



FACTORS AFFECTING CUSTOMER SATISFACTION OF MOBILE SERVICE USERS IN URBAN AREAS OF PAKISTAN

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ABSTRACT

The aim of the study is to find out the factors that defines customer satisfaction in using mobile service and perception of the various factor in customer oriented market place. However, this research is confined to 'urban' areas of Pakistan as generic terms. It also aims to investigate the extent to which mobile service providers use information technology for the better performance of the company and its impact on the customer loyalty. The research approach and research design of this study is qualitative and exploratory research respectively. Some participants working in the mobile companies at managerial levels have been interviewed for this study. From the experiences shared by these participants it has been found out that customer loyalty is most important factor for this business and its performance effects the customer loyalty . Also, lack of projection in the market for the new offers can cause distortion in performance of the firm.

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