AN INVESTIGATION ON THE FACTORS INFLUENCING CONSUMER PREFERENCE AMONGST DIFFERENT CYBER CAFÉ SERVICES: A CASE STUDY OF CYBER CAFÉS, KISII TOWN, KENYA.

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A RESEARCH PROJECT SUBMITTED TO THE GRADUATE SCHOOL IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR A MASTER OF BUSINESS ADMINISTRATION DEGREE, FACULTY OF COMMERCE, EGERTON UNIVERSITY.

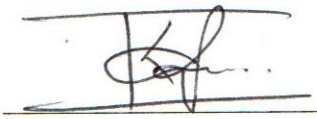
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DECLARATION AND RECOMMENDATION

I, CEPHUS K. NYANDORO, hereby declare that this research project is my original work and has not been presented for any award or a degree in any university.

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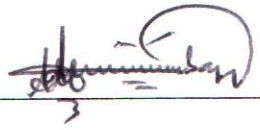
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DEDICATION

This work is dedicated to my daughter Tiffany, my wife Anne and the rest of my family members who were a great source of joy and fulfillment. I wish that it would serve to inspire, challenge and be a lead to originality and self-actualization.

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ABSTRACT

This study was about factors that influenced the preference for cyber café services by consumers in Kisii Town. Cyber café entrepreneurs have not emphasized on both cyber café and customer factors that influence choice for cyber café services. Consequently, there was need to investigate these factors and enumerate their importance. The objectives of the study were to find out the *services* a cyber café offered that enticed people to visit them and spend time and/or money using the services, to establish the main *potential users* of the cyber café services, and to evaluate the *factors* that influenced preference for different cyber café services. To achieve this, a sample of 300 respondents in all the 12-cyber cafés was selected. 20 customers were picked using simple random sampling from each cyber café, 5 management staff (3 caretakers and 2 executive staff to represent the ownership of the cyber café). Questionnaires were administered to the cyber café customers and to the cyber café owners during repeated visits to each cyber café over the period of study. Assistants presented copies of the questionnaires to customers to complete as they left the cyber cafés and supplementary information was obtained from management staff of the cyber cafés. Data collected was analyzed using descriptive and inferential statistics. Likert scale was used to identify the degree of significance of each influential factor. Chi-square test was used to establish the relationship between customer categories and principal factors that influenced them to use the cyber cafés. The Chi-square value that was obtained at 95% confidence level revealed that there was more than the principle factors that influenced customer's choice for cyber café services. The findings can be used by cyber café owners to identify consumer's preference for cyber café, furnish them with knowledge of consumer expectations, aid entrepreneurs to increase sales through customer retention strategies and help future researchers, especially, in the fields of marketing. The research could also be used to strategize how to modify the cyber café to meet consumers' expectations, gain their loyalty and improve its services.

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DEFINITION OF TERMS

1. ***Management Staff*** refers to the owners of the cyber cafés that include executive, operators and caretakers.
2. ***Virtual Community*** refers to fundamental region within which communication technology is enabled.
3. ***Multimedia*** refers to a combination of digital components that include audio, audio-visual compact disks, and many other ways that communication can be carried out.
4. ***Webcam*** refers to an Internet service that involves written conversation via computer terminals between individuals located at different points.
5. ***Cyber Café*** refers to a cafe or shop open to the public, where a computer can be hired for specified periods to access the Internet, write a CV or play a game etc.
6. ***Services*** embraces activities that a customer can carry out in a cyber café that include browsing the web, sending e-mail, playing games, etc
7. ***Assistants*** refers to the people the researcher will use to collect data via questionnaire from the customers in various cyber cafés.
8. ***Principal factors*** refer to supportive staff, cost of service, friends, convenience, conducive atmosphere and service offered.

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background

The use of Internet as one of the essential tools for communication by different groups of people has taken the globe by storm. Not only does the Internet provide the necessary media to communicate but also enables different people to conduct many other activities such as hardware procurement, set-up and support, online session surveys, daily quick – polls and reporting, online event chat rooms, card reader, badge swipe integration, contact management and development, print management, customized post show reports, research, e-commerce, e-mail, trade, conferencing, computer games and many others.

Kisii is a medium sized town with twelve cyber cafés located at different points. The cafés receive a variety of customers interested in one or more of the services they provide. There is no master plan to guide potential entrepreneurs on what triggers the use of the cyber cafés. The town has suffered closure of some cyber cafés, even though others are coming up. The market is becoming more segmented with each cyber café focusing on the needs of particular customer groups thus widening the customer choice. The cyber café users are influenced by characteristics that are rooted in cultural, social, personal and psychological factors. Other factors like café preference, cost, availability, satisfaction and quality, efficiency and effectiveness and reliability do affect the clients that seek the cyber café services.

Assael, H (1998), contend that marketing, when viewed in the broadest sense, is about placing focus of any business venture on the consumer, who is actually the purchaser of the firms' goods and services offered for sale. Therefore, consumer behavior must be studied because they do affect certain decisions taken by firms. He further defines consumer behavior as one where consumers display in searching for, purchasing, using, evaluating and disposing of

product services. The study of consumer behavior is concerned not only with what consumers buy, but also how often they buy and learning the specific meanings that products hold for consumers.

For a customer to be loyal to a cyber café, there exists a number of factors not present in any other café providing Internet services. Some of these unique factors include: flexibility (variety of services), reasonable cost of services, quality and satisfactory services, efficient and effective services, conducive and supportive staff, security, legal issues, cyber cafe structure and design, on-site support networking, number of machines and placement, structure and sitting arrangements, conducive and ventilated environment and convenient operational times.

The study attempted to look at the users of the cyber cafés, the triggers to use cyber cafés and the reasons why customers repeatedly returned to the cyber cafés. The convenience, sociability, technical support, learning opportunities and computer games stood out as principal factors. The findings revealed that, for any cyber café to be successful, profitable and competitive, it needed to have loyal customers that preferred Internet services it provided. To be competitive and avoid being phased out, a cyber café entrepreneur would keep its customers so as to get the aspect of customer loyalty. Customer's decision affected the choice of a cyber café, and therefore, many cyber café entrepreneurs gave priority to those factors that influenced the choice for cyber café services.

1.2 Statement of the problem

Entrepreneurs who invested in any service industry had quite often taken for granted some essential factors that customers regarded important when making a decision to utilize a service. With increased competition for customers and the growing number of cyber café businesses in Kisii Town, entrepreneurs needed to understand and lay emphasis on those factors

customers preferred on services offered. This was an important prerequisite to satisfying the customers and hence gaining their confidence and ultimately their loyalty. A cyber café entrepreneur was then placed in a better position to offer adequate services, which in the long run translated to increased sales. There was, therefore, a need to identify and evaluate the factors that customers considered important in their choice for cyber café services.

1.3 Research objectives

1. To find out the *services* a cyber café offered that enticed people to come in and spend time and/or money using the services.
2. To establish the main *potential users* of the cyber café services.
3. To evaluate the *factors* that influenced preference for different cyber café services.

1.4 Research Hypothesis

Customer's convenience, Service offered, supportive staff, Cost of service, Conducive atmosphere and Friends have influence on customer's choice for cyber café services.

1.5 Significance of the Research

The study was to equip potential investors wishing to establish cyber cafés in Kisii with knowledge of consumer expectations.

It was to aid the entrepreneurs who would want to increase their sales through customer retention strategies; and help future researchers, especially, in the fields of marketing.

1.6 Scope and Limitation of the research

The respondents to this research emanated from the Kisii Central Business where the cyber cafés were located.

While planning to carry out the research, several limitations were encountered during the study such as; lack of cooperation from respondents, inadequate time and little finance, some questionnaires were not duly completed and others were never returned by the customers to be analyzed.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews research work that has been done by other scholars on cyber café services. Stewart J, (1998), defines a cyber café as a cafe or shop open to the public, where a computer can be hired for specified periods to access the Internet, write a CV or play a game. He addressed the use and users of cyber cafés in the same city, the reasons and manner they were set up and developed, and the role cyber cafés play in the general development of use and knowledge about multimedia. What emerged was that cyber cafés are not only sites for technical access and for consumption and use of multimedia content and services, but also public, physical, community and cultural spaces. In this context the researcher challenged the view that computers either undermined the community, or are only relevant to the formation and activities of 'virtual' communities. Stewart further contended that if the city is our home, then the cyber café is becoming an important part of our domestic life. Cyber cafés bring Information Technology (IT) into real communities, allowing people to use and learn about them in their own way. The managers and customers of the cafés are finding new ways to incorporate this global phenomenon into the everyday life of the city.

Silverstone R, et al. (1992), said that the cyber café is not transitory phenomenon, but the evolution and extension of a very old and traditional institution, the café. Cyber cafés may service and reflect the communication and information needs of people living in a global society, but they place this in a local context, providing a social space and a convenient and hospitable location for technology access: the 'human face' of the information society. The cyber café can act as a gateway or portal between a local community, represented by individuals and formal and informal groups, and on-line communities and individuals.

2.2 Origins of Cyber cafés

McBride S, .et al. (2000), said that cyber cafés appeared to have been developed in the USA in the early 1990s, often as an extension of existing attempts to democratize access to computers and to media in general. A trendy café with computers to surf the Net was a bizarre novelty, computers and the Internet being associated with a solitary occupation of 'anoraks' or with work. They did not seem to fit with the conviviality of a café atmosphere, where face-to-face contact, escape from work etc. is central to the experience. However, the relaxed, informal atmosphere of the café was precisely the aim as the cafés were promoted as a 'human' place to learn about computers and find information. Since 1995, cyber cafés have been cited in many major national and international magazines, newspapers and books. However, as the Internet and computers suddenly became a widely diffused part of mainstream culture, then, why should cyber cafés or public Internet points continue to exist? This study showed that they had a very good reason to become an even more common and permanent part of our world. Cyber cafés are not the only public access points in the city. There are a range of 'cyber' centres. There are schools with IT centres for local business, Libraries with Internet and Compact Disk Read Only Memory (CD-ROM) facilities, business centres offering Internet access and computer facilities, 'telecottages' providing technology for business and cultural projects, video stores with computer terminals, and computer training centres. Even banks offer a chance to surf the Net. There are also initiatives to open government one-stop shops to provide on-line access to national and local government services through local telecentres.

2.3 Cafés and Information Communication Technology (I.C.Ts)

Sennett (1977), said that computers and the Internet in cafés are a natural extension of existing facilities, uses of cafés and other public, or semi-public venues. People have always met

to eat, drink, talk and play games in places such as inns and taverns. The first 18th century 'cafes' were centres of community for informal discussion on politics, local affairs, and culture, frequented by particular social groups. Perhaps more than traditional drinking establishments, information was central to early coffee shops, some even publishing their own newspapers, others becoming financial institutions. Cafés are sites for learning, socializing, and playing. They are a place for travelers to find some home comforts, to write letters and find out about the area or meet others. They are places to do business or have a celebration. All these activities are characteristic of cyber cafés. Many of the activities that people go to the café for; they could do at home, but prefer to do them outside: cafés are a home from home. Home is not always convenient, or even pleasant, and people like to be in the company of others. It is not only a home; cafés are also a public venue that is not a formal work or office space.

