

The paper examines customer satisfaction and complaint responses towards Mobile telephony services. The study was a cross-sectional survey involving customers from two mobile telephony industries. A self-administered structured questionnaire was used to collect primary data and it was analysed using SPSS (version 16.0). The findings are that customer satisfaction rating differed according to the mobile network, and that previous dissatisfaction significantly influences complaining behaviour. Again, complaining behaviour is more prevalent among dissatisfied customers than satisfied ones. Moreover, it was found that dissatisfaction is not a necessary condition for complaining and that some customers may complain for several reasons even though they are satisfied. Implications and limitations are discussed. This paper contributes to providing empirical evidence on the much limited needed area of consumer complaining behaviour in the context of telephony industry in developing economies. Keywords: Complaints, consumer behaviour, complaining responses, mobile telephony services, Ghana, overall customer satisfaction, previous dissatisfaction. Paper type – Research paper