

## An empirical study on customer satisfaction: Mobile phone users in an emerging market

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### 소비자 만족도에 관한 경험적 연구: 신흥 시장의 휴대폰 이용자를 대상으로

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**Abstract** For the growing importance of mobile communication, this study sets out to investigate the factors that influencing mobile phone customer satisfaction behavior through a structural equation model. This study proposes six factors model as the key determinants of customer satisfaction. Furthermore, we examine the moderating effect of demographic factors. The study was conducted using a structured questionnaire, data collected from 386 active subscribers. Results confirm that brand name, social influence and after sales service are the three significant determinants of consumer satisfaction. This study finding also suggests that demographic attributes have important consequences on customer satisfaction. The study findings offer an extended theoretical understanding towards customers' mobile satisfaction in the emerging market perspective and for practitioners, potentially to other similar context.

**Key Words** : Satisfaction, Social influence, After sales service, Mobile phone, Structural equation model

요 약 휴대폰을 구매하는 과정에서, 소비자들의 선택 기준은 다양한 요인으로 구성된다. 이동 통신의 중요성이 증대되다 는 점을 고려하여, 이 연구는 구조 방정식 모델을 통해 소비자 만족 행동에 영향을 미치는 요소들을 조사하고자 했다. 이 연구는 소비자 만족을 결정하는 여섯 가지 주요 요인을 제안하며, 인구통계학적 요인들의 조절 효과를 검증했다. 386 명의 적극적인 이용자로부터 수집한 설문 데이터를 분석했다. 연구 결과는 브랜드 명칭, 사회적 영향력, 그리고 애프터 서비스가 소비자 만족의 세 가지 중요한 결정 요인임을 보여준다. 또한 연구 결과는 인구통계학적 속성이 고객 만족에 영향을 미친다 는 점을 제안한다. 이 연구는 휴대폰 소비자의 만족을 신흥 시장의 관점에서 조망함으로써, 이론적 이해를 확대하고 실무적 함의를 제공한다.

주제어 : 만족도, 사회적 영향, 판매 후 서비스, 휴대폰, 구조 방정식 모델

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## 1. Introduction

Nowadays, almost everyone has at least one mobile device on his/her pocket, thus it becomes ubiquitous. There are 154 million active mobile phone subscribers in Bangladesh [1]. Number of mobile phone subscriptions of Bangladesh increased from 0 per 100 inhabitants in 1997 to 77.9 per 100 inhabitants in 2016, growing at an average annual rate of 63.89% [2]. According to GSMA Intelligence (2014), subscriber penetration reached 40% at the beginning of 2014 and 40 million adults have yet to join in this pool, thus it is expected to grow to 50% by 2020 [3]. For every 10% point increase in the mobile penetration rate, developing country added 0.8% points of growth in GDP, whereas developed country added 0.6% [4], representing that growth impact of mobile telecommunication is extensively higher in the developing countries than the developed ones. In the fiscal year 2017, telecommunication sectors contribute 6.2% of the total revenue, thus it is considering as a major sector to further expansion [5]. This large customer base in Bangladesh provides a unique opportunity to study the mobile phones consumer behavior.

Despite the facts, Bangladesh, which is the world's fastest growing economy and is expected to be one of the largest in terms of economic strength by 2050, can be clustered into emerging economies [6]. With the historic innovation and developments of mobile technology consumer's choice standards and preferences are changing. Because of the development of simple and highly popular mode of communication, it is become the first mode of communication in the form of direct calling, text messaging, multimedia services, internet access, and social networking. Additionally, due to the time and place advantages, it becomes popular to adding value of individual's social and business life. Currently, this market is dominated by major players such as South Korean business giant Samsung and LG mainly, in addition, other global brands like Nokia, iPhone, Symphony, Motorola, MicroMax etc. are also in the list of consumers' consideration.

