

**CUSTOMER PERCEPTIONS REGARDING INFORMATION DISSEMINATION
STRATEGIES OF ELECTRICITY PROVISION BY ZESCO LTD IN DENSELY
POPULATED AREAS OF LUSAKA DISTRICT**

BY

TIWONGE MBALE

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**A THESIS SUBMITTED TO THE UNIVERSITY OF ZAMBIA IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE
OF MASTER OF EDUCATION IN ADULT EDUCATION**

DEDICATION

This thesis is dedicated to my beloved family: my best friend and husband Khozya D. Zyambo, our loving and ever smiling children Tikhozye David Tiwonge Zyambo, Wankhongono Tamara Zyambo and the special masters baby Zitube-Wane Zyambo, all of whom are my source of confidence, inspiration and encouragement. Even the times that I could not give you all the attention, you all still came through for me. To my parents Maxson Chalo Mbale and Alice Jonah Kilimboyi Mbale to you I say thank you for giving me an opportunity to do what I love best and for ensuring that I had a strong foundation in my education.

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AUTHOR DECLARATION

I, Tiwonge Mbale, do hereby solemnly declare that this piece of work represents my own, and that all the works of other persons have been duly acknowledged. I further declare that this work has not been previously presented for any degree at this and indeed at any other University for similar purposes.

Author's signature.....

Date.....

Supervisor's signature.....

Date.....

CERTIFICATE OF APPROVAL

This dissertation by TIWONGE MBALE is approved as fulfilling part of the requirements for the award of degree of Master of Education in Adult Education of the University of Zambia.

EXAMINERS SIGNATURE'S

Signed.....Date.....

Signed.....Date.....

Signed.....Date.....

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ABSTRACT

Electricity is a commodity at the epicentre of modern society. The mammoth task of ensuring that electricity is generated, transmitted, supplied and successfully distributed to its consumers in Zambia is spearheaded by ZESCO Limited formerly known as Zambia Electricity Supply Cooperation. ZESCO Limited uses several information dissemination strategies to communicate with its customers. It was, however, not known how its customers perceived these communication strategies. The purpose of this study was to investigate customer perceptions regarding information dissemination strategies that ZESCO Limited had put in place to communicate with its customers particularly those located in densely populated area of Lusaka District. This study, therefore, sought to: determine how customers accessed information about electricity provision as disseminated by ZESCO Limited; establish the views customers had towards communication strategies used by ZESCO Limited; investigate customers' understanding of the information disseminated by ZESCO Limited; and investigate how frequent ZESCO conducted sensitization campaigns in densely populated areas.

The study adopted a descriptive survey design. Both qualitative and quantitative methods were employed, this meant that there was triangulation of information collected through different instruments and from different sources. Semi-structured questionnaires were administered to 196 ZESCO limited customers, while 33 customers took part in focus group discussions and open-ended questionnaires were administered to 16 ZESCO Limited members of staff. Simple random sampling was employed to select ZESCO Limited customers whereas employees were sampled using purposive sampling. The total sample comprised 245 respondents, which included 229 customers residing in densely populated areas of Lusaka District and 16 ZESCO Limited employees based at head office in Lusaka. Quantitatively, information was captured from 196 customers while qualitatively, information was collected from 16 employees and from 33 customers. In terms of data analysis, qualitative data was coded based on the themes and sub-themes that emerged. Participants' voices were also captured. Quantitative data, on the other hand, was analysed using the Statistical Package for the Social Sciences Software (SPSS). The use of SPSS involved recording variables and presentation of data using percentages as well as other graphical representations such as graphs, pie charts and frequency distribution tables, this was done with the assistance of Windows eight excel.

The findings of the study revealed that some customers accessed information through communication channels such as: short message broadcasts, television and radio adverts/programs as well as consulting neighbours. Some customers however, were not aware of the existence of other information dissemination strategies that ZESCO uses. A few customers also shared the views that the company concentrated on addressing the needs of its customers in low density areas at the expense of those in densely populated areas. It was also established that most customers had difficulties in understanding the information disseminated because it was couched in a highly technical language.

In view of these findings, the following recommendations were made to ZESCO Management: to ensure that sensitization campaigns are conducted as scheduled (that is quarterly), to translate information on electricity provision in local language, to conduct roll out awareness campaigns in order to enlighten customers on the various channels of communication and to carry out needs assessment surveys in densely populated areas.

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ACRONYMS AND ABBREVIATIONS

BIS	:	Business Information System
CIS	:	Customer Information System
EDT	:	Expectation Disconfirmation Theory
Ltd	:	Limited
PP	:	Perceived Performance
SFH	:	Society for Family Health
SMART	:	Specific, Measurable, Achievable, Realistic and Time bound.
SMS	:	Short Message System
SPSS	:	Statistical Package for the Social Sciences Software
ZESCO	:	Zambia Electricity Supply Corporation

CHAPTER ONE

INTRODUCTION

1.0 Overview

Electricity is a commodity at the epicentre of modern society. Anderson (2012) echoes that without electricity, life would be deemed difficult and slow. Arora (2008) also argues that electricity has a wide usage. He highlights that, before man discovered electrical energy, many houses used kerosene lamps for lighting and wood heated stoves to warm up rooms. As advanced above, to conclude that electricity has a great importance in our everyday lives would not be a misplaced ideology.

Arora (2008) states that electrical energy is produced in generating stations where huge turbines are moved by the generators. He also argues that, turbines could be driven by: burning fossil fuels, water, wind, nuclear fission and bio waste. In Zambia for instance, electricity is produced mainly by water (commonly known as hydro-electricity) and by use of fuels (such as diesel) (ZESCO, 2013). The mammoth task of ensuring that electricity is generated, transmitted and successfully distributed to its consumers in Zambia is spearheaded by ZESCO Limited.

This chapter provides a synoptic view of the research study undertaken concerning electricity provision services offered by ZESCO Limited. The foundation of this study is laid down in its background information and to further concretise the reader's understanding of its full context, additional information is provided in: the statement of the problem, purpose of the study, research objectives, research questions, significance of the study, the delimitations and limitations. Operational definitions and a summary of the chapter have also been presented.

1.1 Background to the Problem

Kombo and Tromp (2013) explain that the “background” of the study refers to the setting or position of the study. They further state that the background of the study gives a brief overview of the problem the researcher aspires to tackle.

First and foremost, the major sources of energy in Zambia are petroleum, coal, electricity and wood. The electricity sub-sector however, is the most viable and is mainly provided by ZESCO

Limited formerly known as Zambia Electricity Supply Corporation (ZESCO, 2013). The electricity utility company, traces its existence from as far back as the 1960's, although other sources of literature reviewed indicate that it was established in the early 1970's (ZESCO, 2009). With the passage of time, notable changes followed.

The early 1990's, for instance, were characterised by the liberalisation of the economy when a new political dispensation was born. In response to the new environment, Zambia embraced the policy of privatisation in order to improve on the economic performance of the nation (Sampa, 2003). According to the company report of 2004, the power utility company was initially among the companies that the government had considered for privatisation. These privatisation programmes were however noted to have had a lot of negative social impacts such as unemployment and a notable increase in poverty, thus resulting in many people living on less than a dollar (\$1) per day (ZESCO, 1994). These events combined, led to the commercialisation of the power utility company whose performance as a parastatal utility company would to be judged on the basis of profitability, customer base expansion and reliability of supply (ZESCO, 2004).

The aim of this transformation was three fold. Namely: (i) to improve technical performance; (ii) to improve financial performance; and (iii) to improve services to customers (ZESCO, 2004: 25). According to a Profile Report for the company in 2004, it was stated that the electricity utility company's obligation was not only to inform but to develop programmes that can influence load shapes, behaviour and energy use characteristics as well as lead to innovation.

The company's core business has been to generate electricity from designated power stations, followed by its transmission by long distance power lines to substations and consequently the distribution and supply to local and international markets (ZESCO, 2010). Apart from electricity provision, the company has a widespread optic fibre network, which has recently been opened to other users like mobile operators (ZESCO, 2013).

Regarding service delivery, ZESCO has six main types of customers: residential (domestic customers), commercial, government, export (international), industrial and mining companies (ZESCO, 2014). Of all these, the majority are domestic customers who were the major focus in this study. The domestic customer base consists of residential establishments of all sizes, ranging from those who occupy one roomed houses in peri-urban areas or densely populated areas to those in estates (ZESCO, 2014). These customers have one common factor. They all

need electricity for: lighting, cooking, entertainment, security and other normal household uses to make their livelihood comfortable.

In its quest to deliver satisfactory services to its customers, the utility company has over the years developed various information dissemination strategies on electricity provision (ZESCO, 2014). This has seen an increased usage of mass communication systems to reach out to its customers by way of campaigns, press releases, road shows, short messaging system alerts (SMS), distribution of brochures' both in Customer Service Centres and during company sensitisation activities and advertising.

The company also endeavours to communicate to its customers through radio and television programmes, run on both the public and private broadcasters (ZESCO, 2014). In addition to the aforesaid, information dissemination is also carried out intensely at national events such as Agriculture and Commercial Shows and Trade Fairs' (ZESCO, 2010).

The ZESCO Limited Newsletter of 2014 revealed that the company anticipated a decrease in electricity related accidents and incidences. This was accredited to an upshot in educational sensitisation activities, targeting learning institutions and the general public (ZESCO, 2014). It was also emphasized that insurmountable efforts to enhance communication with all its stakeholders were to be undertaken. This was going to assist in ensuring that it kept its customers in the "know" of the company's undertakings. In turn, allowing for prompt implementation of corrective measures and appropriate procedures to be stringently followed.

Public service organisations like ZESCO Limited, despite being monopolistic in nature, have a mammoth task in ensuring that information dissemination strategies put in place to communicate to the millions of Zambian households' country wide are effective. Mukerjee (2009) emphasises that the life line of excellent customer service is dependent on the communication strategies put in place that will not only inform customers on the activities surrounding the company but will ensure the services the customer has subscribed to are received and well understood. This is an entity of communication which ZESCO Limited has been found wanting.

This study therefore, hinged on an exploration of customer perceptions towards the company's information dissemination strategies which it has used over the years. It also endeavoured to answer the many questions raised by its customers regarding the electricity service ZESCO

makes available to millions of households in Zambia which had remained unanswered for a long while.

1.2 Statement of the Problem

Masaiti (2014) contends that any researcher begins a study by identifying a problem. This is usually considered as the rationale why the study is important and it is what persuades the readers to read the study. Ndhlovu (2012: 15) defined a research problem as “*an issue or concern that puzzles the researcher*”. The statement of the problem of this study was therefore explained by using concepts that supported the identified problem.

Rai (2008) notes that communication strategies used by service organisations if not properly managed, implemented and evaluated lead to unsatisfied service provision. While it is appreciated that ZESCO Limited has employed several information dissemination strategies to communicate with its customers, it is however, not known how its customers perceive the information dissemination strategies it has used over the years. Evidence from desk research and literature reviewed, indicates that there had been no deliberate effort recorded and made to probe into what the customer perceptions were regarding the company’s information dissemination strategies. For instance in 2003 Sampa’s carried out study on “*Effectiveness of Communication between ZESCO Limited and its Customer.*” Sampa in his study endeavored to access if ZESCO’s communication was effective with its customers in terms of service quality through customer service and the management of queries. The point of divergence from his study is that, this study sought to investigate perceptions customers have regarding the information dissemination strategies ZESCO Limited has been using to communicate with its customers particularly those in densely populated area. Hence the call for this study.

This study therefore investigated customer perceptions regarding information dissemination strategies used by ZESCO Limited in disseminating information on electricity provision in densely populated areas of Lusaka District.

1.3 Purpose of the Study

Simon (2011) explains that the purpose of the study is the ‘brains’ of the study. It subsequently endeavours to tell the reader what the primary goal of the research is. Masaiti (2014) emphasises that the purpose of the study is not only to give the overall direction of the study but it is also to be used in qualitative, quantitative and mixed method or triangulation research

design. The purpose statement also succinctly creates direction, scope and means of data collection (Simon, 2011).

Thus, the purpose of this study was to; investigate customer perceptions regarding information dissemination strategies that ZESCO Limited has put in place to communicate with its customers particularly those located in densely populated areas of Lusaka District.

1.4 Specific Research Objectives

Research objectives, according to Kombo and Tromp (2013:23) are intentions stated in specific measurable terms. They provide opportunities for evaluating the end results of the study. Ndhlovu (2012:3) adds that the acronym “SMART” may be helpful in formulating objectives. The acronym stands for:

- i. S = Specific.
- ii. M = Measurable.
- iii. A= Achievable.
- iv. R = Realistic and
- v. T = Time bound.

This study therefore was navigated by the following specific objectives:

- i. to determine how customers access information about electricity provision as disseminated by ZESCO Limited;
- ii. to establish the views customers have towards communication strategies used by ZESCO Limited;
- iii. to investigate customers understanding of information as disseminated by ZESCO Limited; and
- iv. to investigate how frequent sensitisation campaigns are conducted by ZESCO Limited in densely populated areas.

1.5. Research Questions

Kasonde-Ng’andu (2003) defines a research question as a statement that identifies the phenomenon to be studied. According to Masaiti (2014) research questions narrow the purpose of the study to specific questions and should always be developed before identifying methods

that will be used in data collection. Bryman (2008:34) further suggests that it is necessary to specify the research questions precisely, as these will give direction to the study.

This study therefore attempted to seek answers to the following questions:

- i. how do customers access information about electricity provision disseminated by ZESCO Limited?
- ii. What views do customers hold towards communication strategies used by ZESCO Limited?
- iii. Do customers understand the information that is disseminated by ZESCO Limited?
And;
- iv. what is the frequency of the sensitisation campaigns carried out by ZESCO Limited in densely populated areas?

1.6 Significance of the Study

Koshar (2014) postulates that the significance of the study is usually included as a part of the Problem Statement, but it is important enough to warrant its own statement. He further states that this section helps put the research problem in context, explains how the study builds on previous research and also establishes why the area of study is a priority.

In accordance to this study, it was envisaged that the findings of this study may have:

- i. valuable contribution to ZESCO Limited as it may become aware of the actual perceptions of its customers.
- ii. May assist evaluate the company's information dissemination strategies.
- iii. May assist the company to improve the current strategies.
- iv. Major stake holders: Ministry of Mines, Energy and Water Development, Rural Electrification Authority (REA) and the Energy Regulation Board (ERB) may use the results for policy formulation.
- v. May also assist the company in evaluating training programmes for staff involved in community sensitisation programmes.
- vi. It is also hoped that the findings of this research may lead to enactment of deliberate systems that will ensure that customer feedback forms part of the complete cycle of communication.

Conclusively therefore, this study would undoubtedly add to the already existing literature on the subject of communication, customer satisfaction and electricity provision. In addition, it may also encourage future researchers to take interest in carrying out studies in other utility organisations involved in provision of various services to the public and thus enhancing customer satisfaction.

1.7 Delimitations of the Study

Harppner and Harppner (2004) explain that delimitations are simply the parameters that a researcher chooses to place on the study. They are also used to address how the study is narrowed down (Chisenga, 2012:5). Bearing in mind that ZESCO Limited's residential Customer base is wide spread in the entire District of Lusaka, this study was restricted to four selected densely populated areas namely: John Laing (Lusaka Central), Kalikiliki (Lusaka East), Chaisa (Lusaka West) and Chawama (Lusaka South). Other respondents included ZESCO members of staff at ZESCO Headquarters in Lusaka.

1.8 Limitations of the Study

Limitations of a study identify potential weaknesses of a study. Kasonde-Ng'andu (2013) emphasises that the aim of this section is to inform the reader that every study is limited in scope; as no scientist on earth can completely and adequately study everything in a single time. Gall et al (2006) assert that limitations of a study are factors which the researcher foresees as restrictions and problems. Consequently, these in most cases, if not all, affect the validity and the objectivity of the research findings.

This study was unique to customers in Lusaka District only; the findings may not be generalised to its country wide customers in other districts.

This study initially intended to employ systematic random sampling procedure for ZESCO Customers. Systematic sampling relies on arranging the target population according to some ordering scheme and then selecting elements at regular intervals through that ordered list. However, the entire population of the areas selected for study to enable a successful computation of the required interval for data collection was not at the disposal of the researcher.

It was also desirable that each densely populated area consist of a representative sample of 50 respondents each to answer questionnaires, however, it was noted that in some areas for instance Chaisa and Chawama only 48 customers managed to successfully fill in their

questionnaires. In the same vein, the numbers of the participants in focus groups were also fluctuated. This was attributed to lack of availability of the selected respondents to come forth and participate in the focus group discussion on the agreed scheduled dates.

Permission sought to conduct research from the Limited company was delayed by the company's beauraucratic procedures, this in turn delayed the collection of data. However a lot of patience was exercised.

Bearing in mind that ZESCO Limited operates as a monopoly with no competitor, some customers showed reluctance in participating as respondents, as some questioned what significance their contributions would make even after their views where expressed. However assurance was given to the respondents that the information was going to be passed on to the company.

Owing to all this, efforts were also made to enable the researcher overcome these limitations especially in the area of validity and reliable collection of data.

1.9 Operational Definitions

Operational definitions are terms used in the study that are extraordinary or not widely understood by everybody (Kasonde - Ng'andu, 2003). These definitions usually suite the particular research and are unique to a specific study.

The following concepts are unique to this study;

Customer: refers to a person whom electricity is supplied to under a valid contract of supply.

Communication: interactive process involving transmission of ideas, emotion, skills, knowledge and information by the use of words, symbols, picture graphics and figures.

Dissemination: refers to sending information to an audience, without direct contact with the receiver, and without a direct response or clarification method that a conversation or dialogue would have.

Densely populated area: houses in this context are closely spaced together. These are very crowded places and entail a lot of people living in the same place at a particular given time. For example, 200 people per 600 square meters. In addition, people in these areas are a representation of 'solid' communities in that they share similar aspirations, norms and values.

Electricity: is a very convenient way to transfer energy. However it is observed in several forms in nature, and its prominent manifestation is in the lighting that we see as the provided service. It surrounds us and is used in many different ways such as cooking, security and sustaining household equipment, to mention a selection.

Energy efficiency: with regard to electricity, this entails using electricity more sparingly without wasting and using it only when really needed. By doing this, we conserve electricity and end up with the reserve or a bit more capacity to supply more customers and spread the usage of electrical energy.

Information: is that which informs, i.e. that from which data can be derived. It is conveyed either as the content of a message or through direct or indirect observation of something. That which is perceived can be construed as a message in its own right, and in that sense, information is always conveyed as the content of a message.

Load shedding: measures taken by an electricity utility company to switch off supply and carry out power rationing in different sections of residential areas. This is mainly attributed to the high demand of electricity especially during peak time which is between 18hours to 22hours.

Perception: referred to as the customer belief and view point, concerning the service received or experienced.

Public Utility: a business organization (as an electricity or water company) performing a public service and subject to special government regulations.

Strategy: refers to a set of guidelines and procedures followed in order to attain set goals.

1.10 Organisation of the Dissertation

This part of the chapter provides an overview of the study from chapter one through to chapter six. Chapter one provides background information and preparatory remarks pertaining to the Study. It looks at ZESCO Limited as an electricity utility company which operates in a monopolistic environment. Most importantly, it lays some ground work on information dissemination strategies that ZESCO Limited has put in place in order to inform its customers on electricity usage. It includes; statement of the problem, its purpose, research objectives, research questions, significance, delimitations and its limitations. It closes with a summary of the chapter.

Chapter two reviews relevant Literature related to the study. The Literature was reviewed from related studies that depicted various strategies employed by various organisations on information dissemination and subsequently a related study conducted in 2003 on ZESCO Limited was also reviewed. The theoretical framework on which this study is based is also highlighted. A comparative analysis on the Literature reviewed and the current standing of the utility company in terms of communication strategies were highlighted.

On the other hand, chapter three unravels the Methodology that was employed to successfully collect data for this study. It provides an insight on the research design, population, sample size, sampling techniques, data collection procedure, and data analysis. It closes with summary of the Methodology that was applicable to this study.

The fourth chapter is in response to the research questions. It presents the findings from all the respondents. Therefore, it provides a brief presentation of the research findings using the research questions as sub headings. Chapter five further gives in-depth information to ascertain the extent to which the research objectives of the study have been attained. It also uses the theoretical framework and literature which was reviewed in chapter 2 for discussion.

Chapter six draws the conclusion and the recommendations which are based on the major findings of the research.

1.11 Summary of the Chapter.

This chapter focussed on background information on ZESCO Limited as it endeavours to improve service delivery to its customers. The statement of the problem, purpose of the study, specific research objectives, and research questions, significance of the study, operational delimitations and limitations of the study were also presented.

The next chapter reviews literature relevant to the study, in an attempt to establish what other scholars have written in the area of communication and the use of strategies in information dissemination.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Literature review is an integral part of any social and academic research. Taylor (2014) avows that literature review is an account of what has been published on a topic by accredited scholars and researchers. Ndhlovu (2012) also echoes that literature review refers to the works or studies the researcher consulted in order to understand and investigate the research problem. Bryman (2008) attests to the fact that as one undertakes a study, ample time should be accorded to examining various documents which range from; news bulletin's, journals, newsletters, magazines and dissertations. Bosswell and Cannon (2009) stress that the review of literature shows the gap between the researcher's curiosity and knowledge of the subject area. This review therefore, demonstrates to the reader why the writer's research is useful, necessary, and important. With reference to the study, this chapter helps amplify specific arguments and ideas related to the study. In totality, the researcher attempts to show what has been studied in the field, its weakness and gaps. Important aspects of this study including; communication, electricity, customer service, customer satisfaction and past research and studies directly related to this field of study area are among the key topics discussed.

2.1 Theoretical Framework

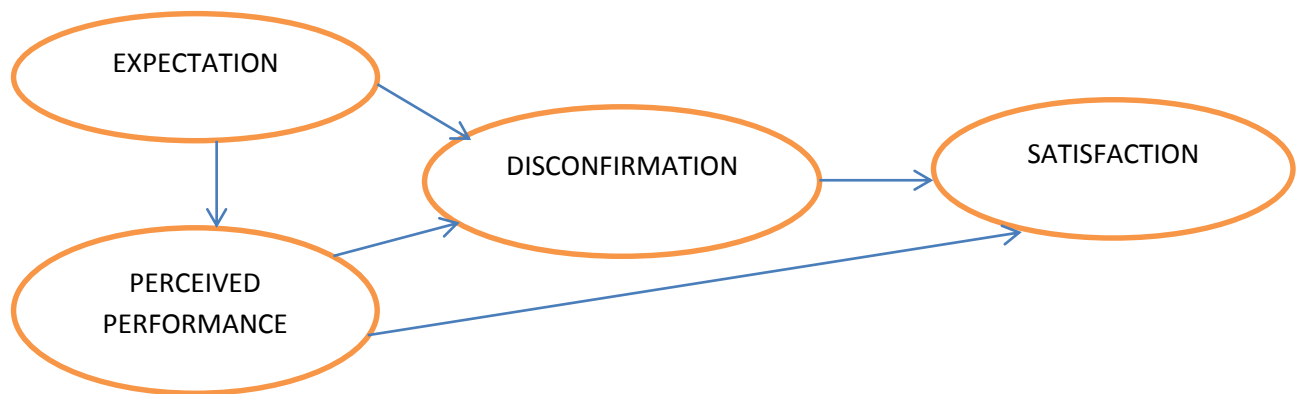
Kombo and Tromp (2013) define a theory as a research statement or groups of statements meant to explain phenomena. Kneller (1964) for instance, proposes that a theory can be comprehended as being normative or prescriptive; meaning it gives a postulation about what something ought to be. He further emphasises that it also provides "goals, norms, and standards". Dolhenty (2010) in his own view underscored that theories can be seen as a body of knowledge, which may or may not be associated with particular explanatory models. Furthermore, he emphasizes that to theorize entails developing a body of knowledge that can be used to explain a group of facts or phenomena. A theory of any study should always be well articulated in a well laid out theoretical framework. A theoretical framework introduces and describes the theory which gives insights and explains why the research problem under study exists (Kombo and Tromp, 2013).

