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“Drivers of satisfaction in mobile industry and its impact on customer loyalty”.

ABSTRACT

Brand inclination is the selective claim for a company’s product rather than a product; the grade to which consumers prefer one brand above another. Brand preference can be achieved by creating the positive brand copy in customer’s awareness. The main contribution of this paper is that it exclusively identifies an approach to understanding the nourishing and susceptibility effects of Product reforms, Perceived value and Service Satisfaction on customer loyalty improvement. Understanding this tactic should lead to operative customer loyalty supervision. Satisfaction was comprised of three basic components, a response pertaining to a particular focus determined at a particular time. This study is based on a primary data based having 145 respondents. Study focuses on the impact of purchase experience factors of respondents on customer loyalty. It also contributes towards further guidelines to customer loyalty studies. The present paper focuses on the study of brand preference for mobile phones with reference to the management students in Pune city.

Key words: Choice of Mobile, Service Satisfaction, Product reforms, Customer loyalty, Preference of mobile purchase.

1. Introduction-

In every invention category, consumers have more selections, more evidence with higher opportunities. To move consumers from trial to preference, brand need to deliver on their value proposition. With the great promotion strategy and large amount of investment, attentiveness can be accomplished rather rapidly; it takes time to shape brand fondness. Managing and nourishing favorite is a key step on the road to gain the customer loyalty. The primary objective of the study is to assess the brand preference for mobile phones among the management students of Pune City. It also identifies the major features which a MBA student experiences while purchase process. The present study is the descriptive research. Brand liking analysis is done by conducting the Questionnaire Survey which describes the purchasing preferences for variety of mobile phones.

2. LITERATURE REVIEW

2.1 Customer loyalty-

Customer loyalty is a key success corner stone to the progress of perpetual customers. In marketing research literature, loyalty is investigated as a component of one (general loyalty), two (attitudinal and behavioral) or four dimensions (cognitive, affective, conative, action). Before 1970, the specialists focused only on behavioral dimension of loyalty, seen as a process of repeated purchases. Loyalty future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior."(Oliver,1997).

2.2 Product reforms-

Wu1 and Li-Hsia Tseng (2014) examined the relationship between customer satisfaction and loyalty and their results showed that experiential marketing was a significant predictor and it had a positive impact on customer loyalty and customer satisfaction. Further it was stated that for daily purchase items, women preferred Internet media due to convenience of Internet ease. There was a need for widespread services for the sales performance. Internet advertisements and micro films were a new medium of brand promotion to draw public attention. Study suggested product design reforms and to offer an extensive assortment to increase its perceived value which leads to customer loyalty. The lativ customers showed strong preference for the endorsement of brand. Authors also suggested to the managers of online shop to consistently analyze and develop marketing strategies to increase customer loyalty.

2.3 Perceived value-

The anticipated benefit from a consumer's perspective of a product or service. The customer perceived value stems from tangible, psychological and social advantages, and since it affects demand for a product, it needs to be taken into account when setting prices. The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone as stated by Howard and Sheth (1969).Tung (2010) indicated in his research about integration of the American Customer Satisfaction Model. Study emphasized on consumer satisfaction and focused on perceived usefulness and perceived ease of use with the mobile services industry in China. The study found positive effect on customer satisfaction. The research also found that customer satisfaction had a significant positive direct impact on customer loyalty. In summary, it can be stated that as the level of customer satisfaction increases, the level of customer loyalty increases. It also increased perceived value of a brand. So following hypothesis statement can be stated as-

2.4 Service satisfaction-

It is conceptualized as a feeling developed from an evaluation of the use experience as stated by Cadotte, Woodruff and Jenkins (1987). Westbrook and Reilly 1983 stated that an emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace. An emotional response triggered by a cognitive evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires). Gogoi (2015) conducted a study on buying process for services and found that quality was much more challenging to access prior to purchase. Study contended on five dimensions of services. There was a positive and significant relationship between the dimensions of service (Reception, Friendliness and Service, Room Service) and drivers of customer loyalty (Price Satisfaction and Service Satisfaction). Price and service satisfaction has an impact on customer loyalty. Service quality had a significant, positive impact on customer loyalty. Results revealed that service quality had a very strong impact on cognitive loyalty followed by affective loyalty, conative loyalty, and action loyalty. In Summary, Service quality satisfaction leads to Customer loyalty. So following hypothesis statement can be stated as-

H1: Choice of Mobile will positively affect Customer loyalty.

H2: Mobile buying preference will positively affect Customer loyalty.

H3: Mobile brand interest will positively affect Customer loyalty.

H4: Service satisfaction will positively affect Customer loyalty.

H5: Emotional purchase experience decision will positively affect Customer loyalty.