In the diversified market like Bangladesh, manufacturers always try to keep differentiation of product attributes and competitive edge to pursue the consumer to choose their products. In order to understand the competitive factors involving with customer satisfaction of mobile phone, a significant number of researches have been done. Indeed, each and every manufacturer keeps adding the innovative functions to attract the customers. Thus, competitive positions have emerged among the mobile phone manufacturers through the diverse marketing strategy and aggressive advertising. As competition has escalated, customer satisfaction becomes the vibrant issue to retain the customer and making them to take part in referrals which ultimately appeal the new potential customer. Manufacturers need to add innovative features continuously to sustain in their market competitiveness.

The study aims to investigate the underlying factors that have direct influence on customer satisfaction with mobile phones. Therefore, this study considers the attributes involve in the buying process of a mobile phone and tried to find out the dominant factors in this process thus customer satisfaction would achieved.

The rest of the paper is ordered as follows. Next section articulates the conceptual model and hypotheses. Section 3 and 4 presents research design and empirical results, respectively. Section 5 includes discussions and implications of the study, and final section concludes the paper.

## 2. Conceptual Model and Hypotheses Development

Globalization necessitated the mobile manufacturers to deliver high quality across multiple countries as it serves as the key differentiating factor for firms in the competitive environment. Customer satisfaction is a crucial phenomenon in the field of relationship marketing. Gronross (1997) has defined *customer satisfaction* as a long-term relationship between buyer

and seller. It is an important measure provided by service provider, which in turn, enhances continuous usage intention of consumers' [7]. Customer satisfaction is the best indicator of customer loyalty or continuous usage intention [8]. Furthermore, a significant number of researches have been directed their studies toward the influencing factors of consumer satisfaction into the various industries, such as telecommunications, tourism, airlines, financial services, and so on. Expanded factors like standardized price, well accepted brand name, emotional and relational benefits, customer care services, are the determinants of consumer satisfaction and loyalty. The determinants are very much dependent on the nature of particular industry. Diversified determinants are offered by the different researchers.

Although customer satisfaction can be measured either as an overall assessment, or restrained with certain specific dimensions, this study considers specific dimensions to identify the customer satisfaction in the mobile phone industry comprising; price fairness, brand name, multimedia, durability, customer care service quality, and social influence, which have significant influence on customer satisfaction [9]. Furthermore, Nysveen et al. (2005) have argued that the power of marketing theory development would be higher if moderating variables are included in the study model [10]. Customer's possesses diversified choice standards as they have differences on their age, gender, race, and so on. Venkatesh et al. (2008) argue that customer's gender, experience, and age are the important modifiers of their choice standards [11]. Therefore, current study integrated mobile user's age, gender, income level, and educational level as the moderating variable to examine the exact satisfaction level toward mobile phone.

## 2.1 Price fairness

Price structure is the most crucial matter for successful business relationship. It's ubiquitous not only for the customers but also for the business owners. According to Pakola et al. (2003), price is the most influential attribute of mobile phone to form the

consumer behavior [12]. Pricing structure is one of the major determinants of consumer satisfaction which creates competitive position among rivals [13]. Price can do work as a monetary value whereby customer to trade it with products or services that were being sold by the sellers [14]. Price structure has a direct positive influence on consumer behavior, particularly in decision to buy smart phones. Especially, in the mobile market, there is wide range from low price to high price and it works as differentiator among quality, brand, specifications etc. Customers' price comparison propensity and price knowledge positively affect external reference price. Price volatility has negative association with internal reference price [15]. Thus, we propose the following hypothesis:

**H1:** There is a positive relationship between price fairness and customer satisfaction.

## 2.2 Brand name

Brand name plays a great role in forming a long-lasting relationship with consumers. It is an important asset that helps to correspond quality and suggests precise knowledge structures [16]. Brand trust is a readiness of the regular consumer to depend on the capability of the brand to serve its stated function [17]. Brand trust is a perception that the company epitomized by the brand reliability and responsible for the welfare and interest of the consumer. Greater use of mobile phone provides a better chance to complete a series of functions. As Athanassopoulos et al. found that customer satisfaction is associated with positive word-of-mouth with brand loyalty conversely, customer dissatisfaction leads to negative word-of-mouth without brand loyalty [9]. Therefore, using mobile phone tends to produce favorable word-of-mouth toward manufacturer, thereby increasing consumer satisfaction. Thus, we propose the following hypothesis:

