



## A Study on Consumer Behaviour Regarding Telecommunication Sector in Oman

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This research discusses the topic (A study on consumer behaviour regarding telecommunication sector in Oman) this study explores how can telecommunication affect on consumer behaviour in Oman. In the telecommunications industry, consumer behaviour describes how people and companies select, utilise, and engage with telecom services such as internet providers, mobile networks, and digital communication platforms. Their choices are influenced by a number of variables, such as cost, level of service, reputation of the brand, and developments in technology. Businesses may improve customer experiences, develop better pricing strategies, and increase service quality by having a deeper understanding of telecom consumer behaviour. To be competitive as technology advances, telecom companies must embrace digital transformation, adjust to shifting demands, and prioritise customer pleasure.

**Keywords:** Consumer Behaviour, Telecommunication, Digital Communication, Mobile Networks

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# 1. Introduction

## 1.1 Introduction

Understanding consumer behaviour has become crucial for businesses to meet customer expectations and create successful marketing strategies in today's fiercely competitive and dynamic business environment. In Oman, the telecommunications industry is essential to linking people and businesses and promoting economic progress. Telecom firms are constantly under pressure to innovate and adjust to changing customer preferences due to the quickening pace of technological innovation, rising internet penetration, and the rising demand for digital services

Oman's telecommunication sector has witnessed significant transformation over the past decade, with major players such as Omantel, Ooredoo, and Vodafone Oman striving to enhance service quality, pricing, and customer satisfaction. However, to remain competitive and foster customer loyalty, it is crucial for these companies to gain deeper insights into the factors that influence consumer decision-making. These factors may include service quality, pricing, brand image, promotional offers, customer care, and technological advancements.

The purpose of this study is to examine consumer behaviour in the context of Oman's telecom industry, including how consumers select their service providers, what motivates them, and what affects their decision to transfer. By looking at these factors, the study hopes to offer insightful information that would assist telecom providers in better customizing their offerings to the changing demands and tastes of Omani customers.

## 1.2 Background of the Study

Over the past 20 years, Oman's telecommunications industry has seen tremendous expansion and change due to quickening technology development, heightened competition, and growing customer expectations. The number of mobile and internet users in Oman, a developing nation with a burgeoning economy, has increased, creating a vibrant and competitive telecommunications sector. Major competitors like Omantel, Ooredoo, and Vodafone Oman dominate the market. They constantly work to enhance service quality, launch cutting-edge products, and provide competitive pricing to draw in and keep consumers.

Numerous elements, such as service quality, pricing tactics, brand image, promotional activities, technology advancements, and customer care services, impact consumer behaviour in the telecommunications industry. As 5G technology and improved digital services become available, customer expectations and tastes are changing quickly. Furthermore, the growing dependence on digital communication tools, internet services, and mobile data—particularly in the wake of the COVID-19 pandemic has drastically changed consumer loyalty and purchasing habits in this industry. For service providers to create successful marketing campaigns, raise customer satisfaction levels, and maintain a competitive edge, they must have a thorough understanding of telecom client behaviour.

## 1.3 Need of Research

Leading service providers including Omantel, Ooredoo, and Vodafone Oman are present, but the market still has difficulties with pricing competitiveness, customer retention, and service quality. Additionally, modern consumers are brand-conscious, price-sensitive, and well-informed, so telecom operators must comprehend the elements that affect their loyalty and purchase decisions, examining the main factors that influence consumer behaviour in Oman's telecom industry is necessary. These factors include network coverage, pricing, customer service, brand image, service quality, and technological advancements. Finding discrepancies between consumer expectations and telecom firms' services requires investigation.

Furthermore, telecom providers may better coordinate their marketing efforts, improve service delivery, and improve customer experiences by comprehending these behavioural patterns as digital revolution continues to redefine consumer experiences. Insights from the study will also help regulators and lawmakers make Oman's telecom market more competitive and customer focused. To close the gap between customer expectations and telecom services, advance scholarly understanding of Omani consumer behaviour, and provide useful suggestions for enhancing customer happiness and company performance in the telecom sector, this study is therefore essential.

## 1.4 Industry Profile

Global communication is made possible by the dynamic and quickly changing telecommunications

sector, which transmits voice, data, and video. Its main divisions include network carriers and ISPs (like AT&T, Verizon, and Vodafone), telecom infrastructure providers (like Huawei, Nokia, and Ericsson), and service providers that include cloud communications, VoIP, and multimedia streaming (like Zoom and Netflix). With the growth of 5G networks, which promise faster speeds, lower latency, and improved connection for IoT applications, the sector is seeing notable developments. Furthermore, cloud-based telecom technologies like Software-Defined Networking (SDN) and Network Function Virtualization (NFV) are changing infrastructure management, while Fiber-optic networks are increasing broadband reliability. Future developments in telecommunications are being significantly influenced by emerging technologies like AI-driven automation, satellite internet (headed by SpaceX's Starlink and OneWeb), and cybersecurity. High infrastructure costs, regulatory barriers, fierce rivalry, and escalating cybersecurity concerns are some of the industry's difficulties. ( Dr. Florian Gröne, Wilson chow, Russell Taylor, 2025)

### **1.5 Significance of the Study**

The telecommunications industry in Oman has grown and developed significantly, and it is essential to the country's social and economic progress. The sector's overall revenues in 2023 were around OMR 851 million, which was 12% more than in 2022. Significant investments, which will total approximately OMR 221.9 million in 2023 and be allocated 37% to fixed telecommunications services and 53.7% to mobile services, are the foundation of this expansion. There has been a noticeable spread of 5G technology; by the end of 2022, there will be 2,600 5G stations. In keeping with the sector's strategic significance, Oman's Vision 2040 and the National Digital Economy Program seek to raise the digital economy's GDP contribution from 3% in 2025 to 10% by 2040. (Shuili, 2024)

### **1.6 Problem Statement**

Over the past decade, Oman's telecom industry has expanded dramatically, and major firms like Omantel, Ooredoo, and Vodafone Oman are vying for customers' attention by offering top-notch services. Nevertheless, telecom firms still have several difficulties in comprehending and forecasting customer behaviour, even with improvements in infrastructure and technology.

Consumers are become pickier, expecting improved digital experiences, competitive pricing, and higher-quality services. Additionally, traditional telecom providers need to adjust to shifting consumer tastes and market trends as a result of the proliferation of mobile applications, 5G technology, and internet-based communication services.

The purpose of this chapters is to investigate the main factors that influence consumer behaviour in Oman's telecom industry. It looks for the elements that influence consumer choices, satisfaction, and switching patterns. By examining these factors, the study will offer insightful information about how telecom companies may enhance their offerings, boost client retention, and fortify their position as market leaders in Oman.

