
CONSUMER SATISFACTION ABOUT 3G, 4G, LTE AND OTHER BROADBAND SERVICES PROVIDED IN PAKISTAN

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Abstract

The core objective of this article is to define the level of satisfaction from the present service quality in the Telecom Sector of Pakistan and to examine arbitrating characteristic of consumer satisfaction in defining the consumer loyalty from main service quality. This article emphasizes on the “GPRS-EDGE-3G-4G-LTE and other Broadband Services (Internet Services)” provided by telecom organizations. So far, a limited research has been conducted in internet services provided by Telecom Sector of Pakistan to recognize the influence of consumers’ perceived service quality on consumer devotion via consumer satisfaction. Literature was reviewed in order to understand what creates service quality, consumer satisfaction and consumer devotion and to pinpoint nature of bond between them. Previous studies used tangibility, reliability, competency and clash control as the main concept of service quality aspects and exhibited positive relationship among the three concepts of service quality, consumer satisfaction and consumer loyalty in telecom sector in Pakistan. Though, this study used SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988) covering five aspects of service quality to study facilitating part of consumer satisfaction amongst SERVQUAL aspects such as tangibility, dependability, responsiveness, assurance and empathy and consumer loyalty.

Key words: customer satisfaction,

Introduction:

In past few decades brand loyalty has been acknowledged as a major element of marketing studies and for practitioners. It is measured as a contributor to craft and sustain brand equity (Aaker, 1991). Some complicated investigations suggest that brand loyalty decrease further marketing efforts and cost. Data illustrates that it costs 6 times fewer (for consumer retention) than attracting and/or gaining new clientele (Rosenberg & Czepiel, 1984). These kinds of findings improve the significance of brand loyalty. Loyal consumers are less engaged in evaluation, for example, whether to acquire a good or service between alternates or not? (Thiele & Bennett, 1992) or they are eager to pay additional for a specific brand? (Reichheld, 1996). The idea of brand loyalty is relatively more significant for services area, particularly for those who offer services with slight differentiations and contend in dynamic situation i.e. telecom sector (Santouridis & Trivellas, 2010). So the rigid competition desires to meet the

consumer expectations by providing extraordinary services. Eventually, the firms are developing strategies to improve brand loyalty. Brand loyalty established a enormous deal of significance and consideration in telecom sector. Many overseas studies conceded out for this sector, for example, in France (Lee, Lee, & Feick, 2001), in South Africa (Wal, Pampallis, & Bond, 2002), in Turkey (Aydin, Özer, & Arasil, 2005), in USA (Lim, Widdows, & Park, 2006), in South Korea (Shin & Kim, 2007) and Greece (Santouridis & Trivellas, 2010).

There are many advantages for a firm from a high consumer contentment level, they achieve a high market share and capable to retain and maintain it: a fundamental and main policy of almost every business that enhance consumer loyalty and prevent consumer switching attitude, boosts customer price acceptance, decreases marketing cost (Anderson, Fornell, & Rust, 1997). How organization could build a high level of consumer satisfaction? There are many factors, like cost, service quality (link speed), observation, values, network coverage and network availability are the main factors of consumer satisfaction. All the stated factors are secondary but the most important factor influencing consumer satisfaction is the consumer 'sown opinions (Zeithaml & Bitner, 1996).

The role of telecom sector in an economy can't be disregarded. We are in the 21st century where much development have been witnessed either it is the area of I.T, banking or internet and communication technology which has straight affected and grown the telecom sector. Today, voice calls, texting, hi-speed internet connectivity and mobile banking have much desirability for a telecom company which has presented the boundary less environment for its consumers to achieve their routine work. The telecom sector of Pakistan has perceived radical fluctuations over a period of 26 years since its beginning. Mainly since the decade of 2000s, privatization, technological updates, swift growth possibilities and rigid rivalry among telecom companies have all consumer satisfaction and consumer loyalty more attentively than in the past because the consumers in Pakistan are in a bargaining position and can shift over other network within minutes. Such a prevailing characteristic of consumers has tempted telecom companies in Pakistan to understand that 'Nobody breeds consumer loyalty and satisfaction more than quality consumer service'. Since the last decade or so, they brought telecom in Pakistan to bother about the concerns of consumers has intensive service quality in the telecom sector. Service quality is an originator and cause of consumer satisfaction. Consumer satisfaction has got extreme importance as an outcome of promotion activity (Fournier & Mick, Oct 1999 (4)). In the competitive telecom industry, customer satisfaction is considered as the essence of success (Siddiqi, 2011).

GPRS-EDGE-3G-4G-LTE (Internet Services) is the most widely used facilities of telecom sector. There are many researches carried out on consumer satisfaction in several parts of the world, but no research has been carried out on the particular subject in Pakistan. So this study ascertains consumer's satisfaction with Internet Services provided by cellular companies. There is a small number of companies in telecom sector in Pakistan, so competition in these companies is very tough and companies can't compromise on even a sole element of performance. Quality is the utmost distinctive factor that defines the distinction in the company's performance. This study inspects the relation of service quality and fulfilment with the essentials of service quality.

Problem Statement:

Researchers have examined that there are numerous factors that can influence the business practice; consumer satisfaction is one of the factors. Our study will cover the effect of consumer satisfaction on the business practice.

Objectives:

The goals of this study are threefold:

- First is to identify the concentration of each aspect of service quality in defining consumer satisfaction in the telecom sector of Pakistan.
 - Second is to identify the arbitrating part of consumer satisfaction amongst service quality features and consumer loyalty.
 - Third is to identify significant implications for company managers so that they can fascinate and hold potential consumers.
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The scope of this study is restricted only to companies who are providing broadband services in Pakistan as facts was obtained from customers of cellular companies, landline and other wireless broadband internet service providers from Lahore (Pakistan).

Purpose of Study:

In Ghana (Nimako, Azumah, & Donkor, 2010) Stated that there is a well-known frustration with the general telecom growth in Ghana among consumers as well as policy makers and administrators, the National Communications Authority (NCA) stated that there has been additional consumer grievance about poor service quality in current years (National Communications Authority, 2010) and this has been endorsed to the fact that the goals set by governing authorities have only partially been met and the quality of service is still near to the ground and has even get worse on some aspects (Frempong & Henten, 2004). So, the question that begs the current study's interest is what factors / determinants influence consumer satisfaction in the telecom sector in Pakistan. Current information about the escalating consumer dissatisfaction due to deprived service quality recommends that service quality would be a key determinant of consumer satisfaction among Pakistani telecom consumers. These conclusions are not shocking to SERVQUAL theorists, who have extensively argued that service quality has a huge influence on behavioural goals such as consumer's loyalty to the company, tendency to switch, compliance to pay more, and external reaction to problem (Parasuraman et al., 1988; Cronin et al., 2000; Zeithaml et al., 1996). But on the other hand, with respect to the Pakistani telecom sector, most of the data provided to support this study is largely unreliable in nature. If practitioners are to take the matter of consumer dissatisfaction critically, then more scientific conclusion based studies on customer's perception are required. In addition, beyond the theory of service quality, there might be other concerns that are originating dissatisfaction among Pakistan telecom customers. For example, marketing theory suggests that consumer point of reference (Mahmoud, Kastner, & Yeboah, 2010), service recovery (Michel & Meuter, 2008), and price equality or justice (Herrmann, Xia, Monroe, & Huber, 2007), play vital roles in stimulating consumer satisfaction. It may be that Pakistan's telecom companies demonstrate low degrees of consumer orientation, or are not capable to improve completely from their service malfunction, or are charging unfair prices on their services. Alas, to date, studies on consumer satisfaction in the telecom sector in Pakistan have ignored the disposition of telecom sector on these matters and in particular how they influence the level of consumer satisfaction. In short, a broad study is required that inspects the full range of factors determinants upsetting consumer satisfaction of telecom sector in Pakistan.

Hypothesis:

After going through the above literature, this study illustrates the hypotheses as follows:

- H1:** General service quality very much influences consumer satisfaction.
- H2:** Tangibility also influences consumer satisfaction.
- H3:** dependability influences consumer satisfaction.
- H4:** Responsiveness also influences consumer satisfaction.
- H5:** Empathy considerably influences consumer satisfaction.
- H6:** Guarantee considerably influences consumer satisfaction.
- H7:** Service Quality attributes-tangibility, dependability, responsiveness, empathy and guarantee. All considerably influences consumer Loyalty via consumer satisfaction.
- H8:** consumer satisfaction considerably influences consumer loyalty.
- H9:** Service Quality strongly influences consumer loyalty.
- H10:** On the whole service quality considerably influences consumer satisfaction.

Literature Review:

Service is defined by Kotler and Armstrong as "an action, benefit, or contentment offered for sale that is fundamentally intangible and does not result in the possession of anything" (Kotler, Armstrong, Harris, & Piercy, 2011). Services are different from products in that services represent processes rather than things. So a service providing organization has only inter-active procedures rather than products (Grönroos, 2001). In addition there are two different procedures for physical goods such as

manufacturing procedure and utilization procedure while services have just one single procedure i.e. utilization procedure in which a service is steadily produced as well as consumed (Grönroos, 2001). Service concept is the initial point for making assessment about the quality generating resources [(Kotler, Armstrong, Harris, & Piercy, 2011)(Grönroos, 2001)]. In a diverse business world, service quality is measured as a key element for accomplishment of the organizations (Siddiqi, 2011). Also, it is also measured as an important determinant that permits an organization to make a distinction from other organizations. It helps an organization to achieve sustainable competitive edge. Service Quality has been noticed to be one of the major significant aspects of Consumer Satisfaction (Ahmed, et al., 2010). Quality is taken as a whole experience which a consumer perceives during utilizing a product and service. Parasuraman has captured the meaning of quality as a judgment (Parasuraman, Zeithaml, & Berry, 1988). "Service quality has been explained as a type of mind-set, associated but not equal to contentment that results from the difference between expectations with performance" (Bolton & Drew, 1991). Modern study in marketing about consumer's behaviour about services is paying attention on perceived service quality. Apparent service quality is defined in terms of the consumer's evaluation of the overall brilliance or dominance of the service (Zeithaml, 1988). The degree for service quality had been observed and significantly calculated as it uses gap scores, assessment of expectations, positively and negatively concluded items, the generalize of its aspects, and the setting of a benchmark standard for good quality [(Taylor & Cronin, 1992)(Brown, Churchill, & Perter, 1993)]. Some researchers have pooled together expectations and perceptions into a single factor in order to reduce these issues, and noticed that this give resultsof SERVQUAL scale in sense of both Validity and Reliability (Zhao, Bai, & Hui, 2002).

Service firms works on continuous cycle of repurchase so preservation of consumers' needs tough efforts by business (Anderson & Sullivan, 1993) (Baumann, Burton, Elliott, & Kehr, 2006) said that affective behaviour, empathy and consumer satisfaction guides the consumers towards further referring to other users. Responsiveness guides to shorter period retention whereas affective behaviour and empathy has longer and broad impact on consumer's contentment and retention (Chen, 2008) says that apparent significance of service and satisfaction with the service has major positive impact on attitudinal aim of practice in future. (Poku, ZAKARI, & SOALI, 2013) Said that there is constructive relation between consumer satisfaction and loyalty of consumer and guiding to further encouraging nature of dedication to re-patronize. They also found that consumer satisfaction link between service quality and loyalty of consumer (McDougall & Levesque, 1987). They said that there is a straight relation between consumer satisfaction and consumer retention. Service quality can influence consumer's objective of usage through consumer's satisfaction. (Henkel, Houchaime, Locatelli, & Singh, 2006). They said that contented consumers of telecom sector have high degree of usage and aim to repurchase in future (CRONIN, BRADY, & HULT, 2000) said that service quality, value and satisfaction are all in a straight line to consumers aim of usage.

