Customer Satisfaction towards Q Mobiles Brand

Waheed ul haq, Huma maqsood
Department of Management Sciences, Abbasia Campus
Islamia University of Bahawalpur, Punjab, Pakistan
E.mail:waheedch8@gmail.com;Humamaqsood786@gmail.com

Abstract
Purpose: The purpose of this study is to measure the customer satisfaction towards Q mobiles brand affe by discussing variables such as service quality, product quality, , work load financial benefit, perceived value.
Design/methodology/approach: Being descriptive study, survey method was adopted for data collection to find out the factors. A sample of 150 students of Islamia university of Bahawalpur was selected for the survey. Data was analyzed by using Cronbach"s Alpha, correlation and regression in SPSS software.
Findings: The independent variable service quality was correlated with dependent variable customer satisfaction.
Originality/value –.
Keywords: customer satisfaction, product .quality, service quality, financial benefit, perceived value

INTRODUCTION

 Customer satisfaction means making long-term relationship with customers. Customer satisfaction towards the brand where the customer has a positive set of acknowledged believe towards the brand which he has purchase and want to repurchase the brand.(John Wiley &Sons) Satisfaction is to some extent inner to the customer and it can only change through change in the value and thinking pattern of the customer.(John Wiley &Sons) Pleased customers with the product/service are typically retained and they keep up their relationship with the supplier for longer period of time. When the satisfaction level of consumer decrease from their hope then the consumer want to change and seem to be for superior supplier. (John Wiley &Sons)

Satisfaction has been a main concern in marketing planning for different reasons including global competition, technological development, and customer's awareness. (Garrette and Karnani, 2010). In fact, a long success is not just a function of fair price but it is a function of quality of products and services and many corporations prefers to build relationships with their customers forever using customer oriented preference. Customer satisfaction creates a word of mouth which is helpful for organization. Thus, it is essential to increase and make customer satisfied which may serves a main factor in long-term success of organization. (Khokhar *et,* 2011).

The most important issue organizations face today is customer satisfaction. To Create satisfied customer have become most important because increase in competition and due to change of market trend strongly after few years. (Siddiqi, 2010). The world move forward every day to satisfying customers to determining ways to make them satisfied and the more significant piece of the current trade. (Parasuraman etal, 1988). The important strength for customers to become satisfied with one supplier or decide to leave that decides to purchase and repurchase from the one supplier. (Siddiqi, 2010). Satisfaction can never buy on the other hand and maintenance is the decision of the consumer to continue with his and her current supplier.

To create the customer satisfaction the managers should be aware of what their customer's value in order to carry on and grow in highly competitive market. (Garrette and Karnani, 2010) By knowing what consumer presently value is clearly not sufficient because what the value change suggest that suppliers must also have the capacity to foresee what consumer will value that why the change is significant according to consumer. (Parasuraman et al, 1988). There are strategies available for organization to manage their consumer satisfaction programs increase consumer satisfaction or raise switching barriers. Corporations can raise benefits and they provide regular customer. Relational benefits are the benefits consumers can gain from long-term relationships beyond the core service attribute that why customer satisfaction is important.

Customer satisfaction can create through brand image. Brand image is described as the overall feelings make on the mind of the public on a firm which is associated to physical and behavioral attribute of the firm. (Garrette and Karnani, 2010) It is a outcome of an aggregation process which incorporates with various information used by consumers to produced estimation of a firm. A good brand image has been found to help launch and keep satisfied relationship with customers and control to buy again and again purchase.

Literature Review

Customer satisfaction

Customer satisfaction is customer's objective to repurchase something base on his/her expectancy and the past experience. Customer satisfaction is the mind-set that compels the customers to re use a product and service or brand again and again (John, 2011). Customer satisfaction can be create by identify the customer need, managing them and fulfill them Maiyaki *et al*. (2011). Companies can build up customer's satisfaction by offering better and admirable services or quality products. Customer satisfaction is supposed to be the customer favorable attitude and there buying pattern. Customer satisfaction and Consumer satisfaction are mutually consider as a

device to build up and achieve sustainable spirited benefits. Satisfied customers can be separated into two main categories that are Satisfied Consumers and Un-Satisfied Consumers. A strong association exists between the satisfied and satisfied consumers.