### **1.7 Research Questions**

What factors influence a consumer's decision when choosing a telecommunications service?

How important is digital marketing in attracting consumers to telecommunications services?

How do marketing strategies targeting youth differ from those targeting seniors in the telecom sector?

### **1.8 Research Objectives**

1. To find out factors influences a consumer's decision when choosing a telecommunications service.
2. To find out importance of digital marketing in attracting consumers to telecommunications services.
3. To find out marketing strategies targeting youth differ from those targeting seniors in the telecom sector.

### **1.9 Scope of Study**

The telecommunications sector, which includes infrastructure development, mobile and broadband services, digital communication, and developing technologies, is essential to economic growth, worldwide connection, and digital transformation. It consists of satellite internet, 5G, Fiber-optic networks, and cloud-based communication services that improve connectivity for both individuals and enterprises. Network efficiency is revolutionizing by innovations like artificial intelligence (AI), the Internet of Things (IoT), and edge computing,

but cybersecurity is still essential for data protection and regulatory compliance. Additionally, the industry facilitates the delivery of digital material via IPTV, online gaming, and OTT platforms. Future developments like 6G, quantum communication, and smart city integration will broaden the sector's scope even further while promoting sustainability and innovation. (Marr, 2024)

### **1.10 Outline of the Study**

The purpose of this study is to give a thorough grasp of customer behaviour in the telecom sector in Oman. The research issue is introduced in the first chapter, which also emphasizes the need of researching consumer decision-making patterns and the difficulties telecom providers confront. In Chapter Two, pertinent literature is reviewed with an emphasis on marketing strategies, consumer behaviour theories, and telecom sector trends. The research methodology, including data collection strategies, sample plans, and analytical instruments, is covered in length in Chapter 3. The results are presented in Chapter 4, which also examines the function of digital marketing, consumer preferences, and variables influencing the choice of service provider. To help telecom firms improve customer happiness, strengthen their competitive strategies, and adjust to changing market needs, Finally, chapter Five concludes with a discussion of the findings and recommendations.

## **2. Literature Review**

### **2.1 Introduction**

This chapter is talking about the previous research for the study that we are doing, and the literature review is taken from several research that help in supporting our study. The foundation of academic research is made up of the research technique and literature review, which work together to guarantee that studies are both informed by accepted information and directed by a strict investigative procedure.

### **2.2 Literature Reviews**

#### **1. Consumers' Perception of Two Major Telecommunication Companies in Oman**

To improve customer pleasure, customer loyalty, and organisational profitability, Omani telecommunications businesses are being forced to concentrate on service quality due to fierce competition and shifting loyalties.

Using the SERVQUAL model, this study evaluates the service quality of two significant telecommunications firms in the Sultanate of Oman, Omantel and Ooredoo. It also examines the impact of five SERVQUAL characteristics on customer attitudinal loyalty. The dependability and assurance dimensions have a favourable impact on attitudinal loyalty, according to data analysis utilising the partial least squares (PLS) based structural equation modelling technique. However, the results show that tangibles, responsiveness, and empathy have no discernible impact on attitudinal loyalty. Regarding the SERVQUAL dimensions' impact on attitudinal loyalty, the multi-group research finds no discernible differences between Ooredoo and Omantel consumers. The study highlights the importance of assurance and dependability factors in influencing telecom customers' attitudinal loyalty for long-term profitability, but it also suggests that tangibles, responsiveness, and empathy may have an impact on behavioural loyalty to keep customers from switching in the near term. Long-term profitability and increased attitudinal loyalty can be achieved by telecom firms by focussing their service quality on assurance and dependability (Rakesh Belwal, Mohannad Amireh, 2018).

### **2. An Evaluation on the Impact of AI in Telecom Sector**

The use of artificial intelligence (AI) in digital marketing has altered how businesses run and interact with their customers. This study aims to assess the degree to which artificial intelligence (AI) is incorporated into digital marketing in Oman's telecom sector by looking at its advantages, disadvantages, and consumer perception. A survey was used in the investigation.

using a questionnaire technique to gather both quantitative and qualitative data from Oman's three major telecom carriers, Vodafone Oman, Ooredoo, and Omantel. The results of the study demonstrate that the telecom sector in Oman strongly acknowledges and encourages the application of AI in digital marketing. The vast majority of respondents believed that AI-powered CRM systems are crucial for executing digital marketing initiatives and supported the use of AI to comprehend client responses. Although there is a lot of doubt about cost reduction, the industry recognises the benefits of AI in digital marketing, particularly in its ability to analyse massive amounts of data and cut expenses.

Some clients are still uneducated or undertrained regarding the use of AI in digital marketing techniques, even if a significant portion of them is aware of its use. To bridge this communication gap between businesses and their clients, initiatives to increase public awareness and promote education are suggested. By examining consumer perception and addressing associated challenges, telecommunications companies can use AI to enhance their digital marketing initiatives and promote business expansion (Rachel Zara Jude, Aqeel Nazim and Said Saud Said Al Hatmi, 2023).

### **3. Extended Service Profit Chain in Telecom Service Industry in Oman**

To determine its applicability and relevance to the telecom service industries, the traditional Service-Profit Chain is expanded. The three main players in this two-stage, three-tier architecture are end users, telecom service providers, and original equipment manufacturers. By statistically evaluating a well-argued set of comprehensive interconnected hypotheses, a questionnaire-based survey research study was carried out to evaluate the mutual influence among many variables such as quality, loyalty, satisfaction, profitability, etc. According to the research, the main drivers of increasing customer loyalty, contentment, and repurchase behaviour are service quality and employee satisfaction. The findings recommend that companies keep a close eye on these qualities in order to stay profitable (Ansari, 2021).

### **4. Effects of Advertising Strategies Adopted by Ooredoo Oman Telecom Company on Consumer Preference**

An essential part of today's business environment is advertising. On particular, the impact of advertisements on the service industry is enormous. To gain customer preference, small, medium, and large businesses use a variety of advertising techniques. There is fierce competition in the telecom industry worldwide. To attract and keep users, telecom companies are using a variety of advertising techniques. The telecom industry in Oman is no exception, with numerous telecom service providers attempting to influence their customers through a variety of advertising techniques. With more than 3 million customers, Ooredoo Oman is one of the country's largest telecom service providers.

