

Competition Strategies between Five Cell Phone Service Providers in Pakistan

Dr. Rukhsar Ahmed¹ and Atif Hassan²

¹Professor and Dean, Preston University Karachi, Pakistan

²PhD Management Scholar, Ifugao State University, Philippines

¹RukhsarAhmed2000@yahoo.com, ²aatiff@gmail.com

Abstract– Paper on this research, applied by today's service providers for a variety of ways to attract the loyalty of customer's loyalty. The GSM cell phone service providers in Pakistan and Pakistan on the GSM mobile phone service providers in the tough competition which aims to influence is facing a saturated market to identify the elements. Maintain and increase customer loyalty and achieve profitability and business success of the current to maintain the core solution. Some researchers customer loyalty, customer satisfaction and switching barriers have confirmed that the influential factors. In this study, the potential of the side of the figure shows the customer. On the sample size is 50 GSM survey of consumers are ready, 5 GSM cellular service providers in Pakistan, because each service provider 10 to the sample size, this sample size of 50 for five service providers to configure.

Keywords– Customer Loyalty, Experience, Emotional, Strategies and Cell Phones

I. INTRODUCTION

In today's globalization and frontier markets, such as quality, productivity and customer satisfaction and the same elements for all companies pose a challenge for survival and growth. The growth and survival needs of the more loyal customers and will be intensified by the need to maintain. Thus, the customer is the main focus of a successful business. "Loyalty blueprinted cannot be made on an assembly line production cannot be the origin of the human mind - self-respect and human dignity at the heart of the facts, it at all, are not produced. It conditions exactly IT-and betrayal is very reactive power is reached only if the establishment has been the driving force".

In the service sector of the economy's core business is a communications and economic role of the telecommunications industry cannot be underestimated. All of this routine is a means through which trading activity is carried out. It is to determine the organization, influence, enable, instruct, and provide feedback, interpersonal relationships, business relationships, as well as promoting the exchange of information and support. All social, economic, political, cultural, trade and commercial activities are performed by using the communication. Country's telecommunications industry characteristics on the speed of the commercial and domestic activities are affected.

In Pakistan, the current five GSM cellular service provider, Mobilink, Telenor, Ufone, Zong and Warid Telecom is Each

of them own each other to attract and retain customers is facing tough competition. The key personnel and maintain, for each service is the customer's loyalty. Customers more value added services will provide the appropriate service provider will be allegiance. Heavily on marketing and advertising company for this purpose has been engaged in price competition continued to spend for. It is the customer's argument is more expensive than customer retention and customer profitability of individual customers is sustained on the other hand, the increase has been proven year after year.

II. LITERATURE REVIEW

In the presence of various alternatives that affect customer loyalty is a major factor has been studied extensively. In this paper, BSNL mobile customers in the factors affecting customer loyalty has proposed sample Jaipur BSNL mobile services in the city were collected from 100 consumers. According to the study, BSNL is a pioneer in the mobile sector has a strong customer base Over the past few years, but the fall was recorded in the customer base paper and the environment, even in high-quality alternative to the hard core has investigated the reasons behind customer loyalty. Research results with the value of network quality, customer service, improved customer loyalty provided by BSNL adding the service said. Papers, BSNL mobile service companies need to work on the problems associated with the server is recommended. Added to enhance customer satisfaction and loyalty. Result telecommunications service providers continue their customer satisfaction and loyalty seem to indicate that a price war over. This literature survey customer loyalty of Pakistan has a strong connection.

Some important characteristics of the Chinese telecommunications industry, customer loyalty, drive-factor model has been considered as a basis for setting. Asian and Asian telecom markets it to consumers because it has a lot of information, and therefore it is a high interest to the Pakistani cellular customers. It is the formation of the telecommunications industry to investigate the factors affecting customer loyalty, to discuss the adoption of empirical research methods, data mining, customer loyalty, by applying the mechanisms, development and management. In addition, it is the country's communications strategy on the management of the company's customer loyalty proposal appears.

