Role of Advertisement in Retaining Customers of Mobile Telecommunication Companies in Pakistan

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This Master Thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.

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Abstract

The telecommunications industry is a high velocity industry in the current business context. With this boom, even the competition in the developing countries like Pakistan the demand for mobile usage has significantly increased in the last few years. This emerging trend in demand and high profitable industry, leads to more and more mobile service providers who are investing for infrastructure facilities to provide their service more successfully. The network providers face a greater challenge in retaining their customers because the customers have many options and they may switch their brand to another for seeking better service, more benefits and higher satisfaction. At the same time, the service providers in order to retain its customers should focus on the marketing strategies through which they reach its customers. A right medium will help the service providers to retain their current customers. Therefore, this study is focused to identify the role of advertising on customer retention of the mobile telecommunication network's customers. Accordingly, the advertisement has been divided into two independent variable attractiveness of advertisement and exposure to advertisements and customer retention has been identified as the dependent variable. This study is conducted in Pakistan to evaluate whether customers advertisement has an impact on customer retention or not within the mobile phone service. The descriptive research design can be identified as the basic research approach. The sample includes the youth of Pakistan represented by the student. The sample size is of 196 mobile phone users from Lahore, Pakistan. Survey method is used for collecting data. The structured questionnaire is used for collecting data from the customers and both qualitative and quantitative analytical techniques are used to analyze the data and to form conclusions.

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Chapter 1 Introduction

1.1 Introduction

1.1.1 Background of the Study

The academic literature available today identifies the shift from a transactional to a more relational approach in a firm's orientation to their customers (Eriksson Vaghult, 2000; Morgan & Hunt, 1994). Various studies were carried out focusing on the factors and mechanism that determined establishment, development and maintenance of successful relational exchanges (Morgan & Hunt, 1994). Marketing has been defined in several different ways, but one of the definitions is as:

> "Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development" it is further defined as, "it is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return" (Kotler, Armstrong, Wong & Saunders, 2008).

For firms to succeed in the market, it is very important for them to think and implement the right strategies to have niche advantages within the market segment. As an old tradition, firms have typically been stressing their marketing strategy in the direction of increasing profits by increasing their market share of new customers. With the amount of current competition in the world, most companies are forced to change their strategies with the changing circumstances to sustain in the market. Many research studies have shown, organizations have learnt that retaining current customers is much less expensive than attempting to attract new ones (Vadim Kotelnikov, 1000ventures). An Organization has to make sure that they are catering their customer needs and expectations individually with their products and services. Customer services satisfaction strategies should be applied by considering all those needs and complaints and coming out with the solutions where customer satisfaction is guaranteed. When an organization keeps its customer needs and demands in consideration, it helps an organization in retaining their brand and building their loyalty and values. Fornell and Wernerfelt (1987) discussed that it is better to spend marketing resources

in retaining the current customers than attracting the new ones. As word of mouth marketing is the best considered strategy. If you have a happy customer he or she would always prefer their fellow mates to you. A research conducted for U.S Officer of Consumer Affairs concluded that it may be five times as costly to attract a new customer as to keep an old one (Rust and Zahorik, 1993).

1.2 Problem Identification

To retain the mobile phone customers in an ever growing and competitive market it is far very difficult. As in competitive markets prices are in equilibrium and marginal returns are not very high, so the firms compete in achieving bigger market share and always try hard to come up with the niche strategies to achieve their goal. There are many factors affecting this and each factor has its own impact. As it is already well known and understood that price plays a major role in retaining the customer but the researcher in this research will explore a new factor which plays a very important role in marketing. The focus of this study is the impact of relative attractiveness advertisement on customer retention strategy. The researcher chooses Pakistan's second largest city Lahore as the research site and wish to do a comparative analysis to study how this contributes for a successful retention strategy. Due to a very high population of more than 15 million and the second largest city of Pakistan, the researcher will mainly focus on the teenage group of the city as a country started with the population of only 35 million and reaching to 150 million (2009) in less than 50 years according to CENSUS International Database a researcher assumes that with a constant growth of 2.5 million approximately per year (as no valuable data was available) the researcher assumes that more than 20% of the population consists of teenage population and thus targeting that big market segment and getting a customer from that age and providing best solutions to the current customer and keeping him forever would also have a long run advantage to the industry. Considering the psyche of the youth and targeting accordingly has higher competitive advantage than targeting a huge segment. In Pakistan, the telecom industry is known to be one of the fastest growing industries with higher growth rate in this decade. The competition is very tough and new market entrants are entering the market to enjoy their share by offering new offers with different rates, free minutes, free text messaging, faster handheld internet services and much more for the consumers. The telecommunication sector have to face a great challenge to retain their market share by retaining their customers because with all the new service providers entering the market with their attractive facilities, it becomes quite difficult to make sure that your customer sticks to you and to develop "brand loyalty".

Looking at the cultural and traditions of the country 85% of the youth is dependent on their parents and thus having no extra income other than pocket money. Therefore considered that factor in mind wherever the consumer is getting more features like free minutes, free sms and many other attractive features in minimal price the consumer is going to prefer that.   The new service providers especially the foreign entrants who already have an edge to the target market have the resources to attract the customers to their service by offering various features and facilities in terms of reduced price, free minutes, free mms services, cheap calling rates, free calls on the same network, sms bundles and many more. This main reason tempts the customer to leave their current service providers. The primary objective of this study is to identify that how advertisements play an important role in and how it contributes in retaining the customers for the service providers in Pakistan when there is a lot competition within the telecommunication industry where various substitutes in choosing the services provider for the mobile phones are easily available. The study explains the importance of advertisement in such a scenario and how it builds an impression and signals the customer to stay loyal. The study also tries to explore the role of advertisement in attracting the customers to a certain package displayed in the advertisement and how it motivates a customer.

To retain customer at an early age is very important because acquiring new one is far more expensive than retaining the existing customer. This can only be achieved when the wants and needs of the customers will be successfully satisfied. If a customer is satisfied in the early age, the company manages to retain it for life as the highly satisfied customer stays longer and develops a sense of loyalty to the brand. Normally a loyal customer will pay less attention to the competing brands and their offers. This study will help to understand how the advertisements plays an important role to attract and retain the customer and makes them indifferent towards other brands even though they offer relatively better offers. The attempt is to identify how the brands target emotionally the market with different advertising strategies and working hard on attracting different pool of customers by different emotions. The competing service providers focuses a lot on retaining the market share they already own through the promotion of customer loyalty and this in a certain helps to attract more new customers as well because when they manage to retain their old customers, they end up spreading the word of mouth "satisfaction" which plays a key role in attracting new customers too. In a competitive market where there are many service providers with all the best and attractive offers, the market players set their priority in retaining and expanding their market

share. Hence, it is becoming an industry-wide belief that the best core marketing strategy for the future is to try to retain existing customers (Peighambari, K., 2007)

In the past when monopoly existed, many companies took their customers for granted and sometimes disregarded the interest of the consumers. Customers often did not have any alternative suppliers, or the other suppliers were just as poor in quality and services, or the market was growing so fast that the company did not worry about fully satisfying its customers. A company could lose 100 customers a week, but gain another 1000 customers and consider its sales to be satisfactory. Such a company, operating on a 'leaky bucket' theory of business, believes that there will always be enough customers to replace the defecting ones (Kotler, 1997).

The study addresses the research problem of how to retain customers with the focus on the impact of two important factors of relative attractiveness of advertising, the degree of relative exposure of the target market to it where the target market segment is teenagers. The people of the developing countries from Asia are known to be very emotional. Source The researcher's targeting Lahore, the city located in northeastern in the Punjab Province of Pakistan. Most of the customers in Pakistan tend to be emotional and sentimental about their actions and whatever they do has a deep connection with their heart, so attracting a customer through a way to his heart manages to assure that once he or she is there, the company will use the same strategy to retain him or her. The customers tend to be very sensitive at the same time towards their products. Therefore it is very important to find and choose strategies which will touch the heart of the consumer and will make them loyal. This study will help to test the impact of such a strategy on the customer retention.

Companies have come to realize that in order to develop successful long-term relationship with customers, they should focus on the "economically valuable" customer, while keeping away and eliminating the "economically invaluable" ones (Romano, 2000; Verhoef and Donkers, 2001).

1.3 Objectives of the Study

This research study will explore the impact of relative advisement and the degree of exposure to these advertisements on customer retention in the mobile phone service industry. The key objectives of the study can be obtained by stating the following research questions:

- What is the impact (if there is any) of relative attractiveness advertisement on customer retention?
- What is the role of relative attractiveness of the advertisement on exposure to advertisements?
- What difference does the exposure to these advertisements have on customer retention?

1.3.1 Demarcation

The author is aware of the broad context of customer retention and marketing strategy and has therefore limited this study to the concept of customer retention through relative attractiveness of advertising, in other words, how advertising helps in retaining customers in telecom industry in Pakistan. Furthermore, this topic will also view that what role does this play and what difference does the exposure to these advertisements have on customers.

1.4 Conceptual Framework

Miles and Huberman (1994, p.18) define conceptual framework which is also known as theoretical framework as " something that explains either graphically or in narrative form, the main things to be studied – the key factors, constructs or variables – and the presumed relationships among them."

The focus of the study is customer retention for the service providers in the mobile telecommunication. The two factors in the research study have been identified as the independent variables and customer retention on the other hand has been identified as the dependent variable. The influence of advertisements, its exposure extent and how it makes the customer to stay with a certain mobile network is very interesting and important. These two have a very particular relationship with customer retention and it will be quite interesting to identify their influence.

The relationship between these variables can be shown in the following figure 1.1.

Figure 1.1: The Conceptual Framework of The Study

```
┌──────────────────┐
│ Relative         │
│ attractiveness of│ ──────────────┐
│ advertisement    │               │
└──────────────────┘               ▼
         │                  ┌──────────────┐
         │                  │ Customer     │
         ▼                  │ Retention    │
┌──────────────────┐        └──────────────┘
│ Exposure to      │ ──────────────▲
│ advertisement    │               │
└──────────────────┘
```
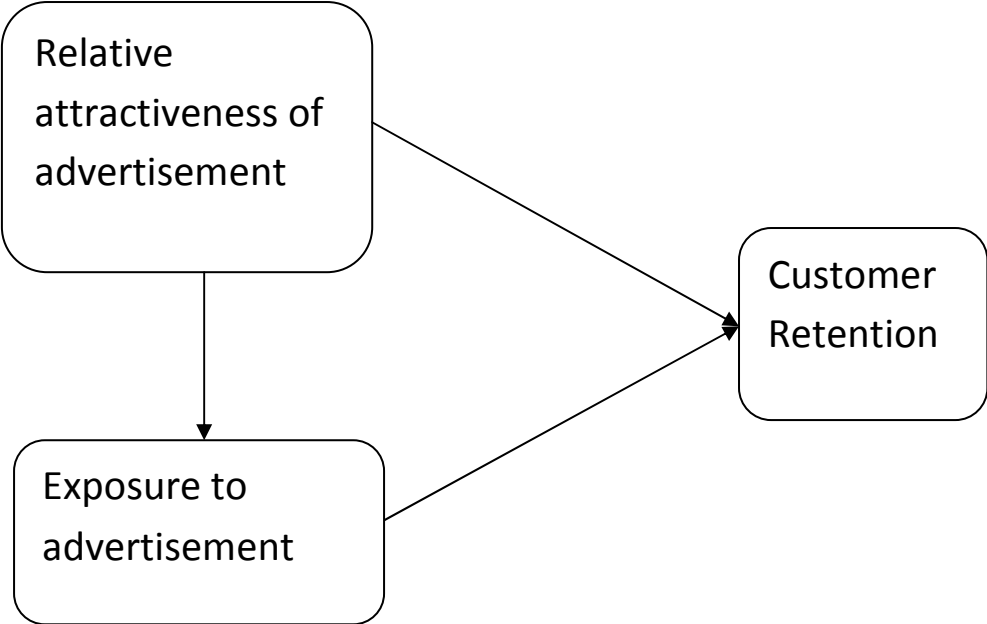
1.4.1 Independent Variables

Relative attractiveness of advertisement and Exposure to advertisement:

Through research it has been made cleared that several factors are of importance to reach the customer. There is a clear correlation between advertisement and customer retention as advertisement is the mean to attract and retain customers at the same time. It is an important medium through which the company chooses different strategies to target its customers. This is the reason, why most of the companies have several different advertisements running on the television and all are different from each other targeting a specific group of people. It is proved to be a very important and plays a significant role in customer retention and is discussed in the literature review. This is why; the company spends lots of money on producing one advertisement or a commercial.

Generally it suggests that a good advertisement produced gives a competitive advantage for the company, creating higher profits and adding to the marginal value.

Therefore, in this study, the researcher will identify the power of advertisement. Through this study, the researcher tries to identify the sensitive relation between the customer and the relative attractiveness of the advertisement which leads to retention.

Accordingly, the following hypothesis is formulated:

H1: The higher the relative attractiveness of the advertisement will be, the higher the customer retention will be.

H2: The higher exposure to advertisement leads to higher customer retention.

1.4.2 Dependent Variable

Customer retention:

The term Customer retention means to hold on to the firm's customers and the revenue that is being generated with their contribution. It is very important for the firms to identify the customers who they want to stay for long and create long term relationships. To achieve this, the service providers have to understand what factors retain the customers or make them leave. Jobber (2001) further discusses that not all services providers have the potential to maintain a long term relationship. Customer retention occurs when a customer is devoted to a company, brand, or to a specific product or service, with its loyalty and long-term commitment and its non-willingness to purchase from the competitors. A company can adopt a number of strategies to retain its customers.

Winer (2001) argues that in order to build a long relationship with the customer it is very important to understand the needs and wants of the customer to successfully achieve the profits for the company is what marketing is all about. Customer retention is a byproduct of loyalty. Egan (2004) defines it as a strategy focusing on firm's already existing customers with the objective of achieving customer loyalty over the time. A firm should have enough knowledge to understand when to cut and run (Egan, 2004). It is very crucial to identify the factors which help in retaining more customers. Today when markets and industries are characterized by high competition, it is very important for firms to be creative and invent ways to gain competitive advantage over the competitors (Morgan and Haunt, 1994).

Chapter 2 Literature Review

Business cannot be run without customers, because no customer means, no revenue generated for the business to keep running. Many businesses today, are able to attract the customers to them but making sure those customers stick to them is a harder battle they have to fight. Marketing can sell anything, but only clever marketing targeting the right pool of customers in a right and honest way can live up to customer's expectations and can help in retaining them. If these expectations are not met, the customer will never be back and can spread a negative word around about the brand. So it is fairly very important to choose the right strategy in advertising the brand targeting the customers to achieve the goal of retaining them.

The competition in the mobile telecommunication has grown at a surprising fast rate over the past years. The growth rate is not only limited to the number of consumers a firm has but also the large numbers of service providers available in the market to attract, satisfy and retain the customers have increased to an amazing number. The shape of the competition has been changed greatly by mobile phone industry which can be better explained with the following figure 2.1.

Figure 2.1: Number of World's Mobile Phone Subscribers and Component Ratio by Region
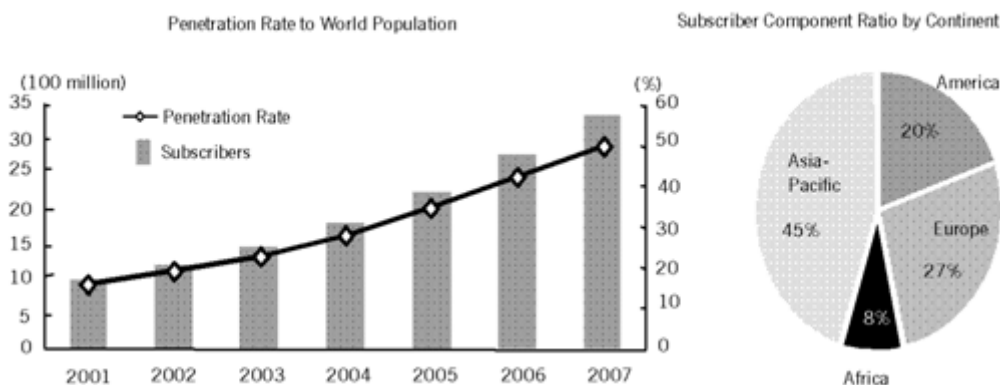
Source: Lee Sung-Ho, 2008

Figure 2.1 explains that the demand of the mobile phone has increased in from year 2001 to 2007. The pie graph shows that the highest demand for the mobile phone is seen in the Asia Pacific by 45%, following by Europe at 27%, then in America by 20% and lastly in Africa by 8%. A reason which explains this ratio can be understood due to the fact that since the

population in Asian countries is increasing faster when compared to the ones in Europe (Lee Sung-Ho, 2008).

"The significant factor of this mobile phone service is it is not a one-time sale like commodity products but rather, a continuous service, service providers can offer additional services (for example free minutes, free sms etc) over the length of a customer's tenure to build a strong bond in order to generate more revenue. In the early stages of the market growth, the emphasis was on acquiring new subscribers, but now as the market matures, the significance of retaining current customers increases drastically" (DongBack Seo, C.Ranganathan et al., 2008). This leads to a better competition and more companies' entering this market. The owners of these companies dealing in telecommunication business have been focusing and paying a lot of attention on the importance of retaining current customers. On the other hand, losing an existing customer not only means a decrease in the current revenue, but also a reduction of potential revenue in future. Marketing scholars stresses on the influence of customer satisfaction on loyalty (Mittal and Kamakura 2001). "Loyalty is often interpreted as an actual retention, which is a cornerstone of customer relationship management" (Gustafsson, A., Johnson, M.D., Roos, I. 2005).

Morgan and Hunt (1994) promotes the concept of relationship marketing (e.g., as seen in Dwyer et al., 1987), which involves the ability of having long-term relationships with the customers. The article further discusses that commitment and trust are important prerequisites to form a productive relationship. Prior to this, relationship marketing was considered as a part of the general literature on marketing segmentation and targeting specific customers. Sonnenberg (1988, p. 60) argues that "in relationship management, the idea is to focus efforts and resources on the few existing or potential customers that provide the best business opportunities."

Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness (Hennig-Thurau, T., Klee, A. 1997). In a number of publications, satisfaction has been taken as a necessary premise for retaining customers, and due to which it has moved to the forefront of relational marketing approaches (Rust & Zahorik, 1993).

2.1 Customer Retention in Theory

Creating long term relationships with the customers, results in a lot of benefits for the company. There are various customer retention strategies used by companies for the target market, such as targeting customer for retention, bonding, building trust, advertising, etc (Jobber, 2004) shown in figure 2.2.