2.1.2 Expectation Disconfirmation Theory

Expectation disconfirmation theory (EDT) postulates that expectations, disconfirmation and performance, influence customer satisfaction. It is a theory for measuring customer satisfaction from perceived quality of products or services (Oliver, 1980). Therefore, in this study, EDT was also used to measure customers' satisfaction and perception on the communication strategies that ZESCO Limited has put in place. In addition, the evolution of EDT showed that this theory is able to assist in measuring the quality of services and information provided by ZESCO Limited from customers' point of view. Oliver (1980) emphasised that EDT has two famous variables; expectation or desire and experience or perceived performance.

These variables are defined in two distinct time periods. Expectation or desire is related to the pre-purchase time period that a customer has initial expectation or desire about a specific performance such as quality of products or services. The initial expectation consists of feedbacks that customers received from: fellow customers, advertisement, and media (Haistead and Hartman, 1994). Experience or perceived performance is related to the after-purchase time period that the customer gets the experience after perceiving a real performance such as quality of a specific product or service (Lankton and McKnight, 2012). The difference between initial expectation or desire and perceived experience or performance is known as disconfirmation of expectation or desire (Oliver, 1997). Disconfirmation is divided into three types including: positive disconfirmation, negative disconfirmation and simple confirmation. According to Lankton and McKnight (2012) when customers' perceived performance over the quality of specific product or service is higher than the customers' expectation or desire, the positive disconfirmation will occur. In the same way, when a customer perceives the performance is worse than what they expected or desired about the quality of specific product or service, the negative disconfirmation will happen. Simple confirmation on the other hand will occur when there is not any difference between customers' expectation and the actual performance of specific product or service, this means perceived performance equals to expectation. Yi (1990) adds that positive disconfirmation leads to the customers' satisfaction and negative disconfirmation means perceived performance of products or services couldn't attract the customers' satisfaction.

Figure 1: First EDT Model



The figure above consists of four components: expectations, perceived performance, disconfirmation, and satisfaction as discussed above (Yi, 1990).

The interpretation of the figure above as advanced by Yi (1990) emphasises that;

- i). positive disconfirmation leads to customers satisfaction; and
- ii). negative disconfirmation means perceived performance of products or services couldn't attract the satisfaction of the customer.

2.2 Communication Defined

It has been noted globally, that scholars in communication generally agree with the notion that communication is contextual. Infante et al (1997) agree with this assertion and reports that communication context is a type of situation in which communication takes place. Therefore, one communication situation differs from the next with reference to its context.

McQuail (1994: 121) stated that *“the term communication has many meanings and definitions but the central idea is of a process of increased commonality or sharing between participants on the basis of sending and receiving messages”*.

The word communication comes from the Latin word “communis,” which means “common.” Lungu (2010) posits that the process of communication aims to make common. In addition Berelson (1964), defined communication as the transmission of information, ideas, emotions, skills, to mention a few, by use of symbols such as; words, pictures, figure and graphs. This entails, an individual is actively involved in communication through selective exposure, attention, perception and retention. Selective exposure means that individuals choose what kind

of material they expose themselves to. For example, an individual may either choose to attend to a safety and vandalism of electricity cables awareness program or shun it. Selective attention means that even when an individual has exposed himself or herself to certain information, they choose whether to attend to a particular phenomenon or not. In the example about safety awareness on electricity cables, an individual who has chosen to come to a meeting selects what kind of messages to pay attention to. The communicator should, therefore, ensure that the messages communicated are considered important by people and this may be achieved by referring to their own experiences.

When one is sending more than one message, it is advisable to prioritise the messages so that the most important ones are given more attention. Selective perception means that people still choose what to think about even after they have decided to attend to something. People's attention to stimuli and information consistent with their attitudes or interests will consciously or unconsciously increase. If one wants to successfully get people to think about one's message, persuasion is an important tool. Using techniques like testimonies can steer people to think about your message (Berelson, 1964). Having chosen what to think about, individuals consciously and unconsciously choose to retain certain things and throw out others. This is called selective retention. Therefore, it is important for communicators in safety awareness on electricity cables campaign projects to design messages while paying attention to the processes of selective exposure, selective attention, selective perception and selective retention. The knowledge of this will enable those who design and disseminate information to ensure these messages get to the intended target and are retained so that once the knowledge level has been reached; one can now concentrate on changing people's attitudes and perceptions.

Central to this definition, is the increased participation between the sender and the receiver using common symbolic expressions. Language in this regard plays a pivotal role in connecting the sender and the receiver as a common symbolic expression. Once the process of communication is successful, it leads to social change. In addition, for change to take place, certain messages have to be transferred from a source to one or more receivers (Lungu, 2003). The potential adopter of an innovation first hears of the new idea, more knowledge about it and then decides to adopt it. We are also able to see that communication means several things in different contexts. However, our focus is on human communication, which Brocherds et al (1990) defines as social interaction of human beings through messages.

Sampa (2003) states that communication is very important for any organisation; this entails the exchange of messages amongst its employees (internally) and customers (externally). In addition, Robert (1994) regarded communication as a foundation upon which organisations and administrators are built. Therefore, a well-structured communication strategy will enable information flow to be well received and on time and will not leave any information gaps. In an ideal situation feedback will also be given in good time. In the case of ZESCO Limited, it cannot be over emphasised that a well-established link of communication with its customers will instil customer confidence and satisfaction. This may also lead to an understanding of the importance of its operations.

There are a number of contexts within which communication takes place. However we will only look at a few as proposed by Infante et al (1997). These include:

- i). interpersonal communication - this entails sharing information between two people;
- ii). small group communication - this involves several people sharing information within a group;
- iii). organisation communication - involves sharing information occurring within and between organizations;
- iv). public communication - a speaker addressing a large audience; and
- v). mass communication - this is mediated by electronic and print media.

From the statements above, we will focus on mass, small group and interpersonal communication, which is of significance to our study. Mass communication may be defined further as the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time (Sampa, 2003). However, mass communication in this paper refers to the process by which messages are communicated to a broad, heterogeneous and undefined audience almost at the same time by the use of technology (Infante et al, 1997). Mass communication is achieved by the use of print and electronic channels. This type of communication is said to be effective in spreading information quickly. It is also important in increasing knowledge of ideas. However, it is not enough on its own to ensure that knowledge is increased and new ideas are accepted by people. Therefore, another type of communication ought to be used hand-in-hand with mass communication as indicated in the next section.

Infante et al (1997) also explained that interpersonal communication is a special form of communication that occurs when we interact simultaneously with another person and mutually

influence each other. This type of communication provides for a two-way interaction and feedback. In the case of the utility company, this form of communication occurs mainly when employees, also referred to as foot soldiers, are sent in their respective areas to carry out door to door campaigns on the best practices in electricity usage. These are effective in persuasion. Such an activity is more likely to cause attitude and perception change when well managed. Interpersonal communication differs from other forms of communication in that there are few participants involved at a particular time.

Renckstorf et al (2004) further state that audiences are made up of real people surrounded by and imbedded in social groups which serve as networks for interpersonal relationships through which media effects are mediated. In this reality, audiences can resist the influence often intended by media campaigners. He also emphasizes that evidence of selective exposure, selective perception and selective retention soon accumulated, showing that audiences tend to match their media use which include; choice of media channel, content, ideas and information needs. Conclusively therefore, this type of communication is critical to the spread of information on electricity provision. This is simply because it ensures that the conveyor of the information reaches right at the hem of its targeted audience and to interact with them in order for the information to be beneficial to its targeted audience.

2.2.1 Communication Strategies

Mefalpulous and Kamlongera (2004) define a communication strategy as a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. The basis of a strategy, according to their definition, is the objective for which that particular communication is being carried out.

A strategy is therefore a systematic, well planned series of action combining the different methods, techniques and tools, to achieve an intended change for objective utilising the available resources within a specific frame (Mefalpulous and Kamlongera, 2004). Depending on the strategy used in disseminating the information and issues affecting the customer, customers will either adopt or not adopt the information at their disposal. The change agents who are in charge of the information dissemination and the message bearers should also be mindful of the social and cultural context in which the sensitization will be employed.

2. 3 Electricity

Globally, there are various sources of energy. The notable and main sources of energy include; petroleum products, coal, electricity and wood fuel (ZESCO, 2009). Electricity, being a main source of energy implies that a lot of things ranging from household planning up to industrial production religiously depend on it. According to Srinivasan (2004), globally humans are said to have an intimate relationship with electricity, to the point that it is virtually impossible to separate one's life from it. He emphasises that despite the familiarity with its effects, many people fail to understand exactly what electricity is. Others look at it as an ubiquitous form of energy, resulting from the motion of charged particles, like electrons, some view it like a mode of motion, while others even see it as a system of vibrations. Hans et al (2009) affirms that Electricity is the power that is the engine of development.

The heartbeat of electricity begins with generation, followed by transmission and then last but not the least its distribution and supply to the consumers (ZESCO, 2013). A key limitation to electric power is that, with minor expectation, electrical energy cannot be stored, and therefore must be generated as needed. In this case a sophisticated control system is required to ensure that electric generation very closely matches the demand. If the demand of power exceeds the supply, then the generation plant (thermal or hydro) and transmission equipment can shut down (ZESCO, 2013).

The process of receiving clean and safe electricity begins with its generation. Upon successive generation; say from a hydro generation plant like in Zambia, electric power transmission lines are used to transfer bulk electric energy to electric substation located near demand centres (ZESCO, 2013). Transmission lines, when interconnected with each other become transmission networks. The combined transmission and distribution networks is known as the "Power grid" (American version) or the "National grid" (British version). At the substations, transformers reduce the voltage to lower levels in order to facilitate the distribution process to consumers (Srinivasan, 2004). This distribution is accomplished with a combination of sub transmission and distribution. Finally, at the point of use, the energy is transformed to low voltage and distributed to the users as per customer requirement which differ from one household to the other and from one commercial or industrial place to another (ZESCO, 2013).

Laroche et al (2009) reported that in the early 1990's, the growing demand of electricity lead to many countries liberalizing the regulation of the electricity transmission business from the distribution business. In Africa, countries like Uganda are noted to have implemented such a

regulation. However, this is not the case in Zambia, where both businesses (of transmission and distribution) are harnessed by its electricity giant, ZESCO Limited.

2.4 ZESCO Limited

2.4.1 Management of ZESCO Limited

ZESCO Limited is overseen by a Board of Directors which is appointed by the Government of the Republic of Zambia (ZESCO, 2014). Sampa (2003) stresses that the Board of Directors comprises: individuals from various walks of life, this is to ensure wide consultations and participation of the private sector. The Government of the Republic of Zambia as the sole owner of the company ensures that the Permanent Secretaries of the Ministry of Finance and National Planning and the Ministry of Energy and Water Development are also part of the Board Directors (ZESCO, 2014).

2.4.2 The Electricity Act - Chapter 33 of the Laws of Zambia

The Electricity Act is an enactment that was put in place for the purpose of regulating the generation, transmission, distribution and supply of electricity; to provide for matters connected with or incidental to the foregoing (Kumwenda, 2009). This act was established in order to create a relationship between the consumer and the electricity provider. By this Act, the duties of the Electricity provider are stipulated consequently these duties create rights for the consumers. In service delivery perspective, from the aforesaid if the provider has a duty, conversely the consumer has the right to the duty being performed. The Act further defines a consumer as a person whom electricity is supplied to under a contract of supply (Kumwenda, 2009). Major issues addressed in the Act include;

- a) licensing - where the regulatory body creates rights, duties, powers for the provider and the consumer;
- b) obligates every person who wishes to carry out an undertaking to provide electrical energy to do so without default;
- c) creates power of an operator - of an undertaking in electricity to vary the prices. In respect of the supply of electricity to a particular consumer, the electricity provider may from time to time alter the tariff charges. In addition whatever price variation a service provider may wish to make is subject to approval by the Energy Regulation Board.

The Electricity Act is thus, an important piece of legislation in the energy sector. It provides a balance of interests between the consumer and the supplier of the energy. It not only works to regulate the generation, transmission, distribution and supply for electricity but also allows for the maintenance of security of supply of electricity within Zambia. It establishes the standards by which buildings, machinery, transmission lines and other works of electricity provision must comply (Kumwenda, 2009).

2.4.3 ZESCO Limited Communication Policy

ZESCO's current communication policy, caters for both its own members of staff and its customers (ZESCO, 2012). The objective of the policy is to ensure that ZESCO's communication, internal and external, is accurate, timely coordinated and responsive to the needs of all its stakeholders so as to enhance and maintain its public image. The policy is aimed at enhancing and maintaining a credible public and also to optimise the best possible use of the organisation's resources (ZESCO, 2012). In the policy statement it is emphasised that it is imperative that the policy is applied with diligence

ZESCO's communication policy is administered over by the Marketing and Public Relations Department. This Department is responsible for monitoring overall effectiveness of the communication system in line with the best practice.

2.4.4 ZESCO Limited - Methods of Communication

ZESCO Limited uses an array of communication methods. As earlier mentioned, the process of information dissemination is bifurcated. There are various methods of information dissemination employed within the organisation and also with its external customers. It needs stating however, that all ZESCO employees are usually referred to as internal customers, not only do they work for ZESCO but also receive the service that the company provides. External customers on the other hand are those that are not a part of the organisation and are linked to the organisation by virtue of having valid contracts of supply with the utility company.

Methods of communication include the following;

- a) Directorate Meeting- these are held at directorate level. These meeting usually have the objective of ensuring that directorate activities are in line with organisational goals.

- b) Business Brief Meetings – are held to ensure awareness and understanding of relevant and critical issues. Information covered is from the Board, Corporate meetings and the Managing Director’s office. These target various stake holders of the company.
- c) Employee Relation Bulletin – published monthly by the Human Resource Directorate. It covers items of interest to employee relation area such as Agreement; status of Negotiations and participation.
- d) News Letters circulated through Customer Service Centre’s to customers to update them on the products and services and the happenings within the power utility company.
- e) Organizational Annual Reports – reports about the state of the organisation which covers performance in the previous year, trends, achievements, challenges to mention a few. It gives an overall picture of how the organisation is doing and what developments have taken place.
- f) Notice Boards - usually host internally posted mails and memorandums. These are found in operational office spaces.
- g) Short message broadcasts- used to communicate with customers on planned outages, maintenance works and other information that will benefit customers.

Sampa (2003) reports that ZESCO management pledged to carry out regular audits to ensure that the communication process is working. According to his findings, the objective of communication audits was to measure the following;

- i. the effectiveness of the communication process in terms of its operation, content and style; and
- ii. the impact and understanding of the content and the information that is communicated.

It is important to mention that no desk research showed any literature that looked at an evaluation to ascertain the effectiveness of the communication process as reflected above.

2.4.5 Customer service

Customer service is an integral part of any service delivery company. A company’s most vital asset is the customer. Without them a company would not and could not exist in business (Rai, 2008). Mukerjee (2009) emphasises that improving customer services involves making a

commitment to learning what customers' needs are and therefore developing action plans that implement friendly processes. Any customers' desire when they venture to seek a service is to be attended to as fast and as professionally as possible. Sampa (2003) points out that the significance of the interaction between service providers and the customer is that it accentuates the continuous monitoring of customer satisfaction. Through this interaction, customers are given an opportunity to make credible suggestions to the service provider.

Organisations that understand customer service ensure that their staff understand the importance of customer satisfaction. This may entail ensuring that proper systems are put in place to record customer complaints, track the progress of these complaints and guarantee that action is taken to address the underlying issues to help ensure that the problems do not keep re-occurring (Sampa, 2003).

2.4.6 ZESCO Limited Customer Service Quality; Products and Services

Rai (2008) states that from the standpoint of a service organisation, its products are the services offered there. Therefore, for ZESCO Limited, the service it offers of electricity provision is its product. It is imperative to highlight that production and consumption of services occur simultaneously. A service organisation being people - oriented and people intensive high contact service outlet, retail environment and interpersonal relationship between the customers and the service personnel influence the quality of service and customer satisfaction (Rai, 2008). In an exploratory research on service quality determinants, Parasuraman et al (1985: 125) had identified ten broad determinants of service quality: reliability, responsiveness, competence, access, courtesy, communication credibility, security, understanding and tangibles. He also suggested a model of service quality which maintains that satisfaction is a function of expectations about a product and its perceived performance (PP). When PP of a service matches or exceeds one's expectations of service quality, satisfaction occurs; and when it falls short of expectation dissatisfaction results. The root for this is expectation - disconfirmation paradigm.

In terms of service delivery, ZESCO has six main types of customers namely; residential (domestic customers), commercial, government, exports, industrial and the mining sector (ZESCO, 2013). The smooth running of domestic homes greatly depends on quality electricity provision to advance the continuity of life and living. As an essential commodity, electricity plays a pivotal function in as far as development in infrastructure of electrical installation can impact negatively on the national development (ZESCO, 2013). The utility company has

slightly over 574,820 customers accessing electricity out of a population of 13 million Zambians (ZESCO, 2014).

In 2007, ZESCO embarked on registering all its customers on its Short Message System (SMS) management System for SMS broadcasting. It is a service that reaches out to customers 24 hours in seven days (24/7) informing them about any scheduled maintenance works, shutdown notices and any other emergencies affecting the customers. Digital Customer Service is another avenue that the organisation has greatly used. It has a great potential of serving both the customer and the provider's time and resources. Currently, ZESCO's customers are also able to purchase electricity units through mobile banking facilities that are as a result of organisational partnerships with Banks and Mobile utility companies. From this product customers are able to access the service right from the comfort of their homes or at the convenient time that best suits them.

Prepaid metering is also another initiative that was introduced and intended to cover highly indebted customers, as well as old and new residential areas. The pre-paid meters give the customer the power to control usage. It also enables those that are owing to remain on supply and gradually clear the debt in affordable instalments. Currently however, ZESCO Limited ensures that all new installation customers are connected with pre-paid (as long as the customers declared load does not exceed the required amount of voltage that a pre-paid can handle) as this helps the customer control the power they use.

ZESCO Limited, like any other private company suffers vandalism and theft of installation at greater cost. The corporation has in most instances unnecessarily lost public good will resulting from vandalism of its infrastructure. ZESCO has had to devote a lot of resources in order to ensure that electricity supply to customers is maintained at reasonable levels of reliability (ZESCO, 2013).

Currently the erratic supply of electricity has been necessitated by the power deficit which has subsequently lead to load shedding. Load shedding leads to loss of revenue to the corporation, it is an inconvenience and leads to loss of production to the customers. As at 2013 March, ZESCO had a power deficit of 165MW at peak between 18hrs and 22hrs. As such considerable amount of power is load shaded on a rational basis every day during evening peak (ZESCO, 2013). Former Managing Director Mr. Cyprian Chitundu during the launch of the "Power Alert System" at the ZESCO show grounds stand in August 2013 stated that, "*energy efficiency was the answer to meeting the growing demand for electricity and reduce on the deficit*" (ZESCO,

2013 : 25) . He further stressed that this could only be achieved with the complete involvement of electricity users. The power alert system is part of an initiative of one of the ZESCO department known as Demand Side Management. The power alert has real time alerts that inform customers on the power status through the Zambia National Broadcasting Corporation (ZNBC) television and radio. This system gives prompts to customers and if they respond accordingly, it enables the utility company to reduce load shedding. However, if the customers do not act accordingly, then the company resorts to load shedding. The success of this system is therefore dependent on customer response. It is imperative to note that this initiative is what ESKOM the electricity giant of South Africa is currently employing to curb the issue of load shedding. According to its reviews, once these alerts have been positively responded to the growing pressure for electricity hence reduces black outs and load shedding (ZESCO, 2013).

In the quest to help reduce load shedding, on 17th March 2007, then president of the Republic of Zambia the late Dr. Levy Patrick Mwanawasa SC, announced suspension of duty on energy saving equipment as a measure to mitigate the power deficit the country was experiencing. In his address to the nation, President Mwanawasa said the government had decided to institute further measures to help reduce power consumption and outages in the country (ZESCO, 2007). Dr. Mwanawasa stated that, his government had decided to institute additional measures that will reduce the retail cost of energy saving devices and appliances. Accordingly, he instructed the Minister of Finance and National Planning to urgently use appropriate instruments to suspend duty on a selected number of the energy saving devices and appliances like bulbs (ZESCO, 2007) . In his address the President also called for good will among citizens in implementing energy saving measures to minimise load shedding. He said;

“...It involves someone in the family taking the responsibility of switching on and off devices at the appropriate times instead of leaving them on all the time as is the common practice today. The collective benefits will be felt by the nation at large”. (ZESCO, 2007:20).

This was indeed an exemplary effort in trying to encourage patriotism among the Zambian communities. This was also intended to encourage customers to work collectively in assisting the company to overcome the so much labelled “necessary evil” of load shedding among many households in Zambia.

2.4.7 Customer Satisfaction

Recent interpretations in the consumer domain now couch satisfaction as a fulfilment

response. Fulfilment implies that a consumption goal is known, as in basic motives of hunger, thirst, and safety. However, observers of human behaviour understand that these and other goals can be and frequently are modified and updated in various ways (Oliver, 1997). Thus, consumer researchers have moved away from the literal meaning of satisfaction and now pursue this concept as the consumer experiences and describe it. According to Oliver (1997) the following definition has been proposed as being consistent with the concept and empirical evidence to date: satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment (Oliver, 1997).

Oliver (1997) further asserted that sensitisation campaigns mark a milestone in the lives of customers in that they ensure that proper measures are arrived at. As a company hopes to ensure that acts of those who suffer from vandalism are addressed, it hopes to go flat out to educate and inform the public on important issues surrounding vandalism and its after effects that inconvenience the customer (ZESCO, 2014). In 2013 for instance, ZESCO Limited noted that in cases of vandalism, most individuals who engaged in such acts in most cases display selfish ego's whose ego centric tendencies aimed at benefiting themselves and not others. The corporation as a result, keeps losing a lot of equipment worth millions of Kwacha (ZESCO, 2013). In 2013 ZESCO noted that during the rainy season for instance, most transmission lines which pass through long stretches of villages like the Mpika- Pensulo (66 KV transmission lines) faced a lot of vandalism. This included loss of earth wire, angle bars, bolts and nuts. These were used by villagers to make Ox- carts, spears and bullets for their home made guns. Vandalism of electricity network further affects service delivery and poses a serious danger to its recipients' and the company.