**H2:** There is a positive relationship between service brand and customer satisfaction.

### 2.3 Multimedia

To meet users' information needs, progressive features and applications are incessantly being added to mobile device to make them complete many more new functions. Sullivan (2010) has discovered that the interest in progressive features and applications is snowballing due to the innovative service provided by mobile operator such as multimedia, internet, and entertainment [18]. Ling et al. (2006) examined that user preferences be made based on design features namely, camera, color, screen, internet browsing predicts users' satisfaction [19]. Mack and Sharples (2009) also pointed the reputation of product features in predicting choice of mobile device [20]. Furthermore, the mobile with larger screen and the better potential features have more trend than the price [21]. Therefore, the following hypothesis is formulated:

**H3:** There is a positive relationship between multimedia and customer satisfaction.

### 2.4 Durability and portability

The massive use of mobile phones in information and communication leads to rapid development in mobile phone technology. Han et al. (2004) examined that, customers overall satisfaction is being made based on luxuriousness, attractiveness and harmoniousness. They found some special features, such as hand phone size, weight, material, button shape and interface has important influence of customers purchasing behavior [22]. Customers satisfaction is greatly affected by the physical appearance, size and weight, durability and menu organization of the mobile phone. Thus, we propose the following hypothesis:

**H4:** There is a positive relationship between durability and customer satisfaction.

### 2.5 Social influence

There are so many influential factors exist in the society. In societal context, an individual learns a lot.

Individual can learn from each other by observation, idea sharing, simulation and modeling as a social learning theory [23]. Heriyati and Siek (2011) explain that, some societal influences such as word-of-mouth attitude attracts new users to specific product and shows significant interest toward it [24]. New users are heavily dependent on social influence when they intend to buy smart phones. A research based on new user's portrayed that cultural and social influence extensively affects students' (new user) purchasing decision. From this view, the study proposes the following hypothesis:

**H5:** There is a positive relationship between social influence and customer satisfaction.

### 2.6 After sales service

Providing a higher service quality is an essential tool to compete with the competitors. Service quality is the degree of incongruity between customers' perceptions and expectations. Shin and Kim (2008) have stated that service quality is an overall impression of consumer toward the relative efficiency of service and has imperative influence on satisfaction [25]. The higher the service quality leads to the higher customer satisfaction [26]. In this study, we consider after sales service as a service quality. Higher service quality can retain the existing customer for a longer time. If there is an opportunity to get solutions even after sales, customers would become more loyal to the manufacturer. Thus, the following hypothesis is formulated:

**H6:** There is a positive relationship between after sales service and customer satisfaction.

### 2.7 Moderating factors

Moderating effects in the association between dependent and independent variables have fascinated many researchers' interest. Researchers argued that the power to marketing theory development would be higher if moderating variables are included in the study model [27]. Respondent's age, gender and experience

are found as the key modifiers of individual’s choice and standards [28]. Consumers with longer mobile usage have more experience, thus they can exploit communication effectiveness than any new users. In this study, we focus on age, gender, household income and educational level as moderating variable in order to understand more about the perceptions of various customer groups toward mobile phone. Based on these arguments, we propose the following hypothesis:

**H7:** Demographic factors (e.g. age, gender, income level, and educational experience) have moderating effect on satisfaction construct.

