ASSESSING THE EFFECT OF COMPETITION ON THE QUALITY OF SERVICES RENDERED BY MOBILE TELECOMMUNICATION SERVICES PROVIDERS (A STUDY OF SELECTED USERS OF MTN AND 9MOBILE SUBSCRIBERS AROUND FEDERAL POLYTECHNIC, BIDA METROPOLIS)

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Abstract

This work is aimed at (a) assessing the effect of competition on the quality of service rendered by telecommunication services providers with focus on MTN and 9mobile in Bida. (b) assessing the perception and reaction of customers of these two mobile telecommunication companies to the quality of service delivered to them (c) knowing the opinion of customers on the tariffs charged on calls by the service providers. Survey design was used with structured questionnaires drafted to elicit information from the various subscribers contacted through simple random sampling. The choice of this sampling method is because every identified MTN and 9mobile network user would have the opportunity of being included in the survey and also, it gave the writers that convenience of reaching out to respondents. 100 questionnaires were administered while only 85 were filled and returned due to the on-going strike action in the

KEYWORDS:
Competition, Patronage, Telecommunication Services, Metropolis

school. A 5 point Likert scale was used to determine the mean and standard deviation which was used to analyze the data collected. Result revealed that there is relationship between Telecommunication services and customers' perception and reaction to tariffs and that the reliability and accessibility of network will improve subscribers' reactions positively. The findings reveled that Competition has a significant effect on the patronage of telecommunication services which results to a fall in the profit margin of the GSM service providers. It was recommended that telecommunication service providers should enhance their market share through effective customer's service packages. Also, they should conduct market survey on a regular basis to determine the monitor the perception and reaction of subscribers towards service tariffs..

INTRODUCTION

The role of telecommunication services in the development of any society cannot be overemphasized, this is evident from government's development plans to privatize telecommunication services in Nigeria in order to ensure the delivery of quality services to Nigerian customers. When the mobile telecommunication network (MTN) company took over the privatization on the 16th May, 2001 as the sole telecommunication service provider, they enjoyed a very high patronage even though their services were inadequate to meet the needs of their customers. The incessant complaints of customers over poor services, high call charges and so on were some of the lapses that encouraged other service providers (Airtel, Globacom, Visafone, 9MOBILE) to obtain licenses from the Federal Government of Nigeria to provide telecommunication services to customers.

However, the coming of other competitors into the telecommunication Services business greatly affected and enhanced the patronage of Mobile Telecommunication Network (MTN) and 9MOBILE Network Service Providers. In Nigeria, there are communities where there is only one telecommunication Service provider. In such communities, the sole provider of the service still enjoys monopoly of service and a high patronage. But where two or more of such services provider exist, there is bound to be competition and customers will have

to patronize the service provider that offers good services in return for their money.

In this work, effort is made to assess the effect of competition on the patronage of telecommunication services in Bida community (Avdhesh, & Anurag, 2014).

STATEMENT OF THE PROBLEM

Most telecommunication service providers often decry low patronage due to the inflow of other competitors in the business thereby bringing about a fall in profit margin of the organization. Very often, customers of telecommunication services complain of poor network, charge for services not rendered, unfair call time deduction among others whereas their complaints are not peculiar to a particular service provider, hence it became necessary to explore examine the activities of these companies to know which of them offers sub-quality service to the public. In terms of tariff, there is need to know which company offers the best tariff too

OBJECTIVES OF THE STUDY

This study has the following objectives:

1. To assess the effect of competition on the quality of service rendered by telecommunication services providers with focus on MTN and 9mobile in Bida.
2. To assess the perception and reaction of customers of these two mobile telecommunication companies to the quality of service delivered by them
3. To know the opinion of customers on the tariffs charged on calls by the service providers

RESEARCH QUESTIONS

1. What effect does competition have on the quality of services rendered by telecommunication services providers?
2. What is the perception of customers of MTN and 9mobile services about the quality of service delivered to them?
3. What is the opinion of the customers on the tariffs charged on calls by the service providers?

HYPOTHESES

H_o1: There is no effect of competition on the quality of services rendered by telecommunication service providers.

