Mobile carrier selection in a post-conflict environment – the primacy of ethnicity over conventional network effects

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**Abstract.** *In this paper we analyse determinants which affect selection of mobile carrier in a post-conflict environment - Bosnia and Herzegovina. We apply relevant probability modelling to test perceptions of individual respondents on different network effects obtained through a targeted representative survey. Furthermore, we explore whether some non-traditional influences might affect costumers, focusing on the role of demographic characteristic. Our results confirm that conventional network effects have a role in carrier selection, although different among carriers. However, we identify that ethnicity of respondents overwhelms the traditional network effects by having the highest magnitude in the model. Simply, our findings show that “ethnic affiliation” of mobile carriers, attributed by the users, remains persistent factor in attracting and keeping telecommunication costumers in Bosnia and Herzegovina.*

**Keywords:** *network effects, mobile telecommunications, survey data, ethnicity, logistic regression, Bosnia and Hercegovina*

**JEL classification:** M15, O32

**Authors’ short biography**

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