2.5 Related Studies Conducted to Review Communication Strategies

On the international front a study in 2009 by Tiyasuwan Arisa on *Customer Perception towards the Service Quality: A case study of Oishi Express Buffet Restaurant* at Bangkok University revealed that customers always wanted the restaurant to keep their promise on excellent service whenever the promised . She further emphasised that customers wanted to get the right service at the first time encounter and they wanted the restaurant to show sincere interest in solving their problem. This is key in any service industry or utility organisation as every customer who is at the disposal of any service comes with expectations from either past experience , individual needs or even recommendations from family and friends . Conclusively therefore, ZESCO Ltd

like Oishi Express Buffet Restaurant has a mandate to ensure that it offers the right service to its customers who come from different background with different expectations.

A study by Chembe (2010) on an *Examination of the Communication Strategies and Techniques used by the Society for Family Health (SFH) in malaria control programme* in Luangwa, revealed that the communication strategies employed ranged from door to door sensitization, health talks, drama shows and special events. SFH also employed outreach workers, drama groups and mobile video units to sensitize the targeted population regarding its products and services.

Chembe (2010) notes that at the beginning of the SFH Malaria Project, materials that were used in the sensitisation campaign were in fact written in English. However, cards written in a local language – Nyanja, were later used following peoples’ feedback that the ones written in English were difficult to understand. This clearly shows that as sensitisation campaigns are being carried out, it is important to constantly and formatively evaluate the strategies to ensure that they are used to achieve the intended objectives. Chembe (2010) also posits that interviews carried out in his study revealed that the major aspect that also lead to the development of the content in the local language was attributed to a pilot study that was carried out in Nyimba to help ascertain the effectiveness of the selected strategies.

Lungu like Chembe, also carried out a study in 2010. He however focused on *Evaluating Communication Strategies used by the Department of Fisheries in Kafue Fishery Extension* with a view to enhancing rural life among the Fisher Communities. According to his study, it was revealed that there was a greater need to design communication strategies that are tailored on specific messages for a target audience using a common language. It was established that the audience was not satisfied with the level of communication between the fisher communities and the Department of Fisheries. Examples of dissatisfaction included the use of technical language by extension officers to common people who may not have fully understood the messages so as to enable the participants participate and respond effectively.

It is therefore imperative that, in studies that involve social change, pilot studies are conducted before the actual strategy is considered for an upcoming campaign and implementation. In addition, Chembe (2010) notes that, the data used to make malaria messages was said to have been obtained from the local people. In the same vein this research will explore the social cultural context in which ZESCO Ltd manages its sensitisation campaign. However, a point of divergence from Chembe’s and Lungu’s studies is that ZESCO Limited’s product requires a

lot of information on how best the customer can ensure that safe and reliable electricity is properly utilised and safety measures are put in place so that the life of the customers is not endangered. Frequent messages of the dangers of Vandalism are also a major component of the sensitisation programmes; however this study endeavoured to find out how this information is received by the recipients and what their perceptions are towards the information strategies employed in the information dissemination. In Chembe's study, the adjustments on the content in terms of translation of the malaria message into the local language show an immediate response and willingness to ensure success in information delivery.

In another related study by Muzumara-Mwanza (2007), on an *Evaluation of Communication Strategies used by the Anti-Corruption of Zambia* to raise awareness on Corruption in members of the public as a way of preventing corruption in Zambia, it was revealed that in most organisations the need to achieve social change is usually the desire that an organisation intends to realize. However, most communication strategies are designed in a "rush" and little attention is given when developing key steps involved in communication strategies. It was noted that often times, companies do not have clear policies that govern and guide the communication channel between the organisation and its targeted audience or customers as in the case of utility companies. Muzumara-Mwanza (2007) points out that the need to research on the target audience is another aspect that may enable the campaign team to decide on the appropriate strategy to be implemented. Her study further stated that the target audience should be researched on and the social cultural context should be respected and known by the change agents or the communication educationalist beforehand.

Muzumara-Mwanza (2007) further states that another important aspect that is worth considering is that of having a team that has people or members who have appropriate skills that will enable the campaign to be successful. Therefore, in this study the researcher endeavoured to also investigate the capacities of human resource that are directly involved in the sensitisation campaigns as well as determining the skills which helped ensure that information was well received and understood by the targeted population.

ZESCO Limited, as a utility organisation has over the years been making frantic efforts designed to improve communication between it and its customers. In spite of all its efforts, the flows of complaints to Customer Service walk-in Centres and the National Call Centre seems to be escalating (ZESCO 2014). Therefore, this study tried to establish how customers perceive

the strategies that ZESCO Limited is currently employing and if they are able to understand the information that is being disseminated.

Sampa (2003) carried out a study on the power utility company. His study focused on the *Effectiveness of Communication between ZESCO Limited and its Customer*. His study focused on communication both at inter-organisation level thus between ZESCO and its internal staff and also with its external customers. It is imperative to note that at the time of study ZESCO Limited had not yet implemented the pre- paid metering system, meaning many customers were billed on a fixed payment of bills for the service. The fixed bill amounts meant that customers were paying for electricity amount of units apportioned per area. For instance, the amount of units per Kilo Watt per hour (KW/hr.) differed from low-density, high density, commercial and industrial areas. At the time of his study, Sampa (2003) revealed that customer dissatisfaction was attributed to the fact that many customers felt that ZESCO was giving them bills that did not truly reflect their consumption. The point of divergence from his study is that at present customers have different needs in comparison with the ones from his study. Many customers at present are metered and ZESCO Limited endeavours to have all customers on the pre-payment metering system. The pre-payment metering facility is designed to ensure that a customer only uses the power they require. It is also electric power that people can control. In turn, even power sharing is easier because with deliberate collaborative effort customers can conserve electricity and always use it when needed (ZESCO, 2014).

Sampa (2003) also highlights in his study, that ZESCO was migrating from the Customer Information System (CIS) which was seen by management as a system that had lot of drawbacks and its execution was not up to the anticipated level. This therefore saw the introduction of Business Information System (BIS) which is still operational at present day. BIS data base, unlike CIS, has been able to support the ever growing customer base of ZESCO Limited. This system was also intended to ensure that the relationship between the company and its customers was going to improve. Sampa (2003) further emphasised that many of the processes that were to be implemented, were intended to improve proficiency and efficiency in customer service delivery. It was noted however, that a lot of findings were based on already existing information that was in his document review.

A review of Sampa's 2003 study also revealed that the method of data collection employed then calls for further research on the utility company. In the study the researcher used participant observation whose main disadvantage is that, this method seems to be subjective in

that the researcher's basis of findings is not divorced from the researcher's own perceptions and judgment. The use of document examination can also lead to misinterpretation of the particular data under scrutiny, as it is difficult to divorce it from researcher bias. This study employed triangulation method, meaning both qualitative and quantitative research designs were used in data collection. Triangulation has more advantages in application. Unlike Sampa's study, this study ensured that the triangulation of instruments and data sources provided checks and balances and compensated for inherent inadequacies of either approaches. In addition, qualitative methodology provided rich in-depth insight about issues of central importance to the purpose of the study. It enabled the researcher to achieve a close personal contact with the participants of the study and the situation at hand.

2.6 Summary of the Chapter

Having looked at the literature relating to this study, the researcher has been able to establish the good foundational background about the research that was under taken. The theoretical framework was also explained in great detail and its relation to the study will be presented in the discussion chapter. On the other hand, communication strategies used by an array of organisations have been presented in relation to this study. Some reflected points of convergence with this study while others depicted points of divergence in aspects of implementation and designing. True to the discussion is that communication strategies once appropriately used, information reaches its targeted audience and contributes to making lives of its recipients better. It should be noted however that there are not many studies that have been carried out in many public utility companies. This clearly leaves a gap and calls for more research even in other fields other than that of electricity provision. In the reviewed literature a study in 2003 by Sampa was carried out on the Effectiveness of Communication between ZESCO Limited and its Customer. Sampa in his study endeavoured to access if ZESCO's communication was effective with its customers in terms of service quality through customer service and the management of queries. The point of divergence from his study with this one was that, there was need to investigate perceptions customers have regarding the information dissemination strategies ZESCO has and is still using in densely populated area.

The next chapter discusses the methodology that outlines the research design, the procedures for data collection and the process of data analysis used in the study.

CHAPTER 3

METHODOLOGY

3.0 Introduction

Fellow and Liu (1997) suggested that research methodology lies at the heart of any social, scientific and academic research. Yin (1997) states that the approach adopted for a research should be a function of the particular research situation. Amaratunga et al (2002) suggest that one can make sensible decisions on the methods to adopt by considering the given purpose of the study, the questions being investigated, and the resources available.

Chisenga (2012) refers to methodology as the activity or business of choosing, reflecting upon, evaluating and justifying the methods one uses in data collection. The aim of this chapter therefore, is to give an exposition of the research design and methods that were applied in carrying out this study. It also enables the researcher to reflect the reason why the methods selected were appropriate in gathering information needed to answer the research questions found in chapter one of this study. It also pays particular attention to the following areas: research design, study population, sample population, sampling procedure, data collection procedures, data collection instruments that were used, data analysis, ethical considerations and summary of the chapter.

3.1 Research Design

A research design is viewed as a programme to guide the researcher in collecting, analysing and interpreting observed facts (Bless and Achola, 1988: 50). Bryman (2008: 32) echoes this point when he states that:

“...a research design provides a framework for the collection and analysis of data. The research design reflects decisions about the priority being given to a range of dimensions of the research process. These include the importance attached to;

- i). expressing causal connections between variables;*
- ii). generalising to larger groups of individuals than those actually forming part of the investigation;*
- iii). understanding actions and the meaning of that actions in its specific social context and;*
- iv). having a temporal (i.e. over time) appreciation of social phenomena and their interconnections”.*

In addition, Macmillan and Schumacher (1997) describe a research design as a plan and structure of the investigation which is used to obtain evidence to respond to research objectives. Chiyongo (2010: 91) argues that:

“...the research design involves deciding on what the research purpose and the question will be; what information most appropriately will answer specific research questions, and which strategies are most effective for obtaining it.”

Thus, this study adopted a Descriptive Survey Design. Kombo and Tromp (2013:71) define descriptive survey as: *“a method of collecting information by interviewing or administering questionnaires. It is mainly used when collecting information about people’s attitudes, opinions, habits or any variety of education or social issues”*. The major purpose of descriptive research is to give a description of the state of affairs. In order to successfully collect data for the study, both qualitative and quantitative methods were employed. This meant therefore that there was triangulation of information collected through different instruments and from different sources. In support of this, Amaratunga et al (2002) stated that the assumption in triangulation is that its effectiveness rests on the premise that the weakness in each single method will be compensated by the counter- balancing strengthens of another. Conclusively, triangulation in many cases has been found to facilitate the collection of data sets of better quality at lower costs than can be produced by any single method (Nu Stats, 2001).

To understand the design adopted, it is imperative to shed more light on the two methods in balance which are qualitative and quantitative research methods.

Creswell (2012) states that quantitative methodology involves collecting numerical data that can be subjected to statistical analysis. He adds that data collection methodologies include; performance tests, personality measures, questionnaires (with closed-ended questions which can be transferred to quantitative data) and content analysis. Bryman (2008:21) posits that *“quantitative methodology simply employs measurements”*. It therefore allows for the collection of quantifiable data from participants (a large number); analyse these numbers using statistics; and conduct an inquiry in an unbiased, objective manner.

In contrast, Chiyongo (2010) explains that qualitative research methodologies are methodologies which deal with data that are principally verbal. These are mostly associated with words, language and experiences. It is here where the original context of the participants experiences are unique and rich in knowledge, insightful and can be generated to present lively

pictures of the participants reality and social context. Marshall and Rossman (1999: 33) argue that *“historically, qualitative methodologies described three major purposes for research: to explore, explain and describe phenomenon of interest”*. Synonyms for these terms could include; to understand, to develop, or to discover. Qualitative methodology therefore, is particularly useful when one wishes to find out why people engage in a particular behaviour or why they hold certain views about a phenomenon. Data can be captured from: in-depth interviews, focus group discussions and open-ended questionnaires administered to participants. Conclusively, qualitative and quantitative data deriving from triangulation should always be mutually illuminating.

3.2 Study Population

The word population refers to the universe of units from which the sample is to be selected (Bryman, 2008). Kasonde-Ng'andu (2013) also explains that this is a group of individuals, who have one thing in common, from whom a researcher is able to draw conclusions. Macmillan and Schumacher (2001: 169) defines a population as *“...a group of elements or cases, whether individuals, objects or events, that conform to specific criteria and to which we intend to generalise the results of research”*. The study population for this study comprised of all ZESCO employees and all its customers residing in densely populated areas of Lusaka district.

3.3 Sample Size and Sampling Procedures

According Bryman (2008:23) *“a sample is a segment of the population that is selected for investigation”*. Kombo and Tromp (2013) explain that when dealing with people, a sample can be defined as a set of respondents (people) selected from the larger population. Bless and Achola (1988: 80) define a sample as *“the sub-set of the whole population which is actually investigated by a researcher and whose characteristics will be generalised to the entire population”*. In relation to this study the sample size comprised; 245 respondents - 229 of whom were ZESCO Limited customers, and 16 were members of staff from ZESCO Limited.

Sampling procedure on the other hand is the procedure a researcher uses to gather people, places or things to study (Kombo and Tromp, 2013). In this research, two sampling techniques were used in order to come up with the elements for study. Simple random sampling and purposive sampling.

Kombo and Tromp (2013:23) defined purposive sampling as *“a sample method, where the researcher purposively targets a group of people believed to be reliable for the study”*. In

purposive sampling, the researchers' judgement is used to choose some appropriate characteristics required of the sample members. Therefore, owing to the fact that ZESCO Limited operates in four distinct regions of Lusaka district, purposive sampling was used in selecting the four densely populated areas that were considered for this study. The areas were as follows; Lusaka East: Kalikiliki; Lusaka Central: John Liang; Lusaka South: Chawama and lastly Lusaka West: Chaisa. In addition, 16 ZESCO members of staff, who hold key positions and are directly involved in information dissemination were also purposively chosen to be part of the sample. This sampling procedure is supported by what Chiyongo (2010: 98) discussed that "*purposive sampling technique ensures that participants with needed information about the topic are selected*". Conversely purposive sampling technique was appropriate for the study as it exposed the researcher to selected participants who were in the position to discuss issues that were relevant to the study.

Kothari (2004: 60) argues that in simple random sampling, *every item of the universe has an equal chance of inclusion in the sample*. Therefore, the subsets of the frame (chosen to be part of a sample) are given an equal probability and selection. In addition, simple random sampling is applicable when dealing with a population that are manageable and readily available (Gall et al, 2006). Thus ZESCO customers who took part in this study were selected using simple random sampling. Individual units that were in the sampling frame were picked not deliberately but by using a mechanical process. This was done by assigning a number to each unit in the sampling frame. In order to come up with a representative sample, the researcher prepared an exhaustive list of all members of the population, in this case 200 units (houses) were considered for each densely populated area. In order to establish the actual number of households that were connected to electricity, research assistants established the number of houses that were connected to electricity. It is from these that the considered sample was drawn. In addition, from this exercise the house numbers, were clearly written on squarely cut pieces of paper which were folded in a similar pattern and placed in a box. Using a lottery system, representatives from within the community were asked to pick a paper each, upon which, each selected paper was openly displayed and recorded. It is imperative to mention that each selected unit was drawn without replacement. This meant that the process of simple random sampling without replacement provided an equal chance of inclusion to any member of the population not already drawn. The sample consisted the following: John Laing -50 customers who answered questionnaires and 8 took part in focus group discussions, Chaisa - 48 customers answered questionnaires while 9 took part in focus group discussions, Chawama – 48

customers answered questionnaires whereas 9 took part in focus group discussions and Kalikiliki - 50 answered questionnaires while 7 took part in focus group discussions. Thus a total of 196 customers answered questionnaires whereas a total of 33 customers took part in focus group discussions.

3.4 Data Collection Procedure and Data Analysis

This section discusses in detail data collection procedure and data analysis. Chisenga (2012) acknowledges that 'data' refers to numbers or symbols assigned to characteristics of objects or events. These numbers may be descriptive or simply classificatory. Symbols serve to identify objects or events considered equivalent for analysis. Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes (Kombo and Tromp, 2013). It is through the collected information that major research findings are seen, discussions are generated, recommendations are offered and conclusion drawn. Data collection therefore, is important in research as it allows for dissemination of accurate information and can lead to the development of meaningful programmes. In addition, it refers to the gathering of specific information aimed at proving or refuting some facts (Kasonde-Ng'andu, 2013). The data collection component of research is common to all fields of study ranging from; physical and social sciences, education, humanities and business to mention a selection. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

According to Creswell (2012) data collection procedure involves a multiplicity of activities. Kombo and Tromp (2013) also state that a researcher is required to obtain a permit before embarking on a study. This action enables the researcher to administer research instruments to intended respondents in harmony. In this study the data collection procedure was viewed as a process that helped explain how the researcher entered the field of study.

The researcher obtained a clearance letter from the Directorate of Research and Graduate Studies at The University of Zambia. Permission was also sought from the institution involved in the study, in this case ZESCO Limited. The letters of clearance were presented to the respondents who doubted the motive and validity of the research. The data collection exercise was undertaken over a period of Four months. It is important to note that the researcher had engaged four research assistants who assisted in data collection. Each assistant worked in one specified densely populated area with the researcher. In cases where the respondents could not

read and write the English language, the researcher together with the research assistant were available to assist the respondent and enter the appropriately selected answers on their behalf in the questionnaires.

3.4.1 Data Collection Instruments

Data collection instruments are used to gather information that will be useful in the research (Bryman, 2008: 124). Therefore, the researcher ensured that the data collection instruments were readily available when it was time to collect data. In this study, data collection was done by the application of questionnaires and focus group discussions.

3.4.1. a. Focus group discussions (FGD)

This is a special type of group in terms of its purpose, size, composition and procedures (Bryman, 2008). A focus group is usually composed of 6-10 individuals who share certain characteristics, which are relevant for the study (Gall, 2006). These discussions enable the researcher obtain information on the participant's beliefs and perceptions on the defined area of interest (Kombo and Tromp, 2013). Focus group discussions, in this instance, were also used to gain insightful information on the views customers have towards the communication strategies used by ZESCO Limited in information dissemination. In the view of the forgoing, data captured from the respondents is classified as qualitative data. In addition, as a way of giving the participants an equal and fair platform of participation, the researcher interviewed male respondents separately from the female respondents. This was also to bear in mind the social cultural context and environment in which these respondents lived. In total, therefore, five focus group discussion were successfully conducted. In order to effectively communicate with the participants, the interview guide used to collect data was translated to the local language, Nyanja to be more specific. However, participants were at liberty to use English and/or Bemba which the researcher and the assistant could also understand. The researcher also ensured that those that were randomly sampled to answer questionnaires were not requested to participate in the focus group discussions. This move was intended to provide checks and balances in information flow from the respondents. A voice recorder was used to record the discussions after consent was sought from the participants. The use of this device was intended to capture valuable information in case any point was left out during note taking, as it was captured on the recorder.

3.4.1. b. Questionnaire

A questionnaire is a set of systematically structured questions used by a researcher to get needed information from respondents (Brown, 2001). Kasonde-Ng'andu (2013) agrees with this statement by stating that a questionnaire is a research instrument that a researcher uses to gather data over a large sample. The questionnaire may be self-administered, administered by assistance by the researcher and can be posted or presented in an interview format. A questionnaire may include check lists, attitude scales, projective techniques, rating scales and a variety of other research methods. As an important research instrument and a tool for data collection, a questionnaire has its main function as measurement (Oppenheim 1992: 100). It is the main data collection method in surveys and yield to quantitative data. In order to collect data, the researcher administered semi-structured questionnaires to ZESCO customers. On the other hand open-ended questionnaires were self - administered to ZESCO members of staff.

3.5 Data Analysis

Ghosh (1992:261) posits that “*after collection of research data, an analysis of the data and the interpretation of the results are necessary*”. Bell (1999) supports this view and further elaborates that after the data has been collected, the researcher must put the data on analysis to derive frequencies and related data summaries. In this study, qualitative (descriptive) data was coded based on the themes and sub-themes that emerged and the participant's voice was also captured. Quantitative data, on the other hand, data was analysed using the Statistical Package for the Social Sciences Software (SPSS) which has been in existence since the mid - 1960's (Bryman, 2008). The version that was used in this study is SPSS Version 20. The use of SPSS entails recording variables and presentation of data using percentages, frequency distribution tables and other graphical representations. This was also achieved with the assistance from Windows eight excel as analysed data (from SPSS) was presented using an array of bar graphs and pie charts.

In addition, all the data that was collected orally was be transcribed in readiness for analysis. The focus group interviews were first transcribed to provide a complete record of the discussion. Recorded information was transcribed after listening closely to the interview considerably after three plays. Portions drawn from the interview that were considered as useful and relevant to the study were taken note of. This is in agreement with the assertion made by White (2005: 148) to the effect that, “*considerations (from recordings) would be that which relate to consistency of comments and specificity of responses in follow up probes*”. The researcher ensured that data preparation and formatting were be done simultaneously whilst in

the field. This enabled preparation and arrangement into categories based on themes emerging from the collected data.

3.6 Ethical Considerations

Ethics is the content of a research process refers to a set of standards that can guide researchers on how they should interact with the researched and how research problems could be conceived and formulated (Saishi, 2014). Chilisa and Preece (2005) state that the standards include how data- gathering instruments are: constructed and how data is collected, analysed and interpreted, how reports could be written and findings disseminated in ways that are sensitive and inclusive of the values and realities of the researched.

Prior to conducting the study, permission was sought from University of Zambia Directorate of Research and graduate Studies and ZESCO Limited Management. Consent was also sought from respondents on their willingness to participate in the study. In addition, during data collection, assurance was be given to the participants that no harm, neither emotional nor physical, would be inflicted. The researcher also assured those who participated that the data collected was purely for academic purposes. During the administering of research instruments, the researcher ensured that all procedures were adequately explained to the participants and assured them that the information given was going to be treated with the highest level of confidentiality.

Further, an assurance that the findings of the research were for academic purpose only was emphasised to both ZESCO management and the customers. Ethics related to confidentiality were ardently upheld throughout this undertaking and names of the subjects were also withheld.

3.7 Summary of the chapter

This chapter discussed the research methodology which was used in the study. It employed a descriptive survey study design where both qualitative and quantitative approaches were used in collecting and analysing the data. This allowed the researcher to obtain a clearer and complete picture of the undertaken research. The sample included 229 customers and 16 members of staff from ZESCO Limited. Questionnaires and Focus Group discussions were used in data collection. Data collected was presented and analysed using frequency distribution tables, graphs, pie charts and percentages, while qualitative data was presented using themes.

The next chapter presents the findings of the study.

CHAPTER FOUR

PRESENTATION OF FINDINGS

4.0 Introduction

In the preceding chapter, the methodology that guided this study was explained. This chapter aims to report the findings of the study that was conducted in densely populated areas of Lusaka District on *Customer Perceptions Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited*.

Findings presented are from ZESCO Limited customers and employees. This included customers residing in densely populated areas of Lusaka namely; Chawama, Chaisa, John Laing and Kalikiliki and ZESCO Limited employees based at head office in Lusaka. Quantitatively information was captured from a total of 196 customers by use of semi - structured questionnaires and qualitatively information was collected from 16 ZESCO employees by use of open-ended questionnaires and 33 customers who were interviewed and were part of the five (5) focus group discussions conducted. The presentation of the findings from the research questions comprises of two sections. The first data set presents quantitative information obtained from semi- structured questionnaires which is presented using tables, frequencies, pie charts and graphs. The second data set presents qualitative data that will reflect findings from conducted focus group discussions and from the open-ended questionnaires which are presented using coded themes that emerged and the participant's voice is also captured.