H_o2: Customers of MTN and 9mobile services have no perception about the quality of service delivered to them

H_o3: There is no customer opinion on the tariffs charged on calls by the service providers

LITERATURE REVIEW

Meaning of Telecommunication

Telecommunication has entered a deregulated and fiercely competitive environment with many vendors, carriers and services. Telecommunication technology is moving towards open, internetworked digital networks for voice, data, video and multimedia activities. Khanna (2016) defined telecommunication as a long distance communication through metallic cables, optical fibers or air and space with the help of microwaves and satellite links. Telecommunication is a set of users-information transfer capabilities provided to a group of users by a telecommunication system (Davids & Newcomb, 2016). In the joint view of Godwin and Chris (2016), Telecommunication is all about meeting with people from a distance; organizations are becoming internetworked enterprises that use the internet, intranet and other telecommunication networks to support e-business operations and collaborations within the enterprise and with their customers, suppliers and other business partners.

However, a major threat is the persuasive use of the internet and its technology to build interconnected enterprises and global networks like intranets and extranet to support enterprise collaboration, electronic commerce and other e-business application.

In the words of (Davids & Newcomb, 2016). Telecommunications network is playing a vital and pervasive role in electronic commerce, enterprise collaboration and internal business application that supports the operation, management and strategic objectives of both large and small companies. Telecommunication functions have become an integral part of local and global computer network that are used to dramatically:

1. Cut cost
2. Shorten business lead time and responses time
3. Support electronic commerce
4. Improve the collaboration of work group
5. Develop online operational processes
6. Share resources

7. Lock in customers and suppliers
8. Develop new product and services

The Importance of Telecommunication Services

Society today has made itself so used to telecommunication that the word would collapse if it was taken away. The reason for the tremendous growth of telecommunication is because we needed a better way to relay messages to each other.

Communication is an important aspect not only for people around the word but also for small and large business. Long distance communication has been around for years with the oldest method that can be remembered to date being the use of smoke signal. With time, the use of horns became a means of communication but with time there has been a lot of development and with that me the more advanced technologies such as radios, phones, television and the internet.

Businesses would be lost without the current technological advancement and a lot of companies would cease to exist. But this is not the only the benefit that telecommunication can bring, with this advancement, also comes science. Without telecommunication, we would be unable to fly on planes and helicopter or effectively navigate in the sea. Beside this, space travel would be nearly impossible.

The greatest technological advancement that we could have possibly got from this is the creation of phones and the internet. The phone was a major piece of communication whereby you could instantly communicate with another person that is on the other side of the world. Almost every household now have at least one phone but the latest development of the internet was the major turning point and it sees the potential future expanding further that we could have ever imagine. With telecommunication growing at tremendous speed, costs are getting cheaper and with portable were to connect to the internet. It looks as though most of the modes of communication will use the internet as a connection unit.

The vast impact that telecommunication has had on the world can be seen anywhere and everywhere, wherever you go or whatever you do. Telecommunication provides better awareness of the society we are living in, it makes us communicate with every corner of the earth to solve problem and make the world a much safer place.

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Competition in Telecommunication Service

Global competitive strategies will depend significantly on substitution across established network technologies, evolution of new local competitors and the importance of service innovation. Experience has demonstrated that free and open competitions benefit individual customers and societies as a whole by ensuring lower prices, new and better products and services and expanded consumer choice. The benefits of competitions are readily seen in today's telecommunications sector. Dynamic technological change is resulting in new services and systems that provide innovative solutions to communications needs across the globe. As a result, telecommunication is becoming increasingly important to the efficiency and effectiveness of private and public sector institutions. In this environment of rapid change, a competitive marketplace will tap the potential of the telecommunication sector to serve the economic and social well-being of all citizens.

Effect of Competition on the Patronage of Telecommunication Services

Laurel (2015) States that the benefits of introducing competition in telecommunication market are apparent in all segments of the telecommunications market. For instance, competition in the United States and many other countries in long distance and international telecommunications services have led to a dramatic decline in consumer rates for these services, as well as a dramatic increase in demand and a substantial increase in investment.

