

Impact of Quality, Advertisement and Company Image on Brand Loyalty in CMPAK (ZONG)

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Abstract

The purpose of this study is to know the customer loyalty in telecom sector and the factors affecting it. Telecom services provider like zong has become important part of our society and has become profitable business. Our study focused on determining impact of factors like service quality, Company image, Advertisement and brand loyalty of telecom sector. A survey was conducted through self-constructed questionnaire to measure brand loyalty. Responses to each item are rated using of five point likert scale with anchors labeled: 1=strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree. Participants of the research included 100 people from all walks of life. Statistical information in several areas collected. Mean differences of demographics were calculated. Pearson correlation and regression were used to check relationship and variances. The result show that company image services quality, Advertisement has positive impact on brand loyalty in quick services telecom sector whereas advertising has significant negative impact on brand loyalty.

Keyword: Service Quality, Advertisement, Company Image.

1. Introduction:

Nowadays telecom sector major focus is on quality brand loyalty from business point of view brand loyalty is directly linked with quality advertisement company image by the telecom sector. A brand is defined as a quality sign and symbols which indicates one's seller goods and services from another (Bennett, 1995). The first growth of telecom sector that used to be exclusively held by business people have become more personal equipment likely to close integrated everyone's daily uses. (Olla and Patel, 2002). There are main five operating companies in Pakistan CM China takes over Paktel and then CM PAK (ZONG) came into existence. The brand name which is being operated in Pakistan CMPak is determined to make its mark in the Pakistani s ZONG. ZONG is the first International brand of China Mobile with perfect sincerity and integrity; we will strive to fulfill their triple-sided responsibilities: their economic responsibility; their social responsibility and their environmental responsibility."

Basically it is a china based company and subscriber based it is the leading company all over the world. Customer loyalty is the important issues organizations faced now-a-days. Building loyal customers become more important because of significant larger competition and concentrated markets (Rehman and Afsar). The term brand loyalty is used loosely and includes affections or commitments (Mcgoldrick and Andre, 1997)

The main study of this research is to develop and test a model of potential antecedent of brand loyalty in the service sector. Objective of this study is to contribute towards the contemporary issues of brand loyalty in telecom sector in Pakistan. Study will analyze the impact of advertisement on brand loyalty that how it will contribute in customer loyalty (Nawaz and Usman). Brand giving the opportunity to the firm's to capitalized on its competitors and unique organizational structure to held a place in the minds and hearts of the consumers (Keller, 1993).

China Mobile Pakistan (CMPak) is a 100% subsidiary of China Mobile. The pioneering overseas set up of China Mobile came through acquisition of a license from Millicom to operate a GSM network in Pakistan.

So far CMPak has invested more than US\$ 700 million in the telecom sector in Pakistan and an additional US\$ 800 million will be invested till the end of year 2008. With ambitious plans to cater to the fastest growing Pakistani market and to win over the ever demanding Pakistani customer, it will be offering unprecedented coverage, voice and data services as well as a wide range of tariff options to choose from CMPak's edge comes from the experience and expertise of running the world's largest telecom service and the commitment they make to setting quality and customer relations standards. CMPak is geared to offer neatly packaged VAS products that will benefit the individuals, corporates as well as small businesses. Led by a team of professionals from the field of cellular communication, CMPak is determined to make its mark in the Pakistani market and to change the way people communicate.

Consumers getting more features like free minutes, freesms and many other attractive features like low prices the consumer is going to refer (Jamshed, 2010). To examine the level of strategic implication of mobile carriers attempting the level of customer loyalty (Moon-Koo Kim Myeong). They included different services like ring tones, messages and web browsing (Kuo, Y-F., WU).

2. Literature review

2.1 Service quality:

Researcher has given a lot of attention to retain customer by providing service quality. (Parasuraman, Zeithaml and Berry 1985), describe that the perception of service quality is the result of a comparison between what consumers consider the service “should be” and the perceptions of consumer about the performance offered by the service provider. (ParasuramanZeithaml and Berry 1985), also consider the existence of 5 dimensions in their well-known SERVQUAL model: reliability, responsiveness, and empathy, assurance, and tangibility characteristics of the service experience. Service quality has a great influence on customer satisfaction, showing that if telecom companies provide good service quality, then customer satisfaction can be enhanced. (Kuo and Deng 2009). Service quality, satisfaction, commitment and trust are major antecedents of brand loyalty for telecommunication sector and for other similar markets. Service quality is very important factor which is directly influence on brand loyalty. Furthermore, service quality and satisfaction also have indirect positive influence on customer loyalty (Noor and Ahmed). In a study (Gholamrezaet.all 2011) found the relationship of three aspects including company’s image, employee’s trust (customer’s trust to employee’s behavior) and company’s trust is considered in addition to traditional brand image aspect and their impacts on service conceived quality and finally on customers’ loyalty in Asia Insurance Company and it was concluded that brand image and company’s image have a well and direct impact on service conceived quality of Asia Insurance Company. SQ certainly does not seem to be the sole concern of the customer because high SQ at the expense of a reasonable price also appeared to be unacceptable, at least for the more price sensitive segments of customers. Where price perceptions are poor and there is potential for improving service quality, SQ improvements can lead to a significant increase in rate of retention. However, where negative price perceptions are associated with high service quality perceptions, service quality alone will be inadequate to retain customers.(Ranaweera and Neely).Goal of service industry is ultimately to gain customer satisfaction because customer satisfaction somehow make them to come back but if the customer is loyal then he will definitely come back (Khokharet.all ,2011).

