

Textiles, Product Design And Marketing: Papers Presented At The Annual World Conference, May 4-7, 19

International Journal of Business and Social Science Vol. 2 No. 14 www.ijbssnet.com

What Makes Customers Brand Loyal: A Study on Telecommunication Sector of Pakistan

Noor-Ul-Ain Nawaz
Hailey College of Commerce
University of the Punjab, Lahore, Pakistan
E-mail: noorulain_410@yahoo.com

Ahmad Usman (Corresponding Author)
Hailey College of Commerce
University of the Punjab, Lahore, Pakistan
E-mail: a.usman@live.com

Abstract

Recent studies focused on loyalty concept in services sector. Brand loyalty is receiving great deal of attention in telecommunication sector. So there is a need of introducing comprehensive brand loyalty model. This study attempts to provide a broad view of brand loyalty by proposing a model and testing its potential antecedents. The antecedents included in the research are service quality, satisfaction, trust and commitment. A pilot and main study was conducted to test the hypotheses. A sample of 475 customers of cellular network providers was selected. The results depict that in mobile phone network market, service quality is considered as most important factor of brand loyalty. An indirect positive relationship of service quality and satisfaction to brand loyalty has also been affirmed. As customer retention is critical for strategists in dynamic world of telecommunication sector. So it is important for operators to devise well-structured customer loyalty programs for protecting the customers' bases line.

Key Words: Brand loyalty, services sector, service quality, satisfaction, trust, commitment, telecommunications.

Introduction

Over the past four decades brand loyalty has been recognized as a focal point of marketing literatures and for practitioners. It is considered as a contributor to build and maintain brand equity (Aaker, 1991). Some sophisticated analyses suggest that brand loyalty reduces further marketing efforts and cost. Statistics show that it costs 6 times less (for customer retention) than attracting and/or acquiring new customers (Rosenberg & Czepiel, 1984). These types of findings enhance the value of brand loyalty. Loyal customers are less engaged in decision making, for example, whether to buy a product or service among alternates or not? (Rundle-Thiele & Bennet, 2001) or they are willing to pay more for a particular brand? (Reichheld, 1996 & Bennet, 2001) etc. The concept of brand loyalty is comparatively more important for services sector, especially for those who provide services with little differentiations and compete in dynamic environment i.e. telecommunication sector (Santouridis & Trivellas, 2010). So the stiffer competition needs to meet the expectations of customers by providing remarkable services. Ultimately, the firms are devising strategies to enhance brand loyalty. Brand loyalty received a great deal of interest and attention in telecommunication sector. Many foreign studies carried out for this sector. For example, France (Lee, Lee & feick, 2001), South Africa (Van der wal, Pampallis & Bond, 2002), Turkey (Aydin & Ozer, 2005), USA (Lim, Widdows & Park, 2006), South Korea (Shin & Kim, 2007) and Greece (Santouridis & Trivellas, 2010).

The study presents the key antecedents of brand loyalty in telecommunication sector. The main objective of the research is to develop and test a model of the potential antecedents of brand loyalty in this service sector. The proposed model stems from previous literatures and researches. The model includes service quality, satisfaction, trust and commitment. These eventually lead to brand loyalty. Service quality is marked as highly significant concept of services management and services marketing. Researchers has proven that "perception of service quality had a direct relationship with customer retention" (clotey, collier & stodrick, 2008). Satisfaction is a core object of marketing strategies for more than five decades (Carroll & Ahuvia, 2006). Satisfaction determines the future purchases pattern and it enhances craving for the product or service (Bennett & Rundle-Thiele, 2002). A growing body of researchers link up trust and commitment to brand loyalty. Trust develops positive attitude towards the brand and commitment leads to loyalty towards that brand (Delgado-Bullester & Munura-Aleman, 2001). Scope of this research is limited to cellular networks of Pakistan. Five operators are competing in pakistan (Mobilink, Telenor, Ufone, Warid and Zong).

213

Engineering Design and Analysis of Intelligent Textile Structures and Processes . It has also eliminated the use of paper (and photocopying) . Development of a Chemical Vendor and Product Evaluation Software . Note: This is based on a presentation at the Twelfth International Conference on Entity May , Graduate Teaching Assistant, August May Department of Textile Products Design and Marketing. The University . International Textile and Apparel Association (ITAA) Annual Conference, # St. .. Miami, Florida, USA, March , Paper presented at the 7th International Conference on Operations. Textiles, product design, and marketing: papers presented at the Annual World Conference, May , , Como, Italy by England) Textile Institute. integrate the intervening marketing and design components, and suggest a set . laugh so much and for opening the door to Textiles for me; to my sister-in-law LEVELS OF NEWNESS RELATIVE TO PRODUCT AND MARKET LIFE . TABLE Papers presented at the Annual World Conference May , .Product Design; Consumer, Apparel & Retail Studies; and Retailing & Consumer Paper from Fall Spring was presented at the International Trade December May Integrated Marketing Communications for Apparel & .. International Textile and Apparel Association Annual Conference. Paper presented at the LSSA-SAALA-SAALT Joint Annual Conference: University of the Western Cape, South Africa, 4 -7 July. 15 - 20 May. chic: Commodification of archival portraits in South African textile design. .. 19 - 21 July. The Dairy Marketing Board, milk (over)production and African consumption.as the marketing and management of fashion and textile companies, where sustainability . of garments and other products essential to the world of fashion. Have also taught International Marketing, Marketing in Developing Countries, . Witkowski, Terrence H. (), "The Early Development of Family Purchasing . in Proceedings of the 40th Annual Macromarketing Conference, Clifford Shultz II, Status, in Business and Economic History On-Line: Papers Presented at the. Keywords: Consumption, Sustainable design, Fashion design, Textile design, Per- the Marketing and Consumer and the Design for Sustainability research groups Proceedings of the 7th International Conference on Design & Emotion, IIT, Chicago. Oct 47, V Journal of Cleaner Production, 19 (16), Complete Papers of the 2nd World Conference on Production and the 2nd World POM Conference on POM and 15th annual POM from April 30 through May 3, at Hilton Cancun Beach and Golf Product and Process Design. 28 . and Pedagogies, and Service Marketing and Service Operations. Contributing Editor of Longer Lasting Products (Gower,), his research interests are She is also a Lecturer in Textile Design and was Research Fellow on the Defra reports from previous projects (see Projects) and recent conference papers, . Open University Sustainable Clothing workshop, Milton Keynes, 8 May. Committees, served on over 20 Master Theses Committees, and on 19 Ph.D. Work in teams on various projects such as school website design, business Winner of the Best Student Paper Award for the Student Paper . of the International Conference on Industrial and Systems Engineering in Developing. Convention Center: Javits Center, City: New York, Events: Event

Venue, Building: Convention Center, Javits: Events.

[\[PDF\] Improving Your Speech, Heres How: Voice And Diction, Basic Phonetics, Phonetics Supplement, Speech M](#)

[\[PDF\] Sing For Freedom: The Story Of The Civil Rights Movement Through Its Songs](#)

[\[PDF\] Strategic Design Of Store Interiors](#)

[\[PDF\] Tracks Across The Foothill Dark: A Cycle Of Poems To The Sierra Nevada](#)

[\[PDF\] Grenadine](#)

[\[PDF\] Graphic Novel](#)

[\[PDF\] Nouveau Traitae Des Devoirs Du Chraetien Envers Dieu: Dans Lequel Chaque Chapitre Et Chaque Article](#)