

PRODUCT STRATEGIES IN MOBILE TELECOMMUNICATION: THE CASE OF ALBANIA

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Abstract

Telecom services are very important in the eyes of consumers. The industry is in a continuous change. The mobile services market in Albania in the years 2016-2017 there were four players in the market. The marketing strategies of these operators and the differences between them are studied in this article based on the elements of the product or service differentiation strategy. How market actors are evaluated by their customers and if there are some differences between the strategies it is studied in this article. The study will analyze the strategies of marketing and especially product related strategies and differences between operators by extracting the questionnaire based on a Servqual model for the services quality. These results are the perception of operators' respective clients. The data are analyzed by SPSS 25.0. It will be studied that there are differences even among companies that offer very similar services in a market with almost complete information. Based on the results there are some statistical significant differences between the product strategies among the four mobile telecom operators in Albania.

Keywords: Telecommunication, Albania, Marketing Strategy, Product Marketing, Servqual

INTRODUCTION

The telecommunication services sector in Albania has undergone enormous changes over the past two decades. The decline in fixed services in prices and use but more importantly the decline in the perception of customers and the amazing growth of mobile services or mobile telecom differences were mostly observed in all cities of Albania.

The main trends of development of telecommunications in Albania in 2016 were:

- A significant increase in the use of broadband internet services from mobile networks;
- Steady growth of broadband internet from fixed networks, albeit slower than in previous years rates;
- Increased use of integrated promotional offers in fixed and mobile networks;
- Declining use of traditional telephone services (fixed and mobile);
- Decrease of net profits and profit rates for the major networks entrepreneurs electronic communications.

The number of active mobile users at the end of 2016 was 3.4 million, representing a decrease of 2.1% as compared to 2015. In terms of number of users according to SIM cards in 2016 were about 5.3 million user accounts that constitutes growing 7.8% compared with 2015. Increased use of broadband access by 3G / 4G mobile networks in recent years is also seen in the increasing volume of data transmitted over wireless networks. In 2014 the annual growth of data traffic in mobile networks was 148%, and this trend continued in the years 2015 and 2016 with annual growth that was 103% and 110% respectively. In the period 2013-2016 the volume of Internet access data in mobile networks has increased more than 10 times. The total amount of phone calls generated by mobile users in 2016 was reduced by 8% compared with 2015, while the number of SMS messages sent by mobile users resulted in a modest increase of 1%. These trends of traditional services by mobile networks (voice and SMS) are opposed to the dramatic increase in the use of broadband access by wireless networks. During 2016, an active mobile users (who has engaged in communication in the last three months) has performed an average of 166 minutes outgoing calls, sent 39 SMS messages per month and has consumed 1:48 MB broadband Internet. These values are less 9% for calls and SMS unchanged as compared with 2015, while the average use of the mobile internet has increased by 68%. Meanwhile in 2016 a mobile user (who has used the Internet at least once during the year) has used on average 954 MB monthly data on the Internet compared to 541 MB in 2015, an increase of 76%. As mentioned in the annual report of 2015, on July 1, 2015 it came to be a law for mobile operators and the obligation of non-discrimination in the tariffs of calls within the network and to other national mobile networks. Continuation of implementation of these obligations in 2016 has led to other significant changes in the level of calls by destination and their structure.

THE PRODUCT DIFFERENTIATION STRATEGY

The marketing strategy is measured through a survey which is made to measure marketing strategies used by companies that operate in Albania. This study was conducted with a questionnaire which measures many aspects of quality of service and customer satisfaction.

Questions pertaining to the quality of services that measure the product realization are reviewed in this article.

The hypothesis in this case which will measure the difference between companies is: There are significant differences between the strategies regarding the product in mobile companies in Albanian market.

