

Preferences among different Telecommunications companies working in Khartoum

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Abstract

Different cellular mobile service providers are working in Sudan, which are Zain, MTN, Sudani persons. They vary in their Preferences for preferring one company; sure there are many reasons behind that.

This study was attempted to determine which factors for preferences. A sample had been taken in Khartoum for employees, students, businessmen and public. Also market seniority plays role in Preferences.

The results reveal that there are many factors which explain 80% from the total variation one of them was connected to mobile phone using itself which is Associability, second was connected is showing up and imitation, others may connected to cost, Advertisement, network strength and nationality. Lastly I think this can be applicable all round the universe.

Introduction

Telecommunication is assisted transmission of signals over a distance for purpose of communications. Nowadays telecommunication involved the use of electronic transmitters as telephone, television, radio or computer.

Telecommunication began in Sudan in 1859. In 1919 telephones centers were established in different Sudanese towns.

The below table explains services provides in Sudan by the companies:

Operator/ service provider	Date of license technology	Network capacity	County wide coverage
Zain	14-8-1996	2-5ca (GSM) 2700 000	120 locations
MTN	25-10-2003	2.53G(GSM) 1100 000	35 Location
Sudani	2-2.2006	3G(CDMA) 1100 000	145 Location

Source: - <http://www.sudatel.net/en> – <http://wikipedia.org/wiki/>.

Statement of the Problem

Subscribers vary in their preferences choosing among different companies .Many Reasons can cause differentiations in preferences, the study was developed to order telecommunication companies according to subscriber’s preferences and try to determine the main factors influencing that.

Research Problem

Studies in this field are few, so this study may be indicator for other studies

Objectives of the Study

The main objectives are;

- 1-To determine the main factors behind Sudanese mobile phones preferences among different telecommunications companies working in Sudan.
- 2-To shed light on mobile phones used in Sudan

The Hypothesis:

- 1 -One of the main factors influencing subscriber’s preferences is the price
- 2-Network coverage plays a big rule affecting the preferences of subscribers.
- 3-Imitation is one of the main factors determining preference of subscribers.
- 4-Telecommunications Company’s advertisement affects preferences of subscribers.
- 5-There are psychological reasons behind the preferences of subscribers.

Factor Analysis

Factor analysis is widely used to analyze data, and no doubt, it will continue to be widely used in future, the reason for this is that the technique does seem to be useful for gaining insight into structure of the multivariate data. (Bryan F, J.Manly, Multivariate Statistical Method A primer.London.New York.) The essential purpose of factor analysis is to describe the covariance relationship among many variables in terms of a few underlying, but unobservable random quantities called factors. Variables can be grouped according to their correlations, all

variables within a particular group are highly correlated among themselves but they have relative small correlation with variables in different groups. F actor analysis can be considered as an extension of principal component analysis; within it we can approximate the covariance matrix.

Data Analysis

Using factor analysis techniques and our assumption is the data have bivariate normal distribution are independent (33Bryan Ff.j Manly Multivariate Statistical Methods A primer. London. New York Chapman and hall.)

Then analysis of the data as in the below tables

Table (1)

Distribution of responds classified according to age

Age	Frequencies	Percent
Less than 15	12	6
12 – 25	106	53
26 – 35	40	20
36 – 45	29	14.5
46 – 55	13	6.5
Total	200	100%

The majority are concentrated in the class (15 - 25) the percent is 53%

Table (2)

Questionnaires have been distributed randomly among males and females

Sex	Frequencies	Percent
Male	124	62
Female	76	38
Total	200	100%

We note 62% are males

Table (3)

Distribution of respondents according to the three cities

City	Frequencies	Percent
Khartoum	38	19
Omdurman	120	60
Khartoum north	42	21
Total	200	100%

Percent here is 60% in Omdurman, most of the tribes live in Omdurman

Table (4)

Distribution according to the different occupations

Job	Frequencies	Percent
Employees	64	32
Lab our	10	5
Businessmen	16	8
Students	110	55

Total	200	100%
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Here 55% are students and that is in the age 15 – 25

Table (5)

Distribution according to the number of years, using mobile phones

Year	Frequencies	Percent
1	16	8
2	30	15
3	43	21.5
4	50	25
5	30	15
6	21	10.5
7	10	5
Total	200	100%

This Table shows the length of time of respondents using mobile phone, and here we note that between 2 – 5 years and 4 years accounted for the highest and this may due to birth of Sudanese services at that time forming the third mobile services for competition.

Table (6)

Distribution of respondents according to favorite company

Company	Frequencies	Percent
Zain	110	55
MTN	56	28
Sudani	34	17
Total	200	100%

This table shows respondents preferences among mobile services companies Zain, MTN and sudani. It is clear that Zain Company is the most favorable with percentage of 55% then MTN with 28% and sudani with 17%.

One of the reasons behind this order might be the seniority in the market: AS we know Zain is the extension of the first mobile service company in Sudan (mobitel)

Table (7)

Distribution of respondents according to kind of mobile used

Kind	Frequencies	Percent
Nokia	150	75
Sony Erickson	16	8
Siements	4	2
LG	6	3
Samsung	6	3
Motorola	8	4
Others	10	5
Total	200	100%

Most of respondent prefer to use Nokia with percent 75%, May the reason is the different prices or availability of maintenance and spare parts.

By applying the Kaiser – Meyer – Olkin of sampling (kmo), the result is that it is the most reliable measure of sampling adequacy for this data.

Conclusions

1. The majority of persons used Zain first with percent 55%, MTN 28% and Sudani 17%
2. Ages between (15 - 25) the most class used mobile which is 53% and more of them are males and the majority of them are students
3. Most of people prefer to use Nokia (75%) due to prices, availability, maintenance, spare parts and also from character of the person.
4. The study stated that the most known and reliable kind is Nokia (75%).
5. The study resulted that showing up and imitation is one of the main factors for using mobiles also associability cost (discount offers of Nokia).
6. Network strength is one reason of preferences, advertisement and the seniority in market also do the same.

Recommendations

1. Through the study shows health hazards of mobile phone radiation tend to be nonexistent up to now.
So we recommend following conservation principles being moderate while dealing with mobile phones.
2. Increasing public awareness about important of how to well use the modern technology before owing it, through creating awareness program in different media about the best use of mobile and holding seminars for how to use that.
3. Shedding more light on useful mobile services though media like voice mail, call Divert
4. Reducing minute rates and subscription fees.
5. The responsible people should decrease barriers to cell phones development such as high taxes.
6. Telecommunication is important sector, so expansion in conducting more studies should take place.

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