Quality is the generally knowledge which a consumer perceives during interrelating a product and services, (Parasuraman, Zeithaml, & Berry, 1988) has defined quality as taken as a whole opinion. Service quality has been defined as a type **of behaviour, associated** but not correspondent to satisfaction that results from the evaluation of expectations with performance (Bolton & Drew, 1991)(Parasuraman, Zeithaml, & Berry, 1988). Quality had a long-lasting effect on the satisfaction of consumers (Omachonu, Johnson, & Onyeaso, 2008), (Arslan & Atalık, 2009) said that building value and presenting quality of service presented to consumer form loyal customers, (Kandampully, 1998) says that Service reliability of organizations guides to devoted customers. He more said that devoted services offered to consumers fulfils mutually current and future desires of customers. Consumer's loyalty and confidence is achieved by service provider's dedication to prerequisite of services, excellence of services. Frustrated consumers have no relationship of loyalty with the firm. Consumer's contentment and service quality are inter-connected and these craft significant value for consumer and assist him to make choice whether the service substantiate the expenditure of the service. All essentials of consumer satisfaction have straight bearing on consumer's satisfaction and cost of service (Chau & Kao, 1991). Some researchers acknowledged four aspects of service quality i.e. consumer services, navigation and visual plan, system dependability, inside quality and speed of the link. A constructive bond was found amongst service quality and the contentment of the consumers. There are five particular aspects of

service quality: tangibles, dependability, responsiveness, guarantee and empathy (Parasuraman, Zeithaml, & Berry, 1988). Kim *et al.* (2004) said that link quality, value added services and consumer support play a major part in crafting consumer satisfaction for internet service subscribers and they have a tendency to keep using existing service as the intensity of the consumer satisfaction is high that guides to consumer loyalty (Kim, Park, & Jeong, 2004), (Baumann, Burton, Elliott, & Kehr, 2006) said that affective behaviour, empathy and consumer satisfaction directs the consumers in the direction of added recommendation to new users. Responsiveness directs to short period retention while affective behaviour and empathy has long period extensive impact on consumer's satisfaction and retention (Cavana, Corbett, & Lo, 1984). They said that guarantee, responsiveness, empathy have direct relation with service quality, likewise, but dependability and convenience were pertinent but not too much important (Taylor & Cronin, 1992). Taylor said that the service quality guides to consumer satisfaction (Omachonu, Johnson, & Onyeaso, 2008) and they also said that apparent service quality was definitely related to consumer's satisfaction for shorter period, but predictable quality was certainly related in both short and long periods of time.

Theories of Consumer's Satisfaction:

Several theoretical approaches were used to elucidate the bond between disconfirmation and dissatisfaction (Anderson, 1973). These approaches can be viewed as difference of the consistency theories and they aim on the type of the procedure of evaluating the consumer's post-usage. The theories of consistency propose that when the expectations and the actual contentment of the service or good do not fit, the user will show a certain amount of displeasure. In order to reduce this feeling of displeasure, the user will try to alter both expectations and perception on the actual contentment of the service or good. Few theoretical approaches fall under the umbrella of the theories of consistency (Peyton, Pitts, & Kamery, 2003).

- A. The theory of assimilation
- B. The theory of contrast
- C. The theory of assimilation-contrast
- D. The theory of negativity

The Theory of Assimilation:

Festinger's theory of dissonance (Festinger, 1957) crafts the foundation for the theory of assimilation. The theory of dissonance states that the consumer shows a type of cognitive relationship between the expectations about the service or good and the perceived performance. If there is a difference between expectations and the service or good perceived performance, the dissonance will not fail to appear. This study on post-usage assessment was found in the literature discussing contentment under the form of the theory of assimilation. (Anderson, 1973) According to Anderson (1973), the customers try to keep himself away from dissonance by altering their perceptions of a specific service, in order to make it closer to their expectations. In a same way, the customers can diminish the displeasure resulted from the difference between expectations and the service performance, both by twisting the expectations so that there could be in concurrence with the service perceived performance, and by mounting the level of satisfaction through reducing the comparative significance of experimental disconfirmation (Olson & Dover, 1979). The theory believes that the consumers are provoked enough to alter both their expectations and their service performance perceptions. If the customers alter their expectations or service performance perceptions, dissatisfaction would not be an outcome of the post-usage process. Customers can decrease the displeasure resulting from a difference amongst expectations and service performance either by twisting expectations so that they match with supposed service performance or by lifting the level of satisfaction by decreasing the relative significance of the disconfirmation practiced (Olson & Dover, 1979) Some researchers have revealed that the be in charge on the actual service performance can direct to an affirmative bond between expectations and satisfaction. (Anderson, 1973) As a result, it is understood that dissatisfaction could never emerge except the assessment process began with the consumer's negative expectations, (Peyton, Pitts, & Kamery, 2003) argues that Assimilation Theory has few limitations. Primary, the approach supposes that there is an association between expectations and satisfaction, but it does not identify the method in which the expectation

failure can direct to satisfaction or dissatisfaction. Next, the theory also speculates that customers are provoked adequate to alter either their expectations or their perceptions about the performance of the service. Some researchers have noticed that keeping a control on actual service performance can guide to a constructive bond among expectation and satisfaction. So, it would come into view that dissatisfaction could never take place except the evaluative procedures were to begin with negative customer expectations.

The Theory of Contrast:

This theory, first introduced by (Hovland, Harvey, & Sherif, 1957) presents an alternative approach to the evaluation post-usage process that was presented in assimilation theory, in that post-usage evaluations lead to results in opposite predictions for the effects of expectations on satisfaction (Cardozo, 1965). (Daves, Singer, & Lemons, 1972) Define contrast theory as the tendency to magnify the discrepancy between one's own attitudes and the attitudes represented by opinion statements. This approach states that whenever the customers experiment disconfirmation, they try to minimize the discrepancy between their previous expectations and actual product/service performances, by shifting their evaluations away from expectations. While the theory of assimilation asserts that the consumers will try to minimize the expectation-performance discrepancy, the theory of contrast insists on a surprise effect that can lead to exaggerating the discrepancy. According to the contrast theory, any discrepancy of experience from expectations will be exaggerated in the direction of discrepancy. If the firm raises expectations in his advertising, and then a customer's experience is only slightly less than that promised, the product/service would be rejected as totally un-satisfactory. Vice-versa, under promising in marketing communications and over-delivering will cause positive disconfirmation also to be exaggerated (Vavra, 1997)

The Theory of Assimilation-Contrast:

The assimilation-contrast theory was suggested as another way of explaining the relationships between variables within the disconfirmation model (Hovland, Harvey, & Sherif, 1957). This paradigm posits that satisfaction is a function of the magnitude of the discrepancy between expected and perceived performance. Generally speaking, the consumers move within acceptance or rejection areas, in accordance with their perceptions. As stated in the theory of assimilation, customers have a tendency of assimilating or adjusting the differences in product performance perception, with a view of getting them to the level of their previous expectations, but only if the discrepancy is relatively small (Peyton, Pitts, & Kamery, 2003). A large discrepancy between perceived performance and expectations results in contrast effects and the consumer's tendency would be one of increasing the perceived difference. Assimilation or contrast can appear in connection with the disparity perceived between expectations and the actual product performance. This theory tries to illustrate the fact that both the assimilation and the contrast theory paradigms have applicability in the study of consumer's satisfaction. Various researchers tried to test this theory empirically (Olson & Dover, 1979) and (Anderson, 1973). They found some evidence to support the assimilation theory approach. Referring to these studies, (Oliver, 1980) argues that there were perceptual differences between disconfirmation and satisfaction.

The Theory of Negativity:

This theory, just like the other three, is also based on the disconfirmation process. This theory developed by (Carlsmith & Elliot, 1963) suggests that any discrepancy of performance from expectations will disrupt the individual, producing 'negative energy" (Anderson, 1973). When the expectations are strongly sustained, the consumers will negatively answer any information (Peyton, Pitts, & Kamery, 2003) Dissatisfaction will happen if the perceived performance falls beneath expectations, or if the perceived performance goes beyond the expectations.

METHADOLOGIES

"Consumer Satisfaction about 3G, 4G, LTE and other Broadband Services Provided in Pakistan."

Operational Definitions:

Services: Products offered by the companies which are not intangible or we can say immaterial exchange of values. Consumer can use them to fulfil their needs, but cannot store them.

Quality: Set standards while measuring any product or service against the kind of similar products or services. It can be defined as the degree of excellence of that product or service.

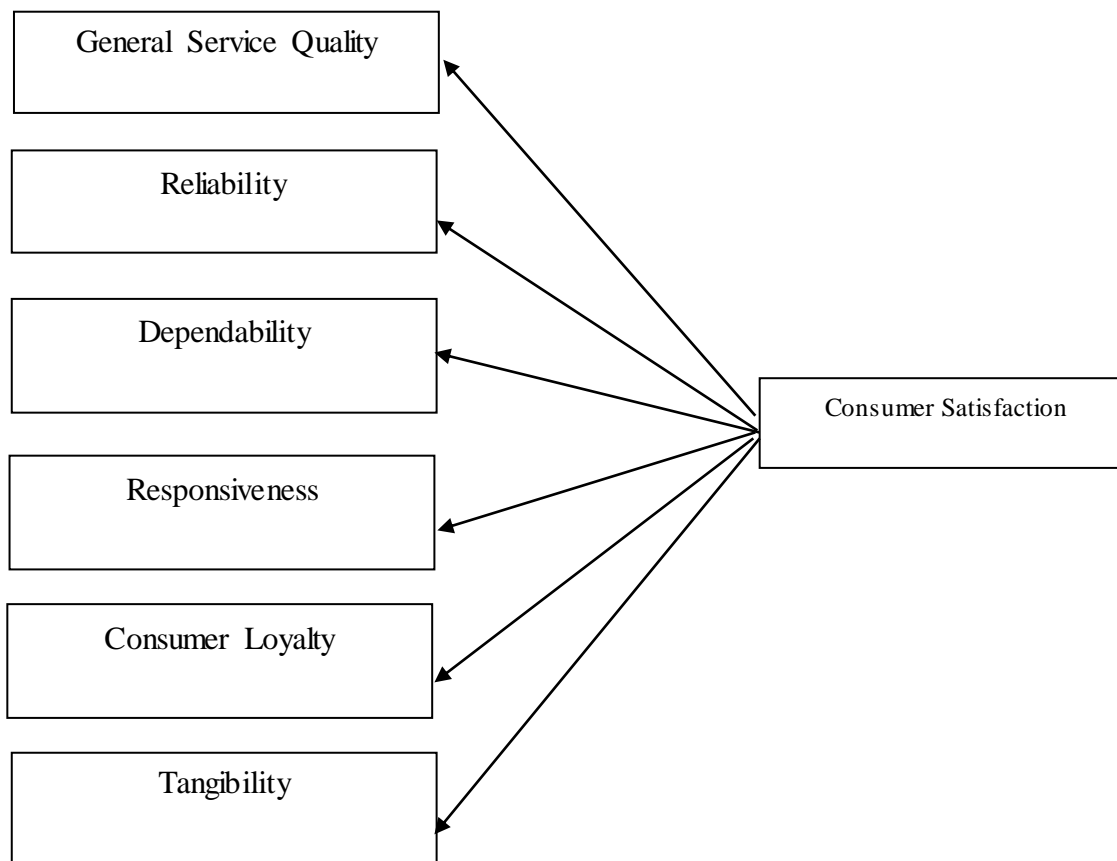
Reliability: If one object / product / service produces similar results under consistent conditions then we call it reliability.

Satisfaction: Fulfilment of one's wishes needs or expectations or the pleasure derived from this.

Consumer Satisfaction: It is a marketing term, in context of all above, what an individual feels about or how reacts after using or experiencing any product or service.

