

**INFLUENCE OF USE OF SOCIAL MEDIA ON CUSTOMER SATISFACTION****Dr. Gordon K. Ngugi**

Jomo Kenyatta University of Science and Technology Nairobi, Kenya

**Allan. S. N. Kihara**

Jomo Kenyatta University of Science and Technology Nairobi, Kenya

**ABSTRACT**

Customer satisfaction is the measure of organization total product performance in relation to a set of customer requirement. In regards to the growth of the telecommunication industry, customer satisfaction cannot be ignored. Due to the increased competition in the telecommunication industry in Kenya today, many firms are finding it difficult to retain the existing customers and instead they have diverted attention to recruiting new customers rather than first retaining the existing ones. As technology changes the call center operations are also changing. Driven by these rapid changes in technology the trends in traditional call centers are changing to social care centers. The Social media, customer behavior and customer service expectation continue to increase. This research presents an exploratory study on the influences of use of social media in telecommunication industry in relation to customer satisfaction a case of Safaricom Ltd in Kenya. The research adopted a descriptive survey where the subscribers were selected from specific retail centers. These include: Moi Avenue, I&M, Buru Buru, Eastleigh, Nakumatt junction and the Village market shop. The sample was drawn from a population of 519,991 and a sample size of approximately 384 was drawn from the target population. The study assumed a descriptive survey where data was collected using structured questionnaires. Pilot test of the measures was conducted against prospective sample population in order to measure validity and a systematic counterchecking of questionnaires after conclusion of the fieldwork was done. Data was presented using tables to make them reader friendly. There were ethical issues related to the study and they were addressed by maintaining high level confidentiality of the information volunteered by the respondents.

**Key Words:** *Ease of use, speed and time, level of awareness and generation gap*

**Introduction**

Customer satisfaction is defined as the evaluation where some comparison standard is compared to the actual perceived performance if the perceived performance is less than expected, customers will be dissatisfied. On the other hand if the perceived performance exceeds expectations, customers will be satisfied. Otherwise, if the perceived expectations are met with

performance customers are indifferent or neutral. The indicators of customer satisfaction include higher customer retention, customer repurchase behavior and higher firm profitability.

Satisfaction is regarded as a short term emotional state that results from intrapersonal comparison of the customer's expectation with the evaluation of a single product or service encounter (Oliver, 2007; Brady & Robertson, 2001).

The use of internet-based social media has made it possible for person to communicate with hundreds and thousands of other people about product and companies that provide them. Social media in customer service is used to build relationships. Few companies can survive without establishing solid relationships with customers and creating a good customers service rapport. Customer relationship, can lead to customer satisfaction and retention (Rust, Lemon, & Valarie, 2004). A long and good customer relationship can be created by sharing customer's feedback and answering queries promptly and timely, this increases trust and higher customer retention. Social media such as Facebook, micro log-ins and emailing can be used to avoid crisis. This is done by monitoring social media and customers' feedback issues as they emerge. Handling the issue timely and giving feedback can prevent potential crisis ( Baker & Cameron ,1996). This increases the sales and reduction in customer queries.

Customer satisfaction is based upon multiple factors, from the price and the quality of your product to the friendliness of the staff upon a certain moment. These "touch points" or "contact points" between an organization and its customers are the defining moments on which a customer decides if he wants to continue doing business with the organization. One bad performance at any point in the cycle can cause disruption. Attracting customers and satisfying them has become a hot issue and it expresses presence of organizations and the reason for their existence (Paul, Thurau , Gremler , & Gwinner , 2005). A research on social media companies puts Safaricom as the second best brand in the world using Twitter for customer service. In an industry where the average response time to a query is 357 minutes, Safaricom responds in 58 minutes, with a response rate of 75.48%. Safaricom also has the biggest number of followers for a telecom brand, more than Vodafone UK which has 66,069.

