

SIGNIFICANCE OF BRAND ELEMENTS AND ITS
EFFECTS ON CUSTOMER SATISFACTION
(MOBILINK AND TELENOR).



GROUP MEMBERS

OMER JAN DURRANI	01-120091-056
NAZIR AHMED SIDDIQUE	01-222092-009
SEHRISH YAQOOB	01-120091-064
SHAINA JABEEN	01-120091-065

SUPERVISED BY: Mr. ABID SAEED

MBA (Marketing)

Department of Management Sciences, Graduate Studies

Bahria University, Islamabad

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*IN THE NAME OF ALLAH,
THE MOST BENEFICIENT, THE MOST
MERCIFUL*

ABSTRACT

The purpose of this project is to identify brand elements effecting customer satisfaction and to establish relationship between those brand elements and customer satisfaction in telecom industry of Pakistan. Our target organizations are Telenor and Mobilink, as these are market leaders in Pakistan and holds maximum share of market so can get variety of opinions. Through our contemporary research we find out three elements of customer perceived core services, adds on services and intangibles, which were focused in our study. There is moderating variable “key success factors” of telecom industry effecting relationship. Relationship is established in presence of key success factors and in absence as well. Our research is based on questionnaire, and through our questionnaire we get quantitative data which was then analyzed with the help of SPSS (Statistical Package for the Social Sciences) software through some tests. Our research proved that there is positive strong relationship between core services and adds on services with customer satisfaction. But intangibles possess highly negative relationship with customer satisfaction. Results are same in presence and absence of key success factors. So customers are more likely to have better core services and adds on services in Pakistan telecom sector but are not interested for intangibles in value provided by organizations.

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