

# Impact of Customer Satisfaction, Service Quality, Brand Image on Purchase Intention

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## Abstract

The main purpose of this study is to investigate the impact of customer satisfaction and brand image on purchase intention of consumers. The main variable of the study are purchase intention, customer satisfaction, brand image and service quality. Mobile devices are becoming progressively more trendy with enhanced networks, charge less, and they have turn into extremely simple to consume. In this study data was collected with the help of structured (self administered) questionnaire with the sample size of 120 from IUB DMS student Ranger campus Bahawalpur. The questionnaire was created on 5 Point likert-type scale. Different tests like Frequency analysis were applied to check the effects of demographics (Age, Gender and occupation). Reliability analysis was used in this study to find out consistency of the scale. The current study consists of four main variables purchase intention, customer satisfaction, service quality and brand image. Purchase intention contains 3 items, service quality consists of 5 items, customer satisfaction has 2 items and brand image has 5 items. The findings of the study shows that Customer satisfaction has direct impact on purchase intention. Customers tend to make purchase if they are satisfied with the quality of the brand. Also brand image has a favorable impact on purchase intention. Therefore mobile phone companies and marketers have to focus on generating positive brand image and higher service quality to satisfy customers then they will intend to make purchase decisions.

## INTRODUCTION

### BACKGROUND

Now these days' mobile devices going to become more progressively and more trendy with boost networks, they have a quality to less charge, and more good it is that they have turn into extremely simple to use (Suki, 2011 and Park et al., 2011). Cell phones have become very important and strong effect in everyday activities of daily routine life. All the transaction like business, trade, communication is carried out via telecommunication devices. Mobile devices are turn into more powerful and easily available same as wireless network which helps to cover up most of our daily situation and wide range of software frameworks ( Mulliah and Stroulia). According to (Safeena, 2011; Elbadrawy Rose, et al., 2011 & Aziz, 2011). Mobile phones are going to be very fast for alerting, customer attracting and also for changing or developing the source of customer shopping practices, now days customer can purchase anything from anywhere at any time which they necessitate through their cell phones.

Suppliers have found the particular cellular trend for the reason that new way, where by intended for purchaser they will make an exclusive in addition to optimized cellular know-how. Development in mobile phone optimized looking method allow customers to acquire products, buying on the internet that helps to make protected payment more than his or her cell phone, smart phones or maybe all kinds of other mobile phone products. (Zhou, 2011 and also Zarm pou et 's., 2012) argued that this structure empower retailers for you to improve their particular mobile policy also to combine their particular world-wide-web, in-store, and also register methods for you to increase the size of awareness. Nowadays mobile phones increase their markets by zero to yet but growing industry, number of enterprises come in make an effort to attain higher market share many in conjunction with loyal customers. Now a day's mobile phones include built its industry talk about coming from absolutely nothing for you to nevertheless developing industry, variety of enterprises come in seek to acquire greater industry talk about just about all along with faithful clients. According to (Delgado-Ballester with Munuera-Alema, 2005; Van Riel 2005) the basic objective of all enterprises to build strong relationship with loyal customer and with enterprises, as it might produce lasting positive aspects for many years using a lesser amount of defenselessness to be able to intense advertising and marketing strategies, and more profit.

Mobile phones have itself its internal memory which is said to be as Number Task Component (NAM). Every NAM has particular Cell Identification Number (MIN) designed in it. The mobile phone devices have an electronic Serial Number (ESN), which usually use for the identification mobile phone for the sack of safety with different perspective. According to the circumstance from the current market, we can say that every enterprise related to mobile industry try to draw a unique and smooth easy use for their customers which helps more to the customer. (Rahman, 2010). The design of mobile phones application is really important for cellular telephone customers. Manufacturer idea has a large function inside picking out just about any cellular telephone system. Mobile phone brands play important role for buying a cell phone by a customer. Mobile phone companies always tries to full fill customer demand by launching new product or service for a customer. Customer satisfaction towards mobile devices creates purchase intention. Similarly positive brand image and good quality of product generate purchase intention.

(Schiffman; Dodds, 1991; along with Kanuk, 2007) encouraged that if customer has satisfied practical knowledge he/she will plan or be all set to purchase a great guaranteed products or support in the future customer. (Schiffman, Dodds along with Kanuk 2007) said that possibility of purchasing a product can be enhanced by the purchase intention. People do purchase decision on the basic of brand image and most of the customer proffered well known brand purchase choice, many people recommended for you to well known brands/products to decrease your purchase possibility related to which solution (Akaah and Korgaonkar, 1988).

(Rao and Monroe, 1988) provides this kind of disagreement because good photograph on the brand name cheaper the customer understanding possibility and increase appreciating solution through buyer. Manufacturer photograph in addition act as the status symbolic representation within recent society.