While most cafés have to operate in the market, they are also social centres. They often offer a focus for a particular social group, or geographical community. The café is more than the physical space or the products it serves, it is the people who use it and work in it. A café is successful when it attracts customers back. Not that the physical aspect are not important - the decor, the drinks the computer games etc., but they are there to mediate, facilitate and lubricate the experience and activities of people. Social games appear to have a special place in cafés. Pubs, cafés, clubs, and of course amusement arcades and casinos all feature games as part of the activities. In many countries, games are the central activity in café life. Electronic games made their way into cafés and pubs as soon as they were invented. Although some games attract a limited clientele, others such as the pub quiz have a broad appeal.

The 1990s saw a change in pubs and cafes in the UK. Many new cafés have been opened, attracting a different clientele who are looking for more modern design and ambience to the traditional pub, including an interest in the 'continental' style café that is not primarily a drinking

space, but also for socializing, relaxing, working, shopping etc. This often includes linking the café with another specific function – a bookshop for example, or making it part of a Gallery or Museum. The design of the new cafés has given a new image to the traditional styles of cafés. This global style can be traced to ground breaking cafés such as Philip Starck's 1984 design in Paris (Boyer 1994). It is a modern, young and futuristic design, a model many of the cyber cafés follow.

Graham and Aurigi (1997), said that there is a growing body of work which examines the way that network technology affects or might affect contemporary city life. They include ideas such as electronic commerce and government, exclusion and inclusion, virtual communities, and city life moving into virtual spaces, with the 'digital city'.

2.4 The Human Face of Multimedia

The development and popularization of personal multimedia services, together with the research on particular cyber cafés suggests a number of key theses (Stewart 1998).

1) *Cyber cafés are convenient on-demand multimedia access centres.* Cyber cafés exist because they provide technical services to customers not readily available to them elsewhere, or when they are away from their own facilities. However, it is generally not basic access to computers that is central to cyber cafés; it is facilities such as networked games, the Internet, printers and scanners, and the latest software and hardware. They are not necessarily for novices; even competent and regular customers do not have the resources, or do not see the need to own expensive new technology, but still want to use it occasionally.

2) *Cyber cafés are traditional cafes.* Cyber cafés are more than technology access centres, they are also cafés in the traditional sense - they are public spaces where many age-old activities can

be conducted, but mediated by modern technology. These can be social and personal uses, but they are not new activities. In contrast to the dominant trend, computers do not have to be kept in private or in formal premises; they can be public and informal.

3) *Informal learning and appropriation space*. Cyber cafés are also points of individual learning; the informal atmosphere makes it easier to learn, and to experiment. They are the 'human face' of computers and the Internet, technologies and services that are frightening to many people. Local, cheap, community access, seeing other people using multimedia, and non-expert help can act as a trigger to bring someone across the 'use threshold'. The technology itself, fast changing and new, needs this informal space in order to be appropriated and domesticated into city and community life.

4) *Diverse styles reflect different environments and goals*. Cyber cafés like normal cafés or other public spaces come in different flavours, and appeal to different tastes. They are part of a developing cultural and media landscape that we exist in and use. The computers and the computer-mediated services are inserted into physical environments that reflect existing patterns of leisure, home and work activity, existing aesthetic and social tastes. Just as public leisure spaces have diversified into ones reflecting particular tastes, cultural or social milieu, geographical and market position or use, then cyber cafés will as well. However, at the moment the cyber cafés appear to bridge many of the gaps with a common theme of multimedia use.

5) *Cafe managers are 'reflexive intermediaries'*. The cafés, the technology and the use are mediated, but not dictated by the owner and managers. These people *facilitate* access to technology and content, but also shape the use through *configuring* the computers, Internet

connections, relation with customers, choice of the space, opening hours, food, prices, music, user clubs and marketing. Whatever their aims, commercial or otherwise, the managers are able to have very direct experience of what people are using and how. They also have time to look for new technology, talk to suppliers directly, find new content; web-sites and games, and help create that content themselves.

6) *The cyber café takes computers and Internet outside the mainstream paradigm of individual use and ownership*. The dominant industry paradigm is for individual ownership and or use of computers, communicating in a 'virtual space' or community over a network. Use of the cyber café undermines this, as it is based on people buying time to use the computer, not owning technology, and sharing them in a public space, not in a private space. They also favour the 'network centric' model of information technology development: a virtual presence on the network, though a Web page or e-mail account, is more important than a physical presence, e.g. owning a computer.

7) *Cyber cafés could be 21st century public spaces*. More speculatively, cyber cafés are more than an extension of existing cafés, but they are community centres that bring together a wider range of people doing a wider range of activities than most cafés or other public venues. Local communities are fragmented and divided; cyber cafés, by appealing to a broad range of users, and being more than casual centres of consumption, such as shops, create contact between customers that can form social, learning and sharing relationships around the use of the technology and consumption. They also allow communities to project themselves in 'cyberspace', and allow people to interact on global networks as part of a local community, rather than as isolated individuals.

2.5 Choice of cyber café services

Ainslie G, (1992), argues that there exists a market place where the people's preference is decided, the process of decision making, leads to a formal solution to the problem of inconsistent behavior. This lets an individuals' plan to be realized while another is being frustrated, without reconciliation to an over plan. He classifies motivation into lower and upper level and proceeds to say that higher motives have to be weighed down the same dimension as passion in the process of choice

Valarie A Ziethaml, et al. (1996), describes service as deeds, processes and performances. Services include all economic activities whose output is not physical product or construction, and are generally consumed at the time they are produced and provide added value in forms such as convenience, amusement, timeliness, comfort or health, that essentially are intangible concerns of its first purchaser. For example, an internet cyber café entrepreneur may offer services to customers that include surfing the web, e-mail, e-commerce, teleconferencing, fax, telex, multimedia access from the web etc. Each of this service may include a final, tangible report or tangible instructional material. Otherwise, the entire service is represented to the client through problem analysis activities, meeting with the client; follow up calls and reporting a series of deeds and performance.

Adrian Palmer (1998), states that service marketing is the management process that identifies, anticipates and supplies customer requirements efficiently and profitably. In light of this, the research focused on cyber café industry as one of the sectors that provide services required by customers and try to unfold the factors that influence customer choice for a cyber café.

Sorensen, K. (1996), contended that growth is enabled through service marketing. A number of jobs have been in the service industry such as, information technology, education and

training, small service business opportunities. Customers demand and expect excellent, satisfying services during the decision making process to purchase goods/services. Service business needs to keep up with customer expectations and compete effectively. Many entrepreneurs in the service industry seek better ways of understanding and segmenting their customers to ensure the delivery of quality services and to strengthen their positions amidst a growing number of competitors.

2.6 Multimedia, Customers and the Cyber cafés

Stewart, J. and R. Williams (1998), said that a cyber café or any other local ICT access centre, privately or publicly run must attract customers. In this study, the users of the cyber cafes emanated from different groups and the research attempted to find out reasons why they visited the cyber cafés. There are many reasons for customers to use cyber cafés and even return to continue using them, this may include; provision of technical service, conducive atmosphere, helpful or friendly staff, convenience of location, a place to be with friends etc. Table 1 shows the diversity of use and motivations.

Table A: Reasons for using cyber cafés

THE REASONS FOR USING CYBER CAFES ARE VARIED:
A friend had gone away - need to contact them.
Have friends who live abroad.
Traveling the world, want to keep in touch.
Living abroad, want read home newspaper and keep in touch with developments in home country.
Need to write a CV or letter.
Need to send documents by e-mail.
Want to download an application form.
Want to find out about a particular subject for leisure interest.
Want to do work related research.
Find out about possibilities of using the Internet.
Want to 'improve' one-self.
Want to have fun with friends.
Personal computer does not have facility, e.g. modem.
Need two computers to play a game.
Not allowed to use Internet at work/college.
Cannot afford a computer and/or Internet.
Do not want to buy a computer or Internet - rational calculation re. Use/cost.
Something to do, to fill or to occupy oneself.
No longer a student with access at the University.
Equipment broken down at work/home.
Don't have a printer/scanner.
Don't own a particular computer game.
Enjoy using chat systems.

Source: Frederico Casalegno "Les Cybercafés "a study of cyber cafés in Paris in 1995

2.7 Triggers to use cyber cafés

Reingold, H. (1994), argued that intermediaries, the cafe managers and cyber cafés act as agents in the diffusion process, facilitating voluntary uptake of their services by customers. People encounter and engage with new technologies in many different ways subject to personal and local contingencies. He actually suggests five main categories; life events, social push, multimedia pull or instrumental need, curiosity and interest in technology or content, and finally learning and teaching. He contended further that these triggers are useful categories to understand not only why an individual might start using a service in a cyber café, but also to understand the market that the intermediary is addressing, and the tools they deploy to try to engage new customers.

***1) Life events*:** These are changes in occupation or circumstance, or in that of friends and family and other personal social network members, that create a 'need' or forces a need on someone. The technology may be a solution to a new problem or barrier, or a new obligation. Among life events is the principal changes related to travel, which reflects the increasing global mobility of many people. More people travel today, and for longer distances, and technology now allows people to keep in touch with personal and professional social networks across the globe. There are undoubtedly a large number of people whose participation in the 'global society' and 'global culture' is not just as consumers of goods and media from around the world, but as active members of global social network. Several of the customers who previously did not use e-mail, or even computers, and have no other use for them, find the cyber cafés the only way to keep in touch. Several people start to use e-mail and computers for the first time because they have made friends abroad, or a girlfriend or boyfriend have moved away. Other life events include changing jobs or leaving college, and being deprived of an Internet connection or computer access.

*2) **Social Push**:* The adoption and use of this technology is as a result of being introduced to the technology through other members of a social network, and using it with or because of them. Many people come to cyber cafés on recommendation from friends, or with friends to pass time.

*3) **Multimedia pull or instrumental need**:* In this case, technology that a customer owns or has access to is no longer sufficient for the purposes they want it for, or they are restricted from using certain functions due to economic or external social constraints (e.g. restrictions at work). The trigger is primarily an instrumental need. Many people using cyber cafés have their own computers, but do not have Internet connections; either they can't afford them, or do not wish to spend money on something they use only occasionally. The computer game need more power than their home computer can offer, and get the network connection to play the games against friends. The cyber café can provide an opportunity for people to explore uses of the Internet and computers that they might be restricted from using at school, college or work.

*4) **Curiosity and engagement**:* Some people develop an intrinsic interest in new technology or multimedia, a curiosity which they wish to satisfy, with no particular goal apart from developing knowledge about the system or particular content or application. Even without using it, multimedia has become part of most peoples' lives today. The cyber café offers a convenient way to convert that background presence into a more practical and informed experience.