International telecommunication services can be particularly important to the development of a stable and robust economy linked to the global marketplace. The 1997 WTO agreement on basic telecommunication services ushered in a new era for telecommunication competition in many countries of the world. As part of that agreement countries have made commitments to open their telecommunications market to foreign suppliers of basic telecommunication services. As these countries implement their commitment, dramatic change has occurred in their telecommunication market. In many countries, there are several new providers of international and domestic telecommunication services and prices are dramatically lower. As a result, increased competition has led to lower international settlement rates in many countries which in turn have led to lower calling price for consumer. Lower calling prices means that people can afford to make more calls often, creating closer tie between family and friends in different countries and strengthen business relationship. This introducing competition in

international telecommunications markets produces benefits throughout a country's economy.

In addition, countries made commitment to open their satellite services markets. These commitments have helped increase the ability of global and regional satellite providers to obtain the requisite authorizations for their systems. In areas where tele-density can increase, moreover, price reductions may expand the number of households that can afford service. This increased demand may make build-out decisions more attractive. As lower prices stimulate greater demand, an overall increase in revenue results despite additional providers in the market. The benefits from introducing competition in international and domestic telecommunications market can be fully utilized, however, only when market participants have the incentives to compete vigorously to attract the greatest among of business. Where telecommunications services entry is limited, or where only one or two new entrants are allowed to compete, the benefits of competition are limited as well.

Customer's Perception and Reaction to Service Delivery by Telecommunication Service Providers

Perception can be defined as a process of selecting, organizing and interpreting stimulus received through the physical senses of vision, hearing and taste. Stanton (2015) in Bayode, Samuel and Muyiwa (2015) defines perception as the meaning we attribute to the basis of past experience to stimuli as received through our five senses. He further asserts that perceptions are shaped by three set of influences:

- The physical characteristics of stimuli
- The relation of the stimuli to their surroundings and
- Conditions within ourselves.

Perception toward particular product can only arise if subscriber has actually tastes or involves or subscribes into the usage of such product for instance, customers of MTN and 9MOBILE have different basic understanding of the perception and satisfaction derived from such telecommunication providers. According to Russel (2016), individual differences arises from several sources, some of these are due to differences in brain or minds of the observers, some sense organs, some physical situations; these kind may be called psychological, physiological and physical respectively. Subscribers also have tendency to perceive what they want from a particular telecommunication provider, and in

attempt getting the value that does not correspond with their expectation lead to negative reactions. In this case, most of the time they do not drop the line but they ensure that frequently crediting their account with the network provider that has favourable call tariff or internet loading facilities. Emotional disturbing or threatening stimuli, on other hand, not only require a longer time period to be recognized, but also tend to be "so misperceived as radically to alter their form or meaning and to arouse their characteristics emotional reactions even before they are recognized" (Shull and Delberg 2015). Research findings suggests that as the need subjects feel for objects increases, the value they place on the objects increases and the distortion of perception connected with objects increases as well. Omotayo and Joachim (2014) concluded that there is a chain of effects of customers' retention from customers' service, satisfaction, value. That customer service value has positive effect on customers' patronage.

Customer's Reactions to Tariffs of Telecommunication Service Providers

Bayode, Samuel and Muyiwa (2015) State that GSM operators believe that giving the best packages to their various customers will help them to maintain share as well as high patronage. The outcome of the perception and the reaction of subscribers will determine this, though these organizations are displaying various marketing strategies such as per second cost, (MTN Pulse) MTN to MTN 10k per second, MTN to other networks 25k per second, MTN to international call etc. 9MOBILE operators have Easyblaze, 20k per second to all networks, 0809ja, Smartpaks, internet bundles, blackberry plans, Easycliq, valuepacks plans, top up data etc. MTN maintains different packages tailored alongside individual taste and preferences. The tariffs plan has been targeted towards per second billing, friends and family, xtraconnect, xtracool, xtraspecial for monthly subscribers, xtral profit for business centre, MTN package; MTN pulse, MTN supersaver postpaid, MTN talk on, MTN bundles and MTN happy hour value added services, internet services, international roaming MTN airtime etc. MTN internet bundle packages, MTN smartlink (national) N6000 permonth, MTN funlink N1500 per month etc.

