

**Majors: MARKETING**

**No. MKT/1**

**Examining brand loyalty through Brand Image and Customer Satisfaction: Pakistan's mobile telecommunication sector.**



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**Abstract**

Telecommunication industries in Pakistan invest significant resources in implementing tactics to lure customers in loyalty. For this purpose, the quantitative research methodology was chosen and a correlational research design was implemented. The online survey was conducted and the data was collected based on a convenient sampling strategy from 300 participants. Results from the Pearson product-moment correlation revealed that there was a positive and significant relationship between customer satisfaction, brand image and brand loyalty. Gender differences further declared that males showed higher customer satisfaction, brand image and brand loyalty towards networking brands than females. However, there is still some ambiguity about the interplay between these variables and the degree to which they impact customer loyalty to a brand. Future research is required in this area to address the research gap of the current study.

*Keywords:* Telecommunication industries, loyalty, brand loyalty, customer satisfaction, brand image

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## Chapter 1

### Introduction

#### 1.1 Background of the study

Brand loyalty is a tendency for consumers to positively associate with the product or service from a particular brand (Ratnasari et al., 2020). Customers express loyalty to a brand through repeated transactions from the same brand for a prolonged period. Although in the telecommunication industry, brand loyalty would normally be gauged by the period customers stick to receive services from them (Tran et al., 2020). If a customer is brand loyal, the change in prices charged by that brand is inconsequential as the customer is more concerned with the brand and not the convenience (Lesmana et al., 2021). Consumers are assumed to already experiment with other brands and then finally settle on one that was the most satisfying, and it is perceived that they are no longer interested in experimenting further. In simple words, customers commit to carrying out transactions from a company due to the image of the company and their experience with them (Aldaihani & Ali, 2018).

Several factors could affect brand loyalty, of which the most crucial are customer satisfaction and brand image. Telecommunication industries in Pakistan invest significant resources in implementing tactics to lure customers in loyalty. A considerable amount is also spent on developing efficient customer service. Competent customer service will lead to customer satisfaction ultimately contributing to the positive brand image which eventually leads to brand loyalty (Woratschek et al., 2020). Customer satisfaction and brand image are often interlinked with each other. If customers are satisfied that usually means the perception of the company is positive (Aldaihani and Ali, 2018). A strong brand image can render customers to believe that the services by the brand are superior to other competitors and the customers are being valued by the company and their needs matter. According to the stats and figures, there is a 35.8% chance of brand image increasing the customer's brand loyalty (Han et al., 2019). The main objective of this thesis is to carry out an assessment of the relationship between customer satisfaction, brand image and brand loyalty.

## **1.2 Brand Loyalty**

Consumers that are devoted to a brand or product do so because they have an emotional attachment to it and purchase it frequently throughout time. Brand loyalty refers to a consumer's fondness for a product or brand (Han et al., 2018). As seen by their continued purchases, brand loyal customers are steadfast in their commitment to a product or service. When it comes to brand loyalty, there are primarily two schools of thought. There are two types of loyalty. Other than that, there is loyalty to one's mindset. Customer repurchase from a comparable brand demonstrates behavioural loyalty. Loyalty is based on a customer's attitude rather than their actual purchasing habits. Some researchers, such as Lee (2019), believe that brand loyalty correlates directly with a company's premium pricing. Loyalty is communicated via the brand's pricing. 'Price premium' refers to the difference between the cost of the product and the cost of the alternative, which might be either cheap or expensive (Rather et al., 2018).

### ***1.2.1 Conceptual definition of brand loyalty***

Six mandatory conditions need to be satisfied as per the definition of brand loyalty (Darmawan, 2018). The conditions are that the brand loyalty is prejudiced, behavioural response, relative to competing brands, expressed over the period, a psychological process, and by decision-making unit (Nawi et al., 2019). Although verbally advocating for the brand and still purchasing from the different brands does not constitute brand loyalty. The purchase act must occur at least two points in time for loyalty to exist (Nawi et al., 2019). The term decision-making units imply that the decision-maker doesn't need to be the purchaser or even the user of the service/product of the company. For example, if a certain person buys groceries for the whole family and someone specifies the brand to purchase a service from, the one buying the grocery is only obliged to the request and rather it is the one specifying the brand who is the brand's loyal decision-maker (Cha and Seo, 2019).

These trivial distinctions are crucial in determining the brand loyalty. Based on data collected on purchasers, it would be impossible to apprehend the psychological dynamics underlying brand loyalty (Ali, 2019). Hence while gauging brand loyalty, psychodynamics should also be considered (Wantara and Tambrin, 2019). As majorly the measurement of brand loyalty is only based on purchasing history of customers, it explains the phenomenon where individuals are sometimes not loyal to their most preferred brand. A consumer may probably be brand loyal to

numerous brands simultaneously. This finding has been usually ignored in previous investigations except for the recent study of Erkmen and Hancer (2019).

Additionally, brand loyalty is fundamentally a relational phenomenon, which explains the favouritism towards a brand in relation to the whole industry. For loyalty to prevail, there must be the possibility of being disloyal, i.e. alternatives have to exist to choose from because if there are no options then it becomes a necessity (Han et al., 2018). The last conditions consider the functionality of decision making demonstrate a purchase decision in which numerous brands are psychologically evaluated and based on certain criteria an optimal brand is chosen. Optimal, in this context, could be explained as the most rewarding brand or the one preferred over other brands. As a result of this evaluative process, a degree of commitment can be gauged, and this idea of commitment provides a fundamental basis for differentiating between loyalty and repeated purchases from a brand (Bamfo et al., 2018).

The six criteria presented are deemed essential and collectively adequate for demonstrating brand loyalty. But despite that, definitions are arbitrary and prove to be useful until they are verified. Although this definition clarifies various complex phenomena suggests measurement guidelines for loyalty (Wantara and Tambrin, 2019).

Brand loyalty is perceived to be prejudiced choice behaviour in regards to branded products (Woratschek et al., 2020). For instance, if a person is offered two brands of any snack and that person chooses one of the two brands more frequently, according to a statistics observer he would be conceived as brand loyal. The subject's, the person being offered the snack in the above scenario, intuition won't be taken into account while deducing such a conclusion.

However, according to Han et al. (2019), brand loyalty could be also explained as an attachment that a customer forms for a brand. It could be merely in terms of behaviour, i.e. regular transactions, or instead possibly an emotional attachment towards a brand. Furthermore, brand loyalty cannot prevail without any user experience or prior purchase hence being a core element of the brand equity (Moorthy et al., 2018). Brand loyalty can be segregated into five hierarchies. The most bottom level focuses on the consumers who are not brand-conscious, they value more the service of the company. The second level comprises those consumers who are just satisfied with the commodity/service. Then comes the third hierarchy where consumers are

pleased with the service and wouldn't want to experience any other brand. Such consumers are usually called habitual buyers. The next level comprises loyal buyers followed by the fifth level focuses on the buyers who are extremely loyal and committed to the brand and would suggest the brand to other people (Sultan and Wong, 2019).

Brand loyalty is a reason for both financial and non-financial benefits for the company (Zhang et al., 2020). It has a significant impact on the following:

- Entry barriers for new competitors
- Increased revenue from new customers
- High market share
- The customer is less sensitive to price changes
- Less need for substantial marketing costs

While the hypothetical approach to brand loyalty expresses a completely different viewpoint. A customer can be brand loyal even without even purchasing any commodity from that brand. It could be due to imitative behaviour, popularity, or generalization of that brand. In short, apart from just the repetitive purchasing, a consumer can be brand loyal even emotively as well (Foroudi et al., 2018).

### ***1.2.2 Dimensions of Brand loyalty***

There are three dimensions to brand loyalty defined as positive biases towards a product. The emotive tendency for a brand is the first dimension. It relates to the systematic manifestation of fear, respect, or compliance proneness towards a brand compared to its competitors in the marketplace (Yulisetiari and Prahasta, 2019). For instance, emotive proneness could be a strong stereotype in favour of a certain brand. The second dimension is an evaluative tendency for a brand. It relates to the positive aspect of a brand in different performance standards that make them preferable to the consumers. The third dimension is a behavioural tendency towards a brand. It is learnt from the consumer's behavioural activities such as the history of consumption from a brand (Zhang et al., 2020).

However, depending on the type of product and the consumer, all three dimensions are present in every situation. Brand loyalty could be as simple as one of the dimensions mentioned

above or could be as complex that all of the three dimensions might be applicable (Wijayajaya and Astuti, 2018).

### ***1.2.3 The theoretical background of brand loyalty***

The concept of brand loyalty initially came from a unidimensional construct (Ratnasari et al., 2020). There were two distinct concepts developed in the 1950s, which both used to gauge behaviour and attitude. Later on, a bi-dimensional model was presented by Tran et al. (2020) which combined both behavioural and attitude construct rising significant attention on brand loyalty research. Since the 1990s, the concept of brand loyalty became one of the most scrutinized topics within services marketing. It was then in 2001, that brand loyalty grew significantly despite the countless entries of new products in the market (Lesmana et al., 2021). This was due to the fact, consumers started realizing the reliability of prominent brands and how sticking to a brand could save their considerable amount of time rather than keep experimenting with new products/ services from different companies. Indeed, brand loyalty takes time to build through continuous effort and positive experiences of the consumers. At that time, loyalty was considered as repeat customers who don't give second thoughts to trying out alternative brands. Along with this, they would recommend and promote it to their acquaintances (Aldaihani and Ali, 2018).