Vodafone (Ghana) have also investigated the determinants of customer loyalty. The main parameters of interest, even if other factors were taken into account, service quality, customer satisfaction, and images were analyzed to study the quality of service as a basic framework for adapting SERVQUAL model. Multiple logistic regression analysis, and service quality, customer satisfaction, customer loyalty, the relationship between image and was used to survey results between service quality and customer loyalty has a positive relationship indicates that. However, the result of customer satisfaction and customer loyalty shows the relationship between the negative.

The results of research should emphasize the quality of service telecom management is recommended. Telecommunications Company providing are liable product due to the fact that you do not, their quality of service is usually the relationship between customers and service providers will be evaluated by measuring. Thus, possession of communications services, management staff aware of the skills and provide a fast and efficient service should be focused on.

Companies committed to claims that loyalty, but their management does not back up your system and your budget. [Bob Thompson, March 2005] royalty numerous interviews with experts on the basis of two surveys in order to secure more cost effective to keep customers than to agree, but some companies, customer relationship management experts found that the more different. A strong program in place. Recent survey from customer relationship management experts, it is more than 70% of poor customer service, even though they called themselves due to change, and business managers believe to be a major factor for price changes, etc. that were observed. Similar products in the Rebellion era of global competition and building loyalty to cut the growth of your business can be an important way. For example, between 25% and 35% UK average moving rates for mobile communications company. Virgin Mobile customers in the other hand, witnesses approximately 14 percent of the annual leave. High-end with the movement speed of 34.8% in, T-Mobile is. To replace those departing customers cost € 122 million, or approximately \$ 162.3 million is most business leaders believe that the loyalty customer relationship management expert survey, nearly 80 percent of its customer loyalty on profitability "very important" or "very important" have found that felt. Customer relationship management, customer retention expert survey respondents (22%) much higher than new customers (40%) and Investment Priorities. Why it is so important to business success is customer loyalty that has been examined. The four steps to improve and maintain loyalty with their customers to focus on cases, and to improve profitability, will be discussed.

- Understand drivers of loyalty and defection, from the customers' point of view.
- Develop a loyalty strategy focused on the right customers.
- Systematically deliver what your customers value, and fix it quickly.
- Implement measurement and reward systems to encourage customer's behavior.

The first step in worldwide customers and loyal customers, because the final outcome for the service industry rely solely on customer satisfaction and customer loyalty, customer satisfaction, but there are many things lie in between. Major factors related to trust. This study explores the behavior of customers satisfied with Pakistan's telecom sector boom and looked into the pros and cons and how they are loyal.

Customer satisfaction and customer loyalty, factors that affect a particular brand on satisfaction and loyalty among customers are responsible for creating the extreme to understand why it is important. Brand to meet customer's needs and desires will be set when the customer satisfaction. Telecommunications or Pakistan Ufone, Mobilink and Telenor mobile service provider, such as operating as members of the population of the target was largely based on the results of customer satisfaction contributing factors to explain the price fairness and customer service, but customer service is relatively fair price had a major impact on customer satisfaction than can.

III. METHODOLOGY

A) Qualitative Survey

Qualitative research was conducted on the basis of the survey. GSM has been prepared for the consumer survey. Sample size for the user is 50.5 GSM cellular service providers in Pakistan because there is, therefore, the sample size for each service provider¹⁰, and this for all five service providers to configure a sample size of 50.

B) Sample

General public within the cities of Karachi, Hyderabad and Lahore were treated as population of this study. Individuals belonging to various sectors of the society were considered. Majority of the customers belonged to Pre-paid sector, whereas few belonged to Post-paid sector. Moreover the sample consisted of both males and females.

Model: Customer Loyalty(y) = Experience + Emotional
1= Excellent 2) Good 3) Satisfactory 4) Poor

No of Customer	CL	EX	EM
1	1	2	1
2	3	1	3
3	2	3	2
4	2	3	1
5	1	1	2
6	3	2	3
7	1	3	3
8	1	3	1
9	3	2	2
10	1	1	1
11	2	1	3
12	2	3	2
13	3	3	1
14	2	1	2
15	1	2	3
16	4	3	3
17	2	3	1
18	3	2	2
19	1	1	1

