



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.

Keywords: Satisfaction; Cellular Network; Service Quality; Package; Perceived Benefit.