The expansion of the telecommunication industry has triggered a cascade of other developments and job opportunities for people. This has also led to a global revolution in communication and innovation. In regards to the growth of the telecommunication industry, customer satisfaction cannot be ignored. Customer satisfaction is the measure of organization total product performance in relation to a set of customer requirement. According to Dekimpe (2007), customer satisfaction can be defined as an evaluation, where some comparison standard is compared to actually perceived standard. If the perceived performance exceeds expectation, customer will be satisfied. When the perceived performance is less than the expectations, customers will be dissatisfied. As technology changes, customer service and requirement also changes (Porter, 2011). Driven by these rapid changes in technology the traditional call centers are changing to social care centers. Social media, customer behavior and customer service

expectation continue to increase (Kaplan & Haenlein, 2010). According to Avaya consumer preference report 2011 on the uses of contact center, the statistics show preference for different customer segmentation. The 26% of the customers, responded positively when asked if they believe customer service centers provide great support, compared to 49% who did not and concerning the mode of communication to be used, 80% of consumers preferred talking to an agent on the phone, social media and online forum 10%. These ranges of channels preferences highlight the need for support centers to provide multi-channel service options to cater for all.

The contact center industry is experiencing growth in innovative new technologies. At the core of these new technologies are changing customer demands and preferences. Offering these capabilities can be a great way for service centers to gain a competitive edge (Kaplan & Haenlein, 2010). A research on social media noted that, 7% of individuals age 16-24 will first complain in social media and 71% will search for solution online before they relent and contact the company directly (Kaplan & Haenlein, 2010). On customer services improvement, 17% of 16-24 and 25-34 year-olds preferred faster response time on twitter. Telecommunications industry as a whole in the global sphere has expanded and has made dominance due to the convergence of it with Information Technology (IT), which has resulted in the emergence of Information & Communication Technology (ICT) and Multimedia. ICT dramatically has changed the world socially, politically and economically. The deregulation of the telecommunication industry in many nations in the early 1990s has brought multiple players/service providers to the country.

According to a research done in Europe on "ideal" customer experience by Global Contact Center Consumer Preference 2011, 42% of global consumers rank query resolution speed as most important. The report noted that 33% of European customers want to solve their issues via mobile applications, rather than the phone, 55% would prefer to use email, and 38% preferred using web self-service. The social media trend is changing. According to Wankel (2011), noted that nearly half (48%) of Americans age 12 and older had a profile on one or more social networking site such as Facebook and LinkedIn. This is double the number in 2008. Social media lets people share their views with thousands and millions of others in a minute, thus creating word of mouth marketing. The rapid growth of mobile computing devices means people can be "digitally social" outside the home or the office. As the prevalence for smart phone increases, with mobile phone application such Facebook, Twitter, my space watsup among others for communication. Social media has been radically changing the landscape of corporate communication over the past few years.

According to Wankel (2011), there are three things that make social media a powerful force. This include; immediacy, ubiquity and availability. Immediate is the instant sharing of information, while ubiquitous means hundreds of millions of people use social media and availability means anyone with internet connection can access it. Through social media platform such as Facebook or Tweeter, any person with internet connection can communicate with thousands and even millions of people all over the world in a matter of seconds (Wankel, 2011).

The face of the communications sector has changed dramatically over the past few years. New market entrants that use open platforms to meet diverse and rapidly changing user wants and needs are increasingly challenging the traditional telcos, which have historically dominated the arena of two-way interpersonal conversations. Social networking websites and services, such as Facebook, MySpace, Twitter and others have become primary communication media for a new generation of digitally aware consumers. Driven by high broadband penetration, affordable, mobile Internet-enabled multimedia devices, these sites and 'blog' services are making inroads with enthusiastic users and garnering the attention of advertisers, consumer product companies and enterprises that are using social media to reach their customers, build brand loyalty and communicate with geographically dispersed employees, customers, suppliers and partners. These services have potential to threaten traditional services, such as long distance calling and mobile roaming (Kaplan & Haenlein, 2010). Social media can provide powerful strategic and tactical tools for organizations, which, if properly applied and used, could bring great advantages in promoting and strengthening their competitiveness (Porter, 2011). As technology changes, business rules also change. Traditionally, telecommunication industry relied heavily on telephone call centres, as the sole channel for customer queries communication. The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. Social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another.

According to Porter (2001), over half of consumers that follow a brand's tweets for instance, are more likely to buy from that brand with two-thirds also likely to recommend a brand to friends and family. Telephone and email have now been overtaken by tweets. The immediacy of Twitter is highly attractive to consumers that want to make fast and efficient contact regarding a customer services query; especially for corporations, responses by Twitter are demanded and within a very tight time frame. In Kenyan situation, According to Communications Commission of Kenya (CCK, 2012) statistics, 1,130,878 new mobile subscribers joined the four mobile operators in Kenya between January 2012 and March 2012. As at 31st March 2012, 29.21 million mobile subscriptions were recorded compared to 28.08 million posted the previous period. This represents an increase of 4.0 per cent during the quarter and 15.9 per cent growth when compared to the same period of the previous year. Safaricom recorded 386,777 new subscriptions followed by Essar Telekom with 324,284 new subscribers and Orange and Airtel recorded 209,447 and 210,370 new subscriptions respectively during the period from 1st January 2012 to 31st March 2012 (CCK, 2012).