From the early 1970s, the studies of customer satisfaction have been extensive and well-developed. Several theoretical structures have been proposed to evaluate the predecessor of satisfaction and meaningful appraisal of the construct. The majority of studies use a model where satisfaction is related to a person's initial expectations. Individual expectations can be either: confirmed if the product meets the expectations, negatively confirmed if the product underperforms than asked, or positively confirmed if the product outperforms the expectations. The product is interchangeable with services provided by the company and it goes without saying, negative disconfirmation leads to dissatisfaction (Woratschek et al., 2020).

Moorthy et al. (2018) introduced brand relationship quality as an extension to the traditional concept of brand loyalty. Brand community research has shown how consumers may remain loyal because of their willingness to conform to a reference group. Hence brand community serves as an effective way to engage brand loyalty and thereafter it became a

common technique for companies to implement (Yulisetiari and Prahasta, 2019). It also became very widespread research for scholars to investigate.

The early works relating to commitment/loyalty issues emphasized very little on the conceptual explanation of the phenomenon regarded as brand loyalty. They were based on the percentages of repeated transactions in total purchases as mentioned above. The first research using the behavioral emphasis appeared to be based on grocery and one drug item. Since then, the subject of brand loyalty has been under intense discussion in scientific literature and various empirical studies (Zhang et al., 2020).

### **1.3 Customer Satisfaction**

The customer is considered to be satisfied if the products and services meet or exceed their expectations. When a product or service's features and benefits, as well as the product itself, satisfy a customer, that customer is said to be pleased. Previous research on consumer happiness has also emphasized the importance of hopes, performance, and feelings in addition to equality in determining customer satisfaction (Ahn et al., 2018). Satisfaction with the product is like service or product excellence, practice design, perceived value, and customer connection benefits in terms of service or product excellence or hospitality. Consumer Satisfaction is a measure of how well a company's product meets the needs of its customers. Some studies, on the other hand, believe that customer loyalty and customer satisfaction are distinct concepts.

A customer's opinion of a product may be summed up in one word: satisfied. In addition, individuals show their loyalty. Loyalty develops when a consumer is happy with the brand's product and service offerings (Kim and Lee, 2019). Customers that are loyal to a brand are more likely to buy the same items and services again in the future, bringing in more profit for the company. Loyal customers are unable to transfer brands and remain loyal to their preferred product. It is unlikely that consumers would migrate from one brand to another despite various marketing efforts and changes in the competitive landscape. Consumers that remain loyal to a business are a key resource for the company's financial success and long-term viability. A pleased customer will project a favourable picture of the company and spread positive word of mouth about the business, according to Kaur et al. (2020). When customers are dissatisfied, the main result is that the company is unable to meet their expectations.

About brand loyalty, overall satisfaction was a prominent factor in the majority of studies on behavioural intentions (Yu et al., 2018). Customer loyalty, according to Ahn et al. (2018), is one of the most important ways customers show their happiness with a product or service. Marketing strategy must thus focus on fostering brand loyalty. A devoted customer's buying choices may become habitual, even easy, and so give contentment with the existing brands as a consequence, according to Kaur et al. (2020). Customer loyalty may be influenced by a variety of factors, including whether or not they are satisfied with their purchase (Kim and Lee, 2019). It was shown that a company's reputation in the services industry increases when its customers are satisfied. Satisfaction and loyalty are linked via reputation, and recommendation is linked through reputation. Retaining customers is simpler than attracting new ones, according to (Qaiser Danish et al., 2018). Customers that make frequent purchases are likely to be happy with the merchandise.

### ***1.3.1 Commitment***

The customer's commitment to the company is a sign of the possibility of building or sustaining customer identification with corporate aims and values and keeping service consumers as active participants are stated (Altangerel & Munkhnasan, 2019). In the service industry, Mullatahiri and Ukaj (2019) looked at complaint handling and commitment. Customer complaints and grievances are seen as a source of brand commitment and brand loyalty by many companies. When complaints are handled correctly, both customer loyalty and service quality improvement.

### ***1.3.2 Trust***

Trust is a crucial aspect in the formation of marketing connections and occurs when one party has faith in an exchange partner's dependability and integrity," Khan et al. (2021) said in their study. There is a strong link between trust and contentment, according to Qaiser Danish et al. (2018). As factors that contribute to customer loyalty, particularly in high-involvement situations. A person's conviction in the positive impacts of another person's activities, according to Rahi et al. (2020), is the foundation of trust. As a result, people must see quality as a positive item to have faith in a brand.

Customer satisfaction can be defined as the quantification of how content customers are with the product, service, or capability of the company (Tran et al., 2020). It could also be

expressed as an overall customer attitude towards a service provider or an emotional impulse to the difference between what customers anticipate and what they originally receive (Woratschek et al., 2020). Similarly, Lesmana et al. (2021), suggests that customer satisfaction could be said as to what extent customers' estimated experience were fulfilled by the service provider.

The benefit of customers is that satisfied customers are less sensitive to price changes and are less affected by competitors' tactics in attracting consumers (Abbaszadeh et al., 2019). The main goal for the company should be satisfying customers who are most profitable to them, for the company's survival. Most of the early research on customer satisfaction focused on the connection between performance and expectation (Nawi et al., 2019). Only until recently, the focus shifted to link among expectation, disconfirmation, and satisfaction (Cha and Seo, 2019).

### ***1.3.3 Determinants of customer satisfaction***

A full disconfirmation model is encompassing four constructs: expectations, disconfirmation, satisfaction, and performance. The expectations construct in the paradigm demonstrate forecasted performance. According to Zhang et al. (2020), there could be four kinds of expectations: ideal, expected, minimum endurance, and desirable. However Sultan and Wong (2019), distinguished expectations into categories, i.e. expectations regarding costs and efforts in acquiring benefits of the product/service, expectations of social benefits, and expectations regarding nature of product/service.

According to satisfaction research literature, disconfirmation is a crucial intervening variable (). It arises because of differences between the expectations and experience of the product or service. It is conceived that the intensity of disconfirmation determines the satisfaction and dissatisfaction of the consumer. Although a lot of influence on measuring disconfirmation separate from expectation, in the traditional paradigm it is difficult to manipulate disconfirmation individually as it is regarded as the variance between the expectations and performance.

Then there is the satisfaction which is conceptually a result of comparison of purchase and use experience of the product/service with the expected outcome (PFAFF). PFAFF proposed that to describe satisfaction both cognitive and affective models can be used as alternatives (Foroudi et al., 2018). However, Yulisetiari and Prahasta (2019) argued that attitude is a pre-



decision notion whereas satisfaction is a post-decision construct and hence asserting PFAFF proposal as void.

The last construct, performance, is fundamentally used as a standard of comparison to assess disconfirmation. Some researchers emphasized how performance ratings were influenced by expectations instead of how a change in performance impacted satisfaction. Although it is only logical to assume that better performance will lead to increased satisfaction, whatsoever such effect has not been verified yet (Erkmen and Hancer, 2019).

### ***1.3.4 Strategies to improve customer satisfaction***

An effective way to improve customer satisfaction is to outline steps to supervise the end-to-end experience delivered to customers. Following strategies could be followed to kick start customer satisfaction strategy (Cha and Seo, 2019):

#### ***1.3.4.1 Apprehend customers***

Understanding the psychology of customers should be the focus of attention for a company and fulfilling them to provide them with a better experience. When a business understands the needs of customers, it can quickly respond to them to produce positive results. Predicting the customer's needs can render customers feel valued and assured that their needs are being met. Additionally, knowing what customers desires can enable companies to alter their services according to the customer's demands, as 48% of the consumers expect to be treated especially it could very much lead to a positive impact (Cha and Seo, 2019).

#### ***1.3.4.2 Improve Customer support channels***

Introducing Omni channel support can streamline all conversations across different modes of communications such as social media, email, and call centers. It could provide continuous support to customers which can deliver a unified brand experience. An organization can use Omni channel support to reduce average response time and gain valuable insights about the customer profile through analyzing their concerns (Han et al., 2018).

#### ***1.3.4.3 Offering Free Wifi and Additional benefits***

The Internet has become the soul of people nowadays. A telecommunication company can occasionally offer free wifi to win customers (Wantara and Tambrin, 2019). The majority of businesses have stated that free wifi has had a 79% success rate. Apart from free wifi, a company

can introduce discounted package bundles to attract customers. Setting bundles just according to the needs of the customers can result in huge success for the company.

#### *1.3.4.4 Enable feedback mode for customers*

Assessing customers' feedback can help businesses to acknowledge what it exactly lacks. It can provide them with a strong opportunity to work on their weaknesses (Erkmen and Hancer, 2019). Responding to customer feedback can strongly impact their satisfaction and make them realize their futures will be readily dealt with in the future as well. Communication and responsiveness can enhance or obliterate the brand's image so both online and offline presence is required for customer satisfaction.

#### *1.3.5 Customer Satisfaction in telecommunication in Pakistan*

Unlike research in developed countries, like the United States of America, the United Kingdom, etc. there has been a lack of study on customer satisfaction relating to the telecommunication sector in Pakistan. However, recently more attention has been given to the conceptualization and quantification of service quality in regards to customer satisfaction. Research is also carried on developing service quality gauging tools by targeting the mobile telephony sector specifically. It was pointed out that consumers of services from the telecommunication sector pay more attention to fundamental service issues such as value-added services, customer care, and pricing schemes (Bamfo et al., 2018).

### **1.4 Brand Image**

The way clients see a brand is referred to as its brand image. The customer's perception of the brand can be defined as the way the brand is perceived by them. In the marketing field Brand Image is one of the important concepts (Keller, 1998).

