Abstract

This paper investigates age, family, group and gender influence consumer preference for selection of the mobile carrier. About seventy seven students from high learning institutions in Dodoma Municipality participated in responding to prepared questionnaires. The results indicate that family members and friends are contributing in influencing consumer preferences to select mobile services provider, although at smaller margins. This paper revealed also that there is no direct relationship between selection of a mobile carrier and age or gender.

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**Index Terms**

Computer Science  
Information Science

**Keywords**

Family  Gender  Age  Group  mobile operators; selection  mobile carriers  customer buying behavior.