The purpose of this study is to investigate how Ooredoo Oman Telecommunication Company's advertising tactics affect customer preferences. The study's sample size consisted of 110 Ooredoo-Oman customers. To determine how advertising tactics affected Ooredoo-Oman customers' choices, a questionnaire was methodically created. The findings show that Ooredoo-Oman's advertising tactics are highly effective in persuading customers as well as establishing strong impressions in their thoughts. There is a positive correlation between two variables, such as consumer perceptions and brand awareness about Ooredoo Oman's services, which will lead to positive consumer preferences for the business (Abdul Kadir Khan, Buthaina Al Balushi, Alaa Al Harthy, Faiza Al Khanbashi, Abdulaziz Al Maqbali, Khulood Taeab Al Maskri., 2022).

### **5. An In-Depth Analysis of Consumer Preferences, Behavior Shifts, and Barriers Impacting IoT Adoption**

This thorough study explores the complexities of integrating IoT technology into Jordan's vibrant telecom industry. In order to provide a comprehensive understanding of the topic, the study uses a careful mixed-method methodology that combines qualitative and quantitative methodologies. IoT specialists and IT managers from well-known telecom companies in Jordan are interviewed in-depth to start the qualitative phase. A detailed examination of their perspectives, experiences, and insights about IoT adoption in the industry is made possible by the qualitative data gathering. After the qualitative stage, the study broadens its focus to include a quantitative survey of more telecom sector stakeholders. The study can record a wider range of viewpoints and opinions thanks to this survey-based methodology, which enhances the richness of qualitative insights. The study reveals a number of important problems, such as inadequate infrastructure, privacy concerns, and the urgent need to take customer preferences into account. One important element propelling the growth of IoT is government assistance. Furthermore, the study emphasises how crucial customised solutions, community-led initiatives, and cooperative efforts are to closing the digital divide and encouraging IoT adoption. The study's conclusions give policymakers, telecom companies,

and other stakeholders with crucial strategic direction and a road map for creating a more technologically sophisticated, connected, and inclusive digital environment in Jordan.

(Elias R Jreissat<sup>1</sup>, Laith T Khrais<sup>1</sup>, Hanadi Salhab<sup>2</sup>, Hussam Ali <sup>3</sup>, Amer Morshed <sup>4,\*</sup>, and Saleh Dahbour <sup>4</sup>, 2024)

## **6. Development and Deployment of Dynamic Reconfiguration Capabilities in the Telecommunications Sector**

Rapid technological advancements in the telecommunications industry necessitate significant capital expenditures, modifications to laws and regulations, shifts in consumer behaviour, and rising customer demand. This quick evolution guides the way the telecom service Operators implement their plans, set up their networks, and keep improving their business models. Managing and deploying emergency, unplanned, and planned resources simultaneously is a special necessity of the telecom sector. Both managers and researchers can use the "dynamic capabilities" (DC) approach as a framework to address this crucial need. Since dynamic reconfiguration capabilities (DRC) are essential to strategy deployment, this study focusses especially on them. Regarding how DRC emerge and how they can be applied to manage concurrent strategy approaches, which are pertinent to the telecommunications industry, the existing literature clearly demonstrates its limits. By identifying the significance of DRC in implementing concurrent strategic approaches, this study expands on the existing paradigm. It goes beyond the resource-based view (RBV) and agility theories, which fall apart in highly dynamic markets and don't sufficiently handle long-term objectives. Additionally, it adds to the DC literature by highlighting the organisational procedures that facilitate advancement, implementation, and enhancement in the telecom sector. By offering organisational practices and proof of the DRC function to support the concurrent approaches to strategy deployment in the telecom sector, it also fills a significant vacuum in the literature (Hashmi, 2017).

## **7. Impact of CRM Resources and Capabilities on Business Performance in the Mobile Telecommunications Industry**

Businesses are realising more and more how important it is to have long-lasting, sustainable

connections with their clients in order to thrive in the global marketplace. They also understand that in order to gain a competitive edge over their competitors and improve their business performance, they must select unique customer-oriented marketing techniques in response to the evolving wants and purchasing habits of their clientele. Through a thorough and precise analysis of consumer data using a variety of information technologies, customer relationship management, or CRM, helps businesses build and manage connections with customers more successfully. The resource-based view (RBV), as well as theories of institutions, cultures, entrepreneurship, and dynamic theory, are among the CRM theories that can assist a business outperform rivals. A company can benefit from improved customer service, cost savings, managerial efficiency, and higher sales and profits if the CRM method is applied properly. The goal of the current study is to create a new and thorough model that will quantify how CRM resources affect CRM capabilities and how that affects business performance. Infrastructure and cultural CRM resources with CRM capabilities are included in this study. The findings are based on data gathered via a questionnaire from three Kuwaiti mobile network providers in compliance with ethical standards. To find out if there is a mediation role between two factors, the study uses regression analysis to analyse firm performance holistically from marketing and financial perspectives. The findings demonstrate that CRM capabilities are immediately and favourably impacted by CRM infrastructure. However, compared to infrastructure resources, the impact of customer and learning orientation cultures on CRM capabilities is far greater. Although the impact on marketing performance was greater, the study also shows that CRM capabilities have a significant and favourable impact on business performance from both a financial and marketing perspective (Alduwailah, 2018).

## **8. Data Mining and Business Intelligence Applications in Telecommunication Industry.**

The climate in which telecommunications businesses operate today is extremely competitive and demanding. several operational systems generate vast amounts of data, which are then utilised to address several business issues that need immediate attention. These data consist of network, customer, and call detail data.

In this field, business intelligence technologies and data mining techniques are frequently employed to address business issues. Fraud detection, network fault isolation, and enhancing market efficacy are the primary application areas of business intelligence (BI) and data mining in the telecom sector. (V, 2013)

### **9. Investigating TQM Strategies for Sustainable Customer Satisfaction in GCC Telecommunications**

Rapid innovation and changing customer expectations are driving fierce rivalry for telecommunications companies. Businesses are implementing Total Quality Management (TQM) to improve customer satisfaction, organisational stability, and sustainability in order to stay competitive. Using secondary data from the quarterly reports of three companies, this study investigates the impact of TQM on customer satisfaction in the telecom communications industry of Gulf Cooperation Council (GCC) nations (2019–2023). Regression, correlation, and descriptive studies using STATA software show a notable rise in net promoter scores, demonstrating businesses' dedication to satisfying changing client demands. Customer focus and continuous improvement strategies do not appear to have a statistically meaningful impact on customer satisfaction, while employee involvement and process management do. Telecommunications firms are facing intense competition due to rapid innovation and shifting client expectations. To remain competitive, businesses are putting Total Quality Management (TQM) into practice to increase customer happiness, organisational stability, and sustainability. This study examines the effect of TQM on customer satisfaction in the telecom communications sector of Gulf Cooperation Council (GCC) countries (2019–2023) using secondary data from the quarterly reports of three businesses. Using STATA software, regression, correlation, and descriptive studies reveal a significant increase in net promoter scores, indicating that companies are committed to meeting evolving customer needs. Employee involvement and process management seem to have a statistically significant effect on customer satisfaction, however customer focus and continuous improvement tactics do not.