According to the CCK report, the data /internet market segment, the number of subscriptions increased by 5.5 per cent .Mobile data/internet subscription continued to dominate the internet market with 98.8 per cent of total internet subscription being from the mobile internet/data sub

market. The broadband subscription also increased by more than half. The tremendous growth in the internet and data market segment may be attributed to the international connectivity bandwidth. This report shows the increased growth in data and internet usage, while use of voice decrease within the period 2012. With increase in data and decrease in voice usage, the Safaricom Company, being the market leader in Kenya in telecommunication industry has shifted from using telephone / voice as the only way to resolving customer queries. The alternative to this being use of social media customer care services such as Email, Facebook, Twitter and automated short messaging services (sms). This alternative channel has grown over the few years. With increasingly use of cell phones, smart phone and other mobile devices, there is no better way / better ways to reach customers, wherever they are other than through social media which connect to their devices (Al-Deen & Hendricks, 2011).

Corporate companies cannot ignore the growth of social media for marketing, communication among others. The market for the telecommunication industry in Kenya is highly competitive. This industry is currently dominated by four operators namely: Telkom/orange, Safaricom, Airtel Kenya and Essar Telkom Kenya. Safaricom being one of the most favorable choice for users, believes that the main competitive factors in the mobile services market are network coverage, service quality, pricing, accessibility and brand (Safaricom Report, 2011/2012). In this report, there was noted customer dissatisfaction on the ease of access to contact center /customer care center help line. Customers found the help line inaccessible and congested and thus one had to take at least ten minutes to get help or access to the help line. The safaricom report dated 31st December 2012, shows Kenya has 16.1 internet users who are potential user of social media. Safaricom itself had 164,000 twitter followers and on Facebook page had 359, 551 likes and 12,486 actively talking about the brand. Kenya is ranked number 66 worldwide in terms of in terms of Facebook user with a population of, 2,018,560 users.

### **Transaction Cost Theory**

The transaction cost theory states that, companies exist because they can conduct market place transactions internally more cheaply than they can with external companies in the market place (Laudon & Laodon, 2006).Information technology has helped companies lower the market participation (transaction cost) as compared to traditional belief, where companies sought to reduce transaction costs, of getting bigger by hiring more employees and taking over small companies. According to Williamson (1987), on the Williamson's transactional cost economics and customer perspective theory, the usefulness of customer service is derived from its ability to reduce the effort, time and costs involved in the transactional process. Transactional cost refers to the cost incurred in making an economical exchange, during the buying and selling transaction other than the purchase cost of the product or service (Dahlman & Aubert, 2001).Transactional cost can be tangible and intangible, monetary, cognitive or labor effort. The costs are paid directly or indirectly by consumers and in this regard, consumers will take the option with a low level of transaction cost.

### **Service quality theory**

The model of service quality theory was proposed by Storbacka K., et al, (2006). From the theory, the researcher concluded that customer satisfaction is first based on a recent experience of the product or service based on the prior expectations of overall quality compared to the actual performance received. Therefore, if the recent experience exceeds prior expectation, then the customer satisfaction is likely to be high (Gronroos, 2008). This theory argues that service quality represents the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions. The use of perceived as opposed to actual service received makes the service quality measure an attitude measure that is related to, but not the same as, satisfaction (Gronroos, 2008).

### **Expectation Confirmation Theory of Customer Satisfaction**

The theory was first proposed by Williamson (1985). The theory links three factors: Expectations, Perceived performance and Disconfirmation as the independent factors that affect customer satisfaction. He argues that, expectations, coupled with perceived performance, lead to post-purchase satisfaction. This effect is mediated through positive or negative disconfirmation between expectations and performance. If a product outperforms expectations (positive disconfirmation) post-purchase satisfaction will result. If a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied (Oliver, 2007). A confirmation of expectations or zero disconfirmation exists if a performance is equal to the standards.

