FACTORS THAT IMPACT CUSTOMERS’ LOYALTY FOR MOBILE TELECOMMUNICATION PRODUCTS AND SERVICES IN AUSTRALIA

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Customer loyalty (CL) has become rapidly appeared as a relatively important area of investigation for both researchers and practitioners. However, there has been little research in the area of customer loyalty in the Australian mobile telecommunication sector. The aim of this study is to develop a framework to identify factors affecting customers’ loyalty in mobile telecommunications products and services domain. A web-based survey was used to collect data which were analysed using the partial least squares based on structural equation modelling (PLS-SEM). This study found that customer satisfaction, price value, facilitating condition and social influence have a significant impact on customer loyalty in the mobile telecommunication sector for product and services usage. This study has also found that customer satisfaction has an impact on customer experience and positively contribute to explaining the variance in loyalty. In contrast, habit and customer experience did not contribute to explaining the variance in loyalty. The findings of this study contribute to the development of businesses strategies of how to retain their customers which will result in higher revenues.

Keywords Telecommunication, Social Influence, PLS-SEM, Customer Loyalty, Australia.

1. Introduction

Telecommunication companies are under enormous pressure to provide better and quality service to end users. The telecommunication industry occupies a unique space due to its competitiveness in the market. Industry reports suggested that mobile service customers are more dissatisfied (Dhamdhere 2016). Telecommunication companies are adapting and converging their network services into a new era of robust growth in the global market for internet, data, broadband and voice services. Around 17 to 20 million subscribers signing up with a new mobile service provider every year are switching from another service provider (TIO 2017). It means there is a significant issue with telecommunication customers loyalty as it is very low according to the statistics due to a competitive market (Dhamdhere 2016). Moreover, customers switch to another service provider, if the service provider does not provide a competitive and excellent service (Crow 2017). According to mobile app report Doorey et al. (2017), the use of mobile services such as mobile application usage has increased by 49% over the past few years. In addition to this, it has contributed 77% of the total growth of mobile services usage. Market trends are volatile and keep on changing with the passage of time and change in technology. A recent example is Nokia phones, as Nokia mobile with a better understanding of customer satisfaction 14 years ago may not be relevant today (Crow 2017).

There is a tool called Net Promoter Score (NPS) introduced in 2003 to measure customer satisfaction. This tool measures customer satisfaction based on customers’ responses to simple questions. There is a drawback of this tool that it doesn’t consider how customer experience
and expectation change with technology change and new service interactions (Crow 2017). Telstra, Australia conducted an NPS survey through the recruitment of 30,000 willing respondents to ask more targeted follow-up questions and get real resolutions. Apart from this, through this NPS survey program, Telstra improved business decision process and implementing customers suggestions, which results in the company increase revenue results. Recently, Telstra had reached an agreement with the Australian Competition and Consumer Commission (ACCC) to offer compensations to some 42,000 customers unsatisfied with their National Broadband Network (NBN) plans (Donnelly 2017). Moreover, telecommunication service provider Optus has also agreed to compensate for unconvinced NBN users. In addition to this, Optus has confirmed to provide solutions for NBN subscribers promised with high-speed rate (Donnelly 2017). Hence, there are other factors other than customer satisfaction which are antecedent of customer loyalty such as customer experience, facilitating conditions, effort expectancy, performance expectancy, social influence, habit and price value (Dwivedi et al. 2017; Hoque & Sorwar 2017; KIT 2014) NPS is gauging the customer satisfaction but there is a need to measure another aspect of customer service such as experience, performance and effort expectancy, social influence, habit a price value etc. As per literature, all these factors previously mentioned playing a vital role in customer behavioural intention whether to continue or discontinue a particular product or service (Slade et al. 2015; Williams et al. 2015).