Figure 2.2: Developing Customer Retention Strategies

Source: Jobber, 2004
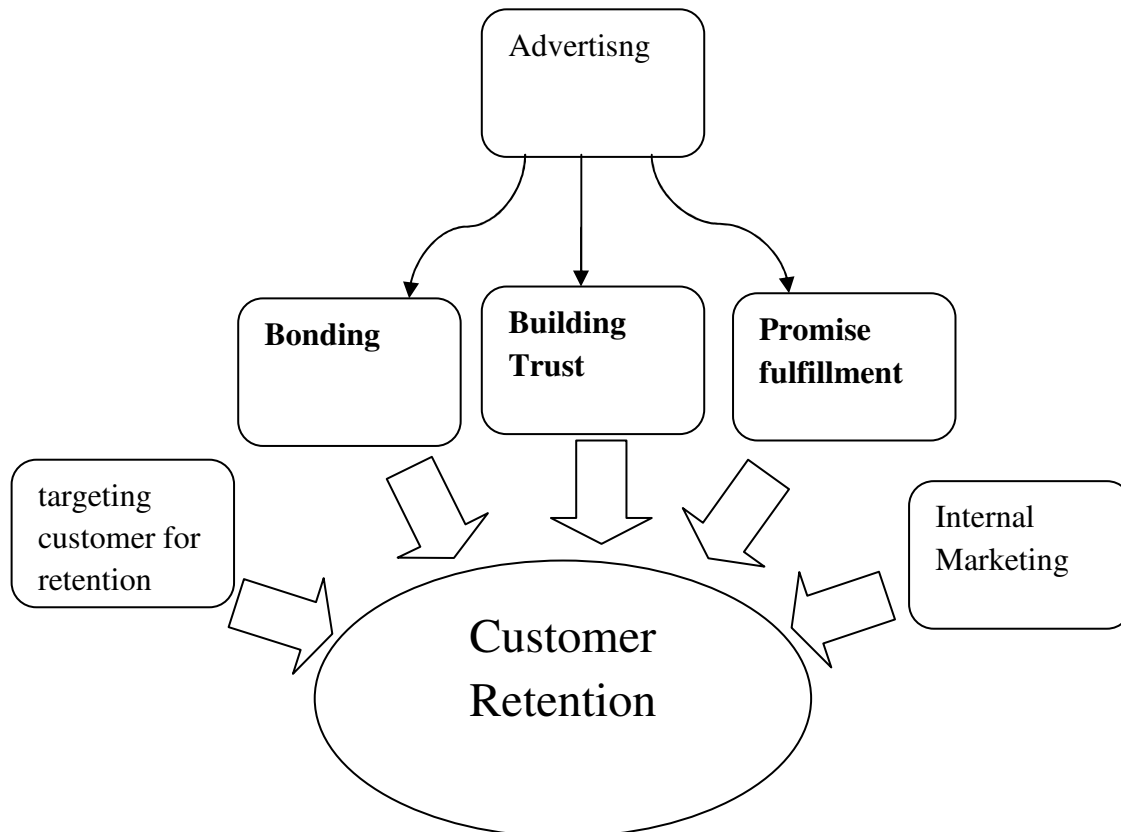
2.1.1 Targeting Customers for Retention

There are different types of customers in the market, some are worthy enough to have long term relationships and others by nature are brand switchers. Such will be attracted to any brand and may be responding when the price of the product is low and is only attracted then. Such customers are not very helpful in covering the cost of retaining them. Therefore it is important for the service providers to understand its customers, know their values, profile and to recognize what makes the customer leave or stay.

2.1.2 Internal Marketing

This includes well motivated, trained and educated employees who have the skills to communicate well with the customers.

2.1.3 Bonding

Bonding between the companies and its customers involves three levels. The first level involves financial stimulants – offering its customers loyalty points or discounts. The second level implies creating personalized and long-term attachment by forming social bonds with the customer. The third level deals with financial, social and structure bonds – handling customer complaints and issues. This is formed between the customer and the company by marketing channels like advertising in the right way.

2.1.4 Promise fulfillment

This is the base for sustaining long term relationships. This involves making achievable promises, making sure they are kept and service to deliver on promises done. Promises are made by common marketing communication channels, one of which is advertising.

2.1.5 Building Trust

For a customer to purchase something for the first time is a difficult step specially when the service is important. Advertising and other marketing strategies help in attracting customers and then in retaining them. Once a customer builds trust with a service provider, the customer tends to stay long term if the service is satisfying the needs. Resolving issues in an effective way also helps in building trust for the company.

2.1.6 CRRCM (Customer Retention and Relationship Commitment Model)

Sharma and Patterson (1999) in their model showed the determinants of relationship commitment, which consisted of the following factors:

- Communication effectiveness
- Functional quality
- Technical quality

All the factors are affected by the trust in the relationship which leads to relationship commitment are illustrated in the figure 2.3.

Figure 2.3: Conceptual Model of Determinants of Relationship Commitment
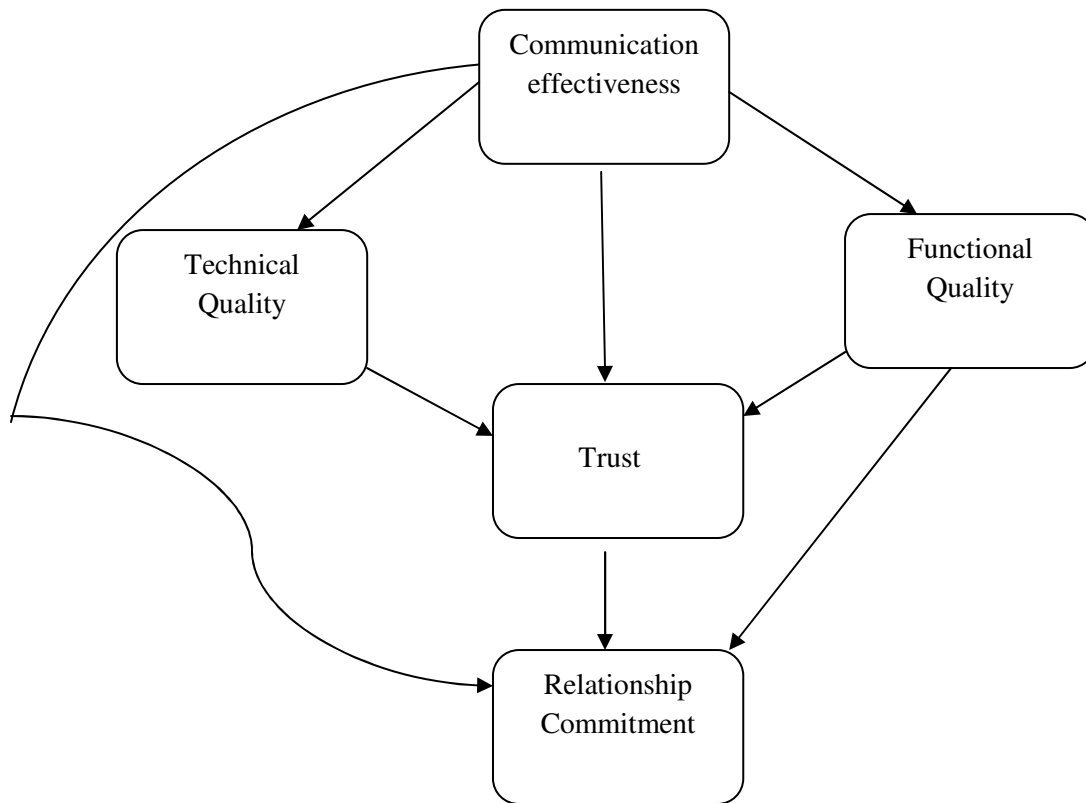
Source: Sharma and Patterson (1999)

Sharma and Patterson (1999) define trust as a belief that the service provider is reliable and to behave in the long term interests of the buyer. It is about the reliability and confidence involved. The more trust there is, the stronger the relationship commitment will be. Trust has been studied by many authors and has been reported an important ingredient for the development of a satisfied customer and long term relationship. A trust booster for firms was customer's satisfaction with past exchanges with the companies (Ganesan, 1994).

Service quality is divided into two main parts – technical and functional quality. Technical quality is about the core services and outcomes perceived by the company's customer, it's the service promised to the customer. It focuses on 'what' is delivered to the customer. Sharma and Patterson (1999) further explains that the technical quality is the competency of the professionals in making sure the best return with acceptable risks on the investments of the customers. On the other hand, the functional quality focuses on subjectivity, the interaction

between the service provider and the service receiver, i.e. the customer. It deals with matter of 'how' the service is delivered. Trust plays an important role when it comes to what and how the quality of the service is delivered. The authors argue that greater the perceived technical quality, the stronger is the trust between the service provider and the customer. And similarly, the greater the perceived quality of the advisor, the stringer is the level of the trust in this relationship.

The formal and informal sharing in an empathetic manner of meaningful and timely information between the company and its customer is defined as Communication effectiveness by Sharma and Patterson (1999). Effective communication helps the customers build trust in the company where they are investing their money. The purpose is to have a well informed customer about their investment in the language that they understand. Consequently, the greater there is effective communication between the two, the stronger is the relationship commitment.

2.2 Advertising and Customer Retention

Ambron and Hooper (1988), where multimedia is said to consist of the media (text, audio, and visuals), the technology (computers), and the products media effects (Mayer, 1989) have conducted four studies (Clark & Salomon, 1986) results do not provide strong evidence of media effects. An even more damaging critique of research on media effects concerns the observation that the most important factor in producing cognitive outcomes is not the medium that is used but rather the quality of the instructional message (Clark,1983, 1994).

 One side disagrees that media has little or no effect in learning (Clark, 1994) and on the other side argues that certain media has unique potential to develop learning (Kozma, 1994). They both have concluded that it is not productive enough to continue with traditional media. Media scholars Clark (1983) and Clark & Salomon, (1986) criticize that the media research can be on experimental, methodological, conceptual and theoretical grounds. Findings have shown the inconclusive empirical results and that the media research depends on the quality of instructional message rather than the medium as such (Clark & Saloman, 1986). The research on media effects by Clark & Salomon's (1986) is based on an information delivery view of learning, where the media is a delivering system which carries information from teacher to the learner.

2.2.1 Advertisement

Advertising is defined as a paid non-personal form of presentation in order to promote a product or an idea sponsored by an identified sponsor. The advertising is done through the media, which includes newspapers, magazines, radio, television and one of the main medium to spread the message to the targeted audiences.

Theories suggest that the advertisements can be of two sorts, one with high involvement advertisement and a low involvement advertisement. Many consumers may spend a considerably decent amount of time reading or watching the ad in a magazine or on the television respectively where as with the low-involvement products, many consumer will only have a glimpse of the advertisement for a second or two before switching to another page or the channel as the advertisement does not seem to advance adaptation. In these counted seconds the name of the product with the visual impression of the celebrity (model) used will be the only factors that can leave an impression on the consumer. So therefore the information conveyed to the consumer in the limited time should be strong enough to leave an influence in order for him to go ahead and take a step in the favor of the advertisement seen.

According to the social adaptation theory implies that the information is fundamentally processed in the similar way for both high and low involvement ads with a small difference that the information processed in the low involvement product ad's ends relatively quickly than the other. The matchup hypothesis (Hawkins, Best, and Coney, 1983) goes well with the Social Adaptation theory as it says that the message conveyed by the image of the celebrity and the product have to come together in an effective advertisements. Many campaigns have already used this concept where there is a good matchup between the celebrity image and product image from the perspective of the target market, and this aptitude has been highly successful for those campaigns. Examples of such campaigns are Karl Malden for American Express, Ronaldo for Nike, Dorothy Hamill for Short & Sassy and Joe Namath for Brut, and each of these campaigns have a good matchup between celebrity image and product image from the perspective of their respective target market and each campaign has managed to receive a very high effectiveness scores (Hawkins, Best, and Coney, 1983).

In social science research it has been found that physical attractiveness is an important topic of research. "Many studies have shown that a physically attractive source facilitates attitude change (Baker and Gilbert, 1977; Caballero and Price, 1984; Chaiken, 1979; Horai et al., 1974; Joseph, 1982; Kulka and Kessler, 1978; Mills and Harvey, 1972; Petty and Cacioppo,

1980)" in Kahle, L.R., Homer, P.M. (1985). The Social Adaptation Theory and the matchup hypothesis predict that the attractiveness is there because it provides the most product relevant information.

2.3 Attractiveness and Exposure of Advertisements

"Attractiveness is a well known, if covert, law of sociality", (Finkelstein, 1991, p.179). "People drastically underestimate the influence of physical attractiveness. Besides playing a role in practically every dimension of human activity, it affects every age group", (Patzer, 1985, p.4). "Physically attractive people are perceived to be more sexually warm and responsive, sensitive, kind, interesting, strong, poised, modest, sociable and outgoing than persons of lesser physical attractiveness" (Miller, 1970; Baker and Churchill, 1977; Berscheid and Walster, 1974; Chaiken, 1979).

Attractive people tend to possess more socially desirable personalities than compared to normal person. It is a belief that they obtain more of material benefits and happiness in the world (Berscheid and Walster, 1974). Literature also suggests the attractiveness stereotype is more important for females than compared to males.

An attractive female or male model can be an effective source of information for a product which is attractiveness related (Kamins, 1990). Research shows different examples of such attractiveness, for instance that males are better suited in adverts for cars, and females for sofas. There should be an interaction effect between the two variables (Kanungo and Pang, 1973). This study showed that the presence of a person will have an effect on the product category.

In the past Research has been for collecting information regarding advertising from different sources like television stations, examining station logs, advertising purchase contracts or billing invoices. This approach helps in getting a good sense of the volume and timing of advertisements aired in a given market and how much cost is used for this process. Magleby (2001) and Shaw (1999) have measured exposure to advertisements by obtaining documents from different television stations.

First, researchers have agreed and found it true that in general, the ability of people to recall information is normally poor (Price & Zaller, 1993; Niemi, Katz & Newman, 1980). But at the same time, even though a viewer may not recall an ad, it still may have had an effect on

his or her evaluation of the featured candidate. The differences found in people's abilities to recall the information surely has to do with the varying levels of exposure to the advertisements. In other words, recalling is a function of more than just being exposed.

The degree of "attractiveness based messages" and the potential social outcomes of advertising are signaled in analysis of American commercials by Downs and Harrison (1985). They authors examined more than four thousand television commercials and discovered that on average, one out of every 3.8 advertisements involved the attractiveness stereotype in any way. The children and the adults would be exposed to an average of 14 attractiveness-based advertisements in a day. "Attractiveness stereotypes have permeated virtually the entire television advertising market, making television adverts powerful sources of the attractiveness stereotypes", (Downs and Harrison, 1985, p. 17). The belief that model attractiveness "sells" by the use of beauty types has been shaping into a stereotypes.

Physical attractiveness of models in the advertisements can increase effectiveness of promotional and marketing activities according to some advertisers (Patzer, 1985). The empirical evidence of 'attractiveness effect' on the perceptions of advertisements of the attractiveness-related products was found by Kamins (1990). In an advertisement when an attractive source (celebrity) is used for a product which affects attractiveness, e.g. cosmetics, the source was viewed as more credible than was the case for an unattractive source.

2.3.1 Advertisement Assessment Process

There is a famous saying, "What people see, is what they believe", and many of the research studies have shown that people tend to compare themselves with what they find better. Westbrook (1998, p.764) has recommend that people "may apply a variety of different types of evaluative standards in reaching a particular satisfaction appraisal," depending on situation and personal factors.

Recently, integration theories have explained the judgment of stimuli (Anderson, 1975). The theories concentrate on the perceiver's categorization of stimuli as belonging to a particular class; when there is a requirement to judge a stimulus, the perceiver does so in relation to the implicit pr perceived distribution of stimuli in that class. The range and the frequency of the stimuli in the category are used in making judgments. Wedell, Parducci, and Geisel (1987) examined social and psychological stimuli with the judgments of physical attractiveness. A number of tests reveal that comparison standards do change across contexts and over time.

Therefore, these theories means that the ads with highly attractive situations, cases, celebrities, people have the potential to shift the evaluation standards for attractiveness evaluations which solely depends on the categorization of the perceives stimuli. There is also a possibility that there might be no shift in standards after viewing ads which are highly attractive in terms of situation or models when consciously or unconsciously consumers consider it to be a totally different category. There are studies that suggest that the professional models or the people used in the ads are not viewed as a separate category when forming attractiveness opinions. Kenrick and Gutierres (1980) found in a field study that viewers who watch "Charlie's Angels" on television gave a lower average rating for the female than the ones who are watching a different program of the same female.

Lasch, 1978 and Mander, 1977 discusses that advertising presents an idealized and an unreal picture of people and their lives. Consumers knowingly or unknowingly imagine and compare themselves and their lives with the idealized images in the advertisements. People expect advertisers to portray the products with attractive and famous spokesperson in positively idealized ads.

The dimension of physical and personality attractiveness is important in social interactions which has a great influence on a person's perception and his or her achievement in life. "Miller (1982) suggests that physical attractiveness may be an "always salient" attribute in social comparison. Further, it is an attribute that is represented in a highly idealized manner in much advertising (Barthel, 1988)" is mentioned in Richins, (1991).

Consumers compare themselves with persons portrayed in ads (Festinger, 1954). It is a part of human's nature that they compare with what they see and evaluate themselves. Theories suggest that people compare themselves with the group members or with the people with whom they have no social interaction (Merton, 1957). On the other hand Festinger's social comparison theory suggests that people compare with each other within the group or the people they socially interact with face to face.

It is noted that the models in the ads target different markets. Each ad caters a different pool of people depending on different factors such as age, status in life, occupation, etc.

2.4 Impact of Advertising on Customer Retention

In Figure 2.4, Xin Wang and Alan L. Montgomery (2003) consider that there is a firm who has a product to sell in two periods through advertising about the product. The participation of customers and their decision making is also shown in the following figure. In order to attract and recruit customers that visit, the firm arranges advertisements to build traffic. The amount and the type of advertising to do in each period depend on the firm and their goal to maximize expected profits. A potential customer becomes aware of the product through an advertisement in the period.

A consumer makes a decision after watching the advertisement, whether to go ahead and purchase the relative product or not. This action depends on how well the product has been advertised and at what extent the value of the product has been displayed. Once the customer purchases in one period and is satisfied during the whole time, there are chances that the company manages to make him/her bran loyal solely depending on the attributes predicted or showed in the advertisement and the reality. If the customer is satisfied, the advertisement has been successful in retaining the customer.

In the second period, when a new advertisement is released by the firm, the consumer is motivated to go ahead and make another purchase and at the same time company can attract new consumers[1] (Xin Wang and Alan L. Montgomery, 2003).