### **Literature Review**

Earlier studies of factors affecting customer loyalty usually set the focus on customer satisfaction and the switching barrier (Gerpott & Schindler, 2001; Lee & Cunningham, 2001). Customers experiencing a high level of satisfaction are likely to remain with their existing providers and maintain their subscription. According to this research, customer loyalty is not the only positive factor influencing customer satisfaction condition and in some cases fails to produce the expected effect. Hence more research on influencer of customer satisfaction is proposed. According to Williamson (1987), on the Williamson's transactional cost economics customer perspective theory, the usefulness of customer service is derived from its ability to reduce the effort, time and costs involved in the transactional process. Though the theory identify transaction cost in terms on effort, time and cost it doesn't give detail oh how each factor can be applied and more so in the telecommunication sector in relation to customer satisfaction. The Service quality theory identified service quality as determinants of perceived quality and indicated by the arithmetic differences between customer expectations and perceptions measurement items. The identified factors were later summarized into tangible, reliability, assurance and empathy dimensions, which are generic across service contexts. Service quality



attributes are context-dependent and should be selected to reflect the service environment investigated (Dwayne, 2003). The service quality theory was criticized by Cronin, et al, (2000) on basis that, service quality's poor reliability and argued that expectation is neither sufficient nor a necessary condition, therefore identified a performance-only measurement, called service performance instrument. Therefore service quality in mobile telecommunication setting are quite diverse, and do not seem to fit any single existing quality model. This in return affects customer satisfaction which relies heavily on the quality of service. Expectation Confirmation Theory identified three factors Expectations, Perceived performance and Disconfirmation as the independent factors that affect the customer satisfaction. He argued that, expectations, coupled with perceived performance, lead to post-purchase satisfaction. This theory leaves the aspect of individual status at given moment when the service is offered. The aspect of earlier experience with the service is also left out in regards to expectation confirmation theory of customer satisfaction.

### **The Influence of Use of Social Media on Customer Satisfaction**

The below are the discussed independent variable on the use of social media. The discussed factors include the following; ease of use of social media, speed and time of social media, generation change and knowledge of social media. The above factors are related to customer satisfaction.

#### **Ease of use of social media**

To succeed in an uncertain environment, firms must respond to changing customer needs, and logistics flexibility is an important part of the response (Zhang, Vonderembse, & Su Lim, 2005). In regard to this, companies are shifting from traditional ways of transacting and adapting self-service technologies (SST). The self-service technologies are increasingly changing the way customers interact with firms to create service outcome. With the changing technology of hand held devices such as smart phones, shoppers are now enabled to purchase a wide variety of products without having to visit the retail outlet. Research done on impact of network services performance on customer satisfaction and loyalty using high internet speed services ascertain that, in order to survive in a competitive market, companies should continue to improve their service performance (Bettencourt, 1997).

The high level of service performance is believed to be an effective way to improve customer satisfaction and loyalty. To offer high level services and increase customer satisfaction, companies must adopt the changing technology trend (Brown, et al., 2002). Social media applications have become part of the standard communication repertoire for many companies. Today, with the creation of increasingly powerful mobile devices, numerous social media applications have gone mobile (Kaplan & Haenlein, 2010). Easy access to internet and increased use of smart phones has led to growth of use of social media services. These apply to both corporate companies and also on individual basis. Social media is a hybrid element of the

promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another (David J. et al, 2009 ). Smart phones enable customer to access services timely and with their mobility aspect, one can access services all the time regardless of the location (Smith , Zickuhr, Lenhart, & Purcell, 2010)

### **Speed of social media**

Waiting time is the time from which a customer is ready to receive the service until the time the service commences (Celuch, Kevin, & Kelvin, 2004). Waiting period can be boring and irritating which in return translates to negative service evaluation. (Larson, Larson, & Katz, 1991), argued the overall value of service may help alleviate the negative emotion of waiting. An investigation of social justice by Rafaeli, et al, (2002) on social justice revealed that, while queue system may alter the consumer's fairness perception, other actions of service providers may play roles in fairness and perception as well. This includes actions such as apologies, compensation among others. There is a positive relationship between the perceived utilitarian benefit and the consumer willingness to wait for a service. When consumers predict higher functional value from consuming a service, they are more likely to wait patiently, compared to when the perceived value is predicted to be below.