*5) **Learning and Teaching:*** Multimedia is still evolving as a phenomenon, it has not yet been packed into a 'black box'; it has bits hanging out all over the place. Computers and Internet are complicated tools that we need training and learning to use. Personal help is needed for many people to get to grips with and use computers and the Internet at home or in an office. They also need help in learning how to use multimedia interfaces and content, how to search the Web and

play the latest computer games. For many people, help is not needed once, but over and over again, as new functions are needed, upgrades installed and software and hardware faults emerge. Sometimes people will know in advance how to use the facilities, but almost by definition, many will have to learn. The cyber café is one place where this help can be and is given - it offers a local, high profile, informal space for learning and receiving advice. All the cyber cafés have learning and teaching element, informal and formal. These relate to formal business activities of the café business, and to informal social activities between customers and, customers and staff. Some companies turn teaching into a formal activity, everywhere the staff offers informal advice; sometimes customers become informal members of staff.

The sociability of games: Williams, R. and D. Edge (1996), said that just as games are important in many cafés and pubs; they are so in the cyber cafés, only that they now use new technology. Games can be played alone, or in a group; taking turns, watching and interacting around the game playing. In the cyber cafés that have games, group activity appears to be very important. Groups of children and students play games together, or watch one another. The games become centres of social activity, just as other non-electronic games always have, with people inviting strangers to join in, and more experienced players offering advice to new comers.

2.8 Cyber café managers

For Stewart (1998), the strength of the cyber café is its visibility on the local street, and its flexibility in catering for a diverse range of customers. However, cyber cafés do not always succeed; many have closed, or struggled to exist. Managers must provide a service that responds to needs of potential customers as their need or interest is triggered. They must also reach out to bring customers in through engagement with outside groups, and to continue to provide services to individuals, firms or community groups even if they adopt technology themselves. Like any

business, a network of satisfied customers is key to continued success. This includes providing technical support, training, network services, Web page design etc. Managers have to exploit social networks, personal and professional recommendations to bring people in. They have a radical new product, and therefore, must make sure the message gets out that there is something relevant in the café for different customers, be it a good atmosphere, helpful staff or a fast Internet connection. One of the benefits of the cyber café is that there are no set uses, and nothing to sign up to. This is also a drawback, and some sort of structured or semi-structured help should be provided that quickly gets them working by themselves. The main groups of users of the cafés are those who already have the technology, knowledge and access. These people will form an important core group of users who can bring in new ideas and new customers.

2.9 Perception, Learning, Beliefs and Attitudes

Schffman and Kanuk (2000), states that perception is the process by which an individual selects, organizes and interprets stimuli in the environment into a coherent picture of the world. How each individual recognizes, selects, organizes and interprets them is highly individual and based on nature of the stimulus, expectations and motives. Learning involves change in an individual's behavior arising from experience. Most human behavior is learned, learning theorist believe that learning is produced through interplay of drives, stimulus, cues, responses and reinforcement. Through doing and learning, people acquire beliefs and attitudes. These in turn influence demand for the service. A belief is a descriptive thought a person holds about something. An attitude is person's enduring favorable or unfavorable evaluations, emotions, feelings, actions and tendencies towards some object or an idea. Attitudes lead people to behave in a fairly consistent way towards similar objects. Attitude can be reinforced, the greater the number of repeat purchase of certain service the more information we acquire about the service

provider and the more difficult marketers will convince individuals to change attitude towards other related services.

2.10 Other influential aspects for cyber café

Flexibility (Variety of services.): Most cyber cafés provide a variety of services, which include;

a) E-mail and/or messaging

b) On-site support Networking

c) Audio recording and CD Burning

d) Net meeting and Conferencing

e) Access to business sites to enable electronic commerce etc

f) Printing, Photocopying, Scanning

g) International calls services, faxing, telex

h) Multimedia access to information from the web factor

i) Webcam

Each of this service may include a final, tangible report or tangible instructional material. Otherwise, the entire service is represented to the client through problem analysis, meetings with the client; follow up calls and reporting a series of deeds and performance. The entrepreneur will therefore sample up as many services as possible in order to attract a wide range of customers who would wish to use two or more of the services in the same café.

Cost of services: Today's customer is willing to pay a higher price to obtain value. Customers are constantly evaluating one organization's products and services against those of its competitors to determine who provides the greatest value. However, in our highly competitive environment each customer's concept of value is continually changing. Ongoing efforts must be

made by everyone having contact with customers to identify, verify, and update each customer's perception of value in relation to each product and service.

Satisfying and quality services: Deming (1986), defines quality as meeting or exceeding the customer's expectations. Quality also means anticipating the future needs of the customer. Customer satisfaction, not increasing profits, must be the primary goal of the organization. It is the most important consideration, because satisfied customers will lead to increased profits. Service quality is an activity; therefore, it can be controlled and improved. Organizations with higher quality services can charge up to 20% more and still retain customers. Satisfied customers not only continue to patronize the organization, they also add to profits by referring new customers. Referrals can be twice as effective as advertising.

A definition of customer satisfaction is illustrated by the Teboul model as shown below.

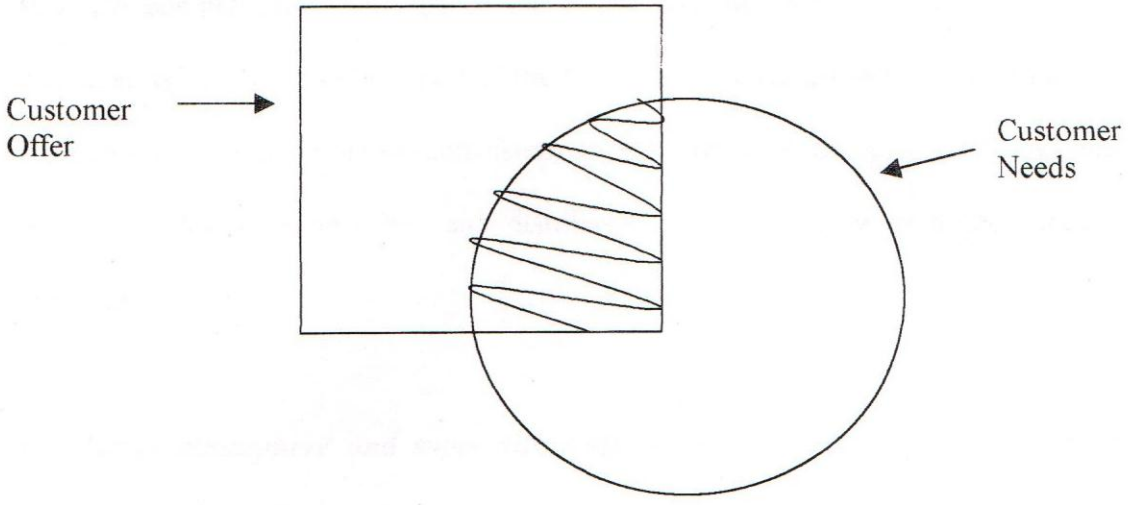


Figure A: Customer Satisfaction Model

Source; James Teboul, Managing Quality Dynamics (Englewood Cliffs, N.J Prentice Hall, Hemel Hampstead, 1991)

The circle represents the customer's needs and the square depicts the product or service offered by the organization. Total satisfaction is achieved when the offer matches the need, or when the circle is superimposed on the square. The goal is to cover the expected performance level better than the competitors. That part of the square that lies within the circle is perceived by the customer as satisfying and the part of the square outside the circle is perceived as unnecessary. It is important that the organization listens to the "voice of the customer" and ensures that its marketing, design, production, and distribution processes truly meet the expectations of the customer.

Conducive atmosphere and supportive staff: Cyber cafés are visited by all kinds of people seeking various services. The entrepreneurs need to employ attendants who can handle customers and provide the necessary assistance they may need. For instance, some clients who visit the cyber café may not have the knowledge on how to read electronic mail (e-mail) or they may wish to open some e-mail account or even to write and send mail. Such clients will require that they are assisted and guided properly so that they may derive benefit and satisfaction from the cyber café.

Security: The customers that visit the cyber café feel secure and protected as long as they are carrying out the various activities within the cyber café. The entrepreneur should then employ personnel to guard the premises and install detectors that can raise alarm in the event of sabotage. Internet viruses are very harmful if not handled with a lot of precautions. Occasionally, this may damage the computers and render them malfunctional. The computer viruses may also damage, distort, chew etc information thereby affecting the entire services. Strong ant virus kits

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should be installed in all the computers and made active all the time to detect and protect the computers from damage.

***Design, structure and sitting arrangements*:** The general appearance of the cyber café is very important and it creates a good image to the customers who visit the cyber café. The entrepreneur needs to design the cyber café to look very attractive and appealing to the customers. The structure of the cyber café should be such that there is least disturbance and allows easy movement from one point to another. The cabling should be done to prevent customers from stepping on them; otherwise it may cause short-circuiting. The spaces between one machine and the other should be reasonably enough to avoid congestion and lumbering. The seats should be placed at reasonable distance from the machines and also from the adjacent seats.

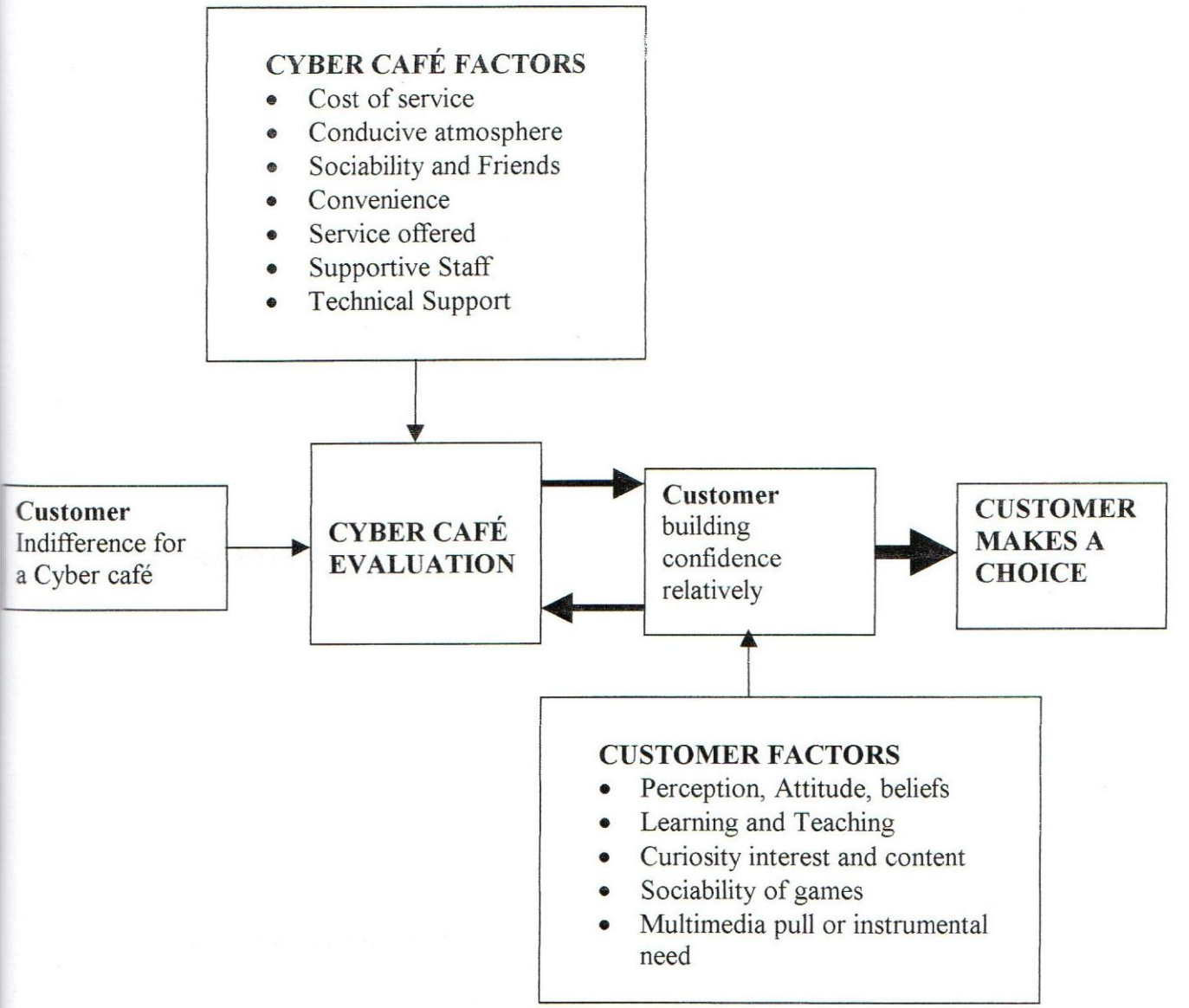
Ventilation and Lighting system: The ventilation within the room should allow free movement of air. The lighting system should not allow shadows to be casted such that they affect proper vision of the computer screens. The computer place/room should be absolutely clean and free of dust. Other peripheral devices such as printers, scanners, speakers, fax machine, photocopier and power backups should be placed at strategic positions for easy access by both the management staff and the customers that visit the cyber café.

