



MARKETING COMPETITIVENESS OF MOBILINK IN CONTEXT OF NEW RISING CELLULAR COMPANIES IN SARGODHA

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ABSTRACT

Higher customer satisfaction level, high market share, increased customer reliability, lower customer switching, high customer price charity, and reduced marketing cost earn profit for a company. Rapid increase in mobile penetration contributes significantly to economic growth. The mobile industry has scaled dramatically over the last decade. The current study is carried out to judge the demand of Mobilink, a cellular company, in Sargodha city by checking the incentives and features being provided by it and evaluates packages of other rising competitors' cellular companies prevalent in the market. A sample of 100 respondents was selected randomly from in surroundings of Sargodha comprising 65% male and 35% female. A purposeful questionnaire was designed to collect the data and suitable statistical tools were applied to reach up to conclusions. The results revealed that majority of the respondents (50%) were using the connection of Mobilink followed by Telenor 25%, Ufone (13%), Warid (6%), Zong (6%). and A significant majority comprising 44% is satisfied with their existing cellular service providers. Similarly about 47% consumers consider that prices of cell phone connection are normal. A significant majority (33%) indicated that they were undecided to buy a new mobile connection in next coming 6 months.

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Keywords: Aggressive, Incentives, Majority, Improvement, Satisfaction, Rising.

Contribution/ Originality

This study is one of very few studies which have investigated the demand of Mobilink, a cellular company, in Sargodha city by checking the incentives and features being provided by it and evaluates packages of other rising competitors' cellular companies prevalent in the market. Overall, satisfaction level of Mobilink customers is high as compared to any other cellular company.

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1. INTRODUCTION

A large number of cellular companies are present in the telemarketing sector of Pakistan. There exists a great percentage of potential customers very important for any company to tap them by providing better services and become market chief. Customer satisfaction is totally concerned with the services provided to and perceived by the customers, if there is high matching between seeming and provided services than customer satisfaction level is very high that directly leads to high customer loyalty for cellular service provider (CSP) and vice versa.

Profit for a company from a high customer satisfaction level include high market share, increased customer reliability, lower customer switching, high customer price charity, and reduced marketing cost.

Pakistan Mobile Communications Limited, better known as Mobilink GSM is known, is a provider of telecommunication services in Pakistan. The company is the largest mobile operator in Pakistan, 31.5 million customers and a market share of 31% in October 2010.

Mobilink is the largest company in the Pakistan who has captured 63% of the market share by providing a high level of satisfaction to the customers in the field of good service, delivery and wide area coverage. Telenor, Warid and Ufone are the rising aggressive cellular companies in Pakistan.

Telenor is the 12th largest cellular company in the world. Warid is also a successive company; it has planned to make heavy investment and established its own network like PTCL in Pakistan. Similar is the case with Ufone. All these companies have launched their own packages and thus, are potential competitors to Mobilink. It is estimated that the sale of Mobilink may suffer due to the tough competition amongst the companies.

This research was conducted to find the effect of rising aggressive cellular companies on the growth of Mobilink. The main objectives of the study is to determine the demand of Mobilink in Sargodha city and the satisfaction level in Sargodha.

2. LITERATURE REVIEW

A number of studies have been carried out to find out the factors that influence the decision to retain with the same service or to adopt another service. Various studies revealed that Marketing Competitiveness of Mobilink in Context of New rising Cellular Companies in Sargodha. [Dean and Patrick \(1993\)](#) for Perceived value approach to pricing, business Marketing Management. On the source of information this can be inferred that some more value may be added in product and people will be ready to pay more level from developing countries. According to [Suein \(1994\)](#) currently majority of the people are using mobile phone, henceforth market potential is significantly high.

According to [Fornell et al. \(1996\)](#) growing satisfaction defines satisfaction as customer's generally skill to date with a product or service supplier. This approach to satisfaction provides a more express and broad measure of a customer's expenditure service, subsequent behaviors and economic performance. The ECSIs were built upon a growing view of satisfaction. [Johnson et al. \(2001\)](#) worked for the progress and Future of National Customer Satisfaction Index Models. The ECSI model is a structural form based on the assumptions that customer happiness is caused by

