

The effect of demographic variables on the user's behavior in the Mobile Telecommunication Market of Albania

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Abstract

This paper analyzes the mobile operator users living in Tirana, urban area and its outskirts. The level of confidence for sampling is 95%, ($p < 0.05$). The used methodology is implemented through interviews with experts (the employee of mobile operators), as well as, observation of the service process in general and face to face interview according to a properly designed questionnaire. The evaluation methods for approving the hypothesis are based on linear regression and χ^2 tests. This paper aims to find a significant correlation between the duration of contractual agreement and the occupation of the mobile service users. There is significant dependence between groups of age and the variables like Web-page of the operator, signal coverage and the price of 3G service.

Keywords: Speed of 3G signal, Web-page of the operator, Duration of contractual agreements, signal coverage, Customer satisfaction toward 3G service.

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