Determinants of Users' Satisfaction on Selection of Mobile handsets: The case of India

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Abstract

Literature has shown how certain attributes of the mobile handset are important for mobile retailers to differentiate themselves in the final markets. From this preliminary consideration the present work proposes a step forward by ascertaining the main factors that underlie the attributes of the mobile handset which have already been identified in literature. All of this is taken into account with the object to examine which of these factors presents a greater influence on customer satisfaction. To test the proposed analysis, a sample of 220 Indian customers that had carried out their purchase has been analyzed. This study has enabled us to obtain interesting conclusions about the variables that have the most influence on customer satisfaction on selection of mobile handsets, providing useful managerial recommendations for decision-making in mobile retailing.

Reference to this paper should be made as follows:

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INTRODUCTION

Over the past two decades, organizations of all types have increasingly acknowledged the importance of customer satisfaction and loyalty. The marketing literature suggests that the long term success of a firm is clearly based on its ability to rapidly respond to changing customer needs and preferences (Narver & Slater, 1990). A key motivation for the increasing emphasis on customer satisfaction is that higher customer satisfaction can lead to have a stronger competitive position resulting in higher market share and profitability

(Fornell, 1992), reduced price elasticity, lower business cost, reduced failure cost, and mitigated cost of attracting new customers (Chien, Chang, & Su, 2003).

Since the launch of mobile phones, there has been a remarkable development both in their product sophistication and their fast and global adoption (Bayraktar et al., 2012). Nowadays, customers are continuously facing the dilemma: which phone to buy. After the smart phones have been released, the choice seemed to be even harder, since the opportunities and offers that producers are providing are endless (Seongwon et al., 2011; Milutinovic et al., 2011).

Over the past decade, the mobile phone industry has increasingly recognized the meaning of customer satisfaction and experience. In rapidly changing business environment today, customer satisfaction is a critical factor for mobile phone industry to maintain and improve their profitability. Prior studies have found that customer satisfaction contributes to company's profitability and customer loyalty (Fornell, 1992; Fornell et al., 1996) and several authors claim that higher customer satisfaction can lead to higher market share (Fornell, 1992). Consumer satisfaction is central to customer behavior concept and it is now common to find customer satisfaction as one of important goals in company politics (Fournier & Mick, 1999).

Customer satisfaction is generally assumed to be a significant determinant of repeat sales, positive word-of mouth, and customer loyalty. Satisfied customers return and buy more, and they tell other people about their experiences, both positive and negative (Fornell et al., 1996). Many other researchers have recognized the need for investigating the customers' satisfaction, experience, and loyalty in the past (Deng et al., 2010; Verkasalo, 2010; Bong-Won & Kun-Chang, 2011; Lee et al., 2011).

Customers engage in a constant process of evaluating the things they buy as they integrate these products into their daily activities (Fournier & Mick, 1999). Oliver (1981) defined customer satisfaction as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". Customer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased (Solomon, 2004).

The concept of customer satisfaction is a function of customer expectations (Schiffman & Kanuk, 2004). A customer whose experience falls below expectations (e.g. mobile application does not work fast enough) will be dissatisfied. Customers whose experiences match expectations will be satisfied. And customers whose expectations are exceeded will be very satisfied or delighted. Therefore, we can define customer satisfaction as the individual's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectations of a new expensive mobile phone and a five year old model.

Creating satisfied customers, and thus future sales, requires that customers continue to believe that the brand meets their needs and offer superior value when they use it. Companies must deliver as much value as customers initially expected, and it must be enough to satisfy their needs (Hawkins et al., 2004). It is generally more profitable to maintain existing customers than to replace them with new ones. Retaining current customers requires that they be satisfied with their purchase and use of the product.

Several key attributes of the mobile handset identified in the literature are relevant so that mobile retailers manage to differentiate themselves from their competitors in the markets. As a result, this paper aims to identify what are the main factors to these attributes; analyzing the relationship that exists between the perception of the consumer on the previous factors and his/her satisfaction after shopping.