H6: Functional purchase experience decision will positively affect Customer loyalty.

The research proposed a set of inferences to the research and the predecessors of enhancing and emerging customer loyalty. Customer loyalty is a consistent and tactical effort that managers should focus on and develop.

3. METHODOLOGY

3.1 Variables- Product reforms, Perceived value, Service satisfaction are considered as independent variables. Customer Loyalty will be a dependent variable.

3.2. Data Analysis-Some of the items were deleted to find tune the questionnaire during the pilot study. Scale was adopted from journal procedia economics and finance (2012). Perceived value scale functional value (installation) was adopted from (sa´nchez et al, 2006) and emotional value (novelty) was adopted from otto (1997); otto andritchie (1996).

Questionnaire was distributed among the regular mobile phone users. Online survey method was adopted to collect responses from 145 respondents.

Statistical analysis is as below-

Table 3.1 Reliability statistics

Cronbach's Alpha	N of Items
.787	08

With reference to table no 3.1 it is interpreted that Reliability analysis for 8 items is 0787 which satisfies the criteria for Reliability. This criteria was stated by Nunnally (1978) recommends reliabilities of 0.70 or better (but not much beyond than 0.80) for basic research

Table 3.2 Frequency Table-

3.21 AGE

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	20 TO 40 YEARS	145	83.8	100.0	100.0
Missing	System	28	16.2		
Total		173	100.0		

With reference to table no 3.21, it is interpreted that Majority of the respondents were from the age group 20 to 40 years as compared to other age groups whose percentage is 84%.

3.22 GENDER

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	MALE	98	56.6	67.6	67.6
	FEMALE	47	27.2	32.4	100.0
	Total	145	83.8	100.0	
Missing	System	28	16.2		
Total		173	100.0		

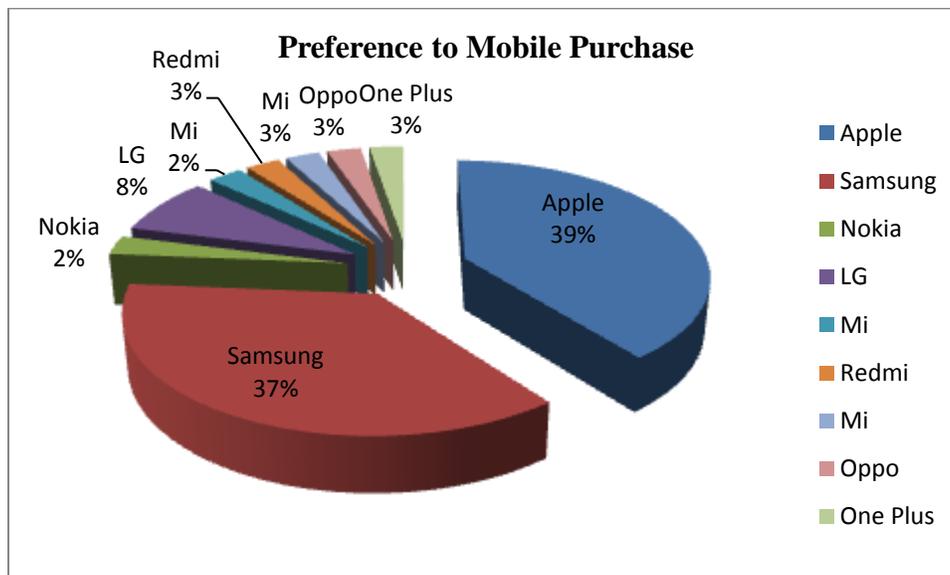
With reference to table no 3.22, it is interpreted that Majority of the respondents were Male, which contributes to 57 % of total respondents.

3.23 INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW 10,000	101	58.4	69.7	69.7
	10,000 TO 20,000	24	13.9	16.6	86.2
	ABOVE 20,000	20	11.6	13.8	100.0
	Total	145	83.8	100.0	
Missing	System	28	16.2		
Total		173	100.0		

With reference to table no 3.23, it is interpreted that Majority of the respondents were from below 10,000 income earnings whose percentage is 59 %.

3.24 Mobile Purchase preference among the various mobile brands.



With reference to table no 3.24, it is interpreted that consumer preference regarding the purchase of a new mobile telephone in the Pune market is specific to Brands like Samsung, Apple, LG, Lenovo etc. The ranking of brands is based on survey according to which the market share of the four brands under consideration are: Apple 39%, Samsung 37%, LG 8%, MI and Nokia 2%, Vivo, OPPO, MI, Redmi, One Plus, Xiaomi are having 3 %. So, It is interpreted that Apple is the most preferable brand among all mobile brands and Mi and Nokia are the least preferred brand of mobile in Pune city.