Number of machines and placement: The entrepreneur should target as many customers as possible. For that reason, he/she should site a location that can accommodate enough machines that can fetch good revenue from customers say, in one sitting. The location should be such that it is within the reach of the customers and that it is a one stop point where the customers can access virtually all the services he/she may require.

Demand for convenience: A successful entrepreneur should allocate convenient operational time to offer services to customers. Most customers would wish to visit a cyber café at max out hours and during the weekends. Multimedia is fast changing, there is new technology available that many individuals and business cannot keep up with even if they own computers, but may have occasional need. Many people have very little need for the facilities of the computer or Internet, so are not interested in spending a great deal of money on the technology.

Legal issues: There are a number of legal issues associated with the Internet. Many foreign governments prohibit the collection of personal information of consumers that greatly reduces the customization opportunities online.

2.11 Conceptual Framework



Source: Author (2006)

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Research design

This study was about the factors that influenced customer's choice for a cyber café services. The research partly involved a complete survey of cyber cafés and a sample of customers who used the cyber café services within the study setting. Information regarding the factors that influenced customer choice for a cyber café service was obtained via administering questionnaires to the respondents at the various cyber cafés. Assistants were engaged in presenting the questionnaires to the respondents as they left the cyber cafés. Data collected was analyzed using descriptive and inferential statistics.

3.2 Research setting

The research was based in Kisii Municipality, which is a rural town with a relatively adult population of 37,531 residents (Central Bureau Of Statistics Census Report, 1999). The town is central to other neighbouring districts of Homabay, Migori, Gucha, Nyamira and Rachuonyo.

3.3 The Population of Study

The population of the proposed study was drawn from Kisii Central District. The study targeted 300 respondents from 12 cyber cafés in full operation in Kisii Town during the period of research.

3.4 Sampling design and sample size

All 12 cyber cafés were selected because the target population was small.

The respondents to participate in the research were selected using the random sampling procedure. 20 customers were picked using random sampling from each cyber café, 5 management staff (3 caretakers and 2 executive staff to represent the ownership of the cyber café). This consequently ended up with 300 respondents selected.

3.5 Research instrument

A questionnaire was used to collect data. The questionnaire consisted of two parts.

Part A1 consisted of closed-ended questions that were tabulated to capture information concerning the customer's demographic characteristics and gave factors that customers considered important in order to visit particular cyber cafés.

Part A2 used schedules and a 5-point likert scale to find the degree of significance of factors that influenced customer choice for cyber café services.

Part B consisted of closed-ended questions that were tabulated to capture information from the management staff regarding various aspects of cyber café operations.

3.6 Data collection procedure

Research was done by administering a questionnaire to the cyber café customers, observation and oral interviews were carried out to the customers during repeated visits to each cyber café during the data collection period. Supplementary information was obtained from management staff of the cyber cafés.

Primary data collection involved the use of self-administered questionnaire for literate respondents and researcher administered questionnaire to cater for those who would not easily interpret the questions due to their low literacy levels. The questionnaires were administered to

respondents as they left the cyber café. The questionnaires were filled as the researcher waited to reduce non-response rates.

Assistants were incorporated to help in the data collection procedure. They presented copies of the questionnaires to customers as they left the cyber cafés. The researcher presented the questionnaire to the management staff to fill.

3.7 Data analysis

The study incorporated data analysis tools, which included descriptive and inferential statistics to analyze the data collected. Likert scale was used to identify the degree of importance of each factor. Chi-square test was used to establish the relationship between customer categories and principal factors that influenced them to use the cyber cafes.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the results of the findings based on the entire data collected. It covers the following areas concerning the factors that influence consumer preference for cyber café services. The response from the cyber café entrepreneurs and the customer's perception as far as the cyber café services is concerned. For both cases the researcher has analyzed the key principle factors that attract customers to seek for services in various cyber cafes found in the Kisii central town.

The study targeted a population of 300 respondents that encompassed 240 customers and 60 personnel from the management of the various cyber cafes. However, the study managed to get back 60 duly completed questionnaires from the management of the cyber cafés and a total of 223 completed questionnaires from the customers.

The objectives of this study are satisfied by the evaluation of the factors influencing cyber café choice, the potential users and the services that are offered. The hypothesis is tested using the x^2 Square and the results are discussed accordingly.

4.2 Management response data analysis

4.2.0 Period of service

The data that was recorded showed the following statistics as regard the period of services for various management staff from different cyber cafes. Out of 60 management staff interviewed 22% had served for less than 1 year, 35% had served between 1 and 2 years, 25% had served between 2 and 3years, 18% for more than three years. The research shows that the industry is a potential job opportunity unlike the turn over rate of employment.

Table 1: Period served in Cyber Café industry

Period of service		
	Frequency	**%**
Less than 1 Year	13	22
Between 1 – 2 years	21	35
Between 2 – 3 years	15	25
More than 3 years	11	18
Total	**60**	**100**

4.2.1 Commonly used services

Table 2 gives the response on the various services provided by the cyber cafes and the outcome as collected from the field. The results obtained showed that 5% played computer games, 27% of the respondents went for e-mail services (Webcam), 3% listened to music, 2% preferred chatting, 57% carried out research, 0% consumed no snacks and 7% preferred other services.

Table2: Most commonly used services

Service used		
	Frequency	**%**
Computer Games	3	5
Webcam	16	27
Music	2	3
Chatting	1	2
Research work	34	57
Take snacks	0	0
Others specify	4	7
Total	**60**	**100**

4.2.2 Customer daily turn-up

Table 3 enumerates the collective turn out of customers visiting the cyber cafés on a daily basis as indicated by the management staff from the different cyber cafes. 10% received below 10 customers, 25% received between 10 and 20 customers, 23% received between 20 and 30 customers and 42% received more than 30 customers daily. The research shows that cyber café industry is a viable business venture that individuals can start and make sales.

Table 3: Number of customers received on daily basis

Customers received on daily basis		
	Frequency	**%**
Below 10	6	10
Between 10 - 20	15	25
Between 20 - 30	14	23
More than 30	25	42
Total	**60**	**100**

4.2.3 Cost of browsing the 'Net'

Table 4 presents the results regarding the cost of using the Internet. 0% charged 50 cents, 40% charged Ksh.1.00 per minute online, 18% charged Ksh. 1.50 per minute online, 38% charged Ksh. 2.00 per minute online and 3% did not have a specific cost hence, considered other factors to set their prices.

Table 4: Amount charged per minute for browsing

Cost of browsing the Internet		
	Frequency	**%**
50 cents	0	0
Ksh.1.00	24	40
Ksh.1.50	11	18
Ksh.2.00	23	38
Others Specify	2	3
Total	**60**	**100**

4.3 Customer response data analysis

4.3.0 Customer status

Table 5 below presents data comprising of respondents status. The research identified 9% of the respondents emanated from the government category, 13% from the private company, 48% were students, 7% were self employed, 8% unemployed and 15% were professionals. The research showed that most of the customers are students and this finding concurs with the fact that the most used service is research work, which is obvious to this group of respondents.

Table 5: Categorized Respondents

Customer status		
	Frequency	**%**
Government	21	9
Private company	29	13
Student	107	48
Self employed	16	7
Unemployed	17	8
Professional	33	15
Total	**223**	**100**

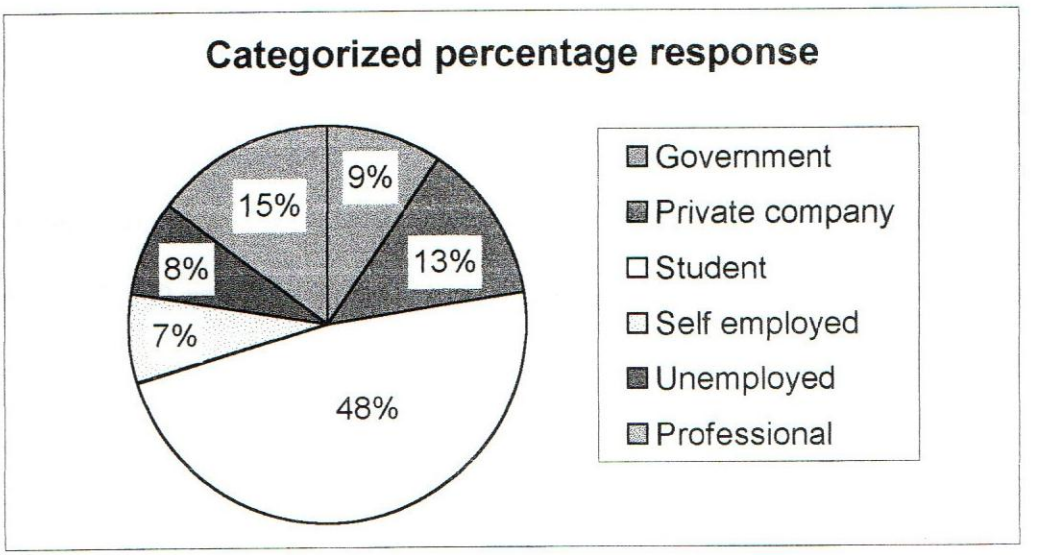


Figure 1 Percentage respondents

4.3.1 Cyber café preference

Although all the respondents were sampled within Kisii town, the physical location of their cyber café was not restricted. It is common to find a cyber café in a place far away from the location of the customer. About 73% of the customers indicated that they had a favourite cyber café they visited and 27% did not care of the cyber café they visited. This shows that customers had varying determinant of their service choice as explained by Kotler P., (2001) and Chisnal P. M. J., (1998). The customers are particular to what they prefer in most cases. However, others may not agree to this; perhaps because they have other personal interests towards the services they require.