some factors such as Perceived Quality (PQ), Professed Value (PV), expectations of customers, and picture of a firm. [Mahmood et al. \(2009\)](#) worked for Marketing Competitiveness of Mobilinkin Context of New Emerging Cellular Companies in Pakistan. The study is approved out to assess the demand of Mobilinkin Faisalabad city by checking the incentives and facial appearance being provided by it and evaluated packages of other rising aggressive cellular companies common in the market. [Hafeez and Hasnu \(2010\)](#) studied for Customer Satisfaction for Cellular Phones. The purpose of their study is to find the level of satisfaction. This study is based on Mobilink’s customers. The findings propose that overall customer satisfaction and customer reliability is comparatively low between the customers of Mobilink. [Ali et al. \(2010\)](#) in relation with customer satisfaction and customer retention found that there is a significant relationship among customer satisfaction and customer maintenance which means the more the customer satisfaction, the more will be the chances of customer maintenance. [Ahmed and Qazi \(2011\)](#) examine the mobile phone adoption and consumption patterns of university students. It focuses on consumer behavior on basis of brand preference of mobile handset, mobile operator and some ideal features but not their relative importance to make purchase decision. [Khan et al. \(2013\)](#) studied the Comparison of Service presentation and Customer happiness in Telecom Sector. This study was carried out to know the relationship between Telecommunication services and customer happiness. The data was analyzed by using descriptive statistic and Comparing mean analysis. [Akhtar et al. \(2014\)](#) describe that the use of mobile in Pakistan is growing with fast speed. Pakistan ranks fifth in Asia in mobile phone users as more than hundred million people are using mobile phones in the country. The youth is playing a vital role in adopting the ways towards the advancement of technology.

3. MATERIALS AND METHODS

A structured questionnaire was developed to collect the information from 100 respondents. The information collected through the questionnaire was used to observe the sale, satisfaction level of respondents about Mobilink and the effect of aggressive rising cellular companies on Mobilink’s marketing. The questionnaire was prepared by using a nominal, interval and ratio scale. A simple random sampling from well defined clusters was done, 20% data from the main city, 15% from People Colonies, and 35% from Government Colleges and University of Sargodha, and 30% data from different areas of Sargodha, Pakistan. Every stratum’s of the society was given full representation. The data were analyzed using SPSS v20 and interpreted for drawing conclusions.

4. RESULTS AND DISCUSSION

Table-1. Frequency distribution and percentage of the respondents with regard to mobile connection which they use

Cellular connections	Frequency	Percentage
Mobilink	50	50
Ufone	13	13
Warid	6	6
Zong	6	6
Telenor	25	25
Total	100	100

Results in Table 1 reveals that majority of the respondents i.e. 50% were using the connection of Mobilink followed by Telenor (25%),Ufone (13%), Warid (6%) and Zong (6%). The data displayed that Mobilink’s demands are far greater than other cellular companies.

Table-2. Frequency distribution and percentage of the respondents in order to check their satisfaction level about their mobile connection

Satisfaction Level	Frequency	Percentage
Extremely satisfied	7	7%
Mostly satisfied	31	31%
Satisfied	44	44%
Extremely dissatisfied	16	16%
Mostly dissatisfied	2	2%
Total	100	100%

A total of 44 % respondents is satisfied with the mobile connections what so ever they are using, 31% were mostly satisfied, 2% were mostly dissatisfied, 16% were extremely dissatisfied and only 7% respondents were the people who were extremely satisfied with the mobile connections. The result clearly indicated that a significant majority comprising 44% is satisfied with their existing cellular service providers. This may be linked to satisfactory services provided by Mobilink because it enjoys 46% of the marketing share.

Table-3. Frequency distribution and percentage of the respondents in order to check their market share about their mobile connection

Market share	Frequency	Percentage
Mobilink	46	46%
Telenor	22	22%
Ufone	21	21%
Zong	9	9%
Warid	2	2%
Total	100	100%

The question was asked in order to check the market share about the mobile connections. The majority of the respondents were saying 46% market share of the Mobilink, followed by the market share of the Telenor 22%, only 21% market share of Ufone and 9%, 2% share of Zong and Warid respectively.

Table-4. Frequency distribution of the respondents with regard to check the price of mobile connections

Price	Frequency	Percentage
Very High	21	21%
High	25	25%
Normal	47	47%
Low	7	7%
Total	100	100%

The question was asked in order to check the customer’s satisfaction against the value what he/she is getting from the service provider (Table 3). The consumer who thought the prices of cell phone are normal resides at 47%. Consumer who thought their cell phone price is high resides at 25% while who think their cell phone price is very high 21% and very low is 7%. Majority was found saying that price is still normal, the result coincided with the study of Zachary (1995) who proved that people value cellular services and are willing to pay more if companies provide them some better services. About 25% of the respondents consider that the prices are high these respondents are perhaps amongst those who are just satisfied with the services of current service provider. Any cellular company that provides more feature and benefits can easily exceed its competitors.

Table-5. Frequency distribution of the respondents in order to check the intention to buy anew mobile connection in coming 6 months

Intention to buy	Frequency	Percentage
Definitely will buy	25	25%
Probably will buy	31	31%
Undecided	33	33%
Definitely will not buy	6	6%
Probably will not buy	5	5%
Total	100	100%

The study clearly indicated that 33% respondents did not decide to buy a new mobile connection (Table 5). However, 25% respondents were sure that they would definitely buy a mobile connection in coming 6 months. 31% respondents will probably buy, 6% respondents were decided that they would definitely not buy a new mobile connection and 5% respondents will not probably buy within coming 6 months.