The presented findings are based on the following research questions:

- i) how do customers access information about electricity provision disseminated by ZESCO Limited?
- ii) What views do customers hold towards communication strategies used by ZESCO Limited?
- iii) Do customers understand the information that is disseminated by ZESCO Limited?
And ;
- iv) what is the frequency of the sensitization campaigns carried out by ZESCO Limited in densely populated areas?

A summary of the chapter will also be given at the end.

4.1 Respondents - Biological Data

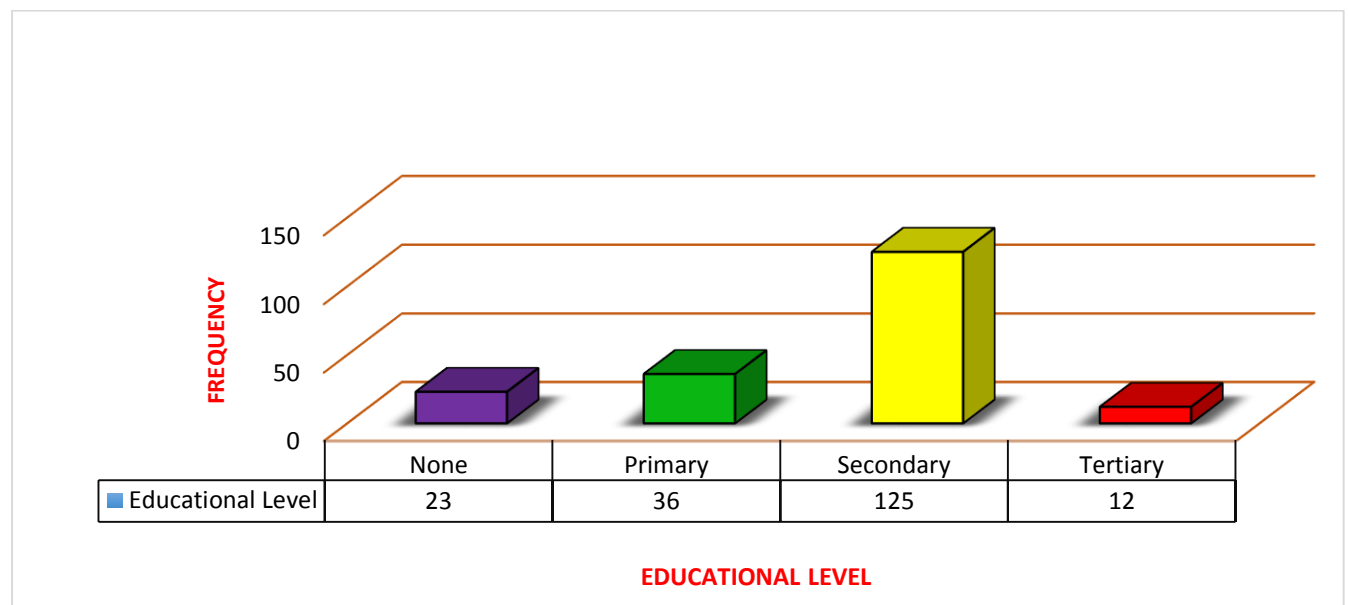
The researcher collected foundational information from the customers. This included: their sex, educational and professional qualifications, language proficiency, ability to read and speak in English.

Table 1: Distribution of Respondents by their Sex

		Frequency	Percent
Valid	Male	120	61.2
	Female	74	37.8
	Total	194	99.0
Missing	System	2	1.0
Total		196	100.0

In Table 1 above, it was established that: 120 respondents were male (i.e. 61.9%) while 74 (i.e. 37.9 %) were females. Two respondents did not respond to the question. Therefore, majority respondents (120 =61%) were males.

Figure 2: Respondents Educational Level



From figure 2 above, it was established that 23 respondents (i.e. 11.7%) had no exposure to education. 36 respondents (i.e. 18.4 %) stated that they had undergone Primary education, 125

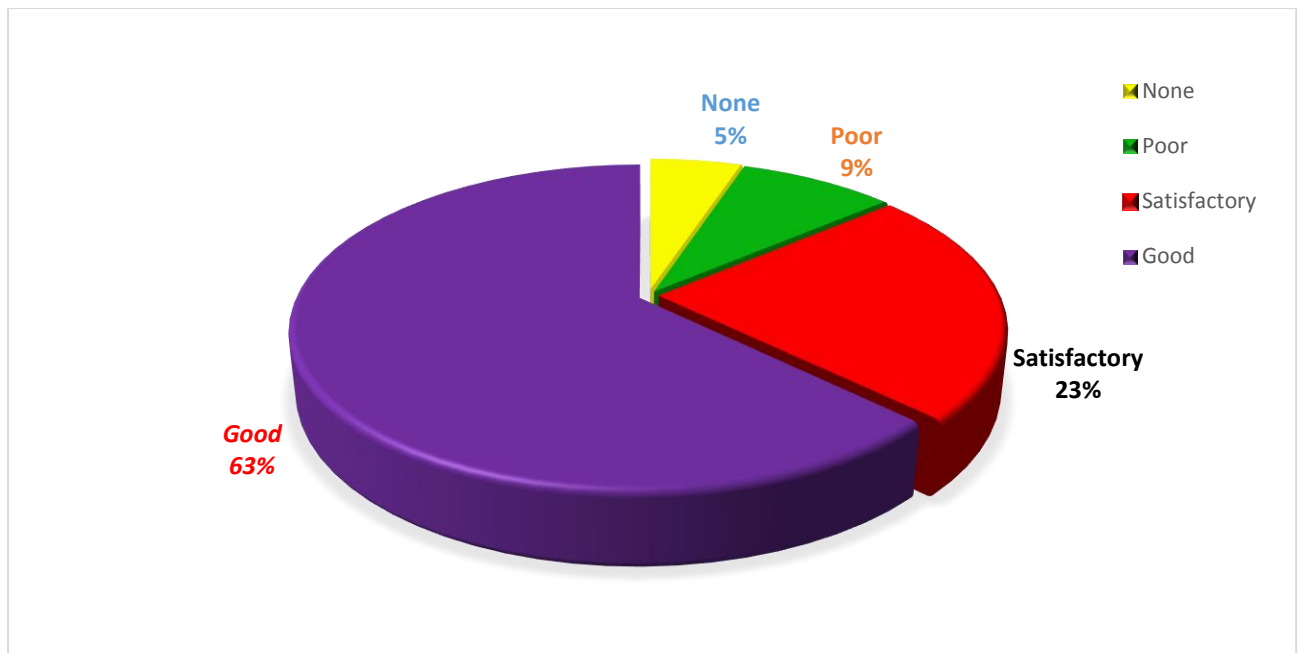
(i.e. 63.8 %) had attained Secondary education while only 12 respondents (i.e. 6.1 %) stated that they had undergone Tertiary education. Therefore, majority respondents (125=63.8%) attained Secondary school education.

Table 2: Respondents Ability to Speak English

		Frequency	Percent
Valid	None	10	5.1
	Poor	23	11.7
	Satisfactory	34	17.3
	Good	126	64.3
Missing	System	3	1.5
Total		196	100.0

The results in table 2 above, revealed that 10 respondents (i.e.5.1 %) were not able to speak English. 23 respondents (i.e. 11.7%) indicated that they could barely express themselves in English while 34 respondents (i.e. 17.3%) stated that they could speak English satisfactorily. 126 respondents (i.e. 64.3%) indicated that they could speak good English. 3 respondents (1.5%) did not however respond to the question. Therefore majority respondents (126= 65.3 %) indicated that they were able to speak good English.

Figure 3: Respondents Ability to Read



In figure 3 above, it was revealed that 10 respondents (i.e. 5%) were not able to read in English. 17 respondents (i.e. 9%) stated they could barely read in English. 46 respondents (i.e. 23%) revealed that they satisfactorily read in English and the remaining 123 respondents (i.e. 63%) revealed that they were good at reading in English. Therefore, majority respondents (123= 63%) revealed that they were good at reading in English.

4.1.2 Summary of findings on biological data characteristic of ZESCO Limited Customers.

From the respondents biological data it was revealed that majority respondents who took part in this study were male respondents (120 = 61.9%). The study also noted that majority respondents (125= 63.8%) had attained Secondary education while 126 respondents (65.3%) indicated that they were able to speak good English. Furthermore, majority respondents (123= 63%) revealed that they were good at reading in English.

4.2 How do Customers Access Information about Electricity Provision Disseminated By ZESCO Limited?

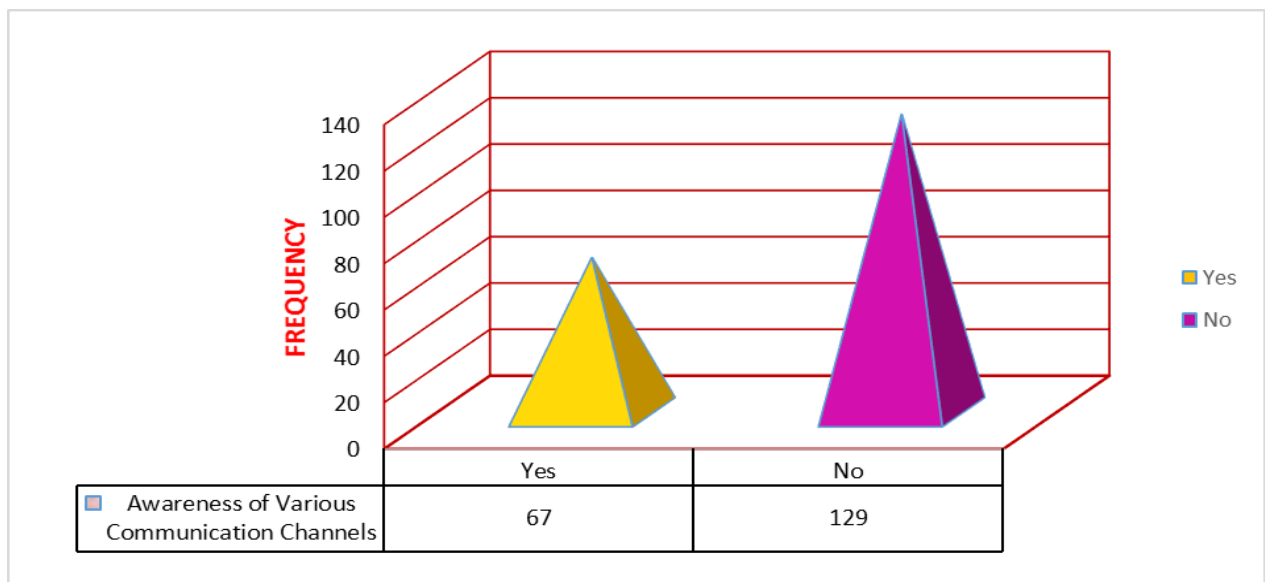
The first research question was intended to determine how customers access information about electricity provision disseminated by ZESCO Limited. The findings were bifurcated as follows;

- i) responses were obtained from the customers by use of semi-structured questionnaires and focus group discussions.
- ii) Responses from ZESCO Limited employees were obtained from the administered open-ended questionnaires.

4.2.1 Findings from ZESCO Limited Customers

This section gives responses obtained from ZESCO Limited customers using semi- structured questionnaires. Captured responses are related directly to research question 1 which aimed at determining how customers access information about electricity provision disseminated by ZESCO Limited.

Figure 4: Customer Awareness of Various Existing Channels of Communication used by ZESCO Limited



Findings in Figure 4 above, revealed that 67 respondents (i.e. 34.2 %) were aware that there were various communication channels put in place by ZESCO Limited. On the other hand, 129 respondents (i.e. 65.8 %) indicated that they were not aware of the various existing channels of communication used by ZESCO. Therefore, majority respondents (129 =65.8%) were not aware that ZESCO Limited had put up various channels of communication to communicate with its customers.

Figure 5: Distribution of Customers by Ownership of Communication Devices.

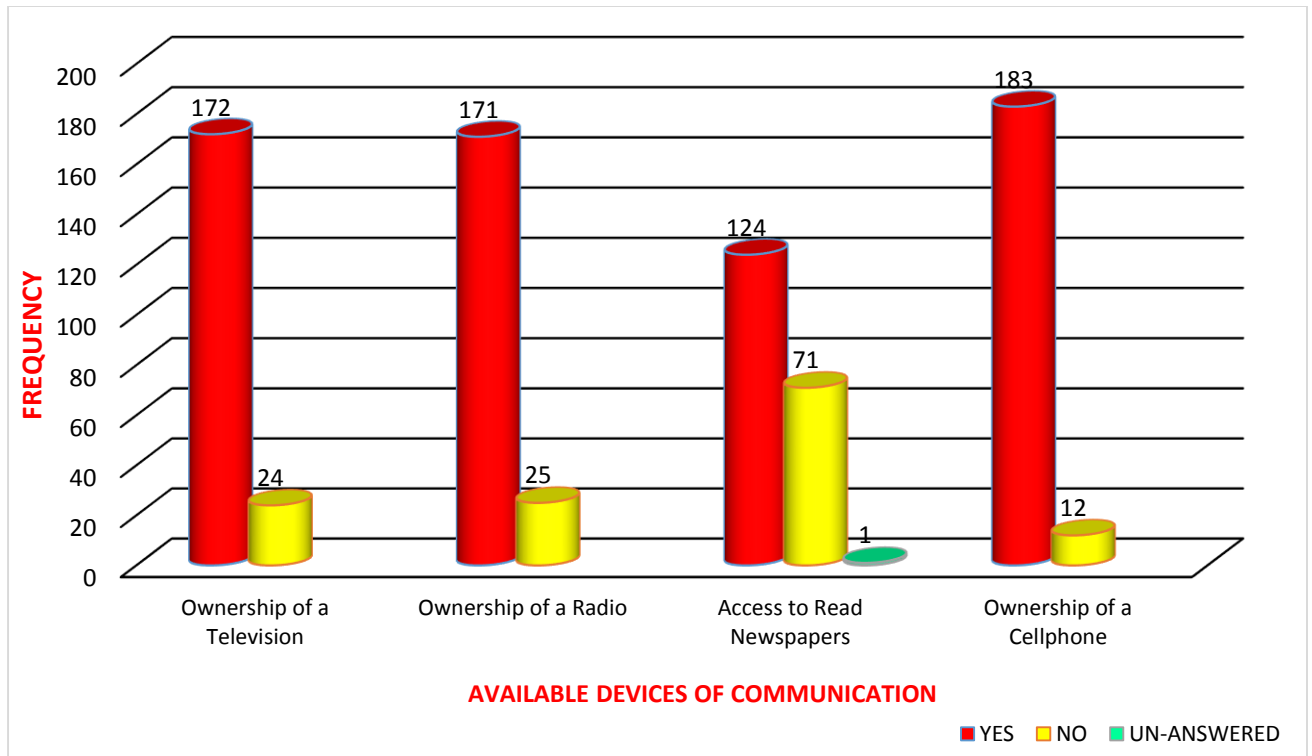
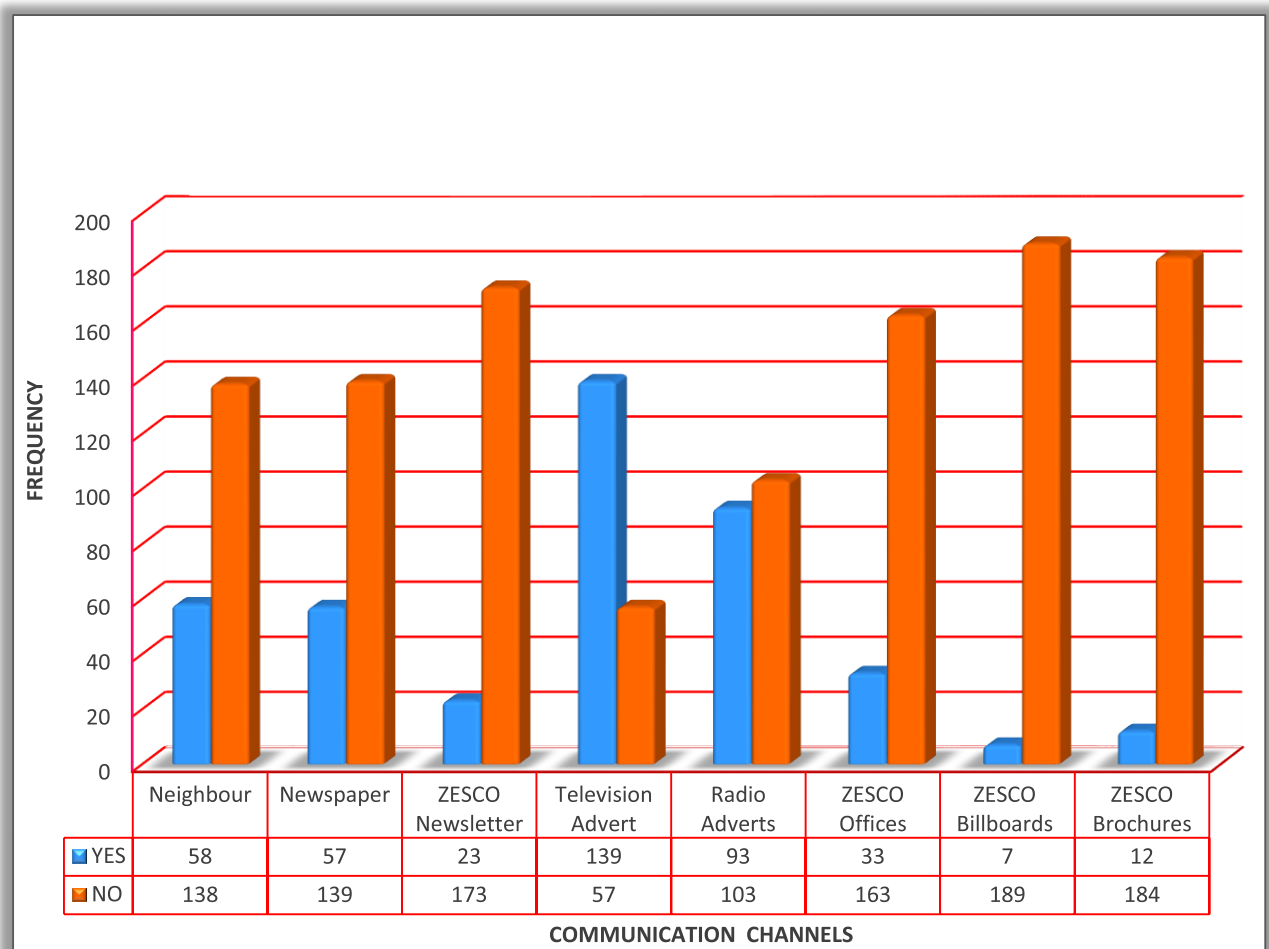


Figure 5 above revealed responses from a follow up question that sought to establish the devices of communication that respondents had at their disposal. It was revealed that, 172 respondents (i.e. 87.8 %) owned televisions while the remaining 24 respondents (i.e. 12.2 %) did not, 171 respondents (i.e. 87.2 %) owned radios while the remaining 25 respondents (12.8%) did not. 124 respondents (i.e. 63.3 %) stated that they had access to newspapers and the remaining 71 respondents (i.e. 36.2%) indicated that they did not. 183 respondents (93.4%) stated that they owned cell phones while the remaining 12 respondents (i.e. 6.1%) did not. Thus, the study revealed that majority respondents (183 = 93.4%) owned cell phones.

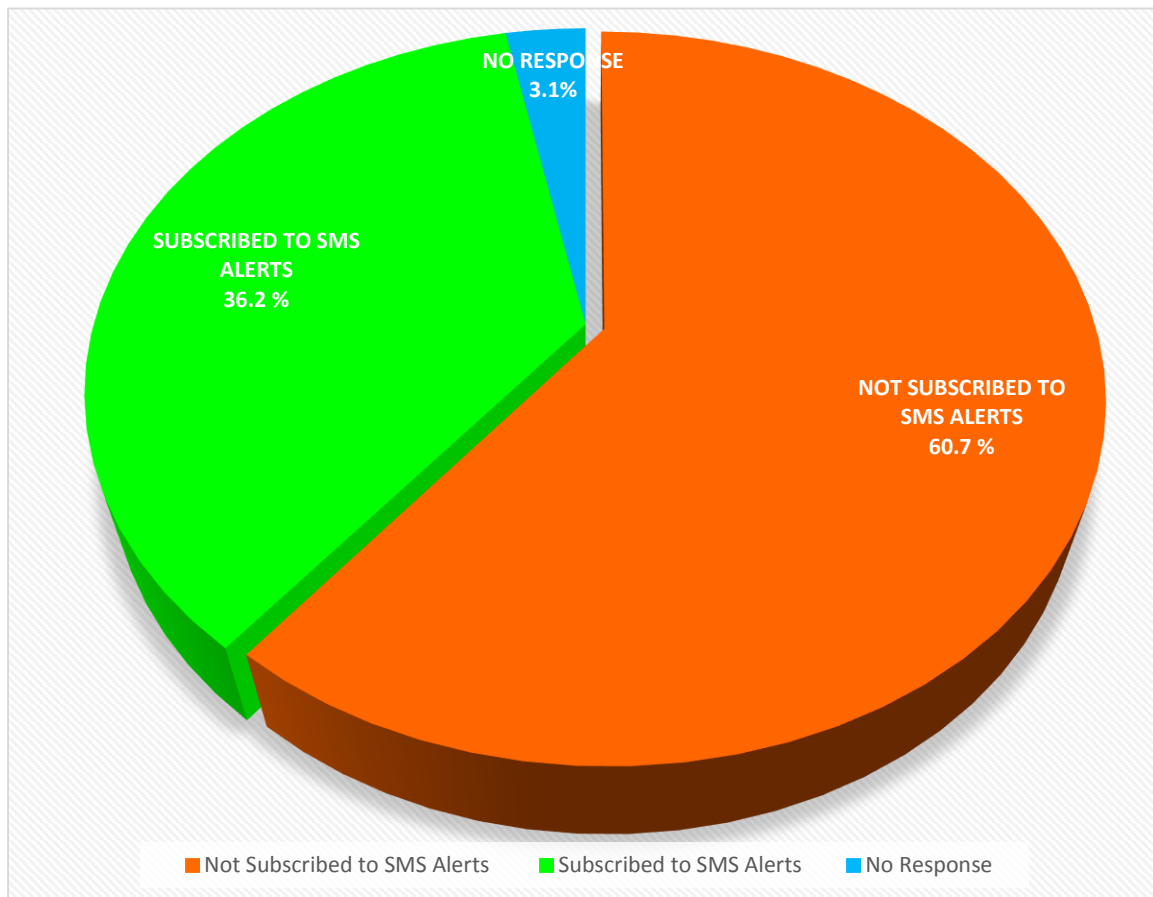
Figure 6: Customers Sources of Information about ZESCO Limited



In figure 6 above, the findings revealed that 139 respondents (i.e. 70.9%) obtained information from television adverts while 57 respondents (i.e. 29.1%) did not. 93 respondents (i.e. 47.4%) stated that information was obtained from radio adverts while the remaining 103 respondents (i.e. 52.6%) stated that they did not. 58 respondents (i.e. 29.6%) indicated that they obtained information from neighbours while the remaining 138 respondents (i.e. 70.4%) stated that they did not. 57 respondents (i.e. 29.1%) indicated that they got their information from newspapers this was in contrast with the remaining 139 respondents (i.e. 70.9%) who stated that they did not. 33 respondents (i.e. 16.8%) indicated that they obtained information from ZESCO offices, the remaining 163 respondents (i.e. 83.2%) stated that they did not. 23 respondents (i.e. 11.7%) remarked that their source of information were ZESCO newsletters while the remaining 173 respondents (i.e. 88.3%) stated that newsletters were not their source of information. 12 respondents (i.e. 6.1%) indicated that they obtained information from ZESCO brochures while the remaining 184 respondents (i.e. 93.9%) maintained that they had not. 7 respondents (i.e.