Telecommunication service providers face some main challenges such as long-term maintenance of brand and service (TIO 2017). In addition to this, a key necessity for companies is to protect the subscriber base which can only be achieved through customer loyalty (Amin et al. 2012). In the competitive telecommunications market where there is a furious competition among the parameters such as service, network, technology and pricing, customer long-term relationship with the service provider is a key to the success of a company (Gerpott et al. 2001). The business can make increased revenue and profit through happy and loyal customers by provisioning of steady and good service quality (Ascarza et al. 2018). As per (Gupta et al. 2004), a 1% increase in retention rate generates around a 5% increase in customer equity. Customer loyalty plays a major role in attracting new customers and retaining the existing ones in a progressively competitive market (Ferguson & Brohaugh 2008). This research determines the factors influencing customer loyalty. However, little research has been done to investigate the influence of customer experience (CE), habit, hedonic motivation, social influence and customer satisfaction on customer loyalty (Bhatti et al. 2016). Therefore, the objective of this study is to develop a framework to identify the factors affecting customers’ loyalty in the area of mobile telecommunications. The rest of the paper is organized as follows. The related literature is reviewed. The theoretical background is given in section 3. After that, hypothesis development is presented, leading to research methodology in section 5. Then in section 6 Data analysis is given. Finally, the conclusion, the limitations of the study and future research are given.

2. Literature Review

This section discusses the literature review of factors such as customer loyalty which is derived from customer behavioural intention to stay loyal, customer satisfaction, customer experience, facilitating conditions, effort expectancy, performance expectancy, hedonic motivation, habit and price value.

Nasir et al. (2014) define customer loyalty as “the ability to attract the right target market, making them buy or consume the product on a regular basis and in high quantities and advocating for the product enabling more customers to shift from the substitute product to your product is termed as customer loyalty”. The loyal customers are the one, who are willing to
pay more price premiums prices, providing positive word of mouth to others with referral and provide long-term commitment (Ganesh et al. 2000). The term customer loyalty is a relatively common phenomenon used in marketing and business studies. The extant body of literature available in field of IT/IS adoption extensively used empirical work of Theory of reasoned action (TRA) (Ajzen & Fishbein 1977; Fishbein & Ajzen 1975; Warshaw & Davis 1985), Technology acceptance model TAM (Davis 1989), Theory of planned behaviour TPB (Ajzen 1991), Innovation diffusion theory IDT (Roger 1995) and Technology adoption model 2 (TAM2)(Venkatesh & Davis 2000). Moreover, these studies have been extensively used to understand the technology adoption process in a various information system, information technology and business studies (Benlian et al. 2011; Brown & Venkatesh 2005; Hanafizadeh et al. 2014; Hong & Tam 2006; Hsu et al. 2007; Pagani 2004). Although, there are many factors such as demographics, research area, socio-economic profile of the participants which can impact analysis, the validity of robustness and predictive ability of these models. Similarly, unified theory of acceptance and use of technology (UTAUT) Venkatesh et al. (2003) presents the four factors such as performance expectancy, effort expectancy, social influence and facilitating conditions affecting the behavioural intention and user actual behaviour. The UTAUT model is a combination of eight theories mentioned above. Furthermore, a revised extension UTAUT2 model is proposed by researcher Venkatesh et al. (2012) which imputes the pricing, habit and hedonic motivation factors in the UTAUT model. The underlying motivation of this study is to propose a synthesized single framework which improves parsimony, descriptive power, and predictive ability and to overcome the basic limitations of the existing models. In the current model, UTAUT 2 is only focusing on user behaviour, and this model doesn’t discuss customer satisfaction and customer experience impact on customer loyalty. It is imperative to understand the customer loyalty of mobile telecommunication service in an integrated framework in the background of an extension of established IT/IS adoption theories and specific dimensions required in view of inherent characteristics of mobile services. Consequently, the major driver of this study is to determine the potential antecedents of customer loyalty towards telecommunication service providers in Australia. The following tables present some key definition from previous literature.