Impact: After performing this study we can suggest few recommendations for cellular services who are actively providing broadband services across the country. Currently five companies are operating in Pakistan providing broadband service to customers, this study can help them to evaluate the demands of customers. Which actually leads to the consumer's satisfaction, due to huge competition among all service providers they must keep consumer requirements at top priority. By this study we come to know that, just providing services is not enough in today's business, but the factors like troubleshooting are more important while considering consumer satisfaction. Listening queries, taking timely actions and rectifying issues, maintaining service quality and reliability are much more important to run smooth and successful business. Our study is based on small sample size, but questionnaire covers most of the important aspects of a good study. So this can be a benchmark for any future study in this regard and can be helpful for cellular operators while providing these services.

Model:



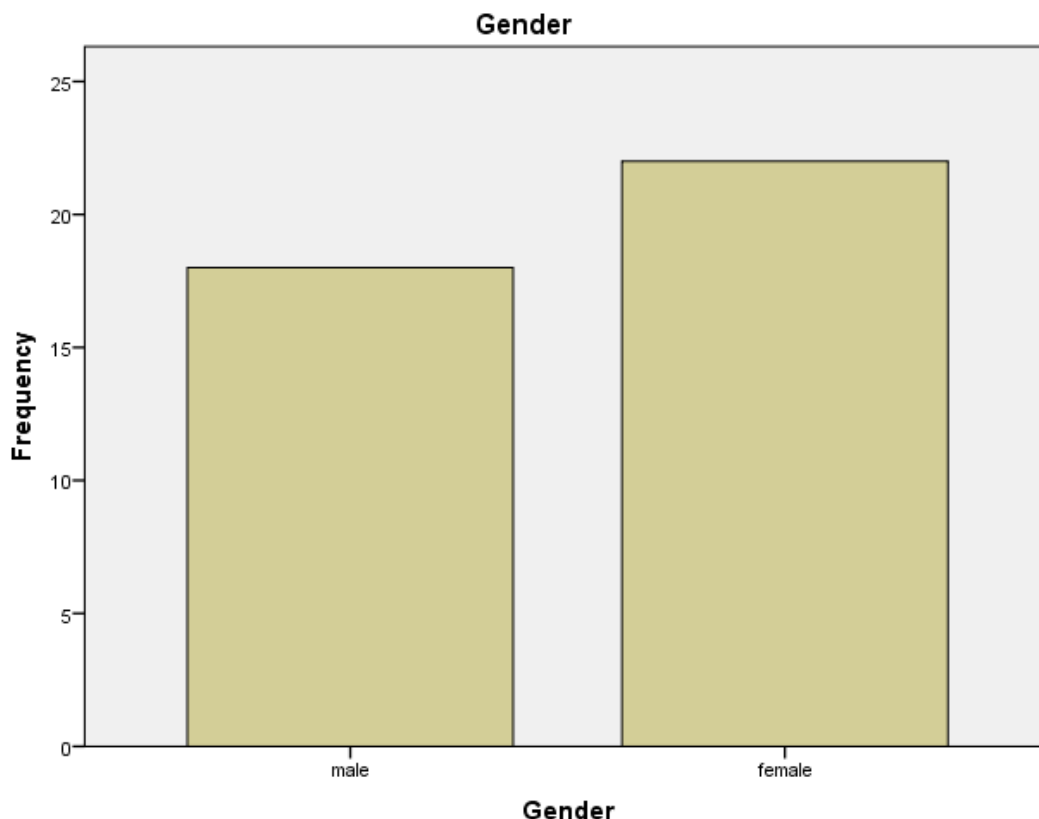
Procedure:

Our research is exploratory research which is supported by a survey strategy. Qualitative methodology has been adopted. This survey was conducted to investigate the impact of services offered by cellular companies on consumer satisfaction in Pakistan. This survey is conducted on University of Gujrat and a questionnaire was developed and distributed among students studying in the campus. The sample size is 40 students at University of Gujrat. The sampling technique used in this research is convenience sampling or mean sampling. A complete Questionnaire consisting of 20 questions, all questionnaires are analysed in term of frequency and percentage of the data by using SPSS program. The result of the questionnaires is discussed to investigate that which factor contribute in consumer satisfaction and what are the problems regarding dissatisfaction of consumers.

Data Analysis & Interpretations

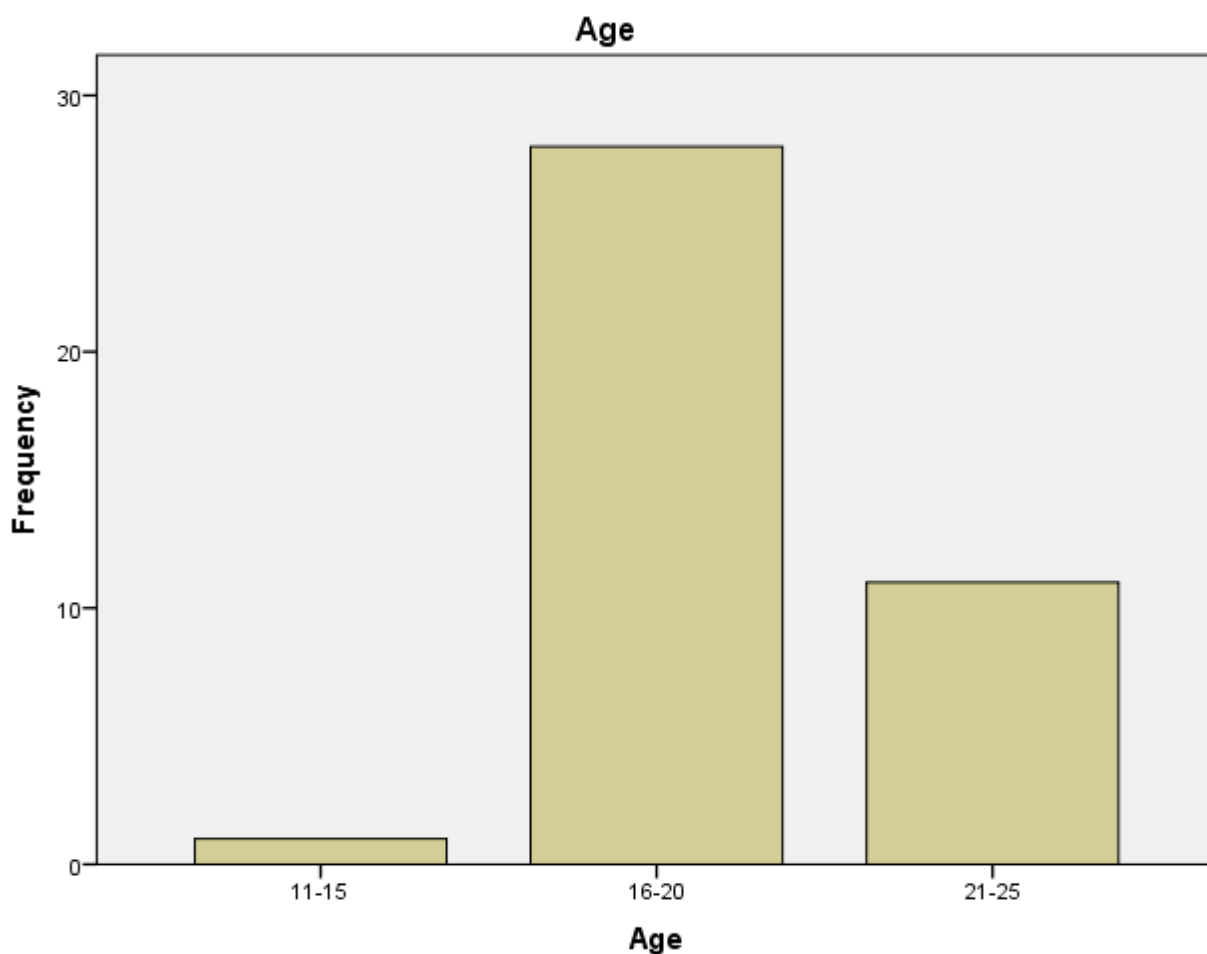
Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	18	45.0	45.0	45.0
	female	22	55.0	55.0	100.0
	Total	40	100.0	100.0	



We collect data from 40 persons out of these 18 male and 22 females, the frequency in gender of female is more than males.

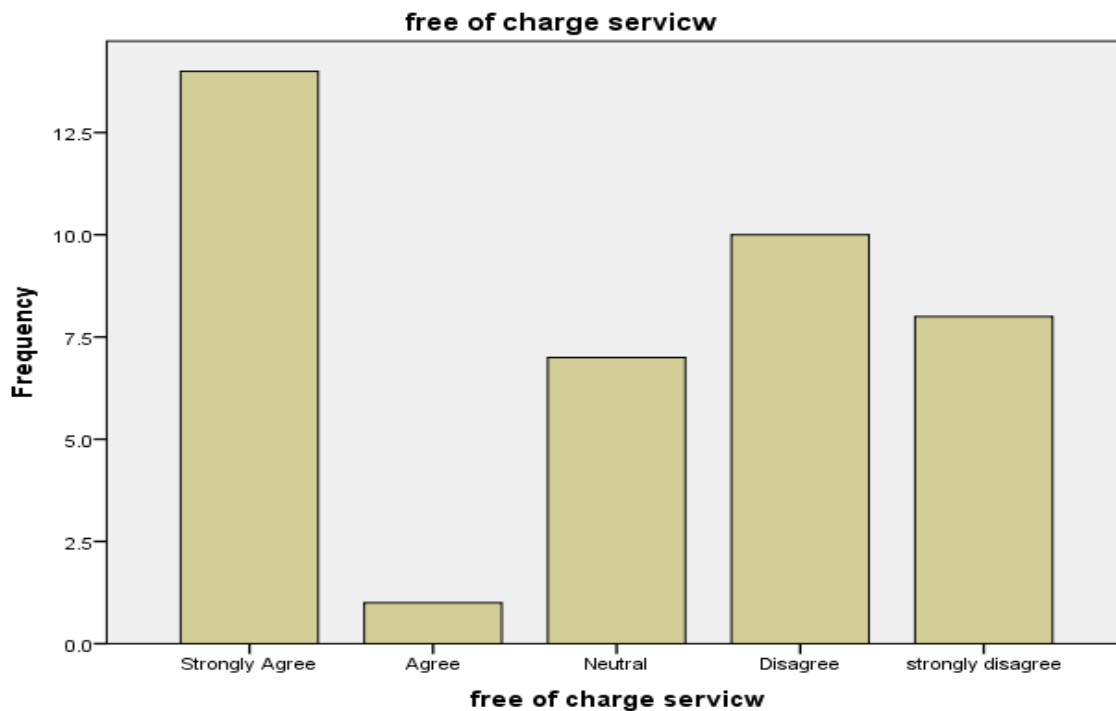
Age:



collect data from 40 responded that are divided into 3 categories. In one category age 11-15 are included and in 2nd category 16-20 and 3rd category 21-25, Mostly responded fall in 2nd category.