3.6%) stated that they obtained information from ZESCO billboards while the remaining 189 respondents (i.e. 96.4%) stated that they did not. Therefore, it was revealed in this study that majority respondents (139 = 70.9%) obtained information from the television.

Figure 7: Subscription to Short Message System



In Figure 7 above, the study revealed that 119 respondents (i.e. 60.7 %) had not subscribed to the short message system. 71 respondents (i.e. 36.2 %) indicated that they had subscribed to the short message system while 6 respondents (i.e. 3.1 %) did not state their answer. Conclusively therefore, it was revealed that majority respondents (119 = 60.7%) had not subscribed to ZESCO's SMS broadcast.

Table 3: Frequency of Receiving SMS's From ZESCO Limited

		Frequency	Percent
Valid	Daily	9	4.6
	Once a Week	13	6.6
	Twice a Week	6	3.1
	Once a Month	43	21.9
	Not Applicable	125	63.8
Total		196	100.0

Table 3 above shows responses from a follow up question for those that indicated that they received sms broadcast. The results revealed that 9 respondents (i.e. 4.6 %) were receiving messages daily while 13 respondents (i.e. 6.6 %) stated that they were receiving messages once a week. Six respondents (i.e. 3.1 %) indicated that they were receiving messages twice a week and 43 respondents (i.e. 21.9%) stated that they were receiving messages once a month. The remaining 125 respondents (i.e. 63.8%) did not indicate any answer owing to the fact that they had not subscribed to the short message broadcast facility offered by ZESCO Limited. From the aforesaid, it can be noted that from those who had subscribed to the short message broadcast, majority respondents (43 = 21.9%) indicated that they had received messages once a month.

b) Customer Responses From Focus Group Discussions

Qualitative data was collected from the customers through focus group discussions. Customers were asked: “how do you access information about ZESCO in your area?” The following were the findings:

i) Visiting ZESCO Customer Service Centres

A number of customers stated that they visited ZESCO Customer Service Centres that were found near their residents. One customer from focus group B remarked that: “*tima yenda pa offishi ya ba ZESCO yaliko pafupi, kufunsa ngati tankala na dandaulo olo ngati tanvelo ka boza mu komboni*”. (We visit ZESCO office that are nearby to inquire when we have a query or to clarify rumours which may be circulating in our residential area). Placing emphasis on the importance of visiting the customer service centre in order to access information another

customer reported that: *“ngati ndiwe o’ limbikila, kuna funika chabe wa ba konkela ba ZESCO wa ziba kuti nichiyani chamene chi- chitika. Chifukwa ngati wa nkala mu komboni sikuzibika kuti wa mene akamba va zoona nindani”*. (If you are persistent, you need to just visit a ZESCO office so that you inquire as to what is prevailing or happening. It is very difficult to tell who in your community is telling the truth or not).

Therefore, from the discussion it was established that some customers visited ZESCO Customer Service centres to access information. This helped them get first-hand information as they did not want to rely on rumours that spread among community members.

ii) Television Adverts

Some respondents stated that they accessed information about ZESCO activities from television adverts and programmes from independent and national broadcasters. One customer stated that: *“...nima nvela pali vo chitika va ku ZESCO pa TV. Nima lindila ka programme ka ba ZESCO kamene kama tambika kamodzi mu week”*. (I hear what is happening from about ZESCO from my television. I usually look out for the ZESCO programme that comes on television once a week).

iii) Radio Adverts

Some respondents remarked that they depended on ZESCO radio adverts that run on the local radio stations to access information. This was owing to the fact that most of them listened to local radio stations during the course of the day and they were able to catch announcements during prime time before the news when most adverts run. One customer indicated that: *“ine niziba kuti ma advert pa ma radio yambili yama nveka paja ngati news eili pa fupi na ku yamba”*. (I know that most adverts on radios usually run before the main new is cast). Thus, it was revealed that respondents shared the thoughts that they accessed information about ZESCO on adverts broadcasted before the main news on radio stations.

iv) Calling National Call Centre

Some respondents confirmed that when they encountered any problem, they contacted the ZESCO National Call Centre to find out what had transpired. One of the respondents stated that: *“nima tumila ku call centre ya ba ZESCO kubafunsa kuti ni chani chamene chi lengesea olo va mene vi chitika pa nyumba yathu olo mu komboni mwathu. Nika thuma ni ma funika naba passa number ya ka meter olo na zina yamene yali pa ka paper ko gulilapo ma laiti”*. (I usually call the ZESCO call centre to ask what exactly is causing a fault in our house or in our

neighbourhood. In order for them to help us we need to make available details of our meter number or names that appear on our receipt used to purchase electricity). Additionally, another respondent reported that: *“ine ni ka ona ati vo chitika va chilamo nima tumila chabe ku call centre ku ba kalipila na ku ba funsa kuti kodi ni chani chitika.* (When I notice any irregularities concerning electricity, I usually call the call centre to give them a piece of my mind and also inquire what exactly is causing this). Therefore, it was established that some of the customers resorted to calling the ZESCO National Call centre to access information concerning any irregularities in the supply of electricity.

v) Asking Neighbours

Some respondents stated that asking their neighbours was the most reliable source of information. They preferred to ask those in their communities who owned shops and inquire if they had information concerning any irregularities in the supply of electricity. One customer shared that: *“ine ni ma funsa baja ma bene ti nkala nabo ba fupi bali na ma shop kuti ni chani cha chitika na ma laiti. Aba bantu chifukwa bali na ma shop yamene ya mankala na ma ndiyo ba ma ei ka ko nzelu ku funsa ku ZESCO pali ma malaiti”.* (I usually inquire from those people who own shops in my neighbourhood if they have any information concerning electricity. These are dependable since most of them sell relish so they are the ones who usually inquire from ZESCO about electricity). Another customer stated that: *“ine nima funsa chabe ba pa neighbour pali ma malaiti chifukwa ba malindila tuja tu ma sms twa ku ZESCO.* (I usually ask my next door neighbourhood on what any information concerning electricity because they usually receive messages from ZESCO).

It was apparent from the above that respondents accessed information from those who owned shops in their neighbourhood and also from their next door neighbours who received messages from ZESCO Limited.

vi) Calling ZESCO Employees

Some customers stated that they had friends who worked for ZESCO and they would call to ask if they knew anything about the problem they were facing in their area. One customer shared that: *“ine ni ma tumila chabe banzanga ba ku ZESCO bamene niziba ngati ma malaiti ya shupa olo ngati bantu mu komboni ba chilamo ku kamba pali vo chitika ku ZESCO”.* (I usually call my friends who work for ZESCO when I notice that our problem with electricity has persisted. I also call them to confirm information about the happenings when I notice that there is a lot of talk in the compound about ZESCO). Therefore it was established that some

respondents frequently called their friends who worked in ZESCO to access information whenever there was a problem in the supply of electricity.

vii) Received messages from ZESCO

Some respondents indicated that they had access to information regarding electricity through messages that were broadcasted by ZESCO Limited. It was noted that among the respondents some were aware how they had been registered in order to receive messages from ZESCO while others stated that it was after new installation connection to their homes that they had started receiving the messages. Most of those renting houses stated that their landlords are the ones who would advise them on the updates sent to their phones. One respondent who owned a house reported that: *“ku chokele pa mene ni na ya - shisha ma malaiti, ni na ona chabe ati na yamba ku landila ma sms yamene yachokela ku e ku ZESCO.* (From the time I had electricity connected, I noticed that ZESCO started sending me messages). In the same vein those renting houses echoed similar sentiments by stating that: *ti malindila chabe ba landlord kuti uza vamene vi chitika kuli malaiti. Kaili ndiye ba mene ba ma landila tuja tu ma sms.* (In most cases we wait for the landlord to inform us about what is happening to electricity as he is the one who receives messages from ZESCO). It was thus established that some customers accessed information through the messages that ZESCO broadcasts and these are received via sms's on the phones that are registered on ZESCO's data base.

4.2.2 Findings from ZESCO Limited Employees

Open-ended questionnaires were used to obtain information from ZESCO employees involved in information dissemination. As earlier stated, question one was intended to determine how customers access information about electricity provision. Therefore, employees of ZESCO limited were asked to indicate the channels of communication they were using to disseminate information. Their responses were coded which subsequently generated themes as explained below.

i). Internal Channels

The responses from the employees revealed that ZESCO limited has two categories of customers that it disseminates information to. It needs mentioning that even those that work within ZESCO are still their customers and are referred to as internal customers. Therefore, internal communication involves use of the internal e-mail system, internal

newsletter, and notice boards placed in strategic offices where ZESCO employees operate.

ii). External channels of communication

The external channels of communication involve the following; television and radio adverts and programmes, short message broadcasts, use of posters, billboards, brochures, road shows, sensitization campaigns, corporate newsletters, monthly adverts in newspapers, quarterly meetings with local leaders, quarterly briefs to the media and facility visits.

Therefore, from the responses given by ZESCO employees it was apparent that some of the communication channels that the customers pointed were also the ones that ZESCO uses to relay information to its customers.

4.2.3 Summary of findings on research question number one (1)

This research question sought to determine how customers access information about electricity provision that is disseminated by ZESCO Limited in densely populated areas of Lusaka District. The quantitative findings revealed that majority respondents (129 =65.8%) were actually not aware that ZESCO Limited had various channels of communication to communicate with its customers. It was also established that majority respondents (139 = 70.9%) obtained information from televisions. The study further unearthed that majority respondents (119 = 60.7%) had not subscribed to ZESCO's SMS broadcast. However, the study also revealed that from those who had subscribed to SMS broadcasts, majority respondents (43 = 21.9%) indicated that they had received sms messages once a month.

Qualitatively, themes also emerged with regard to research question number one. Customers shared that they accessed information through: ZESCO's SMS broadcasts, through television and radio adverts and programmes, through neighbours while others called their friends who worked for the company, some called the national call centre, and others visited ZESCO customer service centres. Responses from ZESCO limited employees also reflected that the commonly used channels of communication included: television and radio adverts and programmes, short message broadcasts, use of posters, billboards, brochures, road shows, sensitization campaigns, corporate newsletters and monthly adverts in newspapers.

4.3 What Views do Customers hold towards Communication Strategies used by ZESCO Limited?

This section presents findings based on the second research question which sought to establish the views customers have towards communication strategies used by ZESCO Limited. To answer this question, semi structured questionnaires were administered to ZESCO Limited customers while open-ended questionnaires were administered to ZESCO employees. Focus group discussions were also conducted with ZESCO customers.

4.3.1 Findings from Customer Questionnaires

To help answer the above question, customers were asked to indicate how often they heard about ZESCO activities. In a follow up question, customers were asked to indicate what they thought were the most effective ways of informing them about ZESCO's activities.

Figure 8: Customers Views on how often they heard about ZESCO's activities

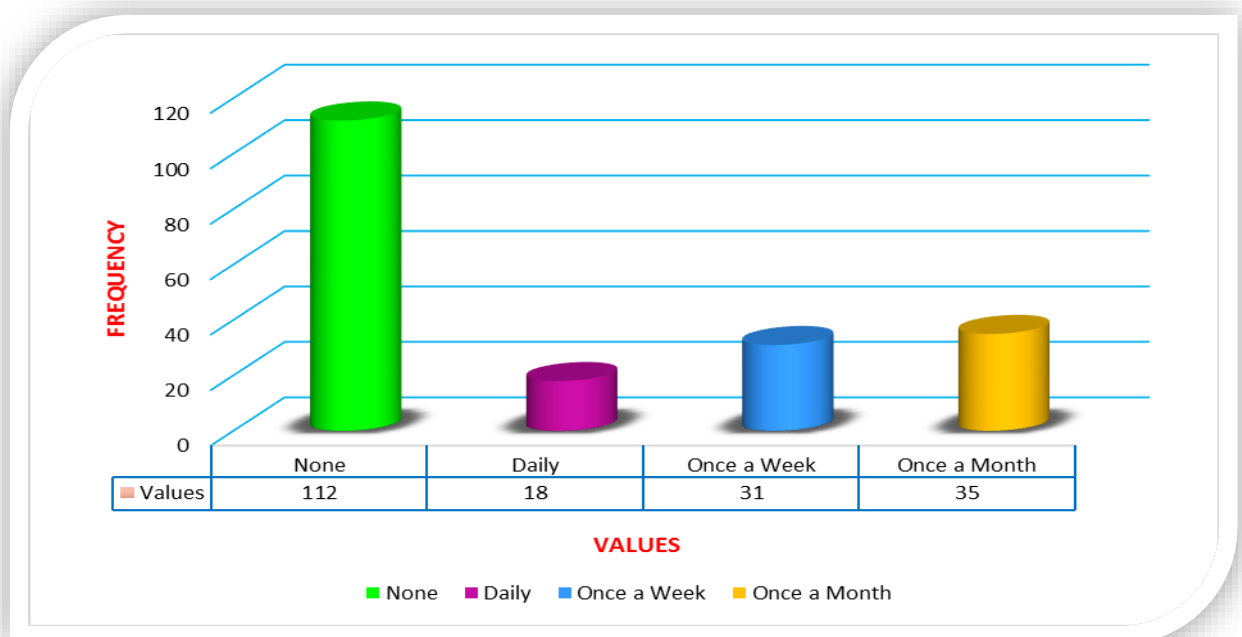


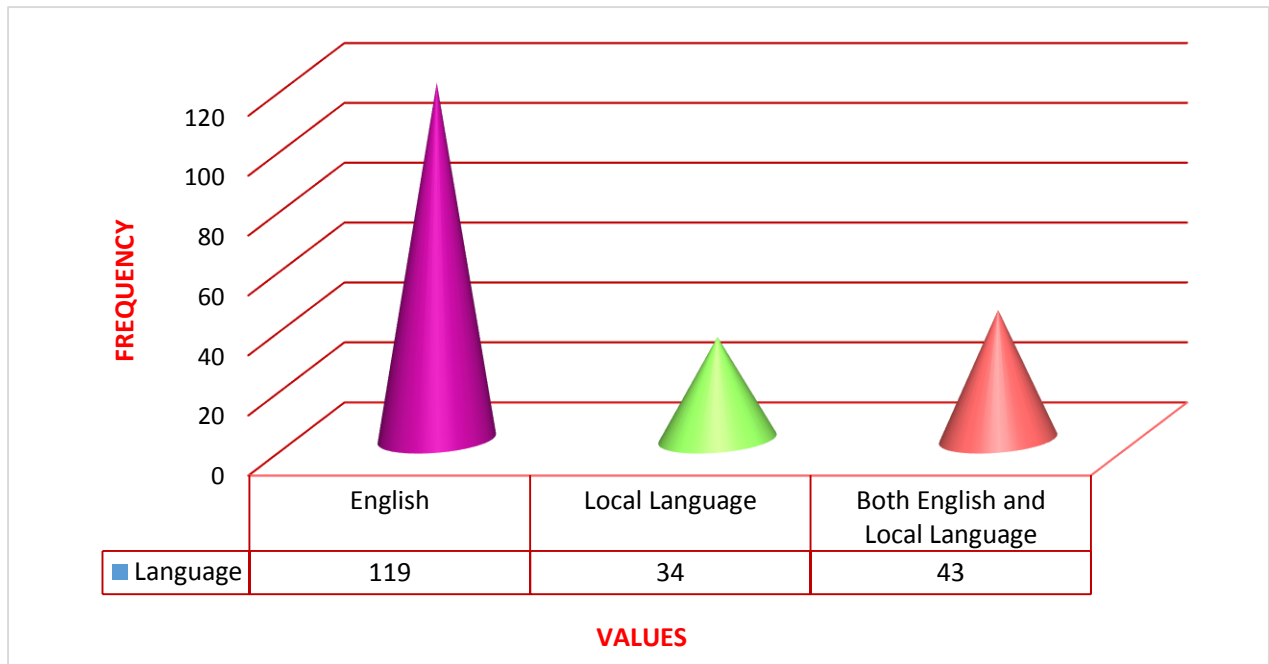
Figure 8 above, shows that 112 respondents (i.e. 57.1 %) stated that they did not hear anything about ZESCO's activities. 35 respondents (i.e. 17.9%) stated that they had only heard about ZESCO's activities once a month. 31 respondents (i.e. 15.9%) revealed that they had heard about ZESCO's activities once a week, while 18 respondents (i.e. 9.2%) indicated that they heard about the activities daily. It is evident that from the findings above, majority respondents (112= 57.91%) had not heard about ZESCO's activities.

Table 4: Distribution of respondents by their views if whether or not campaigns are informative.

		Frequency	Percent
Valid	Yes	62	31.6
	No	39	19.9
	Not Sure	81	41.3
No Response		14	7.1
Total		196	100.0

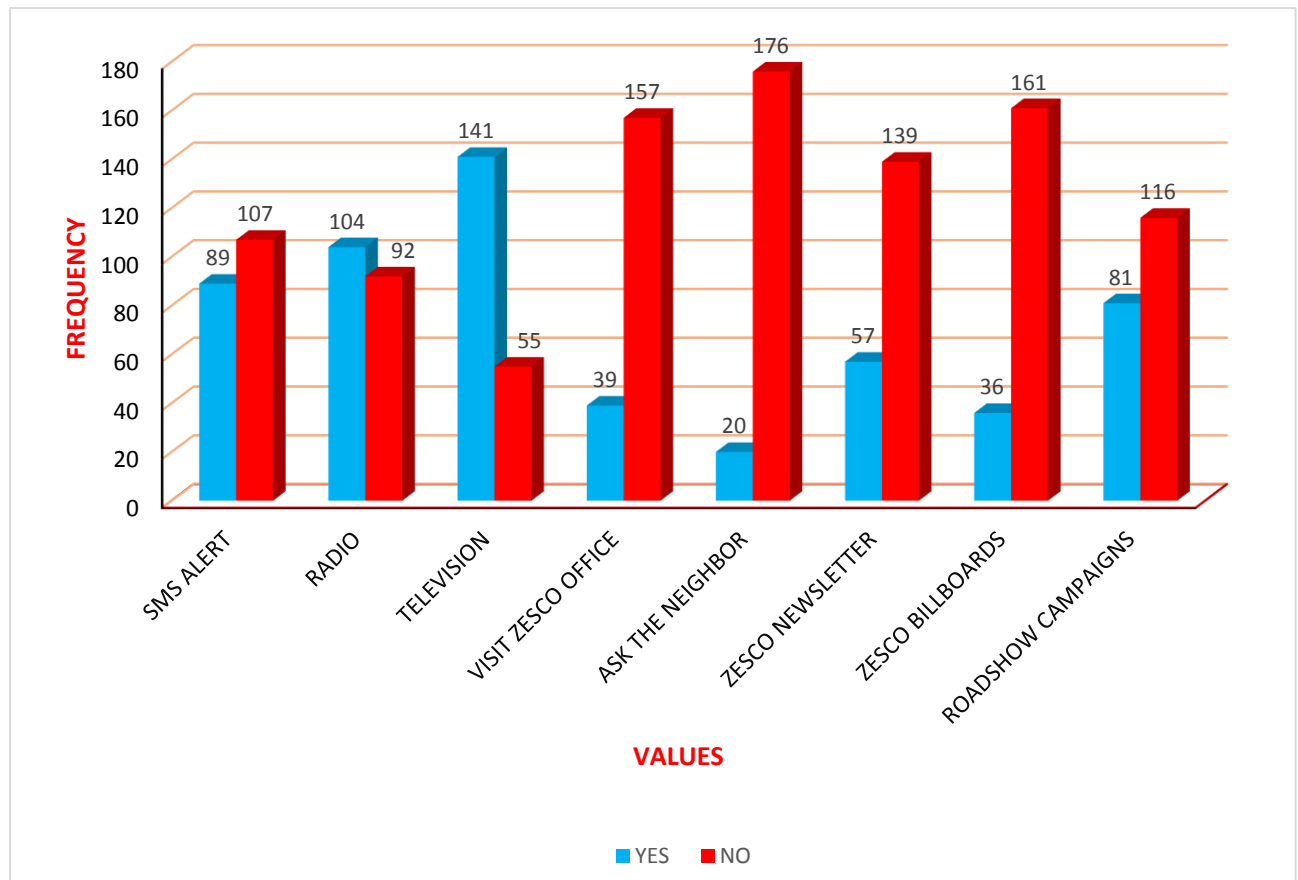
The findings in table 4 above, revealed that 62 respondents (i.e. 31.6 %) felt that campaigns carried out by ZESCO Limited were informative. 39 respondents (i.e. 19.9%) stated that the campaigns carried out were not informative while 81 respondents (41.3%) indicated that they were not sure if they found the campaigns informative. 14 respondents (i.e. 7.1 %) did not indicate any response. Therefore, majority respondents (81= 41.3%) indicated that they were not sure if the campaigns carried out by ZESCO were informative.

Figure 9: Customers views on the language used when disseminating information



According to the findings in figure 9 above, 119 respondents (i.e. 60.7%) indicated that the language of instruction that was used in information dissemination was English. On the other hand, 34 respondents (i.e. 17.4 %) stated that a local language was used while 43 respondents (i.e. 21.9%) indicated that both English and a local language were used in information dissemination. Therefore, this study revealed that, majority respondents (119= 60.7%) noted that the language of instruction used by ZESCO Limited in its information dissemination was English.

Figure 10: Respondents views on effective sources of information about ZESCO activities



In Figure 10 above, it was revealed that while 89 respondents (i.e. 45.4%) felt sms's where an effective way of gaining information about ZESCO, the remaining 107 respondents (i.e. 54.6%) indicated that sms's alerts were not an effective way of getting information. 104 respondents (i.e. 53.1%) pointed out that radio was the most effective source of information while 92 respondents (i.e. 46.9%) disagreed. 141 respondents (i.e.71.9 %) felt that the television was an effective source of information the remaining 55 respondents (i.e. 28.1%) disagreed. 39 respondents (i.e. 19.9%) revealed that they visited ZESCO customer service centres the remaining 157 respondents (i.e. 80.1%) stated that they did not visit the centres. 20 respondent (i.e. 10.2%) stated that they thought their neighbours were the most effective sources of information while on the contrary the reaming 176 respondents (i.e. 89.8 %) did not agree with this assertion. 57 respondents (i.e. 29.1 %) stated that they thought ZESCO newsletters were the most effective sources of information meanwhile the remaining 139 respondents (i.e. 70.9 %) were not in agreement. 36 respondents (i.e. 18.3%) indicated that ZESCO billboards where an effective way of informing customers as contrasted to 161

respondents (i.e. 81%) who disagreed with their fellow customers. Pertaining to road shows, 81 respondents (i.e. 41.1 %) were in agreement that these were effective ways of informing them about activities of ZESCO but 116 respondents (i.e. 58.9%) did not agree with this. Therefore, it was established that majority respondents (141= 71.9 %) expressed the views that television was the most effective source of information.

