CONSUMER BUYING BEHAVIOR IN TELECOM INDUSTRY: AN INVESTIGATION TO ESTABLISH BRAND LOYALTY

ABSTRACT

Telecommunication sector having major changes through noteworthy strategic reforms, with many major players of cellular phone handsets in the Indian market, investing huge capitals, brand switching has become very common and Brand loyalty establishment is becoming a cardinal objective for the same. Hence, the study entitled “Consumer Buying Behavior in Telecom Industry: An Investigation to Establish Brand Loyalty” has been undertaken with the objective of assessing Pre-Purchase, and Post-Purchase behaviour towards cellular phone handsets, where an intrinsic exploration of pre-purchase and post-purchase behaviour towards maintaining brand loyalty would have been investigated. It has been seen through literature review, that brand loyalty could be explored as a function of ‘Service Quality Gap’ in post-purchase phase and as functions of ‘Values and Lifestyles’, ‘Brand Personality’, ‘Brand Identity of Brand Personality’ (an intermediary latent variable made up of ‘Attractiveness Of Brand Personality’, ‘Distinctiveness of Brand Personality’, ‘Self Expressive Value of Brand Personality’, ‘Brand Identification’, ‘Word of Mouth Report’) in the pre-purchase phase. The study includes six chapters viz. Introduction, Literature Review, Theoretical Background, Research Methodology, Analysis, Conclusion along with, Bibliography and Appendices. Primary data has been collected initially from 425 respondents on the basis of tier wise city classification (Census, 2011), following Tier wise Simple Random Sampling technique. Later 315 data are analysed, after exclusion of a few data due to incongruence of filling up, less usage of mobile, less income level. For analysis chi square, t tests, correlation, regression, paired t test, paired correlation, Structural Equation Modeling are used. The findings of the study expose, ‘VALS’ (values and lifestyle) has a direct negative effect on Brand Loyalty, while Brand Identity of Brand Personality has a direct strong positive effect on Brand loyalty. Brand Personality has no direct impact on Brand loyalty but has indirect impact through Brand Identity of Brand Personality. Service Quality Gap has two types of impact in non-recursive model. Brand loyalty has a direct negative impact on service quality gap, while, non-recursive model of SEM indicates an interesting outcome that service quality gap has a feeble positive impact on brand loyalty.