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[1] The model could be formulated so that the two periods are structurally symmetric, that is, in the first period, besides the invited customers, there are some customers who knew about the company but were not well informed. These customers could be thought of as returning customers from "period zero", or arriving do to some non-purchased advertisements. Incorporating these "free customers" into the model does not alter our main results concerning retention. Hence, for the simplicity we assume all customers are solicited through advertising.

Figure 2.4: The Model Process

```
┌─────────────────────────────┐
│          Firms:             │
│    Advertising Decision.    │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│        Customers:           │
│ Participation & Buying      │
│          Decision.          │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│          Firms:             │
│ Advertising ends, firms     │
│        earn profit.         │
└─────────────────────────────┘
              ↓                            Period 1
┌─────────────────────────────┐
│          Firms:             │
│    Advertising Decision.    │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│        Consumers:           │
│ Participation & Buying      │
│ Decision of both new and    │
│     returning customers.    │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│          Firms:             │
│ Advertising ends, firms     │
│        earn profit.         │
└─────────────────────────────┘
                                           Period 2
```
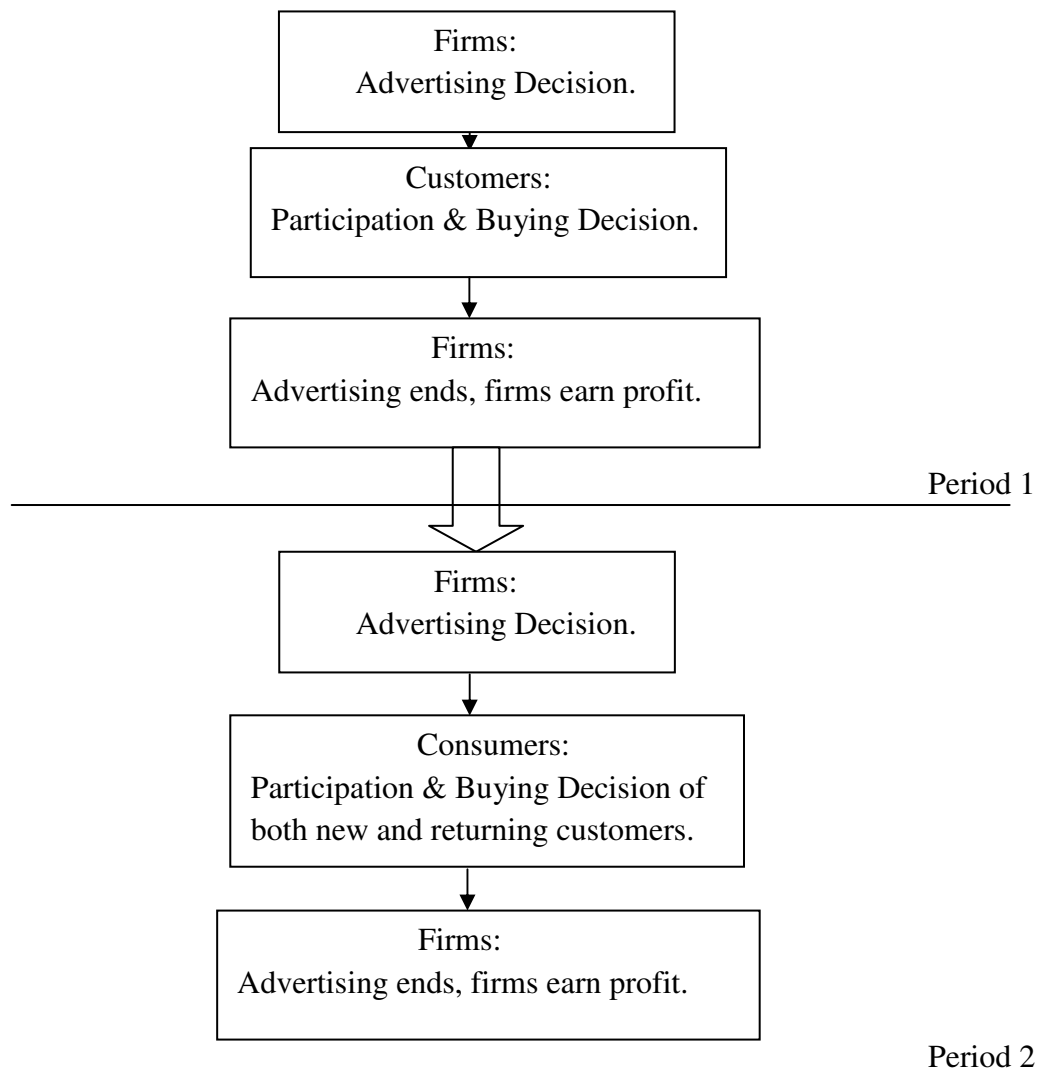
Source: Xin Wang and Alan L. Montgomery, 2003

For the marketing managers and the researches the effects of advertising on the consumer behavior are of great interest and importance. Advertising plays important roles, it can persuade those currently not loyal to a brand to dedicate a greater share of their purchase to it and on the other hand it can protect the currently loyal buyers from drifting into competing brands. Advertising can also persuade the loyal buyers to increase their purchase of the advertised brand. "It is frequently believed that the major effect of advertising is to persuade buyers of competitive brands to switch to the advertised brand. The defensive role of advertising in maintaining current loyal buyers and in preventing their erosion is not as glamorous, and often goes unrecognized and un-appreciated" Raj, S.P. (1982). Assael and Lipstein (1978); Ehrenberg (1974); Joyce (1967); McDonald (1970); Sheth (1974) are one of the researchers and practitioners who have stressed on the relation of loyalty and advertising.

According to few researchers, the research on advertising has been studied from three different viewpoints:

1. Studies with purchase measures as the dependent variable, using either aggregate level sales data or individual level data.
2. Cognitive studies dealing with the effects of advertising repetition on attitude, recall, and purchase intention.
3. Non-empirical research with a primarily conceptual or managerial emphasis about the different roles of advertising (Raj, S.P., 1982).

"In the purchase measure studies, Rao and Miller (1975) and Rao (1978) found evidence for an S-shaped response to advertising expenditure. They used time-series regression analysis to relate sales and advertising across different sales territories. Haley (1978) reports the results of nine advertising experiments in which advertising intensities were varied. A significant positive impact was found in eight of the nine cases, with effectiveness varying over the duration of the campaign. Based on his extensive review of aggregate advertising effectiveness studies, Little (1979) concludes that advertising has positive effects on sales. McDonald (1970), in his unique study using individual-level TV advertising exposure and purchase data, found that consumers exposed two or more times to an advertisement were 5 percent more likely to switch to the advertised brand. These econometric studies confirm that increased advertising does have an effect on sales", Raj, S.P. (1982).

Ray and Sawyer (1971) conducted laboratory studies on advertising repetition and tested the attitudes. Mitchell and Olsen (1977, 1981) found that even if the repetition of the ads did not increase consumer's attitude towards the brand but their attitude towards the advertisement itself contributed to the brand attitude. It is important to examine the market fully by loyalty segments and the variables like advertising for the better allocation of resources. Advertising plays a very important defensive role in retaining customers. Advertising serves two functions at the same time for both loyal and non-loyal consumers; the loyal customers are retained through advertising while the non-loyal consumers have to be induced into changing their attitudes. The content of the advertising must be favorable for the loyal customers in terms of mood advertising. The mood advertising creates a favorable mood and links positive associations with the brand, enhancing the pleasureableness of the consumption of the brand (Shimp, 1981; Rossiter and Percy, 1980).

Advertisements have a direct influence on the consumers, their attitudes, decisions and purchase intentions; therefore advertisers' uses credible sources to attract the potential customer from the market they are targeting. In advertising the corporate credibility, the reputation, its honesty and expertise also plays a vital role in influencing consumer reactions to ads and for shaping brand attitudes.

Credibility plays a very important role and has always been an interesting area for researchers, scholars and practitioners in marketing and advertising. As an important ingredient in a firm's success its reputation is often cited (Fombrun, 1996; Goldberg and Hartwick 1990). Fombrun (1996) further defines that a reputation of the corporate is built on its past actions and future vision which is a commutative of many personal judgments about the company. So the corporate credibility and its reputation are both incorporated. "The extent to which consumer believe that a firm can design and deliver products and services that satisfy customer needs and wants", is defined as corporate credibility by Keller (1998, p. 426). In the bigger picture, corporate credibility is generally perceived as the expertise, reputation and trustworthiness of a firm. Recently, Ohanian (1990) in his scale for endorser's credibility scale incorporated expertise, trustworthiness and also attractiveness. When source credibility refers to a person as an information source, this model gives a good theoretical explanation. Corporate credibility has an impact directly on the effectiveness of advertising. Consumer's attitude towards the ad and the brand are linked in one way or the other with the corporate credibility and has been examined by many empirical studies. Keeping in mind the reputation of the organization, these firms use celebrities, endorsers in their ads as the credibility of these endorsers plays a very important role in persuading consumers to buy the advertised brands (Ohanian 1990). Figure 2.5 from Goldsmith et. al., (2000) explain the relationship between the endorser's credibility, corporate credibility and consumer's reaction to advertisement.

Figure 2.5: The Relationships between Endorser's credibility, Corporate Credibility and Reaction to Advertisement
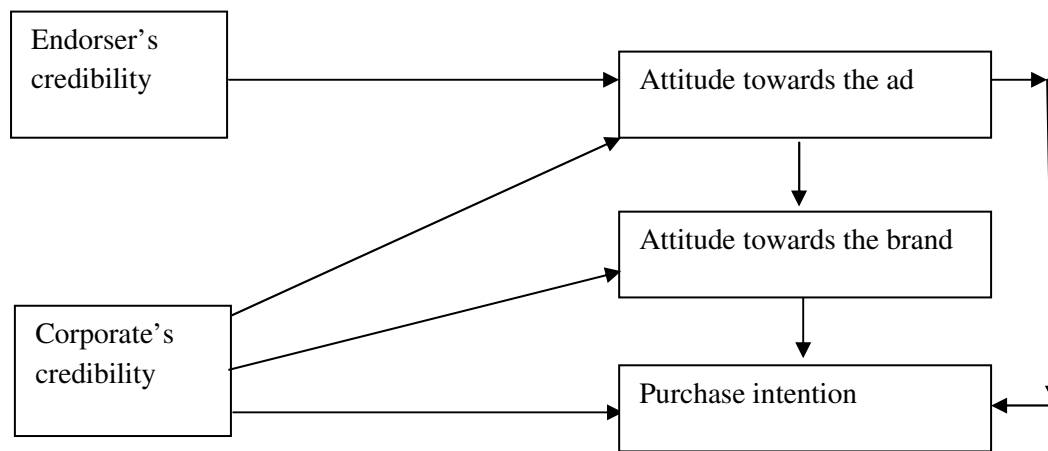
Source: Goldsmith et. al., (2000)

When consumers are familiar with the company already, they usually have developed some perceptions about its credibility. Before the consumers are even exposed to many advertisements, the company has already formed an impression on the consumer's mind over the time period. Mackenzie and Lutz (1989, p. 53) discusses that the consumer's attitude towards the advertiser's affects on the ad will be more or less automatic since they have developed an impression. So the success for the customer to attract and to retain takes a huge step for the advertisers to take while making the advertisement. The consumer not only will have new information about the company, but incase has had a bad experience then a certain ad with relative "role models" can attract a customer and leave a new impression. Consumers usually evaluate the new information they receive about the brand in form of the ad, and the information they received has a great influence on their attitude towards the brand's ad and the brand itself.

"Corporate credibility influences purchase intent because consumer perceptions of the trustworthiness and expertise of a company are part of information they use to judge the quality of the company's products and there whether they want to buy them or nor (Fombrun, 1996)".

In literature, a standard has already been set for the relationship between the attitude towards the advertisement, attitude towards the brand and consumers purchase intention. So the advertising effectiveness plays a very important role in retaining a customer and making sure that the consumer sticks to the brand. The above mentioned three factors are discussed many

times in advertising effectiveness (Heath and Gaeth, 1994; Kalwani and Silk, 1982; MacKenzie and Lutz, 1989). There is a direct relationship between customer's attitude towards the advertisement and his purchasing attention or continuing to stick to the same brand. In a model by Cox and Locander (1987) it is shown that these two variables have strong links. If the ad influences the current or the potential customer, then they stick to the brand and in this way, the advertising is influencing both the attitude towards the brand, the willingness to buy it and the interest to sticking to it. So the advertising helps in retaining the customers. "Mehta and Purvis (1997) described an Advertising Response Modeling approach to measuring advertising effectiveness that also explicitly shows this direct link" (Goldsmith et.al., (2000).

It is expected that when customers are satisfied, they are more likely to consume the product again. This relationship between customer retention and customer satisfaction has given rise to some debate (Gale, 1997; Bolton, 1998). Empirical findings by Bolton (1998) shows that satisfaction explains a large amount of variation in the duration of service provider-customer relationship and that customer retention and acquisition should not be taken as two independent processes as they are linked to each other. So when a firm is making customer acquisition decisions, it needs to forecast the duration of a customer relationship accurately (Thomas, 2001). Increase in customer satisfaction and customer retention can be used as a defensive strategy by the companies as it forms a positive reputation for it and the company becomes less vulnerable in competition.

Chapter 3 Research Methodology

3.1 Methodology

This chapter explains the methodology of this research and also includes the design of the study, setting, the sampling design used, the instruments and procedures which were used for data collection. It also includes a description of the way in which data analysis was done. Research method is defined as the collection of rules, tools, reliable and orderly ways to study the realities, to disclose the passivity and to acquire the solution to a problem (Khaki, 2000). The chapter begins with a description of the methodology used to gather data, followed with a discussion of the five major key components in the research design, which are research approaches, contact methods, sample plan, contact medium and data analysis. The sequence of the chapter is explained in figure 3.1.

Figure 3.1: Research Design of The Study

Definition of research objectives and problem (see section 1)		

Research Approaches (3.2)		
Surveys		

Contact Methods (3.3)	
Emails	Personal

Sample Plan (3.4)		
Sampling Unit	Sampling Procedure	Sample Size

Contact Medium (3.5)	
Questionnaire	Checklist

Data Analysis (3.6)
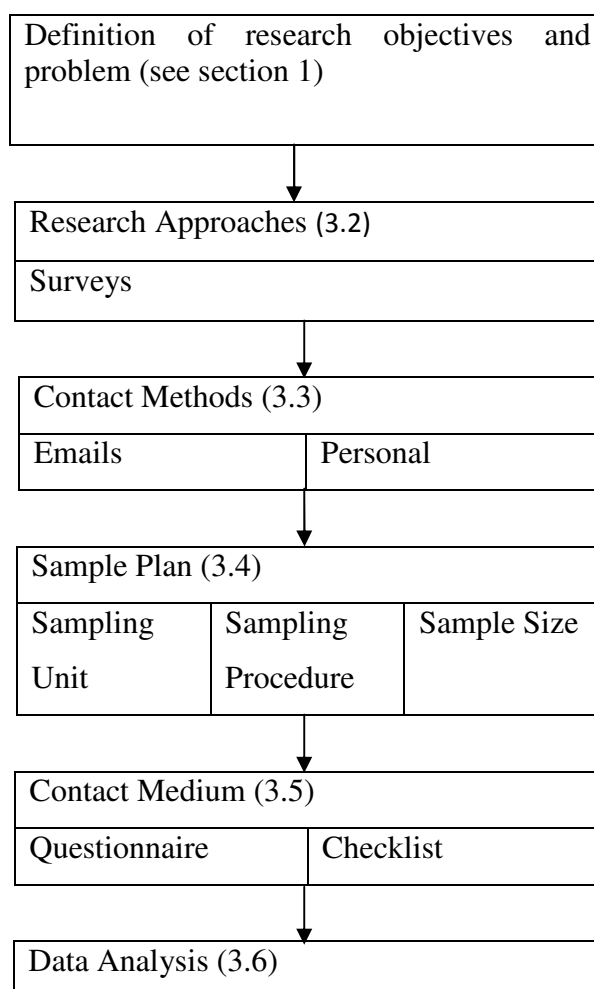
Source: Research Data

3.2 Research Approach

The approaches to conduct research are through induction and deduction (Saunders et al., 2007). When a theory is developed through analysis done after the collection of data, the approach is called inductive. Induction is generalization from conclusions resulting from a particular case. When this approach is used by the researchers, they are attempting to build their theory or conceptual framework from the data they collect. Similarly, when a theory is developed first, a research strategy is then designed to test the hypothesis; this approach is defined as deductive. Deductive Reasoning is dealing with the more general to the more specific and involves descriptive or confirmatory aspects. This approach begins with a conceptual framework and then uses the data collected to better understand and narrow it down into more specific hypotheses to be tested. In this method, it could be further narrowed down by obtaining results to evaluate the hypotheses. The process ultimately enables the researchers to test the hypotheses against specific data obtained by the quantitative research – a confirmation (or not) of the original idea or theory (Hair et. al., 2008). The framework for this research study has been deductive by nature. The literature written on the topic was looked through which provided a better understanding of the important factors.

"Many texts place induction and deduction at either end of a spectrum, just as they have placed quantitative and qualitative at the same polar extremes. However the interpretation of induction and deduction has been viewed in a similar fashion to Kolb's (1984) experiential learning cycle, where initially involvement within a activity occurs, then reflection on that involvement occurs, this is followed by learning through analysis and finally feedback or application of thoughts and ideas; this in turn starts the cycle off again. The table below links Kolb's learning stages with induction and deduction interpretation", Knox (2004).

Table 3.1: Kolb's Experiential Learning Cycle Stages

Kolb's Experiential Learning Cycle Stages	Induction or Deduction
Concrete experience Feeling – learning takes place by being immersed in the problem, and relies more on intuition than logic	Induction
Reflective observation Watching – consideration of previous experience, reflect so as to formulate expectations	Induction/deduction
Abstract conceptualization Thinking - analysis of the problem, reflection so as to develop theories for the future	Induction/deduction
Active experimentation Doing – the application of thoughts and ideas, learning through trial and error	Deduction

Source: Knox, 2004

A research can either be qualitative or of quantitative nature. Qualitative research often stresses on words than numbers and is also more likely to involve inductive and interpreting. The qualitative research gains a deeper understanding of a problem. When conducting a qualitative research, the aim is to deduce and interpret the phenomena by asking questions such as whom, how and why. The collection of data, analysis done and the interpretation of the research cannot be quantified in the qualitative approach. The questions used in this research for interviews and data gatherings are normally open-ended and no numerical findings exist (Peighambari, K., 2007). The qualitative approach is most suitable to use when there is little known about the research problem or opportunity. Denscombe (2000) argues that qualitative research is preferred when the research is related with human activities and behavioral patterns.