### 2.8 Research model

Based on the aforementioned review of empirical literatures, a conceptual research model is designed to understand the antecedents of customer satisfaction and its dimensions with regard to mobile phone shown in Fig. 1. The rationale of the research model is generalized from the theories and findings of specific studies on mobile industry settings [ 9, 13, 28, 24, 10, 26]. The model suggests that there are imperative links among latent constructs comprising, price fairness, brand name, multimedia, durability, social influence, customer care service quality, and customer satisfaction. Additionally, Fig. 1 summarizes the

hypothesized paths of this study.

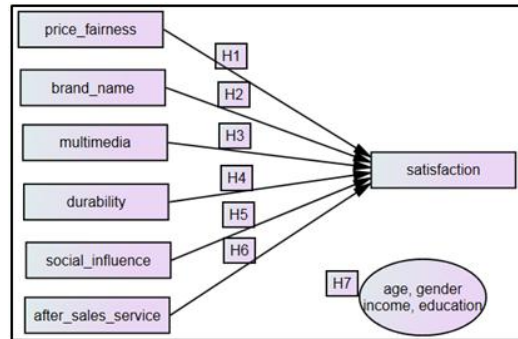


Fig. 1. Conceptual model and hypotheses

### 3. Research Design

This study comprises six factors model including price fairness (pr), brand name (bm), multimedia (mul), durability (dur), social influence (soc) and after sales service (afs) as the major factors explaining purchasing of mobile phone in Bangladesh. The operational definitions of the variables are shown in Table 1. A structured questionnaire with five points Likert scale has been used for data collection. The measurement items of the questionnaire were adopted from the extensive review of the previous empirical studies [10, 24, 25, 30]. Primary data were collected through

Table 1. Variable definitions

Variable	Definition	Source
Price fairness	Price can do work as a monetary value whereby customer to trade it with products or services that were being sold by the sellers.	Nagel & Holden (2002)
Brand name	Brand name is an important asset that assists the corresponding quality and suggests specific knowledge structures. The study is inclined to measure the brand name perception of the customer.	Srinivasan & Till (2002)
Multimedia	Multimedia represents the design features of the mobile phone, namely, camera, color, screen, internet browsing that predicts users' satisfaction.	Ling et al. (2006)
Durability	Refers to physical appearance, size and weight, durability and menu organization of the mobile phone.	Ling et al. (2006)
Social influence	Societal influences such as word-of-mouth attitude attracts new users to specific product and shows significant interest toward it. This study measures these social influences.	Heriyati & Siek (2011)
After sales service	Service quality is an overall impression of consumer toward the relative efficiency of service and has imperative influence on satisfaction. In this study, we measure the quality of service after the service provided.	Shin & Kim (2008)
Satisfaction	In this study we measure customer satisfaction as a long-term relationship between buyer and seller through certain specific dimensions comprising price fairness, brand name, multimedia, durability, customer care service quality, and social influence.	Gronross (1997)

convenient sampling method covering various socio-economic and cultural groups. The study tries to find out the customers satisfaction toward the mobile phone from a series of questions.

Moreover, in this study we conducted a pilot study to test the questionnaire whether the instructions and the meanings of questions were simple, clear and beneficial to the respondents. A total 15 number of respondents were taken in the pilot study and changes were made accordingly. The final survey was conducted during May 12 to 25, 2018 and 425 were collected. All of the questionnaires were scrutinized and incomplete or unlikely responses were removed resulting final sample space was 386 for the final analysis.

Among the all respondents, gender was an approximately equal split (57% male and 42% female), and 39% of them belongs to age group of 21 to 30 years. More than 61% of the participants have at least graduation degree and 26% of respondents are student. In addition, more than 34% of the participants earn higher than the USD 200 per month and 32% of them use Samsung (South Korea) mobile brand. Table 2 provides a detailed view of participant demographics.