In a study which was conducted to measure the impact of relationship marketing on relationship quality and customer loyalty in telecom sector of Pakistan. This was fended that service quality has a significant impact on satisfaction. It means that if service quality is high, satisfaction will increase. Relationship of quality is positively related to customer loyalty. It means that satisfaction is the factor which might increase customer loyalty. (Raza and Rehman, 2012). In telecom sector of Pakistan mobile companies have done outstanding job in improving the quality of their services consistently and have put a fabulous effort in advertising, because the customer is now well aware of the services provided by the company (Nasir.R, 2012).overall service quality has significantly correlated with customer loyalty. (Hassan et.all). Provision of better service first satisfies customers and then it makes them repurchase in the future and make them loyal (Ahmed.Iet.all, 2010).

Hypothesis of the study are:

On basis of given literature, study hypotheses can be drawn:

H1: *There is positive significant relationship between overall service quality and brand loyalty.*

2.2 Advertisement:

Client maintenance has a straight effect on lifelong client lifetime esteem (MOLAPO& MUKWADA, 2011).All these studies affirm the solid relationship between CSR, shopper conduct and firm exhibition (Imran et.al,2010).Clients who are ready to pay higher costs for an item or benefit almost always be mark cognizant and renown delicate (Fozia et.al,2012). One is to know if sending showcasing wires to the purchaser reasons any aggravation or not. Second point is to build if associations picking versatile promoting have effect on mark image (Falah et.al, 2012).

Accuracy of qualified information, lucidity of memo in promotions and straightforwardness and conformance to neighborhood social qualities enhances the mark picture of the associations s any negative (Mahaet.al, 2012). Bargains announcement updates and commitments surely could be recognized much effortlessly as contrasted with accepted publicizing and quantified with figures and information (Shahzad and Saima, 2012). Star underwriting has been made as a standout amongst the most appreciated devices of promoting in present day occurrence (Kauser et.al, 2013). It has made by a movement and is appearing to be to be as a scoring technique for item, advertising and mark assembling (Shabinullah and Abbas, 2013).

In the meantime, as rivalry in the telecom is increased, administration suppliers take new drives to lure clients as the prerequisites and wants of the client are expanding exceptionally quickly. An improving nation can get industrialized and modernized in the event that it can broadly apply IT to improve benefit and universal intensity, advance e-trade and e-administration requisitions (Rajiv, 2012).

Near segments of promoting mixed conveyance demonstrate, publicizing has more distinguished position. Announcement apparatuses comprise of coupon, remunerates, unlimited examples, rebates, publicizing products and what not. Appropriately, the notice has been partitioned into two free variable engagingness of notice and introduction to notices and client maintenance has been distinguished as the reliant variable (Rahmoni et.al,

2012). This study is directed in Pakistan to assess if clients promotion has an effect on client maintenance or not inside the cellular telephone administration (Mariam, 2010).

H2: Advertisement vs. Brand loyalty develops a positive relation.

2.3 Company Image:

Far reaching study and in profundity talks with the administration of telecom stated distinctive elements that distinguish top entertainers from normal entertainers in the telecom area(Sara et.al 2013).Certain comprehensively distinguished components needed to outstand as an association are still quality for MNC's managing in Pakistan, though relevant variables can't be disregarded(Khansa et.al 2012).

The reason for this study is to discover an experimental relationship of proposed variables and to discover the effect of client fulfillment, trust, and corporate notoriety on client unwaveringness (Salma and Sarwar, 2008). In today's planet advertisers are dissecting every advertising movement in the structure of mark value and that mark value is dead set by some quality including activities as towering client fulfillment, higher picture of item and the higher trust towards mark eventually expand the mark value(Ehsan et.al,2012). It has been presumed that mark picture, mark fulfillment and mark trust are huge and absolutely identified with mark value (Nawaz and Usman, 2012).

The client can likewise be measured through the life cycle of the relationship of the client that holds distinctive stages of relationship of the client and need to concentrate on palpable objective and wants of the client in distinctive stages (Naveed and Waseem, 2012). As needs be, to believe a mark, purchasers might as well discern value as positive question. Fitting accentuate of bosses dwelling in cell associations of Pakistan must be on upgrading the value, steadfastness and familiarity with their offerings. Lately Mobile telecom specialists play an imperative part which improve social face to face times between and around people, assembles, conglomerations, and the administrations indistinguishable and which at last make an in number system of the earth (Shabbir, 2012). Maintenance is more often than not purchased with the suitable motivating forces or bundles.