(Saud Alsaqer, Ihab M. Katar and Abdelhakim Abdelhadi, 2024).

### **10. Current and Future Challenges Facing the Mobile Telecommunications Industry in the Arab World.**

This study's primary goal is to present the difficulties that mobile telecom providers in Arab nations face. The market structure and regulatory environment are the primary causes of these difficulties. The study's foundation is the gathering of secondary data (journals and papers) about mobile phone usage and telecommunications corporations in these nations. To offer effective mobile services at reasonable costs, the three essential components—a separate regulatory body, privatisation, and competition—must be present. In the majority of these nations, these three components are absent. The study has a number of significant ramifications for policymakers and government agencies, as well as scholars wishing to look into the Arab telecom industries. Restructuring the mobile telecommunications sector and developing sensible policies in these nations are essential priorities.(Ameen, 2016).

### **11. The Impact of High-performance Work System on Service Quality in the Telecom Industry of Oman**

The goal of the study is to investigate the connections between two interdisciplinary models: the Service Quality model and the Guest High-Performance Work Systems (HPWS) model. For the first time, an attempt has been undertaken to examine how these two models can be integrated together their results in the Sultanate of Oman's telecom sector. The multidisciplinary study incorporates the HPWS elements—employee competency, commitment, and motivation—as well as chances to improve overall service quality in Oman's telecom sector. The information came from 300 randomly chosen customer care executives employed by telecom providers as well as 300 Omani cellular service users. According to the study's findings, there is a significant positive link between HPWS and the quality of customer service in the Omani telecom sector when these two models are combined. The entire service quality provided by Customer Care Executives employed by Omani telecom companies is significantly improved by the HPWS components of the Guest (2006b) model, namely employee competence, employee commitment, employee incentive, and chance to contribute.

The results of this study will give telecom managers and firms the chance to create and apply high-performance work practices for efficient service quality delivery to Omani telecom companies' clients. (Sawant K., Pise A., 2021)

## **3. Research Methodology**

### **3.1 Introduction**

The chapter III technology underlying the concept of offering telecom services and facilitating young Omani people's access to them provides appropriate guidance for conducting research and ensuring that it adheres to the same methodology. This includes asking questions about the plan, information gathering tactics, plan and moral issues, plan examination, estimate inspection, zone of thought, time to reflect, factual instruments, and confinements and commitments to reflect for information examination.

### **3.2 Research Design**

This study uses a descriptive research approach with the goal of analysing and interpreting patterns of consumer behaviour in Oman's telecom industry. Current telecom user patterns, preferences, and satisfaction levels can be found through descriptive research.

### **3.3 Data Collection**

In this research, two types of sources will be used to collect all data related to a study consumer behaviour with reference to telecommunication sector in Oman. In this regard, the primary data for this study was gathered by field trips to Omantel, Ooredoo, and Vodafone Oman, the Sultanate of Oman's three primary telecom providers. Additionally, customers were interviewed directly at these businesses' sites. The purpose of these trips was to learn about real-world customer experiences, investigate their purchase patterns, and gauge how satisfied they were with the services they received. The interviews addressed a number of important subjects, such as the service type (mobile, internet, prepaid or postpaid), the length of the subscription, the factors that led to the choice of service provider, the level of satisfaction with customer service and network quality, and their plans to switch providers in the future.

In order to learn more about the organizations' approaches to enhancing user experience and how they manage customer complaints, brief interviews with customer service representatives were also undertaken. Customers' opinions varied, according to the primary data; some were pleased with the prices and deals, while others complained about slow complaint service or bad network quality. These field-based insights are highly valuable since they supplement the study's quantitative and qualitative research and offer a realistic perspective of customer behaviour in Oman's telecom industry.

Secondary data was collected from pertinent sources, including government statistics, industry-specific papers, publications from the Telecommunications Regulatory Authority (TRA), and annual reports of telecom companies (Omantel, Ooredoo, and Vodafone Oman). Understanding the industry's customer patterns and competitive environment was made possible thanks in large part to these secondary sources. The study guarantees a comprehensive examination of customer behaviour in Oman's telecom market by fusing first-hand consumer insights with current industry statistics.

### **3.4 Sampling Design**

The sample was drawn from a particular group of young Omani people who were interested in the country's communication industries using the convenience sampling technique.

### **3.5 Secondary Data**

The study needed secondary sources of information to establish its foundation, and research journals, relevant books, industry magazines, and electronic sources were employed to support the primary sources' data collecting and analysis.

### **3.6 Study Area**

This study conducted among Omani youth who use different telecommunication sectors in Oman.

### **3.7 Period of the Study**

The research was carried out from February 2025 to May 2025. Sufficient time was allocated to each segment of the study to complete the research in time.

### **3.8 Statistical Tool**

Trend analysis aids in spotting patterns and trends in the utilization of telecoms over time.

Changes in consumer preferences, market expansion patterns, and possible obstacles or possibilities for telecom corporations can all be highlighted by this analysis. When combined, these statistical tools offer a thorough grasp of the market environment, assisting stakeholders in formulating plans to optimize market and sales potential and catering to the preferences of young Omani consumers in the telecom industry (Ooredoo, Omantel, Vodafone).

### **3.9 Limitations of the Study**

The study was managed and did with many limitations. The important limitations. It is as follows:

1. Due to time and financial limitations, the study might not fully capture all facets of customer behavior.
2. Possible bias in data that is self-reported.
3. Restricted access to telecom firms' confidential data.

### **3.10 Anticipated Contributions of the Research**

This research will make significant contributions in the fields of academic and practice. Academically, it will add to the body of knowledge on consumer behavior, especially when it comes to the little-studied Omani telecom industry. The results can be used as a guide for further research and to develop models that relate customer loyalty and satisfaction to service characteristics. Practically speaking, the study will give telecom firms useful information on the main factors influencing customer satisfaction and choice, allowing them to adjust their marketing and service offerings appropriately. The study can help regulatory organizations like the Telecommunications Regulatory Authority (TRA) design policies that will raise industry service standards, promote fair competition, and increase customer happiness. Lastly, the study gives customers a greater voice in determining the services they receive by emphasizing the preferences and worries of telecom users.