Quantitative approach on the other hand is the one where the researcher uses post positivist claims for cause and effect thinking, reduction to specific variables, different hypothesis and questions, use of instrument and observation, different tests of theories, different strategies to conclude results (i.e. experiments and surveys) and finally to collect data that yields statistical data (Creswell, 2003). This research design is used for further understanding a certain phenomena. Quantitative data are measurements in which numbers are used directly to

represent the characteristics of the phenomena. The purpose is to collect, analyse and measure the statistical data to form statistical analysis and to test the already established hypothesis (Hair et. al., 2008; Peighambari, K., 2007).

Newman and Benz (1998) explain that the quantitative research is referred to as hypothesis testing research. According to them the variables (dependent variables) in question are measured while controlling the effects of the selected independent variables. The sample for the research is drawn to reflect the population.   The nature of quantitative approach is deductive, which contributes to the scientific knowledge base by the testing of theory. As the true experimentation requires isolated conditions, the richness and deep measurement for the contributor may be sacrificed. This can be a limitation of quantitative approach when there is a concern of validity (Newman and Benz, 1998).

The research method used in this study is a combination of qualitative and quantitative methods. Both the methods are used at the same time to achieve accuracy, validity of judgments by collecting both qualitative and quantitative data and also because they often complement each other. The basic research design can be identified as the descriptive research method. Quantitative research is primarily used to gain the initial understanding of the customer, attitudes, preferences, and behavior. The goal of using quantitative research is to gain adequate knowledge about the scope of the problem at hand and the findings from the qualitative part of the research is used for the in-depth analysis on key variables that can be tested quantitatively. Previously, many researchers have explored the nature and invention of the mobile phone and its importance in the daily life. It has become a necessity in day to day life. In this research, the researcher attempts to identify the impact of advertising to customer retention in a more descriptive way. The effect of attractiveness and exposure to advertisement is studied in detailed and is further tested against a sample from the population to form a result.

3.3 Research Strategy

Research Strategy is a plan of how a researcher plans to answer the research question in the research study by the researcher. It specifies the sources to be used to collect data, the objectives of the research and also considers the constraints that will be faced by the researcher such as the access to data, time, cost, location and other ethical issues (Thornhill et. al., 2003).

Research strategies include experiments, histories, surveys, archival analysis and case studies (Yin, 1994) shown in the table 3.2.

Table 3.2: Different Research Strategies

Strategy	Form of research question	Requires control over behavioral events	Focuses on contemporary events
Experiment	How, Why	Yes	Yes
Survey	Who, What, Where, How many, How much	No	Yes
Archival analysis	Who, What, Where, How many, How much	No	Yes/ No
History	How, Why	No	No
Case studies	How, Why	No	Yes

Source: Yen, 1994

The categorization of the types of research questions is done by questions like "who", "what", "where", "how" and "why. The above mentioned five research strategies can be used to a particular situation respectively (Yin, 1994).

Survey, as one of the most appropriate tools for the quantitative analysis, is found to be more effective instrument to be used in this research in order to acquire a better understanding.

3.3.1 Surveys

Survey is a common strategy used in the business research and is mostly associated with the deductive approach. Different tools for this strategy are structures questionnaires, observations, interviews etc (Thornhill et. al, 2003).

A structured direct data collection process is used for this research. It involves using a questionnaire to survey a sample from a population. The study uses the survey for the youth of Pakistan, and thus it consist a standard questionnaire.

The variables in the conceptual framework are tested using a structured questionnaire against an administered sample of 196 students from the city of Lahore, Pakistan. For these samples the author of this thesis developed an online survey questionnaire (the complete survey questionnaire is available in Appendices) and distributed it using internet as a medium.

The aim was to gather maximum information from the respondents to study the effects of the variables and also the consumer behavior in addition to the data aimed with the questionnaire. The target market was informed about the survey though emails, instant messaging, facebook and through word of mouth. The introduction about the survey was given in the body of the e-mail message. The e-mails were sent out via the Internet.

3.4 Sampling Plan

The target population of the survey was all the young end users who are currently have been using mobile phone by different service providers. Basically, the telecommunication providers have two different types of customers and can be classified into two categories such as final customers and business customers. The final customers use the service for the personal communication purpose and the business customers use the service for their business purpose to produce an income.

The researcher in this research tries to focus on the retention of final customers but only a specific market segment which is the youth (students). This research does not cover the retention behavior of the business customers. The research is based on Pakistan.

3.5 Contact Methods

Questionnaire for testing the customer retention survey included characteristics specification, and a multiple-item scale concerning the attractiveness and exposure of the market segment to advertisement.   The survey was a combination of both closed and open-ended questions. The closed questions allowed ratings to be obtained and a five-point rating scales (Likert scales) was used to gather overall ratings on attractiveness and exposure of advertisement in relation to customer retention. Open-ended questions were also used to avoid 'leading' the responses, and to allow for a wide variety of feedback.

In order to collect the data within the boundaries of time, costs and the character of the study problem, a structured questionnaire was used.

3.6 Data Analysis

To analyze the data the quantitative analytical tools will be used in this research. Quantitative analytical statistics such as percentages, mean, and standard deviation are used to evaluate customer perceptions and their thinking. Multiple regression analysis with t-test will be adopted for testing the hypotheses to examine the relationship between independent and dependent variables to identify the attractiveness of advertisements and the exposure of advertisements on customer retention. Further, the correlation between the two variables will be tested. The SPSS software package is used for data analysis purpose.

3.6.1 Background of Telecommunication in Pakistan

Pakistan got its freedom on 14th of August 1947 from British rulers, and Hindustan was divided into two nations, as Pakistan and India and with this Pakistan's Telecom sector inherited the British Post, Telegraph & Telephone (PTT) Departments. This entity worked with its analog telephone lines for thirty years. Over the years, this was further re-organized thorough the PTC.

Act 1991 in 1991 and opened this sector to the private sector companies. To achieve the services where PTC lacked expertise licenses were granted for Data Network Services, Paging, and Manufacturing of Small Telephone Exchanges (PTCL History). When the Government of Pakistan decided to open doors for segment to the private sector, this was seen as the first major departure from the public sector's operating monopoly over telecommunications in Pakistan (Ambrose et. al., 1990).

Government of Pakistan continued to encourage private sector and awarded licenses for cellular, pay phones, paging services. Since 1991 the Ministry of Communication started providing facilities to new comers to run their businesses in the telecommunication sector in Pakistan. With the new law in the form of Pakistan Telecommunication Ordinance in October 1996 introduced in the country, the Ministry of Communications became responsible for policy and sector monitoring (Hassan, 1999).

With the doors open, many investors invested in this market and tried to compete. At the top is Mobilink, the Pakistani unit of Egypt-based Telecom Company which has been operating in the country since 1994. It has a subscriber share of 35% at the end of Sep 2008. Ufone which is a wholly owned subsidiary of Pakistan Telecommunication Co. Ltd (PTCL) has 21% of subscriber share and has added the most lines (2.4 million) from 2006-07. Warid is owned by the Abu Dhabi group of the United Arab Emirates and owns 18% market of subscribers. Followed by Norway's Telenor, a recent entrant with about a billion US dollar investment in Pakistan has been reported to gain market share according to its recent earning report. It has about 20% of the market share. Last Zong which was formerly known as Paktel was acquired by China Mobile and then rebranded itself. It has launched one of the most successful and aggressive campaigns and within a matter of few months, Zong managed to achieve a 6% market share (Telecom Pakistan).

3.6.2 Growth of Telecom Industry

During first 9 months of 2008-09, cellular market added 3,422,599 subscribers with average of 0.3 million per month (this rate was once 2 million per month, just couple of years ago). Total number of subscribers reached 91.4 million. During the last three quarters, cellular industry has grown its subscribers by 4 percent. By the March 2009, there were total of 10,001 cities, towns and villages covered and 26,000 cell sites were installed by all cellular companies. It is illustrated in the figure 3.2 (ProPakistani).

Figure 3.2: Cellular Subscribers and Growth in Pakistan
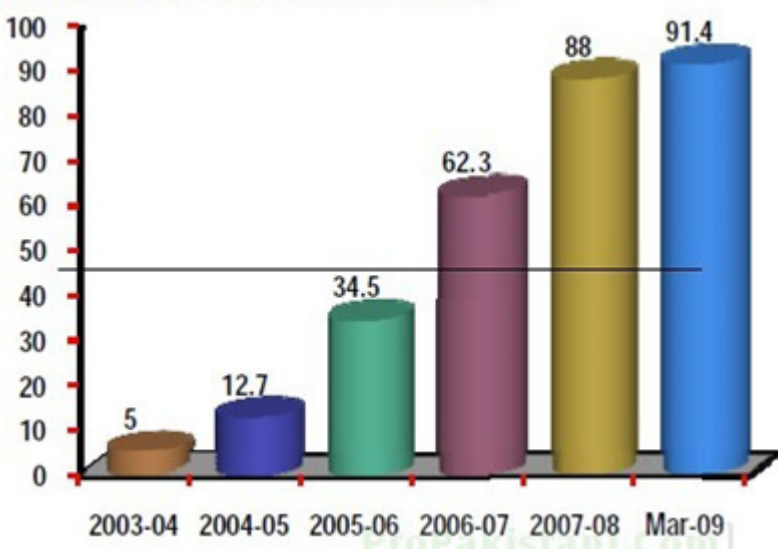
According to PTA in November 2009, the Pakistan market has nearly 97 million subscribers and is represented by the following pie chart shown in the figure 3.3 (Telecompk).

Figure 3.3: Market Share of Each Network Provider in Pakistan, November 2009
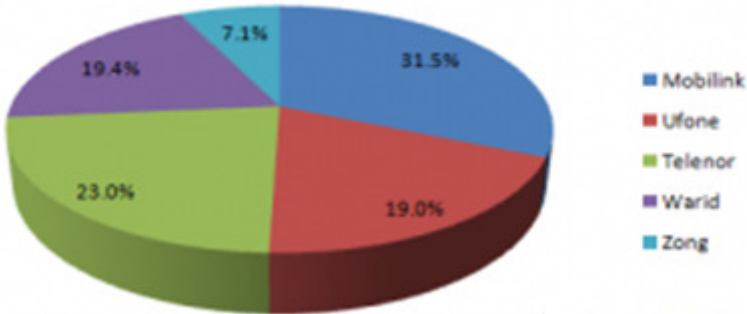
A detailed information about each of the cellular service in Pakistan with the latest market share as mentioned on their websites is given below:

3.6.3 Mobilink

Mobilink GSM (PMCL), a subsidiary of Orascom Telecom, is the pioneer of introducing cellular networks in 1994 and today is the largest Cellular Company in Pakistan. Over the years it has become the market leader claiming to have the largest customer base of 28 million

and growing in the country. It is the first cellular service provider on a 100% digital GSM technology in Pakistan and offers its coverage in 10,000 + cities and towns nationwide. It also offers international roaming service in more than 130 countries worldwide (MobilinkGsm).

It caters the communication needs of a diverse group of people, from individual to multinationals and offers exclusively designed tariff plans. It offers both postpaid (Indigo) and prepaid (JAZZ) solutions to the customers.

The prepaid packages the company offers are listed in the table 3.3, released by the Pakistan Telecom Authority.

Table 3.3: Mobilink's Prepaid Packages and Rates

Company	Mobilink				
Brand	Jazz - Rs. Per Minute				
Package Name	Budget	Easy	Ladies First	Octane	Jazz One
Billing Pulse	30-sec	60-sec	60-sec	30-sec	60-sec
Charges	Zero	Zero	Zero	1,00	Zero
On-net * Tariffs	1,36	2,10	2.50 (1^{st}min) & 1.50^(2^{nd}min)	2,00	1.40 (1^{st}min), 1.00(2^{nd}min onwards)
Happy Hours/LNO**	NA	NA	5.00/hour 11am-7am	0,8	NA
Weekend Calls On-net	NA	NA	NA	NA	NA
Off-net *** Tariffs-Fixed	1,36	2,50	2,50	2,50	2.00 (1^{st}min), 1.60(2^{nd}min onwards)
Off-net Tariffs -Cellular	1,36	2.50	2.50	2,50	2.00 (1^{st}min), 1.60(2^{nd}min onwards)
F&F Nos	Nil	3	Nil	3	3
F&F Tariffs	Nil	0.99/min	Nil	0.90/min	1.5/3 min
SMS					
On-net	1.00	1.00	1.00	0,20	1.00
Off-net	1.00	1.50	1.50	0,20	1.50
Internet	N/A	N/A	N/A	N/A	N/A

*On-net means Same Network **LNO = Late Night Option ***Off-net means Other Network, P=Peak, O=Off-peak, H=Hour

Tariffs are exclusive of 19.5% GST/FED and 10% Advance Tax. (Source: Pakistan Telecom Authority)

Source: Pakistan Telecom Authority

3.6.4 Ufone

Pakistan Telecommunication Corporation Limited (PTCL) established a subsidiary "Ufone" in January 2001. It claims to have a subscriber base of over 20 million in less than a decade which is still growing. Its network coverage is in 10,000 locations and across all the major highways of Pakistan. Its International Roaming caters its customer in more than 150

countries to more than 260 live operators. It offers Pakistan's largest GPRS & Blackberry Roaming coverage. Ufone offers lowest call rates, clear sound, and simplified tariffs with no hidden charges. More recently, it has become an intensive leader in VAS, constantly introducing one of its kind innovative services in Pakistan's cellular industry. A strong and uniquely humorous communication direction has become Ufone's signature across all advertising media and therefore gives its customers many reasons to smile. As the world of telecommunication is advancing, Ufone promises its customers to stay ahead, developing and evolving, to go beyond their expectations, because at Ufone, it's all about U (Ufone).

The prepaid packages the company offers are listed in the table 3.4, which has been released by the Pakistan Telecom Authority.

Table 3.4: Ufone's Prepaid Packages and Rates

Company	Ufone					
Brand	**Rs. Per Minute**					
Package Name	**Uwon**	**U 3min package**	**Paanch ka Pandra**	**Life plus pakage**	**Public Demand**	**1 number free**
Billing Pulse	**60-sec**	**3-min**	**30-sec**	**30-sec**	**30-sec**	**60-sec**
Charges	**Zero**	**Zero**	**Zero**	**1**	**Zero**	**Zero**
On-net * Tariffs	1,00	2.00 per 3 min	2,25	2,25	1,98	1,00
Happy Hours/LNO**	NA	NA	NA	2.5/hour(12:am to 7am)	NA	NA
Weekend Calls On-net	NA	NA	NA	4.99/hour	NA	NA
Off-net * Tariffs-Fixed**	1,60	3.2/3min	2,50	2,50	1,98	1,60
Off-net Tariffs -Cellular	1,60	3.2/3min	2,5	2,5	1,98	1,60
F&F Nos	N/A	N/A	5	5	N/A	1
F&F Tariffs	N/A	N/A	2,25	0,9	N/A	Free
SMS						
On-net	0.50	0.50	0,25	0,25	0.50	0,5
Off-net	1.00	1.00	0,25	0,25	1.00	1.00
Internet	N/A	N/A	N/A	N/A	N/A	N/A

*On-net means Same Network **LNO = Late Night Option ***Off-net means Other Network, P=Peak, O=Off-peak, H=Hour

Tariffs are exclusive of 19.5% GST/FED and 10% Advance Tax. (Source: Pakistan Telecom Authority)

Source: Pakistan Telecom Authority

3.6.5 Telenor

Telenor Pakistan is 100% owned by Telenor ASA and launched its operations in March 2005 as the single largest European investment in Pakistan. The company has crossed many milestones and grown in a number of directions, making Telenor Pakistan a leading operator of the country. It's one of the fastest growing networks in the country with coverage reaching

deep into the remotest areas of Pakistan. Telenor is spread across Pakistan, creating 2,500 direct and 25,000-plus indirect employment opportunities. We have a network of 23 company-owned sales and service centers, more than 200 franchisees and some 100,000 retail outlets (Telenor).

The prepaid packages the company offers are listed in table 3.5, released by the Pakistan Telecom Authority.

Table 3.5: Telenor's Prepaid Packages and Rates

Company	Telenor - Rs. Per Minute					
Brand	Talkshawk	Talkshawk	Talkshawk	Talkshawk	Talkshawk	Djuice
Package Name	Har sec.	30 second	Har minute	A-1	63	Djuice
Billing Pulse	Per sec.	30-sec	60-sec	60-sec	30-sec	60-sec
Charges	Zero	Zero	Zero	Zero	Zero	Zero
On-net * Tariffs	2,4	1,50	2,00	1.40 (1stmin), 1.00(2ndmin onwards)	1,26	2.50(P)& 1.00 (O)
Happy Hours/LNO**	NA	NA	NA	NA	NA	NA
Weekend Calls On-net	NA	NA	NA	-		NA
Off-net *** Tariffs-Fixed	3	1,50	2,00	1.80 (1stmin), 1.40(2ndmin onwards)	1,26	2,50
Off-net Tariffs - Cellular	3	1,50	2.00	1.80 (1stmin), 1.40(2ndmin onwards)	1,26	2.50
F&F Nos	3	3	3	N/A	N/A	5
F&F Tariffs	1,8	0.90 (6am to 6pm)	1.00	N/A	N/A	1.00(P) &(O)4/H (12amto8am)
SMS						
On-net	1.00	1.00	1.00	1.00	1.00	0.20
Off-net	1.00	1.00	1.00	1.00	1.00	0,2
Internet	15/MB	15/MB	15/MB	15/MB	15/MB	N/A

*On-net means Same Network **LNO = Late Night Option ***Off-net means Other Network, P=Peak, O=Off-peak, H=Hour

Tariffs are exclusive of 19.5% GST/FED and 10% Advance Tax. (Source: Pakistan Telecom Authority)

Source: Pakistan Telecom Authority

3.6.6 Warid Telecom

Warid Telecom is a joint venture between Abu Dhabi Group & SingTel Group. Abu Dhabi Group entered into a strategic alliance with Singapore Telecom. Warid started it services in

Pakistan May 2005. Since then Warid Telecom successfully launched the services covering 28 cities with a total population of around 32 million people.

Subsequent to this transaction in July 2007, telecom giant SingTel acquired 30% percent equity stake in Warid Telecom, Pakistan, for US$758 million. This partnership is part of a strategy to support Warid Telecom's continued growth and to enhance its market position (Warid Tel).

The prepaid packages the company offers are shown in table 3.6 released by the Pakistan Telecom Authority.