Table 6: Cyber Café preference

Preference to particular Cyber café		
	Frequency	**%**
Yes	157	73
No	58	27

4.3.2 Expenditure on Cyber café

It was revealed that 66% of the respondents spent less than Ksh.500 monthly on the cyber café, 18% spent between Ksh.500 and Ksh. 1,000, 11% spent between Ksh. 1,000 and Ksh. 2,000, 2% spent between Ksh. 2,000 and Ksh. 3,000 and finally 3% spent above Ksh. 3,000. Most of the respondents cared about their budget on the cyber café and only went for the necessary information or services.

Table 7: Monthly expenditure on Cyber Café

Amount spent on cyber café monthly (Kshs.)?		
	Frequency	**%**
Below 500	141	66
500 -1000	39	18
1000 - 2000	23	11
2000 - 3000	5	2
Above 3000	7	3

4.3.3 Customer choice for Cyber Café

This research was undertaken on the assumption that consumer choice is influenced by convenience, service offered, supportive staff, conducive environment, friends, cost of service among others. The frequency and percentage attraction is illustrated in table 8 and figure 2 below. The results revealed that 24.4% of the customers were attracted by convenience, 28.52% preferred the service offered, 8.59% were attracted by the supportive staff, 11.68% were attracted by the conducive environment, 13.4% were influenced by friends, 12.71% were triggered by the cost of service and finally 0.69% of the customers preferred other factors.

Table 8: Factors attracting customer choice for Cyber Cafe

Influencing factors		
	Frequency	**%**
Convenience	72	24.40
Service offered	87	28.52
Supportive staff	28	8.59
Conducive environment	37	11.68
Friends	36	13.40
Cost of service	36	12.71
Others specify	2	0.69

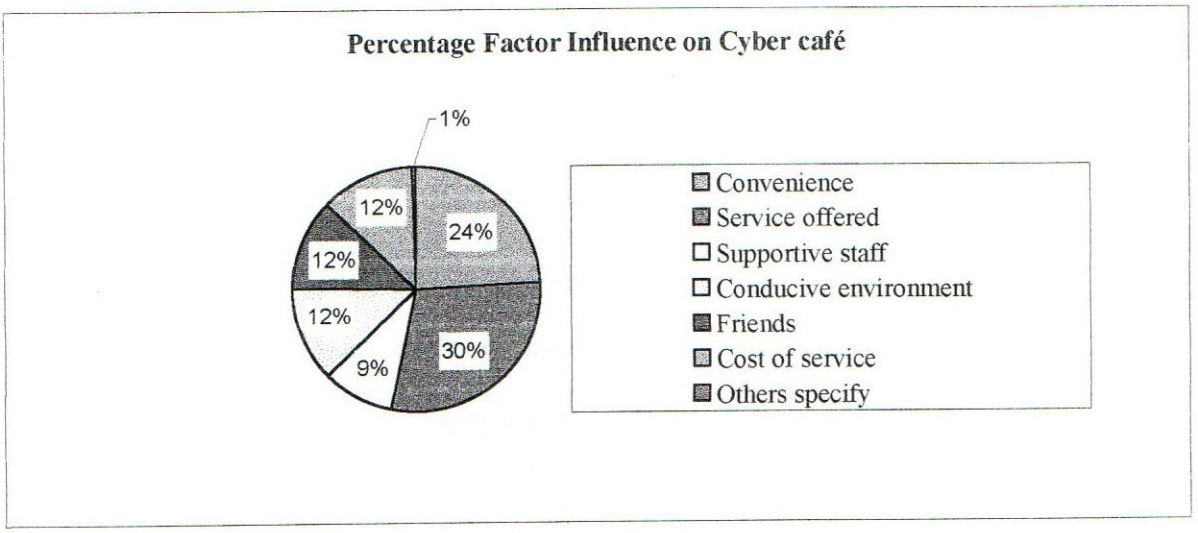


Figure 2: Percentage factor influence on cyber café

The research undertook to evaluate the principle factors that influenced customer's choice for cyber café services. Data was collected on responses from the various categories of respondents that included Government, Private Company, Student, Self-employed, Unemployed and Professional. The observed frequencies revealed the following results as presented in Table 9.

Table 9: Observed frequencies on factors influencing cyber café choice

INFLUENCING FACTORS								
OBSERVED FREQUENCIES								
CATEGORY	**Convenience**	**Service offered**	**Supportive staff**	**Conducive environment**	**Friends**	**Cost of service**	**Others**	**TOTAL**
Government	5	10	4	3	4	6	1	**33**
Private Co.	13	14	4	5	5	3	0	**44**
Student	27	36	10	17	20	10	0	**120**
Self-Employed	6	7	5	1	2	4	1	**26**
Unemployed	5	5	1	4	1	3	0	**19**
Professional	16	15	4	7	4	10	0	**56**
TOTAL	**72**	**87**	**28**	**37**	**36**	**36**	**2**	**298**

From the observed frequencies, the expected frequencies were calculated using the formula;

$$\text{Expected frequency (E)} = \frac{\text{Row total } \mathbf{X} \text{ Column total}}{\text{Grand total}}$$

Table 10 shows expected frequencies values for each category of respondents

Table 10: Expected frequencies on factors influencing cyber café choice

INFLUENCING FACTORS							
EXPECTED FREQUENCIES							
	Convenience	**Service offered**	**Supportive staff**	**Conducive environment**	**Friends**	**Cost of service**	**Others**
Government	7.973	9.634	3.101	4.097	3.987	3.987	0.221
Private Co.	10.631	12.846	4.134	5.463	5.315	5.315	0.295
Student	28.993	35.034	11.275	14.899	14.497	14.497	0.805
Self-Employed	6.282	7.591	2.443	3.228	3.141	3.141	0.174
Unemployed	4.591	5.547	1.785	2.359	2.295	2.295	0.128
Professional	13.530	16.349	5.262	6.953	6.765	6.765	0.376

The study analyzed the significance of the factors to establish their relation to customer's decision to choose a cyber café. X^2 value was computed to test the association between the factors and the customer's choice for a cyber café. Tables 11 to 16 illustrate the individual X^2 values calculated for each category of respondents using the formula;

$$X^2 = \quad \Sigma(Oij - Eij)^2/Eij$$

Table 11: Chi-Square (X^2) Government category

FACTORS	Oij	Eij	Oij - Eij	$(Oij - Eij)^2/Eij$
Convenience	5	7.973	-2.973	1.109
Service Offered	10	9.634	0.366	0.014
Supportive Staff	4	3.101	0.899	0.261
Conducive Environment	3	4.097	-1.097	0.294
Friends	4	3.987	0.013	0.000
Cost of Service	6	3.987	2.013	1.017
Others	1	0.221	0.779	2.737
			$X^2=$	**5.4308**

Table 12: Chi-Square (X^2) Private company category

FACTORS	Oij	Eij	Oij - Eij	$(Oij - Eij)^2/Eij$
Convenience	13	10.631	2.369	0.528
Service Offered	14	12.846	1.154	0.104
Supportive Staff	4	4.134	-0.134	0.004
Conducive Environment	5	5.463	-0.463	0.039
Friends	5	5.315	-0.315	0.019
Cost of Service	3	5.315	-2.315	1.009
Others	0	0.295	-0.295	0.295
			$X^2=$	**1.9980**

Table 13: Chi-Square (X^2) Student category

FACTORS	Oij	Eij	Oij - Eij	$(Oij - Eij)^2/Eij$
Convenience	27	28.993	-1.993	0.137
Service Offered	36	35.034	0.966	0.027
Supportive Staff	10	11.275	-1.275	0.144
Conducive Environment	17	14.899	2.101	0.296
Friends	20	14.497	5.503	2.089
Cost of Service	10	14.497	-4.497	1.395
Others	0	0.805	-0.805	0.805
			$X^2=$	**4.8935**

Table 14: Chi-Square (X^2) Self-Employed category

FACTORS	Oij	Eij	Oij - Eij	$(Oij - Eij)^2/Eij$
Convenience	6	6.282	-0.282	0.013
Service Offered	7	7.591	-0.591	0.046
Supportive Staff	5	2.443	2.557	2.676
Conducive Environment	1	3.228	-2.228	1.538
Friends	2	3.141	-1.141	0.414
Cost of Service	4	3.141	0.859	0.235
Others	1	0.174	0.826	3.905
			$X^2=$	**8.8277**

Table 15: Chi-Square (X^2) Unemployed category

FACTORS	Oij	Eij	Oij - Eij	$(Oij - Eij)^2/Eij$
Convenience	5	4.591	0.409	0.037
Service Offered	5	5.547	-0.547	0.054
Supportive Staff	1	1.785	-0.785	0.345
Conducive Environment	4	2.359	1.641	1.141
Friends	1	2.295	-1.295	0.731
Cost of Service	3	2.295	0.705	0.216
Others	0	0.128	-0.128	0.128
			$X^2=$	**2.6521**

Table 16: Chi-Square (X^2) Professional category

FACTORS	Oij	Eij	Oij - Eij	$(Oij - Eij)^2/Eij$
Convenience	16	13.530	2.470	0.451
Service Offered	15	16.349	-1.349	0.111
Supportive Staff	4	5.262	-1.262	0.303
Conducive Environment	7	6.953	0.047	0.000
Friends	4	6.765	-2.765	1.130
Cost of Service	10	6.765	3.235	1.547
Others	0	0.376	-0.376	0.376
			$X^2=$	**3.9179**

The cumulative $\mathbf{X^2}$ for all respondent categories is summarized in Table 17.

The degrees of freedom d.f is $(r-1)(c-1)= (6-1)(7-1)= 30$

The table value at 95% level of confidence is **43.773.** This value is higher than the calculated value of **27.72.** The outcome when compared shows that it does not support the hypothesis thus the researcher concludes that the factors so far tested do not have significant influence on customers choice for cyber café services.

Table 17: Calculated Chi-Square (X^2) for combined categories; Principal factors

CATEGORIES	Chi-Square (x^2)
Government	5.4308
Private Co.	1.9980
Student	4.8935
Self-Employed	8.8277
Unemployed	2.6521
Professional	3.9179
	$\sum x^2 = 27.7200$
d.f = 30	
Significance level = 0.05	
Table value = 43.773	

The study also measured how various reasons were significant to customer's preference for a cyber café services. The reasons were tabulated and weighted using a likert scale given as **5** - Most Significant, **4** – Significant, **3** – Neutral, **2** - Least Significant and **1** – insignificant. The sum of the weighted frequencies was divided by the sum of the frequencies of the respondents to obtain the observed frequencies for every category of respondents as presented in tables 20 to 25. Table 18 and Table 19 have given the observed frequencies and the calculated Expected frequencies respectively for each category of respondents.

