondary education, 46.7% tertiary education, and 41.3% University education. The outcomes are congruent with the findings of Crook (2011) who found that managers with higher level of education perform better because higher education level provides them with knowledge and skills, making them more conscious of their responsibilities and thus being in a position to use their knowledge to enhance consumer choice.

Table 4.3 Level of Education

Education	Frequency (<i>n</i>)	Percentage (%)
Primary	3	2.2
Secondary	11	9.8
Tertiary	49	46.7
University	43	41.3
Total	106	100

4.5 Descriptive Statistics

4.5.1 Reliability

Reliability was the research first objective that sort to examine how long you have been using the network service providers. The details of the findings are illustrated below.

How long you have been using the network service providers

From the information gathered about how long you have been using the network service providers in this study, out of the 120 respondents, 13.0% had experience on network service providers between 1-5 years, 44.6% for six to ten years, 18.5% for eleven to fifteen years, 7.6% for sixteen to twenty years, and 16.3% for more than 21 years. The study's findings parallel with those of Ogunlana (2008), who carried out investigations and discovered that dependability had a significant impact on project outcomes. The figures are shown in table 4.4 below.

Table 4.4 How long you have been using the network service providers

	Frequency	Percentage
1-5 years	14	13.0
6-10 years	46	44.6
11-15 years	19	18.5
16-20 years	9	7.6
Above 21 years	18	16.3
Total	106	100.0

Does reliability affect consumer choice?

It was necessary, therefore, to thoroughly investigate the ways in which dependability impacted customer choice in order to determine whether reliability had an impact on consumer choice in the network service provider sector. From a sample of 106, 13.0% indicated to a very large extent, 44.6% to a great extent, 18.5% to a modest degree, 7.6% to a lesser degree, and 8% to no extent. The findings suggested that customer choice in the network service provider sector was significantly influenced by reliability. This agrees with Safwan (2010), where consumer choice fails because service firm lack numerous competences and capabilities that enable them to perform and accomplish desired services to their consumers. The outcomes are listed in the table 4.5 below.

Table 4.5. Does reliability affect consumer choice

	Frequency	Percentage
Very great extent	14	13.0
Great extent	46	44.6
Moderate extent	20	18.5
Less extent	9	7.6
No extent	17	16.3
Total	106	100.0

How effective is security in determining consumer choice

The respondents selected were quizzed to show to which extent security affected consumer choice in the network service provider industry. Based on the findings in table 4.5.1, the majority of those polled, or 29.3%, suggested that security had an extremely beneficial effect on customer preferences in the internet service provider sector. Another 32.6% said it had a slightly favorable authority, 16.3% said it had a slightly negative influence, 12.0% said it had a less positive influence, and 9.8% said it had no influence at all. This suggests that consumers' fundamental criteria for choosing network service providers include security.

Table 4.6 How effective is security in determining consumer choice

	Frequency	Percentage
Very effective	30	29.3
Effective	34	32.6
Moderately effective		
	18	16.3
Less effective	13	12.0
Not effective	11	9.8
Total	106	100.0

4.5.2 Assurance

It was the second objective of the study. It aimed at establishing how assurance affected consumer choice in the network service provider industry. The findings of the study are illustrated below.

Effect of Assurance in enhancing consumer choice in network service providers

The purpose of the first assurance-related inquiry was to determine how assurance affected consumers' ability to choose amongst network connectivity suppliers. According to the data acquired for this research, of the 106 those polled, 14.1% were highly effective, 15.2% suggested to a large degree, 40.2% were helpful on an intermediate scale, 16.3% were successful on a smaller scale, and 14.1% had no impact at all. A high proportion suggested a considerable extent, which improved knowledge pertinent to the subject. Results of the research are in conformity with Zeithaml et al., 2006 who stated that service firms obliged to convey trust and confidence through their employees to their consumers by being competent, proficient, knowledgeable, and respectful conveying an appealing gesture wooing new

consumers. The findings are exhibited in the table 4.6 below.

4.5.3. Confidentiality sway

Confidentiality sway was the second variable under responsiveness which was to find out its effect on consumer choice in the network service provider industry. From the information gathered about confidentiality sway in this study, out of the 106 respondents, 12.0% indicated they affected to a very large extent, 21.7% stated to a large extent, 35.9% had the opinion of moderate extent, 19.6% had a less extent opinion and 10.9% indicated no extent. Most of the results were of a modest magnitude, which improved the method of analysis that was pertinent to the research.