4.3.2 Responses from Focus Group Discussion.

The second question sought to establish the views customers had towards the communication strategies ZESCO Limited was using to disseminate information to its customers in densely populated area. In order to answer this question, the respondents were asked to express their views towards the communication strategies that ZESCO Limited was using. The following findings reflect the themes that emerged.

i). Need to Incorporate Local Language

Most of the respondents expressed the view that there was need for ZESCO to incorporate local languages when communicating with their customers. Many expressed the view that ZESCO's use of English language was attributed to the fact that the company mainly targeted customers who had a certain level of education and understood the English language well. They also expressed the views that most of the adverts and programmes that run on both radio and television were in English. One customer stated that: *"chimaoneka kwati ba ZESCO ba ma ei bala ati bali na ma customer bosiyana siyana, ise mu ma komboni ti ma siyana na ba muma yadi, ise si ti ziba ku belenga chizungu olo kunvele ni ma vuto"*. (It looks like ZESCO forgets that it serves a variety of customers, those of us who are in the densely populated areas are different from those in the low density area. Most of us do not know how to read and our understanding of English is very limited). Another customer reported that: *"...i have not spotted any billboard, brochures, or even a poster that are in the local language either than the ones that i see in English. Most times i worry for my fellow community members who are not able to read"*.

The study therefore established that customers in densely populated areas perceived ZESCO to have a strong preference to address the needs of customers in low density areas. It was also apparent that there was need for the electricity company to reassure these customers that it recognized them as clients through effective communication using local languages.

ii). Content of Information Disseminated

Some customers felt that the content of information disseminated left much to be desired. Many lamented that in as much as messages on power saving were important, most customers felt more could be done to address illegal and unsafe electrical connections. Customers also felt that there should be a way that ZESCO could collect information on the ground from the locals in a particular community to try and ensure that they designed a programme with a content that was suitable for a particular community. Two customers echoed the same sentiments by stating that:

...tionga zikomo kuti nkani ya ma energy saver na eiya ya switch and save bana kambapo maningi. Yati thandizila mu komboni maningi mo usingila malaiti bwino bwino. Manje nkani ei kulu muno mu komboni ni ya a malaiti yo kuba yamene tiona. Upezeka ati lelo wa pita pa ka nyumba pali black, mailo wa pita waona maliti ya yaka but palibe na nthambo ya ba ZESCO, ichi cheve chachilamo mu komboni, ba funikila ku yanganapo na ku kambapo maningi. (we are thankful for the information they have been giving us on the importance of using energy savers and the switch and save messages which have helped us manage electricity usage. Our main concern at the moment is the issue of illegal usage of electricity and connections. We have noted that at one point you pass by a house it is noticed to be dark, the very following day when you pass by the same house you will however notice that it will have electricity yet we cannot see any ZESCO service cable. This issue needs to be addressed and ZESCO needs to come in and discuss this issue with us).

Another customer lamented that: “*ma illegal yeve ya chilamo, olo kwati tankala na ngozi tima pezeka ati tikangiwa na ku kamba ati uyu muntu a’ gwiliwa na maliti yamene ba naba. Ichi chilangiza ati ti ba ZESCO funika ba ka bwele ba ka kambapo nkani ya ma illegal mu ma ploglam ya mene ba za panga*”. (We are witnessing too many illegal connections, even in cases where they have led to electrocutions and death we fail to say the cause of death. This clearly shows that ZESCO needs to address this issue and include it in their programmes).

Additionally, other respondents expressed concern over the rising numbers of houses catching fire in densely populated areas. One customer stated that: “*ma nyumba ya chilamo kupya mu kombononi bonse tiziba kuti si ba ZESCO ba ma lengesea kuti ma nyumba ya pye aya*”. It was acknowledged that in most of these accidents, ZESCO was

falsely blamed because of the tendency of these communities to engage unqualified people to do an electrician's job. Consequently, some respondents felt this was a core issue that needed to be addressed in community sensitization programmes.

From the forgoing, the study revealed that most customers shared the view that the development of the content was not really based on their needs. Customers felt ZESCO should design programmes or messages that were going to address the needs of a particular community.

iii). ZESCO's failure to fulfilling their promised service

Some respondents expressed displeasure with the fact that in most cases when ZESCO disseminated information using either television, radio, sms and newspapers, the company did not keep its word and did not abide to what it had stated. There were a lot of inconsistencies noticed on adherence issues. One customer who receives sms broadcasts stated that: *"ine nima landila ma sms ya ku ZESCO, dandaulo yanga ni kuti nthawi ya mene ba ma kamba ati malaiti ya za yendelamo na ku bwelelamo awe sure si mwamene. Ba funika ba kazi eikako nzelu ba ka uza banthu vintu ba zi chita mwamene ba kambila"*. (I usually receive messages from ZESCO, however my main complaint is that when they send me messages advising the duration we will be off supply, they always do not adhere to their promise).

Therefore, we can deduce that customers regarded ZESCO as a company that failed to adhere to what it promises.

4.3.3 Findings from ZESCO Limited Employees

Data was collected from ZESCO employees by way of open-ended questionnaires. This question engaged the employees into stating what they thought were customers' views towards the communication strategies employed by ZESCO.

Some ZESCO employees indicated that customers might express the views that most of the channels of communication were not effective. One member of staff highlighted that: *"the current perception regarding the communication strategies vary according to different customer segments. Therefore, because customer needs are different and these customers may perceive our communication channels different"*.

Another employee stated that: *“at times it would be noted that a roll out campaign or sensitisation could be carried out country wide but this did not mean that it would be able to address the needs of each and every customer”*.

Therefore, the views from the employees revealed that different customers viewed the various communication strategies differently because of variation in their needs and depositions.

Other employees felt the views would be positive with regard to the way they viewed the communication strategies that ZESCO Limited was using. Therefore, positive views were expected from their customers towards the communication strategies that the company was using. Another employee indicated that: *they had noted behaviour change from customers who had been adhering to switch and save power initiative. This was to save power by switching off lights in un- occupied rooms.*

From the findings above, we can conclude that employees felt the views of ZESCO customers would vary because of variation in their needs and depositions.

4.3.4 Summary of findings from customers and ZESCO employees on research question two

The second research question solicited views regarding communication strategies used by ZESCO Limited. From the study it was unveiled that 112 respondents (i.e. 57.91%) had not heard about ZESCO's activities. A follow up question lead to a discovery that majority respondents (81= 41.3%) indicated that they were not sure if the campaigns carried out by ZESCO were informative. On the other hand, majority respondents (141= 71.9 %) expressed the views that television was the most effective source of information. The study also revealed that, majority respondents (119= 60.7%) had noticed that the language of instruction used by ZESCO Limited in its information disseminations was the English language.

Qualitative data from focus group discussions and open-ended questions established that customers in densely populated areas considered that ZESCO's activities were tailored to address the concerns of people in low density areas. It was also established that customers perceived ZESCO as a company that failed to adhere to what it had promises. Another revelation from the findings was that, some customers shared the view that the development of the content was not based on the needs of people who faced challenges in the supply of electricity On the other hand, responses from ZESCO employees pointed to the fact that views of customers would vary because of variation in their needs and depositions.

4.4. Do customers understand the information that is disseminated by ZESCO Limited?

This section presents findings based on the third research question which was intended to investigate whether or not customers understood the information disseminated by ZESCO Limited. It sought to find out if the information that is disseminated through; short message broadcasts, sensitisation campaigns, road shows, brochures, billboards, television, radio and newspaper adverts were understood by its customers.

4.4.1 Findings from Customer Questionnaires.

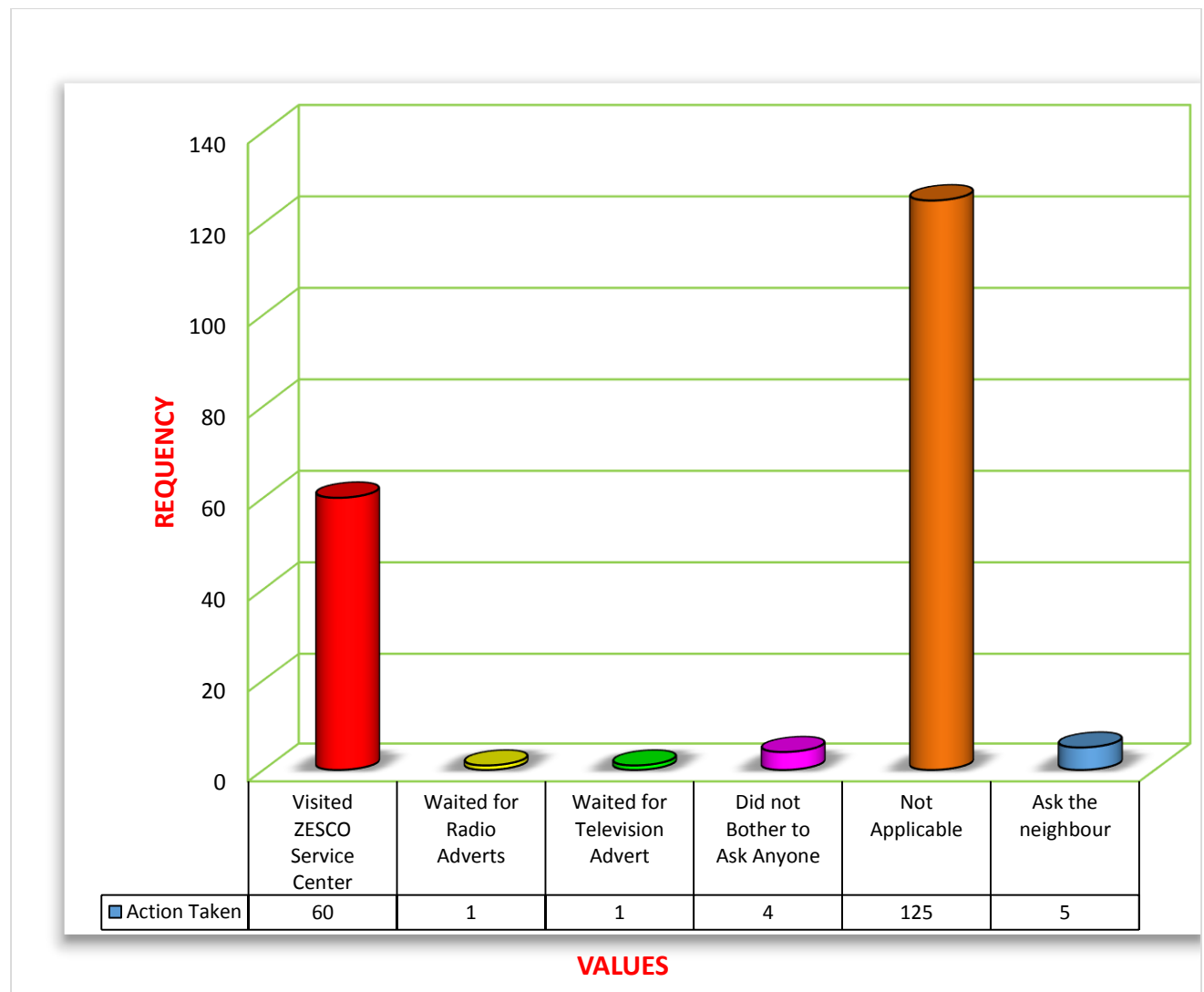
To answer the above question, customers were asked to indicate how often they heard about ZESCO activities. In a follow up question, customers were asked to indicate what they thought were the most effective ways of informing them about ZESCO's activities

Table 5: Customers views on understanding the messages broadcasted by ZESCO

		Frequency	Percent
Valid	Yes	75	38.3
	No	104	53.1
Not Applicable		17	8.7
Total		196	100.0

The findings in table 5 above, revealed that 75 respondents (i.e. 38.3 %) stated that they understood messages they were receiving from ZESCO Limited. A total of 104 respondents (i.e. 53.1 %) indicated that they did not understand the messages they were receiving from ZESCO Limited. 17 respondents (i.e. 8.7%) did not answer the question as it was not applicable to them since they were not subscribed to the ZESCO SMS facility. Thus, majority customer respondents (104= 53.1%) indicated that they did not understand the messages ZESCO was broadcasting.

Figure 11: Customers action when they had not understood broadcasted messages from ZESCO Ltd



Findings in figure 11 above, revealed that 60 respondents (i.e. 30.6%) indicated that they visited ZESCO service centre offices when they did not understand the broadcasted messages. Five respondents (i.e. 2.6 %) indicated that they asked their neighbours. One respondent (i.e. 0.5%) stated that they waited for radio adverts in the hope that they could get clarification from announcements, this was similar to 1 respondent (i.e. 0.5%) who also indicated that they waited for television adverts to air. A total of 4 respondents (i.e. 2.0%) indicated that that they did not bother to ask anyone when the information they received was not understood. A total of 125 respondents (i.e. 63.8%) did not indicate any response as they were not subscribed to the SMS broadcast by ZESCO. Therefore, it was established that majority respondents (60= 30.6%) of those that were subscribed on the ZESCO sms broadcast indicated that they were

able to go to ZESCO Service Centre offices to enquire when they did not understand the messages they received.

Table 6: Distribution of respondent if they understood reasons behind the experienced power outages

		Frequency	Percent
Valid	Yes	57	29.0
	No	139	70.9
Total		196	100.0

The findings in table 6 above, revealed that 57 respondents (i.e. 29 %) understood the reasons why they experienced power outages. On the other hand, a total of 139 respondents (i.e. 70.9 %) stated that they did not understand the reasons why they experienced power outages. Thus, majority respondents (139 = 70.9%) indicated that they did not understand the reasons why the experienced power outages.

Table 7: Distribution of respondents by their views on whether or not they are content with the way ZESCO disseminates information

		Frequency	Percent
Valid	Yes	63	32.1
	No	133	67.9
Total		196	100.0

In table 7 above, 63 respondents (i.e. 32.1%) indicated that they were content with the way ZESCO disseminated information. 133 respondents (67.9%) explained that they were not content with the way ZESCO was disseminating information. Results from the study indicate that, majority respondents (133 = 67.9%) indicated that they were not contented with the way ZESCO Limited was disseminating information.

4.4.2 Findings from Focus Group Discussion.

Question three sought to investigate whether or not customers understood the information disseminated by ZESCO Limited. The following were the views the customers expressed from the discussions:

i). Level of understanding regarding information disseminated by ZESCO

It was noted that some of the customers stated that they understood the information they received from ZESCO up to a certain level. This was attributed to the fact that they had basic Literacy. One contributing factor was also that some community sensitisation programmes had dramatized sketches or role plays that used the local languages. One customer stated that; “...*vima nveka ba ka sebenzesa chizungu na chi Nyanja pamodzi*”. (I understand the information when they are using both English and Nyanja).

Thus, the study revealed that in cases where ZESCO used both Nyanja and English most customers understood the information.

ii). ZESCO’s use of technical language

Most customers indicated that they could not understand most of the terms used by the company. They shared the view that it was a challenge to understand some of the terms ZESCO was using in their content, being a company with a complicated field of engineering. As one respondent observed: “*ife tima nvela chabe ati load shedding, muza dabwa ku ziba kuti iyi word ni ba ngati mu komboni ba mene ba ziba kuti ei’ tanthauza chani?*”. (A common word used in our community is the word load shedding, but one will be amazed that even though many of us use it, very few understand this word and what it exactly means).

Therefore, the technical language used by ZESCO in information disseminated posed as a big challenge to some of the customers who had difficulty to comprehend the message.

4.4.3 Findings from ZESCO Limited employees

Using open-ended questionnaires, members of staff were also asked to explain what the challenges faced during information dissemination were that could lead to lack of understanding (of the information). The following were the responses:

- i. Members of staff expressed the view that in cases of roadshows, when an artist was involved as a “curtain raiser” people became too excited and the message was lost in that the sensitisation campaigns usually turned out into a concert.
- ii. Other members of staff indicated that the language the company uses in most cases was found to be too technical. This however was attributed to the nature of business that the company was involved in, which is engineering.

It is evident then that at times what contributed to customer’s lack of understanding of the information disseminated by ZESCO, was that the message was lost when local artists were involved in sensitisation campaigns. It was also pointed out that the language used by the company was too technical for ordinary citizens to comprehend.

4.4.4 Summary of findings from Responses from Customers and ZESCO employees on Research Question Number Three (3)

The third research question sought to investigate whether or not customers understood the information disseminated by ZESCO Limited. The study revealed that majority respondents (104= 53.1%) indicated that they did not understand the messages ZESCO was broadcasting. A follow up question on the action taken revealed that majority respondents (60= 30.6%) indicated that they were able to go to ZESCO Service Centre offices to enquire when they did not understand the messages they received. It was also established that the majority of respondents (i.e. 67.9%) indicated that they were not contented with the way ZESCO Limited was disseminating information to them.

Focus group discussions revealed that customers in densely populated areas felt they could not understand the information that ZESCO was disseminating owing to the fact that it was couched in a highly technical language. Responses from employees alike revealed that inability in appreciating the information demonstrated by customers may be attributed to the fact that when an artist was involved in road shows, the meaning of the information was lost in the excitement.

4.5 What is the frequency of the sensitisation campaigns carried out by ZESCO Limited in densely populated areas?

Research question number four sought to explore the frequency of the sensitization campaigns carried out by ZESCO Limited in densely populated areas. Information was sought from customers using semi-structured questionnaires and focus group discussions. Information was also sought from ZESCO employees and was captured using open-ended questionnaires.

4.5.1 Findings from Customers

To answer question four, customers were asked to explain if they had witnessed any sensitisation campaigns in their residential areas and the frequency of these campaigns. Customers were asked to suggest the possible frequency of the campaigns

Table 8: Presence of sensitisation campaigns related to electricity provision in densely populated area

		Frequency	Percent
Valid	Yes	55	28.1
	No	141	71.9
Total		196	100.0

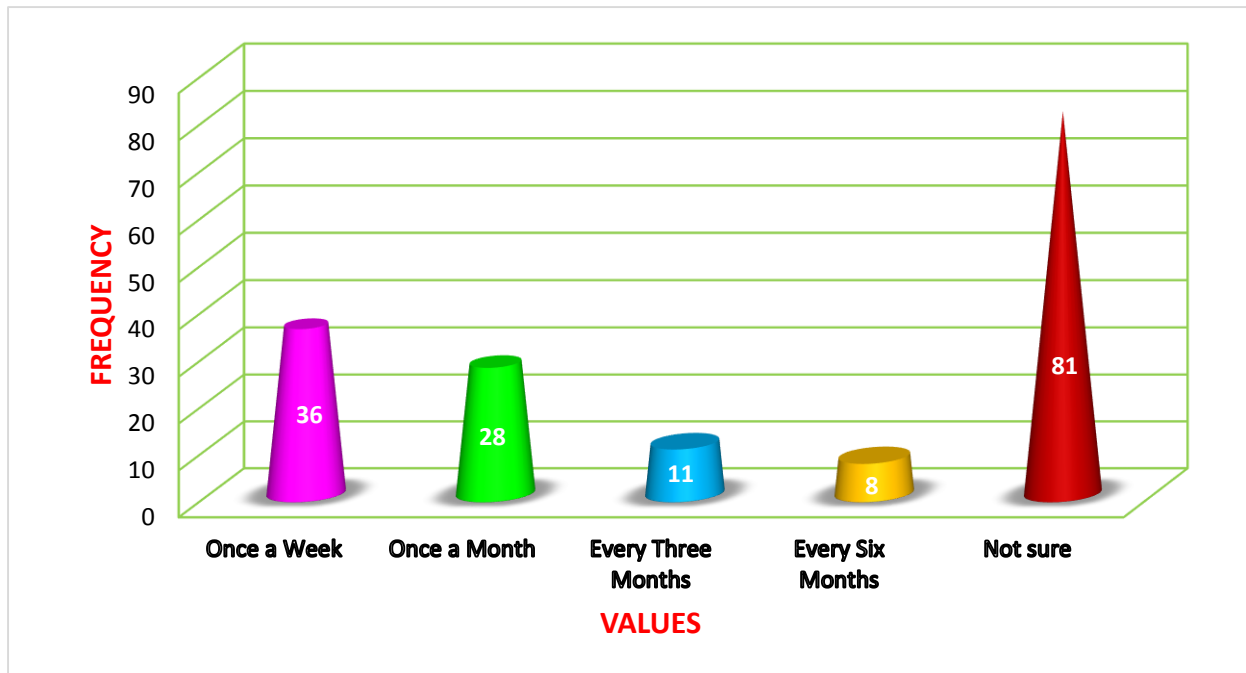
Table 8 above, tabulates that 55 respondents (i.e. 28.1%) indicated that sensitization campaigns related to electricity provision had taken place in their areas. 141 respondents (i.e. 71.9 %) on the other hand stated that there had not witnessed any sensitization campaigns related to electricity provision in their area. Thus, majority respondents (141 = 71.9%) indicated that there had not been any sensitization campaigns related to electricity provision in their area.

Table 9: Frequency of Sensitisation Campaign

		Frequency	Percent
Valid	Once a Week	12	6.1
	Once a Month	27	13.8
	Every 3 Months	7	3.6
	Every 6 Months	9	4.6
	Yearly	16	8.2
	Never	52	26.5
No	System	73	37.2
Total		196	100.0

In Table 9 above, the study established that 12 respondents (i.e. 6.1%) indicated that sensitization campaigns were carried out once a week. Twenty-seven respondents (i.e. 13.8%) on the other hand stated that the campaigns were carried out every month. Seven respondents (i.e. 3.6%) stated that the campaigns were conducted every 3months. Nine respondents (i.e. 4.6%) indicated that the campaigns were carried out every 6 months. Sixteen respondents (i.e. 8.2%) stated that the campaign were carried out yearly and 52 respondents (26.5 %) indicated that the campaigns were never carried out at all. A total of 73 (i.e. 37.2%) respondents did not answer the question owing to the fact that it was a leading question that did not apply to all the respondents. Therefore, the study established that majority respondents (52= 26.5%) indicated that the campaigns were never carried out at all.

Figure 12: Respondents suggestions on how often campaigns should be conducted



In Figure 12 above, the study revealed that 36 respondents (i.e. 18.4%) indicated that sensitization campaigns should be carried out once a week. Twenty-eight respondents (i.e. 14.3%) on the other hand, stated that the campaigns should be carried out every month. Eleven respondents (i.e. 5.6%) stated that the campaigns should be conducted every 3months. Eight respondents (i.e. 4.1%) indicated that the campaigns should be carried out every 6 months. Thirty - two respondents (i.e. 16.3%) stated that the campaign should be carried out yearly. A total of 81 respondents (i.e. 41.3%) did not answer the question. Therefore, majority respondents (81= 41.3%) indicated that they were not sure as to how often sensitisation campaigns should be carried out in densely populated areas.