### **Awareness Level on Social Media**

Creating a customer experience that is synonymous with a particular (website) brand is becoming increasingly recognized as a vital driver of e-performance (Kulviwat, Bruner, & Shuridah, 2009) .In the research of e-consumer behavior, it ascertains that brand trust can be achieved through the following dimensions; various brand experiences and the search for information, a high level of brand familiarity and customer satisfaction based on cognitive and emotional factors. Customers who are familiar with the product or services have higher chances of repurchasing a product or re-using it. (Cooper & Schindler, 2003).The knowledge and familiarity with social media services and usage increases the comfort of usage and the product usage. The return is increased interest in the social tool and the company brand which is accessible via the same.

### **Social Influence on Use of Social Media**

Social influence occurs when one's emotions, opinions, or behaviors are affected by others Social influence takes many forms and can be seen in conformity, socialization, sales and marketing. With the explosion of social media promoting a dramatic change in how people interact with each other and brands, customers are turning to social media for customer service. Effective social care gives brands a big advantage, and customers who encounter positive social career experiences are nearly three times more likely to recommend a brand to others (Kaplan & Haenlein, 2010).



## Generational Change on Use of Social Media

Mobile social networking has grown rapidly for the past few years. The first generation began in 1999 and the early 2000. This is the prepaid generation with the features of texting and chat room services. The second generation is based on region and the launch of the 3G services. This is also a prepaid subscription and improved features such as pre- installed and user downloaded application. The emergence of the third generation offers richer services based on WAP 2.0 and MMS (multimedia services), while the fourth generation is comprised of more controlled services and virtual online services such online purchasing, among others. This is the current generation also as the Y generation. Gen Y has the need to be connected to some form of technology all the time whether it is via text messaging, instant messaging and any other form (Smith, Zickuhr, Lenhart, & Purcell, 2010). Social media was originally used mostly by generation Y; however, this is changing as it is increasingly becoming part of our daily lives (Sarringhaus, 2011). A research done on generation Y and the changing technology shows that Generation Y has grown up with technology and for that reason they are more comfortable using technology (Crumpacker & Crumpacker, 2007) and they have the skill to multitask, as well as having a higher education than the previous generations (Fabian, 2010; Crumpacker & Crumpacker, 2007). These factors, in relation to the services, knowledge of products and technology, will give the user a satisfied service.

## Research Methodology

This research was conducted through a descriptive survey design which seeks to investigate the influence of use of social media telecommunication industry in Kenya. According to Mugenda and Mugenda (2003), the purpose of descriptive research is to determine and report the way things are and it helps in establishing the current status of the population under study. Descriptive research is used in preliminary and exploratory studies to allow researchers to gather information and summarize, present and interpret data for the purpose of clarification (Ngechu, 2004). The method allows people being interviewed to describe their experiences in their own language, rather than in the researcher's language. The target population will include safaricom subscribers (pre pay and post pay) and safaricom staff from purposively selected from customer care department. The subscribers will be selected from specific retail centers this includes; Moi Avenue, I&M, Buru Buru, Eastleigh, Nakumatt junction and the Village market shop. The sample will be drawn from a population of 519,991 and a sample size of approximately 384 will be drawn from the target population. Using the Krejcie, and Morgan (1970), table of sample size selection will be adopted. The below formula will be used to select a sample size, to be a representative of the population.

$$n = \frac{X^2 * N * P * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where :

n = sample size

$X^2$  = Chi – square for the specified confidence level at 1 degree of freedom

N = Population Size

P = population proportion (.50 in this table)

ME = desired Margin of Error (expressed as a proportion)

At 90% confidence level and margin error of 5, the sample size of 519, 991, populations will give a sample size of 384. This covers the research instrument to be used in this research, instrument validity and reliability, data collection, data analysis and the ethical consideration. The research adopted questionnaire, as the instrument for data collection. Similar research on social media has used similar instrument. They will be structured to meet the objectives of the study. The questionnaire will comprise of two sections. The first part included the demographic and operational characteristics designed to determine fundamental issues including the demographic characteristics of the respondents. The second part will assists on the characteristics of customer satisfaction where the main focus will be the independent variables. The study will use primary data. Primary data is data observed or collected directly from first-hand experience (Wallen & Fraenkel, 2001).

