

Influencing Factors on Consumer's Choice for Selection of Cellular Networks

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Abstract

Rudimentary purpose of this research paper has to find the satisfaction level of consumers, with the help of those factors that motivate them regarding the cellular networks in Pakistan. We've measured those variables that attract the consumer's pleasure, like D.V was (Satisfaction) I.V's were (Emotions, Trust, Service Quality & Perceived Benefits). Southern Punjab was the target population and district Layyah was taken as a sample. Stratified random sampling technique was used through the field survey and gathered data from 250 respondents, with the help of testified five point Likert scale questionnaire. Afterward it is analyzed on SPSS software. In descriptive statistics, we've analyzed the Correlation (r), (R²), Regression analysis and ANOVA. Our results are robust, which also retrospective from findings that Emotions, Trust, Service quality & Perceived benefits make the consumers more loyal with cellular networks in Pakistan. Endorsements will be helpful to the cellular companies to keep in mind the loyalty & selection criteria of the consumers.

Introduction

Consumers are regarded as an ambassador of a product globally (Awan, 2016). In the current scenario of market competition, consumption emotion has importance. An industry genuinely desire to intervene as an adept and assess its interference; it must track the manner followed by the consumer. Brand

consciousness is the capacity of a possible consumer to acknowledge or to recall that the brand is a member of a sure class of products. There is a relation among the category and the brand (Akhter *et al.*, 2013). The significant of WOM in formative buyer's posture and purchasing determination led many researchers to analyses its potency in stimulating required between different industries (Ali *et al.*, 2013).

A product is defending huge values for a company and is a powerful instrument to improve marketing productivity (Dai *et al.*, 2015). Increasing in number of customers can exert a powerful and relentless effect on brand equity across an arrangement of consumer packaged goods. A little information is helpful for family to awareness of product and association (Dai *et al.*, 2015). The producer of modern invocation is characterized by the necessity to determine and take action in the face of doubtfulness (Reymen *et al.*, 2015). The entrepreneurship literature identifies several approaches to decision-making in the face of doubtfulness, including approaches that accentuate decision and command (Reymen *et al.*, 2015). In economics, the historically effect discipline for research on planning theory, the function of emotion, or broadly more impact, on planning rarely look for most of the twenty century contempt characteristics conspicuously in influential eighteen and nineteenth century economics treatises. If a decision making is a similar than the result is increases our negative emotion and decreases our positive emotion due to reason of mentally disease (Chakraborty, 2016).

Study Objective

- Understanding and developing the importance and concept on the emotion and consumer satisfaction
- How much the satisfaction is motive and influence by emotion and service quality with trust at the end perceived benefit.
- How much influence the consumers for the purchasing purpose.
- To explain the important factors that can influences the consumer's satisfaction and emotion and performance and their choices.

Research Problem

On which ground realities the Consumer's select the cellular network? Which thing attracts the consumers to buy the SIM (Subscriber Identification Module) of telecom network?

Materials and Methods

Our research is based on the cross sectional data. We've used the both sources for data collection i.e. Primary and secondary data. Primary data was collected through field survey with the help of five point likert scale questionnaire and secondary data was collected through Research articles. 250 respondent's response was collected from Layyah. Then data was analyzed on Statistical Package for Social Sciences (SPSS) 22nd.

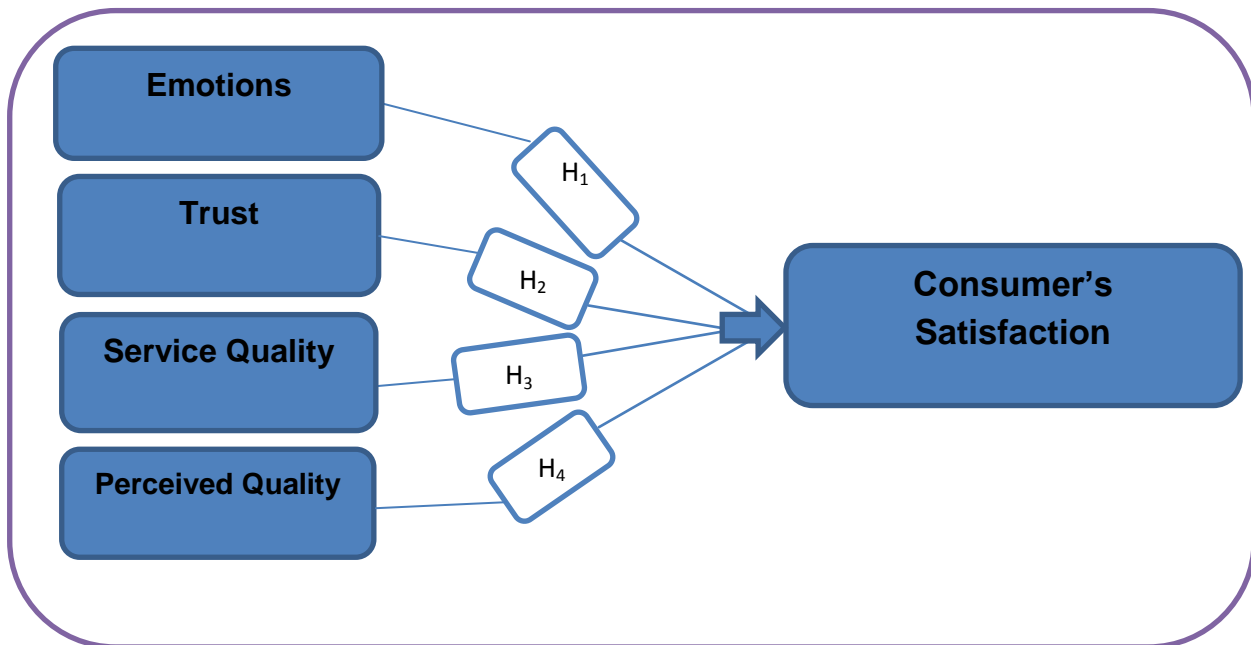
Variables:

