

An Analytical Study of Customer's Preferences and Satisfaction in Mobile Handset Industry

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ABSTRACT

As the market for different mobile handsets is growing day by day & different mobile handsets are available in the market. An Analytical Study of Customer's Preferences and Satisfaction was, therefore, undertaken for five brands of mobile handset providers, Nokia, Motorola, Samsung, L.G and Sony Erickson. This paper analyses and identifies the responses of customers towards the performance of different brands of mobile handset providers and factors of customer satisfaction. A sample of 200 respondents who are using different mobile handset were selected by following non-probabilistic convenience sampling technique as it is appropriate for exploratory studies. Data presentation and analysis were done with the help of various statistical tools by using SPSS. A series of steps were taken to estimate the customer satisfaction of the mobile handset customers. First, a factor analysis was carried out to identify the underlying factors of customer satisfaction. This procedure was also used to reduce the variables in to some common factors. Mean scores method is used to rank the different brands of mobile handsets.

Key words: - Customer, Mobile Handset, Satisfaction, Services

Today is the market for those players who work with cost leadership competitive advantage. Mobile handset industry as a pure competitive market, demands for customer oriented strategies and good customer relationship management strategies. Those Mobile manufacturers which keep

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on giving more value to customers by adding new features to mobile handsets and extra services with cost leadership advantage can only sustain in this market. So this paper tried to explain the customer perception & important factors which affects their satisfaction.

Review of Literature

Derived from the proportionality Customer satisfaction is bigger concept. Many researchers defined it in their own way. The conceptualization of Customer satisfaction (Hunt, 1977; Oliver, 1977 and 1980; Olson and Dover, 1979) first time in marketing studies came without explicit reference to the experiments carried out by Lewin. His research was focused on determinant of satisfaction with an attempt to nullify the confirmation paradigm. Several new dimensions like emotional and effective components of satisfaction and the dynamic of construct were investigated by recent studies. (Oliver, 1997; Fournier and Mick, 1999) Many marketing scholars are also attempting to understand the variables that intervene between the perceived values of satisfaction and the choice of repurchase of a brand, or a set of brands (Oliver, 1997).

An important relational construct, considered by customer satisfaction studies, is the ‘equity’ perception. Analysis of equity is based on studies on social psychology (Homans, 1961; Austin, McGinn and Susmilch, 1980), showing that the construct is, as perceived by the customer, between the outputs (benefits) and the inputs (cost-sacrifices) of an exchange. Equity theory states the importance of parties involved in an exchange process. The parties feel equitably treated and, thus, satisfied if their amount of input to the exchange is somewhat in balance with their output of the exchange. Equity theory points to the fact that greater the loss, it’s likely that the end user is less satisfied with the product. (Levesque and McDougall 2000).

Consumer adoption model (Mahajan and Muller 1990) provided the view that end user adoption of the physical or the informational goods explains satisfaction as a value at the end of the chain of purchase. Adoption process of mobile handset is discussed under the extension to the traditional typology of intrinsic and extrinsic sources of perceived values (Holbrook 1996).

Different from the traditional products, the network products often originate from suppliers’ services and consumer’s investments (Mathwick, Malhotra and Rigdon, 2001).

Some of the unique intrinsic attributes mentioned by the end users are unhindered time and space attributes of the mobile phone (Balasubramanian, Peterson and Jarvenpaa, 2002). The extrinsic attributes are divided as direct and indirect network (Liebowitz and Margolis, 1999). Direct network is the effect of the size, speed and capacity of the network. Indirect network is the effect originating from the information, transaction, or machine-interactive services. This clearly shows

that direct and indirect network of the extrinsic attribute is complementary to each other's performance (Gupta, Jain and Sawhney 1999). Recent studies on the effectiveness mobile network have proved a direct relation between the adoption level of the whole critical mass and the perceived values of the end users. (Shapiro and Varian, 1999). To sum up, over three decades of research into customer satisfaction have demonstrated the causal connection between satisfaction, built up as a result of market transactions, and trust.

Objective of the Study

This study was carried out to analyze and identify the responses of mobile customers towards the performance of different brands of mobile handset providers & the important factors which affect the customer satisfaction.

Development of Hypotheses

Following hypotheses were developed to identify the relation between age, gender, occupation, and time duration & satisfaction level:

H0 (1): Gender of respondents has no significant impact on the importance given to factors affecting the customer satisfaction.