Self-administered questionnaire will be used. The structured questions will be used in an effort to conserve time and money as well as to facilitate in easier analysis as they are in immediate usable form, while the unstructured questions will be used so as to encourage the respondent to give an in-depth and felt response without feeling held back in revealing of any information. The data from the research will be analyzed using descriptive statistics. Responses to the questionnaire will be recorded, coded, exported in a spreadsheet, and transferred to a statistical software package for in-depth analysis i.e. the SPSS version. Descriptive statistics will be calculated and data relationships analyzed in accordance with the objectives of the study. This will facilitated by correlation analysis. This involves identifying the relationship between a dependent variable and one or more independent variables. A model of the relationship is hypothesized, and estimates of the parameter values are used to develop an estimated regression equation. The correlation coefficient is a measure of linear association between two variables. Any conclusions about a cause-and-effect relationship must be based on the judgment of the analyst (Mugenda & Mugenda, 2003), therefore, it will be necessary to conduct a qualitative analysis. The qualitative data analysis will include both content and thematic analysis. Likert scale will be used to rank the factors identified in the questionnaire in order of their importance.

According to Braun&Clarkeb (2005), in thematic data analysis the themes emerge from the data and are not imposed by the researcher. The data collection and analysis take place

simultaneously. The researcher would examine the data collected from various participants and would identify themes (and label them as codes or categories) as they emerge when examining the data. As the same themes continue to emerge the researcher groups the data together. Using content analysis, the researcher systematically works through each transcript assigning codes, which may be numbers or words, to specific characteristics within the text. The researcher may already have a list of categories or they may read through each transcript and let the categories emerge from the data. Both approaches are very useful when analyzing data from interviews, focus groups, or surveys (Braun & Clarke, 2006).

## Research Results

**Table 1: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 <sup>a</sup>	.125	.065	.822

a. Predictors: (Constant), Ease of use of social media, Speed and time of social media and Level of awareness of social media

Adjusted R squared is coefficient of determination which tells us the variation in the dependent variable due to changes in the independent variable, from the findings in the above table the value of adjusted R squared was 0.065 an indication that there was variation of 65% on the Ease of use of social media, Speed and time of social media and Level of awareness of social media at 95% confidence interval. R is the correlation coefficient which shows the relationship between the study variables, from the findings shown in the table above there was a strong positive relationship between the study variables as shown by 0.353.

### Ease of use of social media

The study sought to determine how often do the respondents use social media service, from the findings as majority use it daily, this also shows that majority of the respondents have ever used safaricom social care center. The findings revealed that majority of the respondents find it more convenient to use safaricom social care center at home and when free, and very few use it while working. The study found out that the respondents agree that the safaricom social care centre home page met their expectation, are neutral that safaricom social care Centre home page is attractive, easy to use and user friendly.

**Speed and time of social media**

The study revealed that the respondents are moderate about the time taken to respond by customer care representative to respond to respondents query and the respondents are more satisfied about the service offered via the social media.

**Level of awareness of social media**

The study revealed that majority of the respondents got the information of safaricom social care centre from the media and majority of the respondents have ever recommended the social care services to any other subscriber.

**Generational Change on Use of Social Media**

The study revealed that the devices used by the respondents to access safaricom social care center is mobile phone, majority of the respondents change their model of mobile phone at any other time, majority of the respondents at change their model of mobile phone when they are lost or damaged, majority of the respondents, majority of the respondents find safaricom social care center speedy, majority would recommend safaricom social care center giving reason that they got the information/help they needed.

The study revealed that safaricom is a name that customers can always trust, safaricom always delivers on what they promise their customers, safaricom always treats customers fairly, if a problem arises, customers can always count on safaricom to reach a fair and satisfactory resolution, customers feel proud to be associated with Safaricom and safaricom always treats customers with respect statements social media affects customer satisfaction neutrally.

**Conclusions**

From the findings, the study concludes that various aspects of social media affect customer satisfaction. This study also found that from the calculation of ANOVA that various aspect of ease of use of social media affects customer satisfaction, thus the study concludes that of ease of use of social media does influence Safaricom customer satisfaction. The study also found that there was significant difference between speed and time of social media service and customer satisfaction.

Thus, the study concludes that speed and time of social media service influence Safaricom customer satisfaction. The study further found that there is significant difference in the levels of awareness of use of social media service and customer satisfaction. Thus, concluding that levels of awareness of use of social media service influence Safaricom customer satisfaction.

## Recommendations

For ease of use of social media service safaricom need to do more competitive interactions with users increase customer satisfaction. Quick responses of the customers need increases speed and time of social media service to enhance customer satisfaction. More awareness programme on the use of social media service to increase customer satisfaction.

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