## **OBJECTIVES**

Main objectives are as follows:

- To know the relationship between customer satisfaction and purchase intention.
- To know the relationship between brand image and purchase intention.
- To know the relationship between service quality and purchase intention.

## **Problem Statement**

Do factors customer satisfaction, service quality and brand image are affecting on purchase intention while purchasing a mobile phone? How the purchase decision based on customer satisfaction, service quality and brand image? There are many of different factors that affect the purchase intention of the product but these factors consider key element while purchasing a mobile phone decision. Problem statement is a concise description that is often appears at the very starting of a proposal to describe the issue toward addressing to whom we want to resolve the issue. In very common perspective the problem statement shows the basic facts of the issue, in which we explain the problem, why the problem comes, and key factors of the subject as a solution are considered. If we say where the problem statements use we can say in the world business for making a plan, purposes as well as it is required in academic matters as for report or project.

## **Significance of the Study**

Research is about “Impact of customer satisfaction, service quality, and brand image on purchase intention, A case study of mobile phone on DMS department students of Ranger Campus in Bahawalpur Region of Pakistan” The research is based on the concept of purchase decision, what factor respondent notices for making a decision while purchasing mobile phone. No such type of research before made especially into my department. It will be very helpful and informative to know the purchasing intention behavior of DMS student and also can help for further researchers.

## **Research Gap**

Impact of customer satisfaction, service quality and brand image on purchase intention a specific matter considered as case study of IUB DMS students on Ranger campus. This was not study before with these variable which I realize should have a major impact on purchase intention while purchasing a mobile phone, As well as I have give different paper identification which are published on purchase intention with other variable which is relate to their specific industry such as Banking, retail store etc.

## **The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer’s Loyalty: Evidence from Banking Sector of Pakistan.**

International Journal of Business and Social Science Vol. 3 No. 16 [Special Issue – August 2012]

**Keywords:** Service Quality, Customer Satisfaction, Loyalty Programs, Customer’s Loyalty, Banking Sector, Pakistan.

## **The impact on branded product on consumer purchase intentions**

**Journal of Public Administration and Governance** ISSN 2161-7104 2014, Vol. 4, No. 3

**Keywords:** Brand trust, Brand satisfaction, Brand attachment, Low price, Purchase intention

## **Impact of Brand Image and Service Quality on Consumer**

### **Purchase Intention: A Study of Retail Store in Pakistan**

Research on Humanities and Social Sciences ISSN (Paper)2224-5766 ISSN (Online)2225-0484 (Online) Vol.4, No.22, 2014

**Keywords:** Brand image, informative susceptibility, normative susceptibility, service quality

## **Perceived Service Quality and Customer Satisfaction with Mediating Effect of Purchase Intention**

**Keywords:** Perceived service quality, Purchase intention, Customer satisfaction, Pakistan mobile industry.

## **Scope**

Scope of my project is seen as when the customer satisfaction, service quality, and brand image direct affect the purchase intention of a customer, because we have to take decision we have to choose a mobile phone what factor really matter of choosing mobile phone helps to make an effective decision toward our choice. The population of this study would be 180 student of BBA department of Management science from Ranger campus,

and the sample size that I have chosen from sample calculator of known population is 120. As well as the consequence of my issue would be the awareness about decision making toward purchasing mobile phone, keep in notice these factors service quality, customer satisfaction, brand image play vital role. This research is going to conduct on Islamia University, Department of management science department region of Bahawalpur Pakistan. I want to know the targeted population also take vital to these my factors that affect our purchase decision.

## **LITERATURE REVIEW**

### **PURCHASE INTENTION**

Purchase intention is said to be when a consumer attracts toward a specific brand is known as purchase intention. According to Porter he said that words combination to select and prefer on a specific brand is just because of the purchase intention.

Consumer can choose a particular brand by not just its positioning but its elements and quality which pay aim to expend that brand furthermore dedication pay a particular part to buy (Porter, 1974). Customer need or willing to purchase a particular brand in future by its purchase intention. Schiffman, Dodds; and Kanuk, expressed that possibility of purchasing increases with purchase intention in light of the fact that it make desire in customer's mind to get any product.

Purchase intentions considered very important by scholars because it's very important to identify consumer purchase behavior. (Schiffman and Kanuk) (Fishbein and Ajzen, 1975) argue that product image is certain if a customer need to purchase that item and it additionally indicate idealistic purchase intention. Buy expectation is characterized as the arrangement in which anybody plans to buy product or service for a period considered to close in the future.