H0 (2): Age group of respondents has no significant impact on the importance given to factors affecting the customer satisfaction.

H0 (3): Occupation of respondents has no significant impact on the importance given to factors affecting the customer satisfaction.

H0 (4): Duration of Usage of the same brand of mobile handset of respondents has no significant impact on the importance given to factors affecting the customer satisfaction.

Research Method

For the purpose of the study, target population was all the mobile handset users in Hissar District. The sample population consisted of 200 mobile handset owners of five different brands. Sample was selected by Quota sampling technique as 40 respondents from each five different brands. A questionnaire was designed for this study, using well-established measures of intrinsic and extrinsic attributes of mobile handsets. It consisted of two sections. Section 1 consisted of demographic details of the respondents, and Section 2 consisted of 23 attributes of mobile handsets. Hissar district in Haryana state is locale of the study. Percentage, frequencies, Cross Tabulation & factor analysis is used as data analytical tools. ANOVA and F-test was used for hypotheses testing.

Data Analysis and Result

The total number of responses were 200, and out of 200 respondents, 83 (41.5 %) belongs to age category of 21-25 years, 128 (64 %) were males & 94 (47 %) were students. 81 (40.5%) respondents were using the present mobile handset from last 1-3 years. (Table 1)

Table 1 : Profile of Respondents		
Demography	Frequency	Percent
Age		
15-20 years	68	34.0
21-25 years	83	41.5
26-30 years	39	19.5
Above 30 years	10	5.0
Total	200	100.0
Gender		
Male	128	64.0
Female	72	36.0
Total	200	100.0
Occupation		
Student	94	47.0
Private Sector Employee	65	32.5
Businessman	25	12.5
Public sector Employee	16	8.0
Total	200	100.0
Duration of Usage		
0-1 years	42	21.5
1-3 years	81	40.5
Above 3 years	76	38.0
Total	200	100.0
Handset		
Nokia	40	20.0
Motorola	40	20.0
Samsung	40	20.0
Sony	40	20.0
L.G	40	20.0
Total	200	100.0

Factor Analysis

The explanatory factor analysis is used in order to identify the factor affecting the selection of mobile handset from 200 respondents in the Hissar region. To test the suitability of the data for factor analysis, the following steps have been taken;

- The correlations matrices are computed and examined. It reveals that there are enough correlations to go ahead with factor analysis.
- Anti- image correlations were computed. These showed that partial correlations were low, indicating that true factors existed in the data.
- Kaiser-Meyer-Olkin measure of sampling adequacy for individual variables is studied from the diagonal of partial correlation matrix. It is found to be sufficiently high for all variables.
- To test the sampling adequacy, Kaiser Meyer-Olkin measure of sampling adequacy is computed, which is found to be .788. It is indicated that the sample is good enough for sampling.
- The overall significance of correlation matrix is tested with the Bartlett test of Sphericity for satisfaction towards mobile handsets. Chi-square- 2257.394, which is significance at 0.000, as well as support for the validity of the factor analysis of the data set.
- Hence, all these standards indicated that the data is suitable for factor analysis. For extracting factors we have employed —principal components analysisl and Varimax with Kaiser Normalization were also applied. Eigan values greater than 1 are considered significant.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	2257.394
	df	253
	Sig.	0.000

Table 3 :Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.153	31.102	31.102	7.153	31.102	31.102	3.162	13.748	13.748
2	2.403	10.449	41.551	2.403	10.449	41.551	2.933	12.753	26.502
3	1.751	7.613	49.164	1.751	7.613	49.164	2.922	12.702	39.204
4	1.591	6.916	56.080	1.591	6.916	56.080	2.461	10.699	49.903
5	1.234	5.364	61.444	1.234	5.364	61.444	1.742	7.574	57.476
6	1.170	5.086	66.530	1.170	5.086	66.530	1.665	7.239	64.715
7	1.036	4.504	71.033	1.036	4.504	71.033	1.453	6.318	71.033
8	.836	3.634	74.668						
9	.761	3.311	77.978						
10	.682	2.963	80.942						
11	.632	2.747	83.688						
12	.529	2.298	85.987						
13	.486	2.113	88.099						
14	.427	1.855	89.954						
15	.394	1.713	91.667						
16	.353	1.536	93.203						
17	.312	1.357	94.560						
18	.268	1.165	95.726						
19	.241	1.050	96.775						
20	.231	1.004	97.779						
21	.214	.932	98.712						
22	.178	.775	99.487						
23	.118	.513	100.000						

Extraction Method: Principal Component Analysis.