A study shows, for the promotion of a brand, the image of the brand plays a vital role (Mao, 2010). It takes time for this image to take shape. A customer's image of a brand is formed as a result of their interactions and experiences with the brand. It is possible to have these interactions in a variety of ways that do not necessarily involve the purchase or use of products or services (Bennet & Rundle-Thiele, 2004).

The present perception of a brand by its customers is referred to as its brand image. When it comes to targeting consumers' brains, it may be characterized as a unique bundle of

associations that they have (Bian & Moutinho, 2011). It represents the values that the company now represents. It is a collection of beliefs that people have about a certain brand. Briefly stated, it is nothing more than a consumer's view of a certain product. A brand's positioning in the market is the manner in which the brand is perceived. The brand image provides more than just a mental image; it also delivers emotional worth.

The most important aspects of a positive brand image are a distinctive logo that reflects the organization's image, a slogan that describes the organization's business in brief, and a brand identifier that supports the organization's core values.

#### **1.4.1 The Importance of a Company's Image**

Every company seeks to establish a positive reputation since it aids in the achievement of its commercial objectives (Gommans, et al., 2001). The following are the benefits of having a strong brand image:

- As more clients are drawn to the brand, the company will earn more money.
- It is conveniently easy to introduce new items under the same brand.
- Existing clients' confidence is boosted as a result, it aids to coming back again
- Improved interaction between business and customers.
- A firm with a negative reputation may find it difficult to function and may be unable to introduce a new product under the same brand.
- One of the most successful ways to develop and maintain an effective brand image is through a multidisciplinary approach that integrates media with an integrated marketing campaign (Wahid & Ahmed, 2011).

Developing a strong brand image is a crucial part of marketing strategy. When it comes to brand marketing, the image of the brands is critical. The brand's image is made up of the combined perceptions and beliefs of its customers (Shanahan et al., 2019). The image of a brand is a collection of people's perceptions of a particular service or product. These views play a significant role in the consumer's judgment when they are looking for an alternative brand. When it comes to building a positive image for a company, it helps to have a positive brand image. It has a favourable effect on the customer's loyalty to the brand (Martín-Consuegra et al., 2019).

Customer satisfaction is crucial to building a positive brand image. In terms of client happiness, that's a big factor. When it comes to creating a strong brand image, it's not about the product's technical specifications. However, a company's brand image is a product of marketing and advertising. When customers are loyal to a brand, it helps build a strong customer base that can be leveraged to outperform the competition and get the competitive edge required to thrive in the market. Despite the price or efficiency changes, customers who have a strong sense of loyalty to a brand are more likely to make repeat purchases from that business (Lee, 2019). It is more probable that loyal customers will continue to utilize a company's products and services if they are not influenced by competitors' marketing initiatives. Any time a client talks about their experience with a product in front of others. That is how it develop a product's brand image (Seo and Park, 2018). The brand's image is a combination of the product's qualities, design, packaging, and other attributes that set it apart from competing items. As a result, the brand's image reflects how customers feel about the brand's many facets.

Brands may be created differently. The first step is to develop a brand strategy that is in line with the goals of the business. Step two involves educating the customer about our brand, products, and services. Step three is to update the brand periodically with new functions and technologies that benefit the customer. What people think of a brand depends on how they see it from their perspective. A good illustration of how low prices and great quality appeal to customers is one of the defining characteristics of a brand's identity (Yu et al., 2018). Some clients are willing to spend top dollar for the best quality. Customers who have a favourable experience with a brand are more likely to tell others about it and urge them to do the same. While the brand's colours, name, and logo are important, they do not convey the quality of the company as a whole. The image of a company's brand increases when it is refreshed more often than its rivals (Ju et al., 2019). It is the fundamental role of a brand to help the consumer identify between the product or service and its rivals/competitors in terms of origins, manufacturing, and differentiation from the competition. A brand's image increases when it satisfies the needs and wishes of its consumers. Customers are drawn to a company's brand image because it reflects its core values.

### **1.5 Significance of the study**

In Pakistan, the factors that emphasise brand loyalty in the telecommunication industry are the behaviour of the customer to repurchase a particular product or service and to surrogate the same product from another company. Brand loyalty plays a vital role in consumer markets; it can develop a bridge between the company and the buyer. Telecommunication is expanding in Pakistan, and almost 80 million people are mobile users, and the ratio is increasing day by day. When a product of the same company sells rapidly, they will try to launch new and more products and urge the customers to shop more. It will also encourage the new customers to collaborate with the company. The good reputation of the brand will increase the profits. Other companies will try to launch the same kind of product, so it will become more challenging for the company to establish its reputation, so they will come up with new ideas. The lower costs will help to find more buyers. Giving out rewards to customers before the expiration of the product will encourage the buyer to shop or to keep the product. The company can connect with its customers through mail and emails, as well as by providing updates on various packages, sales, and promotions. The information from the targeted clients will help the company come up with new ideas, promotions, and packages. Therefore, by studying the factors that impact the brand loyalty of the telecommunication industry in Pakistan, it will be easier to assess the relationship between customer satisfaction, brand image, and brand loyalty people has towards a network.

### **1.6 Aim of the study**

The aim of the study is to access the relationship between customer satisfaction, brand image, and brand loyalty

### **1.7 Objectives of the study**

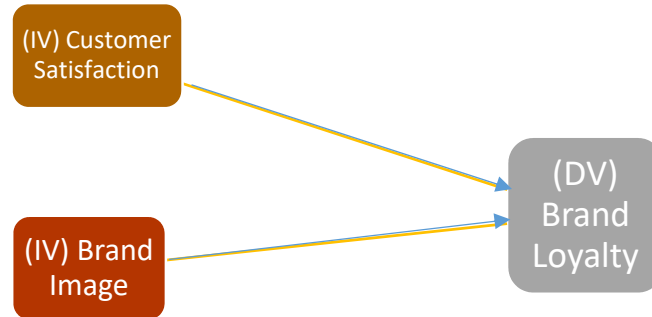
- To find the impact of customer satisfaction on brand loyalty
- To find the impact of brand image on brand loyalty

### **1.8 Hypothesis of the study**

**H1:** There is likely to be a significant relationship between customer satisfaction and brand loyalty.

**H2:** There is likely to be a significant relationship between brand image and brand loyalty.

### 1.9 Framework of current research



**Figure 1.** *Research Framework*

The purpose of this research is to evaluate the function of brand loyalty in the link between brand image and customer satisfaction in the telecommunication industry (Jazz, Telenor, Zong, and Ufone). Figure 1 depicts the framework for this investigation. This graph depicts the relationship between brand image, customer satisfaction, and brand loyalty as well as the role of the telecommunications industry. Customer satisfaction and brand image have a favourable influence on brand loyalty in Pakistan's telecommunications industry, according to the study model. The telecommunications industry acts as a complete mediating factor in the relationship between brand image, consumer satisfaction, and brand loyalty, as shown in Figure 1.

## Chapter 2

### Literature Review

#### 2.1 Chapter Overview

To better understand the connection between strong brand image and high levels of customer satisfaction in the telecommunications industry, this chapter conducts a comprehensive literature analysis. Customer brand awareness and social media marketing have been the subject of past research. Various points of view are presented in this research. This chapter's primary goal is to provide a variety of viewpoints based on the results of prior research. As an advantage, key concepts removed from previous research have been incorporated into a theoretical framework. Research hypotheses and literature gaps are also included. Literature reviews of academic publications from a variety of international journals are used to extract significant themes related to brand loyalty in the telecommunications sector when describing the conceptual framework for loyalty study.

#### 2.2 Strong brand image v/s improved brand loyalty

According to Yaseen and Mazahir (2019), brand image is one of the most complicated variables that powerfully and substantially impact customers' desire to portray their image. People's sense of self-worth is mostly based on the things they own. In addition, the research states that people buy things to improve their self-image, according to research that shows how appealing a brand's personality influences indirectly brand loyalty. Similarly, according to Ashraf and Niazi (2018), an organization's brand image is one of the most variant aspects that influence customer loyalty in two ways: first, customers value to present their image, and second, people are likely to characterize themselves in and out of groups or categories that are evaluated by consumers' mission and interests and favour that encounter similar goals and values. It is necessary for the brand with a little physical difference to take advantage of the prestigious brand image to get a competitive edge over the brand that has a more prestigious brand image, even if the price of the brand decreases (Ashraf & Niazi, 2018).

Moreover, another research by Altangerel and Munkhnasan (2019), it is elaborated that when it comes to building a distinctive identity for customers, the brand has always been deemed crucial. In addition, the research addresses that symbolism may be utilized to safeguard brand

loyalty in a brand marketing strategy. When it comes to developing markets, customers are more prepared to accept change in their lifestyles, and they are more inclined to utilize a brand as a means of expressing themselves. As part of the branding theory, it was said that brand image must be consistent and parallel with customers' images and that it's a process and endeavor to satisfy psychological and social requirements. In addition, a company's image is shaped by its brand, and this includes things like affluence, sophistication, success, and arrogance (Altangerel & Munkhnasan, 2019).

According to Rather et al. (2018), brand image is easier for consumers to relate to and understand a powerful brand's value offer. Customer loyalty is built over time because of this. An appealing brand image aids clients in understanding distinctions between rival brands so they may make more informed purchasing decisions. As a result, customers are more inclined to stick around (Rather et al., 2018). The research also suggests that businesses must focus their marketing efforts on building a strong brand image and growing the number of customers who stay loyal. Many companies now allow consumers to experience the brand with their family and friends, which influences their strengths the brand image emotions, and brand loyalty.