In Section 2, characteristic attributes of customer satisfaction are identified in the relevant literature are revised. Work done by the previous researchers based on customer satisfaction are summarized In Section 3, we look at data obtained from a sample of 220 customers gathered in state of Assam. Factors underlying these attributes are established factors that are similar to those previously found in past works. This has enabled us to raise hypotheses relative to the influence of the factor on consumer satisfaction with the purchase experience. With the objective to test the proposed hypothesis a linear regression is carried out. A model based on the relationship of various dimensions of quality related with customer satisfaction and purchase is considered. The accomplishment of this study has allowed us to obtain interesting conclusions

and recommendations (Section 5), mainly in relation to the factors of the product that customer's value to a greater extent, the same underlying factors.

Industry Overview

India has a population of more than 1.20 billion and 70% of the people use cell phones. Third largest in the world and the second largest among the emerging economies of Asia, the Indian Telecommunication network has proved its mettle time and again. Public as well as private segments of the economy have made significant contributions to make the sector one of the key contributors to India's success story. The growth of Indian telecommunication sector is highly driven by supportive government policies, emerging new technologies and changing consumer behavior. The fact that the industry has made stupendous growth in recent times is reflected in the statistics, key developments, investments and future prospects.

SIGNIFICANCE OF CUSTOMER SATISFACTION

Nowadays the differentiation of the product brands constitutes a key element in the success of the retailer. If retailers can get the client to perceive the product and its offer as superior to the competition, it will be probable that satisfaction is increased when making the purchase. And this is why from gathering the relation between the perceptions of the attributes and customer satisfaction, it is necessary to identify previously: (1) which are the attributes of the product that allow the retailer to mark the difference with respect to the competition; (2) the factors that underlie these attributes considering customers perceptions. Only in this way the retailer will be able to design suitable commercial strategies that allow him/her to achieve competitiveness and survival in the long term.

The term 'customer' is commonly used to refer to end-users of a product. Hayes (1997) opines that "Customers' is a generic term referring to anybody who receives a service or product from some other person or group of people." Broadly, there are internal and external customers, where internal customers refer to the staff or employees and external customers refer to stakeholders of an organization. Within the external customer group there are several customer categories: clients, compliers, consumers, and constituents.

It is important to identify the types of customer surveyed when reporting customer satisfaction results. In this study the customers of concern are the individual consumers/users. Customer satisfaction (CS) is a term that has received much attention and interest among scholars and practitioners perhaps because of its importance as a key element of business strategy, and goal for all business activities especially in today's competitive market (Anderson et al, 1994).

Significance of Customer Satisfaction and its Measurement

Customer satisfaction measurement (CSM) is not an end in self; it is a useful means to achieving several objectives of business organizations (Parasuraman et al., 1988; Gronroos, 1991; Reichheld 1996 and Kotler & Keller 2006). CSM is both diagnostic and predictive tool:

- CSM enables organizations to evaluate their abilities and capabilities to meet customers' expectation, desires and needs effectively;
- CSM process is one of the projective ways of getting into the minds of customers and obtaining certain hidden, but valuable continuous feedback from customers; this is a basic element in Total Quality Management (Zairi, 1994);
- CSM enables organizations to analyze the performance of an offering to customers to identify areas of improvements as well as customers' priorities, which can serve as the bases for customer segmentation;

- CSM can be used to compare the performance of separate business units of an organization in various times and locations (Mehdi B. M, 2007);
- CSM can be used by suppliers to demonstrate their customer-centric philosophy to win customers' attention and concerns so that customers talk favorably about the company and its products or services (Kotler & Keller 2006);
- Customer retention: Many researchers suggest that CS is a key determinant of customer retention (Bolton, 1998; Rust and Zahorik, 1993; Zeithaml et al., 1996). According to Reichheld (1996), satisfaction measures have accounted for up to 40 percent of the variance in models of customer retention. Customer retention is regarded as essential factor in Customer Relationship Management (Reichheld, 1996; Kotler & Keller 2006);
- Customer loyalty and profitability: CS is regarded as a necessary antecedent of customer loyalty, which in turn is a driver of profitability and performance (Heskett et al., 1997; Reichheld, 1996);
- Driver of behavior intentions: Increasing CS and customer retention leads to improved profits, positive word-of-mouth, and lower marketing expenditures (Reichheld, 1996);
- Customer satisfaction survey can provide the following benefits: Improve customer, client or employee loyalty, react quickly to changes in the market, Identify and capitalize on opportunities, beat the competition, retain or gain market share, increase revenue, reduce costs (e.g., turnover or hiring), maximize investment in changes by knowing which has biggest payoff (SPSS White Paper, 1996);
- Managerial value: One of the benefits that management see in customer satisfaction surveys is in providing information on how best to proceed with a quality improvement programme (Rust et al., 1994).