A customer gets educated about the product and style trends from his own particular learning and past for purchase experience of a product, after getting knowledge on positive level, customers begins estimated method and procedure on official conclusion to purchase. So purchase intention mostly use to investigate customer attitude of buying. Ajzen and Fishbein expressed that purchase intention is a key component to examine the customer attitude towards a particular product and both researcher proves that by argument about purchase intention.

Customer decision making method is estimated by EKB model, established by Engel, Kollat and Blackwell (1984). The model says that customer decisions are long lasting procedure, as well as which are as identification of problem, information gathering, problem solving tool and decision making in last. Both of the factor either it is internal or external consist information about the output and as well as for input, and common objective and surrounding, two critical factors along with those factors and information collection and environmental stimulation considered in final decision making.

Schiffman; Dodds, 1991; and Kanuk, 2007) recommended that if customer has a experience which is satisfied he/she will arrange or be prepared to purchase a guaranteed product or service in the prospect. (Schiffman; Dodds, 1991; and Kanuk, 2007) said that chance of procurement of product is improved by the purchase intention by a customer. More likely individuals settle on a decision of purchase on the bases of brand image for the most part they wanted to a well known brands product to purchase possibility related to the product (Akaah and Korgaonkar,1988). (Rao and Monroe,1988) expand this argument as positive picture of the brand decreases the customer perception risk and increase favorable answer from customer, brand image play as an act of a status symbol in this modern society.

Therefore, we can analyze the following variables that may influence our purchase intention:

1. Price concession (Alford and Biswas, 2002). 2. Customer's increases of merchandise awareness (Johnson and Russo, 1984). 3. Product feature are related to product information (Sultan, 1999).

Hubbert & Bitner expressed that customer satisfaction fulfill when consumer expects that product or service satisfy their demand. Anderson also express that consumer feel delight to consume that product or service need fulfilled.

### **BRAND IMAGE**

Brand image is characterized as the general impression of a brand/product in consumers mind it involves the entire identity of the product or brand. As indicated by Biel: brand image consist of three segments: which are as, corporate image, image of the customer and also image of the product. While Hsieh et al expand with the product image with corporate image and nation image, and investigate the relationship between product, enterprise-, nation image and behavior of purchase, which was also to be confirmed in multicultural.

Brand theories suggest that individual perception about the company can affect the perception of the company's product for example corporate ability and social responsibility association can affect the thinking and attitude towards the product of the company, there by true brand image of corporate affects the product assessment, and the relationship is moderated by apparent risk toward the consumer thinking and attitudes.

Benefits of the product are associated with the product image. As well as the efficient, experiential and

symbolic advantages of the product or service helps to proved to make its position at the top rank for brand liking, we can say that brand image will also influence the product evaluation.

The customer image refers to whether the brand identity is consistent with the customers. On the other hand the brand identity fit the consumers" concept; the product may get a high assessment. Time and product information makes restricted customer for making purchase decision often faces to select product. There for brand image considered as a very important to make purchase decision about mobile phones (Richardson, Dick and Jain).

It is noticed that customer purchase famous brands with good brand image to minimize risk of purchase as they can reduce Akkah and korgaonkar (1988). Rao and Monroe expressed further this theory by describing the positive image of the brand that reduces the customer perception risk and increases the favorable consideration from customer. It is already discussed that brand image play as an act of symbolic status in this society which is commonly seem to notice. Customer decreases purchase risks of mobile phone this is the reason why customer does satisfying by purchasing well known brand of mobile phone.

Key concept which is considered in consumer mind is brand image toward consumer behavior research since the early 1950s. Both of the researchers as marketing and marketers, have since long describing the use of defined brand image for the sack of market success, In the event that an individual likes some brand then he consistently purchase that brand. A well displayed brand image helps the purchasers to recognize the needs that are fulfilled by the brand and subsequently recognize the brand from its rivals.

Brands assume a critical part subsequently turning into an unmistakable presence in the practical reality of nowadays because of the fact that they speak to consistency, status, security, appearance and character. Brands development is considered as surprising.

As actually, making a brand image method has been explained as the first and most essential step in situating a brand and driving brand value in market place.. As the developing significance of brand image technique in promoting, an exploration issue advanced that how the brand image influences customers purchasing behavior.

Number of advertisers today accepts that their organizations own the brands they offer but in fact, customers are the genuine brand owners. Why? Brand image exist in the brains of customers. Individuals make on buy choice on the bases of brand picture for the most part they want well known brands product to reduction the buy risks identified with that product (Akaah and Korgaonkar, 1988). (Rao and Monroe,1988) expand this contention as favorable picture of the brand bring down the client recognition risk and improve acknowledging answer from customer. Brand image also act as a status symbol in current modern society. Therefore companies and marketers have to focus on creating positive brand image through a well communication channel to compose the people to make purchase decision in future.