Free of Charge Services:

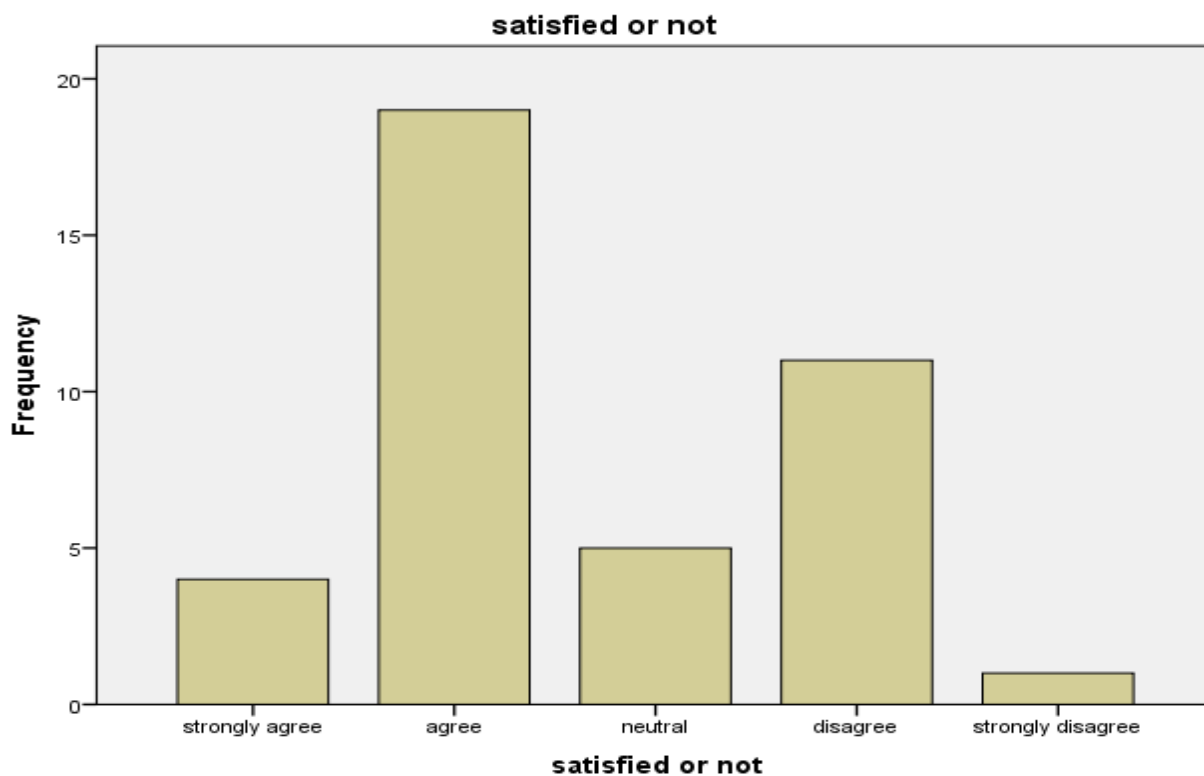
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	14	35.0	35.0	35.0
Agree	1	2.5	2.5	37.5
Neutral	7	17.5	17.5	55.0
Disagree	10	25.0	25.0	80.0
strongly disagree	8	20.0	20.0	100.0
Total	40	100.0	100.0	



We collected data from 40 responded out of these 14 responded strongly agree that their services they can use is free of charge. Only one person agree that is/her services free of charge, 7 responded give neutral answered, 18 responded disagree because their services are not free of charge.

Satisfied or Not:

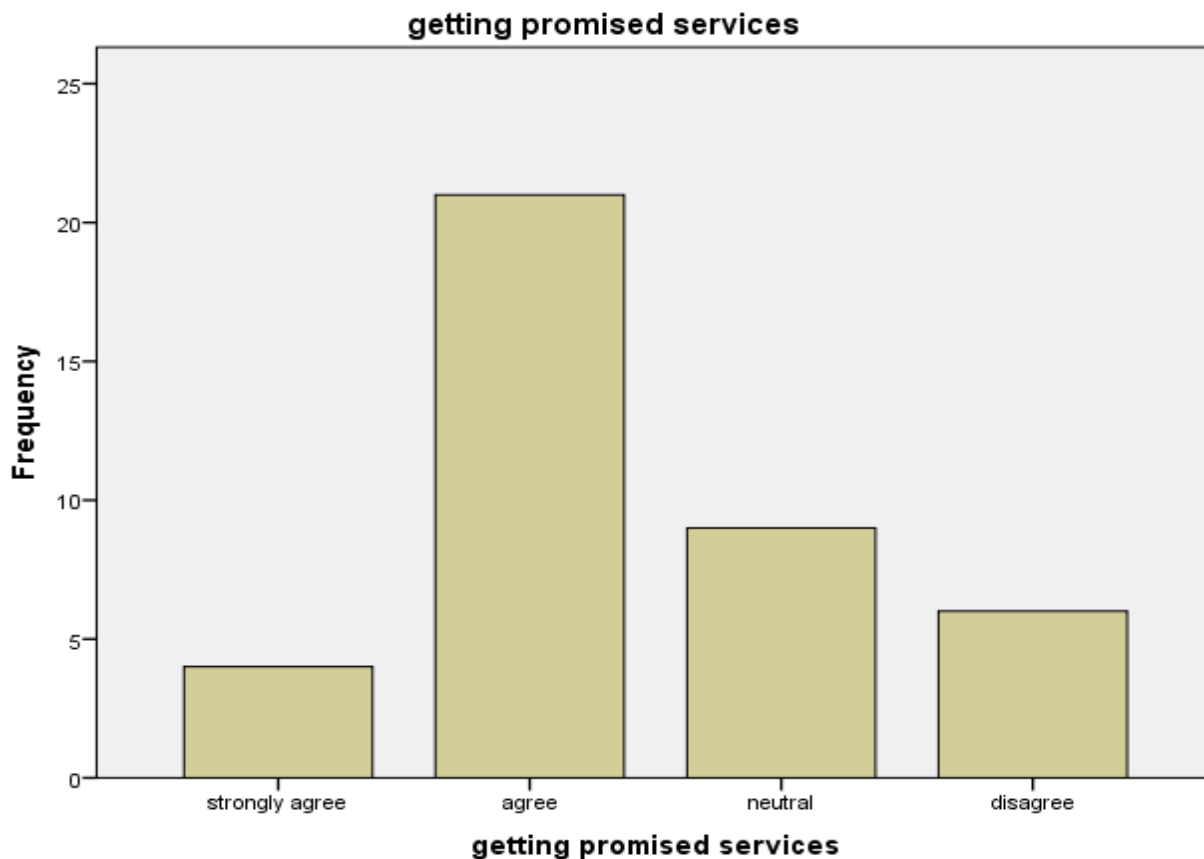
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	4	10.0	10.0	10.0
Agree	19	47.5	47.5	57.5
Neutral	5	12.5	12.5	70.0
Disagree	11	27.5	27.5	97.5
strongly disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	



We collect data from 40 responded out of these 23 responded says their service is not free of charge and they are satisfied with the cost paying, 5 responded gives neutral answered and 12 responded says their service is not free of charge and they are not satisfied with the cost paying.

Getting Promised Services:

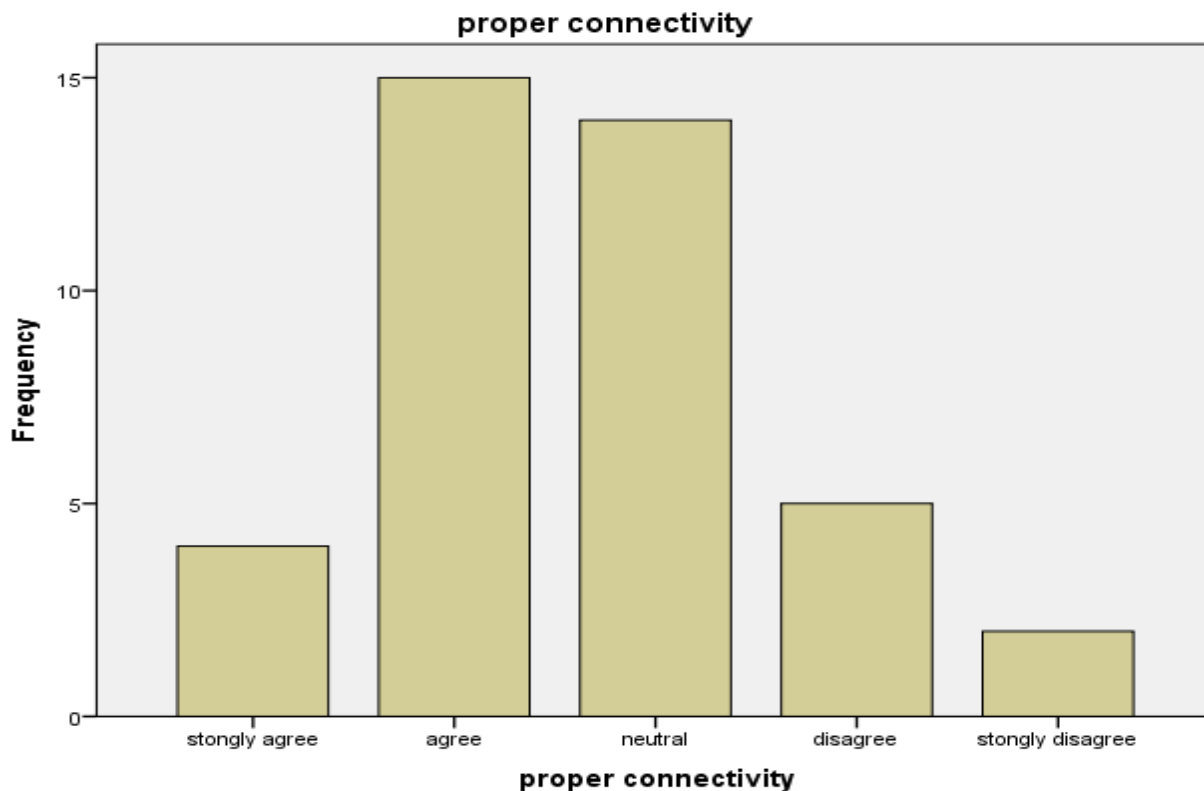
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	4	10.0	10.0	10.0
agree	21	52.5	52.5	62.5
neutral	9	22.5	22.5	85.0
disagree	6	15.0	15.0	100.0
Total	40	100.0	100.0	



We collect data from 40 responded out of these 25 responded agree that they getting promised services and 9 responded give neutral answered and 6 responded disagree with this.

Proper Connectivity:

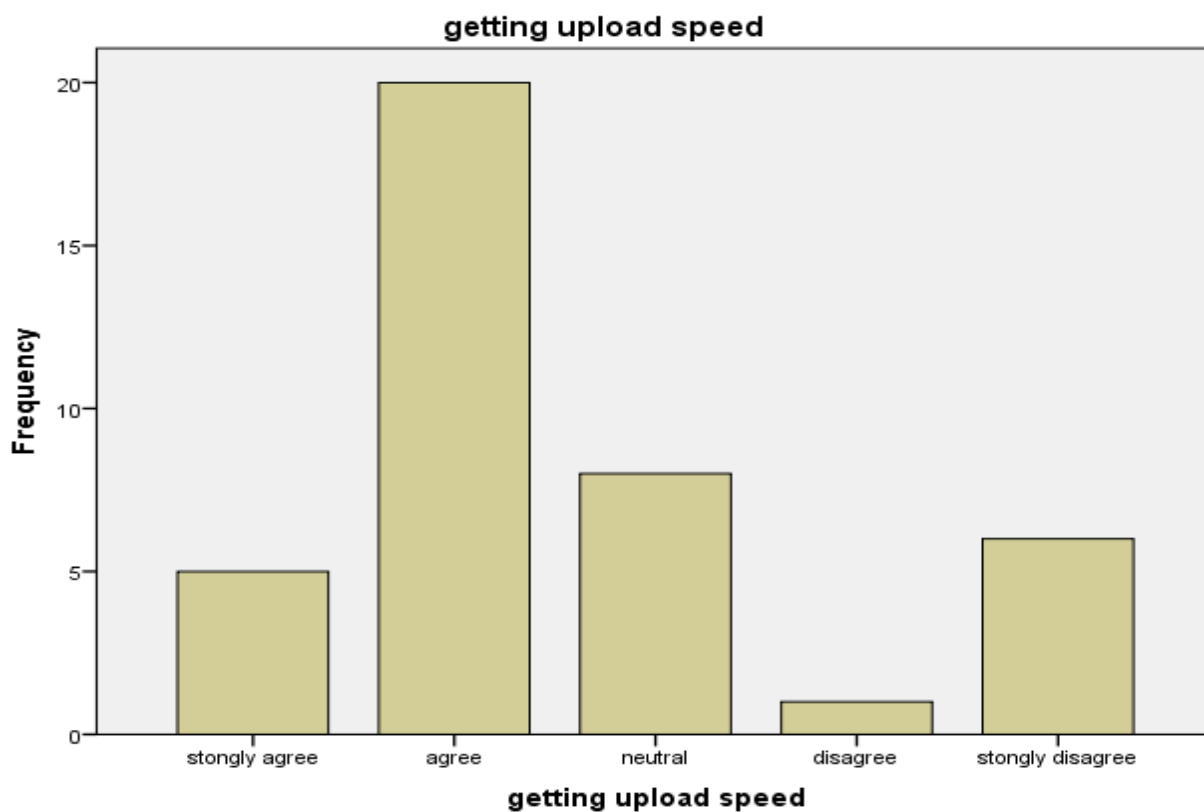
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	4	10.0	10.0	10.0
	Agree	15	37.5	37.5	47.5
	Neutral	14	35.0	35.0	82.5
	disagree	5	12.5	12.5	95.0
	Strongly disagree	2	5.0	5.0	100.0
	Total	40	100.0	100.0	



We collected data from 40 responded out of these 19 responded agree with proper connectivity and 14 responded neutral answered and 7 responded disagree with the proper connectivity around the clock.