Variables considered for analysis of strategies of mobile telecom product differentiation to service providers in Albania are: the main core benefits of service, additional benefits to service, support services to customers about product availability, support services to customers relating to the customer care, service quality and value of the brand. Basic core benefits-based service measured in questions related to voice quality, geographical network coverage or coverage throughout the country, as well as the ease to connect to the network. The main additional benefits are measurable by questions about the quality and ease of roaming about the activation of Internet services. customer support services related to the availability of the product consists of ease to buy a new mobile number, the availability of recharge of prepaid numbers in the appropriate places and their condition floats, support for prepaid customers, the convenience in payment convenience the bills and special care for postpaid customers. customer support services relating to customer care. They measured the ease with which customers activate additional services and the ease to disable them, convenience of paying bills and special care for postpaid customers. They measured the ease with which customers activate additional services and ease to disable them, comfort convenience of paying bills and special care for postpaid customers. They measured the ease with which customers activate additional services and ease to disable them.

RESEARCH METHODOLOGY

Sampling in this study was made with the method of snowball under non-random statistical sampling method that was judged by the author as appropriate based on literature review. The sample that was chosen is representative of Albanian market and it perfectly is divided as the market shares of each operator. Sampling size is 317 which is a very good number according to the literature and its findings can be generalized.

The variables considered in the analysis are the benefits of essential services to telecom services. The questions used to measure the variables and basic service are the main benefits: "Connecting on the voice network offers excellent sound quality", "Geographical coverage is excellent. The phone has coverage in each city. "And" It is very easy to connect to the network. "Mobile service providers positively differentiate their services with voice clarity and networks without interruption. In comparison focused delivery based on each provider of mobile services

it is found that the service is almost the same and coverage of the network does not change significantly, except for the third operator Plus Communication which is clearly behind in terms of coverage area. Voice clarity and ease to connect the network did not differ significantly between the mobile service providers. Features service "Ease to connect to the network" does not differ significantly between providers. For testing the averages of both groups generally test t. is used but in the case of this study to test is not enough because there are four operators and consequently four groups which should be tested to dependent variables. These will be tested through linear or one-way ANOVA to the dependent variables which are of sound quality, coverage and connectivity ease network. Independent variable in this case is the number of mobile which the user has therefore one of the four operators.

ANALYSIS AND FINDINGS

ANOVA

Or Anova variance analysis is performed to see changes that telecom providers in the provision of various services. This can be tested whether the strategies for clients are different for different companies and customers perceive the company strategies. Analysis of variance done with different groups versus control or variable factor which is the number chosen by the customer.

Table 1-Core-Services descriptive ANOVA

		Pershkrueset ^a							
		N ^a	Mesatarja ^a	Devicioni Std. ^a	Gabimi Std. ^a	95% Shkalle besueshmerie ^a		Minimumi ^a	Maksimumi ^a
						Kufiri Lart ^a	Kufiri Poshte ^a		
Lidhja_e_celularit_ofron_cilësi_të_shkëlqyer_te_zeri ^a	Eagle Altelecom ^a	46 ^a	4,13 ^a	,749 ^a	,110 ^a	3,91 ^a	4,35 ^a	2 ^a	5 ^a
	Plus ^a	18 ^a	3,78 ^a	1,166 ^a	,275 ^a	3,20 ^a	4,36 ^a	1 ^a	5 ^a
	Telekom ^a	83 ^a	3,69 ^a	,854 ^a	,094 ^a	3,50 ^a	3,87 ^a	1 ^a	5 ^a
	Vodafone ^a	167 ^a	3,83 ^a	,909 ^a	,070 ^a	3,69 ^a	3,97 ^a	1 ^a	5 ^a
	Total ^a	314 ^a	3,83 ^a	,896 ^a	,051 ^a	3,73 ^a	3,93 ^a	1 ^a	5 ^a
Mbulimi_gjeografik_eshte_i_shkelqyer_Celulari_k_a_vale_ne_cdö_vend. ^a	Eagle Altelecom ^a	45 ^a	3,47 ^a	1,140 ^a	,170 ^a	3,12 ^a	3,81 ^a	1 ^a	5 ^a
	Plus ^a	18 ^a	2,67 ^a	1,372 ^a	,323 ^a	1,98 ^a	3,35 ^a	1 ^a	5 ^a
	Telekom ^a	83 ^a	3,34 ^a	1,051 ^a	,115 ^a	3,11 ^a	3,57 ^a	1 ^a	5 ^a
	Vodafone ^a	167 ^a	3,33 ^a	1,089 ^a	,084 ^a	3,16 ^a	3,50 ^a	1 ^a	5 ^a
	Total ^a	313 ^a	3,31 ^a	1,111 ^a	,063 ^a	3,19 ^a	3,44 ^a	1 ^a	5 ^a
Është_shumë_e_jehtë_për_tu_lidhur_me_rrjetin_në_mënyrë_që_unë_mu nd_të_bëj_ose_të_marr_thirrje. ^a	Eagle Altelecom ^a	45 ^a	4,07 ^a	,986 ^a	,147 ^a	3,77 ^a	4,36 ^a	1 ^a	5 ^a
	Plus ^a	18 ^a	3,72 ^a	1,127 ^a	,266 ^a	3,16 ^a	4,28 ^a	1 ^a	5 ^a
	Telekom ^a	82 ^a	3,94 ^a	,947 ^a	,105 ^a	3,73 ^a	4,15 ^a	2 ^a	5 ^a
	Vodafone ^a	167 ^a	3,90 ^a	,859 ^a	,066 ^a	3,77 ^a	4,04 ^a	2 ^a	5 ^a
	Total ^a	312 ^a	3,93 ^a	,917 ^a	,052 ^a	3,82 ^a	4,03 ^a	1 ^a	5 ^a