The $\mathbf{x^2}$ value for each category was then computed and summed up to get the cumulative $\mathbf{x^2}$ value as shown in table 26. The table value of $\mathbf{x^2}$ for 19 degrees of freedom at 95% significance level is **30.144.** The calculated value of $\mathbf{x^2}$ is much less than the table value hence it is insignificant. The result, thus, does not support the hypothesis and we may say the reasons are not a good measure to determine what influences customers to use a cyber café.

The oberved frequencies is obtained from the respective category tables.
The expected frequencies is calculated by multiplying the row totals by column totals divided by the grand total from the observed frequency table.

ble 18: Observed frequencies

	WEIGHTED REASONS																			
	OBSERVED FREQUENCIES																			
ATEGORY	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	TOTAL
udents	4.290	3.841	4.093	4.196	3.888	4.065	4.075	3.598	3.551	4.243	4.178	3.804	4.336	3.654	3.748	3.850	4.103	3.589	4.215	3.832	**79.150**
ofessional	4.424	3.970	4.636	4.121	3.818	4.121	4.152	2.182	3.212	4.333	4.091	4.152	4.485	3.333	3.061	2.939	4.485	2.576	3.727	2.879	**74.697**
ivate Co.	4.034	3.759	4.069	4.034	3.552	4.207	3.793	2.828	3.448	4.000	4.310	3.759	4.241	3.310	3.103	3.276	4.103	3.103	3.897	3.448	**74.276**
overnment	4.190	3.857	4.190	4.333	3.714	4.095	4.048	2.429	3.476	4.381	4.476	4.476	4.524	3.238	3.048	2.762	4.238	2.952	4.286	3.286	**76.000**
nemployed	4.118	4.471	4.118	4.118	3.176	4.176	4.176	2.235	3.588	4.529	4.588	3.706	4.471	3.235	2.882	3.059	4.176	2.941	3.882	2.824	**74.471**
lf-Employed	4.375	4.000	4.063	3.750	3.438	4.125	3.938	2.438	3.438	4.625	4.688	4.125	4.625	3.438	3.125	3.063	4.000	2.625	3.813	3.188	**74.875**
TAL	**25.432**	**23.897**	**25.169**	**24.553**	**21.586**	**24.790**	**24.181**	**15.709**	**20.714**	**26.112**	**26.331**	**24.021**	**26.682**	**20.209**	**18.967**	**18.949**	**25.106**	**17.787**	**23.819**	**19.456**	**453.468**

ble 19: Calculated expected frequencies

	WEIGHTED REASONS																			
	EXPECTED FREQUENCIES																			
ATEGORY	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
udents	4.439	4.171	4.393	4.286	3.768	4.327	4.221	2.742	3.615	4.558	4.596	4.193	4.657	3.527	3.311	3.307	4.382	3.105	4.158	3.396
ofessional	4.189	3.936	4.146	4.044	3.556	4.084	3.983	2.588	3.412	4.301	4.337	3.957	4.395	3.329	3.124	3.121	4.136	2.930	3.924	3.205
ivate Co.	4.165	3.913	4.122	4.021	3.535	4.060	3.960	2.572	3.392	4.276	4.312	3.934	4.369	3.309	3.106	3.103	4.111	2.913	3.901	3.186
overnment	4.262	4.005	4.218	4.115	3.618	4.155	4.053	2.633	3.472	4.376	4.413	4.026	4.472	3.387	3.179	3.176	4.208	2.981	3.992	3.261
nemployed	4.177	3.925	4.133	4.032	3.545	4.071	3.971	2.580	3.402	4.288	4.324	3.945	4.382	3.319	3.115	3.112	4.123	2.921	3.912	3.195
lf-Employed	4.199	3.946	4.156	4.054	3.564	4.093	3.993	2.594	3.420	4.311	4.348	3.966	4.406	3.337	3.132	3.129	4.145	2.937	3.933	3.212

Table 20: x^2 FOR STUDENTS CATEGORY

CODE	REASONS FOR USING A CYBER CAFÉ	WEIGHTS					COMPUTATED x^2				
		5	4	3	2	1	$\sum$wifi	$\frac{\sum wifi}{\sum fi}$ Oij	Eij	Oij - Eij	$x^2 \frac{(Oij - Eij)^2}{Eij}$
A	Flexibility (Variety of services)	56	31	16	3	1	459	4.290	4.439	-0.149	**0.0050**
B	Cost of services	35	36	24	8	4	411	3.841	4.171	-0.330	**0.0261**
C	Employees courteous and warm with customers	49	29	20	8	1	438	4.093	4.393	-0.300	**0.0204**
D	Knowledge by employees about services	48	40	13	4	2	449	4.196	4.286	-0.089	**0.0019**
E	Cyber café structure and design	37	38	20	7	5	416	3.888	3.768	0.120	**0.0038**
F	Adequate number of computers to reduce queuing	48	32	16	8	3	435	4.065	4.327	-0.262	**0.0158**
G	Sitting and spacious ventilated environment	46	31	22	8	0	436	4.075	4.221	-0.146	**0.0050**
H	Use of in store music	42	21	17	13	14	385	3.598	2.742	0.856	**0.2674**
I	Channel for customer complaints	33	23	29	14	8	380	3.551	3.615	-0.064	**0.0011**
J	Stable network connection	58	32	7	5	5	454	4.243	4.558	-0.315	**0.0217**
K	Reliable computer machines	56	30	10	6	5	447	4.178	4.596	-0.418	**0.0381**
L	Convenient operating hours	37	31	25	9	5	407	3.804	4.193	-0.389	**0.0361**
M	Quality and Satisfactory services	58	36	7	3	3	464	4.336	4.657	-0.321	**0.0221**
N	Discounts	36	29	20	13	9	391	3.654	3.527	0.127	**0.0046**
O	Special offers	40	25	23	13	6	401	3.748	3.311	0.437	**0.0577**
P	Special promotion	41	26	24	15	1	412	3.850	3.307	0.543	**0.0892**
Q	Efficiency and effectiveness in service provision	49	32	19	2	5	439	4.103	4.382	-0.279	**0.0178**
R	Legal issues	36	31	17	6	17	384	3.589	3.105	0.484	**0.0755**
S	Security	57	29	11	7	3	451	4.215	4.158	0.057	**0.0008**
T	Friends	45	30	13	7	12	410	3.832	3.396	0.436	**0.0560**
										$\sum x^2 =$	**0.7661**

Table 21: x^2 FOR PROFESSIONAL CATEGORY

CODE	REASONS FOR USING A CYBER CAFÉ	WEIGHTS					COMPUTATED x^2				
		5	4	3	2	1	$\sum wifi$	$\frac{\sum wifi}{\sum fi}$			$x^2 = \frac{(Oij - Eij)^2}{Eij}$
							$\sum wifi$	Oij	Eij	Oij - Eij	Eij
A	Flexibilty(variety of services)	20	9	2	2	0	146	4.424	4.189	0.235	**0.0132**
B	Cost of services	15	10	3	2	3	131	3.970	3.936	0.033	**0.0003**
C	Employees courteous and warm with customers	25	6	1	0	1	153	4.636	4.146	0.490	**0.0580**
D	Knowledge by employees about services	17	7	6	2	1	136	4.121	4.044	0.077	**0.0015**
E	Cyber café structure and design	8	16	5	3	1	126	3.818	3.556	0.262	**0.0194**
F	Adequate number of computers to reduce queuing	16	10	4	1	2	136	4.121	4.084	0.038	**0.0003**
G	Sitting and spacious ventilated environment	16	9	6	1	1	137	4.152	3.983	0.168	**0.0071**
H	Use of in store music	2	4	6	7	14	72	2.182	2.588	-0.406	**0.0636**
I	Channel for customer complaints	9	5	9	4	6	106	3.212	3.412	-0.200	**0.0117**
J	Stable network connection	22	5	3	1	2	143	4.333	4.301	0.032	**0.0002**
K	Reliable computer machines	19	4	5	4	1	135	4.091	4.337	-0.246	**0.0140**
L	Convenient operating hours	12	16	3	2	0	137	4.152	3.957	0.195	**0.0096**
M	Quality and Satisfactory services	21	8	3	1	0	148	4.485	4.395	0.090	**0.0018**
N	Discounts	9	8	5	7	4	110	3.333	3.329	0.004	**0.0000**
O	Special offers	6	9	5	7	6	101	3.061	3.124	-0.064	**0.0013**
P	Special promotion	5	10	3	8	7	97	2.939	3.121	-0.182	**0.0106**
Q	Efficiency and effectiveness in service provision	22	6	4	1	0	148	4.485	4.136	0.349	**0.0295**
R	Legal issues	6	2	6	10	9	85	2.576	2.930	-0.354	**0.0428**
S	Security	11	12	3	4	3	123	3.727	3.924	-0.196	**0.0098**
T	Friends	6	7	7	3	10	95	2.879	3.205	-0.326	**0.0332**
										$\sum x^2 =$	**0.3280**

Table 22: x^2 FOR PRIVATE COMPANY CATEGORY

CODE	REASONS FOR USING A CYBER CAFÉ	WEIGHTS					COMPUTATED x^2				
		5	4	3	2	1	∑wifi	∑wifi / ∑fi Oij	Eij	Oij - Eij	x^2 (Oij - Eij)^2 / Eij
A	Flexibilty(variety of services)	9	13	6	1	0	117	4.034	4.165	-0.130	**0.0041**
B	Cost of services	7	10	10	2	0	109	3.759	3.913	-0.155	**0.0061**
C	Employees courteous and warm with customers	10	12	6	1	0	118	4.069	4.122	-0.053	**0.0007**
D	Knowledge by employees about services	12	11	2	3	1	117	4.034	4.021	0.014	**0.0000**
E	Cyber café structure and design	5	11	10	1	2	103	3.552	3.535	0.017	**0.0001**
F	Adequate number of computers to reduce queuing	14	10	3	1	1	122	4.207	4.060	0.147	**0.0053**
G	Sitting and spacious ventilated environment	7	14	4	3	1	110	3.793	3.960	-0.167	**0.0070**
H	Use of in store music	4	7	6	4	8	82	2.828	2.572	0.255	**0.0253**
I	Channel for customer complaints	7	6	12	1	3	100	3.448	3.392	0.056	**0.0009**
J	Stable network connection	15	6	4	1	3	116	4.000	4.276	-0.276	**0.0178**
K	Reliable computer machines	17	4	8	0	0	125	4.310	4.312	-0.001	**0.0000**
L	Convenient operating hours	7	12	7	2	1	109	3.759	3.934	-0.175	**0.0078**
M	Quality and Satisfactory services	15	8	4	2	0	123	4.241	4.369	-0.128	**0.0037**
N	Discounts	6	10	4	5	4	96	3.310	3.309	0.001	**0.0000**
O	Special offers	3	13	3	4	6	90	3.103	3.106	-0.002	**0.0000**
P	Special promotion	8	8	4	2	7	95	3.276	3.103	0.173	**0.0096**
Q	Efficiency and effectiveness in service provision	14	7	5	3	0	119	4.103	4.111	-0.008	**0.0000**
R	Legal issues	5	4	13	3	4	90	3.103	2.913	0.191	**0.0125**
S	Security	11	7	9	1	1	113	3.897	3.901	-0.004	**0.0000**
T	Friends	7	9	7	2	4	100	3.448	3.186	0.262	**0.0216**
										∑ x^2 =	**0.1227**