Data Upload Speed:

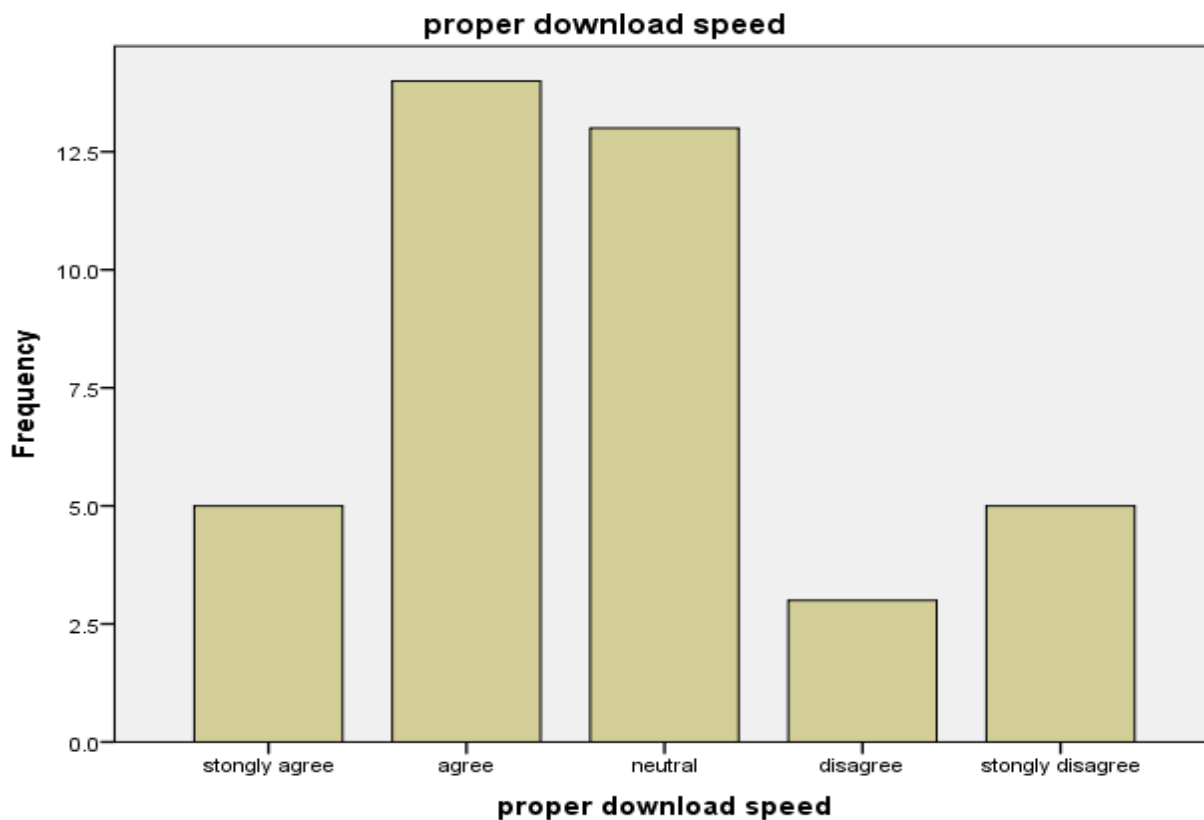
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	12.5	12.5	12.5
	Agree	20	50.0	50.0	62.5
	Neutral	8	20.0	20.0	82.5
	Disagree	1	2.5	2.5	85.0
	Strongly disagree	6	15.0	15.0	100.0
	Total	40	100.0	100.0	



We collected data from 40 responded out of these 25 responded agree with getting proper upload speed and 8 responded are neutral and 7 responded not getting proper upload speed.

Proper Download Speed:

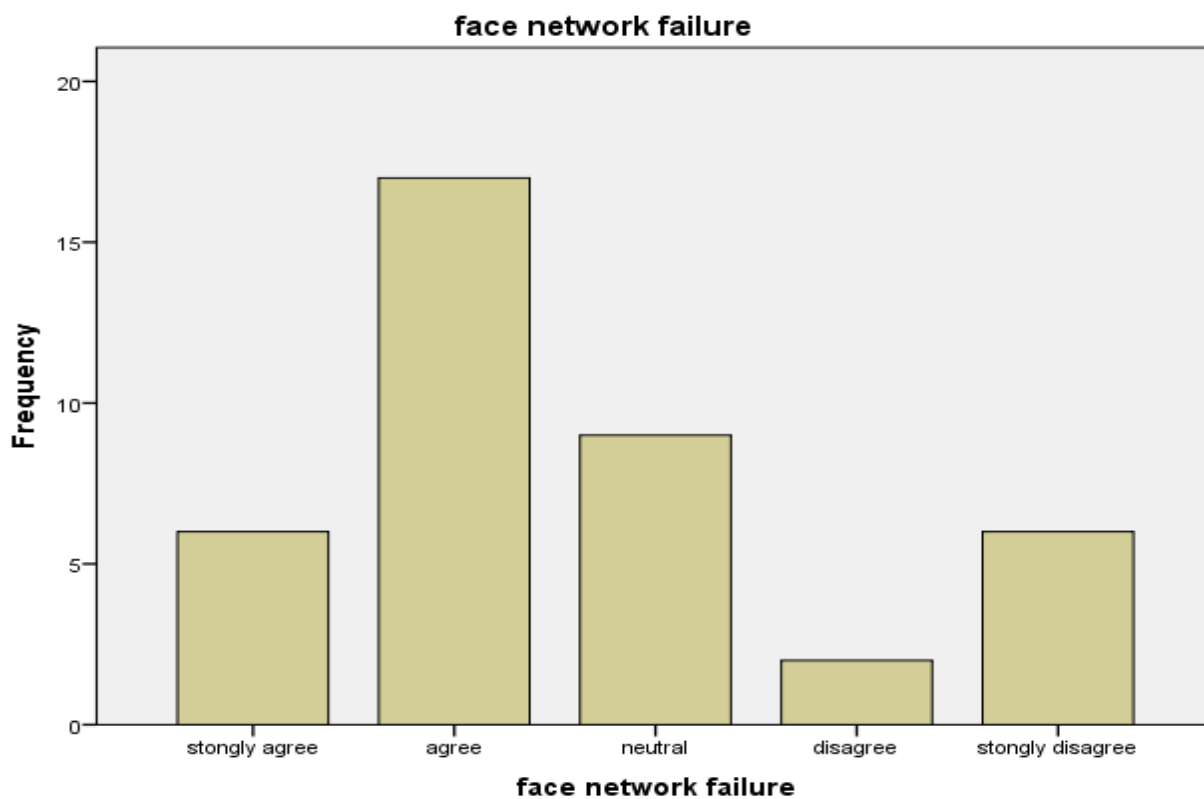
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	5	12.5	12.5	12.5
Agree	14	35.0	35.0	47.5
Neutral	13	32.5	32.5	80.0
disagree	3	7.5	7.5	87.5
Strongly disagree	5	12.5	12.5	100.0
Total	40	100.0	100.0	



We collected data from 40 responded out of these 19 responded agree with getting proper download speed and 13 responded are neutral and 8 responded not getting proper download speed.

Network Failure:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	6	15.0	15.0	15.0
Agree	17	42.5	42.5	57.5
Neutral	9	22.5	22.5	80.0
disagree	2	5.0	5.0	85.0
Strongly disagree	6	15.0	15.0	100.0
Total	40	100.0	100.0	



We collected data from 40 responded out of these 23 responded that they face network failure problem and 9 responded are neutral and 8 responded not face the network failure problem they satisfied with their network.

Fair Data Volume for Price Paid:

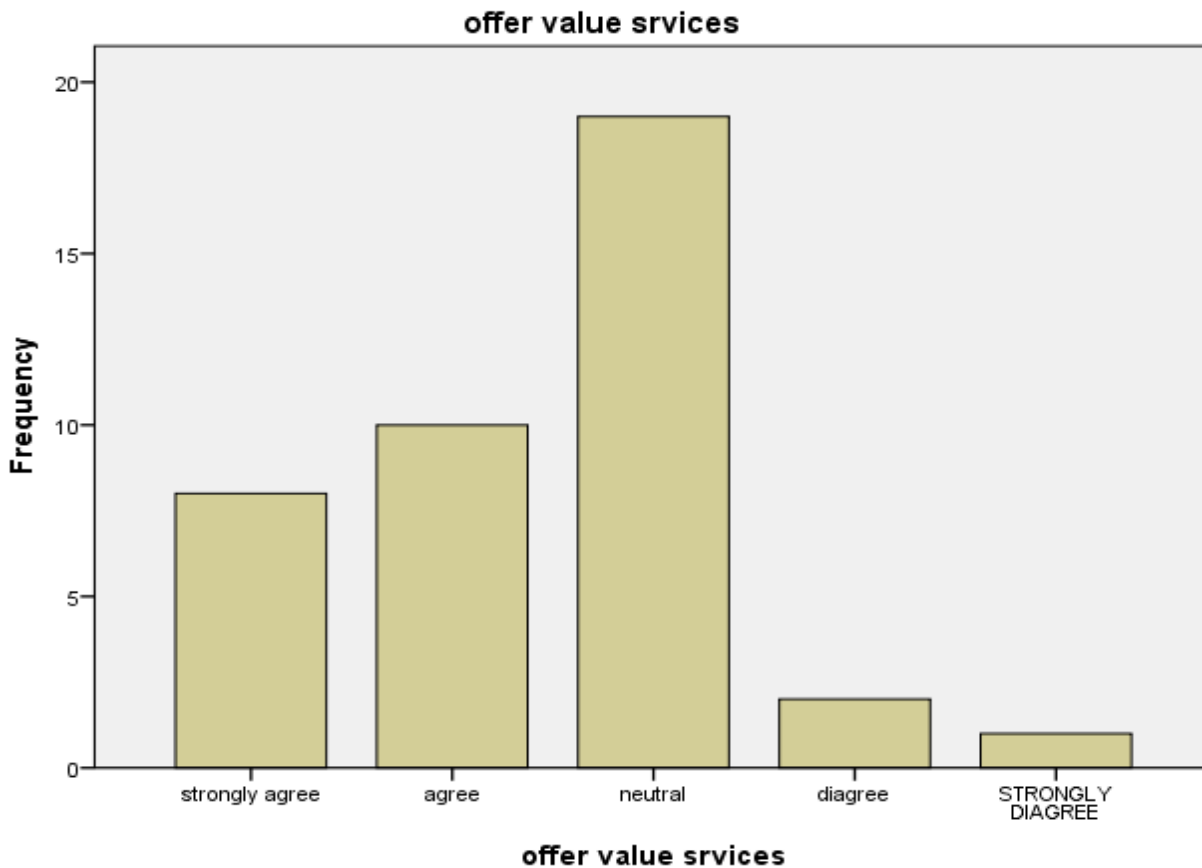
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	6	15.0	15.0	15.0
Agree	14	35.0	35.0	50.0
Neutral	8	20.0	20.0	70.0
disagree	6	15.0	15.0	85.0
Strongly disagree	6	15.0	15.0	100.0
Total	40	100.0	100.0	



We collected data from 40 responded out of these 20 responded agree that they get enough data for price paid and 8 responded are neutral 12 responded disagree they did not get enough data for price paid.