Factors Affecting Customer Satisfaction

There are only seven factors each having Eigen value exceeding one. The index for present solution account for 71.033 % of the total variations (Table 3), but this variance is not uniformly distribute across all component where only the first component account for 31.102% of variance. Thus for uniformly distributed variance, a rotation of component matrix is required. After using

the Varimax rotation method, the variances become evenly distributed in range of 13.748-6.318 %, which was 31.102-4.504 % before rotation.

Large communalities in the Table 4 indicate that a large number of variance has been accounted by the factor solution. They are bigger than 0.5 for all the questions so it indicates the suitability of the questions.

Table 4:Communalities		
Variables	Initial	Extraction
S1	1	0.836
S2	1	0.767
S3	1	0.653
S4	1	0.663
S5	1	0.808
S6	1	0.756
S7	1	0.699
S8	1	0.843
S9	1	0.724
S10	1	0.761
S11	1	0.701
S12	1	0.61
S13	1	0.77
S14	1	0.671
S15	1	0.742
S16	1	0.759
S17	1	0.612
S18	1	0.821
S19	1	0.783
S20	1	0.624
S21	1	0.742
S22	1	0.695
S23	1	0.567
Extraction Method: Principal Component Analysis.		

An analysis of factor loading in the rotated factor matrix helps in interpreting & naming the seven factors. These factors can be interpreted in terms of variables that load high on component (Table 5). In this study items that had a factor loading more than 0.3 were included. Significance of factor loading depends upon sample size. It is recommend that for sample size 200, it should be

greater than 0.3 (Andy P. Field, 2005). So S7 with loading 0.341 on factor 4 also included. After careful examination of factor loading of each variable, suitable names were given to each factors

(Table 6). these factors are Brand Image, Product Features, Employee Responsiveness, Product Information Service, After Sale Service, Overall quality & corporate image.

Table 5: Rotated Component Matrix							
Components							
Variables	1	2	3	4	5	6	7
S1	0.121	0.173	0.143	-0.013	-0.010	0.857	0.022
S2	0.128	0.594	0.229	-0.003	-0.088	0.557	-0.155
S3	0.116	0.713	-0.199	0.066	0.039	0.285	0.147
S4	0.041	0.705	0.141	0.292	-0.046	0.219	0.051
S5	0.14	0.841	0.056	0.013	0.119	-0.27	-0.073
S6	0.014	0.681	0.205	0.135	0.18	0.119	0.441
S7	-0.040	0.149	0.213	0.341	-0.187	-0.292	0.303
S8	0.134	0.100	0.173	0.005	0.011	-0.032	0.893
S9	0.355	0.33	0.469	0.198	-0.41	-0.068	0.204
S10	0.090	0.003	0.786	-0.077	0.278	-0.157	0.090
S11	0.134	0.025	0.729	0.33	-0.035	0.179	0.067
S12	0.442	0.053	0.573	-0.090	0.226	0.126	0.139
S13	0.135	0.127	0.736	0.262	0.159	0.294	0.093
S14	0.277	0.075	0.316	0.128	0.684	-0.112	0.094
S15	0.166	0.209	0.362	0.675	0.31	0.051	-0.14
S16	0.36	0.166	0.216	0.23	0.701	0.065	-0.027
S17	0.459	0.254	0.249	0.478	0.027	0.048	0.105
S18	0.26	0.049	-0.117	0.716	0.279	0.15	0.336
S19	0.352	0.104	0.103	0.767	-0.009	-0.155	-0.077
S20	0.741	-0.020	0.095	0.084	0.307	0.079	-0.034
S21	0.812	0.173	0.187	0.228	-0.085	-0.121	0.009
S22	0.702	0.169	0.102	0.223	0.14	0.225	0.044
S23	0.611	-0.007	0.101	0.205	0.264	0.12	0.266

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 17 iterations.