<table>
<thead>
<tr>
<th>Customer Loyalty Definition</th>
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<tr>
<td>Those who rebought a brand considered only that brand and did no brand-related information seeking.</td>
<td>Newman &amp; Werbel 1973</td>
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<tr>
<td></td>
<td>Oliver (1999,p.34)</td>
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<tr>
<td>It is defined as &quot;repeat purchase frequency” or “relative volume of same brand purchasing”.</td>
<td>Tellis 1988</td>
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<tr>
<td>Loyalty has been defined from the attitudinal perspective as well. Attitudinal loyalty includes cognitive, affective, and conative aspects.</td>
<td>Oliver 1997,p.392</td>
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<tr>
<td>Oliver (1997, p. 392) proceeds to describe the consumer who &quot;fervently desires to rebuy a product or service and will have no other.&quot;</td>
<td>Oliver 1997,p.392</td>
</tr>
<tr>
<td>Customer loyalty is a buyer’s affection or deep association with a product, facility, image, or company.</td>
<td>Oliver 1999</td>
</tr>
<tr>
<td>Loyalty is related to the concept of relationship commitment, which can be expressed as a sustaining desire to be in a valued connection.</td>
<td>Morgan &amp; Hunt 1994</td>
</tr>
<tr>
<td>Concerning word-of-mouth endorsement, the increased probability of purchase, and a frequent buying of a firm’s offering.</td>
<td>Lee et al. 2001</td>
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</table>
The mindset of customers who has favourable approaches concerning the company, promise to purchase the company’s product/service frequently and endorse the product/services to others.

Table 2.1 Loyalty definitions in the literature

<table>
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<tr>
<th>Author(s)</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Oliver (1999)</td>
<td>“A deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver 1997, p. 392).</td>
</tr>
</tbody>
</table>

For this study, the definition of customer loyalty is “A deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver 1997, p. 392). The service has been studied intensively worldwide in different areas, and the unique characteristics required for customer orientation are very well investigated in previous studies (Harris & Goode 2004; Oliver 1997, 1999; Oliver, RL & Swan 1989; Rai & Srivastava 2012). The major concepts for customer loyalty, customer satisfaction, service quality, and customer complaints have been highlighted in many past studies (Harris & Goode 2004; Mano & Oliver 1993; Oliver 1997, 1999; Oliver et al. 1988; Oliver & Richard 1981; Oliver & Richard. 1993; Oliver, RL 1977, 1980; Oliver, RL & Bearden 1985; Oliver, RL & DeSarbo 1988; Oliver, RL & Swan 1989; Taylor & Baker 1994). The role of customer loyalty gains more popularity when it is applied in customer service context due to direct human involvement. The characteristics of service durability, reliability, service delivery, and customer service etc. enhance the integrity of service and human relationship. Customer loyalty is very critical for any business or service. Due to the continues evolving of services, and marketing competitiveness, companies are now focusing on the significance of human involvement in the form of customer loyalty and retention. Customer loyalty has been including as the strategic objective in the decision-making process due to the competition with other companies (Rai & Srivastava 2012). Customer loyalty has been seen as a source of competitive advantage (Bharadwaj et al. 1993). Moreover, this study focuses on the customer relative attitudes and attitudinal approach which is defining different approaches towards loyalty as Dick and Basu (1994). In this study, the determinants of customer loyalty as highlighted and derived from behavioural intention are discussed. The relationship needs to be tested in the mobile telecommunication service context.

3. Theoretical Background

This study draws on IS, behavioural and marketing theories as well as the updated IS UTAUT2 model (Venkatesh et al. 2012). In order to explain the theory and identifying the future directions, the researcher for this study has attempted to critically review and enhance the
revised original UTAUT model. In this theoretical framework, the researcher has argued that this model is not applicable in all areas and contexts and modification for the current UTAUT model is necessary. The main dependent variable behavioural intention is modified to customer loyalty with the addition of two new variables such as customer satisfaction and customer experience. In the UTAUT model, individual characteristics such as attitudinal loyalty, customer experience and customer satisfaction not theorised in the original UTAUT model should be introduced. In this study, customer loyalty has been examined with revised UTAUT model with a combination of IS and marketing concept. The marketing concepts such as product price value and customer loyalty are theorised by the use of marketing mix theory. Similarly, the role of customer satisfaction is introduced in the original revised UTAUT model with the help of customer expectation theory. This revised new model is empirically tested in telecommunication context using Smart PLS technique.

Therefore, the theoretical framework for this study is based on the concepts of selected marketing-mix product, place, promotion, physical evidence, process and price along with the SERVQUAL model which will measure service quality for customer experience, Unified Theory of Technology Acceptance (UTAUT 2) and Expectation Confirmation Theory (ECT). The following section will discuss the detail of these theories which includes the theories of IS/IT acceptance, marketing and customer satisfaction with attention to the UTAUT 2 model and formalises the revised theoretical model. Constructs have been selected for this study’s examination: facilitating conditions (FC), effort expectancy (EE), social influence (SI), performance expectancy (PE), price value (PV), habit, hedonic motivation(HM), customer experience(CE) and customer satisfaction (CS) as they relate to customer loyalty in the mobile telecommunication sector. Price value is focussing on specific conditions that may be prevalent in a sector where customer loyalty is increasingly undermined by price competition and provider switching behaviour. The research model is offering new insights on the issue of customer loyalty by modifying the existing grounds of UTAUT 2 basis. The research model is depicted in Figure 1.