## **4. Results, Analysis, Discussion**

### **4.1 Introduction**

The study's analytical centre is Chapter 4, which offers a thorough analysis of the data gathered to evaluate the financial and marketing tactics used by Oman's top telecom companies, Omantel, Ooredoo,

and Vodafone. This chapter's goal is to analyze the data in light of the competitive telecom environment, emphasizing digital transformation, consumer behaviour, and strategic market positioning. The analysis provides a thorough grasp of how these businesses operate in a quickly changing market and is provided through descriptive narratives backed by tables, charts, and interview replies. Over the past few years, Oman's telecommunications industry has seen substantial change, characterized by heightened competition, an increase in digital consumer interaction, and alignment with state objectives like Oman Vision 2040. To improve their market positions, Omantel, Ooredoo, and Vodafone have all made strategic changes in this regard. By focusing on infrastructure improvement, operational efficiency, and value-driven services, Omantel has updated its long-term vision to reflect national development goals and digital economic trends. Ooredoo has prioritized providing a comprehensive digital experience, increasing consumer engagement with its reward programs and award-winning mobile app. The status quo has been upended by Vodafone's recent entry into the Omani market, which brought aggressive pricing techniques and quick 5G expansion.

Additionally, this chapter incorporates insights from interviews that examine the crucial elements influencing consumer choices, the function of digital marketing in drawing in and keeping subscribers, and the disparate marketing approaches used to reach a range of demographic groups, such as young people and the elderly. These observations offer important background information for comprehending how each business adjusts its products and communications to satisfy the demands of various customer segments. Information examination and explication charges in Chapter 4. the analysis of the data gathered, its introduction with the use of tables and charts, and its interpretation. Analysing and clarifying the information helps to support the findings of the study as well as its recommendations, suggestions, and conclusion. In our research, we are going to study the marketing and financial strategies for the common telecom companies in Oman (Omantel, Ooredoo, Vodafone).

### **4.2 Financial Report of Omantel Company between 2021 and 2023**

**2021:** To get a competitive edge in the industry and achieve steady profit growth, Omantel reevaluated its corporate strategies in 2021. The plan, which focusses on developing excellent telecommunications infrastructure and services and promoting service excellence based on the digital economy, was created in complete accordance with Oman Vision 2040 and its goals. Four pillars form the foundation of this strategy:

1. Concentrating on the operations that set the company apart and allow it to produce and provide value.
2. Setting up the business to guarantee competence in these domains.
3. Creating a collaborative, open ecosystem to support its main operations.
4. Reassessing every other activity in detail to see how it might be carried out more effectively.

The plan was chosen with a flexible implementation timetable, which means that it covers a period of two to five years rather than a set number of years. This adaptability enables the strategic direction to be updated continuously in response to advances, changes, and internal and external forces. A flexible implementation plan with roadmaps and short-term goals that is updated yearly ensures that the strategy is implemented. The responsible units and teams are tasked with carrying out these plans, and collaboration throughout the different business units is promoted to guarantee efficacy and accomplish the intended outcomes within the parameters of each of the four pillars.

**2023:** Strong growth and durability were evident in Omantel's financial performance in 2022, demonstrating our dedication to providing our stakeholders with long-term value. Our revenue reached RO 2,682.8 million, a 11.4% rise over the prior year. In 2023, we increased by almost 9.7% to \$2,942.7 million, demonstrating a notable increase in our top line. Furthermore, our EBITDA grew by 2.9% to RO 998.9 million, and it maintained its upward trajectory in 2023, rising by around 4.1% to \$1,039.8 million. These outcomes show that, despite difficult market conditions, we are able to sustain operational effectiveness and profitability.

These strong financial outcomes demonstrate Omantel's strategic emphasis on increasing shareholder value, boosting revenue growth, and streamlining operations.

Our financial performance continues to be a crucial metric of our organisational strength and resilience in achieving sustainable growth as we negotiate shifting consumer demands and unpredictable market conditions. Omantel's Consolidated Revenue for the years 2021, 2022, and 2023 is shown in the table below. This revenue includes revenue from the parent company's domestic operations, revenue from the Zain Group, and revenue from other domestic and foreign subsidiaries.

	2021	2022	2023
Revenue	2,408.3	2,682.8	2,942.7
EBITDA	970.3	998.9	1039.8
Profit of the period	233.6	278.9	315.5
Attributable to shareholders of the company	67.1	91.3	74.8
Non-controlling interest	166.6	187.6	240.7
Profit for the Period	233.6	278.9	315.5

(Jarf, 2023)

### 4.3 Financial Report of Ooredoo Oman Company between 2022 and 2024

**2022:** In 2022, we started our adventure with a new, more unique identity. In addition to making sure they enjoy our dependable network and our distinctive and cutting-edge products and services; we pledged to our clients that we would improve their digital world by offering them a full digital experience that goes above and beyond their expectations. With the touch of a screen, our customers can access nearly anything, making our digital experience across all our channels unique. With over two million downloads and almost one million active users a 2.5% increase over the previous year, our award-winning digital app is better than ever. Customers can use this app to control their telecom services at any time and from any location. It also provides them with a number of unique benefits through our Nojoom customer loyalty program. Customers can use the app to order a new eSIM, subscribe, upgrade, and change packages, as well as learn about Ooredoo's most recent deals and services, regardless of whether they are currently enrolled in Hala prepaid, postpaid, or home internet subscriptions. Additionally, users can use the app to add credit to their own account while travelling or to send credit directly to friends and family abroad. Customers have embraced and sought these features since their introduction in 2022. As is customary, we celebrated with our customers during the Salalah

Khareef season by introducing the "Zaa'ir" (Visitor) package, which gives them free data and unrestricted access to the Snapchat app. In order to support the Bahja Oman Orphan Association and position Dhofar Governorate as a top tourist destination in the area, we also worked as the "Nojoomi Camp"'s digital partner. To promote this well-known location and highlight its natural beauty, more than 23 bloggers from Oman and other GCC nations were invited to spend a portion of the autumn season in Salalah. As the season's digital sponsor, we gave attendees presents and exclusive welcome packages that included 5G network coverage, prepaid SIM cards, and data. We placed a high priority on satisfying client needs and going above and beyond their expectations throughout the year, which always centre on providing goods and services that are especially suited to their needs. From our digital app to our social media pages, we also made sure that digital and interactive channels that suit their tastes were available.

**2024:** Under the direction of Oman Vision 2040, Ooredoo's 2024 journey was characterised by expansion, resiliency, and change. In order to provide creative solutions that improve connectivity and empower communities around the Sultanate, we embraced a vibrant, revitalised atmosphere and put in endless effort.