We can say that satisfaction is 'merely the result of things not going wrong; satisfying the needs and desires of consumers.' Customer satisfaction does not only prevent customer complaints but more importantly it is meeting and even exceeding customers' expectations (Kotler & Keller, 2006; Besterfield, 1994). The point is that 'no complaints' or 'dissatisfaction' is not synonymous with 'customer satisfaction'. This view has its roots in motivation theory of Herzberg Fredrick (1968). The mere fact that things do not go wrong and customers do not complain does not mean that they are satisfied with the product or service received. Conversely, customers can be dissatisfied with some things about an organization, but satisfied with the organization's product or service offerings Satisfaction is therefore holistic/total (Kotler & Keller 2006) and can be in different magnitudes since customers can be extremely highly satisfied or delighted to just satisfied, and extremely dissatisfied to dissatisfied. In this satisfied or delighted to just satisfied, and extremely dissatisfied to dissatisfied. In this satisfied to very dissatisfied.

Eight dimensions of product quality management can be used at a strategic level to analyze quality characteristics. The concept was defined by Garvin (1987). Some of the dimensions are mutually reinforcing, whereas others are not improvement in one may be at the expense of others. Understanding the trade-offs desired by customers among these dimensions can help build a competitive advantage. Garvin's eight dimensions can be summarized as follows:

- Performance: Performance refers to a product's primary operating characteristics. This dimension of quality involves measurable attributes; brands can usually be ranked objectively on individual aspects of performance;
- Features: Features are additional characteristics that enhance the appeal of the product or service to the user;
- Reliability: Reliability is the likelihood that a product will not fail within a specific time period. This is a key element for users who need the product to work without fail;
- Conformance: Conformance is the precision with which the product or service meets the specified standards;

- Durability: Durability measures the length of a product's life. When the product can be repaired, estimating durability is more complicated. The item will be used until it is no longer economical to operate it. This happens when the repair rate and the associated costs increase significantly;
- Serviceability: Serviceability is the speed with which the product can be put into service when it breaks down, as well as the competence and the behavior of the serviceperson;
- Aesthetics: Aesthetics is the subjective dimension indicating the kind of response a user has to a product. It represents the individual's personal preference;
- Perceived Quality: Perceived Quality is the quality attributed to a good or service based on indirect measures.

Recently, companies have become aware of the need for a market-driven definition of quality, instead of a firm-driven objective quality measure (Main 1994). To understand market-driven quality, companies must learn how consumers perceive and evaluate it instead of relying on firm-driven objective measures of quality. Vague and abstract definitions of quality such as "goodness or shininess or weight" (Crosby 1979) and one-dimensional measures of quality do not adequately capture consumers' definitions of quality (Garvin 1987). Understanding how consumers view quality is not an easy task, however rather as composed of multiple abstract dimensions (Garvin 1987; Hjorth-Anderson 1984; Holbrook & Corfman 1985; Maynes 1976; Zeithaml 1988). For example, Garvin (1987) proposed, but did not empirically validate, eight dimensions of quality: performance, features, reliability, conformance, durability, serviceability, aesthetics, and image. Other studies have operationalized quality with multiple dimensions for a specific product class. Etgar and Malhotra (1981), for example, examined the effect of price on selected quality cues, such as price, on the comfort, durability, and style of running shoes. Similarly, Lichtenstein and Burton (1989) and Bloch and Black (1988) considered specific quality dimensions of running shoes to examine price-quality inferences. Thus, the literature supports the need for both a clear understanding of how consumers perceive quality and a generalizable typology of dimensions of quality that could be applicable to a broad range of consumer goods.