Table 6: Factor Structure				
Factor No.	Name of the factor	Label	Statements	Factor (loading)
F1	Brand Image	S20	Brand name is known to everyone.	0.741
		S21	New technique is introduced by company every time	0.812
		S22	Good marketing is done by company regarding product	0.702
		S23	Company outlets provide the technical support for mobile handset.	0.611
F2	Product Features	S2	Mobile handset consistent in performance	0.594
		S3	Mobile handset is durable	0.713
		S4	Mobile handset is easy to use	0.705
		S5	Mobile handset is innovative	0.841
		S6	Mobile handset is easily available	0.681
F3	Employee Responsiveness	S9	Employees responds to complaints and suggestions in no time	0.469
		S10	Employees of company outlets behave with customer in proper manner	0.786
		S11	Employees of company outlets gives prompt service	0.729
		S12	Employees of company outlets give individual attention to customer.	0.573
		S13	Appearance & Dress code of Employees is good.	0.736
F4	Product Information Service	S7	Company outlets provides the technical support for mobile handset	0.341
		S15	Company outlets asked every time regarding new development/changes	0.675
		S17	Complete information is provided to the customer regarding product features & use	0.478
		S18	Online information is available about product.	0.716
		S19	Any query or supplementary information provided when requested by customer	0.767
F5	After Sale Service	S14	Employees of company outlets can be contacted at any time during service hours.	0.684
		S16	Company outlets provides efficient after sale service of mobile handsets	0.701
F6	Overall quality	S1	Over all quality of mobile handset is good	0.857
F7	Corporate image	S8	Company has good Corporate Image	0.893

Comparative Demographic Analysis and Hypothesis Testing

Decision Rule

Decision for Testing Null Hypothesis – If the significance value is less than 0.05 then the null hypothesis is rejected. In case of unequal sample size, the value of weighted is taken into consideration.

Comparative Age-wise analysis

The age group of respondents has no significant impact on the importance given to factors affecting the customer satisfaction toward mobile handset providers, has been partially rejected in case of Product Features, Employee Responsiveness and Overall quality as shown in Table 7 (a).

For the further analysis, Post hoc analysis (Table 7 (b)) is used which shows that respondent of age group of 26-30 years give greater importance to Product Features as compared to other age group respondents & respondents of age group of above 30 years give greater importance to Employee Responsiveness. In case of overall quality, greater importance is given by respondent of age group of 15-20 years.

	Sum of Squares	df	Mean Square	F	Sig.
Brand Image	3.414	3	1.138	1.620	.186
Product Features	3.545	3	1.182	3.433	.018
Employee Responsiveness	4.897	3	1.632	2.768	.043
Product Information Service	1.715	3	.572	.770	.512
After Sale Service	1.569	3	.523	.542	.654
Overall quality	11.623	3	3.874	8.242	.000
Corporate image	18.876	3	6.292	1.417	.239

Table 7 (b) : Post Hoc Analysis (Age & Product Features, Employee Responsiveness, Overall quality)							
			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable	(I) Age	(J) Age				Lower Bound	Upper Bound
Product Features	26-30	15-20 y	-.2709	.1179	.023	-.5033	-3.8470E-02
		21-25`	-.3300	.1139	.004	-.5546	-.1054
		above 30	2.051E-03	.2080	.992	-.4081	.4122
Employee Responsiveness	above 30	15-20 y	.5982	.2601	.022	8.533E-02	1.1111
		21-25`	.7070	.2570	.007	.2001	1.2139
		26-30	.7292	.2722	.008	.1924	1.2660
Overall quality	15-20 y	21-25`	0.5062	0.1121	0.000	0.285	0.7274
		26-30	0.5343	0.1377	0.000	0.2627	0.8059
		Above 30	0.3676	0.2322	0.115	-0.090293	0.8256

* The mean difference is significant at the .05 level.

Comparative Gender-wise analysis

The gender of respondents has no significant impact on the importance given to factors affecting the customer satisfaction toward mobile handset a provider, null hypothesis has been accepted (Table 8).

Hence, it can be concluded that all respondents irrespective of their gender perceive the all the 7 factors in the same manner

Table 8:ANOVA & F-test Between Gender & Factors					
	Sum of Squares	df	Mean Square	F	Sig.
Brand Image	.465	1	.465	.654	.420
Product Features	.315	1	.315	.881	.349
Employee Responsiveness	.612	1	.612	1.012	.316
Product Information Service	.703	1	.703	.949	.331
After Sale Service	1.382	1	1.382	1.444	.231
Overall quality	.133	1	.133	.255	.614
Corporate image	.934	1	.934	1.040	.309

Comparative Occupation-wise analysis

The occupation of respondents has no significant impact on the importance given to factors affecting the customer satisfaction toward mobile handset provider; null hypothesis has been partially rejected in case of Product Features & Overall quality (Table 9(a)). For the further analysis, Post hoc analysis (Table 9 (b)) was used which show that a respondent belongs to businessman category gives more importance to product feature & overall quality as compared to other category of occupation.