The globalization has made the customer to assemble purchase of products and services daily in an improved way. In such purchase decision method customers are affected from product associated stimulus. Decision to purchase a product along with performance of a product also depends on brand image. It is critical to differentiate brands from products. There might be two same products in a market and are promoted in diverse brand names. The reasons why customer chooses to buy a particular product in this case depend on brand, which make difference in customer"s mind. (Keller and Farquhar) describe a product is something that gives functional benefits where as a brand is a name, design, mark or representation that increase value of the product along with its performance.

## **CUSTOMER SATISFACTION**

Satisfaction is defined as new capacities or numerous qualities could finish now and again need or want of any consumer all through for better means when compared with rivalry. Argue with the fact that it"s sort of full fulfillment characterized through different diverse research workers in different way. According to customer need and wants if firm gives a product or service, then we can say it will completely full fill the consumer wants. The more prominent or may be decreases full fulfillment of any customer will rely on the standers organization qualities which are accessible from an organization. "Consumer loyalty is very much characterized as customer estimation of stock or facility in state of whether the product or service has matches his/her requirement (Zeithaml et al 2003). Olive (1980) Defined customer satisfaction when the customer is fulfilling his high expectation related to his product or service".

Customer could most described as the individuals who buy the goods or services giving by firms they may be inside the organization for instance representatives or outside, for example, devotees or organizations (Dei- Tumi, 2005). Further argued that consumer is a shareholder of an organization who gives return in case of fulfillment of necessity by the organization.

Consumer happiness, which is said to be a customer satisfaction as a sign and always considered the most important element of any organization. Author defined customer satisfaction as "After the consumption of good or service by the customer and the customer response toward the evaluation of the estimated discrepancy

between past expectation and actual expectation” (Tse & Wilton, 1988, p.204) therefore satisfaction is considered as a complete post-purchase assessment by the customer” (Fornell, 1992, p.11)

Paurav (2004) argued that according to him customer satisfaction is psychological reaction for product performance and result from customer expectations. Consumer satisfaction level described by the different attributes and performance of the product. If the customer is satisfied from the product or service its satisfaction level leads toward brand loyalty and a positive attitude toward the product. The result comes from customer as the repeat of its purchasing behavior (Youl & John, 2010).

Penis and Basu (1994) addition of customer behavior approach combine with the concept of comparative mindset that will reveal the degree to be able how the customer evaluation from one service to another.

More detailed study which say that customer care considered largest deviation inside customer satisfaction and it is more important when it is compared with its excellent service. (Licata and Chakraborty, 2009).

There is two concept considered of customer satisfaction; transaction- specific and cumulative (Boulding, et al., 1993; Andreassen, 2000). Taking after the exchange particular, consumer loyalty is seen as a post-decision assessment judgment of a particular buy event (Oliver, 1980) until present date, researchers have built up a rich collection of writing focusing on this antecedents and results of this sort of consumer loyalty at the individual level (Yi, 1990).

Combined customer satisfaction is a general assessment taking into account the aggregate purchase and utilization experiences with a product or service after some time. (Fornell, 1992, Johnson & Fornell 1991) This is more basic and helpful than exchange specificity consumer loyalty in anticipating customer consequent behavior and firm’s past, present and future performance. It is the combined customer satisfaction that inspires a firm’s interest in consumer loyalty. As per Kondo (2001) if customers are satisfied from the service quality of the firm they will be steadfast with the association, and this reliability is great for the association to acquire more benefit, increase capture market share and profitability on customer base. As per Fornell (1992) Variation in satisfaction level of a customer shifts from past choices he expressed that quality is judged by the customer and the most vital measurement of the quality is the means by which it impacts consumer loyalty.

Consumer loyalty has an immediate positive impact on customer loyalty in cell trade (Hyung Seok Lee, 2010; Tung et al. 2010 and Choi et al. 2008). A satisfied customer is likely to make purchase decision then keep using same brand in future as well. The satisfied customer is expected to continue purchasing same brand.

## SERVICE QUALITY

From past examination it is recognized that there is a positive association among service quality, customer satisfaction and purchase intention. Venetis and Ghauri, contended that service quality is a important factor in customer care and making worth alliance. Service quality result in large sales and better overall market share (Buzzell and Gale). By giving excellent service quality ventures can charge premium value (Brown, 1992). According to Zeithaml better service quality increment customer’s continuous purchase intention decreases customer negative intention.