Table 2. Descriptive statistics

Characteristics		Frequency	Percent
Gender	Male	222	57.6
	Female	164	42.5
Age	Below 20 years	88	22.8
	21-30 years	153	39.6
	31-40 years	101	26.2
	41-50 years	26	6.7
	Above 51 Years	18	4.7
Educational experience	Below secondary level	18	4.7
	Secondary level	16	4.1
	Higher-secondary level	70	18.1
	Graduation	237	61.4
	Post-graduation/more	45	11.7
Profession	Student	103	26.68
	Business	67	17.35
	Government employee	65	16.83
	Private employee	73	18.91
	Others	78	20.20
Income level per month	Below than USD 200	254	65.80

	More than USD 200	132	34.19
Mobile brand	Samsung	126	32.6
	Nokia	18	4.7
	LG	11	2.8
	iPhone	20	5.2
	HTC	11	2.8
	Symphony	102	26.4
	Motorola	2	0.5
	Micromax	10	2.6
	Walton	44	11.4
Others	42	10.9	

Source : survey data.

## 4. Empirical Results

### 4.1 Reliability and validity measure of measurement model

Constructs of the research model was comprised of six latent variables. On the basis of confirmatory factor analysis (CFA), insignificant items were removed from further consideration. Finally, each construct comprises two significant items with moderate loadings. The reliability of the variables was verified using Cronbach alpha. The reliability value is greater than 0.70 indicates that measure is reliable. Table 3 shows the relevancy of this study. Measure of sampling adequacy was conducted to measure the validity of the study, which represents the sufficient sampling adequacy and reliability.

### 4.2 Content construct and discriminant validity of the measurement model

Table 3. Reliability and Validity measure

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.823	0.824	14
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.878
Bartlett's Test of Sphericity	Approx. Chi-Square	1162.810
	Df	91
	Sig.	0.000

source: SPSS output.

Table 4. Regression estimates of construct items

Construct	Path	Items	Un-standardized estimates	Standardized estimates	p-value
Price fairness	--->	pr3	1.000	0.577	
Price fairness	--->	pr4	0.818	0.456	***
Brand name	--->	brn1	0.489	0.372	***
Brand name	--->	brn3	1.000	0.560	
Multimedia	--->	mul1	0.719	0.504	***
Multimedia	--->	mul5	1.000	0.605	
Durability	--->	dur1	1.000	0.488	
Durability	--->	dur3	0.864	0.436	***
Social influence	--->	soc1	0.826	0.600	***
Social influence	--->	soc2	1.000	0.660	
After sales service	--->	afs2	1.000	0.706	
After sales service	--->	afs3	0.871	0.645	***
Satisfaction	--->	sat2	0.769	0.573	***
Satisfaction	--->	sat3	1.000	0.686	

Note: \*\*\*p<0.001.  
Source: Amos output.

Table 5. Discriminant validity

	Mean	SD	1	2	3	4	5	6	7	VIF	Tolerance
1. Price fairness	4.13	0.66	1							0.75	1.33
2. Brand name	4.05	0.66	0.36	1						0.66	1.50
3. Multimedia	3.90	0.75	0.38	0.47	1					0.63	1.58
4. Durability	3.65	0.83	0.27	0.43	0.48	1				0.69	1.44
5. Social influence	3.92	0.75	0.39	0.34	0.37	0.28	1			0.70	1.42
6. After sales service	3.51	0.90	0.28	0.34	0.30	0.32	0.41	1		0.75	1.32
7. Satisfaction	3.71	0.78	0.32	0.41	0.27	0.29	0.47	0.43	1		

Content validity is the degree to which the measure has a wide theoretical acceptance. To satisfy this content validity, we make a rigorous consultation with professionals, academic experts and market executives. Construct validity involves the experimental assessment of unidimensionality and reliability. Confirmatory factor analysis was conducted to assess the unidimensionality. All items were carefully tested to be significantly loaded on their individual construct (Table 4).

The study also measures the discriminant validity of its measurement constructs. Table 5 shows that the discriminant statistics for the measured variables are within their limits. The Variance Inflation Factor (VIF) indicates that there is no multicollinearity problem in the model because values range from 0.63–0.75, all within the critical limit of 10. Tolerance values range from 1.32 to 1.58, representing further strengthening the model. Furthermore, comparative fit index of 0.982 indicates the strong existence unidimensionality (Table 6). Based on the satisfaction of reliability, validity and multicollinearity measure the study subject to conduct model fitness test of measurement model.