With an increased emphasis on producing quality products, it is necessary to establish empirically supported quality dimensions. Acknowledging and articulating these dimensions from the customer's viewpoint is critical to understanding, measuring, diagnosing, and delivering product and quality. Accordingly, we address two fundamental research questions in this article. First, we ask, "How do consumers evaluate quality?" This question is addressed through a response study of consumers, quality dimensions for mobile handset. Using this, we address our second research question: "How do variables affect customer satisfaction"

DATA DESCRIPTION AND HYPOTHESIS DEVELOPMENT

In this section, we will describe the process of collecting data as well as the information obtained. This has allowed us to analyze the customer perception of different attributes characteristic of the store as well as to know the factors that underlie these attributes. From these factors we have been able to establish the hypothesis referring to the influence of these factors on consumer satisfaction with the purchase made.

Sample and data collection:

During the period between 20 May, 2014 - 30 June, 2014 a questionnaire was administered. This was conducted through personal interview to consumers located in the state of Assam (India).The sampling was non probabilistic (convenience sampling). The number of valid questionnaire rose to 220. (See technical specifications in Table 1)

Table 1: Technical specification of the questionnaire

Unit Sample	Consumers greater than 18 years of age
Geographic scope	Assam (India)
Method of information collection	Personal Interview
Sample size	220 questionnaires
Level of confidence	95% Z=1.96, p=q=0.5
Sample procedure	Non Probabilistic, convenience sampling
Data of Field work	20 May, 2014 - 30 June, 2014

Questionnaire Variable Measurement and Hypothesis Development

Questions 1–10 of the questionnaire measured the product perceptions, while the last 2 question of the questionnaire dealt with overall satisfaction and purchase. Customers rated the product, from 1 (very dissatisfied/outraged) to 5 (delighted), on 12 questions regarding attribute perceptions and customer satisfaction. In order to elaborate the statements of these questions we took into consideration the main attributes identified in previous studies. Table 2 summarizes descriptive statistics of respondents' characteristics.

Table 2: Descriptive statistics of respondents' characteristics

Measure	Value	Frequency	Percentage
Gender	Male	165	75
	Female	55	25
Total		220	100
Age	Below 20	13	5.9
	20-29	94	42.72
	30-39	55	25
	40-49	36	16.36
	50 and above	22	10
Total		220	100
Qualification	Higher Secondary	54	24.54
	Diploma	52	23.63
	Bachelor Degree	95	43.18
	Master degree	19	8.63
Total		220	100
Occupation	Student	66	29.1
	Govt Organization	54	24.54
	Private Company	39	17.72
	Businessman/women	23	10.45
	Housewife	9	4
	Others	29	13.18
Total		220	100

Table 3 summarizes the variables considered in the study – specifying if they are introduced as explanatory, endogenous of classification – their scales and their definition.

Table 3: Variables used in the study

Name of variable	Measurement scale	Type of variable in the model	Definition
Repurchase	Metric	Endogenous	Purchase after getting full satisfaction from previous products. Very Dissatisfied (1) - Very Satisfied(5)
Customer satisfaction	Metric	Endogenous	Satisfaction after shopping. Very Dissatisfied (1) - Very Satisfied(5)
Performance	Metric	Explanatory	How the product is performing. Very Dissatisfied (1)- Very Satisfied(5)
Features	Metric	Explanatory	Additional attributes added to attract customers. Very Dissatisfied (1) - Very Satisfied(5)
Reliability	Metric	Explanatory	The extent to which one can depend on a product to perform without any problem. Very Dissatisfied (1)- Very Satisfied(5)
Conformance	Metric	Explanatory	Delivering what is promised in product literature or in advertisements or on the label. Very Dissatisfied (1) -Very Satisfied(5)
Durability	Metric	Explanatory	Durability is the useful life of a product. Very Dissatisfied (1)- Very Satisfied(5)
Serviceability	Metric	Explanatory	Service given by the company after purchase. Very Dissatisfied (1) - Very Satisfied(5)
Aesthetic	Metric	Explanatory	Interest in product color design etc. Very Dissatisfied (1)-Very Satisfied(5)
Perceived quality/Image	Metric	Explanatory	The image of the manufacturer of the product or the provider of the service. Very Dissatisfied (1)- Very Satisfied(5)