Table-6. Frequency distribution of the respondents in order to check service connections fulfills the need and requirements of their customers

Need and requirements	Frequency	Percentage
Mobilink	42	42%
Telenor	27	27%
Ufone	19	19%
Zong	7	7%
Warid	5	5%
Total	100	100%

The question was asked in order to check the service connections, fulfill the need and requirements of their customers. The table shows that the majority of the respondents were saying 42% fulfills the need and requirements of their customers of the Mobilink, followed by the fulfills the need and requirements of their customers of the Telenor 27%, and only 13% fulfills the need and requirements of their customers of Ufone and 7%, 5% fulfills the need and requirements of their customers of Zong and Warid respectively. The table clearly shows that a Mobilink have fulfills the need and requirements of their customers then other companies.

Table-7. Frequency distribution of the respondents in order to check service connections has the best coverage

Best coverage	Frequency	Percentage
Mobilink	39	39%
Telenor	32	32%
Ufone	13	13%
Zong	7	7%
Warid	9	9%
Total	100	100%

The question was asked in order to check which service connection has the best coverage. The table shows that the majority of the respondents were saying 39% best coverage of the Mobilink, followed by the best coverage of the Telenor 32%, and only 13% best coverage of Ufone and 7%, 9% best coverage of Zong and Warid respectively. The table clearly shows that a Mobilink have best coverage then other companies.

Table-8. Frequency distribution of the respondents in order to check service connections offers the best packages

Best packages	Frequency	Percentage
Mobilink	33	33%
Telenor	27	27%
Ufone	27	27%
Zong	11	11%
Warid	2	2%
Total	100	100%

The question was asked in order to check the service connection offers the best packages. The table shows that the majority of the respondents were saying 33% best packages of the Mobilink, followed by the best packages of the Telenor 27%, and only 27% best packages of Ufone and 11%, 2% best packages of Zong and Warid respectively. The table clearly shows that a Mobilink have best packages then other companies.

Table-9. Frequency distribution of the respondents in order to check service connections has more service franchises

Franchises	Frequency	Percentage
Mobilink	40	40%
Telenor	27	27%
Ufone	24	24%
Zong	6	6%
Warid	3	3%
Total	100	100%

The question was asked in order to check the service connections have more service franchises. The table shows that the majority of the respondents were saying 40% service franchises of the Mobilink, followed by the service franchises of the Telenor 27%, and only 24% service franchises of Ufone and 6%, 3% service franchises of Zong and Warid respectively. The table clearly shows that a Mobilink have service franchises then other companies.

Table-10. Frequency distribution of the respondents in order to check overall satisfied which one of the following service connections

Overall satisfied	Frequency	Percentage
Mobilink	44	44%
Telenor	31	31%
Ufone	16	16%
Zong	2	2%
Warid	7	7%
Total	100	100%

The question was asked in order to check overall satisfaction of the service connections. The table shows that the majority of the respondents were saying 44% overall satisfaction of the Mobilink ,followed by the overall satisfaction of the Telenor 31%, and only 16% overall satisfaction of Ufone and 2%, 7% overall satisfaction of Zong and Warid respectively. The table clearly shows that a Mobilink have overall satisfaction then other companies.

5. CONCLUSIONS

Customer satisfaction is totally concerned with the services provided to and perceived by the customers, if there is a high matching between seeming and provided services, then customer satisfaction level is very high, that directly leads to high customer loyalty for cellular service providers. Mobilink is the largest cellular company in Pakistan who has captured 63% of the market share by providing a high level satisfaction to the customers in the field of good service, delivery and wide area coverage. Telenor, Warid and Ufone are the rising competitor’s cellular companies in Pakistan.

Getting mobile phone connections in Pakistan are very economical. The potential buyer of the mobile connection in the next 6 months indicates that 56% respondents will buy and 33% are undecided to buy. These 33% may be tapped in if good packages and quality services are offered. 50% respondents are using the connection of Mobilink followed by Telenor (25%) Ufone (13%), Warid (6%) and Zong (6%). The data displayed that Mobilink’s demands are far greater than other cellular companies as 46% market share of the Mobilink.

The 33% respondents observed Mobilink provides best packages to the customers, 27% respondents saying Telenor provide best packages and also 27% best packages of Ufone and 11%, 2% best packages of Zong and Warid respectively. The result clearly indicates that a Mobilink have best packages then other companies.

The majority of the respondents are in opinion that Mobilink provides 40% service franchises, Telenor provides 27% franchises service and 24% service franchises of Ufone. 6%, and 3%, service franchises are given, respectively, by Zong and Warid cellular companies. The results show that Mobilink have provided more service franchises then other companies.

Overall, satisfaction level of Mobilink customers is high as compared to any other cellular company and is expected to remain stable if the quality services policies are feasible and economical for the customers.

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