Sometimes un-satisfied consumers are satisfied due to their promise with dealers. Satisfied customers, on the other if require the commitment with the supplier; will always switch once when the competitor with better service is acknowledged. This is fake satisfaction because of which the consumer feels hurdles during which stop him to prefer another supplier. These hurdles are called switching expenses. The consumer satisfaction towards a company is mainly the consumer's feeling which compels him to reuse or buy again and again the product and service of that exacting company and the referring of that product and service by the consumer to the other of his family member, friends and others.

The consumers are satisfied if they purchase the product/service over and over again and they also recommend to other people to attach with the corporation and its products and services for longer period of time. Some benefits of customer satisfaction are that new consumer service expenditure is high than old consumer. Old customers are willing to give high price for particular product/service. A satisfied customer perform as a resource of success for a corporation as it act as a agent for company`s marketing (Siddiqi, 2010). The sucess of any business/company depend upon the number of satisfied consumers as they stay with the company and are involve in repurchase (Khokhar *et al.*, 2011).

Customer satisfaction is increased by different factors like by increasing customer service, increasing network quality and value added features increasing satisfaction, ensure company's growth, thus marketing strategy should be planned in a way that they will be capable to maintain the accessible consumers (John, 2011).the company success will be depend on by providing best services and good quality obviously will helps in increasing customers satisfaction and customer satisfaction. Making new clients is very tough and costly but on other hand it is very easy and inexpensive to retain existing consumers. Making satisfied customer is very profitable and it has positive impact on the growth of company due to continuous purchase service/product of a for a longer period of time (Khokhar *et al.*, 2011). Satisfied consumer is very beneficial for company it will attach to the same company for long period of time and it is source for companies for creating development and profitability.

Theoretical Framework
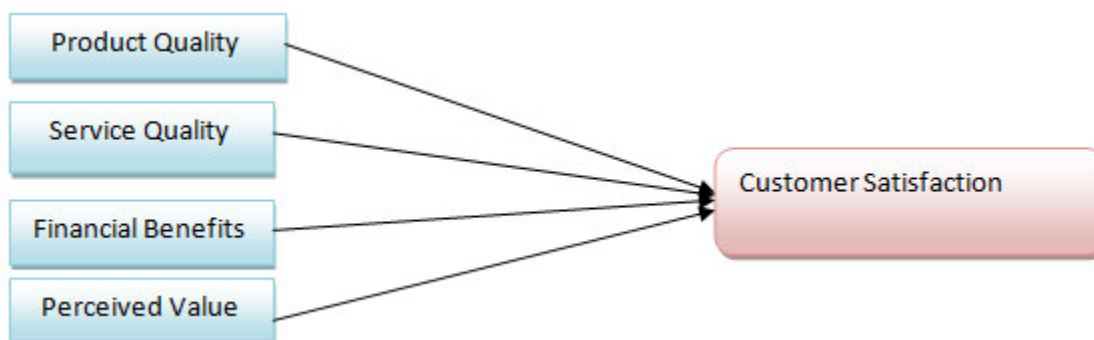
Product Quality

Product **quality is assessment of current expenditure experiences by the market serve. This build evaluate customization and consistency of a given product and service. Customization is the scale to which a product and service fulfill a consumer requirement, and consistency is the scale to which firm offer is consistent, identical, and free from deficiency. Product quality is accepted to contain a positive outcome on consumer satisfaction.**

earlier research's suggest both a direct e.g., Boulding etal.,1993) and indirect (e.g., Woodruff, 1997) result of product quality on faithfulness .A elevated level of product quality over and over again engender feeling of joy, enthusiasm, and fulfilment It may advance customer assurance and belief in the brand and service. mainly when a customer assessment of the supposed performance of specific attribute of a product is superior than his or her previous expectation ,this will outcome in solid purchaser satisfaction (Parasuraman etal.,1988).

Service Quality

Service quality can be clear by customer and that it occur when a service institute provide service that satisfy the customer's need (Metters et al). so we can say that , service quality is defined as the fulfillment of customer's hope. Service quality defined as a customer's belief or attitude concerning the rate of service superiority in environment (Ward et al).