a. Pershkrueset e Sherbimeve themelore. Burimi: Simulime te Autorit.

To understand whether between the control groups, which are mobile numbers, there are significant differences between their averages as seen in Anova descriptives and basic services. p values observed are greater than the level of the degree of reliability of 0.05 in all three dependent variables, voice quality, network coverage and network connectivity. This leads to the conclusion that there is not any statistically significant difference between the averages of the variables change factor mobile phone number. So based services do not have any statistically significant change in the cellular companies' strategies.

Regarding the reliability of the data and their homogeneity it is observed that the assumption of homogeneity data is not violated, so the data for these three questions are homogeneous. Later it will be seen how they compare in supplementary services and internet roaming between different providers. These are additional benefits of essential services to meet perceived or evaluated by customers. It is observed in the gathered data that Vodafone has scored the best results in terms of quality Roaming, which is one of the basic support services. But in the activation and use of the internet service Eagle Altelecom has the best result with Vodafone and Telecom which have recorded a lower average. This indicator comes from the Independent t test between independent variable or number of dependent variables and telephone based support services that are roaming and connection to the Internet.

Table 2 Independence Test t and Levene's Test

Statistical Test of Homogeneity		Statistics			
		Levene	DF1	df2	Sig.
Roaming_është_e_shkëlqy er, _cilësia_e_Roaming, _telefonata_kur_jeni_jashtë _shtetit.	Based on average	160	3	299	,923
	Based on Media	117	3	299	950
	Based on Media adjust the degrees of freedom	117	3	282.607	950
	Based on the average of Cut	134	3	299	,940
Është_shumë_e_thjeshtë_ për_të_aktivizuar_shërbime t_e_internetit.	Based on average	1,282	3	299	281
	Based on Media	1,661	3	299	175
	Based on Media adjust the degrees of freedom	1,661	3	289.597	176
	Based on the average of Cut	1,120	3	299	,341