Table 3.6: Warid's Prepaid Packages and Rates

Company	Warid			
Brand	Zem – Rs. Per Minute			
Package Name	1 sec.	30 sec.	60 sec.	Glow
Billing Pulse	Per sec.	30 sec.	60 sec.	30-sec
Charges	Zero	Zero	Zero	Zero
On-net * Tariffs	1,80	1,50	1,25	1.58(P) 1.38(O)
Happy Hours/LNO**	NA	NA	NA	NA
Weekend Calls On-net	NA	NA	NA	1,38
Off-net *** Tariffs-Fixed	2,40	1,70	1,75	1,78
Off-net Tariffs - Cellular	3.00	1,70	2,25	1,78
F&F Nos	5	5	5	10
F&F Tariffs	1.20	0,9	0.75	Free on Glow gang only after 1st min charge, except peak weekends
SMS				
On-net	0.50	0.50	0.50	0,25
Off-net	1.00	1.00	1.00	0,25
Internet	N/A	N/A	N/A	1/64 KB

*On-net means Same Network **LNO = Late Night Option ***Off-net means Other Network, P=Peak, O=Off-peak, H=Hour

Tariffs are exclusive of 19.5% GST/FED and 10% Advance Tax. (Source: Pakistan Telecom Authority)

Source: Pakistan Telecom Authority

3.6.7 ZONG

ZONG is the first International brand of China Mobile being launched in Pakistan. It is meant to empower and liberate the people of Pakistan in every nook and corner of the country. The core essence of ZONG is to allow people to communicate at will, without worrying about

tariffs, network coverage, capacity issues or congestion. ZONG will be supported by ground breaking communications, trend setting customer service and an unmatched product offering which will redefine rules of the game and establish ZONG as a serious contender for the number one spot (Zong).

The prepaid packages the company offers are listed below in table 3.7, released by the Pakistan Telecom Authority.

Table 3.7: Zong's Prepaid Packages and Rates

Company	China Mobile				
Brand	Zong - Rs. Per Minute				
Package Name	Aik Second	Zong 65	Free Package	12 Aanay	Z20
Billing Pulse	Per sec.	30-sec	60-sec	30-sec	20sec
Charges	Zero	Zero	1,00	Zero	Zero
On-net * Tariffs	2,40	1,30	2,00	1.90 (1st min) & 1.5 (2nd min onword)	1,35
Happy Hours/LNO**	NA	NA	Misc	4.99 / hour (Any Hour)	NA
Weekend Calls On-net	NA	NA	NA	NA	NA
Off-net *** Tariffs-Fixed	2,40	1,30	2,00	1.90 (1st min) & 1.5 (2nd min onword)	1,35
Off-net Tariffs - Cellular	2.40	1,30	2,00	1.90 (1st min) & 1.5 (2nd min onword)	1,35
F&F Nos	5	Nil	10	5	NIL
F&F Tariffs	1.20	Nil	1,00	1,00	NIL
SMS					
On-net	0.75	1,00	0,20	0.75	1,00
Off-net	1.00	1,00	0,20	0.75	1,00
Internet	15/MB	15/MB	10/MB	15/MB	15/MB

*On-net means Same Network **LNO = Late Night Option ***Off-net means Other Network, P=Peak, O=Off-peak, H=Hour

Tariffs are exclusive of 19.5% GST/FED and 10% Advance Tax. (Source: Pakistan Telecom Authority)

Source: Pakistan Telecom Authority

Chapter 4 Data Presentation and Analysis

4.1 Introduction

Data analysis is considered to be one of the most important parts of research process. Data for this paper was collected through primary source by the use of questionnaires. The answers to the research questions were derived through data analysis and testing using SPSS. The theoretical framework used in this study will be analyzed and further discussed. The demographic and descriptive statistics together with the results of hypothesis tests are performed to draw final conclusions.

Table 4.1: Demographics Details of the Sample

Measure	Category	Frequency	Percentage
Gender	Male	99	50.5%
	Female	87	44.4%
	No Response	10	5.1%
	Total	**196**	**100%**
Age	Below 20 years	51	26%
	Between 20-25 years	90	46%
	Between 26-30 years	37	19%
	More than 30 years	10	5%
	No Response	8	4%
	Total	**196**	100%

Source: Survey Data

It is important to note that the data for this paper was collected among students only. As per the data collected, 50.5% of the respondents were men and 44.4% of them were women, whereas 5.1% did not reveal their gender. The highest frequency is related to the age group of 20 to 25, while the lowest are those who did not specify their age ("No Response" category).

4.2 Attitudes on Selecting

The table 4.2 shows the consumer's attributes in selecting the network provider through various attitudes. The participants were questioned about the different attributes which affect their decisions for subscribing to a network provider (brands). Table 4.2 below shows the inter-relation between network selection and the attributes affecting it. The attributes under consideration are brand perception, price, service quality, peer pressure, parental guidance, personal choices, compatibility with personal needs, network coverage and the supplementary services offered.

Table 4.2: Attributes affecting the Selection of a Network Provider

Attitudes on Selecting different Telecom Brands						
Reasons		Mobilink	Ufone	Telenor	Zong	Warid
Reputation	Mean	.23	.33	.18	.09	.39
	Std. Deviation	.420	.470	.387	.285	.490
Price	Mean	.23	.32	.18	.09	.39
	Std. Deviation	.422	.469	.386	.283	.490
Service quality	Mean	.23	.33	.19	.08	.38
	Std. Deviation	.421	.473	.393	.277	.488
Peer pressure	Mean	.23	.32	.19	.09	.39
	Std. Deviation	.419	.469	.391	.284	.489
Gifts from parents	Mean	.23	.33	.18	.09	.38
	Std. Deviation	.424	.472	.385	.283	.487
My choice	Mean	.23	.33	.18	.09	.39
	Std. Deviation	.421	.471	.389	.286	.488
Needs compatibility	Mean	.22	.33	.18	.09	.39
	Std. Deviation	.417	.470	.389	.283	.489
Network coverage	Mean	.22	.32	.19	.09	.38
	Std. Deviation	.418	.468	.391	.280	.487
Supplementary services	Mean	.22	.32	.19	.09	.39
	Std. Deviation	.416	.467	.392	.281	.488
Brand image	Mean	.22	.32	.19	.09	.39
	Std. Deviation	.418	.466	.391	.280	.488

Source: Survey Data

Warid has the highest mean compared to the other four networks (in the order; Mobilink, Ufone, Telenor and Zong), whereas the Chinese brand Zong holds the lowest mean value. Based on the selected attributes, this shows that Warid enjoys higher popularity among the "students" in Pakistan over the other networks. Mobilink and Ufone have stronger competition in this regard as their mean values are shoulder-to-shoulder with each other. The competition between these two networks is very high compared to that with Warid. On the other hand, Telenor and Zong on the other hand have relatively low mean values indicating that these two brands do not enjoy the popularity.

4.3 Relationships among Advertisement, Retention and Selection

The table 4.3 shows the relationship of advertisements with retention and selection of service providers in Pakistan. The effects of advertisements were compared using the means.

Table 4.3: Relationship Determinants among Advertisement, Retention and Selection

Questions	Mean	Std. Deviation
It is wise to switch the network when a better package is advertised by some other network?	2.94	1.146
It is wise to change the network when its brand image is not good anymore?	2.91	1.197
Advertisements by the network you are using are really helpful for you to know more about it and upgrade your package?	3.56	1.236
Advertisement by your network is really helpful for you in building a bond with it?	3.32	1.176
Your mobile network is fulfilling the promises and claims it makes in advertisements?	3.55	1.026

Source: Survey Data

The trend indicates that for an average student media plays an important role in comparing and upgrading packages. The mean value in this regard is 3.56. This also gives a signal that the youth of Pakistan wants to be well informed and have a higher interest in the advertisements. Another inclination observed is that the mean value for students who are willing to switch the network due to brand image is 2.94. Moreover, the mean value is 2.91 for the students who switch just for better services offered by other networks. Also this mean

value is relatively lower when compared with the average, which is 3.55, of the students who believe that their network is fulfilling the promises. This shows that the brand loyalty exists and the youth believes in the promises and claims made by their networks in their advertisements. Moreover, the average of the answers showing that the advertisements are successful in building a bond with their users is 3.32.

In summary, most of the respondents believed that advertisements are really helpful in finding out new packages and offers. It shows that advertisements are helpful for the users and they are successful in providing information to their target market.

4.4 Brand Image and Retention

The table 4.4 explains the answers of the respondents to the questions about the brand image of the service provider and its capability to retain the customers. It indicates that the mean value is 3.90 for the customers who are satisfied with the brand image of their current network built through advertisements. The capability to maintain brand image in the future is represented by mean value of 3.83. These two mean values are the highest in this section.

Table 4.4: Consumer's Perception about their Brands

	Mean	Std. Deviation
Your network has been successful in maintaining its brand image over the time.	3.90	.995
Your mobile network will maintain/improve its image in future.	3.83	.938

Source: Survey Data

The mean values when compared to the questions relating to the switching behavior between the networks, show that the customers tend to believe that their network provider will maintain its image and will continue to provide them with quality service which will help them in staying with their network provider in the long run.

The overall results shows that advertisements are playing a vital role in delivering messages, building and maintaining the brand image of the service providers in mobile telecommunication sector in Pakistan.

4.5 Exposure to Advertisements

Table 4.5: Measuring the Exposure to Advertisements

	Mean	Std. Deviation
Watching TV is one of your daily routine activities.	3.41	1.416
You see at least one advertisement regarding mobile phone networks whenever you watch TV.	4.34	.994
You read news paper(s) everyday.	3.10	1.399
If you read any news paper you see at least one advertisement from any mobile phone network.	3.89	1.228
You come across at least one billboard with mobile network advertisement while going around every day.	4.15	1.104
It is very easy for you to recall at least one advertisement of each of the mobile network company.	4.08	1.177
TV advertisements are easy to remember and recall.	4.12	.964
Newspaper advertisements are easy to remember and recall.	3.07	1.076
Billboard advertisements are easy to remember and recall.	3.48	1.078
Mobile network advertisements are highest in number among all other advertisements you daily come across.	4.13	1.000
You receive a text from your mobile network containing advertisement about different packages at least once a week.	3.98	1.211
It is very easy for you to recall the brand when words like "sab keh do" "smart call" it's all about U", "reshaping the world" and "life ka network" are said in front of you.	4.16	1.010
Exposure	3.8220	.64238

Source: Survey Data

Table 4.5 starts measuring the daily routine and concludes that watching TV on daily basis is not the part of routine for the majority of the respondents. For this reason they neither agree nor disagree to the exposure to advertisement. On the other hand, numerous respondents come across at least one mobile network advertisement whenever they watch TV. This shows that the frequency of advertisements by the service providers on TV is high and is represented by the mean value of 4.34 in the table 4.5 above. Comparatively, the number of students who are exposed to commercial advertisements on newspapers everyday is even less than those who

are exposed to commercial advertisements by watching TV. That is; the mean value of students who are exposed to commercial advertisements on newspapers everyday is 3.10.

Moreover, average number of respondents with exposure to billboard advertisement (4.15) is higher than the respondents with exposure to TV and newspapers. The respondents who say that TV advertisements are easy to remember and recall have a higher mean value of 4.12 compared to the mean value of the respondents who believe that billboards and newspapers advertisements are easy to remember and recall. Also, the respondents believe that they come across mobile network advertisements more than any other adverts has a mean value of 4.13.

In all, it is also clear that the TV advertisements are easier to remember which also enhances the credibility of TV advertisements. Furthermore, majority of the respondents agreed that they can recall the brand names of the network providers by tag lines which are used in their advertisements. This is a very positive sign and has a mean value of 4.16 in the table.

4.6 Attractiveness of Advertisements

Table 4.6 below shows the responses from the users of different mobile phone service providers towards the attractiveness of their advertisements.

Table 4.6: Measuring Attractiveness of Advertisements

	Mean	Std. Deviation
Advertisements of Ufone network are very good to see.	4.12	1.142
Advertisements of Mobilink network are very good to see.	3.24	1.057
Advertisements of Warid network are very good to see.	3.07	1.101
Advertisements of Zong network are very good to see.	3.11	1.214
Advertisements of Telenor network are very good to see.	3.32	1.135
Package offered in an advertisement is the main reason to like it.	2.93	1.210
Models worked in an advertisement are the main reason to like it.	3.07	1.284
Concept used in an advertisement is the main reason to like it.	4.20	1.000
Story of an advertisement is the main reason to like it.	3.92	1.078
Music used in an advertisement is the main reason to like it.	3.48	1.167
An attractive advertisement can make you try the network.	3.01	1.325
Advertisements play an important role in building image of the brand.	4.24	.977
Attractiveness	3.3890	.77472

Source: Survey Data

While comparing the advertisements by different network providers, it can be found that Ufone comes at the top as it has the highest mean value of 4.12. It is followed by adverts of Telenor, Mobilink, Zong and lastly Warid. It is also revealed that among the factors influencing the attractiveness of the adverts, concept and story are at the top with their mean values of 4.20 and 3.92 respectively. This also concludes that Ufone's advertisements has most popular concepts and stories and are highly attractive to the youth of Pakistan.

There is no high level of agreement that a good advertisement can make them try the networks which have very attractive advertisements (mean value of 3.01on table above). On the other hand, at the same time the belief shared among most of the respondents is that advertisement is an important tool used in building the image of the company and brand, with a mean value of 4.24.

In other words, it can be explained that although advertisements help in building a good brand image, brand perception alone is not enough to motivate consumer to use services provided by network providers. This trend can be observed in the tables 4.6 and 4.5 where Ufone was the best brand in terms of attractiveness of advertisements with least number of consumers. This validates that other attributes are also given equal preference by consumers.

4.7 Customer Retention

As far as customers' attitude is concerned, they want to remain loyal with their brands. It is also important to note that they do not like to switch the brands even if better packages are offered by other brands and the image of their current brand is damaged. It also divulges that customer loyalty exists among the younger generation; this is illustrated in the table 4.7.1.

Table 4.7.1: Attitudes on Retention

	Mean	Std. Deviation
It is good to be loyal to one network if its performance is good.	4.11	.909

Source: Survey Data

Table 4.7.2: Attitudes on Switching Brands

	Mean	Std. Deviation
It is wise to switch the network from time to time to try different packages offered by different companies.	2.42	1.239
It is wise to switch the network if you see any better package advertised by some other network.	2.94	1.146
It is wise to change the network when its brand image is not good any more.	2.91	1.197

Source: Survey Data

In table 4.7.2, the mean value for switching the network from time to time in order to access different packages of companies is 2.42. This depicts that network switching is appreciated by the users. The mean value is 2.94 for consumers who intend to switch networks. Furthermore, the mean value for changing the network with damaged brand image is 2.91. It is important to note that no matter what network provider they are subscribed to, people seem to defend their choices.

This also shows that the image portrayed is not the only thing considered while using a network. Moreover, it also cross-verifies customers' satisfaction with their specific brands and loyalty.

4.8 Relationship between Exposure and Retention

The relationship between Exposure to advertisements and retention is tested by two different ways, using hard and soft measures of retention.

4.8.1 Testing Exposure to Advertisements with Soft Measures of Retention

In table 4.8, the output is provided by SPSS which shows a matrix of correlation coefficients for four variables. Underneath each correlation coefficient both the significance value of correlation and the sample size (N) are displayed. Each variable is perfectly correlated with itself and so therefore the value of r = 1 along the diagonal of the table. The two variables "How many times have you switched mobile network in 2 years?" and "For how long have you been using the network(s)?" used are the hard measures for retention representing the loyalty of a consumer with the brand in terms of years of usage. Then there is soft measure (Likert Scale) analysis of retention used.

Table 4.8.1: Relationship between Exposure and Retention

		s_5	s_2	**exposure**	retention
		Correlations			
s_5	Pearson Correlation	1	-.302**	**.018**	.195**
	Sig. (2-tailed)		.000	**.814**	.009
	N	187	185	**167**	178
s_2	Pearson Correlation	-.302**	1	**-.005**	-.095
	Sig. (2-tailed)	.000		**.945**	.204
	N	185	190	**170**	179
exposure	**Pearson Correlation**	**.018**	**-.005**	**1**	**.338****
	Sig. (2-tailed)	**.814**	**.945**		**.000**
	N	**167**	**170**	**176**	**164**
Retention	Pearson Correlation	.195**	-.095	**.338****	1
	Sig. (2-tailed)	.009	.204	**.000**	
	N	178	179	**164**	182

**. Correlation is significant at the 0.01 level (2-tailed).

s_5 is representing "How many times have you switched mobile network in 2 years?" and s_2 is representing "For how long have you been using the network(s)?" (Hard measures)

Source: Survey Data

The output shows that the relationship between hard measures of retention and exposure to advertisements is not significant. The interesting finding is that when the relationship between the exposure of advertisement and the soft measures of retention is measured, it is observed to be significant (r= 0.338 which is significant at p< 0.001).

Therefore, the exposure of advertisements and the soft measures of retention are positively related, where as exposure of advertisements and the hard measures of retention are negatively related.

Table 4.8.2: Regression Model Summary for Exposure to Advertisement

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.338[a]	.114	.109	.53063

a. Predictors: (Constant), exposure

Source: Survey Data

The table 4.8.2 provided by SPSS is a summary of the regression model for exposure to advertisement. The summary provides the value of R and R^2 for the model that has been derived. For this data, the value of R is 0.338 and because there is only one predictor, this value represents the simple correlation between the exposure of advertisements and retention (this has also been confirmed by running the correlation above). The value of R^2 is 0.114 which notify us that the exposure has 11.4% of variation in customer retention. There can be other factors influencing the variation, but our model, which only includes exposure to advertisement for retention, can explain 11% of it.

Table 4.8.3: Model for Exposure to Advertisement and Retention

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.886	1	5.886	20.903	.000[a]
	Residual	45.615	162	.282		
	Total	51.501	163			
a. Predictors: (Constant), exposure						
b. Dependent Variable: retention						

Source: Survey Data

The next part of the output from SPSS reports the analysis of variance (ANOVA) as shown in the table 4.8.3. The summary table above shows the various sums of squares and also the degrees of freedom. The most important part of the table is the F-ratio, which is F= 20.90, which is significant at $p < 0.001$ as shown in the last column. This result tells us that there is 0.1% chance that the F-ratio this large would happen if the null hypothesis were true. It can be concluded that the regression model's result is significant.

Table 4.8.4: Significance of Exposure to Advertisement to Customer Retention

<table>
<tr><td colspan="7" align="center">Coefficients^a</td></tr>
</table>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.204	.247		8.928	.000
	exposure	.293	.064	.338	4.572	.000
a. Dependent Variable: retention						

Source: Survey Data

The table 4.8.4 provides the details of the model parameters (the Beta values) and the significance of these values. It can be said that β_0 is 2.204 and β_1 is 0.293 which represents the gradient of the regression line. In table 4.8.4 the significance value is 0.000 and it can be said that the probability of these t-values or larger occurring if the values of β in the population were 0 which is less than 0.001.

Therefore, the betas are different from 0 and it can be concluded that the exposure to advertisements makes a significant contribution ($p<0.001$) to the retention of customers using the soft measures.