Further another research by Lee (2019), the brand image helps customers build lasting connections, and it encourages them to buy again. Furthermore, a company's brand image not only communicates with consumers but also portrays the brand's quality and characteristics, both of which contribute to long-term customer relationships. Consumers' loyalty to a brand is strengthened when they have faith in it.

The success of a company is directly linked to its brand image and client loyalty, according to Algharabat et al. (2020). Brand loyalty and brand image are important considerations for companies when building their marketing strategy.

### **2.3 Strong brand image v/s enhanced consumer satisfaction level**

The customer's contentment is boosted by the brand's favourable image. By academic research by Su and Chang (2018), it is elaborated that to create a brand's reputation, a consumer must be aware of the brand and utilize it regularly. Customer satisfaction rises when a company's image is elevated. The brand's image is shaped in part by its ability to satisfy its customers. In addition, the researcher concludes that for a business that strives to meet the needs of its clients,



maintaining a positive brand image is critical. Corresponding to that another research an organization's efficiency may be improved by focusing on the brand's image and customer happiness. About the shop, it shows how to store satisfaction is connected to the store's brand image (van der Westhuizen, 2018). The research further explores that brand image and customer happiness are linked by a mutually beneficial relationship between the company and its customers. According to the findings by another research Rambocas et al. (2018), there is no significant correlation between brand loyalty and customer pleasure. However, research also elaborates that consumer satisfaction has a direct impact on the company's image. The brand's reputation is enhanced when customers are loyal to it. And the brand's reputation as a high-quality product makes consumers more inclined to buy it. Quality at a reasonable price and customer satisfaction improve the brand's image, making it more appealing to potential customers. In addition, research concludes that the company gains more revenue and goodwill by enhancing its brand's image.

#### **2.4 Association between Brand Loyalty and Service Quality**

The idea of providing high-quality service is important across all industries, especially the service industry. As a result of this sector's rapid expansion, research into the quality of customer service has never been more interesting (Foroudi et al., 2018). The five dimensions of quality measurement, namely assurance, dependability, empathy, tangibility, and responsiveness, are used to gauge consumer perceptions of service quality (Bilgin, 2018). The research further elaborates that customers often look for products and services that are both easy to use and enjoyable to use. To put it another way, clients want a high-quality experience. According to Ashraf et al. (2018), the quality of a company's services must be taken into consideration by businesses. Customers can rely on the organization to provide high-quality services. The quality of customer service is essential, but it is not good enough to inspire devotion to a mobile phone business.

Furthermore according to Kamboj et al. (2018), one of the factors that contribute to customer loyalty in several industries is the quality of the service provided. Customer loyalty to telecommunication services is influenced by the perceived quality of service. The research further narrates that customer loyalty was discovered to be influenced by the quality of the service provided. When clients get the service they expect, their trust in the company grows,

which in turn influences their loyalty. Brand loyalty may be influenced by how well a company treats its customers. In addition, it is stressed that the quality of service given through service delivery dimensions and service dependability dimensions may improve customer brand loyalty. However, according to the findings of Rather (2018), customer loyalty and the quality of the service provided are only connected in the long run. In contrary to earlier comments, customer service perceptions have a detrimental impact on client loyalty. It was also revealed that service quality dimensions might be a major factor in customers' decision to transfer mobile providers.

## **2.5 Association between Brand Loyalty and Customer Satisfaction**

According to Iglesias et al. (2019), the business has a lot of study on brand loyalty undertaken in industrialized nations. Customer satisfaction is a strong indicator of brand loyalty across a wide range of service industries. Creating good or negative thoughts about a product or service depends heavily on client satisfaction. According to theory, customer happiness is a significant factor in determining consumer purchasing behaviour and, ultimately, whether or not a customer will remain loyal to a certain brand (Iglesias et al., 2019). Much additional research has shown that a strong correlation exists between consumer happiness and brand loyalty. According to Mohammed and Rashid (2018), the performance of a telecoms company's brand loyalty program is also determined by the level of client happiness. Customer satisfaction positively and substantially affects brand loyalty in a similar way to the earlier study, which found the same thing in Taiwan.

Another technique elaborated by Ju et al. (2019), to validate and reinforce the effect of all model pathways on Selangor, Customer happiness serves as a mediator in Malaysia's brand mobile user loyalty. It is consistent with according to Shanahan et al. (2019), who found a direct correlation between customer happiness and customer loyalty. However, several studies have shown a correlation between customer pleasure and customer loyalty that is not directly linked. To verify and strengthen the impact of all the routes in a mobile user's brand loyalty model, customer satisfaction may be used as a mediator according to Shanahan et al. (2019). Customer happiness and brand loyalty are linked indirectly in research conducted outside of the telecommunications industry (Martín-Consuegra et al., 2019). A telecom brand loyalty model may employ total customer happiness, but customer dissatisfaction may undermine brand loyalty, and even high levels of satisfaction might have an impact. Also further Seo and Park

(2018) proposed that, because of discrepancies in past studies, researchers in the telecommunications sector have attempted to reformulate the factors influencing customer loyalty to a brand.

According to Altangerel and Munkhnasan (2019), customer happiness and brand loyalty have a tight link, and researchers say that customer pleasure cannot be adequately comprehended without customer loyalty. Both researchers identified that there is a correlation between consumer happiness and brand loyalty after evaluating many characteristics, including allegiance to a particular brand. The relationship between customer pleasure and loyalty has been the focus of the most recent research. Another study by Mullatahiri and Ukaj (2019) suggest that customer happiness is directly linked to brand loyalty, and that dissatisfaction is the most common cause for customers to move brands. Moreover, it suggests that the American Customer Satisfaction Index was established in 1984 with the main goal of illuminating the evolution of customer loyalty to a particular business. Using the ACSI model, the consumer's perception, value perception, and perceived quality all play a role in customer satisfaction. The majority of the research shows that customer happiness is a key aspect in building customer loyalty to a business. They also look at the fact that committed clients tend to make purchases regularly. Similarly, research suggests that Nainggolan and Hidayet (2020), consumer happiness is an important factor in brand loyalty. When it comes to service industries, client pleasure boosts reputation, and in turn, customer loyalty affects reputation. Researchers claim that keeping current consumers is simpler than finding new ones.

## **2.6 Brand Image, Customer Satisfaction, and Customer Loyalty**

To keep consumers happy and loyal to the product, the brand's image is a crucial asset. There is a direct correlation between customer retention and the perception of a company's brand in the marketplace. According to Ju et al. (2019) client feedback, the brand's image hurts customer loyalty. One of the most important factors in customer loyalty and corporate success is customer happiness. There is a clear correlation between brand image and customer satisfaction, according to Ahn et al. (2018) recent research, and customer pleasure fosters consumer loyalty to the product. There is a strong correlation between consumer happiness and repeat purchases based on loyalty, according to several academics. Many research has demonstrated that the defect is evident in the level of client satisfaction (Kim & Lee, 2019). When customers indicate

they are happy with a product, they will continue to buy it elsewhere. Consumer happiness, customer loyalty, and repeat purchases all have a positive correlation, as researchers have shown. Many studies have shown that clients who are happy with their service tend to make fewer purchases as a result (Iglesias et al., 2019). Many customers say they're happy with the items but prefer to buy from a different brand at the moment.

Yaqub et al. (2019), Customers who have a favourable impression of the company are more likely to have a positive perspective of the organization as a whole, which in turn leads to a more comprehensive and constructive evaluation of the organization. Further, Shamsudin et al. (2019) positive public perception of the company has a direct impact on customer happiness and brand loyalty. In addition, research suggests that employed customer happiness as a mediator between brand loyalty and corporate image in the context of a merchandising business and found that customer satisfaction had a beneficial impact on the link between corporate image and brand loyalty. Furthermore, they recommended that firms establish strong BI and concentrate on customer satisfaction to acquire competitive advantage and strength and successful brand loyalty.

## **2.7 Brand Loyalty in the telecommunication sector in Pakistan**

According to Yazid et al. (2020), a sector of telecommunications it is becoming more difficult to maintain bald clients and attract new ones in competitive and highly fragmented marketplaces. The building of brand loyalty is now hailed as the universal solution to the ever-increasing level of competitiveness in today's market. Additionally, another author according to Qaiser Danish et al. (2018) says that, in the telecommunications industry, this might be applied. It has been noted in the research that "in telecommunication services, it is frequently stated that once customers have been acquired and connected to the network of a particular operator, their long-term relations with the focal operator are of greater importance to the success of the company in competitive markets than they are in other industry sectors". There are many good reasons to choose wide spectrum telecom and the mobile phone provider market in particular, but this is one of them.

According to Shamsudin et al. (2019), the incredible spread of mobile services has exceeded experts' predictions. Commoditized services from an insignificant business have made it a prominent sector. In most industrialized nations, the mobile market has matured. Service quality is measured by factors such as availability, flexibility and dependability as well as

simplicity. Research conducted by Nainggolan and Hidayet (2020) found that the most important factor in creating brand loyalty among consumers is to protect the customer base that has already subscribed to the services. This is also vital for the long-term viability of the brand. To attain this purpose, client happiness and trust must be taken into account. In Greece's mobile telecommunications industry, researchers Ashraf and Niazi (2018) looked into what makes customers stick with a provider. In a mature market, mobile operators must understand the factors that lead to consumer loyalty.

