FACTORS INFLUENCING CHOICE OF COMMUNICATION CHANNELS IN MOBILE TELEPHONE SERVICE PROVIDERS. (A CASE OF SAFARICOM)

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DECLARATION

This is my original work and has not been presented in any other University for any academic award.

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This research project has been submitted for examination with my approval as University supervisor.

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ABSTRACT

Most of the organizations have embraced P.R to enhance their reputation. This involves communication with the media or through the media. Communication is therefore important as it conveys the intended information; to the recipients hence communication ought to be effective and efficient. Owing to its significance, the choice of communication channels and transmission should be carefully selected. In Safaricom, communication has played a major role as seen in the many subscribers. The context that this study aimed to find the factors that Safaricom considers establishing various forms of communication (West & Turner, 2000).

The purpose of this study was to investigate factors influencing choice of communication channels in mobile telephone service providers with a bias of Safaricom house Thika. The objectives of the study was, examining the amount of credit issued by Safaricom company enterprises, investigate whether Safaricom uses its own employees or outsources in order to be able to develop its adverts and to determine the effectiveness of debt collection by Safaricom. The study population comprised of Safaricom m-pesa agents, enterprises with pay bill numbers the general subscribers and employees of Safaricom house Thika. The study used questionnaires to collect data and interview guidelines for employees. This study was summarized and analyzed descriptively (West & Turner, 2000).