4.8.2 Testing Exposure to Advertisements with Hard Measures of Retention

Hard Measure (s_2) - For how long have you been using the network(s)?

Table 4.8.5: Regression Model Summary for Time Span for Network Usage

				Model Summary	

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.005^a	.000	-.006	1.371
a. Predictors: (Constant), exposure				

Source: Survey Data

The table 4.8.5 for Regression provided by SPSS shows the value of R and R^2 for the model that has been derived. For this data, the value of R is 0.005 and because there is only one predictor, this value represents the simple correlation between the exposure to advertisements and the hard measure for retention is s_2 which determines the number of years the consumer

has been using the mobile network (this has also been confirmed by running the correlation above). The value of R^2 -0.006 shows the exposure has -0.6% of variation in the hard measure of retention.

Table 4.8.6: Model for Time Span and Exposure to Advertisement

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.009	1	.009	.005	.945[a]
	Residual	315.968	168	1.881		
	Total	315.976	169			
a. Predictors: (Constant), exposure						
b. Dependent Variable: s_2						

Source: Survey Data

Table 4.8.6 reports the analysis of variance (ANOVA) with a summary which shows the various sums of squares and the degrees of freedom. The most important part of the table is the F-ratio, which is F= 0.005 here, which is not significant at p< 0.001 as shown in the last column with a value of 0.945.

The table 4.8.7 below provides the details of the model parameters (the Beta values) and the significance of these values.

Table 4.8.7: Significance of Exposure to Advertisement to Time of Span

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.056	.659		6.154	.000
	exposure	-.012	.169	-.005	-.069	.945
a. Dependent Variable: s_2						

Source: Survey Data

From the table 4.8.7, β_0 is 4.056 and β_1 is -0.12 which represents the gradient of the regression line. In this table, the significance value is 0.000 and 0.945. It can be concluded that the exposure to advertisements does not make a significant contribution (p<0.001) to the hard measures of retention.

Hard Measure (s_5) - How many times have you switched mobile network in 2 years?

The table 4.8.8 for Regression provides the value of R and R^2 for the model that has been derived.

Table 4.8.8: Regression Model Summary for Switching the Mobile Network

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.018[a]	.000	-.006	1.040
a. Predictors: (Constant), exposure				

Source: Survey Data

For this data, the value of R is 0.018 and because there is only one predictor, this value represents the simple correlation between the exposure of advertisements and the hard measure for retention; s_5 determines how many times the consumers have switched their mobile network in last two years. The value of R^2 is -0.006 tells that the exposure has -0.06% of variation in the hard measure of retention.

Table 4.8.9: Model for Switching Network and Exposure to Advertisement

				ANOVA[b]			
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.060	1	.060	.055	.814[a]
	Residual	178.383	165	1.081		
	Total	178.443	166			
a. Predictors: (Constant), exposure						
b. Dependent Variable: s_5						

Source: Survey Data

The table 4.8.9 reports the analysis of variance (ANOVA) shows the various sums of squares and also the degrees of freedom. The most important part of the table is the F-ratio, which is F= 0.055, which is not significant at p< 0.001 as shown in the last column with a value of 0.814.

Table 4.8.10 provides the details of the model parameters (the Beta values) and the significance of these values.

Table 4.8.10: Significance of Exposure to Advertisement to Switching Network

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.527	.490		3.116	.002
	exposure	.030	.126	.018	.236	.814
a. Dependent Variable: s_5						

Source: Survey Data

From the table we can say that β_0 is 1.527 and β_1 is 0.30 which represents the gradient of the regression line. In this table the significance value is 0.002 and 0.814. Therefore, it can be concluded that the exposure of advertisements does not make a significant contribution ($p < 0.001$) to the hard measure of retention.

4.9 Relationship between Attractiveness of Advertisements and Retention

4.9.1 Testing Attractiveness of Advertisements with Hard Measures of Retention

The table 4.9.1 is provided by the SPSS output shows a matrix of correlation coefficients for four variables. The sample size is (N) and each variable is perfectly correlated with itself and so therefore the value of r = 1 along the diagonal of the table 4.9.1.

Table 4.9.1: Relationship between Attractiveness of Advertisements and Retention

Correlations		s_5	s_2	retention	**Attractiveness**
s_5	Pearson Correlation	1	-.302[**]	.195[**]	**.144[*]**
	Sig. (2-tailed)		.000	.009	**.050**
	N	187	185	178	**187**
s_2	Pearson Correlation	-.302[**]	1	-.095	**-.134**
	Sig. (2-tailed)	.000		.204	**.066**
	N	185	190	179	**190**
retention	Pearson Correlation	.195[**]	-.095	1	**.490[**]**
	Sig. (2-tailed)	.009	.204		**.000**
	N	178	179	182	**182**
Attractiveness	**Pearson Correlation**	**.144[*]**	**-.134**	**.490[**]**	**1**
	Sig. (2-tailed)	**.050**	**.066**	**.000**	
	N	**187**	**190**	**182**	**196**
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Source: Survey Data

s_5 is representing "How many times you have switched mobile network in 2 years?" and

s_2 is representing "For how long have you been using the network(s)?" (Hard measures)

The two variables s_5 and s_2 used are the hard measures for retention representing the loyalty of a consumer to the brand in terms of years of usage. Then, there is soft measure of retention (likert scale) used in the above matrix and also the effect of attractiveness of the advertisements on retention.

The output shows that one of the hard measures of retention; s_5 has a significant relationship with attractiveness of the advertisement (0.144), where as s_2 does not have a significant relationship with the attractiveness of the advertisement. The interesting finding is that when the relationship between the two variables (attractiveness and retention) is measured there exists a significant relationship (r= 0.490 which is significant).

Therefore, the attractiveness of advertisements and the soft measures of retention are positively related.

Hard Measure (s_5) - How many times have you switched mobile network in 2 years?

Table 4.9.2: Regression Model Summary for Attractiveness of Advertisement

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.144[a]	.021	.015	1.021
a. Predictors: (Constant), Attractiveness				

Source: Survey Data

The table 4.9.2 for Regression provided by SPSS is a summary of the model which exhibits the values of R and R^2. For this data, the value of R is 1.44 and as there is only one predictor, this value represents the simple correlation between the attractiveness of advertisements and retention (this has also been confirmed by running the correlation above). The value of R^2 is 0.021 which tells that the attractiveness has 2.1% of variation in customer retention. There can also be other factors influencing the variation, but our model (which only includes attractiveness to advertisement for retention) can explain 2.1% of it.

Table 4.9.3: Model for Attractiveness of Advertisement and Switching Network

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.068	1	4.068	3.901	.050[a]
	Residual	192.926	185	1.043		
	Total	196.995	186			
a. Predictors: (Constant), Attractiveness						
b. Dependent Variable: s_5						

Source: Survey Data

The summary table 4.9.3 shows the various sums of squares and also the degrees of freedom. The most important part of the table is the F-ratio, which is F= 3.901, which is not significant $p < 0.001$ as shown in the last column with a value of 0.050.

Table 4.9.4: Significance of Attractiveness of Advertisement to Switching Network

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.858	.404		2.125	.035
Attractiveness	.228	.115	.144	1.975	.050
a. Dependent Variable: s_5					

Source: Survey Data

Table 4.9.4 provides the details of the model parameters (the Beta values) and the significance of these values. From the table, β_0 is 0.858 and β_1 is 0.228 which represents the gradient of the regression line. In this table, the significance value is 0.035 and 0.050. Therefore, it can be concluded that the attractiveness of advertisements does not make a significant contribution ($p<0.001$) to the hard measure of retention.

Hard Measure (s_2) - For how long have you been using the network(s)?

Table 4.9.5: Regression Model Summary for Switching the Mobile Network and Attractiveness of Advertisement

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.134[a]	.018	.013	1.360
a. Predictors: (Constant), Attractiveness				

Source: Survey Data

The table 4.9.5 for Regression provided by SPSS is a summary of the model which shows the values of R and R^2. For this data, the value of R is 1.34 and as there is only one predictor, this value represents the simple correlation between the attractiveness of advertisements and retention (this has also been confirmed by running the correlation above). The value of R^2 is 0.018 which tells us that the attractiveness has 1.8% of variation in customer retention. There can also be other factors influencing the variation, but our model (which only includes attractiveness to advertisement for retention) can explain 1.8% of it.

Table 4.9.6: Model for Switching Network and Attractiveness of Advertisement

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.325	1	6.325	3.422	.066[a]
	Residual	347.485	188	1.848		
	Total	353.811	189			
a. Predictors: (Constant), Attractiveness						
b. Dependent Variable: s_2						

Source: Survey Data

The most important part of the table is the F-ratio, which is F= 3.422 here, which is not significant at p< 0.001 as shown in the last column with a value of 0.066.

Table 4.9.7: Significance of Switching Network and Attractiveness of Advertisement

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.933	.531		9.297	.000
	Attractiveness	-.279	.151	-.134	-1.850	.066
a. Dependent Variable: s_2						

Source: Survey Data

The β_0 is 4.933 and β_1 is -0.279 which represents the gradient of the regression line. In this table, the significance value is 0.000 and 0.66. It can be concluded that the attractiveness of advertisements does not make a significant contribution (p<0.001) to the hard measure (s_2) of retention.

4.9.2 Testing Attractiveness of Advertisements with Soft Measures of Retention

The table 4.9.8 for Regression provided by SPSS shows the value of R and R^2 as 0.490 and 0.240 respectively. The value of R^2 tells us that the attractiveness has 24.0% of variation in customer retention.

Table 4.9.8: Regression Model Summary for Attractiveness of Advertisement

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490[a]	.240	.236	.49166
a. Predictors: (Constant), Attractiveness				

Source: Survey Data

Table 4.9.10 reports the analysis of variance (ANOVA) which shows the various sums of squares and also the degrees of freedom.

Table 4.9.10: Model for Attractiveness of Advertisement and Retention

ANOVA[b]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.760	1	13.760	56.925	.000[a]
	Residual	43.511	180	.242		
	Total	57.271	181			
a. Predictors: (Constant), Attractiveness						
b. Dependent Variable: retention						

Source: Survey Data

The most important part of the table is the F-ratio, which is F= 56.925, which is significant at p< 0.001 as shown in the last column. This result tells us that there is 0.1% chance that the F-ratio this large would happen if the null hypothesis were true. It can be concluded that the regression model's result is significant.

Table 4.9.11: Significance of Attractiveness of Advertisement to Customer Retention

Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.925	.188		10.261	.000
	Attractiveness	.407	.054	.490	7.545	.000
a. Dependent Variable: retention						

Source: Survey Data

Table 4.9.11 provides the details of the model parameters (the Beta values) and the significance of these values. From the table 4.9.11, β_0 is 1.925 and β_1 is 0.407 which represents the gradient of the regression line. It can be concluded that the attractiveness of advertisements makes a significant contribution ($p<0.001$) to the retention of customers using the soft measures.

4.10 Relationship between Exposure, Attractiveness of Advertisement and Retention

The table 4.10.1 for Regression provided by SPSS is a summary of the model. The summary provides the values of R and R^2 for the model. For this data, the value of R is 0.539 and because there is only one predictor, this value represents the simple correlation between the exposure, attractiveness of advertisements and retention.

Table 4.10.1: Regression Model Summary for Exposure, Attractiveness and Retention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	.291	.282	.47623
a. Predictors: (Constant), exposure, Attractiveness				

Source: Survey Data

The value of R^2 is 0.291 which tells us that the attractiveness and exposure of advertisement has 29.1% of variation in customer retention.

Table 4.10.2: Model for Exposure, Attractiveness and Retention

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.987	2	7.493	33.040	.000[a]
	Residual	36.514	161	.227		
	Total	51.501	163			
a. Predictors: (Constant), exposure, Attractiveness						
b. Dependent Variable: retention						

Source: Survey Data

Table 4.10.2 in the form of the output from SPSS reports the analysis of variance (ANOVA). The table above shows the various sums of squares and also the degrees of freedom where F= 33.040, which is significant at $p < 0.001$ as shown in the last column with a value of 0.000. This result tells that there is 0.1% chance that the F-ratio would happen if the null hypothesis were true.

The table 4.10.3 provides the details of the model parameters (the Beta values) and the significance of these values.

Table 4.10.3: Significance of Exposure, Attractiveness and Retention

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.246	.268		4.645	.000
	Attractiveness	.368	.058	.430	6.335	.000
	exposure	.214	.059	.247	3.641	.000
a. Dependent Variable: retention						

Source: Survey Data

From the table we can say that β_0 is 1.2464, β_1 is 0.368 and β_2 is 0.214. The betas are different from 0 and it can be concluded that the attractiveness and exposure of advertisements makes a significant contribution ($p<0.001$) to the retention of customers using the soft measures.

4.11 Hypothesis and Results

Following are the two hypotheses selected for this study:

H1: The higher the relative attractiveness of the advertisement will be, the higher the customer retention will be.

Ho: higher relative attractiveness of the advertisements has no effects on customer retention.

Result: referring to table no. 4.9.1, value of r for relation of these two variables i.e. attractiveness and retention is 0.490 which is significant, therefore hypothesis is accepted and it proves that higher relatives attractiveness of advertisement is linked with customer retention.

H2: The higher exposure to advertisement leads to higher customer retention.

H0: higher exposure to advertisements will not lead to any change in customer retention

Result: referring to table no. 4.82 shows F value as 20.90 which is considered significant and by that result we accept H3 which states that customer retention is linked to the attractiveness of advertisement

Chapter 5 Discussions, Conclusions and Implications

In this chapter the thesis discusses the significance of the research findings, critical issues, problems encountered and the future directions of research. This chapter consists of four main components such as discussion, conclusions, and suggestions for future researches, limitations and implications.

5.1 Discussion

The study mainly focused on the role of advertisement on customer retention and the degree of its relationship to the users of different mobile telecommunication consumers in Pakistan. The quantitative research approach is adopted for the study and the survey method by a structured questionnaire is used to gather data, furthermore, descriptive statistics, regression and correlation are used for data analysis. This study focused only on how advertisements help in retaining customers and if it has any impact on customer retention, even though there are other factors which play an important role in customer retention as well. It was tested by dividing it into two variables – the attractiveness of advertisements to and the exposure of advertisements on the sample size selected and measuring them. According to the figures and results, the majority from the sample are using Warid as their network provider and not Ufone even though the number of respondents who found Ufone's advertisements more attractive is more than the ones finding Warid's advertisements attractive. Further, this study sample was only limited to the youth of Pakistan and focused only on the students studying in colleges and universities.

Companies are advertising at a high rate in Pakistan especially in electronic media and it is contributing a lot in building a brand's image. It is playing a vital role in making brands famous and also helps in improving the awareness among the people. The trend noticed is that the market is more interested in the performance of the brand when it comes to try a new network.

5.2 Conclusions

The results from the study conclude that once consumer selects the brand, then the exposure and attractiveness of advertisement has an impact on customer retention. The selection is influenced by peer groups and also how much confidence does the consumer have in the company name. These attributes are reached to the consumer through different sources. The main source of information to be reached and remembered by the consumer is through advertisements. It is also consistent that consumers enjoy watching advertisements from their mobile networks and majority believes that their network has been successful in maintaining the brand image over the time.

The picture drawn after the analysis is that the majority of the people in the market are loyal customers which show the satisfaction level they have managed to build for the choices they had made. The majority does not want to switch their networks and continue using the same service. The mobile telecom companies are spending a lot and people and to create awareness of their brands in the market to target the specific customer, which helps customers being exposed to different network advertisements. The means of advertising have been divided into billboards, newspaper, text reminders, television and many more. Out of these the result has concludes that people tend to remember the advertisements and can easily recall advertisements seen on the television. The consumers find the mobile network advertisements quite interesting and they can recall and recognize the network with their specific slogans.

As from the results of the survey, advertisement plays an important role as it is one of the important sources which reaches the customers and informs them about their brand and help them in building an impression. The concept used in the advertisements is very vital and for this Ufone adverts have been famous among the youth. The advertisements by Ufone are rated to be remembered by the consumers high which shows that attractiveness and exposure of Ufone's advertisements is ranked better compared to others. This fact is even listed on the company's website that they are known for reaching its customer in a strong and uniquely humorous direction through advertising media which has become Ufone's signature across all around as it gives its customers many reasons to smile.

The interesting fact observed from (from table 4.) this research is that people do believe that advertisement helps in building the brand image but it does not motivate them enough to try a network. In other words, good image alone cannot motivate people to try a network and another result can be that a well informed advertisement about the brand can make its

customer to stay loyal. In this way, the advertisements help in staying loyal to the service provider and the level of customer retention is higher.

Moreover, another trend observed is that switching brand and going to another network is not much appreciated. People don't want to switch their network even when its brand image is not good enough, though advertisements help in building and improving the image, but the consumers want to continue using their network if the performance is good.

It can be concluded that for measuring customer retention, a right way should be used in the research. There are soft and hard measures to measure customer retention. Both the measures, lead to a different result.

Figure 5.1: Soft Measures of Retention leading to Customer Retention through Advertisement
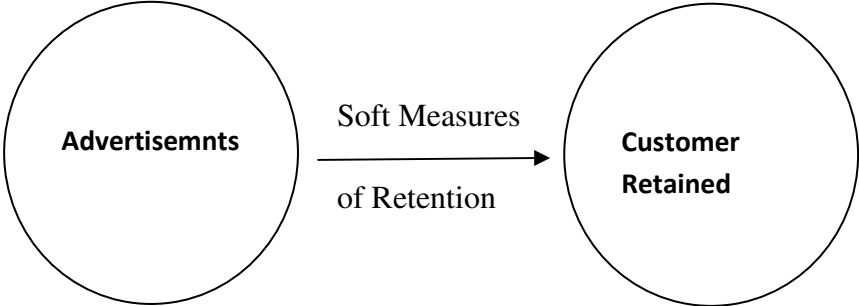
From this research, a customer is retained through advertisements when soft measures (Likert Scale) are used as shown in the figure 5.1. It is seen that there is a significant impact on retention of customers from the soft measures, but using hard measures it fails to prove significantly. Therefore, the hypotheses for the research have been proved.

5.3 Suggestions for Future Researchers

The main focus was on the students who can only afford using a prepaid package; both the methodology and findings can be helpful for other researchers. Although the study findings are useful for both the network providers and academic researchers to understand better the use of advertisements and how are consumers reacting to it. This research was limited in scope of time span and sample size. Repeating the study with a larger sample, with multiple times in the future will generate more generalized conclusions. This study was only examining two major variables of advertisements leading to customer retention, therefore significant time and emphasis could not be given to in-depth analysis of the other important

variables which play an important role in retaining customers through advertisements in the future researches. Another suggestion could be to focus on the other category of the customers, i.e. business customers as they have different preferences when it comes to choosing a network and for them advertisement can play a completely different role. It can be another interesting area to focus for examining how business customers are retained by the mobile network and what role does advertisement play for them.