Parasuraman et al. (1988) built up the SERVQUAL commendable five measurements that are assurance, reliability, tangible and responsiveness and sympathy to degree administration quality. This model has consisted of pensive detailed theoretir and solid extension. Alternately, numerous specialists have inspected about the theoretical foundation and limit procedure of this model. Cronin and Taylor (1992) contended that consuming service quality performance (SERVPERF, i.e. the apparent administration in SERVQUAL) to measure service quality harvests upgraded results of dependability, legitimacy, and prescient force than utilizing SERVQUAL. As indicated by (Boulding et al., 1993; McAlexander et al., 1994; Parasuraman et al., 1994; Zeithaml et al., 1996) SERVPERF is more immaculate than SERVQUAL in measuring service quality, and SERVQUAL can convey enhanced expository data. (Pitt, 1997; Van Dyke, 1997; Landrum & Prybutok, 2004), and Zeithaml et al. (2002) contended that in data business related conclusions have been recommended that it is not important to measure the service quality cellular telephone.

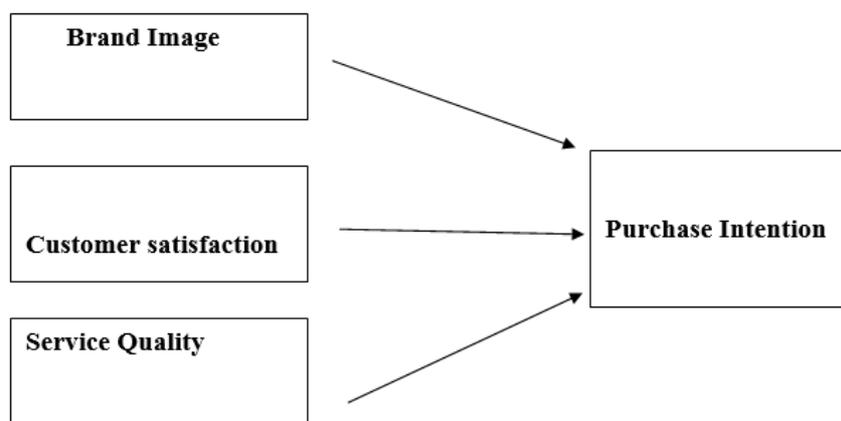
Various specialist have similarly demonstrated that high quality service can be a multidimensional and the estimation that will travel benefits high caliber toward unique market sector in adaption of ethnicities notwithstanding ethnicities (Alexandris, 2002).

An expanded measure of support great quality is important to keep purchasers from withdrawing their most recent standard portable (Clemes, 2007). Since the prior 1980s when study started to focus connected with customer mind inside system section, numerous investigative tests have examined the web connection including customer mind in addition to service quality. In short, most of the researcher dedicated the customer care So, the dominant part of investigates gave to customer mind in addition with the quality inside creating portion, fork confident consciousness of program groups (Mandhachitara, 2011). service magnificence is frequently a consumer’s all round impact of the practically identical inferiority or superiority of an enterprise and its

consequences (Bitner and Hubbert). Mackay and Crompton (1990) characterize service magnificence by the relationship between what customer actually wishes from the service in addition to what exactly customer receive. (Parasuraman et al., 1988) contended that service quality is characterized as the complete valuation of a specific service that results from associating company's execution with the customer all inclusive prospects of how firms in that industry should complete. service quality is the change between gathered execution of an service and customers' desires Parasuraman et al. (1985, 1988). As per (Parasuraman et al., 1988, 1991; Gronroos, 1984) service quality is very much characterized as the modification in the midst of customer desire and impression of the service conveyed to the client.

Oliver 1980 created the hypothesis that there is an immediate relationship in the middle of any customer's accomplishment in addition to customer target usually. Especially it is frequently seen if a customer sees high caliber of service being extensive, customer could have expansive level of satisfaction . (Ganesh and Caruana) portrayed that if an undertaking something of which clobbers customer desires, the customer will be content furthermore liable to be a do customer in the establishment of which supplied the system. That sort of viewpoint which indicates poor bolster conveyance is huge reason for disappointment between purchasers.

Service quality considered in one of those factors that play a important role in customer satisfaction; components of customer satisfaction are measured. The distinction between customer satisfaction and service quality is extremely vital Looy et al (2003). The end of customer satisfaction is the consequence of customer differentiation of the service quality perceived in a given service meeting, with the apparent service quality. Moreover the contrast between customer satisfaction and service quality is that real experience of the customer is the premise of evaluation when measuring customer satisfaction while in estimation of administration quality client experience is not required. Satisfaction and dissatisfaction measure the capacity of the product or service to address customer problems and expectations. Choualong with change (2006), within a case study regarding China mobile, identified hat perceived anticipation, identified excellent, identified value, identified usefulness, along with identified usability were being vital factors pertaining to customer happiness along with mobile phone merchandise and services.



## Methodology

### QUESTIONNAIR DESIGN

This study develops the questionnaire to describe demographic and socioeconomic attributes, and actually the relationship between brand customer satisfaction, service quality and brand image, toward purchase intention of mobile phone. Questionnaires are distributed into two types. The first one section describes the socioeconomic and demographic characteristics, which related to the respondent, of gender, age, income and last one education level. The second section consists of the information about behavior of purchasing mobile phone, service quality, customer satisfaction, and brand image.