Table 4.6 Effect of Assurance in enhancing consumer choice in network service providers

	Frequency	Percentage
Very great extent	16	14.1
Great extent	17	15.2
Moderate extent	41	40.2
Less extent	18	16.3
No extent	14	14.1
Total	106	100.0

Effects of inspire on consumer choice in the network service provider industry

The next question under project planning was to identify the effect of inspire on consumer choice in the network service provider industry. The possible answers to the question were; 38.0% was the highest response for improved consumer choice by over 80%, 29.3% for improved consumer choice by between 61%-80%, and 15.2% for improved consumer choice by between 41%-60%, 5.4% for improved consumer

choice by 21%-40% while 12.0% for improved consumer choice by below 20%. It was then realized that inspire led to improved consumer choice of over 80%. The conclusion of the study is exhibited in the table below.

Table 4.7 Effects of inspire on consumer choice in the network service provider industry

	Frequency	Percentage
Improved consumer choice by over 80%	39	38
Improved consumer choice by Between 61%-80%	31	29.3
Improved consumer choice by between 41%-60%	16	15.2
Improved consumer choice by Between 21% - 40%	6	5.4
Improved consumer choice by below 20%	14	12.0

4.5.4. Responsiveness

The third goal was to ascertain the level to which responsiveness affected consumer choice in the network service provider industry in Kiambu County, Kenya. The details of the findings are illustrated below.

Effect of prompt attention on consumer choice

To be able to establish how responsiveness affected consumer choice in the network service provider industry, it was of essence to identify how effective prompt attention was in enhancing consumer choice. When asked how successful rapid attention was, those polled responded with a range of replies: 29.3% said it was extremely efficient, 32.6%, the highest answer, said it was efficient, 16.3% said it was only partially successful, 12.0% claimed it was less successful, and 9.8% claimed it was ineffective.

The data collected is exhibited in the table below

Table 4.8 Effect of prompt attention on consumer choice

	Frequency	Percentage
Very effective	30	29.3
Effective	33	32.6
Moderately effective	17	16.3
Less effective	14	12.0
Not effective	12	9.8
Total	106	100.0

Table 4.9 confidentiality sway

	Frequency	Percentage
Very large extent	14	12.0
Large extent	22	21.7
Moderate extent	36	35.9
Less extent	22	19.6
No extent	12	10.9
Total	106	100.0

4.5.5. Empathy

Empathy was the fourth objective. It aimed at establishing out how empathy affected consumer choice in the network service provider industry.

How often was clear and timely communication carried out

It was crucial to determine how often concise and prompt communication was done in order to reply to queries about empathy. According to the study's results, 17.4% believed they were done weekly, 20.7% believed they took place monthly, 31.5% believed they were performed quarterly, and 12.0% believed they were performed semiannually, while 18.5% believed they were performed annually. From the results as exhibited in the table below, it can be concluded that clearly and timely communication was widely conducted on a quarterly basis which was appropriate

followed by monthly among others.

Table 4.10 How often Was Clear and Timely Communication Carried Out

	Frequency	Percentage
Weekly	18	17.4
Monthly	21	20.7
Quarterly	33	31.5
Semi annually	14	12.0
Annually	20	18.5
Total	106	100.0

How often do appropriate services affect consumer’s choice?

The next question under assurance was to identify how often appropriate services affect consumer’s choice in the network service provider industry. The possible answers to the question were; 25.0% was the highest response for frequently, 18.5% was very frequently, 23.9% was occasionally, 19.6% was rarely and 15.2% indicated they never met. The conclusion of the research is not in conformity with Zeithaml & Bitner (2000) says attending to consumers’ needs promptly is important to positively influence their choice intention. To comply, companies are obliged to assist its consumers in offering them with a superior, excellence and swift services. Table 4.11 below shows the findings.

Table 4.11 How often appropriate services affect consumer's choice

	Frequency	Percentage
Very frequently	19	18.5
Frequently	27	25.0
Occasionally	25	23.9
Rarely	21	19.6
Never	14	13.0
Total	106	100.0

Effect of individual selection

Further results and analysis on the effect of individual selection on consumer choice in the network service provider industry revealed that to a large extent by 28.3% individual selection affected consumer choice in the network service provider industry, whereas 20.7% depicted to a very large extent, 22.8% as a modest degree, 16.3% as a small level and 12.0% gave said not at all. It is therefore open that the effect of individual selection on consumer choice in the network service provider industry was to a large extent. The results are shown below.