One dependent and four independent variables which are given below:-

Dependent Variable: Satisfaction

Independent Variable: Emotion, Trust, Service Quality and Perceived Benefits

Theatrical Framework:

Figure 1 Theoretical Framework

Variable's Operational Definitions

Emotion: strong feeling deriving from one's circumstances, mood, or relationships with others.

Trust: Firm's faith & reliability, to produce goods & services with ability & truthiness

Service quality: Is an achievement in customer service. It reflects at each service encounter. Customers form service expectations from past experiences, word of mouth and advertisement.

Perceived benefit: Is frequently used to explain an individual's motives of performing a behavior and adopting an intervention or treatment.

Hypothesis

We have formulated the following hypothesis for our study;

H₁: There is a positive and significant relationship between Emotion and Consumer's satisfaction.

H₂: There is a positive and significant relationship between Trust and consumer's satisfaction.

H₃: There is a positive and significant relationship between Service quality and consumer's satisfaction.

H₄: There is a positive and significant relationship between Perceived benefits and consumer's satisfaction.

Measurement Scale and Sample

Our questionnaire containing a five point likert scale like (1)Strongly Disagree, (2)Disagree, (3)Neutral, (4)Agree, (5)Strongly Agree use to measure the responses of customer satisfaction, which include teacher, students, shop keeper and job holder. We have selected one city in Punjab as a sample in Layyah and 250 questionnaires distributed in Layyah and 250 were return in complete form. Data was analysis through SPSS. After putting the data in SPSS we have analysis the correlation, Pearson, frequency and regression.

Table No.1:
Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .904 | 35 |

Cronbach's alpha coefficient in this case is .904. This value is above .7, so the scale can be considered reliable with our sample.

Descriptive Statistics

Gender:

Table No. 2: Gender

| | | Frequency | Percent |
|-------|--------|-----------|---------|
| Valid | Male | 132 | 52.8 |
| | Female | 118 | 47.2 |
| | Total | 250 | 100.0 |

In this section the total respondent was 250 and in male frequency is 132 and percentage is 52.8 and in female frequency is 118 and percentage is 47.2.

Age:

Table No. 3: Age (in years)

| | | Frequency | Percent |
|-------|------------------|-----------|---------|
| Valid | less than 18 | 47 | 18.8 |
| | between 18 to 24 | 147 | 58.8 |
| | 25 to 35 | 42 | 16.8 |
| | 36 to 50 | 8 | 3.2 |
| | 50+ | 6 | 2.4 |
| | Total | 250 | 100.0 |

In this section the respondent who was age less than 18 is 47 and percentage is 18.8 and who is age between 18 to 24 are 147 and percentage is 58.8 and between 25 to 35 is 42 and percentage is 16.8 and between 36 to 50 is frequency is 8 and percentage is 3.2 and +50 is 6 and

percentage is 2.4 and total respondent was 250.

Education:

Table No. 4:
Educational level of respondents

| | | Frequency | Percent |
|-------|---------------|-----------|---------|
| Valid | No education | 11 | 4.4 |
| | Matriculation | 21 | 8.4 |
| | Intermediate | 75 | 30.0 |
| | Bachelors | 86 | 34.4 |
| | Master | 45 | 18.0 |
| | M.Phil / Ph.D | 12 | 4.8 |
| | Total | 250 | 100.0 |

In this section the respondent whose qualification is no in 11 and percentage is 4.4 and is qualification is matriculation frequency is 21 and percentage is 8.4 and intermediate frequency 75 and percentage is 30.0 Bachelors is 86 and percentage is 34.4 and in Master 45 and percentage is 18.0 and M.Phil/PhD is 12 and percentage is 4.8. The total respondent is 250.