The maintenance is subject to the item traits, monetary switching expenses, costs and inside unwaveringness is through client mind (Maryam and Bilal, 2002). Trust is a standout amongst the most broadly subjects crosswise over multi trains, incorporating administration, money making concerns, theory and brain science (Zhang and Feug, 2009). Different meanings of trusts have been given in past expositive expressions. The main role of this study was to explore the methodologies of organizations in the Korean versatile telecommunication administrations to build client reliability (Kim et.al, 2004).

H3: Brand image is positively associated with brand loyalty.

3. Theoretical Frame Work



4. Demographic Characteristics of Respondents:

Table No. 1(Demographic Data)

| Sample Characteristics | | | |
|------------------------|-----------------|-----------|------------|
| | Characteristics | Frequency | Percentage |
| Age | 15-20 | 10 | 10% |
| | 21-25 | 70 | 70% |
| | 26-30 | 11 | 11% |
| | 31-35 | 4 | 4% |
| | 36-40 | 5 | 5% |
| Gender | Male | 48 | 48% |
| | Female | 52 | 52% |

4.1 Correlation Analysis

Table No. 2 (Correlation Matrix)

| Correlation Analysis | | | | | | |
|----------------------|--------|--------------------|-----------------|---------------|---------------|---------------|
| | Mean | Standard Deviation | Service Quality | Advertisement | Company Image | Brand Loyalty |
| Service Quality | 3.4600 | .69834 | 1 | | | |
| Advertisement | 3.5620 | .78557 | .702(**) | 1 | | |
| Company Image | 3.4157 | .66266 | .315(**) | .276(**) | 1 | |
| Brand Loyalty | 3.4050 | .68872 | .468(**) | .346(**) | .713(**) | 1 |

Correlation is significant (2** -tailed).

Table No. 3 (Regression Table)

| Regression Analysis | | | |
|---------------------|-------|-------|--------------|
| | Beta | t | Significance |
| Service Quality | 0.249 | 2.602 | 0.011 |
| Advertisement | 0.33 | 0.354 | 0.724 |
| Company Image | 0.622 | 8.788 | 0.000 |

Dependent Variable: Customer Loyalty, n=100 R Square = .570, Adjusted R Square = .556

Summary of Results

| Hypothesis No | Statement | Results |
|---------------|--|----------|
| H:1 | Service Quality has positive relationship with Customer Loyalty. | Accepted |
| H:2 | Advertisement is not correlated with Customer Loyalty. | Rejected |
| H:3 | Company Image has positively correlated with Customer Loyalty. | Accepted |

Testing of Hypothesis:

The study has shown that service quality and company image has a positive impact on customer Loyalty (Highly correlated) whereas advertising has not a significant impact on loyalty. Therefore Hypothesis H: 1 and H: 3 are accepted but H: 2 is deemed to be false.

A high quality service leads to unique customer satisfaction which in turn creates more customers and customer loyalty. In today's competitive environment quality services are very important aspect and cannot be ignored. According to researches customers want the service equivalent to the price paid.

This hypothesis has been proven correct from our survey results, and the reason for this is that customers are only loyal when you provide them a good service. Service quality has its own importance because every customer while using mobile first of all notices the service quality. Achieving a good service quality and then maintaining it for long term is very important for the telecom sector in order to keep customer loyalty. Service quality also has a very strong relation with customer satisfaction. As a correlation of 0.69 is shown in our survey results thus it means that service quality high customer loyalty and vice versa.

H: 1 *Service Quality has a positive impact on customer loyalty*

The study also showed that advertising has no significant on brand loyalty: this may be due to the following reasons:

The reason for the negative impact of advertisement on customer loyalty is that the false advertisement breaks the trust of its customers. Service providers do not provide same call charges for which zong promises in its advertisement. Advertisers do not market their product effectively and media communication is inefficient. People do not believe in advertisements and think that it is a misleading and false. In telecom sector network/ service provider is engaged in lifting false claims and deceptions when promoting and campaigning for their product.

H2: *Advertisement has positive impact on brand loyalty.*

People judge a service by its outlook and inner look and make a perception about the services Provider Company and create a perception of the product and services being offered by the service provider. In order to maximize customer value the services provider should improve their brand equity.

H3: *Brand image is positively associated with brand loyalty.*

Conclusion.

Brand loyalty is an important factor in today comparative Environment. It helps an organization to develop its company image and create customer satisfaction which is the end result of using any product. The existing literature supports the idea that customer loyalty cannot be ignored and that company image and customer satisfaction are the most important factor in creating loyalty. The findings clearly indicate that factors like zong

brand image, services quality, and customer satisfaction can help a business in the long run and makes it more competitive. The result showed that company image, services quality, advertisement and price perception have positive impact on customer loyalty in services provider sector.

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