Most experienced and successful business units in trade have realized that their success or failure factors would not merely depend on their existence on web or low price, but the important factor of transferring the high quality services has also a specific factor. . (Carna et al.2009). Service quality can be described as customers'

assessment of the process and result of interaction with an online seller. Service quality includes five dimensions including ease of usage, designing website, ordering, responding, and trust. Service quality refers to the scale of difference between customer normative hope for the services and their observation of service performance. Ribinik (2004). It has been found that supposed service quality is positively linked with reuse purpose, suggestion and conflict to attract the better choices. According to (Anderson and Narus) faith is a belief on another party word and guarantee since the party is consider as important, sincere, honest, and capable to perform action that will cause in a specific positive outcome and prevent action that will stop in negative result. A buyer who belief on specific brand is good likely to form optimistic buying maintenance toward the brand. Service quality is a difficult to build which has multi-dimension and multi-facet attributes. To confirm the service quality there are so much researches are conducted in last few years.

On the other hand, Parasuraman et al. (1985) conduct researches in a number of business sector to build up and purify a multiple-item instrument to measure customers' global evaluation of a company service quality. Their level occupied potential-perceptions gap score along five dimensions: consistency, reaction, guarantee, sympathy, and tangible (Metters et al., 2003). After Three years on, Parasuraman and his age group (1988) defined perceived service quality as "the consumer's judgment about the authority and brilliance of a product," If service provider gives the service on time as compared to another competitor then customer will be satisfied and more satisfied compared to competitor. most customer retain with companies due to their high service quality.

Financial Benefit

Financial Benefit is the economical benefits that customers get from cost saving(Garrette and Karnani, 2010). Customers will get financial benefits when the price of the product is lower than other competitors so they can save some money. The performance of these benefits can be in the form of special discounts as a reward, especially when customers buy in a big volume or when they buy products on a regular basis. Financial Benefit gives better price to its members. Financial Benefit gives special discounts to its members.

Financial Benefit allows members to exchange their points with the desired reward they want to retain or ignore the customer price is one of the major factor that can reason of customer satisfaction (Butt, 2011). Price is the means of substitute with which we get value, that can either in tangible (goods) and intangible service (Butt, 2011).for satisfaction customer is willing to give a smaller amount in as a result in other words we can say that less price is honestly associated to high degree of customer trust and high quality is related to high scale of consumer satisfaction. Satisfied customer pay extra price for product (Ali *et al*., 2010 a, b). Customer`s choice to purchase service and product depend on two things. if the quality of the product according to the customers expectation then the customers willing to pay high price and must be positive about the brand. (Garretteand Karnani, 2010).   Customer satisfaction increases when costumers become satisfied to the company, buy more than they use to be and repeatedly. Customers have more initiatives to maintain their relationships with the company so that it increases customer satisfaction if they gets special discount(Kotler and Armstrong, 2004).It also include hard and soft benefit provide by the firm. Hard benefit are economic gain that Customer get while soft benefit relate to the customer's sense of 'special status' and appreciation going to the consumer usually, the longer a purchaser stays with a firm, the more benefit that are received thus engender satisfaction. If customer gets high quality products at low price and special discounts then the customer will be satisfied and create positive words of mouth.

Perceived value

Perceived value is a kind of gain where a customer obtains in return for the paid cost(Gallarza & Sorae2006). Perceived value is a strategic instrument to attract and retain customers based on important factors for the success of industrial corporations and service providers. (Gallarza & Sorae).

When we purchase a product after using the product we will get the idea of cost put in and benefit of using a product determine the product life, get the idea which will persuade customers' purchase objective and behavior. Consumer compared benefit received with cost in order to compare with competitors. When supposed value meets the need and want of the customer then customer feel value and want to reuse the product. When the supposed value is less than the expectation then the customer satisfaction is decreased.

Product quality is measured when we use the product comparative to the price paid by customer. Perceived value is the evaluation of the price paid for the excellence. Quality is measured in term of the product efficiency. In the model, perceived value is expected to have a positive impact on satisfaction. There are different definitions of definition of perceived value be present but the definition of Zeithaml (1988,) is the best definition most commonly accepted perceived value in the literature of tradeoff. it is tough to determine difficult nature of perceived due to the uni-dimensional conceptualization policy is efficient and basic, but it cannot the value. As noted by Sweeney and Soutar (2001), ''for understanding that how customers value products and services a complicated measure is required'. In an integrative approach, it is important to understand the value concept, if anyone can understand a given type of value only by in view of its relationship to various types of value (Holbrook, 1999).