20	2	1	3
21	1	2	1
22	3	4	1
23	3	3	3
24	2	1	3
25	1	3	2
26	2	3	1
27	3	2	2
28	2	4	2
29	3	1	3
30	1	2	1
31	1	2	1
32	3	1	3
33	2	3	2
34	2	3	1
35	1	1	2
36	3	2	3
37	1	3	3
38	1	3	1
39	3	2	2
40	1	1	1
41	2	1	3
42	2	3	2
43	3	3	1
44	2	1	2
45	1	2	3
46	4	3	3
47	2	3	1
48	3	2	2
49	1	1	1
50	2	1	3

Procedure

Their own personal feelings, experiences and preferences, brand and GSM cellular service provider is about emotional ties demanded an answer to your question. 20-30 forty-two three cases the majority of respondents. Question itself explains most of. In this regard, academic and research

purposes only share information when used well as the confidentiality of respondents were unsure about.

TABLES:

Correlation

	EX	EM	CL
EX	1.000000	-0.257181	0.169502
EM	-0.257181	1.000000	0.352598
CL	0.169502	0.352598	1.000000

The correlation matrix shows that there is a positive relationship of emotional and experience on customer loyalty. If we see the relationship of our independent variable with our variables it shows that there is a negative relationship between them.

Descriptive

	EX	EM	CL
Mean	2.140000	1.980000	2.020000
Median	2.000000	2.000000	2.000000
Maximum	4.000000	3.000000	4.000000
Minimum	1.000000	1.000000	1.000000
Std. Dev.	0.926041	0.844913	0.891914
Skewness	0.031526	0.037569	0.309751
Kurtosis	1.737550	1.430368	2.041988
Jarque-Bera	3.328655	5.144564	2.711602
Probability	0.189318	0.076361	0.257741
Sum	107.0000	99.00000	101.0000
Sum Sq. Dev.	42.02000	34.98000	38.98000
Observations	50	50	50

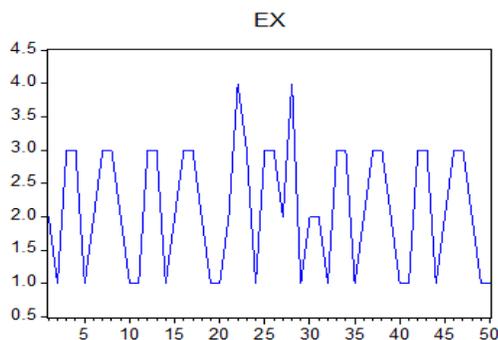
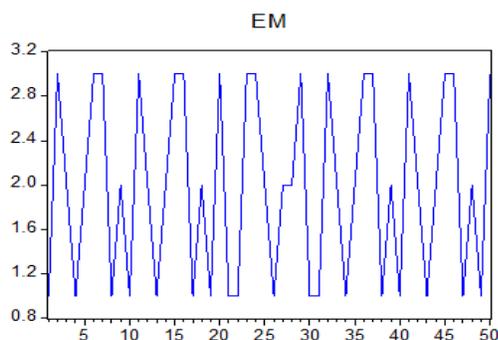
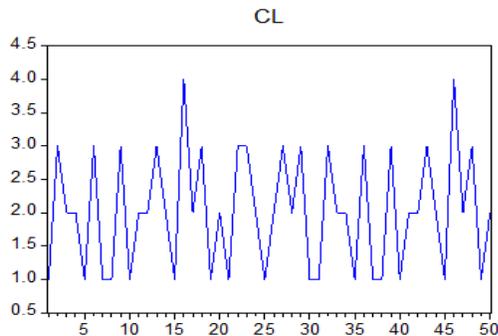
Regression

Dependent Variable: LOG(CL)
 Method: Least Squares
 Date: 04/23/12 Time: 20:08
 Sample (adjusted): 2 50
 Included observations: 49 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.319414	0.104542	3.055366	0.0037
LOG(EX)	0.433525	0.132908	3.261840	0.0021
DLOG(EM)	0.389744	0.089192	4.369712	0.0001
R-squared	0.311907	Mean dependent var		0.610952
Adjusted R-squared	0.281990	S.D. dependent var		0.470344
S.E. of regression	0.398548	Akaike info criterion		1.057294
Sum squared resid	7.306676	Schwarz criterion		1.173120
Log likelihood	-22.90371	F-statistic		10.42573
Durbin-Watson stat	2.480947	Prob(F-statistic)		0.000184

In this table it is shows that our all variable which we have taken shows that all are significant all are below then 0.05. Our model R square and adjusted R square is 0.311907% which shows that there is a weak relationship between the customer loyalty (Dependent variable) with the experience and emotional (Independent variables) and it want more independent variable and also increase the sample size. The accuracy of the model which means that our regression model is accurate and the model is good fit.