Table 23: x^2 FOR GOVERNMENT CATEGORY

CODE	REASONS FOR USING A CYBER CAFÉ	WEIGHTS					COMPUTATED x^2				
		5	4	3	2	1	Σwifi	$\frac{\Sigma wifi}{\Sigma fi}$ Oij	Eij	Oij - Eij	$x^2 \frac{(Oij - Eij)^2}{Eij}$
A	Flexibilty(variety of services)	8	9	4	0	0	88	4.190	4.262	-0.072	**0.0012**
B	Cost of services	8	7	2	3	1	81	3.857	4.005	-0.148	**0.0055**
C	Employees courteous and warm with customers	8	11	0	2	0	88	4.190	4.218	-0.028	**0.0002**
D	Knowledge by employees about services	10	8	3	0	0	91	4.333	4.115	0.218	**0.0116**
E	Cyber café structure and design	2	13	4	2	0	78	3.714	3.618	0.097	**0.0026**
F	Adequate number of computers to reduce queuing	9	7	4	0	1	86	4.095	4.155	-0.060	**0.0009**
G	Sitting and spacious ventilated environment	7	10	3	0	1	85	4.048	4.053	-0.005	**0.0000**
H	Use of in store music	1	3	7	3	7	51	2.429	2.633	-0.204	**0.0158**
I	Channel for customer complaints	5	8	3	2	3	73	3.476	3.472	0.005	**0.0000**
J	Stable network connection	14	3	3	0	1	92	4.381	4.376	0.005	**0.0000**
K	Reliable computer machines	16	2	1	1	1	94	4.476	4.413	0.063	**0.0009**
L	Convenient operating hours	12	7	2	0	0	94	4.476	4.026	0.450	**0.0504**
M	Quality and Satisfactory services	13	6	2	0	0	95	4.524	4.472	0.052	**0.0006**
N	Discounts	6	4	5	1	5	68	3.238	3.387	-0.149	**0.0065**
O	Special offers	4	4	7	1	5	64	3.048	3.179	-0.131	**0.0054**
P	Special promotion	1	5	9	0	6	58	2.762	3.176	-0.414	**0.0539**
Q	Efficiency and effectiveness in service provision	10	8	1	2	0	89	4.238	4.208	0.030	**0.0002**
R	Legal issues	4	5	4	2	6	62	2.952	2.981	-0.029	**0.0003**
S	Security	10	8	2	1	0	90	4.286	3.992	0.294	**0.0216**
T	Friends	3	7	6	3	2	69	3.286	3.261	0.025	**0.0002**
										$\Sigma x^2 =$	**0.1778**

Table 24: x^2 FOR UNEMPLOYED CATEGORY

CODE	REASONS FOR USING A CYBER CAFÉ	WEIGHTS					COMPUTATED x^2				
		5	4	3	2	1	$\sum wifi$	$\frac{\sum wifi}{\sum fi}$			x^2
							$\sum wifi$	Oij	Eij	Oij - Eij	$\frac{(Oij - Eij)^2}{Eij}$
A	Flexibilty(variety of services)	6	7	4	0	0	70	4.118	4.177	-0.059	**0.0008**
B	Cost of services	11	3	3	0	0	76	4.471	3.925	0.546	**0.0760**
C	Employees courteous and warm with customers	7	6	3	1	0	70	4.118	4.133	-0.016	**0.0001**
D	Knowledge by employees about services	6	8	2	1	0	70	4.118	4.032	0.085	**0.0018**
E	Cyber café structure and design	2	4	8	1	2	54	3.176	3.545	-0.369	**0.0383**
F	Adequate number of computers to reduce queuing	8	5	3	1	0	71	4.176	4.071	0.105	**0.0027**
G	Sitting and spacious ventilated environment	7	7	2	1	0	71	4.176	3.971	0.205	**0.0106**
H	Use of in store music	1	2	3	5	6	38	2.235	2.580	-0.345	**0.0460**
I	Channel for customer complaints	5	5	4	1	2	61	3.588	3.402	0.187	**0.0102**
J	Stable network connection	12	3	1	1	0	77	4.529	4.288	0.241	**0.0136**
K	Reliable computer machines	10	7	0	0	0	78	4.588	4.324	0.264	**0.0161**
L	Convenient operating hours	3	7	6	1	0	63	3.706	3.945	-0.239	**0.0145**
M	Quality and Satisfactory services	8	9	0	0	0	76	4.471	4.382	0.089	**0.0018**
N	Discounts	3	3	7	3	1	55	3.235	3.319	-0.084	**0.0021**
O	Special offers	2	4	4	4	3	49	2.882	3.115	-0.232	**0.0173**
P	Special promotion	3	3	5	4	2	52	3.059	3.112	-0.053	**0.0009**
Q	Efficiency and effectiveness in service provision	6	9	1	1	0	71	4.176	4.123	0.053	**0.0007**
R	Legal issues	3	2	6	3	3	50	2.941	2.921	0.020	**0.0001**
S	Security	6	5	4	2	0	66	3.882	3.912	-0.029	**0.0002**
T	Friends	3	3	3	4	4	48	2.824	3.195	-0.372	**0.0432**
										$\sum x^2 =$	**0.2971**

Table 25: X^2 FOR SELF-EMPLOYED CATEGORY

CODE	REASONS FOR USING A CYBER CAFÉ	WEIGHTS					COMPUTATED x^2				
		5	4	3	2	1	∑wifi	(∑wifi)/(∑fi) Oij	Eij	Oij - Eij	(Oij - Eij)^2/Eij
A	Flexibilty(variety of services)	6	10	0	0	0	70	4.375	4.199	0.176	**0.0074**
B	Cost of services	7	3	5	1	0	64	4.000	3.946	0.054	**0.0007**
C	Employees courteous and warm with customers	6	7	2	0	1	65	4.063	4.156	-0.093	**0.0021**
D	Knowledge by employees about services	4	6	5	0	1	60	3.750	4.054	-0.304	**0.0228**
E	Cyber café structure and design	4	3	7	0	2	55	3.438	3.564	-0.127	**0.0045**
F	Adequate number of computers to reduce queuing	9	3	1	3	0	66	4.125	4.093	0.032	**0.0002**
G	Sitting and spacious ventilated environment	7	3	4	2	0	63	3.938	3.993	-0.055	**0.0008**
H	Use of in store music	1	4	3	1	7	39	2.438	2.594	-0.156	**0.0094**
I	Channel for customer complaints	4	4	5	1	2	55	3.438	3.420	0.017	**0.0001**
J	Stable network connection	13	1	1	1	0	74	4.625	4.311	0.314	**0.0228**
K	Reliable computer machines	12	3	1	0	0	75	4.688	4.348	0.340	**0.0266**
L	Convenient operating hours	9	2	4	0	1	66	4.125	3.966	0.159	**0.0064**
M	Quality and Satisfactory services	12	2	2	0	0	74	4.625	4.406	0.219	**0.0109**
N	Discounts	5	4	3	1	3	55	3.438	3.337	0.101	**0.0030**
O	Special offers	4	3	4	1	4	50	3.125	3.132	-0.007	**0.0000**
P	Special promotion	3	3	5	2	3	49	3.063	3.129	-0.066	**0.0014**
Q	Efficiency and effectiveness in service provision	7	5	2	1	1	64	4.000	4.145	-0.145	**0.0051**
R	Legal issues	1	2	7	2	4	42	2.625	2.937	-0.312	**0.0331**
S	Security	6	4	3	3	0	61	3.813	3.933	-0.120	**0.0037**
T	Friends	5	2	3	3	3	51	3.188	3.212	-0.025	**0.0002**
										$\sum x^2 =$	**0.1612**

Table 26: Calculated Chi-Square (X^2) for combined categories; reasons to use cyber café

CATEGORY	Chi-Square (x^2)
Students	0.766135
Professional	0.327968
Private Co.	0.122669
Government	0.177793
Unemployed	0.297144
Self-Employed	0.161228
	$\sum x^2 = 1.852937$
d.f = 19	
Significance level = 0.05	
Table value = 30.144	

The study also evaluated the reasons for using cyber cafés by various customers interviewed. Table 27 illustrates the weighted average score for each reason. The reasons were then ranked according to their significance level from 1 to 20. From the results obtained, the researcher analyzed and categorized the reasons using the likert scale (**5** - Most Significant, **4** – Significant, **3** – Neutral, **2** - Least Significant and **1** – insignificant) as follows;

Rank	**Significance**
1 – 10	Significant
11 – 19	Neutral
20	Least Significant

TABLE 27: EVALUATION OF REASONS FOR USING CYBER CAFES

RANK	REASONS FOR USING A CYBER CAFÉ	Most Significant 5	Significant 4	Neutral 3	Least Significant 2	Insignificant 1	Weighted Totals	Totals	Weighted Averages
1	Quality and Satisfactory services	127	70	17	6	3	981	223	4.399
2	Reliable computer machines	132	51	25	9	6	963	223	4.318
3	Stable network connection	134	51	19	9	10	959	223	4.300
4	Flexibilty(variety of services)	105	81	30	6	1	952	223	4.269
5	Employees courteous and warm with customers	104	72	34	10	3	933	223	4.184
6	Efficiency and effectiveness in service provision	109	66	32	10	6	931	223	4.175
7	Knowledge by employees about services	97	80	32	10	4	925	223	4.148
8	Adequate number of computers to reduce queuing	104	66	32	14	7	915	223	4.103
9	Sitting and spacious ventilated environment	90	74	42	15	2	904	223	4.054
10	Security	101	64	30	21	7	900	223	4.036
11	Cost of services	83	69	47	16	8	872	223	3.910
12	Convenient operating hours	80	73	44	20	6	870	223	3.901
13	Cyber café structure and design	58	85	53	14	13	830	223	3.722
14	Channel for customer complaints	64	52	59	24	24	777	223	3.484
15	Discounts	65	58	44	30	26	775	223	3.475
16	Friends	69	58	39	22	35	773	223	3.466
17	Special offers	59	58	47	30	29	757	223	3.395
18	Special promotion	59	54	50	30	30	751	223	3.368
19	Legal issues	54	46	53	27	43	710	223	3.184
20	Use of in store music	51	41	42	32	57	666	223	2.987

CHAPTER FIVE

5.0 CONCLUSIONS AND RECOMMENDATION

5.1 Introduction

This chapter concludes the research findings and gives recommendations for future works.