### 4.3 Model fit estimation

In order to assess the model fit, a complete standardized solutions be produced by SPSS Amos 24 software. Overall fit statistics of the measurement model comprises Comparative Fit Index (CFI), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), root mean square error of approximation, Normed Fit Index (NFI), Tucker-Lewis Index (TLI), p value and p close value were found to be meeting their respective critical value [29]. Results shown in Table 6, the fit indices of the measurement model describe the standards required for fit of the model, representing an additional validity of the research model.

Table 6. Model fit indices: measurement model

Indices	Recommended value	Model fit indices
CFI	≥ 0.95	0.982
CMIN/df	< 3	1.354
GFI	>0.90	0.973
AGFI	≥ 0.80	0.949
NFI	≥ 0.90	0.936
TLI	≥ 0.90	0.970
RMSEA	≤ 0.05	0.029
p-Value	≥ 0.05	0.040
p-close	≥ 0.05	0.987

#### 4.4 Structural model validation

Fig. 2 shows the structural model evaluation (SEM) of our research model. The explanatory power of the model is sufficiently satisfactory with a variance of 35% explained in satisfaction. Correlations values are in the SEM model shows are in tolerable limit and model fit indices also are in good condition. 3 out of six hypotheses are supported from our proposed model at the 0.001 level of significance.

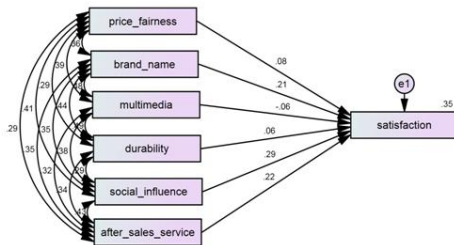


Fig. 2. Structural model

Table 7 shows that, regarding the factors influencing customer satisfaction with mobile phones, brand name ( $\beta=0.212$ ,  $p<0.001$ ), social influence ( $\beta=0.291$ ,  $p<0.001$ ) and after sales service ( $\beta=0.218$ ,  $p<0.001$ ) had direct positive effects, and hypotheses H2, H5 and H6 were thus supported. Undeniably, price fairness and durability (e.g. hypotheses H1 and H4) have positive insignificant effect, and the multimedia dimension has been found be negative.

#### 4.5 Moderating effect of demographics

This study compares path coefficient differences with their respective significant values to assess whether subscribers' major demographics (e.g. gender, age, income and education) could affect their satisfaction level. Table 8 comprises the  $p$ -values of the path coefficient for different demographic groups, showed that moderating effects of demographic factors in the relationship between construct were not found significantly different from main construct. When brand name has a positive effect on customer satisfaction, men shows significant response followed by higher aged group, higher income group and lower educational group. All demographic

groups except lower aged and higher education group show significant influence on satisfaction. Surprisingly, higher educational group does not shows significant response toward satisfaction. Furthermore, men show favorable response in case of after sales service than women.

## 5. Discussion and managerial implication

This study was conducted to investigate the direct effect of some major constructs on satisfaction of mobile subscribers. The constructs include price fairness, brand name, multimedia, durability and portability, social influence and after sales service on satisfaction. From the SEM analysis results proposed some interesting insights. Social influence, after sales services and brand name were found to be a significant antecedent with customer satisfaction, whereas price fairness, multimedia and durability were insignificant. Furthermore, the study results also depict that the most dominating factor is social influence. Additionally, multimedia construct has negative relations with customer satisfaction. This finding is supported with the previous research [30]. This might happen because the mobile subscribers are entertained by their social settings, company image or they may seek security after buying's. Additionally, this might happen due to the cultural differences or non-availability of information, thus they depend on their surroundings, colleagues, peer or family members recommendations. However, these findings portrayed that the success of mobile business depend much on the consumer word-of-mouth behavior and guaranty or warranty issues. Manufactures or marketers suggest to concern about the existing subscriber comments and need to focus on customer service through their marketing plan and strategic view.