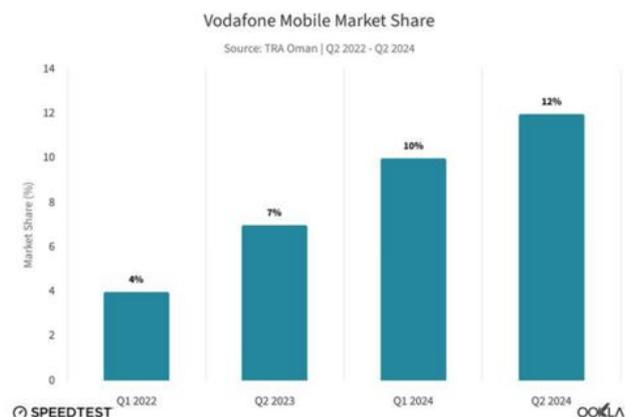
We were able to successfully expand our 5G network throughout the nation in the face of fierce competition and quickly changing client needs. In order to give our customers what they really care about, we worked on creating our app and introduced a variety of goods, services, incentives, promotions, and projects.

This demonstrates our ongoing commitment to improving lives and making sure Oman is ready to take on the demands and difficulties of the future. Through dedicated engagement events and a number of customer-orientated initiatives, we reinforced our commitment to giving our customers a seamless, customised, and fulfilling connectivity experience in 2024. These initiatives showed a commitment to improving connections across all touchpoints, raising customer satisfaction, and fostering trust.

**4.4 Financial Report of Vodafone in 2022 between 2024**

The competitive environment that was previously dominated by Ooredoo and Omantel has been

drastically altered by Vodafone's 2022 arrival into Oman's crowded mobile communications market. Vodafone was able to gain 12% of the market in terms of subscribers in just two years. In order to evaluate how Vodafone drew customers away from more established providers and how much their network experience has changed after the migration, this article looks at the company's network, service, and marketing tactics. Vodafone made investments in its network infrastructure in addition to its competitive pricing and digital-first strategy. In order to boost client involvement, Vodafone also gave priority to digital platforms. For instance, in order to expedite the onboarding process, which includes the use of eSIMs, it introduced the My Vodafone App for service delivery and support. In order to increase brand awareness, the business has also worked with local influencers and actively engaged with customers on social media, responding to their problems and launching special deals.



In March 2023, the company quadrupled the number of its 5G sites from 750 in 2021 to 1,500, which contributed to a 175% gain in revenue and a 120% increase in coverage. Within two years of its inception, Vodafone was able to gain 10% of the market share thanks to this expansion, with the goal of reaching 30% by 2032.

**4.5 Findings**

We came to a number of important conclusions by examining the information in Chapter Four about the marketing plans and financial results of Oman's three major telecom providers (Omantel, Ooredoo, and Vodafone). These conclusions highlight current developments in the telecom industry as well as the influence of technology and marketing on consumer behaviour.

First, the results showed that Omantel drastically changed its approach in 2021 to better match with "Oman Vision 2040." Focussing on differentiating its operational activities, increasing efficiency, creating an open collaborative ecosystem, and doing a thorough appraisal of internal operations to improve performance, the organisation chose four primary pillars. Additionally, an adaptable implementation strategy was chosen, with a two- to five-year duration and yearly updates in response to market and technical developments. Omantel's flexibility and increasing competitiveness are demonstrated by this. In 2023 there was a big changes in Omantel's strategies and financial reports, Omantel's 2022 financial results demonstrate the company's robust growth momentum and resilience, highlighting its dedication to providing stakeholders with long-term value. In 2022, revenue climbed to RO 2,682.8 million, a strong 11.4% gain over the previous year. In 2023, revenue increased by 9.7% to \$2,942.7 million. EBITDA also showed consistent development, increasing by 2.9% to RO 998.9 million in 2022 and by an additional 4.1% to \$1,039.8 million in 2023. Omantel's strategic focus on operational efficiency, sustainable profitability, and shareholder value generation is reflected in these financial accomplishments, which were made possible despite difficult market conditions. The company's overall revenue, which includes domestic operations, the Zain Group, and other subsidiaries, strengthens Omantel's standing as a dependable and expansion-focused telecom leader.

Ooredoo started 2022 with a new brand that focused on complete digital transformation. With more than one million active users—a 2.5% increase from the year before—its digital app significantly improved the customer experience. The app gave users complete control over their services, including the ability to transfer credit, change plans, and subscribe, in addition to special advantages via the "Nojoom" loyalty program. This approach strengthened Ooredoo's standing as the go-to option for clients looking for easy-to-use and effective digital solutions.

In keeping with Oman Vision 2040, Ooredoo's 2024 performance was distinguished by notable growth, flexibility, and innovation. The business effectively expanded its 5G network across the country, demonstrating its leadership in cutting-edge connectivity in spite of a competitive environment and changing consumer expectations.

Improvements to the Ooredoo app and the introduction of numerous customer-focused products, services, promotions, and initiatives resulted from a renewed emphasis on digital interaction. These initiatives demonstrated a strong dedication to enhancing digital experiences and empowering communities. Ooredoo reinforced its brand promise of providing individualised, seamless, and dependable connectivity by means of client-centric initiatives and targeted engagement events, thereby bolstering consumer pleasure and trust at every point of contact.

Vodafone's 2022 debut into the Omani market signalled a dramatic change in the competitive landscape. In just two years, the company's market share grew to 12%. Its low pricing integrated digital strategy, and 5G infrastructure expansion—which doubled its 5G sites from 750 to 1,500 by March 2023—were the main drivers of this accomplishment. With a 120% rise in coverage and a 175% increase in income, this expansion allowed it to reach a 10% market share, with plans to reach 30% by 2032. In order to strengthen its relationship with different audience categories, Vodafone additionally depended on influencer marketing and direct customer interaction via digital platforms.

In answering the research questions, the findings demonstrated that pricing, service quality, network strength, customer support, and package flexibility are the primary determinants of telecom service choices. Together with ethical factors like sustainability and data privacy, technological advancements like 5G services and the availability of fibre optics are also becoming more and more significant when making purchases.

Furthermore, given how common smartphones and the internet are in the Sultanate, digital marketing was discovered to be a key component of consumer acquisition methods. By successfully reaching their target customers through digital platforms, telecom businesses have increased revenue and loyalty.

The study concluded by pointing out a notable distinction between marketing tactics aimed at younger and older persons. Senior-focused campaigns emphasise simplicity, trust, and direct support through conventional media like radio and newspapers, whereas youth advertisements rely on contemporary technology, digital offerings, and fast-paced content on platforms like Instagram and TikTok.