Graphs:



As the graphical presentation shows that it is a good relation at customer loyalty and experience because both graph shows the same result but emotional is consistence shows the same result if compare with customer loyalty and experience.

IV. CONCLUSION

The customer's GSM cell phone service provider in Pakistan and in Pakistan for the loyalty of customer's loyalty. GSM cell phone service providers in order to attract a variety of ways that are applied by service providers today in the face of tough competition and market saturation factors affecting. Maintaining an increasing customer loyalty, achieve profitability and current to ensure the success of your business is a key solution. Some researchers customer loyalty, customer satisfaction and switching barriers has confirmed that influential factors.

REFERENCES

- [1]. Bob Thompson – (March 2005), “The Loyalty Connection: Secrets to Customer Retention and Increased Profits”, http://www.rightnow.com/briefcasefiles/PDFs/The_Loyalty_Connection_Secrets_to_Customer_Retention_and_Increased_Profits.pdf
- [2]. Dr. Rosemond Boohene, Gloria K.Q. Agyapong (January 2011), “Analysis of the Antecedents of Customer Loyalty of Telecommunication Industry in Ghana: The Case of Vodafone (Ghana)” International Business Research, Vol. 4, No. 1.
- [3]. Jessy John (1-5, January 2011), “An analysis on the customer loyalty in telecom sector: Special reference to Bharat Sanchar Nigam limited, India”/ African Journal of Marketing Management, Vol. 3(1).
- [4]. Khokhar *et al.* (14 October, 2011), “Only customer satisfaction and customer loyalty is not enough: A study of Pakistan’s telecom sector”, African Journal of Business Management, Vol. 5(24), pp. 10176- 10181.
- [5]. Oyeniyi O. J., Abiodun A. J. (January, 2010), “Switching Cost and Customers Loyalty in the Mobile Phone Market: The Nigerian Experience”/ Business Intelligence Journal ,Vol. 3, No. 1.

APPENDIX: QUESTIONNAIRE

Q1	Which telecom service`s are you using?			
	Telenor	Zong	Mobilink	Ufone Warid
Q2	On a scale of 1 to 4 where 1 represents “Extremely Satisfied” and 4 represents “Extremely Dissatisfied,” how would you rate your level of overall satisfaction with your telecom service?			
	Extremely Satisfied= 13	Satisfied=11	Dissatisfied=4	ExtremelyDissatisfied=2
Q3	What is the reason for your satisfaction or dissatisfaction?			
	Satisfaction		Dissatisfaction	
	Low Rate = 17	Network Available = 9	Ample Packages = 3	Good Behavior = 1
			High Rate	Network Problem
			Few Packages	Bad Behavior
Q4	Would you recommend your telecom service to a friend or relative of yours?			
	Yes = 27		No = 3	
Q5	If yes, after receiving your recommendation, have any of your friends or relatives become a customer of this company?			
	a) Between 1 to 50		b) Between 51 to 100	
Q6	For how long have you been a customer of your telecom service?			
	a) Less than a year	b) 1 to 5 years	c) 6 to 10 years	
Q7	Please rate your level of satisfaction or dissatisfaction for the following statements, with 1 Standing for completely satisfied, 2 for neutral and 3 for completely dissatisfied?			
	a) I believe my telecom service deserves my loyalty		1 2 3	
	b) Over the past year, my loyalty to my telecom service has grown stronger		1 2 3	
	c) My telecom service values people and relationships ahead of short-term goals 1 2 3			
Q8	Have you received proper after sale service from your telecom service company?			
	a) Yes = 27		b) No = 3	
Q9	How do you rate the competitiveness of your telecom service and does it represent the best value for a life time ownership.?			
	a) Excellent = 19	b) Good = 7	c) Satisfactory = 3	d) Poor = 1
Q10	In the near future, would you compromise prices over quality of your telecom service?			
	a) Yes = 2		b) Not sure =1	
			c) No = 27	