Earlier period research suggest that perceived value as simply a tradeoff between quality and price is not enough

to achieve competitive advantage (Rintamaki et al., 2006. Al-Sabbahy et al (2004) one item cannot clarify the concept of seeming value. Thus, a number of researchers argue that perceived value is more multifarious that a multi-dimensional approach of value perception should be measured by scholar and manager, and that customer choice is the result of more then one value observation (e.g. Petrick,

2002). If customer gets the benefit equal to the cost paid then customer will be satisfied and want to Repurchase the product. If customer do not gets the benefit equal to the cost paid then customer will be dissatisfied and want to churn from one product to another.

Hypothesis

H1: there is positive relationship between product quality and customer satisfaction.

H2: there is positive relationship between service quality and customer satisfaction.

H3: there is positive relationship between financial benefits and customer satisfaction.

H4: there is positive relationship between perceived value and customer satisfaction.

Research Methodology

The current research is descriptive in its nature. Descriptive research can be explain as telling something, some phenomenon and any particular situation. Descriptive researches are those researches that describe the accessible situation instead of interpret and making judgment (creswell 1994). The main goal of the descriptive research is confirmation of the develop hypothesis that reflect the current situation. This type of research provides information about the current situation.

Sample/ data

In order to collect the data for understanding the situation about the customer satisfaction a sample of 150 respondents will ask to contribute in a self-adminsterdquestionnaire.the current study utilize a non-probability sampling technique that is convenience sampling. Convenience sampling is a sampling technique that obtains and collect the relevant information from the sample or the unit of study that are conveniently available (Zikmund,1997).convenience sampling is normally used for collecting a large number of completed surveys speedily and with economy (Lym et al.2010).

I select these sample members from organization of Bahawalpur. Main clusters will target to collect the sample data from students, the Islamia University of Bahawalpur.

Instrument and measure

The survey instrument of the current study address two major purpose: first is to analyze the relationship of different variables of customer satisfaction. Second, to collect information about different characteristics of the respondents that can be used to understand the variations in different category.

Cronbach s alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.853	25

to check the internal reliability of the instrument, Cronbach"s alpha was run. The value of Cronbach"s Alpha comes to 0.843 which is above the standard value proposed by (Nummally, 1978) of 0.70 this shows that our instrument is reliable and we can confidently apply different statistical tests and interpret the results with confidence

Correlation analysis

Correlations

		CUSTOMER SATISFECTION	SERVICE QUALITY	FINANCIAL BANIFITS	PRODUCT QUALITY	PERCIVED VALUE
CUSTOMER SATISFECTION	Pearson Correlation	1	.657[**]	.643	.544	.653[*]
	Sig. (2-tailed)		.000	.000	.000	.000
	N	140	140	140	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Regression

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632ª	.599	.567	.30695

a.   Predictors: (Constant), PERCIVED VALUE, SERVICE QUALITY, FINANCIAL BANIFITS, PRODUCT QUALITY

As the table shows the model summary of in which the value of R is .632 which shows that there is strong correlation between independent and dependent variable. The value of R square is 0.599 which shows that model is good fit. Therefore our all alternative hypothesis are accepted with the significance value less than 0.05 which shows that all independent variables have great influence on dependent variable performance of teachers

Methodology

Data were collected from 150 between university students by using questionnaire method. A set of questionnaire developed for collecting the data. In order to measure the response of the respondent, questionnaires was used to collect data. Used 5 scales range from 1 to 5 from strongly agree to strongly disagree. Spss is used for Multiple regression to identify the customer satisfaction of the respondent towards the Q mobiles.

Limitations

The analysis show that there is a culture differences is exist between different group of people, satisfaction incentive and barriers are moving between carrier of the people. We can only collect data from cities area and rely on the statistical analysis of this study and cannot assume any other cause-effect relationships. In rural areas people do not have enough knowledge for fulfilling the questioner which effete the future researches.

Findings

According to the results of the study, the variable customer satisfaction and has significant and positive relationship. It means that if customer is satisfied it will increase the customer's satisfaction. The results of the study conform the significant positive relation between product quality and customer satisfaction. If product quality is better than customer will satisfied and want to repurchase the product and create positive word of mouth about the brand. Perceived value, financial benefit and service quality has insignificant relation with customer satisfaction that's why these hypothesis are rejected.

