



# Final Project

Factors Affecting Switching Telecom Industry in Pakistan

FINAL  
PROJECT

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## **Abstract:**

Factors affecting customer satisfaction is of worth importance in order to know the reasons and the factors which are likely to create satisfaction among customers for a particular brand. Due to the more and more furious competition in today's business, many companies have to make long-term profitable relationship with customers and to achieve customer loyalty. Therefore, relationship marketing has become more and more important since last decade of 20th century, especially in service industry. There are many different relationships marketing tactics carry out for holding customer. However, some of those tactics did not affect customer loyalty effectively, and switching behaviours frequently occur among most of targeted customers. Therefore, this study is aimed to investigate the impact of relationship marketing tactics on customer satisfaction and trust, which in turn increases customer loyalty, by focusing on Pakistan mobile telecommunication sector Customer satisfaction is established when brand fulfils the needs and desires of customers. In this research study, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc. operating in Pakistan were targeted as the population while Price Fairness and Customer Services were the taken as predicting variables towards Customer Satisfaction as criterion variable. The results showed that both the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services. Conclusion and implications of the study are also discussed based on the analysis.

**Keywords: Customer Satisfaction, Price Perception and Customer Service**

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