![Research Model](image)

Figure 1: Research Model

4. Hypothesis Development

Below mentioned are the hypotheses derived from extensive literature review.

H1: Facilitating conditions are positively associated with customer loyalty.

H2: Effort expectancy is positively influenced by customer loyalty.
H3: Social influence is positively influenced by customer loyalty.
H4: Performance expectancy is positively influenced by customer loyalty.
H5: Customer experience is positively associated with customer loyalty.
H6: Customer satisfaction is positively associated with customer loyalty.
H7: Customer experience is positively associated with customer satisfaction
H8: Hedonic motivation is positively associated with customer loyalty.
H10: Habit is positively associated with customer loyalty.
H11 Age, gender and experience will moderate the effect of facilitating conditions on behavioural intention to stay loyal or customer loyalty, such as the effect will be stronger among older women in early stages of experience with mobile service.
H12 Age, gender and experience will moderate the effect of effort expectancy on behavioural intention to stay loyal or customer loyalty.
H13 Age, gender and experience will moderate the effect of social influence on behavioural intention to stay loyal or customer loyalty.
H14 Age, gender and experience will moderate the effect of performance expectancy on behavioural intention to stay loyal or customer loyalty.
H15 Age, gender and experience will moderate the effect of hedonic motivation on behavioural intention to stay loyal or customer loyalty, such that the effect will be stronger among younger men in the early stages of experience with a mobile phone product.
H16 Age, gender and experience will moderate the effect of habit on behavioural intention to stay loyal or customer loyalty, such that the effect will be stronger in older men with a high level of experience with a mobile phone product and services.
H17 Age, gender and experience will moderate the effect of customer experience on behavioural intention to stay loyal or customer loyalty.
H18 Age, gender and experience will moderate the effect of product price value on behavioural intention to stay loyal or customer loyalty, such that the effect will be stronger among women particularly older women.
H19 Age, gender and experience will moderate the effect of customer satisfaction on behavioural intention.
H20 Customer satisfaction will positively influence customer loyalty for the mobile telecommunication product and services.

5. Research Methodology

In this study, Partial Least Squares (PLS-SEM) structural equation modelling technique was used applying SmartPLS 3 software. The web-based online survey was used to facilitate the objective of this study. The population of the study consists of male and female customers (who live in Australia) of age 18 plus. Survey questions were based on seven Likert scales from 1 to 6 that was represented by 1= strongly disagree to 6= strongly agree to express the degree level of agreement. Initially, items for the 10 defined constructs were developed based on prior studies as shown in Table 1. In order to improve the validity of the instrument and the initial
pool of items, a Panel of Experts (POE) (10 academics and industry expert) and pilot study (15 mobile phone customers) survey were conducted (Lewis et al. 2005). In this study, based on the feedback, some items have been deleted, added, or modified. In order to reach the required number of responses a professional market research company “Research Now” was used. The sample specification was as follows: anyone from the Australian population who used mobile phone services to purchase (a) product(s)/service(s). The participants were selected randomly from those over 18 years of age. An online questionnaire was used to collect data. 385 Surveys was collected. After that data preparation process, 364 surveys were ready to be analysed.

6. Data Analysis and Research Findings

Partial Least Squares (PLS) structural equation modelling (PLS-SEM) technique was used applying SmartPLS 3 software to test the proposed relationships in the research model as in Figure 1)(Hair et al. 2016; Henseler et al. 2015; Henseler et al. 2009). Hair Jr et al. (2013) specified that PLS-SEM objective is to combine factor analysis with near regressions under the condition of minimal assumptions in order to get the high variance explanation (high R squared). In this study, there are 10 first-order constructs (performance expectancy, effort expectancy, social influence, facilitating conditions, habit, hedonic motivation, customer experience, customer loyalty, and customer satisfaction). The two-step approach was used in this study, measurement model and structural model(Hair et al. 2016). Measurement model assessed by evaluating the indicator reliability, internal consistency, convergent validity, and discriminant validity. The structural model assessed by evaluating the path coefficients, the coefficient of determination (R2), and the effect size (f2).