Source: Author Simulations

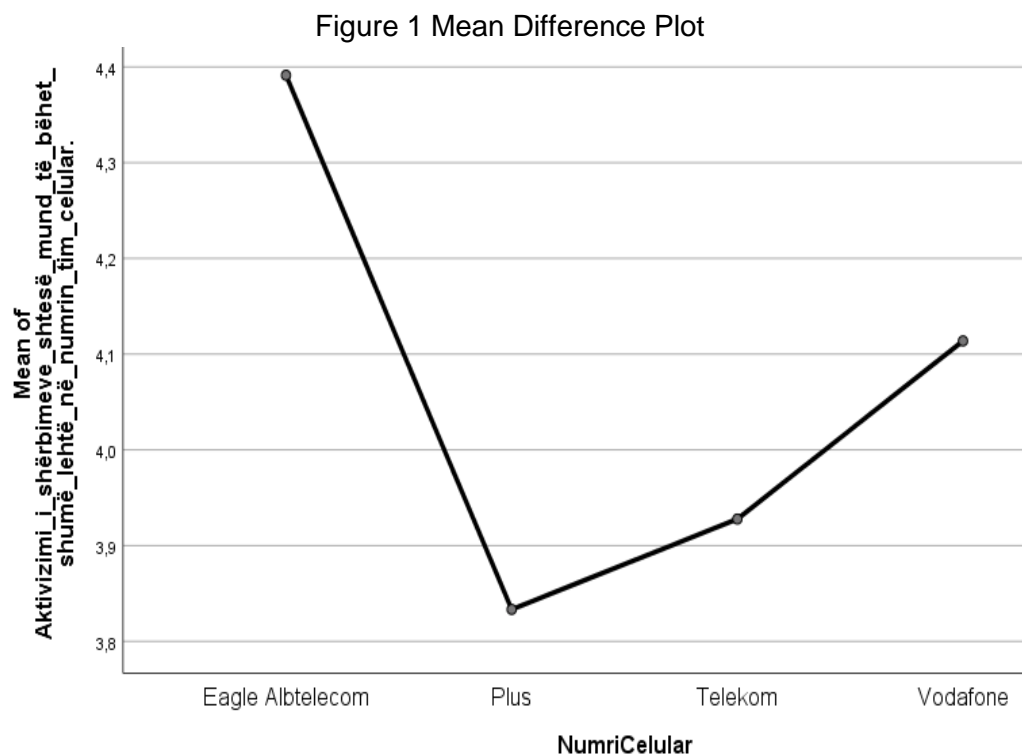
As seen in the table, in terms of homogeneity of variance seen in separate groups according to the operators regarding roaming is $F(3,399) = 0.16$, $p = 0.923$. From this it can be concluded that the same variance exists, and the null hypothesis cannot be rejected. null hypothesis was that there is no difference statistically significant variance. So, in terms of roaming, null hypothesis stands and variances in terms of groups are the same. Translated into strategies of mobile operators in the country can be seen roaming strategies are approximate and no statistically significant difference found in this paper for roaming in mobile telephony companies. Regarding the Internet, seen from the table that there is a slight difference in averages by groups with most users who have the number Altelecom to have a higher average rating than users with other numbers, second comes Vodafone later Telekom and as it can be predicted Plus Communication is at the end. It must be said that Plus, the last operator that entered the market, so its Internet services or roaming may not be at the level of the other three companies already consolidated in the market for many years. In homogeneity of variance table it is observed: $F(3,299) = 1.282$, $p = 0.281$. The test value t is significantly greater than the confidence level of 0.05 and thus null hypothesis cannot be rejected. null hypothesis states that there is no difference between groups variance in the dependent variable that is Internet connection. This shows that there is a variance difference between operators as regarding the internet.

Support Services

These services are very important, and companies are trying to measure the importance of these services in user perception in the total of benefits that the customer receives from the mobile company. Initially it is measured the perception and value that the customer gives attainment or access that it may have on the company, this is measured by the ease of getting a new number. To ease customers into account many things, such as the time spent in the store, the documents requested, various delays of the process, availability of numbers in different locations, the location of the shops, the initial bids is it attractive to pushing the client to get a new number to the company. Afterwards it will be tested whether additional services are activated and deactivated easily. If special services of the company can be activated with a SMS, such as news, games, weather, tariff plans, the various offerings, etc. In ANOVA of support services is seen that there is a violation of the principle of homogeneity of variances, activation of additional services to value the importance of variables is less than 0.05, is 0.018. So, one can safely assume that the assumption that the variances are homogeneous among independent variables along variables isn't true in this case. In the other two variables, the ease to get a new mobile number and deactivation of services has a homogeneity of variances,