METHODOLOGY

Both the primary and secondary data sources were explored. Survey design was used while structured questionnaires are primary data drafted to elicit information from the various subscribers contacted through simple random sampling. The choice of this sampling method is because every identified MTN and 9mobile network user would have the opportunity of being included in the survey and also, it gave the writers that convenience of reaching out to respondents. The

population targeted was 100 subscribers (50 each of MTN and 9mobile) but only 85 of them were returned due to on-going strike action in the school. Data were presented and analyzed via mean deviation for testing the hypothesis. This method will facilitate the comprehension of the analysis; the analysis is based on the responses to questionnaires administered to subscribers of both MTN and 9mobile. Cut-of – point of 3.0 is the mean statistic that was used for data analysis the mean statistic used to answer these hypotheses is decision rule that any mean point less than or equal to 2.99 is "rejected" while any point equal to or greater than 3.0 is "accepted." The technique used by the researcher in analyzing the data collected is the Likert scale. The formula used to determine the mean score is:

$$\text{Mean (x)} = \frac{\sum fx}{N}$$

Where F = Frequency of Responses

$$\text{SD} = \sqrt{\frac{\sum f(\bar{x} - x)^2}{\sum f}}$$

x = the mean score
SD= Standard Deviation
$\sum$ = sum of
$\bar{x}$ = Mean
N = number of respondents
$\sum$F = Sum of

$$\text{That is} = \frac{5+4+3+2+1}{5} = \frac{15}{5} = 3.0$$

Data Presentation

Table A: Subscribers N=85

NETWORK	SUBSCRIBERS
MTN	50
9MOBILE	35
TOTAL	85

Source: Survey, 2020

As indicated above, 50 respondents are MTN subscribers while 35 respondents are 9MOBILE subscribers. This shows that there is competition among the telecommunication service providers in Bida community.

Table B

The tables below show the analysis of the respondents' opinion to the questionnaire administered.

Table 1

Competition exists among the telecommunication service providers

Responses	X	F	FX	X-$\bar{X}$	$(X-\bar{X})^2$	$F(X-\bar{X})^2$
SA	5	45	225	1	1	45
A	4	20	80	0	0	0
SD	3	5	15	-1	-1	5
D	2	5	10	-2	-4	20
UD	1	10	10	-3	-9	90
Total		85	340			160

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}} \qquad \text{Mean } (\bar{x}) = \frac{340}{85} = 4.0$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{160}{85}} = \sqrt{1.88} = 1.38$$

Table 2: The more the number of service providers, the higher the competition

Responses	X	F	FX	X-$\bar{X}$	$(X-\bar{X})^2$	$F(X-\bar{X})^2$
SA	5	30	150	0.8	0.64	19.2
A	4	45	180	-0.2	0.04	1.8
SD	3	10	30	-1.2	1.44	14.4
D	2	-	-	-2.2	4.84	0
UD	1	-	-	-3.2	10.29	0
Total		85	360		17.2	35.4

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{360}{85} = 4.2$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{35.4}{85}} = \sqrt{0.42} = 0.64$$

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Table 3: Lower tariff stimulates greater demands and high patronage

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$
SA	5	73	365	0.2	0.04	2.92
A	4	10	40	-0.8	0.64	6.4
SD	3	1	3	-1.8	3.24	3.24
D	2	1	2	-2.8	7.84	7.84
UD	1	-	-	-3.8	14.44	0
Total		85	410			20.4

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{410}{85} = 4.8$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{20.4}{85}} = \sqrt{0.24} = 0.49$$

Table 4

Competition affects the profit margin of the telecommunication service providers

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$
SA	5	35	175	1	1	35
A	4	25	100	0	0	0
SD	3	20	60	-1	1	20
D	2	-	-	-2	4	0
UD	1	5	5	-3	9	45
Total		85	340			100

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{340}{85} = 4.0$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{100}{85}} = \sqrt{1.18} = 1.09$$