Value Added Services:

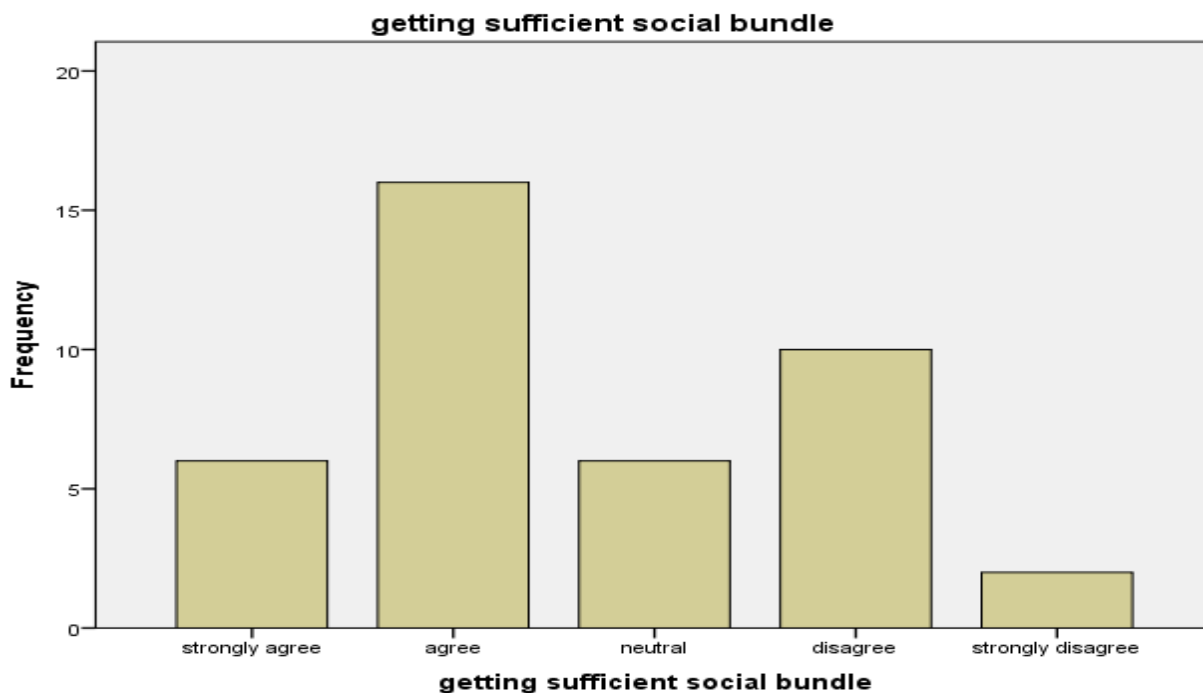
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	8	20.0	20.0	20.0
Agree	10	25.0	25.0	45.0
neutral	19	47.5	47.5	92.5
Dis-agree	2	5.0	5.0	97.5
Strongly dis-agree	1	2.5	2.5	100.0
Total	40	100.0	100.0	



We collected data from 40 responded out of these responded 8 strongly agree that they are getting value added services, 10 are simply agree, most of the respondents (19) stayed neutral while other (3) disagrees and are not getting any value added services.

5.12 Social Bundles:

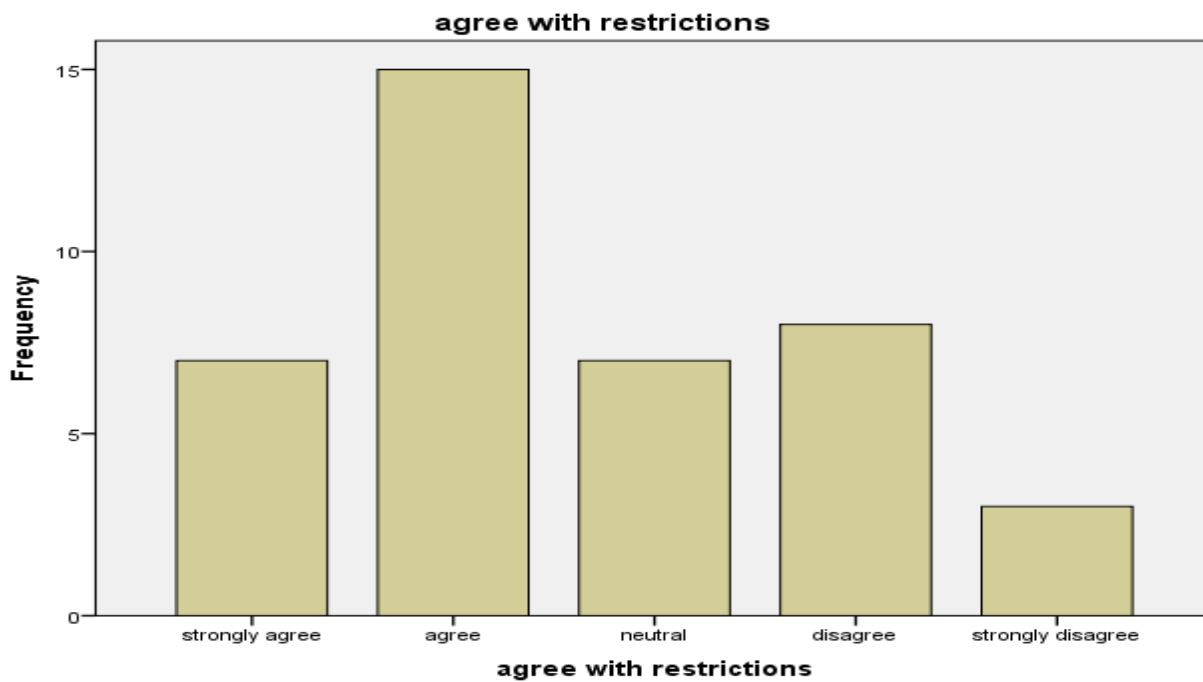
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	6	15.0	15.0	15.0
	agree	16	40.0	40.0	55.0
	neutral	6	15.0	15.0	70.0
	disagree	10	25.0	25.0	95.0
	strongly disagree	2	5.0	5.0	100.0
	Total	40	100.0	100.0	



We collected data from 40 responded out of these 6 respond are strongly and 16 are agree with social bundle offers, whereas 6 respondents are neutral and 10 dis-agreed, only two strongly dis-agreed that there are no such offers.

Agree with Restrictions:

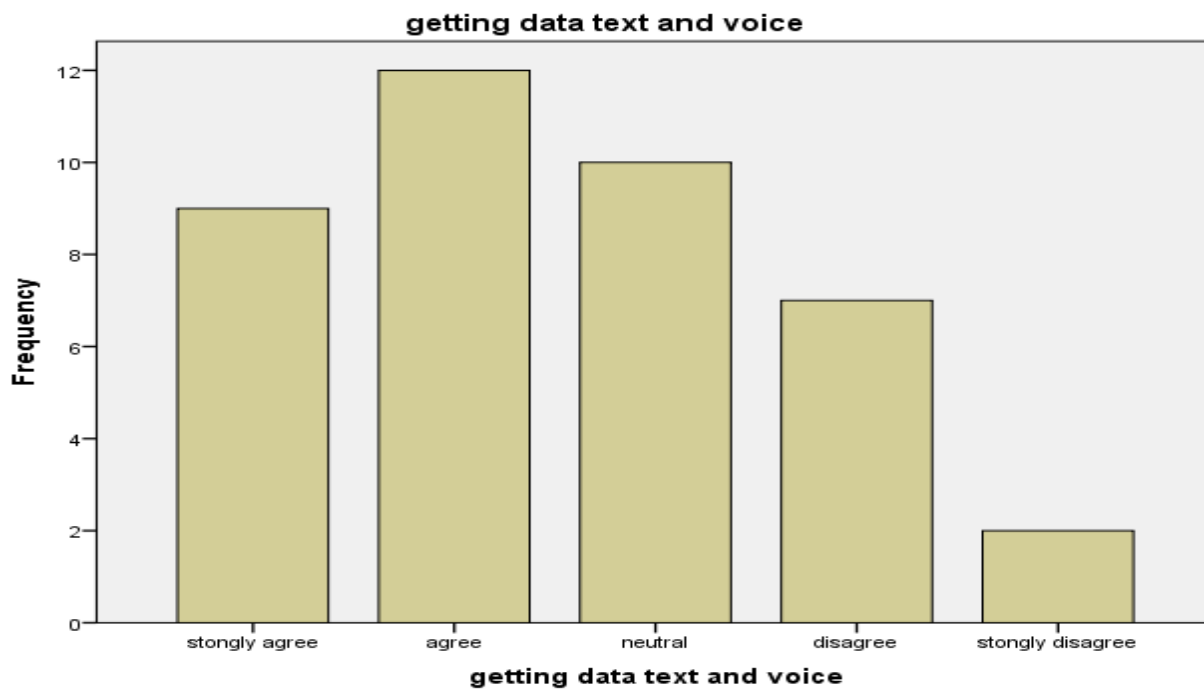
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	7	17.5	17.5	17.5
Agree	15	37.5	37.5	55.0
Neutral	7	17.5	17.5	72.5
Disagree	8	20.0	20.0	92.5
strongly disagree	3	7.5	7.5	100.0
Total	40	100.0	100.0	



7 out of 40 respondents are strongly and 15 are agreed with any kind restrictions by operator. 7 remain neutral and 8 respondents disagreed with these policies whereas 3 strongly disagreed.

Data, Text and Voice:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	9	22.5	22.5	22.5
Agree	12	30.0	30.0	52.5
Neutral	10	25.0	25.0	77.5
Disagree	7	17.5	17.5	95.0
strongly disagree	2	5.0	5.0	100.0
Total	40	100.0	100.0	



Data collected from 40 respondents out of which 9 strongly agreed and 12 agreed with data, text and voice services offered, whereas 10 remain neutral. 7 disagreed and only 2 strongly dis-agreed with this.