Table 4.12 Effect of Individual

	Frequency	Percentage
Very large extent	21	20.7
Large extent	30	28.3
Moderate extent	24	22.8
Small extent	17	16.3
Not at all	14	12.0
Total	106	100.0

Consumer choice in the Network service provider Industry

Consumer choice in the research is the dependent variable which all the independent variables are checked against, in an attempt to establish the effects of reliability, assurance, responsiveness and empathy on consumer choice in the network service provider. In addition, findings on how many network service providers have been and succeeded in their business over the past five years are shown by the table below.

Table 4.11 Network service Providers between 2013 and 2017

Number of Network service providers	2013	2014	2015	2016	2017	Mean
Network service Providers who succeeded	17.4%	40.2%	13.0%	16.3%	13.0%	2.67
Network service providers not succeeded	6.5%	31.5%	38.0%	16.3%	7.6%	2.87
Network service providers who delayed	13.0%	14.1%	50.0%	16.3%	6.5%	2.89
Network service providers accepted with variations by the industry	13.0%	13.0%	19.6%	42.4%	12.0%	3.2

Time Frame that Network Service Providers have been in existence

From the information gathered on the time frame that network service providers have been in existence in Kiambu County in this study, out of the 106 respondents, 15.2% were to take 6 years, 13.0% were to take 5years, 25.0% were to take 4 years, 17.4% were to take 3 years, 10.9% were to take 2 years and 18.5% were to take 1 year. A good percentage therefore was they are to take 4 years. This was suitable and offered a more useful method of analysis pertinent to the topic.

Table 4.12 Time Frame that Network Service Providers have been in existence

	Frequency	Percentage
6 Years	17	15.2
5 years	15	13.0
4 years	27	25.0
3 years	18	17.4
2 years	12	10.9
1 year	17	18.5
Total	106	100.0

4.6 Normality Test

Skewness and kurtosis model was implemented to ascertain the familiarity and conformity of the research as advocated by Myoung (2008). A skewness value regarded for a standard distribution is zero that generally means a uniformed allocation. In contrast, Kurtosis is a measure of the peakness of the distribution in the study. Westetal, (1996) recommended a indication of considerable difference from the normal as an absolute skewness number higher than 2 and an fixed kurtosis number higher than7. In relation to the research, the commendation by Myoung (2008) emphasized as a rule of thumb, avariable is realistically close to a standard if

its skewness and kurtosis have figures of between -1.0 and 1.0. The data illustrated in the table 4.12 shows that reliability as a variable has a skewness coefficient of -0.620 and a kurtosis coefficient of 0.144. From this, it can be observed that reliability, assurance, responsiveness, empathy and Consumer choice were evenly distributed as their values lie within the ± 1 range as proposed by Myoung (2008).

Table 4.13 Normality Test

	Mean	Std. Deviation	Variance	Skewness	Std. Error	Kurtosis	Std. Error
	Statistic	Statistic	Statistic	Statistic	Error	Statistic	Error
Reliability	2.12	.490	.240	-.620	.251	.144	.498
Assurance	2.50	.565	.320	.738	.251	.230	.498
Responsiveness	2.49	.414	.171	-.075	.251	-.147	.498
Empathy	2.09	.433	.188	.437	.251	-.012	.498
Consumer Choice	2.78	.478	.229	.131	.251	-.685	.498

4.7 Correlations Analysis

The correlation coefficient measures how linearly the two variables are correlated. The interaction coefficient is said to have values between -1 and +1. In a realistic linear model, an association coefficient of 1 indicates that the two variables are entirely interconnected. A relation value of -1 shows that the study's two variables are completely correlated in a negative linear model, whereas a relation coefficient of 0 shows that there is no linear relationship at all among the two variables. In the study,

a correlation coefficient between 0.1 to 0.19 is considered to be very weak, 0.20 to 0.39 is considered to be weak, 0.40 to 0.59 is considered to be moderate, 0.60 to 0.79 is considered to be strong, and lastly 0.80 to 1.0 is considered to be extremely strong.