Further suggestions could be to use both soft and hard measures to measure the retention. Both measures came up with two different conclusions, even the sign of relationship changed. The direction of each measure was opposite to each other so if you use the right measure to evaluate the retention; you can come up with the right conclusion. Similarly, if you choose the wrong measures, you can end up with negative conclusions. There is a need to develop a standard scale for measuring retention, using both hard and soft measures which are not present in the literature today.

5.4 Limitations and Implications

The contribution of this research is to provide an insight into how advertisements helps in retaining the customers over the time and what role does it play. The purpose and the research questions of this thesis are based on theories selected in the frame of reference of the study. The theory used is quite in line with the empirical findings except the different measures of retention. This research was made on a limited sample size of students and the facts about the role of advertisement can get effected for the company whose target market is not students. The results for the company whose advertisements are focusing business customers or a different group will give low results. Furthermore, by only selecting students as a research sample, the results as a whole can be affected as they are not representatives of the whole market.

The research was solely based on the responses from the sample size and websites of the network providers and did not include any direct contact in the mobile telecommunication companies. Another limitation is that the questionnaire was prepared and spread online, the information gathered can be biased and results cannot be controlled. Respondents can be biased towards their own network and can provide wrong or incomplete answers.

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Appendices

Appendix 1: Questionnaire

The main adjective of completing this questionnaire, is to investigate the extent of the different means of media exposure utilized by Pakistani telecommunication networks, as well as the perspective of the respondent's reactions to these means of advertisement. The target market being focused on is the youth of Pakistan. Please choose the answer most relevant to your personal opinion. This exercise is strictly confidential.

Mariam Jamshed
Masters Program
University of Agder, Norway.

About your routine:

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strongly Agree
Watching TV is one of your daily routine activities.	☐	☐	☐	☐	☐
You see at least one advertisement regarding mobile phone networks whenever you watch tv.	☐	☐	☐	☐	☐
You read news paper(s) everyday.	☐	☐	☐	☐	☐
If you read any news paper you see at least one advertisement from any mobile phone network.	☐	☐	☐	☐	☐
You come across at least one billboard with mobile network advertisement while going around every day.	☐	☐	☐	☐	☐
It is very easy for you to recall at least one advertisement of each of the mobile network company.	☐	☐	☐	☐	☐

Your exposure to advertisements:

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strogly Agree
TV advertisements are easy to remember and recall.	☐	☐	☐	☐	☐
Newspaper advertisements are easy to remember and recall.	☐	☐	☐	☐	☐
Billboard advertisements are easy to remember and recall.	☐	☐	☐	☐	☐
Mobile network advertisements are	☐	☐	☐	☐	☐

highest in number among all other advertisements you daily come across.

You receive a text from your mobile network containing advertisement about different packages at least once a week.	☐	☐	☐	☐	☐
It is very easy for you to recall the brand when words like "sab keh do" "smart call" it's all about U", "reshaping the world" and "life ka network" are said in front of you.	☐	☐	☐	☐	☐

Which service provider has the following slogans?

Sab keh do	
It's all about U	
Smart call	
Reshaping the world	
Life ka network	

Your opinion about Mobile Network Advertisements:

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strongly Agree
Advertisements of Ufone network are very good to see.	☐	☐	☐	☐	☐
Advertisements of Mobilink network are very good to see.	☐	☐	☐	☐	☐
Advertisements of Warid network are very good to see.	☐	☐	☐	☐	☐
Advertisements of Zong network are very good to see.	☐	☐	☐	☐	☐
Advertisements of Telenor network are very good to see.	☐	☐	☐	☐	☐
Package offered in an advertisement is the main reason to like it.	☐	☐	☐	☐	☐
Models worked in an advertisement are the main reason to like it.	☐	☐	☐	☐	☐
Concept used in an advertisement is the main reason to like it.	☐	☐	☐	☐	☐
Story of an advertisement is the main reason to like it.	☐	☐	☐	☐	☐
Music used in an advertisement is the main reason to like it.	☐	☐	☐	☐	☐

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strongly Agree
An attractive advertisement can make you try the network.	☐	☐	☐	☐	☐
Advertisements play an important role in building image of the brand.	☐	☐	☐	☐	☐

Which mobile network(s) are you currently using?

☐ Mobilink ☐ Ufone ☐ Telenor ☐ Zong ☐ Warid

For how long have you been using the network(s)?

☐ less than one year ☐ 1 year ☐ 2 years ☐ 3 years ☐ More than three years

---

Why did you choose this network?

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strongly Agree
Reputation	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐
Service	☐	☐	☐	☐	☐
My friends use it	☐	☐	☐	☐	☐
My parents gave it to me	☐	☐	☐	☐	☐
It is cool	☐	☐	☐	☐	☐
The service provider understands my needs	☐	☐	☐	☐	☐

How did you hear about your mobile network?

☐ Television ☐ Magazine ☐ Billboard ☐ Newspaper ☐ Word of mouth

---

How many times you have switched mobile network 2 years?

☐ Never ☐ Once ☐ Two times ☐ Three times ☐ More than three times

---

Your opinion about mobile network:

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strongly Agree
It is wise to switch the network from time to time to try different packages offered by different companies.	☐	☐	☐	☐	☐
It is good to be loyal to one network if its performance is good.	☐	☐	☐	☐	☐
Coverage is most important factor in selecting mobile network.	☐	☐	☐	☐	☐
Services offered are the most	☐	☐	☐	☐	☐

important factor in selecting a mobile network.

Brand image created by celebrities/music theme in advertisements is the most important factor in selecting a mobile network.	☐	☐	☐	☐	☐
It is wise to switch the network if you see any better package advertised by some other network.	☐	☐	☐	☐	☐
It is wise to change the network when its brand image is not good any more.	☐	☐	☐	☐	☐

Your opinion about your own mobile network:

	Strongly Disagree	Disagree up to some extent	Neither Agree nor Disagree	Agree upto some extent	Strongly Agree
Advertisements by the network you are using are really helpful for you to know more about it and upgrade your package.	☐	☐	☐	☐	☐
Advertisement by your network is really helpful for you in building a bond with it.	☐	☐	☐	☐	☐
Your mobile network is fulfilling the promises and claims it makes in advertisements.	☐	☐	☐	☐	☐
Your network has been successful in maintaining its brand image over the time.	☐	☐	☐	☐	☐
Your mobile network will maintain/improve its image in future.	☐	☐	☐	☐	☐

Personal Information:

Age: _____

Gender: _____

Study Majors: _____

Interests: _____

What kind of social activities do you like most? _____

What is the avergae expense of your mobile usage per month? _____

Please press the "X" button below to submit the results. Thank you!
Sincerely, Mariam Jamshed. email: marija06@student.uia.no
Supervisor: Andreas Falkenberg. email: andreas.falkenberg@uia.no

Appendix 2: Survey Analysis of Cellular Mobile Quality Service in Pakistan

Another Landmark Step of PTA to Protect Consumer Rights

Cellular Mobile Quality of Service (QoS), Survey Results

PTA conducted Quality of Service (QoS) Survey through an **Automated Monitoring Equipment**

Results are shared with the valued customers to give an insight of QoS

RESULTS (CITY WISE)

Service Accessibility
(Access of Cellular Services)
(Required Standard ≥ 98%)

CITIES	MOBILINK	UFONE	TELENOR	WARID	CMPAK
Islamabad/Rawalpindi	98.89%	96.98%	96%	100%	94%
Gujar Khan	95.76%	98.67%	100%	100%	99.12%
Jehlum	98.48%	99.50%	97.99%	97.95%	100%
Lahore	96.50%	98.50%	97.50%	99.09%	97.49%
Faisalabad	99.38%	100%	96.13%	97.56%	99.35%
Karachi	97.34%	100%	98.68%	98.67%	100%
Hyderabad	100%	100%	98%	99%	99%
Quetta	96%	100%	99.80%	98%	99.30%
Abbottabad	96%	98.70%	98%	98.70%	97.40%
Nowshera	97.10%	100%	96.10%	100%	97.10%
Muzafarabad	99.11%	97.55%	100%	97.55%	99.55%
Kotli	95.53%	96.66%	97.76%	100%	100%
Dadyal	98.33%	98.33%	96.33%	98.33%	96.33%

SERVICE RETAIN-ABILITY

(Call Completion / Maintainability)
(Required Standard > 98%)

CITIES	MOBILINK	UFONE	TELENOR	WARID	CMPAK
Islamabad/Rawalpindi	95.02%	95.69%	99%	98.98%	99%
Gujar Khan	99.34%	98.62%	98.01%	98.02%	99.29%
Jehlum	99.50%	99.52%	98.94%	100%	98.52%
Lahore	94.30%	94.90%	96.41%	97.25%	94.85%
Faisalabad	98.75%	96.80%	97.32%	91.25%	92.86%
Karachi	98.67%	94.66%	93.96%	95.20%	97.33%
Hyderabad	100%	98.02%	99%	100%	98.89%
Quetta	99.80%	86.40%	93.80%	95.30%	94.60%
Abbottabad	98.40%	97.30%	96%	99.30%	100%
Nowshera	98.90%	96.10%	98.10%	100%	97.60%
Muzafarabad	94.20%	97.46%	96.66%	98.76%	99.55%
Kotli	100%	98.71%	96.60%	97.76%	98.88%
Dadyal	94.40%	96.33%	98.98%	100%	95.56%

SPEECH QUALITY

(Voice Clarity)
(Required Standard > 3)
All Operators performance has been found below the benchmark

CITIES	MOBILINK	UFONE	TELENOR	WARID	CMPAK
Islamabad/Rawalpindi	2.39	1.99	2.26	2.37	1.99
Gujar Khan	2.38	2.07	2.39	2.13	2.3
Jehlum	2.43	2.23	2.23	2.20	2.38
Lahore	2.10	1.90	2.10	2.10	2
Faisalabad	1.90	2	2	1.80	2
Karachi	1.98	1.74	2.13	2.07	2.31
Hyderabad	2.20	1.97	2.02	2.20	2.28
Quetta	1.96	1.90	1.96	1.88	2
Abbottabad	2.40	-	2.30	2.50	2.20
Nowshera	2.40	1.60	2.30	2.60	1.80
Muzafarabad	2.30	2.05	1.80	2.21	1.86
Kotli	2.78	2.63	2.48	2.76	2.43
Dadyal	2.88	2.61	2.58	2.90	2.51

Suggestions from the customers (if any) may be communicated at **complaint@pta.gov.pk**

PTA

PAKISTAN TELECOMMUNICATION AUTHORITY

Headquarters F-5/1, Islamabad

http://www.pta.gov.pk

Appendix 3: Mobilink Jazz Packages

Appendix 3.1: Prepaid Calling Packages

Jazz One Tarrifs

Jazz One tariffs	
Details	**Rates**
Calls to any Mobilink number	Rs. 1.00 / minute
Calls to any 3 Favorite Numbers Mobilink numbers	Rs. 1.5 / 3 minute
Calls to all mobile networks & Landline numbers in Pakistan	Rs. 1.60 / minute
SMS (to Mobilink)	Rs. 1.0 / SMS
SMS (to other networks/landline)	Rs. 1.5 / SMS

- Call Setup fee of 40 paisas would only be charged with the first minute for each call
- Call Setup fee of 40 paisas would not be charged for F&F calls (calls on favorite numbers)
- Charges for Favorite Numbers number addition / modification are Rs. 15 + tax per number
- Limited time offer

Jazz Budget Tariffs

Jazz Budget Tariffs	
Details	**Rates**
Calls to any Mobilink number	Rs. 0.68 / 30 seconds
Calls to all mobile networks & Landline numbers in Pakistan	Rs. 0.68 / 30 seconds
SMS (Jazz to Mobilink)	Rs. 1.0 / SMS
SMS (Jazz to other networks)	Rs. 1.0 / SMS

* 19.5% FED on usage and 10% withholding tax on recharge applies.

Jazz Octane Tariffs

Jazz Octane Tariffs	
Details	**Rates**
Calls to Any Mobilink number	Rs. 1.0 / 30 sec
Calls to all mobile networks & Landline numbers in Pakistan	Rs. 1.25 / 30 sec
Late Night Option - All Mobilink numbers*	Rs. 0.40 / 30 sec
Calls to Favorite Mobilink Numbers **	Rs. 0.45 + tax / 30 sec
SMS - All Networks	Rs. 0.20 / SMS
Daily Charges	Rs. 1.00 / day

*   Late Night Option will be between 12 am - 7 am
** Call 121 to select any 3 Favorite Numbers Mobilink numbers. Rs 15 + tax apply on addition of every Favorite Numbers number .

- Off net rates are inclusive of inter-connect charges
- One SMS=160 or less characters. Message longer than 160 characters will be charged additionally
- Picture Messages get sent as Multiple Messages and are charged accordingly
- 19.5% FED on usage and 10% withholding tax on recharge applies
- Limited time offer

Jazz Easy Tariffs

Jazz Easy Tariffs	
Details	**Rate**
Calls to any 3 Favorite Numbers Mobilink numbers	Rs. 0.99 / minute
Calls to any Mobilink Number	Rs. 2.10 / minute
Calls to all mobile networks & Landline numbers in Pakistan	Rs. 2.50 / minute
Favorite Numbers Offered	3 (Three)
SMS (Jazz to Mobilink)	Rs. 1.0 / SMS
SMS (Jazz to other networks)	Rs. 1.5 / SMS

☐ Other mobile networks / landline rates are inclusive of interconnect charges
☐ Charges for Favorite Numbers number addition / modification are Rs. 15 + tax per number
☐ 19.5% FED on usage and 10% withholding tax on recharge applies

☐ Limited time offer

Jazz Ladies First

Jazz Ladies First Tariffs	
Details	**Rates**
Calls to Any Mobilink number (11pm - 7am)	Rs. 5.00 / hour (1,2)
Calls to Any Mobilink number (1st Minute)	Rs. 2.50 / min
Calls to Any Mobilink number (2nd minute onwards)	Rs. 1.50 / min
Calls to all mobile networks & Landline numbers in Pakistan	Rs. 2.50 / min
SMS based Value Added Services Subscription	Rs. 30 / month
SMS (Push based Value Added Services)	Rs. 2.00 / SMS
SMS - Any Mobilink number	Rs. 1.00 / SMS
SMS - Any other network	Rs. 1.50 / SMS

Talk for hours at Rs. 5 / hour using special discounted hourly rate (1,2)

- Beauty tips, mouth watering recipes, healthy diets and so much more all via SMS
- Special discounted call rates
- Lower outgoing call rates 2nd minute onwards
- 19.5% FED on usage and 10% withholding tax on recharge applies

1. Limited time offer
2. Call charges are applicable on calls made after 11pm

Jazz Latenight Offer

Jazz Late Night Offer (LNO)				
	Jazz Budget	**Jazz One**	**Jazz Octane**	**Jazz Easy**
Mobilink to Mobilink Calls 12am – 7am	Rs. 3.99 per hour	Rs. 3.99 per hour	Rs. 3.99 per hour	Rs. 3.99 per hour
Daily Fee	Rs. 3.99	Rs. 3.99	Rs. 1.99	Rs. 3.99

* 19.5% FED apply on all rates

- A subscriber of Jazz LNO will not be able to switch his package to other Jazz packages. A subscriber must first un-subscribe from LNO and then can switch his package by dialing 123
- This offer is not available for Jazz Ladies First subscribers
- This is a limited time offer

Jazz 24 Ghanta Tariff

Jazz 24 Ghanta Tariff	Price	Minutes (On net calls only)	Validity
Daily 24 Ghanta Offer	Rs 29* Day	100	1 day

*Govt. Taxes apply

Appendix 3.2: Mobilink Jazz SMS Packages

Jazz SMS Bundles

Jazz SMS Bundles	Price*	SMS	Validity	Minimum Balance Req. (with Tax)
Daily Bundle	Rs. 3.99	500	1 days	Rs. 4.77

- *19.5% FED apply on the above mentioned prices
- This is a Limited Time Offer

Jazz SMS Plus Tariffs

Jazz SMS Plus Tariffs				
Price*	Free SMS	Validity	Time Window	Minimum Balance Required (with tax)
Rs. 1.99	500	1 day	12am to 12pm (noon)	Rs. 2.38

* Govt. taxes apply on above price

Appendix 4: Ufone Packages

Appendix 4.1: Ufone Prepaid Calling Packages

Tension Free Package

Tension Free Package:

VOICE			
	Ufone to Ufone	24 Hours	Rs 1.20 / 60 Sec
	Ufone to Other Mobiles	24 Hours	Rs 1.20 / 60 Sec
	Ufone to PTCL	24 Hours	Rs 1.20 / 60 Sec
	Ufone to International	24 Hours	Standard rates apply
SMS	Ufone to Ufone	24 Hours	RS 0.50/SMS
	Ufone to Other Networks	24 Hours	RS 1.00/SMS
	International	24 Hours	Rs 2.50 / SMS

- Terms and conditions apply
- FnF will not be available on this package.
- FnF will not be available on this package.
- 19.5% FED on usage and 10% withholding tax at recharge or bill applies.
- Using SIMS without proper documentation is a crime – PTA

Super Ghanta Package

Super Ghanta Package:

	SERVICE CHARGES	DAILY	RS. 5.99
VOICE	Ufone to Ufone	0400 Hrs to 1659 Hrs	Rs 3.50 / Hr
	Ufone to Ufone	1700 Hrs to 0359 Hrs	Rs 1.00 / Min
	Ufone to Other Mobiles	24 Hours	Rs 1.60 / Min
	Ufone to PTCL	0400 Hrs to 1659 Hrs	Rs 3.50 / Hr
	Ufone to PTCL	1700 Hrs to 0359 Hrs	Rs 1.60 / Min
	Ufone to International	24 Hours	Standard rates apply
SMS	Ufone to Ufone	24 Hours	Rs 0.50 / SMS
	Ufone to Other Mobiles	24 Hours	Rs 1.00 / SMS
	Ufone to PTCL	24 Hours	Rs 1.00 / SMS
	Ufone to International	24 Hours	Rs. 2.50 / SMS

- Daily service charges are Rs. 5.99
- Terms and conditions apply ▪Limited time offer
- FnF will not be available on this package.
- Using SIMS without proper documentation is a crime – PTA
- 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Ufone Uwon Package

Uwon:

VOICE	Ufone to Ufone	24 Hours	Re 1.00 / Min
	Ufone to Other Mobiles	24 Hours	Rs 1.60 / Min
	Ufone to PTCL	24 Hours	Rs 1.60 / Min
	Ufone to International	24 Hours	Standard rates apply
SMS	Ufone to Ufone	24 Hours	Re 0.50 / SMS
	Ufone to Other Networks	24 Hours	Re 1.00 / SMS
	Ufone to PTCL	24 Hours	Rs 1.00 / SMS
	International	24 Hours	Rs 2.50 / SMS