Complaint Registration:

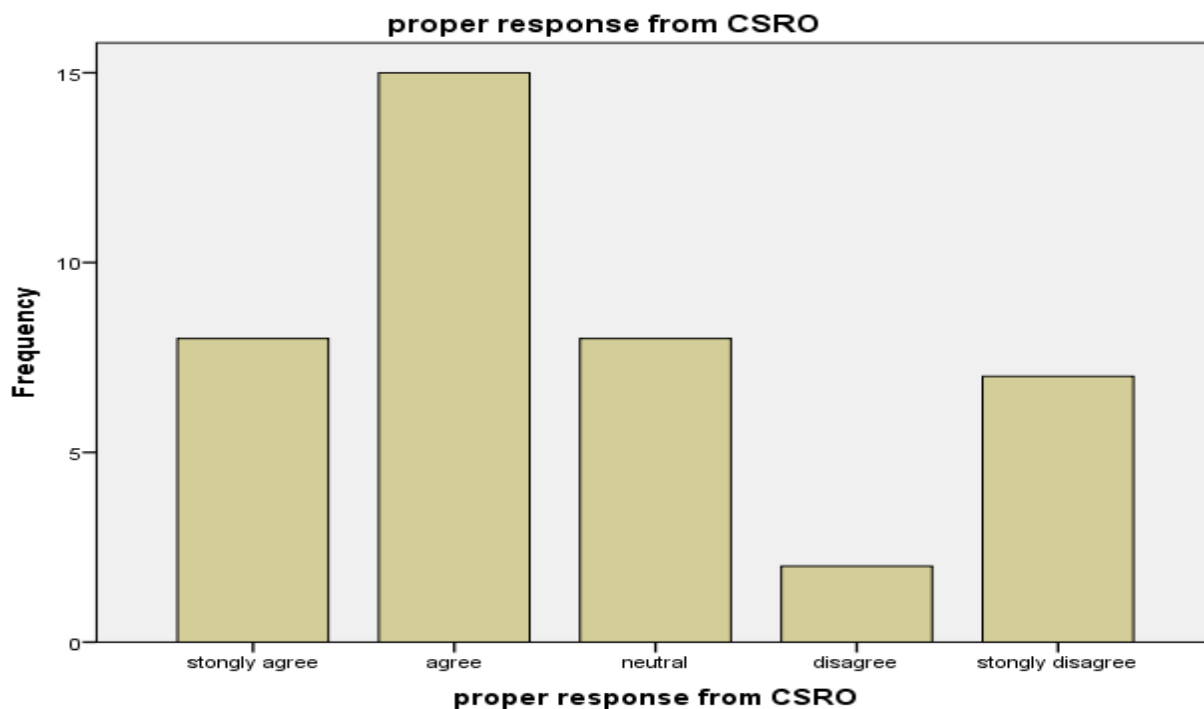
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	6	15.0	15.0	15.0
Agree	16	40.0	40.0	55.0
Neutral	7	17.5	17.5	72.5
Disagree	8	20.0	20.0	92.5
strongly disagree	3	7.5	7.5	100.0
Total	40	100.0	100.0	



Data collected from 40 respondents show that 6 are strongly agreed with process of complaint registration, 16 are just agreed, 7 neutral and rest of 11 are disagreed and they do not feel this process an easy one.

Response from CSRO:

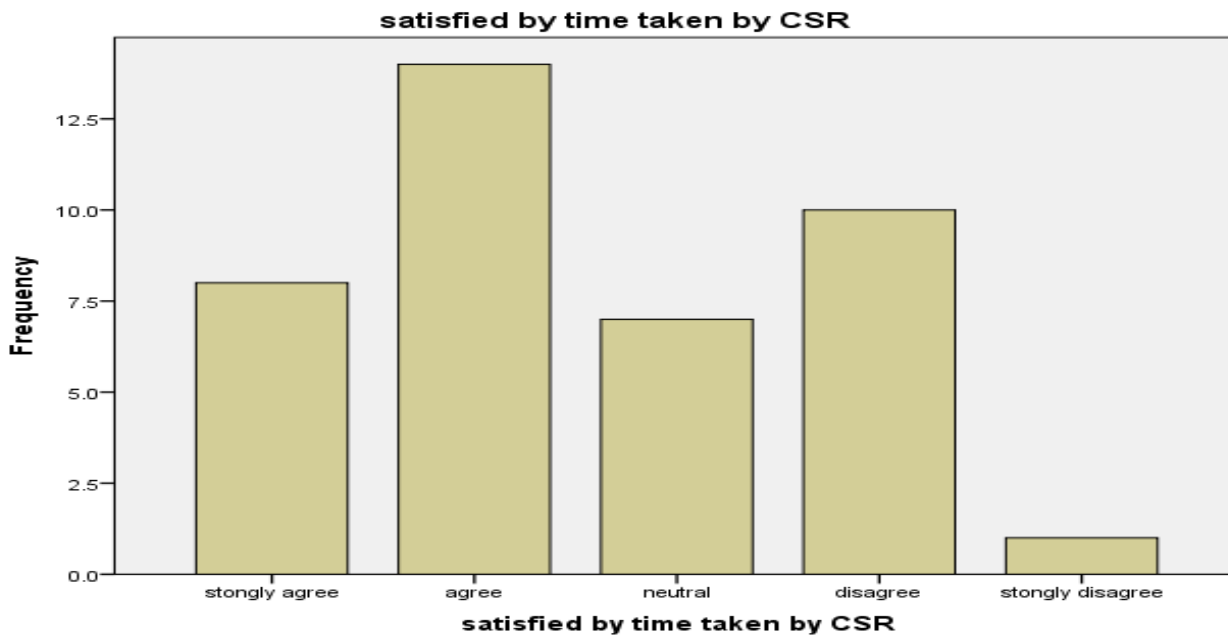
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	8	20.0	20.0	20.0
	Agree	15	37.5	37.5	57.5
	Neutral	8	20.0	20.0	77.5
	Disagree	2	5.0	5.0	82.5
	Strongly disagree	7	17.5	17.5	100.0
	Total	40	100.0	100.0	



Data collected from 40 respondents show that 8 are fully satisfied by the response from CSRO, 15 are agreed. 8 remain neutral. 2 disagreed but 7 strongly dis-agreed with this.

Time Taken by CSR:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	8	20.0	20.0	20.0
Agree	14	35.0	35.0	55.0
Neutral	7	17.5	17.5	72.5
Disagree	10	25.0	25.0	97.5
Strongly disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	



We collected data from 40 respondents, from which 8 strongly agreed with the time taken by CSR and 14 are just agreed. 7 remain neutral and 10 disagreed only one respondent strongly disagreed with the time taken by CSR to resolve issue.

Customer Feedback:

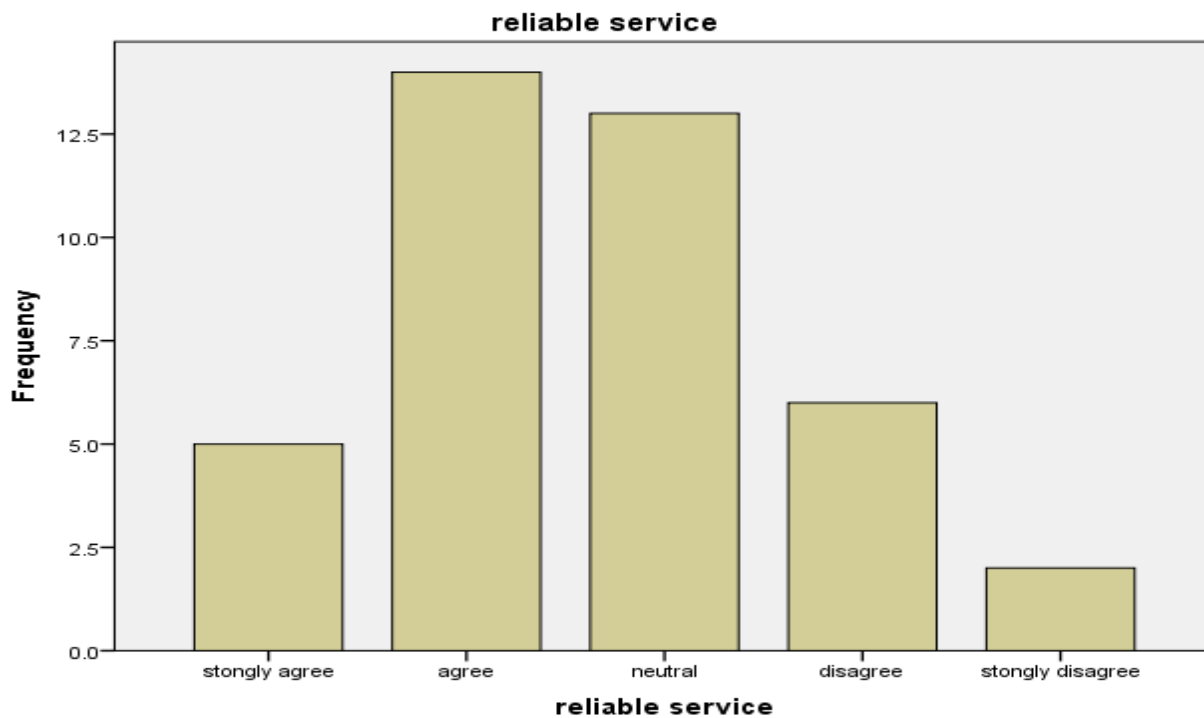
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	4	10.0	10.0	10.0
	Agree	20	50.0	50.0	60.0
	Neutral	7	17.5	17.5	77.5
	Disagree	5	12.5	12.5	90.0
	Strongly disagree	4	10.0	10.0	100.0
	Total	40	100.0	100.0	



Data collected from 40 respondents show that company takes regular feedback from customers, 4 customers are strongly and 20 are agreed, where 7 are neutral and 5 dis-agreed and 4 respondents strongly disagreed.

Service Reliability:

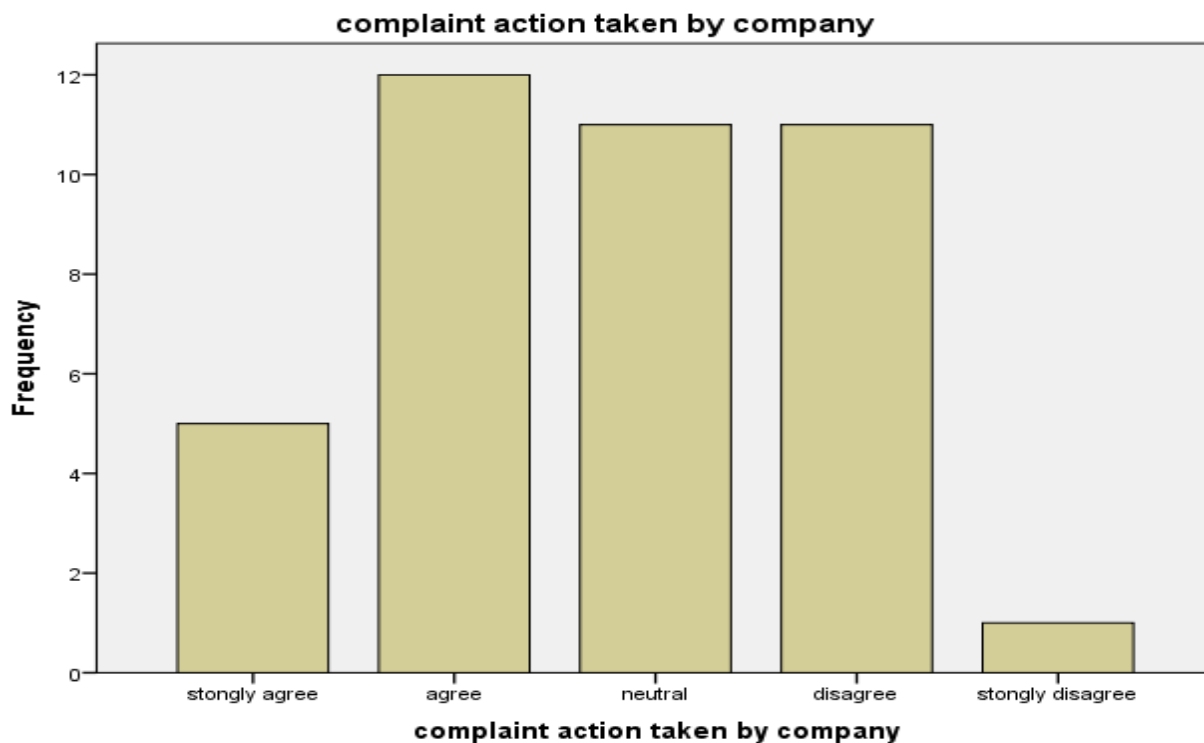
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	12.5	12.5	12.5
	Agree	14	35.0	35.0	47.5
	Neutral	13	32.5	32.5	80.0
	Disagree	6	15.0	15.0	95.0
	Strongly disagree	2	5.0	5.0	100.0
	Total	40	100.0	100.0	



We collected data from 40 respondents, out of which 5 strongly agreed with the reliability of service, 14 are just agreed. 13 are neutral and 6 respondents disagreed, whereas only 2 said that there service is not reliable and they opt strongly disagree.