The examiner examined the relation connection amongst the variables of the research using Pearson product-moment correlation coefficient. The relation coefficient applied to examine the existence of any interrelation between independent variables and also whether the independent variables were connected to the dependent variable, consumer choice in the network service provider industry.

The data collected shows that all the independent variables had no worthwhile relation with each other. Correlation between reliability and assurance was $r = -.014$, $p\text{-value} = 0.895$, Correlation between reliability and responsiveness was $r = -.021$, $p\text{-value} = 0.839$, More findings could be found in table 4.13. From the results, it was also deduced that there was no link between the independent variables, further indicating that multi-collinearity was not an issue.

Table 4.14 Correlation Coefficient

	Reliability	Assurance	Responsiveness	Empathy	Consumer choice
Pearson Correlation	1	-.014	-.021	-.005	-.038
Reliability		.895	.839	.961	.719
Sig.(2-tailed)					
N	92	92	92	92	92
Pearson Correlation	.014	1	.127	-.177	.008
Assurance			.226	.091	.941
Sig.(2-tailed)					
N	92	92	92	92	92
Pearson Correlation	-.021	.127	1	.074	.131
Responsiveness				.485	.213
Sig (2-tailed)					
N	92	92	92	92	92
Pearson Correlation	-.005	-.177	.074	1	.123
Empathy					.241
Sig (2-tailed)					
N	92	92	92	92	92
Pearson Correlation	-.038	.008	.131	.123	1

ConsumerChoice

4.8. Regression Analysis

Model Summary, Anova and Regression Coefficient (Reliability)

Table 4.14 below shows the model summary for the regression between reliability and consumer choice in the network service provider industry. The R squared of 0.400 proves that 40% of consumer choice in the network service provider industry is accounted for by variations in dependability. F statistics of 130 shows the model used was important.

a. Dependent Variable: Consumer choice in the network service provider industry

b. Predictors: (Constant), reliability

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	.030	1	.030	130	.719
Residual	20.799	90	.231		
Total	20.829	91			

The regression coefficient table below illustrates the regression model amongst reliability and consumer choice in the network service provider industry and listed below $Y=2.859+0.037X_2$ which shows a useful and important correlation between reliability and consumer choice in the network service provider industry. The regression coefficient indicated a rise in reliability by an extra input results to a rise in consumer choice in the network service provider industry by 0.037.

Model	R	R Square	Adjusted Square	RStd .Error of the Estimate
1	.632 ^a	.400	.387	.481

Regression Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
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	B	Std. Error	Beta			
(Constant)	2.859	.224	12.788	.000		
Reliability	.037	.103	-.038	-.361	.719	

a. Dependent Variable: Consumer choice in the network service provider industry

Model summary, Anova and Regression coefficient (Assurance)

From Table 4.7.3 where the model for the regression between assurance and Consumerchoice in the network service provider industry has been summarized is shown below. An R squared of 0.201 shows that 20.1% of Consumer choice in the network service provider industry is explained by assurance. F statistics of 6.304 signifies that the general model used was noteworthy.

Model	R	R Square	Adjusted	Std. Error of the Estimate
1	.448 ^a	.201	.214	.481

ANOVA- Assurance

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	.001	1	.001	6.304	.941 ^b
1	Residual	20.828	90	.231		
	Total	20.829	91			

a. Predictors: (Constant), Assurance

b. Dependent Variable: Consumer choice in the network service provider industry

Table 4.15 below illustrates the regression model between assurance and Consumer choice in the network service provider industry was given by $Y=2.764+0.007X_2$ demonstrating a effective correlation between assurance and Consumer choice in the network service provider industry.

Regression Coefficients- Assurance

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	2.764	.229	.229	12.082	.000
1					
Assurance	.007	.089	.008	.075	.941

Regression Analysis for Responsiveness

From the regression analysis performed to ascertain the link amongst responsiveness and Consumer choice in the network service provider industry shows that the R-square index of .170 was computed implying that 17% of Consumer choice in the network service provider industry was affected by responsiveness. F statistic of 1.573 stipulates that the general model was important. Data analyzed is shown on table 4.7.4

Model Summary- Responsiveness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.412 ^a	.170	.168	.477

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	.358	1	.358	1.573	.213 ^b
1	Residual	20.472	90	.227		
	Total	20.829	91			

- a. Dependent variable: Consumer choice in the network service provider industr
- b. Predictors: (Constant), responsiveness