Income:

Table No. 5:
Income level of respondents

| | | Frequency | Percent |
|-------|----------------|-----------|---------|
| Valid | <12000 | 90 | 36.0 |
| | 12000 to 36000 | 74 | 29.6 |
| | 36000 to 60000 | 48 | 19.2 |
| | 60000 to 96000 | 21 | 8.4 |
| | >96000 | 17 | 6.8 |
| | Total | 250 | 100.0 |

In this result the person whose income less than 12000 is frequency 90 and percentage is 36.0 who person his income is 12000 to 36000 is 74 and percentage is 29.6 and who is income 36000 to 60000 is 48 and

percentage is 19.2 between 60000 to 96000 is 21 and percent is 8.4 and above 96000 is 17 and percent is 6.8.

Table No. 6
Usage of cellular networks most frequently

| | | Frequency | Percent |
|-------|--------------|------------|--------------|
| Valid | Zong | 20 | 8.0 |
| | Warid | 19 | 7.6 |
| | Telenor | 81 | 32.4 |
| | Ufone | 32 | 12.8 |
| | Mobilink | 98 | 39.2 |
| | Total | 250 | 100.0 |

In this result the person whose use the Zong service is 20 and percentage is 8.0 and in Warid is respondents 19 and percentage is 7.6 and in Telenor is 81 and percentage is 32.4 and in Ufone is frequency is32 and percentage is 12.8 and in Mobilink frequency is 98 and percentage is39.2 the person who use most cellular is Mobilink.

Correlation

| Table No. 7: | | Correlations | | | | |
|---------------------|---------------------|---------------------|-----------------|-------------------|--------|--------------|
| | | Emotion | service quality | perceived benefit | Trust | Satisfaction |
| Emotion | Pearson Correlation | 1 | .565** | .527** | .557** | .494** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 250 | 250 | 250 | 250 | 250 |
| service quality | Pearson Correlation | .565** | 1 | .652** | .567** | .461** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 250 | 250 | 250 | 250 | 250 |
| perceived benefit | Pearson Correlation | .527** | .652** | 1 | .649** | .508** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 250 | 250 | 250 | 250 | 250 |
| Trust | Pearson Correlation | .557** | .567** | .649** | 1 | .632** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 250 | 250 | 250 | 250 | 250 |
| Satisfaction | Pearson Correlation | .494** | .461** | .508** | .632** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 250 | 250 | 250 | 250 | 250 |

The correlation coefficient measures the relationship between two variables. Pearson's correlation coefficient is one of the most commonly used and measures the linear relationship between two variables. The value of the correlation coefficient, denoted as r, ranges from -1 to +1, which gives the strength of the relationship and whether the relationship is negative or positive. When the value of r is greater than zero, it is a positive relationship; when the value is less than zero, it is a negative relationship. A value of zero indicates that there is no relationship between the two variables. If the correlation coefficient of two variables is zero, it signifies that there is no linear relationship between the variables. However, this is only for a linear relationship; it is possible that the variables have a strong curvilinear relationship. When the value of r is close to zero, generally between -0.1 and +0.1, the

variables are said to have no linear relationship or a very weak linear relationship.

Correlation between Satisfaction and Emotion

The Pearson correlation between satisfaction and emotion is found to be .494(p value=.000) which shows weak positive but relatively insignificant relationship.

Correlation between Satisfaction and Trust

The Pearson correlation between satisfaction and trust is found to be .631 (p value=.000) which shows strong positive but relatively insignificant relationship between them.

Correlation between Satisfaction and Service quality

The Pearson correlation between satisfaction and

service quality is found to be .461 (p value=.000) which shows weak positive but relatively insignificant relationship between them.

The Pearson correlation between satisfaction and perceived benefit is found to be .508 (p value=.000) which shows strong positive but relatively insignificant relationship between them.

Correlation between Satisfaction and Perceived benefit:

Regression

| Table No. 8: Model Summary | | | | | | | | | | |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .494 ^a | .244 | .241 | 2.365 | .244 | 80.053 | 1 | 248 | .000 | 1.592 |

Satisfaction and Emotion

In the result of R square it shows the variance of independent variable Emotion on the dependent Variable Satisfaction relation 0.494 it explain as 49.4% The Durbin Watson identify the positive, negative and zero variables relation. Positive relation which is show the 1.592 positive relation between Durbin Watson and the results shows the satisfaction of the consumer by emotion.