Action Taken by Company:

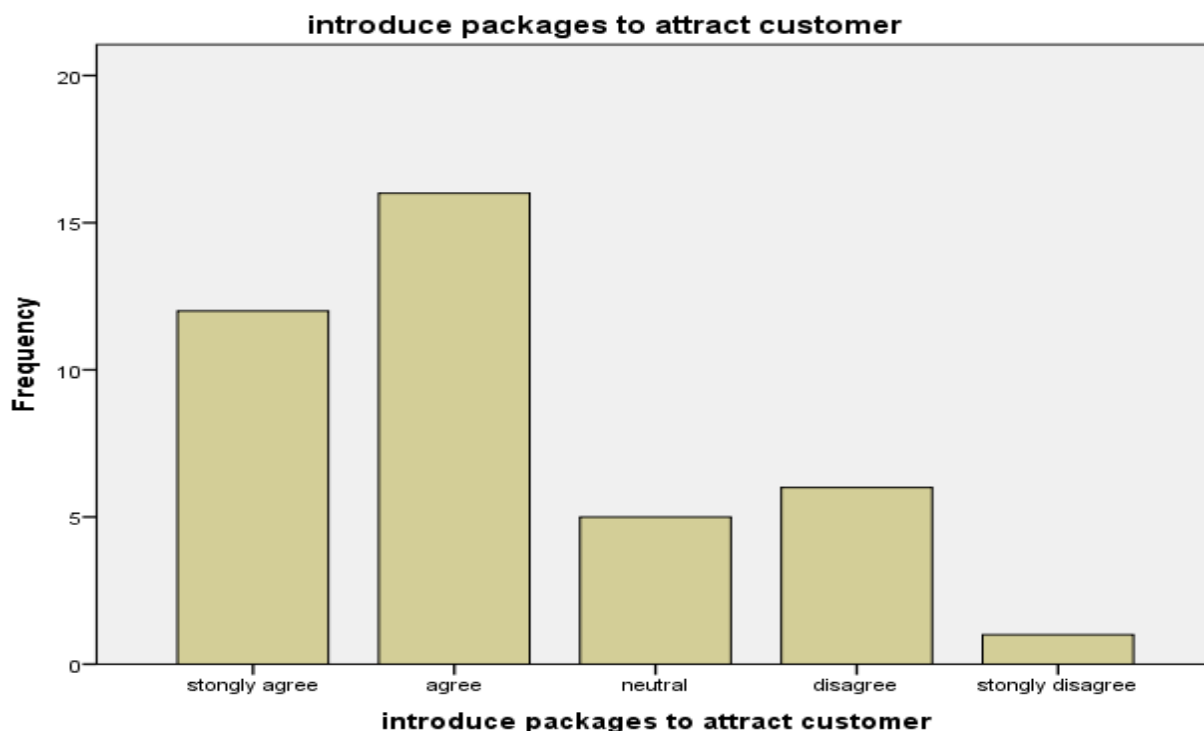
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	12.5	12.5	12.5
	Agree	12	30.0	30.0	42.5
	Neutral	11	27.5	27.5	70.0
	Disagree	11	27.5	27.5	97.5
	Strongly disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	



5 respondents out of 40 said that they are strongly agreed with the actions taken by company to rectify any issue, 12 are agreed. 11 opt neutral. There are 11 respondents out of 40 who are not satisfied by the actions taken company to resolve issue and only one respondent strongly disagreed with this.

New Offers / Packages:

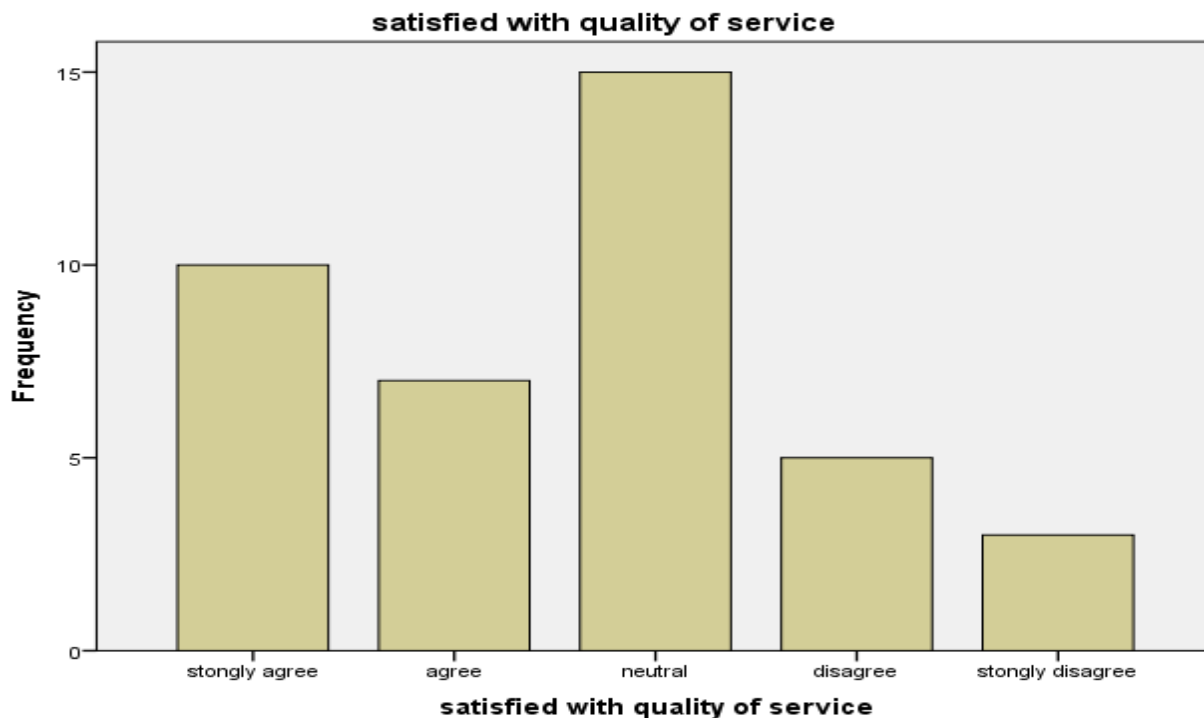
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	12	30.0	30.0	30.0
	Agree	16	40.0	40.0	70.0
	Neutral	5	12.5	12.5	82.5
	Disagree	6	15.0	15.0	97.5
	Strongly disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	



Data taken from 40 respondents's show that 12 respondents are strongly agreed that company regularly introduces new offers and packages to attract the customers. 16 agreed with this. 5 respondents are neutral. 6 out of 40 disagreed and one respondent opt strongly disagreed.

Service Quality:

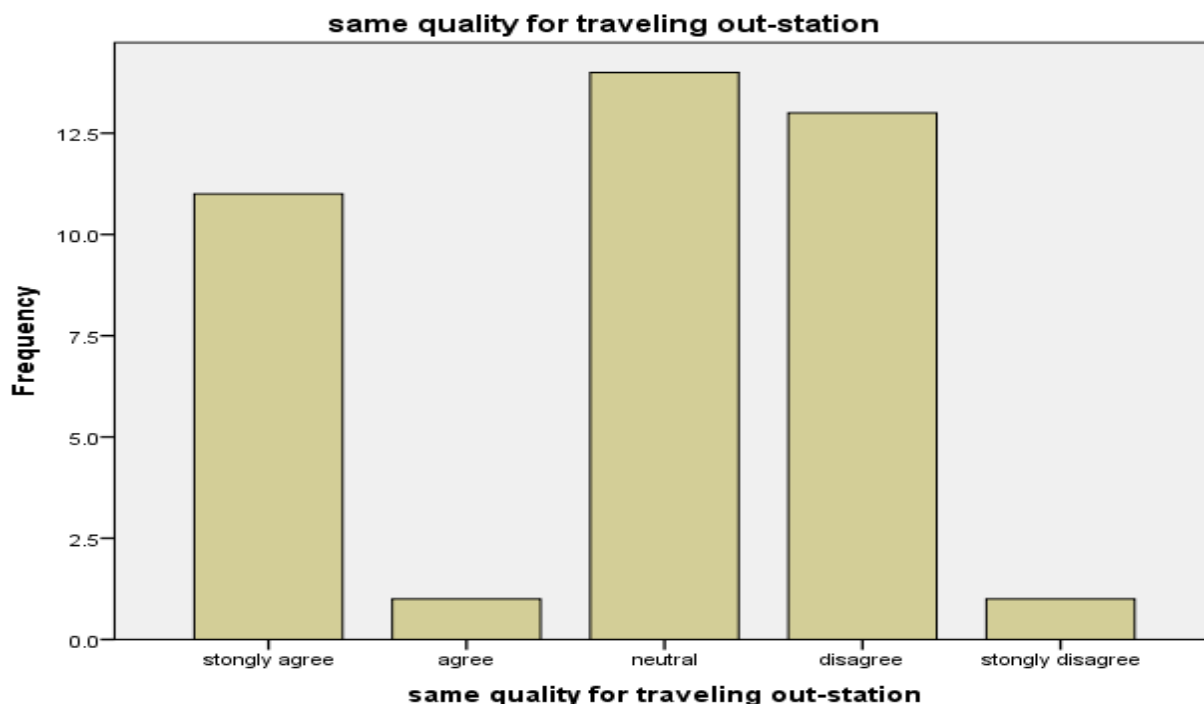
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	10	25.0	25.0	25.0
Agree	7	17.5	17.5	42.5
Neutral	15	37.5	37.5	80.0
Disagree	5	12.5	12.5	92.5
Strongly disagree	3	7.5	7.5	100.0
Total	40	100.0	100.0	



Data collected from 40 respondent's show that 10 are strongly agreed and 7 are agreed by the quality of service offered by the company. 15 opt neutral. 5 disagreed and 3 strongly disagreed by the quality of service.

Service while Travelling:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	11	27.5	27.5	27.5
Agree	1	2.5	2.5	30.0
Neutral	14	35.0	35.0	65.0
disagree	13	32.5	32.5	97.5
Strongly disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	



Data collected from 40 respondents show that 11 opt strongly agreed and 1 agreed about the service quality while travelling out-station. 14 opt neutral and 13 disagreed with the service quality while travelling and 1 strongly disagreed.

Limitations:

While performing this study we face few limitations which somehow affect this study to some extent. These are as followed:

Time: Our study focuses the services provided by cellular companies in Pakistan, but due to time constraints we are unable to take responses from whole country, so our responses are only taken from students of our campus.

Budget: There is no grant / fund / or any special allowance received for this study. So budget is also a great limitation to perform this study on a large scale. Whole budget for this study is arranged by the participants.

Lack of Knowledge: This study comprises on some technical grounds as well where our team members don't have any kind of specific knowledge or skills related to telecommunication or broadband service. Along this members also lack in knowledge about the research protocols. So there are some errors and exceptions are expected.

Future Prospective: Our study is unique in its kind, as there is no prior study in specific field of broadband services provided by cellular operators. This uniqueness and novelty makes this study a milestone for future prospective. In Pakistan 3G/4G and LTE are launched in 2015, so in next coming year's lot of people will looking to perform this kind of study. So this study will help them to plan their research work better and also the companies providing these services will take our recommendations in account to provide better services which can satisfy consumer.

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