4.5.2 Findings from Focus Group Discussions.

The fourth research question sought to investigate the frequency of the sensitisation campaigns conducted in densely populated areas. The following were the views that customers shared and have been presented according to the generated themes:

i. Once a year

Some of the respondents stated that they had only seen ZESCO come in to hold campaigns at least once a year. Some of the sentiments echoed were as follows “*ine mwamene na kalila mu*

komboni muo ni onapo chabe ba ZESCO ba bwele na chi truck pa ground kamodzi mu chaka". (I have only seen ZESCO coming to this compound once in a year).

ii. Twice a year

Customers argued that they had seen ZESCO come in their areas at least twice a year. Notably, they had seen ZESCO employees conducting door to door inspections. After the inspections, people asked to gather in a designated place within a particular neighbourhood and discussions of on topics such as illegal connections and dangers of the bad practices of electricity were conducted.

iii. Never

Some customers claimed that they had never seen ZESCO come and hold any campaigns in their communities. They stated that the only time they saw a ZESCO vehicle is when they came to either disconnect or connect a house and when they were attending to electrical faults. One customer stated that: *"ine chaka na chaka na nkala mu komboni, ni kalibe ku onapo ba ZESCO ba bwelako ku kamba ati ba zati uzako mau pali malaiti"*. (I have lived in this compound for years and years but I have not witnessed any ZESCO personnel coming to give us information about the electricity we use).

The study therefore revealed that customers shared divergent views on how often sensitisation campaigns were conducted. Some indicated that campaigns were carried out once a year while others stated that, they were carried out twice in a year. On the other hand, some customers claimed that they had not been any sensitisation campaigns conducted.

4.5.3 Findings from ZESCO employees

The following were the responses given by ZESCO members of staff pertaining to how often the sensitisation campaigns were conducted in densely populated areas.

All the members of staff indicated that ZESCO as an organisation conducted sensitisation campaigns quarterly (every three months).

4.5.4 Summary of findings on research question number four

The fourth research question sought to investigate the frequency of the sensitization campaigns carried out by ZESCO Limited in densely populated areas. From the findings it was established that majority respondents (52= 26.5%) indicated that they had not witnessed any campaigns

being carried out in their areas. It was established that majority of respondents (81= 41.3%) indicated that they were not sure on how often sensitisation campaigns should be carried out.

Findings from focus group discussions revealed that customers shared divergent views on the how often sensitisation campaigns were conducted. Some indicated that campaigns were carried out once a year, others stated twice in a year and other stated that there had not been any sensitisation campaigns conducted at all. Members of staff at ZESCO indicated that indicated that the organisation conducted sensitisation campaigns every after three (3) months.

4.6 Summary of the Chapter

The chapter presented the findings of the study on Customer Perceptions Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited in Densely Populated Areas of Lusaka District.

The quantitative findings revealed that customers in densely populated areas of Lusaka district had divergent views on how they perceived the information dissemination strategies that ZESCO had put in place. In some instances, however, it was established that points of convergence also existed. For instance, most customers shared similar views that the use of television was one of the preferred sources of information. It was also established that majority respondents (139 = 70.9%) obtained information from televisions. In another instance it was noted that majority respondents were actually not aware that ZESCO conducted sensitisation campaigns as they had not witnessed any in their area. This was reflected in the findings when majority respondents (52= 26.5%) indicated that they had not witnessed any campaigns being carried out in their areas.

Qualitatively, the findings also revealed that customers felt the information that ZESCO was disseminating was not easy to understand because it was framed in a technical language. This perception was also shared by ZESCO employees. On the other hand, customers also expressed the view that ZESCO's activities were tailored to address the concerns of people in low density areas and not the ones of those in densely populated areas.

The chapter that follows will provide a discussion of the findings that were highlighted in this chapter. It will use the research objectives, the theoretical framework and the Literature that was reviewed.

CHAPTER 5

DISCUSSION OF FINDINGS

5.1 Introduction

The preceding chapter presented the findings of the study whose purpose was to investigate *Customer Perceptions Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited in densely populated areas of Lusaka District*. This chapter, will provide a discussion of these findings. Baron (2014:25) states that: “*the discussion chapter provides a forum which the researcher explores and attempts to explain the findings and conclusions that emerged as the study was undertaken*”. It is within this chapter that the findings were interpreted and related to: the purpose of the study, the theoretical framework on which this study was grounded and examined studies that were reviewed as part of the Literature. In addition unlike most chapters of the study, whose content and form are dictated by fairly rigid standards, the discussion chapter is open-ended and takes the form that the researcher desires (Baron, 2014).

This discussion will be guided by the following specific research objectives; i) to determine how customers access information about electricity provision as disseminated by ZESCO Limited; ii) to establish the views customers have towards communication strategies used by ZESCO Limited; iii) to investigate customers understanding of information as disseminated by ZESCO Limited; and iv) to investigate how frequent sensitisation campaigns are conducted by ZESCO Limited in densely populated areas.

The chapter concludes by pointing out the limitations of the study, it offers suggestions for future research and a summary of the chapter.

5.2 Objective 1: To determine how customers access information about electricity provision as disseminated by ZESCO Limited

The first objective of the study was to: *determine how customers access information about electricity provision as disseminated by ZESCO limited in densely populated areas of Lusaka District*. In this study mass communication was referred to as a process by which messages are communicated to a broad, heterogeneous and undefined audience almost at the same time by the use of technology (Infante et al, 1997). This mode of communication is achieved by the use of various print and electronic channels. Therefore, it was important to establish from

customers how they accessed information about electricity provision. The sources of the information at their disposal were also key in helping the researcher understand how ZESCO customers gain access to information.

The study revealed that some customers accessed information through: ZESCO's short message system (SMS) broadcasts, through television and radio adverts and programmes, from neighbours, while others called their friends who worked for the company, some called the national call centre, and others visited ZESCO customer service centres. It is important to highlight that from the customers' responses the aspect of contacting the neighbour and friends who worked at the company were uniquely singled out. This research finding was consistent with what Renckstorf (2004) stated that in mass communication, audiences are made up of real people surrounded by and imbedded in social groups which serve as networks for interpersonal relationships through which media effects are mediated. This is attributed to the fact that because human beings are social beings, mainly people in densely populated areas, easily adapt to a community way of life of open sharing (Muyoba, 2008). The reliance of obtaining information from neighbours and friends however, can either lead to distortion of the original message that the sender is trying to communicate or can enhance the information being disseminated. Therefore, as information is being disseminated the onus is on the sender who should ensure that the information is clear, concise and should deliver the intended message.

The study also established that the some customers were not aware that ZESCO Limited had put up various channels of communication to disseminate information to its customers. This however was not in agreement with the information that is currently held by ZESCO Limited that as a company, they are able to disseminate information using various channels to capture wider audiences (ZESCO, 2013). With respect to the findings, ZESCO employees pointed out that the company used various channels of communication which included: television and radio adverts and programmes, short message broadcasts, posters, billboards, brochures, road shows, sensitisation campaigns, corporate newsletters and monthly adverts in newspapers. This is in agreement with the findings that were reflected in Sampa's study of 2010 that revealed that ZESCO Limited had developed various communication channels which it used to disseminate information to its customers and these included the ones cited above.

It was also revealed that despite majority respondents owning cell phones, most of them were not subscribed to the short message broadcast that the company has at its disposal to communicate with its customers. This tallies with quantitative findings that confirmed that

majority respondents (183=93.4%) indicated that they owned cell phones. It was further revealed that among the customers, a few were aware of how they had been registered in order to receive messages from ZESCO, while others stated that it was after new installation connection to their homes that they had started receiving the messages. This did not affirm ZESCO's views on the launched Shot Message System (SMS) management system for SMS broadcasting. Since its launch in 2007, ZESCO stated that the SMS broadcast was a service that had been used to reach out to customers 24 hours in seven days (24/7) informing them about any scheduled maintenance works, shutdown notices and any other emergencies affecting its customers (ZESCO, 2013). Conclusively therefore, this showed that there was still need for the company to enlighten its customers how they could subscribe successfully to the sms broadcast system so that they can enjoy the full benefits of this service.

Based on the forgoing discussion, it is clear that the findings on the first research objective had insightful revelations. Irrespective of the fact that ZESCO Limited had over the years developed various channels to communicate with its customers, it was still apparent that not all its customers were aware of the various existing channels used to disseminate information. In some other cases, even those who had access to information seemed to have accidentally stumbled across these sources of information. These findings also led to the revelation that other customers resorted to either: contacting their friends who worked for ZESCO or better still consulting their neighbours as a means of accessing information. It is evident that ZESCO management needs to re-examine how to enlighten its customer on the existing channels of communication so that the desired messages to be disseminated will reach its intended audiences.

5.3 To establish the views customers have towards communication strategies used by ZESCO Limited

The second research objective endeavoured to establish the views customers had towards communication strategies used by ZESCO Limited. It was from this objective that the researcher discovered that the personal experiences and encounters that the customers had pertaining to service quality contributed to shaping their perceptions about the communication strategies ZESCO was using.

This study led to a discovery that majority customers had not heard about ZESCO's activities in their areas of residence. For instance, from quantitative findings; when customers were asked if they had heard about any activities by ZESCO in their area, it was revealed that majority

respondents (112= 57.91%) indicated that they had not heard about ZESCO's activities. This therefore, could be attributed to the fact that communication between ZESCO and its customers was either not effective or there had been unforeseen information gaps that the company had not been able to identify during implementation of the strategies it used. Hence forth, this finding was not in tandem with McQuail (1994: 121) who stated that: *"...the term communication has many meanings and definitions but the central idea is that of a process of increased commonality or sharing between participants on the basis of sending and receiving messages."* Therefore, it is from this study finding that we can deduce that the perceptions that customers form when they are not even aware of the activities that an organisation has will surely be subjected to an individual's personal bias and consequently conclusions made will not favour the organisation.

The revelation above may also be a foundational principle that might have led to reason why some customers indicated that they were not sure if the campaigns carried out by ZESCO were informative. This was evident when majority respondents (81= 41.3%) indicated as such. Such formulated perceptions may be attributed to issues of satisfaction. This can be well explained in accordance with Expectation Disconfirmation Theory (EDT), which postulates that expectations, disconfirmation, and performance influence customer satisfaction (Lankton and McKnight, 2012). Oliver (1980) stated that EDT is a theory for measuring customer satisfaction from perceived quality of products or services. EDT has two famous variables: expectation or desire and experience or perceived performance (Lankton and McKnight, 2012). The variables are defined in two distinct periods. Expectation or desire is related to the pre-purchase time period that a customer has initial expectation about specific performance such as quality of product or service. Experience or perceived performance is related to after purchase time period that the customer gets the experience after perceiving the real performance such as quality of a specific product or service. Bhattacharjee and Premkumar (2004) emphasise that the difference between initial expectation or desire and the perceived experience or performance is known as disconfirmation of expectation or desire. This means that disconfirmation of expectation or desire can be positive or negative. When customers perceived performance over quality of specific product or service is higher than customers' expectation then positive disconfirmation will occur. In the same way, when customers perceived the performance is worse than what they expected or desired about the quality of specific product or service, negative disconfirmation will occur. Accordingly therefore, positive disconfirmation leads to customer's satisfaction and negative disconfirmation means perceived performance of products

or services couldn't attract the customer's satisfaction. Clearly therefore, customers' dissatisfaction led to un-fulfilment which culminated into negative disconfirmation and consequently the views expressed that most of ZESCO's campaigns were deemed not to be informative.

Furthermore, the study also revealed that television was the most effective source of information, giving quantitative findings of 141 customers (71.9 %) expressing this view. In addition, customers (104=53.1%) also shared that the radio was another effective source of information. The foregoing finding is supported by the sentiments that the company shared that: *"...in its quest to deliver satisfactory services to its customers, it disseminated information through radio and television programmes, which run on both the public and private broadcasters"* (ZESCO, 2014: 5).

The study also unearthed that some customers shared the view that the language of instruction used by ZESCO Limited in its information dissemination was the English language. In addition, some of the respondents expressed the view that there was need for ZESCO to incorporate local languages when communicating with their customers. For instance, responses to the question: *"what language is used by ZESCO when disseminating information?"*. Quantitative findings (as per figure 9 in Chapter 4) revealed the following scores: 119 respondents (i.e. 60.7%) said English, 34 respondents (i.e. 17.4 %) indicated that a local language was used while 43 respondents (i.e. 21.9%) stated that both English and local language were used in information dissemination. In agreement, qualitative findings also revealed that some customers boldly expressed the concern over the use of English language which they attributed to the fact that the company seemed to target customers who had a certain level of education and understood the English language well. Some customers echoed similar sentiments that most of the adverts and programmes that run on both radio, in brochures, on billboards and television were in English. For instance, to support the above claim, one customer lamented that: *"I have not spotted any billboard, brochures, or even a poster that are in the local language either than the ones that i see in English. Most times i worry for my fellow community members who are not able to read"*. This is supported by the thoughts shared by Mukerjee (2009) who emphasises that improving customer services involves making a commitment to learning what customers' needs are and therefore developing action plans that implement friendly processes. Any customers' desire when they venture to seek a service is to be attended to as fast and as professionally as possible. Sampa (2010) also pointed out that the significance of the interaction between service providers and the customer is that it accentuates

the continuous monitoring of customer satisfaction. Through such interaction, customers are given an opportunity to make credible suggestions to the service provider that may lead to improvement of the strategy being used. Similarly, in a study that was carried out by Chembe in 2010 on An Examination of the Communication Strategies and Techniques used by Society for Family Health (SFH) in Malaria Control Programme in Luangwa, he noted that at the beginning of the project, initial materials that were used in the sensitisation campaign were written in English. However, cards written in a local language – Nyanja, were later used following peoples' feedback that the ones written in English were difficult to understand. This demonstrates that as sensitisation campaigns are being carried out, it is important to formatively evaluate the strategies in order to ensure that the intended objectives and most importantly the information is being well understood.

It was also established that some customers perceived ZESCO as a company that failed to adhere to its promises. Some customers shared the view that in most instances ZESCO did not abide by its promises, this in turn lead to dissatisfaction of the received service. This confirms what a component of EDT theory states that when customers perceive that the performance is worse than what they expected or desired about the quality of specific product or service, negative disconfirmation will occur (Bhattacharjee and Premkumar, 2004). This therefore led to negative perception of the service quality that the service provider provided.

Another revelation from the findings was that, most customers shared the view that the development of the content of information that was disseminated was not really based on their prevailing electricity needs in a particular area. This finding is supported by Muzmara - Mwanza (2007) who postulates that although mass media is a channel of communication which is capable of reaching heterogeneous audiences simultaneously with uniform messages, it is not entirely effective because it deals with audiences comprising of different types of people who need different approaches in order to understand and support a campaign. Evidently therefore, a point of convergence between this study and Muzmara-Mwanza's study is that it is important to collect information on the ground from the locals in a particular community to try and ensure that the content of information to be disseminated is based entirely on the prevailing needs on the people.

Responses from ZESCO employees revealed that different customers viewed the various communication strategies differently because of variation in their needs and depositions. The

attributed this to the difference in background and the area of residence that the customers resided in.

Conclusively therefore, it was evident that very few customers had heard about ZESCO activities in their areas of residence and the few that had heard about these programmes found them to be uninformative. This shows that the company was inconsistent in the way it was handling its communication with its customers. ZESCO Limited also needs to ensure that in most of their communication strategies, local languages need to be incorporated for easy understanding by their customers and avoid misinterpretation of information that was being disseminated. There was also a need for the company to ensure that the content of information to be disseminated was developed and designed based on the needs of its customers.

5.4 To investigate customers understanding of information as disseminated by ZESCO Limited

The third research objective sought to investigate whether or not customers understood the information disseminated by ZESCO Limited.

Rai (2008) states that communication strategies used by service organisations if not properly managed, implemented and evaluated led to unsatisfied service provision. The findings of this study show that this is the position that ZESCO as a service organisation seems to have found itself in. This conclusion has been drawn from findings that revealed that majority respondents (104= 53.1%) indicated that they did not understand the messages ZESCO was broadcasting. Findings from focus group discussions alike, revealed that customers in densely populated areas felt they could not understand the information that ZESCO was disseminating owing to the fact that it was couched in a highly technical language. One customer echoed the sentiments that: *“ife tima nvela chabe ati load shedding, muza dabwa ku ziba kuti iyi word ni ba ngati mu komboni ba mene ba ziba kuti ei’ tanthauza chani?”*. (A common word used in our community is the word load shedding, but you will be amazed that even though many of us use it, very few understand this word and what it exactly means). Responses from employees equally revealed that inability in appreciating the information as demonstrated by customers may be attributed to the fact that the language used by the company was too technical for ordinary citizens to comprehend. Additionally, other ZESCO employees also pointed out that when artists were involved in road shows, the meaning of the information was lost in the excitement. Lungu (2010) made similar conclusions when it was revealed in his study that there was a need to design communication strategies tailored with specific messages for a target audience using a

common language. In his findings, it was also established that the participants were not satisfied with the level of communication between the fisher communities and the department of Fisheries. Examples of dissatisfaction included the use of technical language by extension officers to common people who could not have fully understood the messages so as to enable them participate and respond effectively. This can indeed be likened to ZESCO's customer experiences expressed above. From the two studies, there is a point of convergence which reflects that when sensitisation campaigns are being carried out, it is important to constantly and formatively evaluate the strategies to ensure that they are used to achieve the intended objectives. In addition, for communication to be effective, Chembe (2010) posits that interviews carried out in his study revealed that the major aspect that also leads to the development of the content in the local language was attributed to a pilot study that was carried out in Nyimba to help ascertain the effectiveness of the selected strategies. Piloting is a strategy that ZESCO can adopt as it endeavours to assist customers in understanding the information that it disseminates.

A follow up question on the action taken by customers when they had not understood the information disseminated, revealed that majority respondents (60= 30.6%) indicated that they were able to go to ZESCO Service Centre offices to enquire. It was also established that majority respondents (i.e. 67.9%) indicated that they were not contented with the way ZESCO Limited was disseminating information to them. In order to address this issue, Muzumara - Mwanza (2007) points out that the need to research on the target audience is another aspect that may enable the campaign team to decide on the appropriate strategy to be used. Her study further stated that the target audience should be researched on and the social cultural context should be respected and known by the change agents or the communication educationalist beforehand. Muzumara-Mwanza (2007) further states that another important aspect that is worth consideration is that of having a team that has people or members who have appropriate skills that will enable the campaign to be successful.

5.5 To investigate how frequent sensitisation campaigns are conducted by ZESCO Limited in densely populated areas

The fourth research objective sought to investigate the frequency of sensitization campaigns carried out by ZESCO Limited in densely populated areas.

The findings revealed that some customers had not witnessed any sensitisation campaigns related to electricity provision in their areas. For instance, to the question: *has there been any*

sensitisation campaigns in your area? Quantitative findings revealed that some customers indicated that they had not witnessed any sensitization campaigns (141 = 71.9%) while a minority of 55 (i.e. 28.1%) customers indicated that they had witnessed these campaigns. Similarly, findings from focus group discussions revealed that customers shared divergent views on how often sensitisation campaigns were conducted. Some indicated that campaigns were carried out once a year, others stated twice in a year and others stated that there had not been any sensitisation campaigns conducted at all. This is despite the fact that the company has over the years laboured to develop sensitisation campaigns that it has conducted to communicate with its customers in densely populated areas. This contrasts with the findings from members of staff at ZESCO who had indicated that the organisation conducted sensitisation campaigns every after three (3) months in densely populated areas. Stressing the importance of sensitisation campaigns, Oliver (1997) stated that sensitisation campaigns mark a milestone in the lives of customers in that when wider audiences are captured and information is well disseminated, customers ensure that from the information acquired proper measures are arrived at.

5.5 Limitations of the study

The purpose of this study was to; investigate customer perceptions regarding information dissemination strategies that ZESCO Limited has put in place to communicate with its customers particularly those located in densely populated areas of Lusaka District. Data collection presented a challenge in the initial stages as most of the ZESCO Limited customers showed reluctance to take part in the research. Some customers wondered whether or not ZESCO was going to take time to consider their responses as they attributed this to the monopolistic nature of ZESCO. However, the researcher laboured to explain to the customers that this research was for academic purposes only and that the findings will not be shelved but also shared with ZESCO management. Permission sought to conduct research from the Limited company was delayed by the company's beauraucratic procedures. However, a lot of patience was exercised and eventually the researcher was granted permission to proceed with data collection within the organisation.

The views established and presented in this study are from the ZSECO Limited customers and members of staff. This study was peculiar to customers in Lusaka District only, hence forth the findings may not be generalised to its country wide customers in other districts. This is supported by the findings that revealed that even though the company's product is the same

country wide, that of electricity provision, customer's needs are different and are largely dependent on their social cultural context and environment in which they reside.

5.6 Summary of the Chapter

The Chapter presented the discussion of the study findings on Customer Perceptions Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited in densely populated areas of Lusaka District. Responses of the participants were analysed. Firstly, the study endeavoured to determine how customers accessed information about electricity provision as disseminated by ZESCO Limited. Secondly, the views that customers had towards communication strategies used by ZESCO Limited were deliberated. Thirdly, an investigation on customers understanding of information as disseminated by ZESCO Limited were investigated and revealed. Lastly, the frequency of sensitisation campaigns conducted by ZESCO Limited in densely populated areas were laid bare. The chapter also demonstrated how the reviewed literature and the theoretical framework related to the objectives of this study. The researcher additionally took time to shed light on the limitations of the study and made suggestions for future research.

The next chapter presents the conclusion and the recommendations made in light of the findings.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

The forgoing chapter discussed the findings presented in chapter 4. This chapter presents a conclusion for this study and provides recommendations based on the research objectives, the findings and the theoretical framework.

6.2 Conclusion

The study sought to investigate Customer Perceptions Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited in densely populated areas of Lusaka District. This study revealed that customer's views were fundamental in the successful completion of the communication process that existed between ZESCO Limited and its customers in densely populated areas.

The first research question and objective sought to determine how customers access information about electricity provision disseminated by ZESCO Limited. The study revealed that, despite the fact that ZESCO had over the years developed various channels to communicate with its customers, it was still apparent that not all its customers were aware of the existence of these communication channels. Some customers however, were familiar with the television and radio modes of communication. These findings also led to the revelation that other customers resorted to alternative avenues of accessing information such as inquiring from their neighbours and calling their friends who worked for the company. This was in line with Muyoba (2008) who pointed out that because human beings are social beings, those living in densely populated areas easily adapt to a community way of life of open sharing. Conclusively therefore, ZESCO management needs to carry out an emergency evaluation on the existing channels of communication so that it can effectively disseminate information to its customers.

The second research question and objective endeavoured to establish the views customers had towards communication strategies used by ZESCO Limited. It was noted that majority customers shared the view that they had not heard about ZESCO's activities in their areas of residence. However, they were of the view that ZESCO's activities were tailored to address the concerns of people in low density areas. This was because they felt that the development of the content of information which was disseminated was not based on the needs of its intended

beneficiaries (meaning its customers residing in densely populated areas). In addition, the few that had heard about these programmes, indicated that they were not sure if the campaigns carried out by ZESCO Limited were informative. In line with the foregoing, some customers shared the view that the language of instruction used by ZESCO Limited in its information disseminations was English language, which majority respondents could not fully comprehend. It was also established that customers perceived ZESCO as a company that failed to adhere to its promises in the delivery of its services. Some customers shared the view that in most instances ZESCO did not abide by its promises, this in turn led to dissatisfaction of the service received. This confirmed what a component of EDT theory states that when customers perceive that the performance is worse than what they expected or desired about the quality of a specific product or service, negative disconfirmation will occur (Bhattacharjee and Premkumar, 2004). Therefore, this led to negative perception of the service quality that the service provider provided.