Satisfaction and Trust

In this result of R square it shows the variance of independent variable trust on the dependent variable satisfaction relation 0.632 it explain 63.2% the Durbin Watson identify the positive, negative and zero variables relation. Positive relation which is show the 1.791 positive relation between Durbin Watson and the results shows the satisfaction of the consumer by trust and we scan influence and satisfied by trust.

Satisfaction and Service quality

In this result of R square it shows the variance of independent variable service quality on the dependent variable satisfaction relation 0.461 it explain 46.1% the Durbin Watson identify the positive, negative and zero variables relation. Positive relation which is show the 1.701 positive relation between Durbin Watson and the results shows the satisfaction of the consumer by service quality and we can influence and satisfied by good service quality.

Satisfaction and Perceived benefit

In this result of R square it shows the variance of independent variable perceived benefit on the dependent variable satisfaction relation .508 it explain 50.8% the Durbin Watson identify the positive, negative and zero variables relation. Positive relation which is show the 1.790 positive relation between Durbin Watson and the results shows the satisfaction of the consumer by perceived benefit and we can influence and satisfied by perceived benefit.

Findings and Results

| Table No. 8: | Mean | Standard Deviation | 1 | 2 | 3 | 4 | 5 |
|-----------------------|------|--------------------|------|------|------|------|------|
| 1. Emotions | 3.34 | 1.37 | 1.00 | | | | |
| 2. Service Quality | 3.32 | 1.24 | 0.34 | 1.00 | | | |
| 3. Perceived Benefits | 3.31 | 1.28 | 0.34 | 0.41 | 1.00 | | |
| 4. Trust | 3.32 | 1.17 | 0.32 | 0.52 | 0.53 | 1.00 | |
| 5. Satisfaction | 3.27 | 1.14 | 0.30 | 0.37 | 0.34 | 0.36 | 1.00 |

Findings show that the mean of the “Emotions” is 3.34, Std. Deviation is 1.37 and finally result is “1.00”. As on “Services Quality” Mean is 3.32, Std. Deviation is 1.24 and finally result is “1.00”. As “Perceived Benefit’s” Mean is 3.31, Std. Deviation is 1.28 and finally result is “1.00”. As “Trust” Mean is 3.32, Std. Deviation is 1.17 and finally result is “1.00”. At last “Satisfaction” mean is 3.27, Std. Deviation is 1.14 and finally result is “1.00”. All the results shows that there is a positive and strong relationship flank by variables.

Conclusion

Gratifications can change the behavior of consumer regarding the selection of cellular networks. Factors likewise service quality, perceived benefit, trust and emotion, these are very helpful in consumer’s gratification. Most of the respondents were Mobilink users, while even most of the consumer’s income was below international economic standards. The foremost reason for selection of cellular networks was Signal coverage, User friendly, Economic packages, Less Spam calls & messages, No balance deduction without prier permission and Provide superlative services as promise in ads. So by summing up the whole conversation, we can say that the promised services quality, packages benefits, consumer’s trust and emotional attachment with the cellular network made them more loyal. As consumers are loyal with the

specific cellular network, their decision making power will be enduring. Then other cellular company cannot revolutionize the consumer’s preferences.

Research Implications

Selection of the topic was one of the most insinuation implication in this research. Teen aged consumers are mostly don’t know how to express their personal experience. Lack of awareness and illiteracy of the consumers make data collection very tough. Most of the research has conducted in metropolitan cities, but this research study was conducted in Southern Punjab’s city Layyah. This city is still underdeveloped areas. Here mostly consumer’s choice depends on the salesman’s suggestions. Sample size 250 for this research was too short. Consumer research study required huge time. It also require longitudinal research that contain minimum one to two years.

Recommendations

Following Recommendations should be consider in the response of our research study.

1. Consumers are emotionally attached with the products, so always encourage them.
2. Only better services quality retains the products on sustainable maturity level in consumer’s mind.
3. Parallel perceived benefits always encourage

- the consumers to use the products or services.
4. Continues innovations in product or services make it an iconic
 5. Telecom provider companies can utilize this research study for their consumer's choice.
 6. Consumer's satisfaction always wins by providing them what you've promised in an advertisement.
 7. Consumer's trust level fluctuates time to time, so consumer's research should be conducted.
 8. Electronic media ads shouldn't be specific only for explicit consumers. It should be general.
 9. In telecom sector, first mover advantages always be encouraged and adopted by innovators. (Product adoption process). So launch your novel services early, as compare to rivals.
 10. Awareness seminars in Universities can become the source of good Word of Mouth (WOM).

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