Gender and education level was measured by the nominal scale while ordinal scale was used to measure age, and income. The questionnaire was developed in English for the ease of the respondents. To ensure its validity, scholars review the questionnaire. I use 5 Point likert-type scale to measure the hypotheses of the model.

### POPULATION AND SAMPLING

#### Population

Huysamen 1994, cited in Bull 2005, defines a population as encompassing “the total collection of all members, cases or elements about which the researcher wishes to draw conclusions.” According to Wilson (2010) researcher must clearly explain the population before make any selection of sample size. There are a lot of students in the Pakistan; I only target the students of IUB DMS department Ranger campus Bahawalpur. Our choice of population is a non-probability. I have just targeted students in my research. It includes all students of

department of management sciences, The Islamia University of Bahawalpur Ranger campus, enrolled in different programmes such as BBA(Hons). Population of department of management sciences is composed of 180 students that are targeted as a population.

### **Sampling**

Sampling is the process through which some of the respondents are selected from the whole population size and the results of the respondents selected is then generalized or applied on the whole population. This part of the chapter illustrates the sample size, sampling choice, sampling strategy and issues related to sampling. As well as concern of sample size I have chosen 120 sample size from the population of 180. A probability sampling is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined. The combination of these traits makes it possible to produce unbiased estimates of population totals, by weighting sampled units according to their probability of selection. Probability sampling includes: Simple Random Sampling, Systematic Sampling, and Stratified Sampling, Probability Proportional to Size Sampling, and Cluster or Multistage Sampling.

These various ways of probability sampling have two things in common:

1. Every element has a known nonzero probability of being sampled and
2. Involves random selection at some point

### **Stratified Random Sampling**

According to Zhang (2007, p. 54), most of the time simple random sampling is not much effective for heterogeneous population. The division of population into smaller sets and clusters are known as strata; in this division of population one component belongs to only one stratum (Anderson, Sweeney & Williams, 2010). Common personality feature and shared attribute of the members are the basis to form strata in stratified random sampling (Shuttleworth, 2009) when we will go for random sample we will take each stratum number, proportional to the stratum size while comparing population. In last to form a random sample these subparts of the strata are then joined. According to Black (2009) the foremost advantage for using stratified random sampling method is that it has a capacity to reduce sampling errors. This research depends upon two strata. One is public university and other one is private degree awarding institutes.

### **RELIABILITY TEST**

According to (Bryman and Bell, 2003) reliability is concerned with the consistence of the variable. In previous researches it is found that there are three kinds of reliability namely, internal consistency, split half reliability and test-retest reliability. All three techniques can be used to confirm the reliability of the hypotheses of a scale but they depend on diverse methodologies. Internal consistency is the key concentration of this study therefore the current study hired Cronbach's alpha to confirm the internal consistency of each hypothesis in order to attain reliability. According to (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994) the value of 0.7 and above indicates an acceptable level of internal reliability.

### **Limitation**

There are several limitations relevant with my thesis that suggest several directions for further studies. First one is that the data was collected from respondents / students living in same area, so our results are not Generalizable to other areas region or cultures. This research covers just 120 subscribers to find the conclusion. The respondent response may be bias and they misrepresent their attitude. Current study only focuses on urban area usage of cell phone.

There was shortage of time. Research outcomes will only indicate the effect of various factors on intention to use cell phone on IUB DMS Ranger campus Bahawalpur, Pakistan. Current study is conducted during recession era; results may be different in case of boom period.

### **Analysis:**

#### **DEMOGRAPHIC PROFILE**

Descriptive statistics is used to show the summary of variables and a sample that have been performed. Before going to the main analyses, misplaced values and possible faults of the data was examined in the data entry. No cases of the potential errors were revealed by the examination. In the next stage, missing values were analyzed in data entry. Demographic profile of the respondent includes gender, age, monthly income and qualification level.

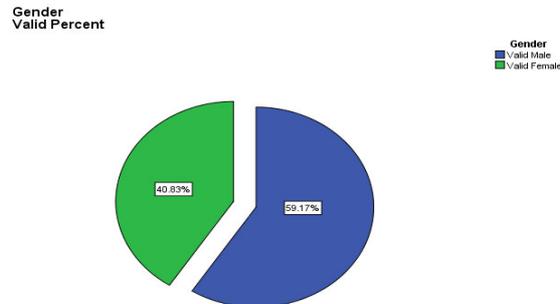
#### **Response rate**

The data for current study was collected from 120 respondents through a survey instrument, Questionnaire. The questionnaire was distributed among 120 individuals provided the total response rate of 100 %. The descriptive statistics used for the current study was gender, age, monthly income level and education level.

