

The use of marketing strategies by internet service providers in Tanzania; The case of Dar es Salaam Based Internet Service Providers

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This study aimed at researching marketing strategies components usage that included pricing schemes, offered service quality and availability of various services. Questionnaires were administered to ISPs and data were collected. Descriptive analysis was done and used linear regression to test the hypotheses. The researcher took an increase in number of customers hooking to the internet through ISPs as a measure of growth when testing the hypotheses. This was measured against pricing methodology, service quality and availability of a variety of services offered by ISPs taken as strategies for them to capture higher market share. The study hypothesized that pricing methodologies, quality of services offered by ISPS in terms of being reliable, quick responding, having customer assurance, and availability of variety of offered services have a direct relationship with the number of customers hooking to internet through ISPs. Among the five dimensions of service quality, empathy was found to have no relationship with the growth of internet customers. It was seen that customers are much more interested with quality of offered services than the magnitude of price charged. The study concludes that use of good marketing strategies is the key determinant for good business performance. Good service quality will influence customers to remain with the ISP throughout and will attract new ones. Offering a variety of services, which include www, web hosting, and email services provision are also important aspects that need to be taken care of with ISPs.