Customer happiness and service quality were two of the factors considered. Eventually, this has a significant impact on client loyalty. The concept of service quality is fundamentally influenced by the level of pleasure a certain customer feels with their experience. Their connection has also been confirmed (Nainggolan & Hidayet, 2020). Customers' happiness and brand loyalty are important factors to consider when developing a customer retention strategy for cellular network providers. A highly competitive and rapidly expanding sector of the economy, the telecom industry has emerged during the last three decades. In Asian nations, the growth rate of mobile telecommunications is accelerating. There are 180 million mobile phone customers in China, the world's most populous country and one of the fastest-growing mobile phone markets in the world (Khan et al., 2021).

According to Yaseen and Mazahir (2019), in Pakistan, the same tide of transformation may be seen. According to research mobile phone service was established in Pakistan in 1990, and the industry has never looked back. In a decade, Pakistan's conservative policies have boosted this sector's development significantly. This industry has grown by 150% between 2003 and 2006, according to Pakistan's telecommunications regulator (PTA). According to Rahi et al. (2020), in 2012, the country's teledensity reached 68.39 per cent, up 6.7% from the year before. In addition, from 2003 to 2012, the number of mobile phone customers rose from 12 million to 109 million people. Similarly, Chang (2020) stated that, in 2012, there were 31,303 franchisees compared to 30,126 in 2011, a significant rise. In addition, this industry has a substantial impact on the economy's growth.

According to Yaqub et al. (2019), the year 2012 saw a record-breaking Rs.362 billion in telecom income, and the industry contributed more than Rs. 116.9 billion to the national treasury. In addition to the corporate community, this surge in money and quick development is attracting

academic scholars because of its alluring capacity to draw both. Businesses and researchers looked at this industry from a variety of angles, but consumers were the most important. Similar to that Yazid et al. (2020) widely accepted that customer happiness and loyalty are more cost-effective than recruiting new customers to a corporation. Loyal clients may be a company's competitive advantage. As Shamsudin et al. (2019) point out, client retention is a big priority for businesses, which leads to long-term and lucrative relationships. Marketing managers are also concerned with consumer satisfaction. Increasing client loyalty is a primary goal of the marketing manager's job description. Mobilink, Ufone, Telenor, Warid, and Zong are the five mobile service providers in Pakistan currently providing their services.

According to Qaiser Danish et al. (2018), customers' needs remained a primary focus for them as they sought to increase their market share and profit margins. Client loyalty and contentment are difficult to cultivate since a disgruntled customer might quickly migrate to another firm, making it necessary to use a variety of methods to prevent this from happening. Long-term relationships may be built with a well-executed approach. Customers' happiness and loyalty are top priorities for marketing experts in Pakistan. Bilgin (2018) defined customer loyalty as the willingness of a consumer to regularly buy a product or service, independent of a new scenario or a competing offer, in the future. Loyal customers are less price-sensitive and more resistant to unfavourable word of mouth. Customers' loyalty to a company's products or services, according to Rahi et al. (2020), is an important factor in the company's success.

## **2.8 Research gap**

The existing articles and journals can be used to learn about the concept of brand loyalty and how it is linked to a strong brand image and high levels of consumer satisfaction, but the reviewed literature is not clear enough within clarifying the complicated relationship between national telecommunications companies officials' problems, and so these opinions have created a gap throughout this study. Also, the above evidence was not narrated the four leading telecommunication companies (Jazz, Telenor, Zong, and Ufone) and their brand loyalty is also the identified major gap of literature.

## **Chapter 3**

### **Methodology**

#### **3.1 Chapter Overview**

The proposed methodology for this research includes all of the critical aspects that are covered in the methodology chapter. The research philosophy, study technique, design, strengths and limitations, and research justification will all be covered in this part of the research study. As a research philosophy, positivism will be applied. It claims that the social world may be objectively understood. In this research concept, the researcher is an impartial analyst who works independently, distancing himself from personal ideals. In this kind of study, the findings are typically visible and measurable. The deductive approach will be employed after critical evaluation. This kind of research approach helps in examining a reputed hypothesis or a possibility to find out if it has any validity in a variety of scenarios. The logic approach is the most comparable to the deductive technique. The logic would guide us to a new hypothesis to test after commencing with a theory. Then, the new hypothesis would be tested and evaluated by observing whether it confirms or contradicts the hypothesis. The research method is next, and for this study, just one method will be used. A mono-method study uses only one type of research, either qualitative or quantitative. Due to the numerical nature of data, the quantitative research technique is the most appropriate way to adopt given the nature of the intended research topic. This research technique is allowed since the nature of the research is exploratory. This form of research necessitates scouring a range of sources for relevant material to the study question. It is also critical to include specific details in the research. According to Jamali (2018), as a researcher, his approach allows you to be more adaptable in order to get a large amount of knowledge about your study issue. This form of study necessitates a significant amount of prior knowledge about the research subject, making it easier for qualitative research observers to evaluate the data they come across

#### **3.2 Philosophy of the Research Work**

According to Saunders (2019), the researcher's research philosophy is essentially a set of ideas and assumptions about the generation of knowledge, as well as how he or she sees the world. Many critics have debunked the notion that there is a single "optimal" research

philosophy for business and management research, arguing that each philosophy presents a distinct vision of the organization's environment. Ontology and epistemology are included in these assumptions. They are the assumptions about reality and human knowledge that inexorably affect a research undertaking, influencing study topics, methodologies, and interpretations. For this research, Positivism research philosophy was used. Positivism is based on quantifiable facts that can be statistically analysed. It has been the most popular sort of research in business and management disciplines for many years. It is a philosophy based on the empiricist belief that knowledge comes based on own experience. It takes an atomistic, ontological view of the cosmos, perceiving it as a jumble of distinct, visible pieces and events that interact in predictable and regular ways. The following are the guidelines:

- The logic of inquiry is consistent across disciplines.
- The study's purpose should be to explain and predict.
- The research should be visible to the human senses. Inductive reasoning should be used to generate assertions that can be tested throughout the research process.
- The terms "science" and "common sense" are not interchangeable. The investigation's findings should not be influenced by common sense.
- Science should be value-free and evaluated only based on logic.

According to Park et al. (2020), the process of actively developing hypotheses is to put these theories to the test, the researcher would need to do empirical research, a thorough examination of the findings in order to quantify them, and the ability to codify the outcomes into a set of rules is required. Predictions are the main strength and advantage of a positivist method. Furthermore, a positivist viewpoint makes it simple to compare and share information with experts in other subjects. However, when compared to the immense complexity of social phenomena, the search for ideal and faultless norms of scientific technique and analysis is just too impractical. Moreover, the lack of empathy and attention to subjective, individual, and hermeneutic components of social phenomena in positivism is another weakness.

### **3.4 Research design**

A research design, according to Saunders et al (2019), is a general plan for how you will approach your research topic. It is possible to utilise a quantitative or qualitative design. The



research design, to some degree, illustrates how the investigation was carried out, containing the goals obtained from the research question(s), the data collection source, and so on. Finally, how data was collected and analysed was included. For a given issue, the mono method refers to the use of only one research technique. Only a quantitative method will be employed in this investigation.

Cross-sectional surveys, according to Kesmodel (2018), are observational investigations in which the experimenter seeks data from a portion of the target population at a certain time. Researchers can evaluate a range of variables at any same moment. According to Zangirolami-Raimundo et al. (2018), this type of survey gathers information from persons who are comparable in every manner except the one being researched. The only variable that remained constant throughout the survey is this one. Correlation research is used to find a connection among two or more elements or things, as well as how one thing can affect the other thing and what changes occur as a consequence of this interaction, according to Cutis et al (2016). To be appropriate, it needs the engagement of two or more independent bodies. Establishing a connection between two bodies or societies without assuming dissimilar features is important. Trends, patterns, and correlations between variables are concluded in the same way that they were built up in the beginning, according to MacKenzie (2013). The effect of one of these elements on the other is explored, as well as how the connection between the two variables changes. To get the desired findings, researchers typically adjust one of the factors.

### **3.5 Research Strategy**

The study employed the primary quantitative method as a research strategy. Quantitative research, according to Sukamolson (2007), is defined as a method of studying events utilising measurable data and statistical, mathematical, or computer methods. According to Goertzen (2017), this kind of research gathers information from present and potential customers. For this purpose, sampling techniques are used and the distribution of online polls, surveys, and questionnaires, among other things, are also used. These methods can help acquire results that may be mathematically expressed. If a person has a thorough understanding of these data, they may anticipate the future of a product or service and make necessary changes. Most quantitative consequence studies in the social sciences use the statistical procedures as indicated above to gather quantitative data. According to Thrusfield et al. (2017), investigators and researchers

mostly prefer using mathematical frameworks and theories connected to the number in issue in this study approach. As part of the inquiry, surveys will be conducted. According to Norris et al. (2015), direct quantitative research is the considerable and prevailing process of conducting market research. The primary analysis, in a contrast to secondary research, is about collecting data instantly instead of depending on data from previous investigations.

A survey was used for collecting primary data. According to Norris (2015), the measuring scales are necessary to generate a multiple-choice question in a survey. Multiple-choice questions need measuring scales such as nominal, ordinal, interval, and ratio. As a result, comprehending these levels of measurement is crucial for creating a trustworthy survey. Another aspect of the core quantitative research design is data analysis. Following the collection of raw data, the data must be analysed in order to draw statistical conclusions from the study. It is compulsory to connect the findings to the study's goal and assess their statistical significance. Cross-tabulation is a primary statistical demand computation method used to find trends, patterns, and links among the numerous criteria in a research study that was employed in the research.