In the wireless service supplier sector, responsiveness and consumer preference were significantly correlated as indicated by the findings in table 4.7.4 and justified by

Regression Coefficients- Responsiveness

Model Unstandardized Coefficients

	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.403	.305		7.877	.000
Responsiveness	.151	.121	.131	1.254	.213

Regression Analysis for Empathy

The regression analysis was carried out to ascertain the correlation amongst empathy and Consumer choice in the network service provider industry. Based on the data obtained an R- square index of .357 was documented showing that 35.7% of Consumer choice in the network service provider industry was affected by empathy. F statistic of 1.391 shows the final model was important. The model summary table 4.16 shows the finding.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.357	.364	.477

ANOVA- Empathy

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.317	1	.317	1.391	.241 ^b
1	Residual	20.512	90	.228		
	Total	20.829	91			

a. Dependent variable: Consumer choice in the network service provider industry

b. Predictors (Constant), Empathy

Regression Coefficients-Empathy

	B	Std. Error	Beta		
(Constant)	2.496	.247		10.122	.000
Empathy	.136	.116	.123	1.179	.241

a. Dependent Variable: Consumer choice in the network service provider industry

There was a significant link amongst empathy and Consumer choice in the network service provider industry, as indicated by the findings in table 4.7.5 and justified by the model given as $Y=2.496+0.136X_2$. The regression coefficient of 2.496 specifies any add on to empathy by a unit enhances a rise in Consumer choice in the network service provider industry by 0.136 units.

4.9. Multivariate Regression Analysis

The segment illustrates the data and the overall result of all the independent variables that include reliability, assurance, responsiveness and empathy: and on the dependent variable that was Consumer choice in the network service provider industry. The multiple linear regression model utilized to ascertain the importance of the effect of the independent variables on the dependent variable. The generalized model used in the research study was;

Where:

Table 4.8.1 illustrates the analysis of the significance of the version utilized in the research. The data shows that the general model was suitable considering that the coefficient of determination generally known as the R-square of 0.616. The R-square signifies the independent variables thus explaining the 61.6% of the variations in the dependent variable.

Table 4.15: Overall Model Fitness

Model	R	R Square	Adjusted Square Estimate	R	Std Error of the
1	.785 ^a	.616	.607		.482

Predictors(Constant), Reliability, Assurance, Responsiveness, Empathy
 Dependent Variable: Consumer choice in the network service provider industry

Based on the study of the variance that is illustrated on table 4.17 This facilitates the

overall model was significant. The F statistics of 1.709 presented implied from the study shows independent variables are excellent market analyst of Consumer choice in the network service provider industry

Table 4.16 (ANOVA)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	.658	4	.164	1.709	.588 ^b
Residual	20.172	87	.232		
Total	20.829	91			

a. Dependent Variable: Consumer choice in the network service provider industry

b. Predictors: (Constant), Reliability, Assurance, Responsiveness, Empathy.

The findings on the Regression coefficients performed and exhibited in Table **4.8.3 reveals an empirical and important correlation linking the dependent variable**

Consumer choice in the network service provider industry and the independent variables, Reliability, Assurance, Responsiveness, and Empathy. Based on the research, the general model is computed below: $Y=1.951+0.224X_1+ 0.012X_2+0.139X_3+ 0.129X_4$

Beta coefficients of 0.701, 0.224, 0.012, 0.139 and 0.129 correspondingly justify the relevance of the model findings. The results indicate that an alteration on both of the variables will certainly result to a practical vary in Reliability, Assurance, Responsiveness, Empathy in

a. Dependent Variable: Consumer choice in the network service provider industry

The optimal model was therefore: $Y= 1.951+0.224X_1+0.139X_2+ 0.129X_3 + 0.012X_4$ where X_1 was reliability, X_2 was assurance, X_3 was responsiveness and X_4 was empathy.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter's main goal is to explain the significance behind the results of the analysis, which are discussed in chapter 4, and to lay out the research that led to the conclusions. It also went into the specifics of the conclusions and offered advice for handling the problems the research had brought up. This part is crucial since it explains if the study's goal was attained in any manner. As a result, this chapter serves as an overview of the research's results, recommendations, conclusion, and request for further investigation.

