

The role of market segmentation in enhancing firms service delivery: the case of mobile phone companies in Tanzania

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The study had three specific objectives, to examine the role played by market segmentation in enhancing mobile phone companies services delivery, whether quality of services delivered resulting from segmentation enhances customer satisfaction and whether the quality of service resulting from segmentation leads to increased mobile usage. Findings of the research show a that to a great extent market segmentation improves quality service delivered o customer. There is a strong relationship between the quality of services delivered and customer satisfaction and contribute significantly to increased mobile usage. Conclusively, it is evident that in order to provide quality service and be able to satisfy customers, companies need to understand well their customers and segment them according to their specific homogeneous needs and serve them better than their competitors do.