### **3.6 Sampling and Sample size**

Both men and women participated in the survey. Random sampling was used to determine the sample size. The purest form of probability sampling is simple random sampling. Individuals are picked at random using this approach, providing each component of the population an equivalent chance of evolving the issue. In research focused on survey methods, the main aim of sampling is usually to acquire an adequate sample that could be representative of the marked population. A large random sample improves the likelihood that the respondents may give us replies in a correct manner and reflect the whole folk. To draw meaningful conclusions about the population, the sample must contain people who share the population's characteristics. Questionnaires, according to Martin (2006), individually or in groups, can be self-administered or delivered by a professional, and they usually comprise a succession of items that represent the study objectives. Demographic questions may be included in surveys in addition to valid and trustworthy research equipment. Participants can get questions on paper, via email, or an online platform like SurveyMonkey. They can also have a combination of the two which would allow them to choose their preferred method. The sample size will be 300 samples, which will be

gathered with consent from a university. The sample will be taken from Telenor users in the general public. For at least the last two years, telecommunication suppliers have included Jazz, Ufone, and Warid.

### **3.7 Inclusion and Exclusion criteria**

#### ***3.7.1 Inclusion Criteria***

- Participants who are using the same network for six months were included
- Participants included were both males and females were included
- Participants included from both urban and rural areas were included
- Participants who can read English were included

#### ***3.7.2 Exclusion Criteria***

- Participants who were disabled were excluded
- Participants who cannot read English were excluded
- Participants using multiple networks were excluded

### **3.8 Research instruments**

A survey scale is a set of answer options that can be verbal or numerical and cover a wide range of points of view on a topic. It is part of every closed-ended question. Most customer satisfaction surveys employ an ordinal scale to allow respondents to grade their responses. Likert scale answers for customer service, according to Joshi et al. (2015), are highly adaptable and may be used to measure a wide range of emotions, including agreement, satisfaction, frequency, and desirability.

The Linkert scale was used in this poll, and the participants were able to pick from 1 to 5. 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The questions in the survey resembled are attached in appendix A. According to Ponto (2015), surveys may be completed more quickly and at a lower cost. Primary data collected via surveys is generally simple to analyse. Thus, it was considered as the best method to gain primary data. However, in other circumstances, respondents' refusal or incapacity to submit information might need to be tackled. Another issue that could arise is respondents' bias, which is respondents supplying false information. Another issue is differences in incomprehension. It is tough to phrase questions in a

manner that each respondent underacts the same thing. Keller's (2001) brand loyalty scale was used which had 7 questions on 5 point Liker Scale.

### **3.9 Ethical Consideration**

Participants were well-informed about the research's objective to have a clear knowledge of the research, according to Anderson (2013)'s ethical guidelines, which are discussed subsequently. They were not be tricked or pressured into giving their permission (Roy, 2009). All participants were emailed consent papers and a document with information on the study, which they must sign.

This research focused on adhering to ethical research requirements. It was considered that every part of the data gained is valid and originates from credible origins. All findings were double-checked, and no misleading information will be issued without a fact-checked findings section. The inquiry was conducted with complete transparency and rigour, with the only purpose of achieving educational goals. The research's main purpose was to increase the breadth of knowledge. No secondary data from research publications were retrieved from pirated websites. The intellectual property of other researchers was treated with the utmost care, and the study only used publically available data. Important knowledge about the research issue was included, and discoveries will not be imperilled their interpretation. All aspects of the study were carried out with complete honesty, with no content plagiarized from other sources.

Ethical issues considered in this research were;

#### **A. Privacy**

The survey took place in a secure, pleasant, and peaceful conference room at work, with no other people present.

#### **B. Confidentiality**

Participants got written and verbal consent that their data cannot be used without their permission.

#### **C. Participants' dignity and well-being**

The survey was designed in such a way that participants did not feel ashamed or uncomfortable doing it.

**D. Anonymity**

Participants were informed about how and to what extent their personal information would remain private.

**E. Potential Conflicts of interest**

The survey was conducted independently, allowing participants to speak themselves without fear of being accused of bias. Before beginning data collection, the ethical protocol was followed, the ethics form was filled out, and a copy was handed to the supervisor.

## Chapter 4

### Results

The result of the current study was evaluated using Statistical Package for Social Sciences (SPSS) version 25.0. The section is divided into three parts, i.e. first part explained the descriptive analysis, the second part concluded the inferential analysis, and lastly, the third part explained the additional analysis between categorical demographic variables.

#### 4.1 Descriptive analysis

*Table 1: Descriptive Statistics of Study Variable (N=300)*

<b>Variables</b>	<b><i>M(SD)</i></b>	<b><i>f(%)</i></b>
Gender		
Male		180(60)
Female		120(40)
Age	32.3(11.1)	
Area of residence		
Urban		294(98)
Rural		6(2)
Current telecommunication network		
Jazz		71(23.7)
Ufone		27(9)
Telenor		62(20.7)
Zong		140(46.7)

Years of usage of a current network (in years)	2.80(1.3)
Change in the network in the past 5 years	
not a single one	88(29.3)
changes once	55(18.3)
changes twice	46(15.3)
changed thrice	46(15.3)
changed multiple times	65(21.7)

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The above table has mentioned table evaluated that the total number of participants was 300 of which 60% were male and 40% were females. The average age of the participants was 32.2. Most of the participants belonged to an urban area (98%). Zong telecommunication network was the most used network and account for 46.7%, whereas, Jazz 23.7%, Ufone 27% and Telenor 20.7%. The total number of years for the usage of the current network was 2.8 years.

#### **4.2 Inferential statistics**

The inferential analysis includes Pearson product-moment correlation (table 2) and regression analysis (table 3, 4, 5) to check the prediction between study variables.





BLSensualit y_total	Pearson Correlation	-.006	.151**	.614**	.490**	1	.586**	.853**
	Sig. (2-tailed)	.923	.009	.000	.000		.000	.000
	N	300	300	300	300	300	300	300
BLIntimacy_ total	Pearson Correlation	-.027	.269**	.761**	.269**	.586**	1	.864**
	Sig. (2-tailed)	.638	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300	300
BrandLoyalt y_total	Pearson Correlation	-.003	.316**	.800**	.639**	.853**	.864**	1
	Sig. (2-tailed)	.963	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300

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

Table 2 showed that age does not have any relationship between study variables. However, customer satisfaction showed a positive and significant relationship with other variables which are brand image and all the subscales of brand loyalty. Similarly, brand image is significantly positively related to brand mystery, brand sensuality and brand intimacy. Overall, brand image is positively and significantly related to brand loyalty.

Table 3: Model summary of linear regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 <sup>a</sup>	.642	.640	4.18544

a. Predictors: (Constant), CS\_total, BrandImage\_total

Table 4: ANOVA statistics of linear regression

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9330.573	2	4665.286	266.316	.000 <sup>b</sup>
	Residual	5202.814	297	17.518		
	Total	14533.387	299			

a. Dependent Variable: BrandLoyalty\_total

b. Predictors: (Constant), CS\_total, BrandImage\_total

Table 5: Coefficient table of linear regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	37.375	3.408		10.966	.000
BrandImage_total	1.572	.074	.786	21.209	.000
CS_total	.481	.430	.042	1.120	.264

a. Dependent Variable: BrandLoyalty\_total

Table 3 showed that there is a 64% variance defined by the independent variable in brand loyalty. Table 4 showed that the overall model of regression analysis is significant which means that customer satisfaction and brand image are significant predictors of brand loyalty ( $F=266.31$ ,  $p<.001$ ). However, Table 5 concluded that only brand image is the significant predictor of brand loyalty ( $B= 1.57$ ,  $p<.001$ ). This could be because of the uncontrolled variance by a brand image on customer satisfaction.

Table 6: One way ANOVA analysis of types of telecommunication network and study variables (N=300)

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CS_total	Between Groups	33.462	3	11.154	44.223	.000
	Within Groups	74.658	296	.252		
	Total	108.120	299			
BrandImage_total	Between Groups	2251.263	3	750.421	160.767	.000
	Within Groups	1381.654	296	4.668		
	Total	3632.917	299			
BLMyestry_total	Between Groups	461.128	3	153.709	51.267	.000
	Within Groups	887.469	296	2.998		
	Total	1348.597	299			
BLSensuality_total	Between Groups	270.204	3	90.068	15.167	.000
	Within Groups	1757.783	296	5.938		
	Total	2027.987	299			

BLIntimacy_tot al	Between Groups	2601.404	3	867.135	127.771	.000
	Within Groups	2008.846	296	6.787		
	Total	4610.250	299			
BrandLoyalty_to tal	Between Groups	6938.385	3	2312.795	90.137	.000
	Within Groups	7595.002	296	25.659		
	Total	14533.387	299			

Table 6 concluded that there is a significant difference among the scores of brand image, brand loyalty and customer satisfaction with regards to the different telecommunication networks.