5.2 Summary of Findings

The research's main goal was to evaluate excellent service characteristics and customer preference in the network service provider sector in Kiambu County. The target populace for the research was 120 shopkeepers who use the network service in Kiambu County. This population was chosen since these are the people who are involved in using the network operator service offered by telecom providers and are well conversant with the information required in the study. Through the use of questionnaires, the descriptive research design sought to know how reliability, assurance, responsiveness and empathy affected consumer choice in the network service provider industry in Kiambu County, Kenya. However, the number narrowed down to 106 respondents since 14 respondents did not return the questionnaires. The researcher used questionnaires to collect information that was examined using descriptive statistics. Data collected is illustrated in tables and figures.

5.3 Reliability and Consumer Choice

Majority of the responders indicated that reliability was essential to enhance consumer choice in the network service provider industry in Kiambu County, Kenya, there is need to use previous experience in decision making, regarding consumer choice. Further, the study found out that that reliability is a critical requirement in enhancing consumer choice in the network service provider industry.

5.4 Assurance and Consumer Choice

The study sought to identify the effect of assurance in enhancing consumer choice in the network service provider industry. The results of the study show that assurance and consumer choice had a positive and significant relationship. It was found out that for every change in consumer choice 21.4% can be attributed to assurance.

This finding implies that assurance leads to improvement in consumer choice in the network service provider industry.

5.5 Responsiveness and Consumer Choice

The study findings sought to reveal the effect of responsiveness affected consumer choice in the network service provider industry had a positive and significant relationship. It was found out that for every change in the consumer choice 16.8% can be attributed to responsiveness. This finding infers that an effective responsiveness leads to enhanced consumer choice in the network service provider industry.

5.6 Empathy and Consumer Choice

The research objective was to establish the degree in which empathy affected consumer choice in the network service provider industry in Kiambu County. The research ascertained that monitoring and evaluation of communication progress was done annually, and appropriate activities were the most assessed empathy aspect. Majority of the respondents stated that the empathy is a critical component in

effective implementation of consumer choice in the network service provider industry. It was found out that for every change in the consumer choice 36.4% can be attributed to empathy.

5.7 Conclusion of the Study

The key purpose of the research is to examine service quality attributes and consumer choice in the network service provider industry in Kiambu County. Based on the data above, the study culminated that reliability, assurance, responsiveness and empathy affected consumer choice in the network service provider industry in Kiambu County. My research demonstrated a definite relation between reliability and consumer choice in the network service provider industry. The study reliability was to consumer choice in the network service provider industry in Kiambu County, Kenya.

The research review established a beneficial relation between project assurance and consumer choice in the network service provider industry. From the study, an affirmative correlation between assurance and consumer choice can be outlined in the network service provider industry in Kiambu County, Kenya.

The research established an effective useful relation between responsiveness and consumer choice in the network service provider industry. Taking everything into account, the research study verifies an essential correlation between responsiveness and consumer choice in the network service provider industry in Kiambu County.

The research established a useful correlation between empathy and consumer choice in the network service provider industry in Kiambu County, Kenya. There should be; reliability, assurance, responsiveness and empathy for consumer choice in the network service provider industry.

5.8 Recommendations of the Study

According to the report, dependability needs to be implemented to enable sensible

consumer autonomy in the internet service provider sector. Because network service suppliers are crucial to a nation's growth, dependability has to be established to guarantee successful customer choice. To increase customer choice of network service providers, assurance as a service quality aspect must be carefully implemented.

In order to improve the effectiveness of project execution, the project team components should be done on merit and with good integration. According to the research, the project team must meet predesigned goals in order for the project to be successful.

Consideration should be given to responsiveness in order to promote successful customer choice. Teams from network service providers need consequently be extremely knowledgeable in order to engage customers and provide positive results.

The managers and teams should meet often in order to properly monitor and assess the actions being conducted, this research concludes. Empathy should also be encouraged and incorporated. The actions need to be carefully watched over and assessed since they are crucial to allowing consumers to choose the best network service providers.

5.9 Areas for Further Research

A variety of actions must be taken in conjunction for effective customer choice among network service providers. Numerous research studies have been written on the general improvements in customer choice of network service providers. Therefore, there are still some options available to consumers when it comes to network service providers. To draw a connection and compare the findings with those of the present study, other investigations might be conducted in other counties. With the exception of dependability, certainty, responsiveness, and empathy, other factors may also be researched.