Table 5: Customers prefer networks with effective customer service packages

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$
SA	5	48	240	0.5	0.25	12
A	4	32	128	-0.5	0.25	8
SD	3	5	15	-1.5	2.25	11.25
D	2	-	-	-2.5	6.25	0
UD	1	-	-	-2.5	12.25	0
Total		85	383			31.25

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}} \qquad \text{Mean } (\bar{x}) = \frac{383}{85} = 1.38$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{31.25}{85}} = \sqrt{0.37} = 0.60$$

Table 6: Customers patronize service providers that give them satisfaction and value for their money

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$
SA	5	60	300	0.3	0.09	5.4
A	4	25	100	-0.7	0.49	12.25
SD	3	-		-1.7	2.89	0
D	2	-		-2.7	7.29	0
UD	1	-		-3.7	13.69	0
Total		85	400			17.65

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{400}{85} = 4.7$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{17.65}{85}} = \sqrt{0.20} = 0.45$$

Table 7: The perception of a customer towards a particular service/ product differs from the other

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$
SA	5	50	250	0.5	0.25	12.5
A	4	30	120	-0.5	0.25	7.5
SD	3	2	6	-1.5	2.25	4.5

D	2	1	2	-2.5	6.25	6.25
UD	1	2	2	-3.5	12.25	24.5
Total		85	380			55.25

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{380}{85} = 4.5$$

$$\text{SD} = \sqrt{\frac{f(x - \bar{x})^2}{\sum f}} = \sqrt{\frac{55.25}{85}} = \sqrt{0.65} = 0.81$$

Table 8: Subscribers who get value that does not correspond with their expectations react negatively to the service providers

Responses	X	F	FX	x-x̄	(x-x̄)²	F(x-x̄)²
SA	5	60	300	0.5	0.25	15
A	4	15	60	-0.5	0.25	3.37
SD	3	5	15	-1.5	2.25	11.25
D	2	3	6	-2.5	6.25	18.75
UD	1	2	2	-3.5	12.25	24.5
Total		85	383			73.25

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{383}{85} = 4.5$$

$$\text{SD} = \sqrt{\frac{f(x - \bar{x})^2}{\sum f}} = \sqrt{\frac{73.25}{85}} = \sqrt{0.89} = 0.93$$

Table 9

Customers patronize telecommunication service providers that charge at lower rate

Responses	X	F	FX	x-x̄	(x-x̄)²	F(x-x̄)²
SA	5	55	275	0.4	0.16	8.8
A	4	27	108	-0.6	0.36	9.72

SD	3	1	3	-1.6	2.56	2.56
D	2	2	4	-2.6	6.76	13.52
UD	1	-	-	-3.6	12.96	0
Total		85	390			34.6

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{390}{85} = 4.6$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{34.6}{85}} = \sqrt{0.41} = 0.64$$

Table 10

Customers patronize telecommunication service that offer internet facilities at a cheaper rate

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$
SA	5	60	300	0.3	0.09	5.4
A	4	25	100	-0.7	0.49	12.25
SD	3	-	-	-1.7	2.89	0
D	2	-	-	-2.7	7.29	0
UD	1	-	-	-3.7	13.69	0
Total		85	400			17.65

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{73.25}{85} = 0.93$$

$$\text{SD} = \sqrt{\frac{f(x-\bar{x})^2}{\sum f}} = \sqrt{\frac{17.65}{85}} = \sqrt{0.21} = 0.45$$

Table 11

Customers patronize telecommunication services that offer frequent bonuses to their customer

Responses	X	F	FX	$x-\bar{x}$	$(x-\bar{x})^2$	$F(x-\bar{x})^2$

SA	5	68	340	0.2	0.04	2.72
A	4	17	68	-0.8	0.64	10.88
SD	3	-	-	-1.8	3.24	0
D	2	-	-	-2.8	7.84	0
UD	1	-	-	-3.8	14.44	0
Total		85	408			13.6

$$\text{Mean } (\bar{x}) = \frac{\sum fx}{\text{N}}$$

$$\text{Mean } (\bar{x}) = \frac{408}{85} = 4.8$$

$$\text{SD} = \sqrt{\frac{f(x - \bar{x})^2}{\sum f}} = \sqrt{\frac{13.6}{85}} = \sqrt{0.16} = 0.40$$