The third research question and objective sought to investigate whether or not customers understood the information disseminated by ZESCO Limited. Customers in densely populated areas said they could not understand the information that ZESCO was disseminating owing partially to the fact that it was couched in a highly technical language. In this vein, some customers insisted that ZESCO needed to design programmes whose content could easily be understood even by those that were not literate. In support of these findings, Lungu (2010) established in his study that because participants were not satisfied with the level of communication between the fisher communities and the Department of Fisheries, this led to dissatisfaction. Examples of dissatisfaction included the use of technical language by extension officers to common people who could not have fully understood the messages so as to enable them participate and respond effectively. From the two studies, the point of convergence reflects that when sensitisation campaigns are being carried out, it is important to constantly and formatively evaluate the strategies to ensure that they are used to achieve the intended objectives.

The fourth research question and objective sought to investigate the frequency of the sensitization campaigns carried out by ZESCO Limited in densely populated areas. Customers shared divergent views on how often sensitisation campaigns were conducted. Some indicated that campaigns were carried out once a year, others stated twice in a year and others stated that there were no sensitisation campaigns conducted at all. Members of staff at ZESCO indicated that the organisation conducted sensitisation campaigns every after three (3) months.

In view of the above, it can be concluded that information dissemination strategies used by ZESCO Limited in accordance to the formulated perceptions of its customers were linked to the issue of satisfaction. It was obvious that customer perceptions were formulated after one had gone through the experience or provision of the service (as is reflected in the expectancy disconfirmation theory that guided this study). Conversely, from the views expressed by ZESCO Limited customers, a number of gaps were identified. The identified gaps were as follows; inaccessibility to available channels of information, language of instruction used in information dissemination, adherence to quality service delivery and failure by utility company to effectively use the multiple information dissemination strategies at its disposal.

Regardless of the fact that ZESCO Limited has over the years been making frantic efforts to disseminate information, customers also shared the view that ZESCO's activities in electricity provision were tailored to address the concerns of people in low density areas. This was because they felt the development of the content of information which was disseminated was not based on the needs of its intended beneficiaries (meaning its customers in densely populated areas). In order for ZESCO Limited to improve delivery of quality service, the responsibility rests on the company to reposition its communication policy.

6.3 Recommendations

The recommendations are aimed at contributing to the optimization of the effectiveness and efficiency of information dissemination strategies used by ZESCO Limited in electricity provision. This takes into account the realities that ZESCO Limited operates as a monopoly in the electricity service industry. In view of the findings the following are the recommendations made to ZESCO Management:

- i. sensitisation campaigns should be conducted as scheduled (that is quarterly) in its own communication policy;
- ii. that information on electricity provision should be translated in various local languages. This will enhance customer comprehension and appreciation of the messages;
- iii. that ZESCO should strive to fulfil the promises it makes to its customers in terms of service delivery;
- iv. that ZESCO should undertake awareness campaigns in order to enlighten customers on the various channels of communication in existence and how they can be accessed.

- v. that ZESCO should conduct needs assessment surveys in densely populated areas. This will enable them design programmes whose content will meet the needs of their customers;
- vi. that there is need for ZESCO to carry out pilot studies on selected communication strategies in order to ascertain their effectiveness before full-fledged implementation;
- vii. that they design programmes that will enable them get prompt feedback from their customers and
- viii. that there is need to invest in training programmes that will assist sharpen skills for those directly involved in the management of communication between the organisation and its customers. This can be carried out in the following areas; public relations, mass communication and development and programme planning, implementation and evaluation of communication strategies.

6.4. Suggestions for future research

Based on the revelations from the findings. The following are some of the studies that can be conducted.

- i). There is need for ZESCO to conduct a comparative study between customers in densely populated areas and low density areas so as to also establish the different perceptions regarding the existing information dissemination strategies it employs;
- ii). ZESCO Limited should duplicate this study and conduct it at National level;
- iii). ZESCO should endeavour to conduct needs assessment surveys country wide in order to understand the needs of their customers and
- iv). Academicians and researchers should take interest in conducting evaluation studies on parastatal companies to help provide unbiased checks and balances that will lead to national development.

6.5. Summary of the chapter

This Chapter presented the findings for this study in relation to its purpose, objectives and theoretical framework. The study concluded that, although ZESCO Limited has over the years been making frantic efforts to disseminate information to its customers by designing various communication strategies, its failure to obtain feedback and views from its customers as a way

of evaluation lead to the perception that the company concentrated on addressing the needs of its customers in low density areas at the expense of those in densely populated areas. The recommendations based on the findings were also presented and these included the need for ZESCO Limited management to: ensure that information on electricity provision should be couched in various local languages, sensitisation campaigns should be conducted as scheduled (that is quarterly) in its own communication policy, should undertake awareness campaigns in order to enlighten customers on the various channels of communication in existence and how they can be accessed, adhere to promises it makes to its customers, should conduct needs assessment surveys in densely populated areas as this will enable them designing of programmes whose content will meet the needs of their customers, and carry out pilot studies on selected communication strategies in order to ascertain their effectiveness before full-fledged implementation.

The researcher believes that if the concerns that are highlighted in this study are addressed, ZESCO Limited could arise above the current perceptions that most of its customers hold that which do not seem to favour its current position in the area of communication.

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Appendix I

The University of Zambia

School of Education

Department of Adult Education and Extension Studies

Questionnaire for ZESCO Limited Customers

Introduction

Dear Respondent,

I am a postgraduate student pursuing a master's programme; Masters of Education in Adult Education at the University of Zambia.

The research being conducted is for academic purposes. It is an investigation on Customer Perceptions' regarding Information Dissemination Strategies in Electricity Provision.

I humbly request you to participate and answer the questionnaire freely and honestly.

Your responses in this questionnaire will be treated as confidential.

Instructions

1. Please do not write your names on the questionnaire.
2. Kindly answer all the questions by ticking (✓) in the spaces provided [] or by writing your answers' in the spaces provided.

Questionnaire for Customers in the densely populated areas in Lusaka

1. Questionnaire Number:
2. Date:
3. Area:

RESEARCH PARTICIPANTS' CODE

SECTION A

Kindly tick the appropriate box (✓)

1. Sex

- | | |
|-----------|-------|
| a. Male | [] |
| b. Female | [] |

2. Your fluent language:

- | | |
|-----------|-------|
| a. Tonga | [] |
| b. Bemba | [] |
| c. Nyanja | [] |
| d. Lozi | [] |
| e. Other | [] |

3. Age

- | | |
|------------------|-------|
| a. Below 18 | [] |
| b. 18 – 27years | [] |
| c. 28 - 37years | [] |
| d. 38 - 47 years | [] |
| e. Over 48 years | [] |

4. Marital status

- | | |
|-------------|-------|
| a. Single | [] |
| b. Married | [] |
| c. Divorced | [] |
| d. Widowed | [] |

5. Educational level:

- | | |
|------------|-------|
| a. None | [] |
| b. Primary | [] |

- c. Secondary []
 - d. Tertiary []
- 6. Employment Status**
- a. Employed []
 - b. Not Employed []
- 7. Professional Qualifications**
- a. Certificate []
 - b. Diploma []
 - c. Degree []
 - d. None []

SECTION B

Kindly tick in the appropriate box provided [√].

- 8. What is your source of energy?**
- a) Electricity []
 - b) Charcoal []
 - c) Wood []
 - d) Candles for lighting []
 - e) Both Candles and charcoal []
 - f) Both Candles and wood []
 - g) Both Electricity and charcoal []
 - h) Both Electricity and wood []
- 9. Ability in the language of English;**
- i) Spoken:
 - a) None []
 - b) Poor []
 - c) Satisfactory []
 - d) Good []
 - j) Reading:
 - a) None []
 - b) Poor []
 - c) Satisfactory []

d) Good []

10. Do you own a television?

a) Yes []

b) No []

11. Do you own a radio?

a) Yes []

b) No []

12. Do you read newspapers?

a) Yes []

b) No []

13. Do you have a Cell phone?

a) Yes []

b) No []

14. Do you have a ZESCO office within your residential area?

a) Yes []

b) No []

SECTION C

15. Are you aware about the aware of the channels of communication ZESCO has put in place?

a) Yes []

b) No []

16. How often do your hear about ZESCO's activities?

a) Daily []

b) Once a week []

c) Twice a week []

d) Once a month []

17. Where do you usually get information about ZESCO from?

**select multiple answers*

a) Neighbours []

b) Newspapers []

c) ZESCO newsletters []

d) Television adverts []

- e) Radio adverts [☐]
- f) ZESCO offices [☐]
- g) ZESCO bill boards [☐]
- h) ZESCO brochures' [☐]

18. What language is used by ZESCO when giving information?

- a) English [☐]
- b) Local language [☐]
- c) English and Local language [☐]

19. Have you subscribed to the Short Message System (SMS) broadcast for ZESCO?

- a) Yes [☐]
- b) No [☐]

20. If YES in **Q19**. How regularly do you receive messages from ZESCO via Cell phone?

- a) Daily [☐]
- b) Once a week [☐]
- c) Twice a week [☐]
- d) Once a month [☐]

21. Do you usually understand the messages you receive from ZESCO?

- a) Yes [☐]
- b) No [☐]

22. If No to **Q21**, what do you do about it?

- a) Visit ZESCO office [☐]
- b) Ask the Neighbour [☐]
- c) Wait for Radio adverts [☐]
- d) Wait for Television Adverts [☐]
- e) Wait to receive ZESCO newsletters [☐]
- f) Do not bother to ask anyone [☐]
- g) Look out for ZESCO bill boards [☐]

23. Which one of these information dissemination strategies is most clear to you?

- a) Visiting ZESCO Customer Service office [☐]
- b) Asking the Neighbour [☐]
- c) Listening to radio adverts [☐]
- d) Watching Television Adverts [☐]
- e) Reading ZESCO newsletters [☐]
- f) ZESCO bill boards [☐]

24. Do you experience power outages in your area?

- a) Yes []
- b) No []

25. If Yes Q24. How often?

- a) Daily []
- b) Once a week []
- c) Twice a week []
- d) Three times a week []
- e) More than three times a week []

26. Are you always aware when you will have power outage in your area?

- a) Yes []
- b) No []

27. If No to Q26. Would you know why you do not get to know about the power outage?

- a) I don't have a cell phone []
- b) I can't read []
- c) I don't have radio []
- d) I don't have a Television []
- e) There is just no information given prior to power outage []

28. Where do you get the information about power outage?

- a) From ZESCO office []
- b) From the Neighbour []
- c) Radio adverts []
- d) Television Adverts []
- e) ZESCO newsletters []
- f) SMS to your cell phone []

29. How often are you aware of power outage?

- a) 1 of 2 []
- b) 1 of 3 []
- c) 1 of 4 []
- d) 1 of 5 []

30. Do you always understand the reasons why there is power outage?

- a) Yes []

b) No []

31. If No to Q30, how do you get to understand the reason for the power outage?

a) Visit ZESCO office []

b) Ask the Neighbour []

c) Radio adverts []

d) Television Adverts []

e) ZESCO newsletters []

f) Do not bother to ask further []

32. What is your attitude towards the information you get about the reasons for the power outages?

a) Negative []

b) Positive []

c) Neutral []

d) Not stated []

SECTION D

33. Has there been any sensitization campaigns related to electricity provision in your area?

a) Yes []

b) No []

34. If Yes to Q33. How often?

a) Once a week []

b) Once a Month []

c) Quarterly []

d) Biannually []

e) Yearly []

f) Never []

35. Are these campaigns very informative?

a) Yes []

b) No []

36. If Yes to Q35, how often should they be conducted?

a) Once a week []

b) Once a Month []

c) Quarterly []

d) Biannually []

e) Yearly []

37. What do you think is the most effective way of informing you about ZESCO's activities?

**Select Multiple*

a) SMS via cell phone []

b) Radio []

c) Television []

d) Visit ZESCO office []

e) Ask the Neighbour []

f) ZESCO newsletters []

g) ZESCO bill boards []

h) Road shows/campaigns []

38. Do you think there is enough communication between you and ZESCO?

a) Yes []

b) No []

c) Sometimes []

d) Not sure []

39. Are you content with the way ZESCO communicates to you?

a) Yes []

b) No []

40. If **No** to **Q39**, kindly state reason why below.

41. What would you like ZESCO to do in order to improve how it delivers information to you?

Thank you for your participation

In case you need to inquire on any issue regarding this research, feel free to contact the researcher using the following details:

Name: Tiwonge Mbale Zyambo

Address: C/o UNZA, School of Education, Department of Adult Education and Extension Studies. P.O. Box 32379, Lusaka.

Phone number: +260 977-797-950

Appendix II

The University of Zambia

School of Education

Department of Adult Education and Extension Studies

Focus Group Discussions for ZESCO Limited Customers

Introductory Remarks

I am a postgraduate student pursuing a master's program; Masters of Education in Adult Education at the University of Zambia.

The research being conducted is for academic purposes. It is an investigation on *Customer Perceptions' Regarding Information Dissemination Strategies in Electricity Provision*.

I humbly request you to participate and answer the questionnaire freely and honestly.

Your responses in this questionnaire will be treated as confidential.

Instructions

- i). Your responses in this interview will be treated as confidential.
- ii). Please note that you are not required to give your name for confidentiality purposes
- iii). Kindly raise your hand if you want to respond to a question
- iv). You will be identified by the colour of the outfit you are wearing
- v). I humbly seek your permission to record this discussion.

INTERVIEW GUIDE FOR FOCUS GROUP DISCUSSIONS FOR ZESCO LTD CUSTOMERS

1. Are you the one who applied for electricity or it are the Landlord?
2. What do you know about electricity provision?
3. How do you access information about ZESCO in your area?
4. Does ZESCO Ltd holds any community sensitisation programmes in your area?
5. Do you think these programmes are necessary to make your livelihood better?
6. Are there any means that can be used, other than those already being used, which could make these programmes more attractive?
7. Do you understand the information that is being disseminated most of the time? .
8. In your own views how do u perceive the way the company is managing these sensitisation programmes?
9. Is there any success story among you on any information you received?
10. Any suggestions' as to how these programmes could be improved
11. Any other general comment.

End of Focus Group Discussion Group

Thank you

Appendix III

The University of Zambia
School of Education
Department of Adult Education and Extension Studies
Questionnaire for ZESCO Limited Staff

Introduction

Dear Respondent,

I am a postgraduate student pursuing a master's program; Masters of Education in Adult Education at the University of Zambia.

The research being conducted is for academic purpose. It is an investigation on Customer Perceptions regarding Information Dissemination Strategies in Electricity Provision.

I humbly request you to participate and answer the questionnaire freely and honestly.

Your responses in this questionnaire will be treated as confidential.

Instructions

1. Please do not write your names on the questionnaire.
2. Kindly answer all the questions by ticking (✓) in the spaces provided [] or by writing your answers in the spaces provided.

1. Questionnaire Number:

2. Date:

3. Area :

SECTION A

Kindly tick the appropriate box (✓)

1. Sex

a. Male []

b. Female []

2. Your fluent language:

a. Tonga []

b. Bemba []

c. Nyanja []

d. Lozi []

e. Other []

3. Age

a. 21-25 years []

b. 26 – 30years []

c. 13 - 35years []

d. 36 - 40 years []

e. Over 41 years []

4. Marital status

a. Single []

b. Married []

c. Divorced []

d. Widowed []

5. Professional Qualifications

- a. Certificate []
- b. Diploma []
- c. Degree []
- d. Masters []

6. How long have you worked for ZESCO Ltd?

- a) 0- 2 years []
- b) 3-5 years []
- c) 6-8 years []
- d) 9-11 years []
- e) More than 12 years []

7. Have you undergone any training in Information Dissemination?

.....

SECTION B

8. What is the role of the current Communication Policy in the Organisation?

.....

9. How many years has it been in existence?

.....

10. What are the most current used Communication strategies ZESCO Ltd is using?

.....

11. How frequent do you hold sensitisation campaigns with communities?

.....

12. How is the language of instruction chosen for sensitisation programmes arrived at?

.....

13. What factors are considered when deciding on the content of information to be disseminated?

.....

.....

.....

14. How do you evaluate the effectiveness of the communication strategies up in place?

.....

.....

15. In your view what do you think are the current perceptions people have towards the communication strategies' the organisation has put in place?

.....

.....

16. Is there any change in attitude that can reflect the use the information that has been disseminated?

.....

SECTION C

17. Do you think you can do better as an organisation in information dissemination?

a) Yes []

b) No []

18. If YES in question 17, Indicate Four (4) ways in which this can be done?

i.

ii.

iii.

iv.

19. If NO in question 17, indicate the reason

.....

.....

17. What are some of the Challenges faced during sensitisation campaigns?

.....

.....

.....

Thank you for your participation

In case you need to inquire on any issue regarding this research, feel free to contact the researcher using the following details:

Name: Tiwonge Mbale Zyambo (MRS)

Address: C/o UNZA, School of Education, Department of Adult Education and Extension Studies. P.O. Box 32379, Lusaka.

Phone number: +260 977-797-950

APPENDIX IV

RESEARCH BUDGET LINE

PERSONNEL	Unit Cost (ZMW)	Quantity	Total (ZMW)
Research Assistant	350	4	1,400.00
Data entry clerk	800	1	800.00
STATIONERY			
A4 paper (ream)	40.00	6	240.00
Binding of Thesis	250.00	4	1000.00
Box files	30.00	4	120.00
Staplers	20.00	2	40.00
Staples (Box)	10.00	2	20.00
Perforator	10.00	2	20.00
Box of pens (20)	30.00	1	30.00
Box of pencils (20)	15.00	1	15.00
Printing edited document	1.0	480 (for 4 copies)	480.00
Box of paper clips	5.00	2	10.00
Sharpeners	5.00	5	25.00
Tape Recorder	600.00	1	600.00
Writing pads	10.00	5	50.00
Sellotape	5.00	2	10.00
Box of pins	55.00	2	110.00
Fuel within Lusaka	100.00	10 segmented trips	1,000
Supervisor Inspection	200.00	6 sessions	1,200
Contingency	10%		785.00
GRAND TOTAL			K8, 624.00

APPENDIX V

RESEARCH TIME SCHEDULE 2014

ACTIVIY	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Identification of the problem	xxx	xxx									
Formulation of the research topic			xxx								
Literature review				xxx	xxx						
Development of research instruments						xxx					
Data collection							xxx	xxx	xxx	xxx	
Data Analysis											xxx

APPENDIX VI

RESEARCH TIME SCHEDULE 2015

ACTIVIY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY
Data Analysis	XX	XX					
Report Preparation			XX	XX			
Report Production					XX	XX	

APPENDIX VII

INFORMED CONSENT FORM

Dear Respondent,

My name is Tiwonge Mbale. I am a currently a student of the University of Zambia pursuing a Master of Education in Adult Education. This research is a major requirement for the completion of my programme. Therefore, this exercise is purely academic.

1. Purpose

The researcher wishes to investigate Customer Perceptions Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited in Densely populated areas of Lusaka District.

2. Consent

Participation in this study is purely voluntary. You are at liberty to decline to participate in this exercise.

3. Confidentiality

All data collected from this research is treated with ultimate confidentiality. Participants are assured that they will remain anonymous and untraceable in this research.

4. Right of Respondents

All efforts will be taken to ensure that the rights of the participants are protected and respected. Participants are assured that they shall suffer no harm as a result of participating in this exercise. Participants are free to ask for clarification at any point of the exercise and to inform the researcher if they feel uncomfortable about any procedure in the research.

5. Declaration of Consent

I have read and fully understand this document. I therefore agree/ disagree to participate in this exercise.

Signature

.....

Date

..... / / **2014**

APPENDIX VIII

LETTER OF INTRODUCTION FROM DIRECTORATE OF GRADUATE STUDIES



THE UNIVERSITY OF ZAMBIA
SCHOOL OF EDUCATION

Telephone: 291381
Telegram: UNZA, LUSAKA
Telex: UNZALU ZA 44370

PO Box 32379
Lusaka, Zambia
Fax: +260-1-292702

Date: 8/09/2014

TO WHOM IT MAY CONCERN

Dear Sir/Madam

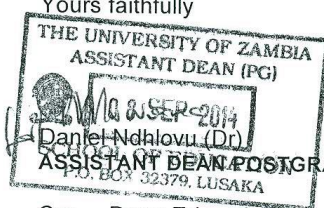
RE: FIELD WORK FOR MASTERS/ PhD STUDENTS

The bearer of this letter Mr./Ms. TIWONGE MBALE Computer number 512800902 is a duly registered student at the University of Zambia, School of Education.

He/She is taking a Masters/PhD programme in Education. The programme has a fieldwork component which he/she has to complete.

We shall greatly appreciate if the necessary assistance is rendered to him/her/.

Yours faithfully



Cc: Dean-Education
Director-DRGS

APPENDIX IX

LETTER OF PERMISSION TO COLLECT DATA AT ZESCO LIMITED



Our Ref: A200/RD&PM/783/2015

23rd March, 2015

Ms. Tiwonge Mbale Zyambo
Call Centre
C/O ZESCO Limited
P O Box 33304
LUSAKA

Dear Ms. Zyambo,

RE: REQUEST TO CONDUCT RESEARCH – MS. TIWONGE MBALE ZYAMBO

Reference is made to your letter dated 17th March 2015, in which you requested ZESCO Management to grant you permission to carry out a research entitled **"Customer Perception Regarding Information Dissemination Strategies of Electricity Provision by ZESCO Limited in Densely Populated Areas in Lusaka District"**.

This serves to inform you that permission has been granted to you to undertake the above mentioned research under the following terms and conditions:

1. That all information regarding the research should be handled with all the confidentiality it deserves and shall be used for academic purposes only.
2. The final report should be availed to the office of the undersigned before submission to your school for a go ahead in writing.
3. A copy of the final report shall be retained by ZESCO Limited for future reference.
4. You are only permitted to carry out your research in the following departments;

ITEM NO.	DIRECTORATE	DEPARTMENT
1	Strategy and Corporate Services	Marketing
2	Strategy and Corporate Services	Public Relations

Please fill in the attached form to indicate whether or not you are agreeable to these Terms and Conditions and return a copy to the office of the undersigned.

All correspondence to be addressed to the Managing Director
ZESCO Limited, Stand No. 6949 Great East Road, P.O. Box 33304, Lusaka - Zambia
Tel: +260-211-361111, Fax: +260-211-222753, E-mail: zesco@zesco.co.zm

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RE: REQUEST TO CONDUCT RESEARCH – MS. TIWONGE MBALE ZYAMBO

Yours Sincerely,
ZESCO LIMITED


RHODA K. MWALE (MRS)
SENIOR MANAGER – RESOURCING, DEVELOPING AND PERFORMANCE
MANAGEMENT


cc: Director – HR&A
Senior Manager – Marketing
Human Resources Manager – Strategy and Corporate Services
Human Resources Manager - RD&PM
Principal Human Resources Officer - HRD
Training file
Personal File

/fs


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RE: REQUEST TO CONDUCT RESEARCH – MS. TIWONGE MBALE ZYAMBO

I TIWONGE M. ZYAMBO *agree/do not agree, to the above Terms
and Conditions. Phone No: +260977-797950 / EXT. 3332

Signature:  Date: 24/03/2015

***Delete that which is not applicable.**

Witness:  Phone No: 0955-805527

Date: 24/03/2015