Taking care of the relationship that the literature establishes between the different explanatory variables considered as well as the high degree of correlation existing among them, it goes on to follow a factorial analysis of principal components. The development of this methodology can identify a more reduced set of factors that, without being correlated to each other, manage to explain in the highest possible degree the variability found in the answers to all of them. As a previous step to the factorial analysis, it is necessary to analyze the sampling adequacy. We use the Kaiser–Meyer–Olkin measure of sampling adequacy, which acquires a value of 0.752, value superior to the established limit of this index in values superior to 0.5. In addition, Bartlett's test of Sphericity takes a high value that, with a significance level of 0.000, rejects the hypothesis that the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate (George & Mallery, 1995).

We show the factor loadings in Table 4. These three factors account for 58.45% of the variation in the eleven attributes. We define the two factors as follows ''customer satisfaction '' that accounts for 34.82% of the variance and is related to the variables ''performance'', ''features'', ''reliability'', ''conformance'', ''durability'', ''servieability'', ''aesthetics'' and ''perceived quality or image''.

Table 4: Factors of the establishment perceived by customers

Identified Factor	Reliability alpha	Survey elements	Factor loading
Customer satisfaction	.789	Performance	0.692
		Features	0.657
		Reliability	0.826
		Conformance	0.836
		Durability	0.828
		Serviceability	0.739
		Aesthetic	0.619
		Perceived Quality/Image	0.754
Purchase	.745	Experience	0.812
		Expectation	0.765
		Trust	0.721

The second factor, purchase, accounts for 20.03% for the variance and is associated to the variables ''expectation'', ''experience'' and ''trust''. Internal consistency for both all attributes and each of these factors was assessed by Cronbach's alpha coefficient. Internal consistency was found to be good for all attributes (Cronbach's alpha coefficient 0.823) and for factor 1 (Cronbach's alpha coefficient 0.789); and for factor 2 (Cronbach's alpha coefficient 0.745)

In general, a level of alpha that indicates an ''acceptable'' level of reliability has traditionally been 0.70 or higher (e.g., De Vaus, 2002; Nunnally, 1978), although interpretation of alpha in specific contexts such as social sciences, is generally more complicated than that, and some use smaller levels.

Abundant works show the importance of the services offered to the client, quality image and the monetary value of the purchase, which are also regarded as antecedents of customer satisfaction. Nevertheless according to the type of product, services, store formats and business sectors considered, the weight that each factor shows is different (Grace & O'Cass, 2005b; Szymanski & Henard, 2001).

In this respect, Mittal et al. (1998) point out that stronger consumer evaluation on product quality has a positive effect on customer satisfaction. In fact, the work not only indicates the direct influence that the perceived quality of the product exerts on customer satisfaction, but also indicates the existence of an indirect effect, since the quality perceived also increases the value that the client perceives on the distributor's brand. And it is that the distributor's brand already constitutes for itself a valuable element for the distributor in its objective to increase customer satisfaction, considering that brands appear to reduce consumer search costs and perceived risk (Grace and O'Cass, 2005a). However, it notes that the influence of brand attitude on consumer satisfaction can be different based on the type of brand used by the distributor. Thus, before identified retail brands and unidentified retail brands, the foremost benefits from the name and the image of the establishment as well as of the positioning it has in terms of price or quality (Sprott & Shimp, 2004).

Also, the work of Grace and O'Cass (2005a, b) establishes the relationship between the economic dimension of the purchase and the satisfaction that the individual experiments. Thus, the works of Zeithaml (1988) and McDougall and Levesque (1994) observe how the monetary value of the purchase is an antecedent of satisfaction and the perceived quality, given that customers who perceive receiving value for money are more satisfied than customers who do not perceive it.