#### **4.6 Answering the Research Questions**

1- What factors influence a consumer's decision when choosing a telecommunications service?

Customers are impacted by a number of important considerations when selecting a telecoms service. Since consumers look for plans that are reasonably priced, provide good value, and have no hidden costs, price is frequently the first factor they consider. With many customers giving preference to providers that offer dependable signal strength, quick internet speeds, and clear call quality, network coverage and service quality are equally important. Another important factor is customer service, since prompt and beneficial assistance can greatly improve the user experience in general. Additionally, different user types may be drawn to the flexibility and variety of service plans, which include bundled offers and data allowances. Customer choices are also influenced by contract conditions, including length and cancellation rules, promotional incentives, and brand reputation. Tech-savvy consumers may also be influenced by technological advancements like the introduction of 5G or fiber-optic internet. Finally, some customers think about ethical factors including the provider's dedication to data protection and sustainability. All of these elements work together to influence how valuable and reliable a telecommunications service is seen overall.

2- How important is digital marketing in attracting consumers to telecommunications services?

One of the most significant factors in drawing customers to Omani telecom services is digital marketing. More customers are interacting with brands via digital channels like social media, search engines, and mobile apps as a result of the nation's rising internet penetration and high smartphone usage. Digital marketing is a cost-effective strategy used by Omani telecom firms to expand their audience, advertise new deals, and increase brand recognition. Younger populations, who are major users of mobile and internet services, are particularly influenced by social media sites like Instagram, X (previously Twitter), Facebook, and YouTube. Additionally, telecom providers can customize their messaging according to client preferences and behaviours through targeted advertising and tailored content, increasing engagement and conversion rates.

Effective digital marketing techniques can have a big impact on customer loyalty and choices in Oman's competitive telecom market, which is dominated by large competitors like Omantel, Ooredoo, and Vodafone. As a result, for telecom firms hoping to expand and hold onto their market share in Oman, digital marketing is not just significant but crucial.

3- How do marketing strategies targeting youth differ from those targeting seniors in the telecom sector?

Because each group has different demands, habits, and tastes, marketing methods for adolescents and elderly in Oman's telecom industry are very different. Telecom corporations target young people with digital-first marketing on sites like YouTube, Instagram, Snapchat, and TikTok. High-speed data, streaming deals, game bundles, and social media access are frequently highlighted in campaigns. The messaging is lively, quick-paced, and in line with current contemporary culture. Promotions that are offered through mobile apps or interactive content could include awards for referrals, flexible prepaid plans, or student discounts.

Senior marketing, on the other hand, typically places an emphasis on assistance, dependability, and simplicity. Traditional media including radio, newspapers, and SMS-based promotions are examples of strategies. Plans are frequently designed to offer more affordable voice services, extended validity, and user-friendly customer support features. The main goals are to establish trust, provide individualized support, and guarantee that terms and features are communicated clearly. All things considered, senior-focused initiatives are trust-based and service-oriented, reflecting each group's distinct interests in the Omani telecom industry, whereas youth efforts are tech-driven and innovative.

This chapter examined Omantel, Ooredoo, and Vodafone's financial and marketing tactics in the country's cutthroat telecom market. Each business has strengthened its position in the market in a different way: Vodafone has expanded and innovated aggressively, Ooredoo has improved its digital services, and Omantel has strategically aligned with Oman Vision 2040. Pricing, customer service, digital accessibility, and service quality are important determinants of consumer choices.

Digital marketing has been crucial, particularly in drawing in younger people, whereas senior-focused techniques place a higher value on simplicity and trust. All things considered, the report emphasizes how telecom providers must continue to be flexible, creative, and customer-focused in order to thrive in a quickly changing digital landscape.

## **5. Recommendations and Conclusion**

### **5.1 Recommendations**

1. In the Sultanate of Oman, customer happiness and loyalty to telecom businesses are strongly impacted by two important factors: service quality and technical support. Consequently, it is advised that these businesses make investments in cutting-edge customer care systems, like sophisticated chatbots and round-the-clock technical assistance. These solutions guarantee a quicker response to consumer needs, improve the user experience, and support the development of enduring relationships with clients.

2. Telecommunications businesses in the Sultanate of Oman should place a high priority on providing transparent packages and competitive pricing. It is advised to create packages with competitive prices, clear explanations, and no hidden costs. Due to the high price sensitivity of Omani consumers, especially young people and middle-class individuals, service pricing must be transparent and clear in order to draw clients and earn their trust.

3. Telecommunications businesses in the Sultanate of Oman should prioritize improving the digital experience. Enhancing digital platforms and mobile applications is advised in order to provide a variety of services, including technical assistance, account management, and bill payment, in an easy and effective way. Since digital interactions save time and effort and give them faster access to the services they require, the majority of customers today prefer them to in-person encounters.

4. One successful tactic that Sultanate of Oman telecom businesses can use to increase client happiness and loyalty is customizing offers and packages. It is advised to use data analytics to comprehend customer behaviour and use trends in order to create offers that are specifically tailored to each customer's needs.

By providing solutions that suit each user's unique interests and expectations, personalization not only enhances the customer experience but also lowers churn rates.

5. For telecommunications businesses in the Sultanate of Oman, increasing coverage and improving network quality are critical elements that have a direct impact on client loyalty. Consequently, it is advised to make investments in infrastructure, especially 5G networks, and to extend coverage to isolated and rural areas. Since customers are constantly looking for a quick and dependable connection, network speed and stability are among the most crucial elements influencing consumer happiness and loyalty.

6. Building a solid and long-lasting relationship between telecom firms and their clients requires improving customer communication and getting their input. To better understand customers' wants and expectations, it is advised to stay in constant contact with them via surveys, social media, and loyalty programs. Engaging customers in service development improves their experience and fosters loyalty by strengthening their sense of belonging and boosting their trust in the brand.

7. An efficient strategy for attaining exceptional marketing outcomes in the Omani market is to target various segments with customized marketing campaigns. It is advised to segregate the market into groups like businesses, young people, and expatriates and create marketing campaigns that cater to their unique requirements and preferences. Given the diversity of the Omani market, marketing campaigns are more effective and the target audience may be reached more effectively when each category is properly targeted.

8. Emphasizing social responsibility is a crucial tactic that improves brand perception and fosters client loyalty. Investing in social responsibility projects including education, environmental conservation, and strengthening online communities is advised. Customers are drawn to brands that positively affect society, which enhances the brand's standing and forges closer ties between the business and its clients.