Table 3.3 Descriptive Statistics

	Mean	Std. Deviation	N
REPURCHASE DECISION	1.31	.464	145
CHOICE OF MOBILE	4.09	2.648	145
MOBILE PREFRENCE TO BUY	1.12	.323	145
FULL COMPANY INTEREST	1.18	.385	145
AFTER SALES SERVICE SATISFACTION	5.58	.770	145
EMOTIONAL DECISION SATISFACTION	2.41	1.441	145
FUNCTIONAL EXPERIENCE SATISFACTION	3.46	1.833	145
RECOMMENDATION TO OTHERS	1.00	.000	145

With reference to table no 3.3, it is interpreted that Based on the descriptive statistics, Mean value for after sales service satisfaction factor is high 5.58 and Mean value for the factor mobile preference to buy is low 1.12. Since high value interprets that respondents are satisfied with after sales service. They are most likely to buy as per their shopping experience from the service.

Table 3.4 Regression Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.732	.502		5.439	.000
	CHOICE OF MOBILE	-.045	.016	-.257	-2.737	.007
	MOBILE PREFRENCE TO BUY	-.166	.123	-.115	-1.347	.180
	FULL COMPANY INTEREST	.223	.093	.185	2.399	.018
	AFTER SALES SERVICE SATISFACTION	-.229	.070	-.379	-3.274	.001

	EMOTIONAL DECISION SATISFACTION	.067	.028	.209	2.400	.018
	FUNCTIONAL EXPERIENCE SATISFACTION	-.058	.029	-.230	-2.006	.047

a. Dependent Variable: **REPURCHASE DECISION**

With reference to table no 3.4, it is interpreted that For all mentioned constants one factor does not satisfies the p value criteria ($p < 0.05$) that is ‘Mobile preference to buy’. But all other factors are statistically significant. ($p < 0.05$). Repurchase decision factor mentioned here is pertaining to customer loyalty.

H1: Hypothesis is rejected. Hence it is stated that Choice of Mobile will not positively affecting on Customer loyalty.

H2: Hypothesis is accepted. Hence it is stated that Mobile buying preference will positively affecting Customer loyalty.

H3: Hypothesis is rejected. Hence it is stated that Mobile brand interests will not positively affecting on Customer loyalty.

H4: Hypothesis is rejected. Hence it is stated that Service satisfactions will not positively affecting Customer loyalty.

H5: Hypothesis is rejected. Hence it is stated that Emotional purchase experience decisions will not positively affecting Customer loyalty.

H6: Hypothesis is rejected. Hence it is stated that Functional purchase experience decisions will not positively affecting Customer loyalty.

Table 3.5 Model Summary

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.827	6	1.305	7.757	.000 ^a
	Residual	23.207	138	.168		
	Total	31.034	144			

With reference to table no 3.5, it is interpreted that Overall Model is partially fit. For proposed observed values as F value shows high value but statistically significant relationship as p value is below 0.05.

Table 3.6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502 ^a	.252	.220	.410

With reference to table no 3.6, it is interpreted that Correlation coefficient R measures the strength and direction of a linear relationship between two variables on a scatterplot. The value of r is always between +1 and -1. R value 0.502 provides an estimate of the strength of the positive relationship between proposed model and the response variable. R² Value comes to 25 % which shows less positive correlation. The F-test of overall significance determines whether this relationship is statistically significant.

4. IMPLICATIONS TO RESEARCH AND PRACTICE

As from the research study, it can be a new trial to search out new variables which are impacting customer loyalty. It will help managers to understand that only after sales service is not a only a predictor for loyalty but there can be other factors also. To improve sales as well as profits in the marketing domain after sales experience should be customer delight level. Managers should implement the strategies during the stages of sales. Mobile buying preferences will positively affecting Customer loyalty so managers and companies should offer alternative choice for various mobile brands. Mobile preference is based on features of mobile and not on the based on price criteria. So, Marketing managers should give more stress on designing innovative features of mobile which can pool customers and further there are less chances of mobile brand switch.

5. CONCLUSION

This research focused mainly on the Customer loyalty related with mobile usage and experience form the youth and having low income level group. Service satisfaction level is affecting on the customer loyalty which results into the repurchase decision of buyers as well as Brand Advocacy of mobiles in the market. Further research study can be done for other independent variables impacting on customer loyalty. It is interpreted in the study that Mobile buying preferences will positively affecting Customer loyalty so managers and companies should offer alternative choice for various mobile brands. It will help organizations dealing with mobile manufacturing to design new models with recent features to retain customers and to increase loyalty customers. The study finds that organizations should do their extreme to improve apparent quality, as doing so seems to signify the most operative way of increasing stages of customer satisfaction.

6. REFERENCES-

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