Questionnaire delivered	Questionnaire received	Response rate
120	120	100%

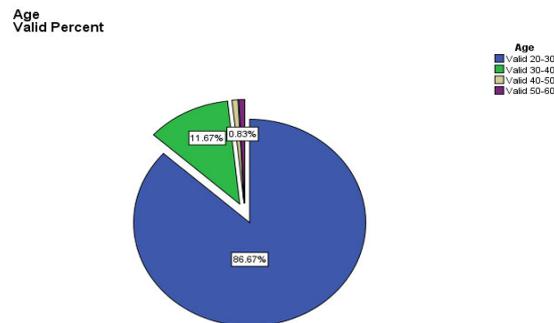
### Gender of Respondent

The frequency analysis of the questionnaire indicates that of the total of 120 respondents 59.17% were males and 40.83% were females. The results shows that male respondents shows more interest toward current study than female.



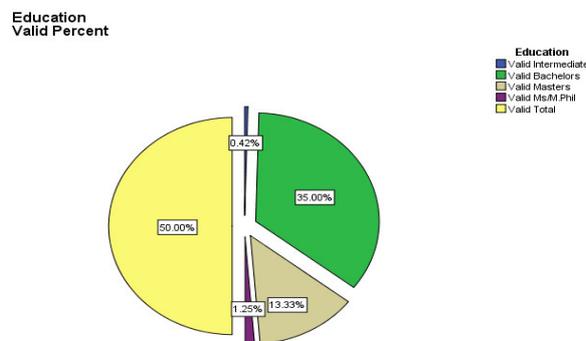
### Age of Respondent

The frequency analysis of the questionnaire indicates that of the total of 120 respondents 86.67% were between 20-30 year ages, 11.67% were between 30-40 year ages and 5.6% were above 30 year age. Therefore, the responses of the variables being identified through the literature are almost represented with youngest responses of the audience.



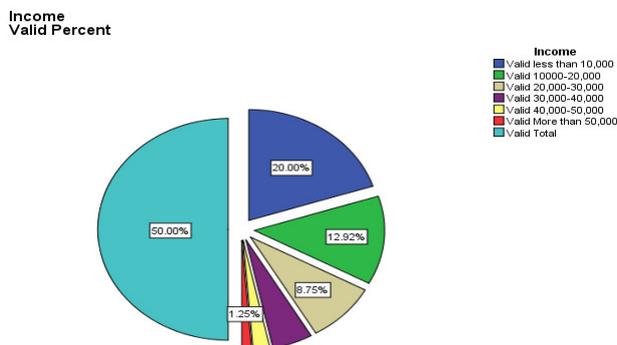
### Education of Respondent

The majority of the respondent i.e. 70% had a bachelors degree. 26.7% of the respondent had bachelor degree while 3% had completed MS/ MPhil. Empirical findings of the study shows that maximum number of the respondent who had participated toward this study had bachelors degree.



### Income of respondent

The frequency analysis of the questionnaire indicates that of the total of 120 respondents 40% have income below 10000, 25.8% have 10,000-20,000, 17% have 20,000-30,000 and 10% are 30,000-40,000 and only 4% have 40,000-50,000 and at last 3% are more then 50,000.



For the data reliability we use the Cronbach's alpha test. For this research we analyze all variable to check the reliability and find that data reliability of my research is (0.730) which is shows that this research is reliable and authentic.

### Reliability Statistics

Cronbach's Alpha	N of Items
.730	4

The model shows the how a all independent variable had the impact on the dependent variable. Through this R<sup>2</sup> analysis shows that the entire variable that we selected had in total 13.8% contribution towards the purchase intention.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.399 <sup>a</sup>	.159	.138	.50100

a. Predictors: (Constant), SQ, CS, BI

For the significance and relationship among the variables, we analyze correlations analysis of the all variables, in the analysis we find out that all the variables had a positive and significant relationship. For the Brand image, it has the (0.001) positive relationship towards the purchase intention. And purchase intention had (.001) which shows positive relation towards brand image, (0.003) towards customer satisfaction and (0.000) towards the service Quality which shows that this value is highly positive significant with purchase intention. Customer satisfaction had (.003) which shows positive relation towards purchase intention, (0.004) towards brand image and (0.000) towards the service Quality which shows that this value is highly positive significant with purchase intention.