	Sum of Squares	df	Mean Square	F	Sig.
Brand Image	4.898	3	1.633	2.349	.074
Product Features	2.931	3	.977	2.812	.041
Employee Responsiveness	3.747	3	1.249	2.097	.102
Product Information Service	5.080	3	1.693	2.334	.075
After Sale Service	6.989	3	2.330	2.484	.062
Overall quality	5.105	3	1.702	3.381	.019
Corporate image	3.592	3	1.197	1.340	.263

Dependent variable	(i) Customer	(j) Customer	Mean difference (i-j)	Std. Error	Sig.	95% confidence interval	
						Lower bound	Upper bound
Product Features	Businessman	Student	-.3409	.1326	.011	-.6025	-7.9373e-02
		Private sector employee	-.3828	.1387	.006	-.6563	-.1092
		Govt employee	-.2295	.1887	.225	-.6016	.1426

Overall quality	Businessman	Student	-.4996	.1596	.002	-.8144	-.1847
		Private sector employee	-.3323	.1670	.048	-.6616	-3.0369e-03
		Govt employee	-.4025	.2271	.078	-.8504	4.544e-02

* The mean difference is significant at the .05 level.

Comparative Duration of Usage -Wise Analysis

Duration of Usage of the same brand of mobile handset of respondents has no significant impact on the importance given to factors affecting the customer satisfaction has no significant impact on the importance given to factors affecting the customer satisfaction toward mobile handset provider; null hypothesis has been accepted only in case of Product Features & Corporate image.

	Sum of Squares	Df	Mean Square	F	Sig.
Brand Image	7.27	2.00	3.63	5.35	0.01
Product Features	0.04	2.00	0.02	0.06	0.94
Employee Responsiveness	3.21	2.00	1.61	2.70	0.07
Product Information Service	6.77	2.00	3.39	4.75	0.01
After Sale Service	8.80	2.00	4.40	4.76	0.01
Overall quality	4.58	2.00	2.29	4.55	0.01
Corporate image	0.04	2.00	0.02	0.02	0.98

Dependent Variable	(I) Time duration	(J) Time duration	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Brand Image	above 3 years	0-1 years	.4954	.1597	.002	.1805	0.81
		1-3 years	.2971	.1316	.025	0.37	0.55

Product	0-1 years	1-3 years	-0.30	0.16	0.06	-0.62	0.02
Information Service		Above 3 years	-0.50	0.16	0.00	-0.83	-0.18
After Sale Service	Above 3 years	0-1 years	0.55	0.18	0.004	0.18	0.92
		1-3 year	0.32	0.15	0.038	0.17	0.62
Overall quality	0-1 years	1-3 years	0.40	0.14	0.00	0.13	0.66
		Above 3 years	0.34	0.14	0.01	0.07	0.61

Hence, it can be concluded that all respondents irrespective of their Duration of Usage of the same brand of mobile handset perceive the remaining five factors in the same manner.

For the further analysis, Post hoc analysis (Table 10(b)) was used which shows that respondents of Duration of Usage group of 0-1 years give greater importance to Product Information Service

& Overall quality as compared to other groups Duration of Usage. While respondent of Duration of Usage group of above 3 years gives more importance to Brand Image & after sale service.

Comparative Analysis of Five Brands of Mobile Handset Providers

Table 11 gives the data mean score of five brands of mobile handsets. The mean score range from very good to average (1.4167 to 2.5000) with none of being rated excellent. The scores indicate higher satisfaction for factors such as Product Features, Overall quality, Brand Image and After Sale Service. Respondents show high satisfaction for Nokia and Samsung followed by Sony and L.G & least for Motorola on overall factors. While Nokia tops the rating for Brand Image, Product Information Service and After Sale Service. L.G top for Product Features, Sony for Employee Responsiveness, Samsung for Overall quality and Motorola for good Corporate Image. Motorola brand shows very low satisfaction level in comparison to other four brands and dissatisfaction is seen for five factors out of total seven.