TEST OF HYPOTHESES

Hypothesis 1

H_o1: There is no effect of competition on the quality of services rendered by telecommunication service providers

Table 1

n = 85

S/N	QUESTION	MEAN $(\bar{X})$	SD	DECISION
1	Competition exists among the telecommunication service providers in Bida community.	4.0-	1.38	ACCEPTED
2	The more the number of service providers, the higher the competition.	4.2	0.64	ACCEPTED
3	Lower charges stimulate greater demands and high patronage.	4.8	0.49	ACCEPTED
4	Competition affects the profit margin of the telecommunication service providers.	4.0	1.09	ACCEPTED

Source: Survey, 2020

Table 1 hypothesis 1, reveals that competition has effect on the patronage of telecommunication service providers in Bida community. This is shown by the mean responses to the question items in the table above. All the mean value is

above 3.0 which is the acceptance level that is table 1=4.0, table 2= 4.2, table 3= 4.8, table 4= 4.0 respectively which means that the Alternate hypothesis is accepted and the Null hypothesis is rejected.

Hypothesis 2

H_02: Customers of MTN and 9mobile services have no perception about the quality of service delivered to them

Table 2 **n=85**

S/N	QUESTION	MEAN ($\bar{X}$)	SD	DECISION
5	Customers prefer networks with effective customers service packages.	4.5	0.60	ACCEPTED
6	Customers patronize telecommunication service providers that give them satisfaction and value in return for their money.	4.7	0.45	ACCEPTED
7	The perceptions of customers towards a particular service/product differ from the other.	4.5	0.81	ACCEPTED
8	Subscribers who get value that does not correspond with their expectations react negatively to the service providers.	4.5	0.93	ACCEPTED

Source: Survey, 2020

In table 2 hypothesis 2, the responses of the respondents reveal that customers of these networks have different perceptions and reactions towards the services provided by telecommunication service providers in Bida community. All the question items in table 2 indicated this and the mean responses for all the questions are above 3.0 which is set as the accepted point that is table 5= 4.5, table 6= 4.7, table 7= 4.5, table 8= 4.5 respectively which means that the Null hypothesis is rejected and the Alternate hypothesis is accepted.

Hypothesis 3

H_03: There is no customer opinion on the tariffs charged on calls by the service providers

Table 3 **n = 85**

S/N	QUESTION	MEAN ($\bar{X}$)	SD	DECISION
9	Customers patronize telecommunication service providers that charge at lower rate.	4.6	0.64	ACCEPTED

10	Customers patronize telecommunication service providers that offer internet facilities at a cheaper rate.	4.7	0.45	ACCEPTED
11	Customers patronized telecommunication services that offer frequent bonuses to their customers.	4.8	0.40	ACCEPTED

Source: Survey, 2020

In hypothesis 3 table 3, shows that customers react to different service cost/tariffs charged by telecommunication service providers. The respondents 'responses show that customers react to these charges. This is further supported by the mean responses of the respondents in table 9= 4.6, table 10= 4.7, table 11= 4.8 which means that the Alternate hypothesis is accepted and the Null hypothesis is rejected.

Conclusion

1. Competition has a significant effect on the patronage of telecommunication services which results to a fall in the profit margin of the GSM service providers.
2. Customers have different perception and reaction towards services provided by telecommunication service providers
3. Customers prefer service providers that give them satisfaction and value in return for their money.
4. Subscribers respond negatively to those service providers who offer value that does not correspond with the expectations of their subscribers.
5. Customers react to different services' cost/ tariffs provided by telecommunication service providers such as lower charge rate, cheaper internet facilities and bonuses.

Recommendations

Telecommunication service providers should enhance their market share through effective customer's service packages. Telecommunication service providers should conduct market survey on a regular basis to determine the monitor the perception and reaction of subscribers towards service tariffs.

Telecommunication service providers should provide internet facilities at a cheaper rate to enhance patronage. Telecommunication service providers should improve on their service delivery to gain more patronage. Finally, the telecommunications services providers should from time to time upgrade their facilities to render effective and quality service delivery to customers.

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