9. Applying Well-Known International Practices Researching the experiences of successful telecoms companies in the Gulf and throughout the world is

recommended in order to incorporate the most recent advances in the business. Consistently following international best practices makes it easier to adopt new technology and innovative approaches, which promotes service development and raises customer satisfaction. Continuous innovation enhances the company's ability to adapt to rapid changes in the market and helps it stand out from competitors.

10. Consistently Tracking and Examining Consumer Behaviour Establishing a dedicated team to regularly research and evaluate consumer behaviour and their evolving needs is crucial. Because customer behaviour is always changing, businesses must be extremely adaptable in providing services that reflect these changes. Businesses may enhance the user experience and offer more individualized and efficient solutions by examining customer behaviour.

11. Use Rewards Programs to Increase Brand Loyalty. In Oman's cutthroat telecom industry, fostering and growing brand loyalty through rewards programs can significantly affect client retention. Telecommunications businesses can encourage sustained usage and lower attrition by providing incentives like free data, discounts, or special access to content. Loyalty programs encourage customers to stick with a specific service provider for extended periods of time by giving them a sense of exclusivity and gratitude. Since satisfied customers are more likely to refer services to others, rewarding them for their loyalty not only raises customer satisfaction but also increases the possibility of positive word-of-mouth marketing.

12. Make investments in digital literacy and consumer education In Oman's telecom sector, funding consumer education and digital literacy initiatives is essential to improving the general customer experience. Initiatives should be launched by telecom companies to educate customers on topics like data management, internet security, and the advantages of emerging technology like 5G. Since customers who are aware of telecom offerings tend to use them more efficiently, educating them on how to take full advantage of them can increase customer satisfaction. Additionally, consumer education may ensure a more accessible and inclusive experience for everyone by bridging the gap for less tech-savvy customers.

13. Provide Combined Services Offering bundled services that include TV, internet, landline, and mobile services at competitive rates can help telecom companies in Oman. Customers can streamline billing and customer care interactions by managing all of their telecom needs with a single supplier when these services are bundled. Additionally, because bundled services are sometimes more affordable than separate services, they give customers the impression that they are getting a better deal. Since customers are less likely to transfer providers when they have many services linked together, telecom businesses can benefit from bundling by increasing average revenue per user (ARPU) and fostering customer loyalty.

14. Encourage Local Services and Content Telecom businesses in Oman can strategically appeal to local interests and national pride by supporting local content and services. Telecom firms can develop a more relevant and culturally appropriate service offering by providing Omani-produced content, such as apps, entertainment, or news services. In addition to encouraging innovation in the telecom industry, partnerships with regional content developers and creators may draw in people looking for content that speaks to their particular cultural and socioeconomic values. By focusing on local solutions, telecom companies can develop a distinctive selling strategy and stand out in a market that is getting more and more competitive.

15. Offer Adaptable Contract Choices In addition to standard long-term contracts, telecom providers ought to think about providing flexible contract options, such as pay-as-you-go, no-contract, and short-term plans. Giving customers these choices give them greater autonomy and flexibility in selecting services that best suit their individual requirements and budgetary circumstances. Flexible contracts that do not bind customers to long-term commitments are particularly appealing to younger consumers, expats, and people who move or travel frequently. Telecom firms can expand their customer base and improve their market attractiveness by catering to a variety of consumer preferences.

(Alda, 2024)

**Recommendation for Omantel:**

It is advised to improve loyalty programs by implementing tiered efforts based on brand trust, providing long-term subscribers with exclusive advantages to boost engagement and customer retention,

given Omantel's unwavering pursuit of excellence and provision of top-tier services. It is also recommended to increase expenditures in telecommunications infrastructure and draw attention to these initiatives through advertising campaigns in order to improve coverage in rural areas. Additionally, Omantel wants to be the leader in 5G services by luring in the tech-savvy market with packages designed specifically for gamers and smart homes. In order to assist the expansion of this crucial industry, it is advised that business services be strengthened by offering small and medium-sized businesses integrated solutions, such as cloud computing, cybersecurity, and internet services.

#### **Recommendations for Ooredoo:**

It is advised that Ooredoo Oman concentrate on providing exceptional customer service by creating intelligent apps that provide real-time assistance in a variety of languages and incorporate an intelligent chatbot to improve user engagement in order to solidify its place in the market. Additionally, it is recommended to target the youth category with lifestyle-focused offers that coincide with their digital interests, such as social media access, gaming platforms, and music subscriptions. In order to prevent confusion, it is also advised to enhance billing and package transparency by streamlining the way package data are presented and providing immediate use notifications. In order to offer unique and captivating material and enhance Ooredoo's subscriptions, it is also advised to broaden collaborations with regional and global content platforms.

#### **Recommendations for Vodafone:**

It is advised that Vodafone Oman concentrate on increasing brand recognition through digital marketing as part of its initiatives to fortify its position in the local market. Influencers and digital platforms can be used to successfully target the youth demographic and raise brand awareness. The business should also differentiate itself by providing uncomplicated, fixed-rate packages that include data, calls, and roaming services. This will make it simpler for clients to comprehend and select appropriate plans. Additionally, it is advised that the business improve its digital identity by offering a completely digital experience via a smart app and online-only customer service, which reflects a contemporary, tech-driven approach.

Last but not least, Vodafone Oman is urged to leverage the worldwide experience of the Vodafone Group by implementing successful strategies from other countries, such sophisticated roaming deals or clever rewards programs, in order to improve competition and provide customers with more value.

(Khatri, 2024)

#### **5.2 Conclusion**

Important information about client preferences, expectations, and satisfaction levels is revealed by the study on consumer behaviour in Oman's telecom industry. According to the report, some of the most important elements impacting consumer decisions in the Omani telecom industry include price, network coverage, service quality, promotional offers, and customer service.

According to the results, brand loyalty does exist, but it is largely reliant on reliable service and affordable prices. Omani consumers are become more discerning and knowledgeable, frequently evaluating several service providers before settling on one. Furthermore, consumers now anticipate more individualised and effective service experiences due to the expanding use of digital platforms.

Therefore, telecom providers in Oman should concentrate on raising consumer happiness through increased service dependability, flexible plans, and robust client engagement tactics. Businesses that actively adjust to changing customer demands and make investments in innovation have a better chance of maintaining long-term success in the face of growing industry competition.

In conclusion, telecom providers must comprehend customer behaviour in order to be competitive in Oman's ever-changing market. Building loyalty and promoting industry growth will require a customer-centric strategy, technical innovation, and prompt service. (Melih Murat, Eric Samuel, 2025)

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