With the aim to analyze the foreseeable influence that the identified factors are susceptible to exert on customer satisfaction with the shopping experience, we propose the following hypotheses:

- H1: There is a close relationship between the dimensions of quality the brand offers to clients and their impact on customer satisfaction.
- H2: There is in purchase with increase in customer satisfaction.

MODEL AND ANALYSIS OF RESULTS

With the aim to test the previous hypotheses and starting off from the data base on customers, we have carried out a parametric linear regression analysis Table 5 presents the values of the coefficient of determination R^2 that quantifies the proportion of variation explained by the model.

Table 5: Model summary-total sample of customers

R	R^2	Standard error of the estimate
0.347	0.12	0.534

The model is shown in figure 1. With regard to the total sample of customers, it shows that about 12% of the variation in customer satisfaction is explained by the model. With this model, the error of the estimate is about 0.54.

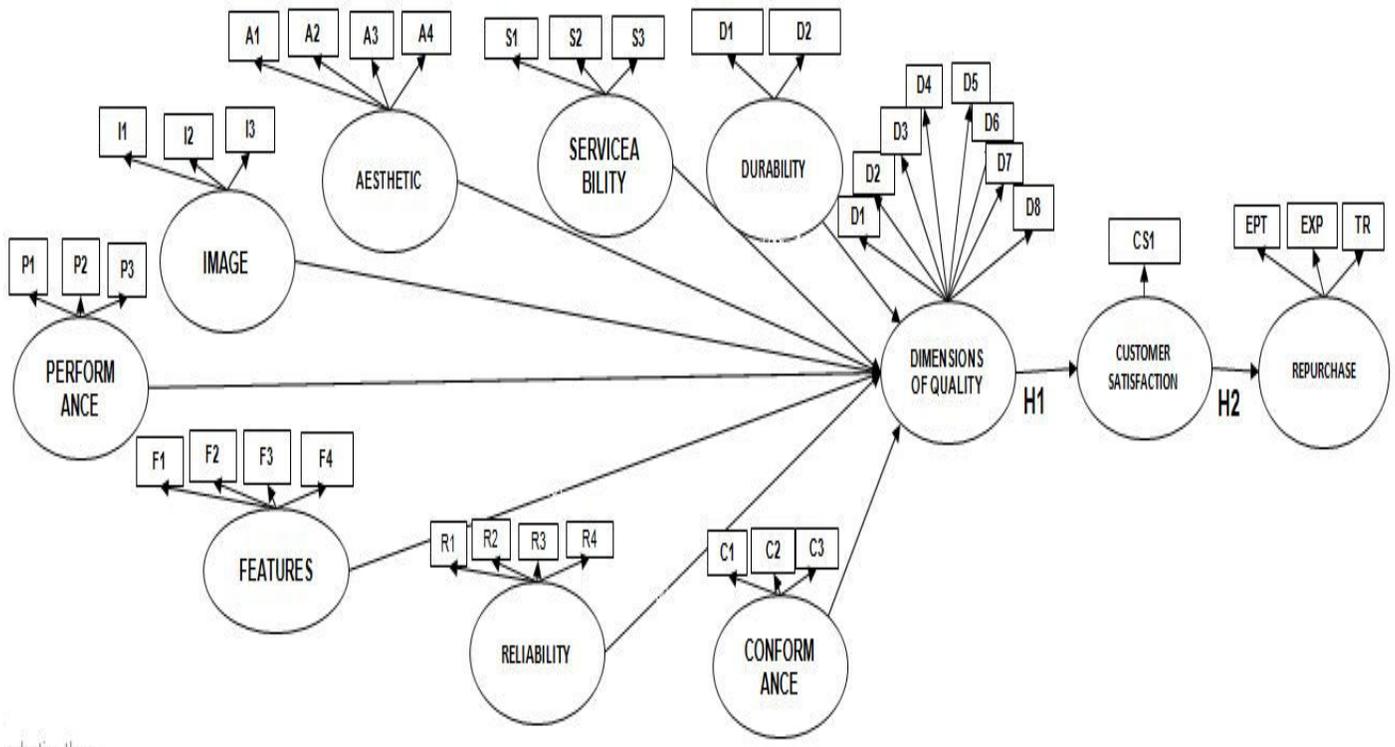Figure 1: Model showing the relationship between customer satisfaction and dimensions of quality

Table 6 shows the results of the analysis for the whole group of customers. The parameters estimates show how, for the group of considered consumers, the customer satisfaction offered by the product constitute with confidence levels of 95% and purchase made after customer satisfaction is 90%.