On the other hand, the results of the study revealed important influences of demographic characteristics of



Table 7. Summary of hypotheses testing based on SEM model

Path proposed			Estimate	t-value	p-value	Results
Price fairness	---->	Satisfaction	0.078	1.689	0.091	Not-supported
Brand name	---->	Satisfaction	0.212	4.340	***	Supported
Multimedia	---->	Satisfaction	-0.056	-1.114	0.265	Not-supported
Durability	---->	Satisfaction	0.057	1.189	0.234	Not-supported
Social influence	---->	Satisfaction	0.291	6.092	***	Supported
After sales service	---->	Satisfaction	0.218	4.737	***	Supported

Note:\*\*\*p<0.001

Table 8. Moderating effect of demographics

Path proposed			Gender		Age		Income		Education	
			Male n=(222)	Female n=(164)	Up to 30 (241)	31 above (145)	USD 200 (254)	More (132)	Up to HSC (104)	Graduation to above (282)
Price fairness	-->	Satisfaction	0.253	0.202	0.022	0.531	0.461	0.150	0.329	0.516
Brand name	-->	Satisfaction	***	0.009	0.020	***	0.041	***	***	0.096
Multimedia	-->	Satisfaction	0.653	0.239	0.348	0.041	0.912	0.265	0.109	0.572
Durability	-->	Satisfaction	0.932	0.043	0.240	0.026	0.283	0.429	0.349	0.922
Social influence	-->	Satisfaction	***	***	0.002	***	***	***	***	0.040
After sales service	-->	Satisfaction	***	0.005	***	0.002	***	***	***	0.987

Note: \*\*\*p<0.001, n = sample size.

the respondents. In case of brand name construct male respondents, higher age group, higher income group and lower education group show significant response than their opposite group. Additionally, female group, lower age group, lower education group shows significant influence of after sales service on customer satisfaction. Thus, if marketers can provide special marketing plans for the diversified demographics, consumer might show favorable behavior toward mobile purchasing.

The results can considerably subsidize to the theoretical and practical understandings of subscriber satisfaction of mobile phone. From the theoretical perspective, this study develops greater understandings of the major variables that appeared to make consumer satisfaction. It provides clear indication of negative impact of durability and portability which can be helpful to change the consumer behavior. From the practical perspective, these results can provide marketers with outstanding benefits associated with marketing plans and strategies. Under the competitive condition of the mobile market practitioners may capable to make their valued customer by using these results.

## 6. Conclusion

This study investigated how customer satisfaction affected by the attributes of mobile phone. The study offers some important insights into the practitioners. Due to the growing interest of smart mobile phone and the fierce competition in a potential market like Bangladesh, companies are forced to add value. And this study's result helps the practitioners to set the successful marketing strategies. From the SEM analysis, we recommend social influence, mobile phone brand name and after sales services are primary attributes which are responsible for developing consumer satisfaction. And these attitude constructs be moderated by the consumers' age, gender, household income and educational level. Thus, current study adds further understanding about the underlying factors involving to shape the consumer purchasing behaviour.

Some limitations of the results of this study should be noted when interpreting the conclusions. Though data were not limited to a specific occupational group, about half of respondents were from student group. Indeed, it can be said that young people are the primary

target customer of smartphone. Additionally, the study was conducted in Bangladesh where a higher penetration rate of mobile phone exists thus; generalization would not be achieved until cross-country study was made. Finally, the fit of this study is acceptable, but it would have been better with higher loadings in some cases. As domain for future study, we think it would be great to conduct cross-cultural study with wide sample space. It would also be appropriate to include other demographic variables in future research. Future study should include a more comprehensive model comprising internal and external variables which can generate more valuable findings toward mobile phone.

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