	Nokia	Motorola	Samsung	Sony	L.G	Total
Brand Image	1.9536	2.2500	1.9844	2.2212	2.4107	2.0884
Product Features	1.7111	1.8950	1.6458	1.6462	1.5286	1.7110
Employee Responsiveness	1.9722	2.3350	2.2333	1.9538	2.2000	2.1210

Product Information Service	1.9063	2.3000	2.1875	2.2692	2.5536	2.1450
After Sale Service	1.7431	2.5875	2.0208	2.2500	2.5000	2.0975
Overall quality	1.5972	1.5750	1.4167	1.5769	1.4286	1.5350
Corporate Image	2.1111	2.0500	2.2083	2.2308	2.2143	2.1450
Total	1.8563	2.1417	1.9566	2.0211	2.1194	1.9775

Table12: Factor –wise Ranks for Mobile Handset Providers					
	Rank1	Rank2	Rank3	Rank4	Rank5
Brand Image	Nokia	Samsung	Sony	L.G	Motorola
Product Features	L.G	Samsung	Sony	Nokia	Motorola
Employee Responsiveness	Sony	Nokia	L.G	Samsung	Motorola
Product Information Service	Nokia	Samsung	Sony	Motorola	L.G
After Sale Service	Nokia	Samsung	Sony	L.G	Motorola
Overall quality	Samsung	L.G	Motorola	Sony	Nokia
Corporate image	Motorola	Nokia	Samsung	L.G	Sony
Total	Nokia	Samsung	Sony	L.G	Motorola

Conclusion

The research identified the Brand Image, Product Features, Employee Responsiveness, Product Information Service, After Sale Service, Overall quality and corporate image as the main factors influencing the customer satisfaction of mobile handset.

Hypothesis testing shows that respondent of all age groups, gender & occupation, perceive Brand Image, Product Information Service, After Sale Service, and Corporate image as the most

important factor of customer satisfaction. Respondents of all the group of duration of usage of same mobile handset perceive Product Features, Employee Responsiveness and corporate image as most important factor of customer satisfaction.

This study also rates the Nokia as the top mobile handset brand with regard to Brand Image, Product Information Service and After Sale Service.

So the result of this study will be helpful for mobile manufacturers to give more satisfaction to customer by making effective marketing and customer relationship strategies related to Brand Image, Product Features, Employee Responsiveness, Product Information Service, After Sale Service, Overall quality and corporate image.

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Appendix: 1

Questionnaire

Please note that this research is being conducted purely in the interests of academic research and is not funded by any institute. Respondent's details or responses will be analyzed, Information not be forwarded to any for commercial purposes. Personal data provided by respondents will be processed in compliance will protection.

Section A: Demography of Respondent

Name _____

1. Age
 - 15-20 years
 - 21-25 years
 - 26-30 years
 - Above 30 years
2. Gender

- Male
 - Female
3. Occupation
- Student
 - Private sector employee
 - Businessman
 - Govt. employee
 - Others
4. Duration of usage
- 0-1 year
 - 1-3 years
 - Above 3 years.
5. Mobile hand set Brand Name
- Nokia
 - Motorola
 - Samsung
 - Sony
 - LG

Section: B

Please express your opinion on the following questions by circling an appropriate number.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. Over all quality of mobile handset is good	1	2	3	4	5
2. Mobile handset consistent in performance	1	2	3	4	5
3. Mobile handset is durable	1	2	3	4	5
4. Mobile handset is easy to use	1	2	3	4	5
5. Mobile handset is innovative	1	2	3	4	5
6. Mobile handset is easily available	1	2	3	4	5
7. Company outlets provides the technical support for mobile handset	1	2	3	4	5
8. Company has good Corporate Image	1	2	3	4	5
9. Employees responds to complaints and suggestions in no time	1	2	3	4	5

10. Employees of company outlets behave with customer in proper manner	1	2	3	4	5
11. Employees of company outlets gives prompt service	1	2	3	4	5
12. Employees of company outlets give individual attention to customer.	1	2	3	4	5
13. Appearance & Dress code of Employees is good.	1	2	3	4	5
14. Employees of company outlets can be contacted at any time during service hours.	1	2	3	4	5
15. Company outlets asked every time regarding new development/changes	1	2	3	4	5
16. Company outlets provides efficient after sale service of mobile handsets	1	2	3	4	5
17. Complete information is provided to the customer regarding product features & use	1	2	3	4	5
18. Online information is available about product.	1	2	3	4	5
19. Any query or supplementary information provided when requested by customer	1	2	3	4	5
20. Brand name is known to everyone.	1	2	3	4	5
21. New technique is introduced by company every time	1	2	3	4	5
22. Good marketing is done by company regarding product	1	2	3	4	5
23. Company outlets provide the technical support for mobile handset.	1	2	3	4	5