Table 6: Estimated parameter of customer satisfaction and purchase

Factor	Estimated parameter
Customer satisfaction	0.193***
Purchase	0.052**

*p< 0.10; **p<0.05; ***p<0.01

Figure 2 shows the variables that most influence customer satisfaction depending on the path coefficients and the contribution of R^2. The important variables are features, reliability, image and performance.

Figure 2: Contribution of variables
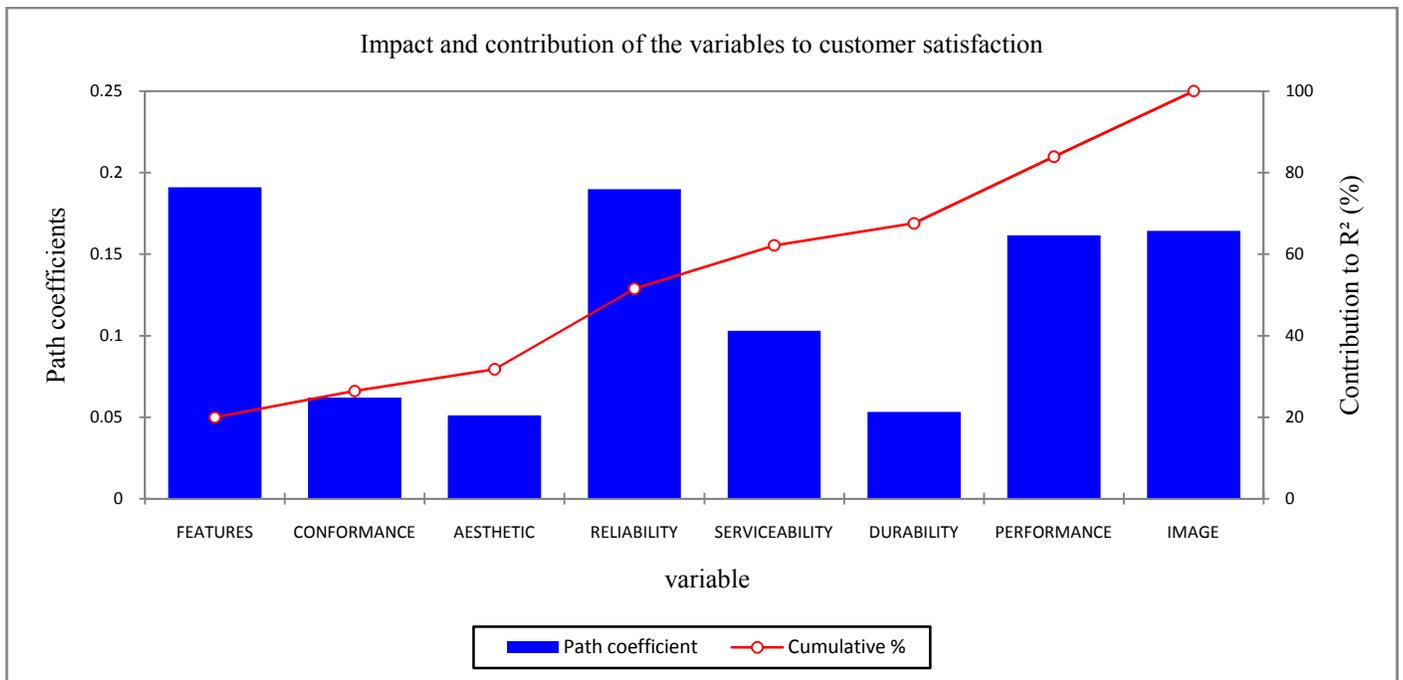
These findings support the first and second hypotheses, confirming that, for the total sample of customers, the services and the brand offers as well as its quality image, influence the satisfaction obtained from the purchase experience. Thus, hypotheses 1 and 2 are supported. (Table 7)

Table 7: Summary of hypothesis

Model	Sample description	Hypothesis
	Total sample of consumers	H1 supported
		H2 supported

Therefore, the results show how the first hypothesis supports the quality of brand offers to the client. The second hypothesis related to the purchase of the brand.