- • All Charges are exclusive of Tax
- • Ucircle is not available with this offer.
- • 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Ufone Ghanta Package

Ufone Ghanta Package:

	SERVICE CHARGES	DAILY	RS. 3.99
VOICE	Ufone to Ufone	0900 - 1659	Rs. 5.99 / hr
	Ufone to PTCL	0900 - 1659	Rs. 5.99 / hr
	Ufone to Ufone	0000 - 0859 & 1700 - 2359	Rs. 1.00 / minute
	Ufone to Other Mobiles	24 Hours	Rs. 1.60 / minute
	Ufone to PTCL	0000 - 0859 & 1700 - 2359	Rs. 1.60 / minute
	Ufone to International	24 Hours	Standard rates apply
SMS	Ufone to Ufone	24 Hours	Rs 0.50 / SMS
	Ufone to Other Mobiles	24 Hours	Rs 1.00 / SMS
	Ufone to PTCL	24 Hours	Rs 1.00 / SMS
	Ufone to International	24 Hours	Rs. 2.50 / SMS

- Daily service charges are Rs. 3.99
- All rates are stated exclusive of taxes.
- FnF will not be available on this package.
- 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Ufone Paanch ka Pandaraan (5 ka 15)

5 ka 15:

VOICE	Ufone to Ufone*	24 Hours	Rs 1.125 / 30 sec
	Ufone to Other Mobiles	24 Hours	Rs 1.25 / 30 sec
	Ufone to PTCL	24 Hours	Rs 1.25 / 30 sec
	Ufone to International	24 Hours	Standard rates apply

Get 10 minutes free after every 5 minutes of call

SMS	Ufone to Ufone	24 Hours	Re 0.25 / SMS
	Ufone to Other Networks	24 Hours	Re 0.25 / SMS
	Ufone to PTCL	24 Hours	Rs 2.5 / SMS
	International	24 Hours	Rs 2.5 / SMS

- 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Life Plus Package

Life Plus:

	SERVICE CHARGES	DAILY	RS. 1.00
Normal Voice Charges	**WEEKDAYS**		
	Ufone to Ufone	0000 - 0659	Rs. 2.50 / hr
	Ufone to Ufone	0700 - 2359	Rs. 1.125 / 30 sec
	Ufone to Other Mobiles	24 Hours	Rs. 1.25 / 30 sec
	Ufone to PTCL	24 Hours	Rs. 1.25 / 30 sec
	Ufone to International	24 Hour	Standard rates apply
	WEEKENDS		
	Ufone to Ufone	0900 - 1659	Rs. 4.99 / hr
	Ufone to Ufone	0700 - 0859 and 1700 - 2359	Rs. 1.125 / 30 sec
	Ufone to Ufone	0000 - 0659	Rs. 2.50 / hr
	Ufone to Other Mobiles	24 hrs	Rs. 1.25 / 30 sec
	Ufone to PTCL	24 hrs	Rs. 1.25 / 30 sec
	Ufone to International	24 hrs	Standard rates apply
UCircle (FnF) Voice Charges	**WEEKDAYS**		
	UCircle (Ufone to Ufone)	0000 - 0659	Rs. 2.50 / hr
	UCircle (Ufone to Ufone)	0700 - 2359	Rs. 0.45 / 30 sec
	UCircle (Ufone to PTCL)	24 Hours	Rs. 0.45 / 30 sec
	WEEKENDS		
	UCircle (Ufone to Ufone)	0900 - 1659	Rs. 4.99 / hr
	UCircle (Ufone to Ufone)	0000 - 0659	Rs. 2.50 / hr
	UCircle (Ufone to PTCL)	24 hrs	Rs. 0.45 / 30 sec
SMS	Ufone to Ufone	24 Hours	Rs. 0.25 / SMS
	Ufone to PTCL	24 Hours	Rs. 0.25 / SMS
	Ufone to Other Mobiles	24 Hours	Rs. 0.25 / SMS
	Ufone to International	24 Hours	Rs. 2.50 / SMS

Weekend= 00.00 hours on Saturday till 23:59 hours on Sunday.

- Once converted to Life Plus package Re.1/- +tax will be deducted from your account daily.
- Ucircle Life Plus Offer: Ufone members in your UCircle can be called unlimited times for free from midnight till 7 am daily for a nominal daily charge of Rs. 2.99 + tax and 1 paisa per call.
- Late Night discounts are also applicable to Ufone members in your Ucircle (FnF).
- All prices are exclusive of government taxes.
- 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Ufone 3 Minute Package

3 Minute Package:

VOICE	Ufone to Ufone	24 Hours	Rs 2.00 / 3 Min
	Ufone to Other Mobiles	24 Hours	Rs 3.20 / 3 Min
	Ufone to PTCL	24 Hours	Rs 3.20 / 3 Min
	Ufone to International	24 Hours	Standard rates apply
SMS	Ufone to Ufone	24 Hours	Rs 0.50 / SMS
	Ufone to Other Networks	24 Hours	Rs 1.00 / SMS
	International	24 Hours	Rs 2.50 / SMS

• All rates are stated exclusive of taxes.

• International calls will be charged on per minute basis

• No late night discount will be available on this package.

• FnF will not be available on this package.

• All Prepaid subscribers will have the choice to opt-in to the "3 Minute Package".

• Limited time offer

• 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Ufone Public Demand

Public Demand:

VOICE	Ufone to Ufone	24 Hours	Re 0.99 / 30 sec
	Ufone to Other Mobiles	24 Hours	Re 0.99 / 30 sec
	Ufone to PTCL	24 Hours	Re 0.99 / 30 sec
	Ufone to International	24 Hours	Standard rates apply
SMS	Ufone to Ufone	24 Hours	Re 0.50 / SMS
	Ufone to Other Mobiles	24 Hours	Re 1.00 / SMS
	Ufone to PTCL	24 Hours	Re 1.00 / SMS
	Ufone to International	24 Hours	Rs 2.50 / SMS

- 19.5% FED on usage and 10% withholding tax at recharge or bill applies.

Appendix 4.2 Ufone SMS Packages

PACKAGES	SUBSCRIPTION	NO. OF FREE SMS	VALIDITY	SMS 'SUB' TO
*Daily On-net SMS Package	Rs. 2 + tax	500	24 Hours	611

*This package is only valid for Ufone to Ufone SMS

PACKAGES	SUBSCRIPTION	NO. OF FREE SMS	VALIDITY	SMS 'SUB' TO
*Night Package	Rs 1+tax	300	8 Hrs (12 am to 8 am)	609

*Limited time offer.

PACKAGES	SUBSCRIPTION	NO. OF FREE SMS	VALIDITY	SMS 'SUB' TO
Daily Package	Rs 3.99+tax	Unlimited*	24 Hrs	605

*Fair Use Policy is applicable, up to 500 SMS.

PACKAGES	SUBSCRIPTION	NO. OF FREE SMS	VALIDITY	SMS 'SUB' TO
Fortnightly Package	Rs 25+tax	1000	14 days	603

PACKAGES	SUBSCRIPTION	NO. OF FREE SMS	VALIDITY	SMS 'SUB' TO
Unlimited Package	Rs 80+tax	Unlimited*	30 days	607

*Fair Use Policy is applicable, up to 8,000 SMS.

PACKAGES	SUBSCRIPTION	NO. OF FREE SMS	VALIDITY	SMS 'SUB' TO
Weekly Package	Rs 6.99+tax	700	7 days	608

Appendix 5: Telenor Prepaid Packages

Appendix 5.1: Telenor Prepaid Calling Packages

Telenor Talkshawk 1

Tariff	
Voice	
	talkshawk A1
▪ Telenor to Telenor*	Rs. 1 / min
▪ Telenor to Other Mobile Operators*	Rs. 1.4 / min
▪ Telenor to PTCL*	Rs. 1.4 / min
▪ Friends & Family (Telenor to Telenor)*	Rs 0.7/min
▪ Friends & Family (International Numbers)	Rs. 1.5/min
SMS	
▪ Own network	Rs. 1
▪ Other networks	Rs. 1

* Call setup fee of **Rs 0.40** will be charged only on first minute of each on Telenor Number & other networks call

* All rates exclusive of Tax

Telenor Talkshawk 63

Tariff	
Voice	
	talkshawk 63
▪ Telenor to Telenor*	Rs. 0.63 /30 sec
▪ Telenor to Other Mobile Operators*	Rs. 0.63 /30 sec
▪ Telenor to PTCL*	Rs. 0.63 /30 sec
SMS	
▪ Telenor network	Rs. 1
▪ Other networks	Rs. 1

Telenor Talkshawk Har Second

Tariff

Nationwide Call Rates

	Tariff (Har Sec)
▪ Friends & Family	3 Paisa (per sec)
▪ Telenor to Telenor	4 Paisa (per sec)
▪ Telenor to other networks	5 Paisa (per sec)
▪ Inclusive of Interconnect and long distance charges.	
▪ All the above charges are inclusive of taxes.	

Free Services

▪ All Incoming Calls.

▪ Caller Line Identification (CLI).

▪ Call Waiting.

▪ Conference Calling (subscription).

▪ Roaming (anywhere in Pakistan).

SMS

▪ Outgoing	Rs. 1.00
▪ Incoming	Free
▪ Outgoing International	Rs. 5.00

MMS, Internet & WAP

▪ Subscription	Free
▪ MMS-Receiving	Free
▪ MMS-Sending	Rs. 5.00
▪ Internet/WAP Usage (Upload/Download per MB)	Rs. 15.00

Missed Call Alerts

▪ Subscription	Rs. 50 + tax

Telenor Talkshawk 30 Second

Tariff

International Call FnF Rates

	Tariff (per 30 sec)
▪ To another Telenor number.	Rs. 0.75
▪ To any other mobile number .	Rs. 0.75
▪ To another PTCL number.	Rs. 0.75
▪ Friends & Family Telenor-Telenor	Rs. 0.45
▪ Friends & Family Telenor-Any other Network	Rs. 0.75
▪ International Call FnF Rates	Rs. 0.75
▪ Inclusive of Interconnect and long distance charges.	
▪ All outgoing calls/airtime usage is subject to 19.5% CED only.	

Free Services

▪ All Incoming Calls.	
▪ Caller Line Identification (CLI).	
▪ Call Waiting.	
▪ Conference Calling (subscription).	
▪ Roaming (anywhere in Pakistan).	

SMS

▪ Outgoing	Rs. 1.00
▪ Incoming	Free
▪ Outgoing International	Rs. 5.00

MMS, Internet & WAP

▪ Subscription	Free
▪ MMS-Receiving	Free
▪ MMS-Sending	Rs. 5.00
▪ Internet/WAP Usage (Upload/Download per MB)	Rs. 15.00

Missed Call Alerts

▪ Subscription	Rs. 50 + tax

Telenor Talkshawk Har Minute

Nationwide Call Rates	
	Charges
▪ To Telenor Friends and Family numbers	Rs. 1
▪ To another Telenor number	Rs. 2
▪ To any other mobile number	Rs. 2
▪ To another PTCL number	Rs. 2
Inclusive of Interconnect and long distance charges	
All outgoing calls/airtime usage is subject to 19.5% CED only	
Free Services	
▪ All Incoming Calls	
▪ Caller Line Identification (CLI)	
▪ Call Waiting	
▪ Conference Calling (subscription)	
▪ Roaming (anywhere in Pakistan)	
SMS	
▪ Outgoing	Rs. 1.00
▪ Incoming	Free
▪ Outgoing International	Rs. 5.00
MMS, Internet & WAP	
▪ Subscription	Free
▪ MMS-Receiving	Free
▪ MMS-Sending	Rs. 5.00
▪ Internet/WAP Usage (Upload/Download per MB)	Rs. 15.00
Missed Call Alerts	
▪ Subscription	Rs. 50 + tax

Telenor Talkshawk late night offer

	Telenor talkshawk 30 Second	Telenor talkshawk Har Minute	Telenor talkshawk Har Second
Tariff (12am to 6am)	0.75	1	0.03
Offer	Call Become Free after first 4 mins		
Tariff (6am to 6pm)	0.45	1	0.03
Offer	10 mins Free after 5 mins		
Tariff (6pm to 12am)	0.75	1	0.03
Offer	No Offer	10 Mins Free after Every 5 mins	

- The offer applies ONLY to Telenor FnF numbers. It does not apply to Offnet or International FnF numbers.
- This offer is available on Talkshawk 30 Sec, Talkshawk Har Minute & Talkshawk Har Second.

Appendix 5: Warid Prepaid Packages

Appendix 5.1: Warid Prepaid Calling Packages

Warid Minute Package

Tariff

	11.00 PM – 4.59 PM	5.00 PM – 10.59 PM
On-Net (Warid to Warid)		Rs. 1.50/minute + tax
Off-Net (Warid to other networks and landlines)	Rs. 1.20/minute + tax	Rs. 1.70/minute + tax
Friends and Family (Warid to Warid)	Rs. 1/minute + tax	
Friends and Family (Warid to other mobile networks)		
On-Net SMS (Warid to Warid)	Rs. 1 + tax	
Off-Net SMS (Warid to other networks)		
MMS	Rs. 3 + tax	
International SMS	Rs. 5 + tax	

Crazy Hours

Crazy Hours allows you to make unlimited calls to all on-net (Warid to Warid) numbers for any two chosen hours daily during 11.00PM-4.59PM@ Rs 4+tax/hour and 5.00PM-10.59PM @ Rs 8+tax/hour. Rs. 3+tax are applied per call.

Crazy Nites

Crazy Nites is an offer specially tailored for late night callers. Under this package you can call unlimited to all on-net numbers (Warid to Warid) from 12am to 7am for just Rs. 25+tax daily.

Voice Craze

Voice Craze is a weekly subscription based package offering 125 on-net (Warid-Warid) minutes, 25 off-net (landline/ other mobile operators) and 50 voice talky minutes

Infinite Craze

With infiNite Craze offer, you can :

- Talk free on any five Warid numbers from 12 am to 7 am.

- Send unlimited free SMS/MMS* to any number across Pakistan from 12 am to 7 am.

Appendix 5.2 Warid SMS Packages

Warid ZEM SMS Package

Zem brings the only messaging and internet package in the market. With **SMS Craze** subscribers can get upto 5,000 SMS/MMS to any number across Pakistan & 10MB of Mobile Internet for a monthly subscription of Rs.150 inclusive of all taxes.

Appendix 6: Zong Prepaid Packages

Appendix 6.1: Zong Prepaid Calling Packages

Zong 45:

Charging Unit	20 Seconds
	Without Tax*
Voice: All networks in Pakistan	45 paisa/20 secs
SMS: All networks in Pakistan	Rs. 1/SMS
MMS: All networks in Pakistan	Rs. 3/MMS
GPRS	Rs. 15/MB
Unlimited SMS	Rs. 3.99/day
Friends and Family	Not Applicable
Special offers (e.g. Happy Hour, 8 Aanay, LNO, BTO, Super Free, Unlimited Free)	Not Applicable

Zong 65

Charging Unit	30 Seconds
	Without Tax*
Voice: All networks in Pakistan	65 paisa/30 secs
SMS: All networks in Pakistan	Rs. 1/SMS
MMS: All networks in Pakistan	Rs. 3/MMS
GPRS	Rs. 15/MB
Unlimited GPRS	Rs. 400/month
Unlimited SMS	Rs. 3.99/ day
Friends and Family	Not Applicable
Special offers (e.g. Happy Hour, 8 Aanay, LNO, BTO, Super Free, Unlimited Free)	Not Applicable

* GST of 19.5% is applicable on all rates.

Zong 12 Anay

Network	Price
Pay 30 Second Charging	
ZONG to ZONG	75 Paisas
ZONG to any other number	75 Paisas
SMS to any other network	75 Paisas
Happy Hour	Rs. 4.99 per hour
ZONG Friends and Family numbers	5 Numbers
ZONG Friends and Family rate	50 Paisas
8 Aanay Offer	50 Paisas
MMS	Rs. 3/300KB
Mobile Internet	Rs. 15/MB

- 40 paisas extra will be charged during first minute
- 8 Aanay offer is only for one off-net number at a time and it can be changed any time
- 8 Aanay offer can be selected by dialing 907 and each addition/modification will be charged at Rs. 15 + tax

Zong Free Package

Network	Price
ZONG to ZONG	4 paisas
ZONG to any other network	Rs. 2.00/minute
SMS to any network	Rs. 0.20
ZONG Friends and Family numbers	10 numbers
Unlimited Free Numbers (Midnight to 7:00 am)*	Free
Late Night Offer (Midnight to 7:00 am) **	Rs. 3.99 per hour
- Break Time Offer (Noon to 2:00 pm) **	Rs. 3.99 per hour
- Break time offer Fridays Only(Noon to 4:00 pm).	Rs. 3.99 per hour
ZONG Friends and Family rate	Re. 1.00/minute
MMS	Rs. 3/300KB
Mobile Internet	Rs. 10/MB
Super Free Number **	Free (24 Hours a day)

** Limited time offer

** All ZONG numbers

Zong Aik Second

Network	Price
ZONG to ZONG	4 paisas
ZONG to any other network	4 paisas
SMS to ZONG	75 paisas
SMS to any other network	Re 1
ZONG Family and Friends numbers	5 numbers
ZONG Friends and Family rate	2 paisas
MMS	Rs.3/300KB
Mobile Internet	Rs.15/MB

- All Networks. All Numbers. All Time!
- Call 5 Friends and Family numbers for just 2 paisas per second.

Appendix 6.2: Zong Prepaid Calling Packages

Zong SMS Bundles

Daily Bundle

- 500 SMS & 100 MMS for whole day only for Rs. 3.99
- On exceeding 500 SMS, additional SMS to be charged as per tariff plan
- This bundle would be valid for 1 day only * In order to re-subscribe your number should be active and you must have sufficient balance available

Weekly Bundle

- 1000 SMS for whole week only for Rs. 10
- On exceeding 1000 SMS, additional SMS to be charged as per tariff plan
- This bundle would be valid for 7 days only
- In order to re-subscribe your number should be active and you must have sufficient balance available

Fortnightly Bundle

- 500 SMS / day for 15 days for only Rs. 50
- On exceeding 500 SMS a day, additional SMS to be charged as per tariff plan
- This offer would be valid for 15 days only
- In order to re-subscribe your number should be active and you must have sufficient balance available

Monthly Bundle

- 500 SMS / day for 30 days for only Rs 80
- On exceeding 500 SMS a day, additional SMS to be charged as per tariff plan
- This offer would be valid for 30 days only
- In order to subscribe your number should be active and you must have sufficient balance available