namely the principle of homogeneity is not affected. Values the importance of these variables are respectively 0.104 and 0.691. In the other two variables, the ease to get a new mobile number and deactivation of services has a homogeneity of variances, namely the principle of homogeneity is not affected. In the case of finding where impaired homogeneity should consult another test found in Anova analysis is robust tests of average Equality. When the principle is violated to homogeneity should be seen in the post-hoc tests to look for groups that made the difference. The significance of this infringement is to be received a total of Anova important therefore null hypothesis that there are no significant differences between variables by groups rejected. It can be said that the alternative hypothesis that there are statistically significant differences in variables tested along the factor groups. These tests can make a comparative analysis to see and compare the averages of each group. Later to be studied is a part of Anova named Multiple Comparisons to see which groups cause this difference in variance.

In the analysis of groups between each other on the variables involved in the research it shows that there is a statistically significant difference between groups. This analysis of means shows exactly which groups have statistically significant differences in the level of confidence 0:05. Groups that are statistically significantly different are Albtelecom and Telecom.



As shown in the graph, and as confirmed in descriptive statistics in Anova there is a difference in averages of additional services between Albtelecom and Eagle Telecom companies. To see

the size of this effect of the change the researcher should make the measurement again through the table, done by taking the ratio of the sum of squares between groups over the total sum of squares.

Table 3 Anova Support Services

ANOVA					
	The amount of square	df	Box of Mean	F	Sig.
Është shumë e lehtë për between Groups	1,324	3	,441	498	,684
të marrë një numër të ri within Groups	273.756	309	,886		
celulari_SIM_procedurat_ja total në të thjeshta.	275.080	312			
Aktivizimi i shërbimeve sht between Groups	7.642	3	2.547	2.651	,049
esë mund të bëhet shumë within Groups	297.861	310	,961		
ë lehtë në numrin tim cel total ular.	305.503	313			
Çaktivizimi i shërbimeve s between Groups	5.546	3	1,849	1,387	,247
htesë, within Groups	411.968	309	1,333		
_nëse është e nevojshme, total _mund të bëhet shumë lehtë në numrin tim celular.	417.514	312			

Source: Authors Simulations.

Measuring the effect of statistical difference between the groups Albtelecom and Eagle Telekom to activate additional services can be calculated as: $RS^2 = 7642/305503 = 0.025$. The measurement of this effect is called ES Effect Size and interpreted based on the theory of Cohen. According to Cohen size of this effect can be presented and interpreted so, the effects are divided into three groups according to the findings and the size of this effect. The effect is small when the ES value is found up to 0.2. The effect is medium when the number is found to 0.5 and the effect is great when it passes ES 0.8.

It is obvious that in this case the effect of ES 0.25, which can be interpreted as secondary. According Cohen's square of the r value is the proportion of variance in the Independent variable which can be explained by the participation in variables of independent groups. In other words, if the value can be rounded to 0:25 then 0.3 r-value would be 0.148 and r squared value will be = 0.022. This means that 2.2% of independent variance can be explained by the participation factor groups or groups based on mobile operators. Secondary

effect means that there is a difference and the seriousness and relevance, since the limit of 0.3. So, one can conclude that there is a statistically significant difference between the small groups.

CONCLUSIONS

Seen from the study that the market for mobile telephony in Albania there are some differences in relation to the marketing strategies used by operators. In some product elements is observed that there is a difference as to additional services where there is a significant statistical difference between Eagle and Telecom. Basic services and support for those products offered by companies show that the assumption of homogeneity of variances is not violated. According to t test and Levene's test it shows that changes in operators' strategies based on product services they have no statistically significant differences between them. While for the support services based on tests and Anova it shows that there are significant differences between the companies. Companies with poor assessment should work on indicators that customers appreciate worse and communicate it in a clear manner to their customers.

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