### Correlations

	BI	PI	CS	SQ
BI	Pearson Correlation	1	.297**	.258**
	Sig. (2-tailed)		.001	.004
	N	120	120	120
PI	Pearson Correlation	.297**	1	.268**
	Sig. (2-tailed)	.001		.003
	N	120	120	120
CS	Pearson Correlation	.258**	.268**	1
	Sig. (2-tailed)	.004	.003	
	N	120	120	120
SQ	Pearson Correlation	.442**	.316**	.239**
	Sig. (2-tailed)	.000	.000	.008
	N	120	120	120

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

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.518	3	1.839	7.327	.000 <sup>b</sup>
	Residual	29.116	116	.251		
	Total	34.633	119			

a. Dependent Variable: PI

b. Predictors: (Constant), SQ, CS, BI

Service Quality had (.008) which shows positive relation towards customer satisfaction, (0.000) towards brand image and (0.000) significance level which shows that this value is highly positive significant with purchase intention.

### CONCLUSION

The purpose of this study was to explore the relationship between purchase intention, service quality, customer satisfaction and brand image in the mobile phone market and these serious worries have acknowledged slight awareness in the marketing literature. Purposes of this study were to progress a model by using variables purchase intention, service quality, customer satisfaction and brand image and to find out the association between purchase intention, service quality, customer satisfaction, brand image. To meet the objectives of this study previous literature information was reviewed and the gaps in the readings were acknowledged. On the bases of literature review a conceptual modal was developed to find out the effects of customer satisfaction, service quality and brand image on purchase intention in Pakistan cell phone industry. The conceptual model included purchase intention, service quality, customer satisfaction and brand image. Three research hypothesis of this study were developed, which pointed out the relationship between variables of the proposed model. Different statistical test are applied using SPSS 17.0 Version. Statistical tools such as Cronbach's alpha, Correlation, Regression, Frequency, and Pie Charts are applied to analyze the data. The Cronbach's alpha for purchase intention was (0.730), an accepted value i.e. more than the standard value of reliability. The model shows the how the all independent variable had the impact on the dependent variable. Through this R<sup>2</sup> analysis shows that the entire variable that we selected had in total 13.8% contribution towards the purchase intention. For the significance and relationship among the variables, we analyze correlations analysis of the all variables, in

the analysis we find out that all the variables had a positive and significant relationship. For the Brand image, it has the (0.001) positive relationship towards the purchase intention. And purchase intention had (.001) which shows positive relation towards brand image, (0.003) towards customer satisfaction and (0.000) towards the service Quality which shows that this value is highly positive significant with purchase intention. Customer satisfaction had (.003) which shows positive relation towards purchase intention, (0.004) towards brand image and (0.000) towards the service Quality which shows that this value is highly positive significant with purchase intention.

Service Quality had (.008) which shows positive relation towards customer satisfaction, (0.000) towards brand image and (0.000) significance level which shows that this value is highly positive significant with purchase intention.

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**Appendix**  
**Questionnaire**

Impact of customer satisfaction, service quality, brand image on purchase intention

**Dear Reader,**

This study is being conducted by BBA student at The Islamia University of Bahawalpur Rangers Campus. The major objective of the study is to explore the impact of customer satisfaction, service quality, brand image on purchase intention while purchasing mobile phone among DMS students of IUB Ranger campus Bahawalpur. I assure you that any response you make will remain confidential and only be used for study purpose.

**Section-I**

**Gender**                     Male                     Female

**Age**                         20-30 years             30-40 Years             40-50 Years  
                                   50-60 years             above 60 years

**Education**                 Matriculation             Intermediate             Bachelors  
                                   Masters                     M.S/M. Phil               PhD

**Income**                     Less than 10,000       10,000-20,000       20,000-30,000  
                                   30,000-40,000       40,000-50,000       More than 50,000

**Check only one for the responses for each statement below**

<b>Purchase intention</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1. Style of product is the most persuading factor to purchase products.	1	2	3	4	5
2. Do you prefer discount offer and product quality while purchase a product.	1	2	3	4	5
3. Ads of brand attract me to purchase.	1	2	3	4	5

<b>Customer Satisfaction</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1. Services provided by company have met my overall expectations.	1	2	3	4	5
2. I am satisfied with the products and services offered by my service provider.	1	2	3	4	5

<b>Brand Image</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1. I am convinced that this mobile phone is a leader in its field.	1	2	3	4	5
2. I am convinced that this mobile phone committed to gender quality.	1	2	3	4	5
3. I feel that this mobile phone is very innovative.	1	2	3	4	5
4. Do you think that this mobile phone is better than others?	1	2	3	4	5
5. I feel that this mobile phone is socially responsible.	1	2	3	4	5

<b>Service Quality</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1. When customer has problems the company is sympathetic and reassuring	1	2	3	4	5
2. It provides online services to customers.	1	2	3	4	5
3. It physically facilitate or visually appealing.	1	2	3	4	5
4. It keeps their records accurately.	1	2	3	4	5

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