DISCUSSION

One of the key contributions of this model was to provide a better understanding of how customer satisfaction affects different variables. This study model posited that customer satisfaction arises from, product quality, perceived value, financial benefits and service quality. The results suggest that each of these factors influence the customer satisfaction **to** different degrees. In most cases support was found for many, with all of the direct effects. To increase customer satisfaction organization should focus on, product quality, perceived value, financial benefits and service quality .Depend on the conclusion of this study, it means that product quality are positively related to customer satisfaction towards Q mobiles brand in Pakistan. As a issue of information service quality,   perceived value and financial benefit has also a impact on customer satisfaction. This means that when the product quality is increased then customer satisfaction is also increased and customer will be satisfied.

Reference

(1)John Wiley &Sons, New York.
(2) Boulding, W.,Kalra,A.,Staelin,R.,Zeithaml,V.A.,1993.Adynamic processmodel of service quality from expectations to behavioral intentions. Journalof Marketing Research30(1),7–27.
(3) Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the Academy of Marketing Science, 25*(2), 139-153. http://dx.doi.org/10.1007/BF02894350 Yi, Y. (1990)
(4)Wood Parasuraman, A. and D. Grewal, (2000), druff, R.B. (1997), "
(5)Parasuraman,A.,Berry,L.L.,Zeithaml,V.A.,1988.SERVQUAL:amultiple-itemscale for measuring consumer perceptions of service quality.JournalofRetailing64 (1), 12–40.
(6)Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985).
(7) Metters, R., King-Metters, K., & Pullman, M. (2003). *Successful Service Operations Management*.
(8) Ward, T., Al-Hawari, M., & Newby, L., (2009). The relationship between service quality and retention within the automated and traditional contexts of retail banking. *Journal of service*
Management, 20(4), 455-472.
(9) Fornell, C.,1992.Anationalcustomersatisfactionbarometer:theSwedish experience

(10)Anderson, J. C., & Narus, J. (1990).

(11)Anderson,R.E.,Srinivasan,S.S.,2003.E-satisfactionande-satisfaction:acontingency framework. Psychology &Marketing 20(2),123–138.Baldinger,A.L.,Rubinson,J.,1997.The jeopardy in double jeopardy.Journal of Advertising Research 37(6),37–49. Bennett, R.,Rundle Thiele,S.,2005.The brand satisfaction life cycle:Implications for marketers. Journal of Brand Management 12(4),250–263. Blodgett,

(12)Kotler, P. & Armstrong, G. 2004 *Principles of Marketing*. 10th Edition. New Jersey: Prentice Hall.

(13) Gallarza, M & Saura, I. (2006). Value dimensions, perceived value, satisfaction and satisfaction: An investigation of university students travel behavior. *Journal of Tourism Management*, 27, 437-452

(14) V. A. Zeithaml (Ed.),

(15)Al-Sabbahy, H.Z., Ekinci, Y., Riley, M., 2004. An investigation of perceived value dimensions: implications for hospitality research. Journal of Travel Research 42(3), 226–234.

(16) Journal of the Academy of Marketing Science 23 (4), 278–281.

(17) Petrick, J.F., 2002. Development of a multi-dimensional scale for measuring the perceived value of a service. Journal of Leisure Research 34 (2), 119–134.

(18) Zikmund, W. G., McLeod, R, Jr., & Gilbert, F.W. (2003*). Customer Relationship Management- integrating marketing Strategy and Information technology.*

(19) Grewal, D. & Levy, M. 2010k

(20) Journal of Organization Research, 61:75-82. Kotler, P. & Armstrong, G. 2004.

(21) IndustrialMarketingManagement36,230–240. Dick, A.S.,Basu,K.,1994.Customersatisfaction.

(22) *International Journal of Contemporary Hospitality Management*, 21(3), 239-250. Ouyang, Y. (2010).

(23)Ward, T., Al-Hawari, M., & Newby, L., (2009). The relationship between service quality and retention within the automated and traditional contexts of retail banking. *Journal of service*.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
http://www.iiste.org

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: http://www.iiste.org/journals/ All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: http://www.iiste.org/book/

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digtial Library , NewJour, Google Scholar