Table 7: Post hoc analysis of ANOVA

Dependent Variable	(I) what specific telecommu cation network you are currently using	(J) what specific are telecommunicatio n network you are currently using	Mean Differen ce (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Customer Satisfaction	LSD	jazz	- 1.25352 *	.11355	.000	- 1.4770	-1.0300
		telenor	-.25352*	.08730	.004	-.4253	-.0817

		ufone	zong	-.48924*	.07317	.000	-.6332	-.3452
		ufone	jazz	1.25352*	.11355	.000	1.0300	1.4770
			Telenor	1.00000*	.11580	.000	.7721	1.2279
		telenor	zong	.76429*	.10556	.000	.5565	.9720
		telenor	jazz	.25352*	.08730	.004	.0817	.4253
			ufone	-			-	
				1.00000*	.11580	.000	1.2279	-.7721
		zong	zong	-.23571*	.07661	.002	-.3865	-.0849
		zong	jazz	.48924*	.07317	.000	.3452	.6332
			ufone	-.76429*	.10556	.000	-.9720	-.5565
			telenor	.23571*	.07661	.002	.0849	.3865

Table 8: Post hoc analysis of ANOVA

Brand Image	LSD	jazz	ufone	-			-	
				5.97183*	.48849	.000	6.9332	-5.0105
			telenor	-			-	
				7.68151*	.37554	.000	8.4206	-6.9424

			zong	-					
				5.49326	.31478	.000	-	-4.8738	
				*			6.1127		
		ufone	jazz	5.97183	.48849	.000	5.0105	6.9332	
				*					
			telenor	-			-		
				1.70968	.49816	.001	-	-7293	
				*			2.6901		
			zong	.47857	.45412	.293	-.4151	1.3723	
		telenor	jazz	7.68151	.37554	.000	6.9424	8.4206	
				*					
			ufone	1.70968	.49816	.001	.7293	2.6901	
				*					
			zong	2.18825	.32959	.000	1.5396	2.8369	
				*					
		zong	jazz	5.49326	.31478	.000	4.8738	6.1127	
				*					
			ufone	-.47857	.45412	.293	-	.4151	
							1.3723		
			telenor	-			-		
				2.18825	.32959	.000	-	-1.5396	
				*			2.8369		

Brand Loyalty	LSD	jazz	ufone	-	1.1453		-	-	
				13.11268*	0	.000	15.3666	10.8587	
			telenor	-			-		
			10.24171*	.88048	.000	11.9745	-8.5089		
		zong	-			-			
			11.23410*	.73802	.000	12.6865	-9.7817		
		ufone	jazz	ufone	13.11268*	1.14530	.000	10.8587	15.3666
	telenor			2.87097*	1.16798	.015	.5724	5.1696	
	zong			1.87857	1.06471	.079	-.2168	3.9739	
	telenor		jazz	10.24171*	.88048	.000	8.5089	11.9745	
			ufone	-	1.16798	.015	-5.1696	-.5724	
			zong	-.99240	.77274	.200	-2.5132	.5284	
	zong	jazz	11.23410*	.73802	.000	9.7817	12.6865		



		ufone	-1.87857	1.0647 1	.079	-3.9739	.2168
		telenor	.99240	.77274	.200	-.5284	2.5132

Table above evaluated the post hoc test of ANOVA which concluded that customer satisfaction, brand image and brand loyalty is less in Jazz customers than Ufone, Telenor and Zong. Moreover, customer satisfaction and brand loyalty are high in Ufone customers than Telenor and Zong. However, the brand image of Telenor is higher than Ufone and Zong. Also, customer satisfaction and brand loyalty are high in Zong customers in comparison with Telenor customers.

Table 9: Independent sample t-test of gender, area of residence and study variable (N=300)

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
BrandImage_total	Equal variances assumed	20.882	.000	7.998	298	.000	2.98611
	Equal variances not assumed			7.716	223.214	.000	2.98611
BLMyestry_total	Equal variances assumed	13.684	.000	3.470	298	.001	.85278
	Equal variances not assumed			3.868	288.243	.000	.85278

CS_total	Equal variances assumed	3.923	.049	-3.224	298	.001	-.22500
	Equal variances not assumed			-3.482	297.995	.001	-.22500
BLSensuality_total	Equal variances assumed	19.527	.000	4.822	298	.000	1.42778
	Equal variances not assumed			4.523	199.462	.000	1.42778
BLIntimacy_total	Equal variances assumed	264.860	.000	4.655	298	.000	2.08333
	Equal variances not assumed			3.918	131.999	.000	2.08333
BrandLoyalty_total	Equal variances assumed	150.685	.000	5.572	298	.000	4.36389
	Equal variances not assumed			4.950	160.701	.000	4.36389

Table 10: Mean comparison of male and females (N=300)

**Group Statistics**

	what gender you define yourself with	N	Mean	Std. Deviation	Std. Error Mean
BrandImage_total	male	180	29.9111	2.92416	.21795
	female	120	26.9250	3.50309	.31979

BLMyestry_total	male	180	26.0444	2.45819	.18322
	female	120	25.1917	1.34287	.12259
CS_total	male	180	8.0500	.67082	.05000
	female	120	8.2750	.44839	.04093
BLSensuality_total	male	180	25.2444	2.14456	.15985
	female	120	23.8167	2.98169	.27219
BLIntimacy_total	male	180	36.8833	1.61790	.12059
	female	120	34.8000	5.67258	.51783
BrandLoyalty_total	male	180	88.1722	4.54995	.33913
	female	120	83.8083	8.91444	.81377

Tables 9 and 10 showed the results of the independent sample t-test which concluded that there is a significant difference among the scores of males and females with respect to study variables. Male participants showed higher customer satisfaction, brand image and brand loyalty than female participants.

#### 4.3 Summary of results

- Customer satisfaction increases the brand loyalty
- Brand image improves the sense of brand loyalty of customers
- Male showed higher customer satisfaction, brand image and brand loyalty than female

## Chapter 5

### Discussion

The current study aimed to analyse the factors that impact the brand loyalty of the telecommunication industry in Pakistan. For this purpose, two factors, that is customer satisfaction and brand image was taken. The reason to choose the telecommunication sector is that the telecom sector has a profound impact on the lives of people throughout the globe by enabling the flow of information between individuals and corporations in the current information age. Moreover, telecommunication industries in Pakistan invest significant resources in implementing tactics to lure customers in loyalty. Furthermore, brand loyalty retains a valuable or important relationship, the relevance of the relevant connection determines the creation of loyalty in this way. The importance of customer loyalty is that it is inextricably linked to the company's survival and future growth. If organisations wish to grow and enhance their profitability in a saturated market, brand loyalty is a fundamental feature that must be created. As a result, this concept is crucial to research in the telecommunications industry.

Based on this aim, the study established three major hypotheses to analyse the results. According to the first hypothesis, there is likely to exist a considerable relation between customer satisfaction and brand loyalty. The results from the Pearson product-moment relationship concluded that an increase in customer satisfaction would increase the loyalty of customers towards the brand. Similar to the findings of the current study, the findings of Awan and Rehman (2014) on brand loyalty there is a considerable positive effect of customer happiness, and that genuine brand repurchase practice leads to prolonged profitability for the firm. Customer satisfaction and brand loyalty are new phenomena that are being identified as a major factors that businesses are paying special attention to. Its fundamental purpose is to better understand customer buying behaviour, which is crucial to a company's profitability and capacity to maintain long-term growth in a competitive market. The concept of brand loyalty is

particularly essential because of its importance in business success and benefits to an organisation. Furthermore, practical study shows that brand loyalty, rebuying desire, and brand behaviour toward its customers are all preceded by pleasure. Brand loyalty may be enhanced through customer satisfaction and regular purchases of the same product services. Moreover, Shanahan et al. (2019), found a direct correlation between customer happiness and customer loyalty. However, several studies have shown a correlation between customer pleasure and customer loyalty that is not directly linked. To verify and strengthen the impact of all the routes in a mobile user is brand loyalty model, customer satisfaction may be used as a mediator according to Shanahan et al. (2019). Customer happiness and brand loyalty are linked indirectly in research conducted outside of the telecommunications industry (Martín-Consuegra et al., 2019). However, it is concluded from current findings and previous studies that brand loyalty is a good indicator of whether or not a brand has met the expectations of its customers in terms of overall satisfaction.

According to the second hypothesis, it was also hypothesized that there would be a significant relationship between brand image and customer satisfaction and the results of the current study accepted this hypothesis. Similarly, according to the literature, Rambocas et al. (2018), there was no significant correlation between brand loyalty and customer pleasure. However, research elaborated that consumer satisfaction has a direct impact on the company's image. The brand's reputation is enhanced when customers are loyal to it. Therefore, the brand's reputation as a high-quality product makes consumers more inclined to buy it. Quality at a reasonable price and customer satisfaction improve the brand image, making it more appealing to potential customers. Also, research concludes that the company gains more revenue and goodwill by enhancing its brand image. Similarly, Chien-Hsiung (2015) also the goal of this study was to look at the relationship between brand image and customer happiness in the catering business. Consumers who had consuming experiences at a catering company's chain shops were included in the samples. Questionnaires were delivered across Taipei City's key economic districts. Based on empirical evidence, brand value and brand attributes have favourable relationships with customer satisfaction, however, the brand association did not. Hence, customer satisfaction is also positively related to the brand image of a company.

Furthermore, the latest study suggested that brand image and brand loyalty would likely to have a strong link. The results from the correlation concluded the significance of the relationship between these two variables. The previous studies have also explained this relationship as a study by Alhaddad (2015) attempted to create a paradigm for brand loyalty. In order to do this, the writers conducted an empirical investigation of the link between perceived quality, brand image, and brand trust. Perceived quality has a big impact on brand image and loyalty, and brand image has a big impact on brand trust and loyalty. The model was tested using structural equation modelling and the sample is 473 students from the higher institute of business administration (HIBA).