6.1 Assessment of Measurement model

The measurement model evaluated by measuring the indicator reliability, internal consistency, convergent validity, and discriminant validity. For this reason, the first indicator of reliability was represented by the level of items loadings (Hair et al. 2016). Table 1 shows that the range of the item loading was between 0.70 and 0.86 which is above the cut-off value 0.70. Therefore, the result shows that the study items are reliable.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach’s Alpha</th>
<th>Composite reliability</th>
<th>AVE</th>
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<tbody>
<tr>
<td>Performance Expectancy</td>
<td>0.928</td>
<td>0.944</td>
<td>0.737</td>
</tr>
<tr>
<td>Effort Expectancy</td>
<td>0.882</td>
<td>0.91</td>
<td>0.593</td>
</tr>
<tr>
<td>Social Influence</td>
<td>0.922</td>
<td>0.939</td>
<td>0.721</td>
</tr>
<tr>
<td>Facilitating Conditions</td>
<td>0.829</td>
<td>0.879</td>
<td>0.593</td>
</tr>
<tr>
<td>Habit</td>
<td>0.877</td>
<td>0.916</td>
<td>0.732</td>
</tr>
<tr>
<td>Hedonic motivation</td>
<td>0.867</td>
<td>0.901</td>
<td>0.605</td>
</tr>
<tr>
<td>Price value</td>
<td>0.67</td>
<td>0.793</td>
<td>0.591</td>
</tr>
<tr>
<td>Customer Experience</td>
<td>0.922</td>
<td>0.939</td>
<td>0.721</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>0.88</td>
<td>0.909</td>
<td>0.626</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>0.819</td>
<td>0.874</td>
<td>0.582</td>
</tr>
</tbody>
</table>

Table 1: Reliability and Validity of The Measurement Model

Moreover, in the second part, in order to measure the internal consistency, (Hair et al. 2016)emphasized to use the composite reliability (CR) as it compared to composite reliability,
Cronbach’s alpha shows poor estimation for reliability (Hair et al. 2012). This study uses composite reliability to check internal consistency reliability. As shown in Table 1, the composite reliability achieves the cut-off value of 0.7 and lies between 0.874 and 0.944. Thus, the composite reliability shows decent estimation measure. Nonetheless, in order to identify the convergent validity, average variance extract (AVE) is used (Fornell 1992). In this study, all factors satisfy the cut-off value of 0.5. Table 1 shows that the AVE value of all constructs is within the range of 0.591 to 0.721. Moreover, when the constructs are not correlated with the item of another construct then it is known as discriminant validity (Chin 2010). This discriminant validity is showed in a correlation matrix exhibited in Table 2. It shows that the square root of AVE is higher than the correlations of inter-constructs. Therefore, we can say that the 8 requirements of the discriminant validity are achieved. Assessing the above analysis, we can say that this study confirms the reliability and validity of the items and their concerned factors.

| No. | Constructs          | AVE  | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  |
|-----|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1   | Customer Loyalty    | 0.362| 0.703|     |     |     |     |     |     |     |     |     |     |
| 2   | Customer Experience | 0.626| 0.649| 0.791|     |     |     |     |     |     |     |     |     |
| 3   | Customer Satisfaction| 0.721| 0.657| 0.751| 0.86 |     |     |     |     |     |     |     |     |
| 4   | Effort Expectancy   | 0.593| 0.606| 0.653| 0.716| 0.77 |     |     |     |     |     |     |     |
| 5   | Facilitating Conditions | 0.593| 0.724| 0.695| 0.734| 0.647| 0.77 |     |     |     |     |     |     |
| 6   | Hedonic Motivation  | 0.600| 0.7 | 0.745| 0.624| 0.604| 0.625| 0.776|     |     |     |     |     |
| 7   | Habit               | 0.491| 0.478| 0.514| 0.477| 0.609| 0.439| 0.887| 0.7 |     |     |     |     |
| 8   | Performance Expectancy | 0.737| 0.633| 0.496| 0.483| 0.554| 0.627| 0.626| 0.529| 0.858|     |     |     |
| 9   | Price Value         | 0.732| 0.675| 0.604| 0.53 | 0.475| 0.631| 0.549| 0.298| 0.471| 0.855|     |     |
| 10  | Social Influence    | 0.721| 0.327| 0.197| 0.144| 0.156| 0.24 | 0.267| 0.095| 0.407| 0.141| 0.849|     |