This investigation was carried out in Kiambu County and produced a result of 61.6%, which gave the investigator additional details that was crucial for utilizing as an educational reference. The investigation tried to reveal the qualities of service and consumer choice in the internet service provider industry in Kenya. Researchers in this subject should continue to identify more characteristics, their distinctiveness, and how they relate to customer preference in the network service provider business.

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APPENDICES

Appendix I: letter of Introduction

Mugo Kariuki,

Phone Number: +254723508448. Email: mugokariuki2017@gmail.com

P.O Box 70162,

Nairobi, Kenya.

Dear respondent,

RE: REQUEST FOR YOUR PARTICIPATION IN A RESEARCH STUDY.

My name is Mugo Kariuki, and I'm now enrolled at Kenyatta University for a Master's program in Business Administration with a focus on Strategic Management. I'm performing a study project on service quality characteristics and customer choice in the network service provider business in Kiambu County, Kenya, as a partial completion of the indicated Master's degree course. I'm encouraging you to take part in the academic research study being conducted in order to achieve this. You have been requested to take part in an academic research project as a member of a carefully chosen group, and I would really appreciate it if you could.

Your information will only be used for academic reasons. You have our word that the information you provide will be treated confidentially, along with that of my supervisor. Your identity won't be included in the research report in order to protect the study's confidentiality. Upon request, a hardcopy of the completed research study will be made available to you.

We much appreciate your cooperation, and we thank you in advance.

Yours Truly, Mugo Kariuki,

Appendix II: Questionnaire

The purpose of the questionnaire is to gain insight on the effects of service quality attributes on consumer’s choice in the network operator service Industry in Kiambu County, Kenya and make recommendations on the network service provider industry. One is kindly requested to provide the researcher with true and precise data, the information given will be confidential and secretive. Respondents are requested not to write their names on the questionnaire. Note that the questionnaire is purely for academic purposes.

INSTRUCTIONS

Please utilize a tick () or an x (x) to indicate your selection in the supplied box for instances where you have a choice of answers.

. Please state your justifications in the questions that need you to do so.

Answer all questions

SECTION A: Demographic Information

Level of education?

-Primary education

-Secondary education

-Tertiary education

-University education

Please indicate your age.

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SECTION B: RELIABILITY

How long have you been using the network provider service?

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In your opinion, how does reliability affect consumer's choice in the network serviceprovider industry?

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In your view, how is the ease of use in the network service provider sector?

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In your own understanding, how does accessibility affect consumer choice in the networkservice provider industry?

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Please indicate how effective security is, in determining consumer choice in the networkservice provider sector?

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SECTION C: ASSURANCE

How effective is assurance in enhancing consumer choice in the network service provider sector?

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In your opinion, to what extent is the effect of inspire on consumer choice in the network service provider sector?

Please indicate whether confidence is of essence in determining consumer choice in the network service provider sector?

Yes No

How often do you consider knowledge of courtesy in determining its effect on consumer choice in the network service provider sector?

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In your own understanding, is assurance an important determinant on consumer choice in the network service provider sector?

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SECTION D: REPONSIVENESS

Based on your opinion, to what extent does responsiveness influence consumer choice in the network service provider industry?

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In your view, to what extent does prompt attention influence consumer choice in the network service provider industry?

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Please indicate the extent to which confidentiality sway consumer's choice in the network service provider industry by ticking (√) in the appropriate box?

	5	4	3	2	1

In your opinion, how effective is autonomy in determining consumer's choice in the network service provider sector?

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SECTION E: EMPATHY

To what extent does empathy affect consumer's choice in the network service provider industry?

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How often is a clear and timely communication provided to consumer in order to determine their choice?

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How often do appropriate services affect consumer's choice in the network service provider industry?

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To what extent does individual attention affect consumer's choice in the network service provider industry?

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SECTION F: CONSUMERS' CHOICE IN THE NETWORK SERVICE PROVIDER INDUSTRY

How many network service providers have been there and succeeded in the business from year 2013 to 2018?

	None	One	Two	Three	More than 4
2018					
2017					
2016					
2015					
2014					
2013					

What is the time frame, the network service providers in Kiambu County being inexistence?

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How do you ensure that the resources allocated by the network services providers are optimally utilized without any wastage?

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How do the tastes and preferences of consumers affect the network services providers industry?

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Thank You for your participation