Similarly, According to Rather et al. (2018), it is easier for consumers to relate to and understand a powerful brand is value offer. Customer loyalty is built over time because of this. An appealing brand image aids clients in understanding distinctions between rival brands so they may make more informed purchasing decisions. As a result, customers are more inclined to stick around (Rather et al., 2018). The research also suggests that businesses must focus their marketing efforts on building a strong brand image and growing the number of customers who stay loyal. Many companies now allow consumers to experience the brand with their family and friends, which influences their strengths the brand image emotions and brand loyalty. However, some research found a link between brand image and brand loyalty (Andreani, Taniaji, & Puspitasari 2012; Sondoh et al. 2007), while others did not (Roy & Chakraborti 2015; Zhang et al. 2014). There have only been a few studies to look for the link between brand loyalty and image. Additionally, some research studies added the reason behind the relationship between brand image and brand loyalty, for example, Gul et al. (2010) concluded that new and enhanced characteristics of the product produce a significant positive link with the Brand Image and Loyalty of the product, which may explain the relationship between brand image and brand loyalty.

Lastly, it was also hypothesized that there is a gender difference between the study variables and the results concluded that males were more satisfied with their network than females. Mansoor (2017) studied the consequences of gender difference on customer happiness in a service encounter, and by using this notion, it presents a theoretical framework to examine the relationship between gender difference and customer satisfaction. The study also concluded

that men showed more customer satisfaction than women. However, no study has found the direct effect of gender on brand image and brand loyalty. Therefore, a huge literature gap has been found in discussing the gender differences of the current study.

## **Chapter 6**

### **Conclusion**

Telecommunication industries in Pakistan invest significant resources in implementing tactics to lure customers in loyalty. Customers express loyalty to a brand through repeated transactions from the same brand for a prolonged period of time. Therefore, the study aimed to analyse the relationship between customer satisfaction, brand image and brand loyalty. For this purpose, questionnaires was modified and used for the current research. The quantitative data was collected from customers of Zong, Jazz, Telenor, and Ufone. Based on inclusion and exclusion criteria, 300 individuals from Lahore were selected using a convenient sampling strategy. The data was then analysed using correlational and regression analysis. The results of the study found that there was a significant difference between customer satisfaction, brand image and brand loyalty. Furthermore, regression analysis revealed that customer satisfaction was not a predictor of brand loyalty. For the results, it is concluded that brand image helps customers build lasting connections, and it encourages them to buy again. Furthermore, a company's brand image not only communicates with consumers but also portrays the brand's quality and characteristics, both of which contribute to long-term customer relationships. Consumers' loyalty to a brand is strengthened when they have faith in it. Moreover, customer satisfaction rises when a company's image is elevated. The brand's image is shaped in part by its ability to satisfy its customers. Also, the current research concluded that for a business that strives to meet the needs of its clients, maintaining a positive brand image is critical to study in Pakistan.

Apart from this, the current study is also limited to some extent. These limitations are described below.

## **6.1 Limitations**

When analysing the results of this study, it is important to keep in mind that it contains several flaws. The inability to generalize is the first drawback. The results may not apply to other product categories since this study focused on local networking telecommunications brands. Future research should gather data from other regions of Pakistan to increase the generalizability of their results. Second, the present research does not examine the influence of various aspects of attitudinal and behavioral loyalty on its findings. Contrary to popular belief, correlational research does not allow for inferences regarding causal correlations between variables to be drawn. Because it was done in a short period (less than a month) with restricted resources, this study may have certain flaws. Only those from the four major telecommunications industries headquartered in Pakistan were invited to participate in the survey.

Pakistani telecommunication shopper's visions may not be accurately depicted in the report. These findings should be confirmed by a large-scale study. As a result of the study's cross-sectional research methodology, no causal links can be seen since all the data is gathered at a single moment in time. Other crucial factors might have a substantial impact on the outcomes of the study. The merchants' responses to a survey are gathered via the use of closed-ended questions. Respondents may not be able to provide an in-depth response while filling out a questionnaire. As a non-probability selection approach that may not maintain the equal chance of picking each unit from the population to be examined, the convenience sampling technique was used to choose 300 consumers. There may be sampling problems in the non-probability sampling method's tiny sample, which may not accurately reflect all 4 telecommunication consumers' views. It is thus important to conduct a large-scale investigation that includes more telecommunication sectors from various regions of Pakistan and investigates additional factors. Furthermore, the inclusion of a third variable might sometimes generate the observed association, as another potential reason (confounding variable). Even if two variables show a significant correlation, this does not mean that one is responsible for the other.

## **6.2 Implications of the Study**

Telecom marketers should think about their companies' personality traits from the perspective of their customers to create a brand image that aligns with their ideal self-concept. Brand image may also be used to position telecom brands in competitive marketplaces since



most consumers select telecom to suit their long-term demands. Marketing campaigns should emphasize a telecom brand's competitive advantages and distinctive features, such as customer-centric services, reasonable service costs, and creative bundle offers, for example. Brand customer satisfaction seems to be a motivating factor for consumers to distinguish themselves in the market, according to this study's results. As a result, to promote brand equity, customer satisfaction should be personalized to support user individuality. An additional takeaway from the study's results is that customer satisfaction is positively correlated with brand image cultivation. According to the findings of this study, a company's overall brand image has a substantial positive impact on customer satisfaction and brand loyalty intention, and a company's overall customer satisfaction also has a big positive impact on brand loyalty. Marketing literature was strengthened by these results. Because it has a positive impact on consumer satisfaction and loyalty, a company's brand image is an important consideration when developing a brand strategy. As a result of these discoveries, customers will continue to be satisfied and loyal to your business. Researchers, marketers, and organizations may utilize the proposed brand image benefits research tool to analyze brand challenges. Customer's opinions of the company's brand image, customer satisfaction, and brand loyalty intention may also be gathered using similar instruments by merchants themselves. To improve brand image, customer satisfaction, and brand loyalty, corporations may want to consider these findings while developing policies. In addition, these insights and study tools may be useful for aspiring brand image, customer satisfaction, and customer loyalty researchers in the future. Customer's satisfaction and brand image may also be studied by researchers in the future.

### **6.3 Future recommendations**

According to this research-based analysis, the brand loyalty model should be extended to other service-dominant businesses so that its external validity may be established. However, future studies should expand upon this conceptual research model and give more insights into the nature of these interactions in other consuming contexts although the findings of this study are rather compelling. Asking clients about their plans to repurchase a certain service or product in the future might provide insight into the future word concentrate on repurchased intentions. For enterprises with a lengthy repurchase cycle, repurchase intention is a significant signal of their future intentions, and this information may also be obtained when assessing customer

satisfaction, which makes it relevant for companies with an extensive customer relationship cycle.

The subject matter of future research may be expanded to include other areas as well. The research was limited to a single location. If more research is done, it might be expanded to include additional cities and nations. Some of the brand-related features may be better understood via a side-by-side comparison analysis. As a general rule, all social media sites are referred to as locations where customer connections are handled since they provide additional options for interaction and information exchange, enabling customer involvement and activating value co-creation routes with them. Using social media, companies may assist their consumers in creating their brands, sharing their expertise, and empowering their customers. These concerns lead to beneficial research ideas for the future. There is a need for a more empirical study on the links between the elements that influence brand loyalty, even if they have been extensively established in prior studies. There is still some ambiguity about the interplay between these elements and the degree to which they impact customer loyalty to a brand. For example, sentiment and content analysis might be used to study consumer views and behaviours in social media, which provide a wealth of data and evidence. Future research should concentrate on factors that allow for the study of the role of customers as active co-creators of a greater value in a mutually beneficial viewpoint with the company, which is the newest progress in marketing. Customer's involvement and value co-creation, for example, should take centre stage in future research.



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## Appendix

### Survey Questionnaire

#### Demographic information sheet

What is your age?

\_\_\_\_\_

What gender you define yourself with

- a) Male
- b) Female

What is your area of residence?

- a) Urban
- b) Rural

What specific telecommunication network you are currently using

- a) Jazz
- b) Ufone
- c) Telenor
- d) Zong

How many total number of years you have spent with your current telecommunication network?

\_\_\_\_\_

How many total number of telecommunication networks you have changed in past 5 years?

\_\_\_\_\_

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<b>Customer satisfaction scale</b>					
It is a pleasure to have a relationship with my current telecom network					
I am very satisfied with my current telecom network					

<b>Brand Loyalty</b>					
I consider myself loyal to this networking brand					
I consider this is the only telecom network i need					
I can buy its packages whenever i can					
This is the one networking brand i would prefer to buy or use					
I would go out of my way to use this networking brand					
If this networking brand is not available in my area, it would make a lot of difference for me					
I frequently buy its packages and other communication facilities					
Brand Image (Mystery, Sensuality and Intimacy)					
<b>Mystery</b>					
This networking brand adds to the experience of my life					
this networking brand awakens good memories to me					
this networking brand captures a sense of my life					
this networking brand captures the times					
This network brand comes to my mind when i want to suggest a telecommunication network to my friends and family					
This brand has become the part of my life					
<b>Sensuality</b>					
This network brand ads (advertisements) are really well done					
The signals of this telecom network is very strong					
The packages of this network brand appeals to me					
the online website of this networking brand is					

really well done					
The franchise's environment of this networking brand appeals to me					
the customer support of this brand is outstanding					
<b>Intimacy</b>					
I can rely on this networking brand					
I feel connected to this networking brand					
I feel happy when i use this networking brand					
I feel satisfied with this networking brand					
I have fun with this networking brand					
I have solid support with this brand					
I like looking at the packages and services of this networking brand					
I really enjoy using this brand					
I would stay with this brand					