5.2 Consumer choice of cyber café service and the influencing factors

Consumer choice is really a complex process not ascertainable by simple marketing tools. The service industry might be so well designed in terms of core and physical attributes but still fail to attract customers especially in the service market. Service markets are complicated by relations, which penetrate the augmented product/service, so much that the consumer sees the provider with complexities harbored by human beings.

The cyber café falls at the softer end of community informatics, and also stands apart as many cyber cafés are commercial, and cater for those with existing expertise, looking for convenience and conviviality, rather than primarily for training and information. Many customers did not regard the technical services as the main or single reason why they visited the cyber cafés. The atmosphere, the friendly staff, the chance to meet and spend time with friends, the music and décor played essential role as customer attraction to the cyber cafés. All these are social or aesthetic factors that would influence the choice of spending time in any cyber café. The locality of the cyber cafés was also important. The Cyber cafés are convenient local centres, either for residents or for travelers. Like other media services they are 'on demand', just turn up, and plug in.

The cyber cafés today are slowly becoming specialized, catering for different groups and interests, but most of them cater for a wide range of intersecting members of the community. Like some other semi-public spaces (shops, leisure facilities), cyber cafés bring together people from different backgrounds, and of different ages, engaged in different leisure, work and learning

activities. A good cyber café creates an ambience where they can all feel comfortable, and some can stimulate interchange between customers.

Cyber cafés are also about learning, opportunity and access. They are important training and advice centres, for new and experienced users alike. Cyber café service is one of the recent and fast growing industry. It is one of the potential areas for investment that business oriented people venture. However, it has many intricacies that require attention. These may include aspects to do with convenience, supportive staff, service offered, conducive environment, cost of service and friends.

Convenience, which is determined by the proximity and operating hours of the cyber café, did influence the customer's decision to use the service. Most customers preferred to visit cyber cafés, which are within their reach. The reason could be attributed to the fear to incur an extra cost of accessing such facility. Some customers opted to visit cyber cafes that operated during their 'convenient' times for instance very early in the morning before 8:00am and late after 6:00pm.

Any service industry requires conducive environment for its operations. Cyber cafés that had adequate design in terms of sitting arrangements, well-ventilated rooms and generally clean surrounding attracted more customers. However, this is coupled with the nature of the service offered, the cost of the service and the nature of the staff. Machines that are in good condition enhance faster delivery of service. Services that are offered at 'pocket friendly' costs tend to attract customers. A staff that is hospitable, willing to help, receptive and knowledgeable about the service pulled customers to the cyber café.

Other factors that influence the cyber café choice included curiosity of the customer to learn about the service, discover the Internet and a place to meet friends either physically or through the electronic media.

5.3 Recommendations

The informal nature of cyber cafés is very important as a way of providing a gentle introduction to the world of new ICTs for people may not like a classroom atmosphere, instead they just want to find out a little, and are not initially interested in using the technology for any particular reason. All the cyber cafés are expanding their clientele and developing new areas of business, particularly those that are not resting on established communication and information uses, but are searching to expand the uses and relevance of new technology to new groups. The role of cyber cafés must not be overestimated. Many people learn about IT, have access to services, and encounter multimedia in private spaces through private networks.

Cyber café entrepreneurs should consider keenly those factors and reasons that attract customers to their services. They should emphasize on adequate feedback channels to address customer complaints amicably as far as convenience, supportive staff, service offered, conducive environment, cost of service and friends are concerned. Cyber café industry being a unique investment area, those aspiring for this kind of business enterprise should carry out thorough research and consult extensively on those aspects that will enable success in the provision of services related to cyber café.

Other areas of research in this context would be for the cyber café entrepreneurs to establish the effectiveness of their communication infrastructure and service provision against their competitors. In a final message to policy makers, I would encourage local and the national government to include cyber cafés in their ICT policy. I hope this research shows the diversity of the concept, and why commercial and community entrepreneurs should be encouraged to develop projects as a resource for local citizens and as an essential service to visitors.

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APPENDIX I

Customer's primary data

Age	Below 18	18 -24	25 - 30	31 – 35	36 - 44	45 - 50	Over 50
	40	61	58	29	23	4	
Gender	Male	Female					
-	173	42					
Marital status	Single	Married	Others (Specify)				
-	125	84	6				
Your highest education level attained	Primary	Secondary	College	University	Postgraduate	None	
-	4	95	29	50	35	2	
Your Occupational status	Government	Private company	Student	Self employed	Unemployed	Professional	
-	21	29	107	16	17	33	
How often do you visit a cyber café?	Daily	<3x/week	<3x/month	Occasionally	First time	Not at all	
-	25	45	25	88	15	17	
Do you have a favorite cybercafé you visit?	Yes	No					
-	157	58					
If yes, what makes you visit the cyber café?	Computer Games	Webcam	Music	Chatting	Research work	Take snacks	Others specify
-	30	58	38	11	67	6	5
How much money do you spend on cyber café monthly(Kshs.)?	Below 500	500 -1000	1000 - 2000	2000 - 3000	Above 3000		
-	141	39	23	5	7		
Number of services used	0	1	2	3	4	Others Specify	
-	3	50	93	42	23	4	
Reasons to use Cyber café. (Select atleast 3)	Convenience	Service offered	Supportive staff	Conducive environment	Friends	Cost of service	Others specify
-	72	87	28	37	36	36	2

APPENDIX II

Management staff primary data

Age	Below 18	18 -24	25 - 30	31 – 35	36 - 44	45 - 50	Over 50
	2	17	25	12	4	0	0
Gender	Male	Female					
	37	23					
Marital status	Single	Married	Others (Specify)				
	29	27	4				
Your highest education level attained	Primary	Secondary	College	University	Postgraduate	None	
	1	9	41	6	3	0	
How long have you served in cyber café industry	<1Year	1 - 2	2 - 3	>3Years			
	13	21	15	11			
How many services do you offer	1	2	3	4	Others specify number		
	4	19	16	10	11		
Most commonly used service	Computer Games	Webcam	Music	Chatting	Research work	Take snacks	Others specify
	3	16	2	1	34	0	4
When do you receive highest number of customers	Morning	Midday	Afternoon	Evening	Weekends	Others specify	
	6	5	25	8	14	2	
How many customers do you receive daily	<10	10 - 20	20 - 30	>30			
	6	15	14	25			
How much do you charge per minute for browsing the Internet	50 cents	Ksh.1.00	Ksh.1.50	Ksh.2.00	Others Specify		
	0	24	11	23	2		

APPENDIX III

Work plan

The following table shows the schedule on how the study will be conducted

PERIOD	ACTIVITIES	DURATION
09/01/2006 To 01/02/2006	Writing proposal	Three (3) weeks
02/02/2006 To 28/02/2006	Print proposal and make five (5) copies	Three (3) weeks
08/03/2006	Submit Five (5) copies to the Department for verification by Lecturers before presentation on 13/03/2006	One (1) day
13/03/2006	Make presentation of the proposal	One (1) day
14/03/2006 To 01/04/2006	Data collection	Three (3) weeks
04/04/2006 To 25/04/2006	Analysis of Data	Three (3) weeks
26/04/2006 To 11/06/2006	Report writing and proof reading	Two (2) weeks
12/06/2006 To 13/062006	Printing and Binding	Four (4) days
24/07/2006	Submission of report	One (1) day

Source: Author (2006)

APPENDIX IV

Customer questionnaire

PART A1 (Put a tick (✓) in the appropriate Space)

Age	Below 18	18 -24	25 - 30	31 – 35	36 - 44	45 - 50	Over 50
Gender	Male	Female					
Marital status	Single	Married	Others (Specify)				
Your highest education level attained	Primary	Secondary	College	University	Postgraduate	None	
Your Occupational status	Government	Private company	Student	Self employed	Unemployed	Professiona	
How often do you visit a cyber café?	Daily	<3x/week	<3x/month	Occasionally	First time	Not at all	
Do you have a favorite cybercafé you visit?	Yes	No					
If yes, what makes you visit the cyber café?	Computer Games	Webcam	Music	Chatting	Research work	Take snacks	Other specif
How much money do you spend on cyber café monthly (Kshs)?	Below 500	500 -1000	1000 - 2000	2000 - 3000	Above 3000		
Number of services used	0	1	2	3	4	Others Specify	
Reasons to use Cyber café.	Convenience	Service offered	Supportive staff	Conducive environment	Friends	Cost of service	Other specif

PART A2 (Please indicate by putting a tick (✓) in the appropriate space, the extent to which the following statements are important to your decision in certain cyber cafes using the following keys:

5 - Most Significant 4 - Significant 3 - Neutral 2 - Least Significant 1 - insignificant

	5	*4*	*3*	*2*	*1*
Flexibilty(variety of services)					
Cost of services					
Employees courteous and warm with customers					
Knowledge by employees about services					
Cyber café structure and design					
Adequate number of computers to reduce queuing					
Sitting and spacious ventilated environment					
Use of in store music					
Channel for customer complaints					
Stable network connection					
Reliable computer machines					
Convenient operating hours					
Quality and Satisfactory services					

	5	*4*	*3*	*2*	*1*
Discounts					
Special offers					
Special promotion					
Efficiency and effectiveness in service provision					
Legal issues					
Security					
Friends					

Source: Author (2006)

Thank you

APPENDIX V

Management Staff Questionnaire

PART B (Put a tick (✔) in the appropriate Space)

Age	Below 18	18 -24	25 - 30	31 – 35	36 - 44	45 - 50	Over 50
Gender	Male	Female					
Marital status	Single	Married	Others (Specify)				
Your highest education level attained	Primary	Secondary	College	University	Postgraduate	None	
How long have you served in cyber café industry	<1Year	1 - 2	2 -3	>3Years			
How many services do you offer	1	2	3	4	Others specify number		
Most commonly used service	Computer Games	Webcam	Music	Chatting	Research work	Take snacks	Others specify
When do you receive highest number of customers	Morning	Midday	Afternoon	Evening	Weekends	Others specify	
How many customers do you receive daily	<10	10 -20	20 - 30	>30			
How much do you charge per minute for browsing the Internet	50 cents	Ksh.1.00	Ksh.1.50	Ksh.2.00	Others Specify		

Source: Author (2006)

Thank you

APPENDIX VII

Letter of Introduction

Egerton University
Kisii College Campus
P. O. Box 408
Kisii

Dear Sir/Madam,

I'm a second year student pursuing a Masters in Business Administration (MBA) degree at Egerton University, Kisii college campus. I am undertaking a research project as a partial fulfillment of the requirement for the award of Masters Degree in MBA.

The main objective of my research project is to investigate the factors that influence consumer choice for a cyber café services and come up with possible solutions and recommendations for its improvement.

I therefore humbly request your assistance through provision of information as per the appended questionnaire. All information given shall be treated with due confidentiality and will be used for this particular research project only.

Thanks in advance for your time and contribution.

Yours Faithfully

NYANDORO, C.K

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