Table 2: Convergent Validity and Discriminant Validity of Constructs

Figure 2: Structural Model

6.2 Assessment of the Second Order Construct
The structural model is measured via the path coefficient between indicators and their constructs. A technique called bootstrapping is used which is a resampling technique as suggested by previous studies (Chin 1998; Hair et al. 2016; Hair et al. 2011). This technique helps in determining the confidence interval of the path coefficients and provides a statistical inference. The bootstrap technique helps in the provision of the shape, and sampling distribution of the specific population in data analysis (Henseler et al. 2009). The bootstrapping procedure involves a large, pre-specified sample size i.e. 1000 or 5000 as suggested by Hair et al. (2016). This technique creates random cases with replacement from the original samples. From this study, for bootstrapping, sample size (n) is 5000. Figure 6.3 shows the structural model after bootstrapping. The second-order components were assessed on the basis of conceptual characteristics of the constructs. The internal reliability and construct validity are not needed because the second order constructs were formative, and all other constructs are reflective in nature (Henseler et al., 2009). Indicator validity for the associations between the second-order and first-order constructs was determined by the significance of the path coefficient (Hair et al., 2012b).

Figure 2 shows that H1, H3, H4, H7, H8, H9, H18 and H19 have strong support with a path coefficient between 0.06 and 0.41. Results show that H2, H5, H10, and H11-H17 were rejected implying that effort expectancy, facilitating conditions, habit customer experience has an insignificant relationship with loyalty. Second, R 2 value determines how much variance in endogenous variables is explained by the model (Chin 2010). R 2 of customer loyalty is 0.694. Third, The effect size is used to measures the strength of the relationship between two variables (Hair et al. 2012). Results show that f 2 effect sizes are 0.131 for customer loyalty (Hair et al. 2012).

The findings demonstrate that performance expectancy, price value, hedonic motivation, social influence and customer satisfaction positively contribute to explaining the variance in loyalty. In construct, facilitating condition, and habit experience did not contribute to explaining the variance in loyalty. Examining the relevance of significant relationships between the nine exogenous constructs with customer loyalty, the results show that satisfaction, performance expectancy, hedonic motivation, price value, and social influence carry comparable weights in impacting loyalty with path coefficients that are different in magnitude. The result implies that satisfaction, social influence, price value, performance expectancy are important factors to predict loyalty rather than habit, facilitating conditions and customer experience. Among the exogenous constructs as predictors of satisfaction, performance expectancy, price value, social influence most significantly, whereas system effort expectancy does not influences significantly loyalty. Our findings are consistent with previous studies (Hoque & Sorwar 2017; Min et al. 2008). Finally, this study found that satisfaction, performance expectancy, price value and social influence have a significant influence on loyalty in mobile product and service.

7. Conclusion

The literature shows very little related information and data about customer experience and satisfaction impact on customer loyalty in the presence of mobile telecommunication scenario. In this context, many IT and IS studies emphasis on business to consumer (B2C), in which business organizations used social influence, techniques, functionalities or applications on their existing customer satisfaction models i.e. NPS (Net Promoter Score). The primary objective of this study is to identify the factors affecting customers’ loyalty in the mobile telecommunication sector for the purchase of mobile products and services. The study found that satisfaction, social influence and performance expectancy of services/products have a significant influence on loyalty. This study contributes to the present understanding of the
relationship between mobile service loyalty, satisfaction, product price value, social influence by incorporating hedonic motivation, customer experience, effort expectancy, and facilitating conditions as antecedents. The extension of this study and the future research can be done by using the existing model to study the telecom services which are changed due to mobile application services. Many companies have mobile applications where a customer could manage their services, receive promotions and interact more with their service provider, hence possibly becoming a loyal customer.

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