CONCLUSION

The results of the research show that the dimensions of quality are important for customer satisfaction. The dimension helps in customer satisfaction which in turn increasing the purchasing of the brand by the

customers. Thus, the key factors of quality are responsible for increment of client on the product.

Without doubt these qualities are important factors in building trust and the product is able to stand in its expectation. This enables retailers to know the elements of the establishment that are susceptible of being valued by the clients; that is to identify the underlying factors to these elements and to determine which of these display a greater degree of relationship with satisfaction. All of this is with the aim to design and implement commercial strategies that strengthen them in order to be able to differentiate from the competitors and therefore, to better satisfy the needs of the clients.

With our aim of determining what the factors are that consumers value in relationship to the differentiating attributes offered by mobile handset retailers, as well as their relationship to satisfaction, a descriptive investigation of conclusive character has been carried out. Precisely, key attributes have been identified previously as relevant to the establishment that the literature has identified so that mobile retailers manage to differentiate themselves in the markets. From this identification, the present work has obtained the main factors that underlie these aspects through an analysis of the main components. And all this, with the object to analyze which of these factors display a greater influence on consumer satisfaction.

With the aim to test the proposed analysis, one has to analyze a sample of 220 buyers that had carried out their purchase in for different types mobile handset that operate in Indian state. The analysis has been carried out considering quality behaviour.

The results obtained have confirmed how, for the total sample of consumers, the quality dimensions exerts a positive and significant influence, in this order, on customer satisfaction. Without a doubt, the accomplishment of this study has enabled us to obtain interesting conclusions regarding the factors of satisfaction that consumer value in greater measure.

These findings provide useful managerial guidelines for decision-making in mobile retailing. In particular, this study emphasizes the key role of the services and convenience benefits offered by the mobile retailer, which are critical to keep customers satisfied.

To end, we did not want to forget that there still remains open a great number of questions in relationship to the questions dealt with. Hence, between the lines of future work we considered it necessary to analyze the impact that the detected factors exert on the degree of loyalty of the clients. Likewise, it is interesting to know how the identified factors can influence in the degree of selection of other product categories, particularly considering its frequency of purchase. And also, given the relatively low variance explained by the models, further analysis incorporating other potential explanatory variables availability of product, time taken to deliver the product, safety are of great relevance in the assessment of customer satisfaction.

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APPENDIX

Abbreviation in the model (Figure 1)

P1 - Functionality
P2 - Battery lifetime
P3 - Operating the handset

F1 - Ability to install new software
F2 - Multitasking
F3 - Internet surfing simplicity
F4 - Additional equipment(headphone, data cable etc.)
R1 - Problems or any technical defect occurred during warranty period is solved by the company.

R2 - How dependable and consistent is your mobile brand in solving customers' complaints, if any defect occur during warranty period ?

R3 - Is the handset is free from complaints during warranty period.

R4 - How truthful (keeping to promises) is your mobile brand to you?

C1 - Shape and form

C2 - Price and quality ratio

C3 - Camera quality as given in pixels

D1 - Durable of the casing of the mobile

D2 - Durability of the keypad.

S1 - Speed of processing calls or any software

S2 - Ease of repair

S3 - Recovery of software or other data

A1 - Design

A2 - Sound quality

A3 - Availability of colors in the market

 A4 - Screen resolution

P1 - How successful is your mobile company in market?

P2 - What is the reputation of your mobile brand?

P3 - What is your brand image of your mobile handset

D1 - Performance

D2 - Features

D3 - Reliability

D4 - Conformance

D5 - Durability

D6 - Serviceability

D7 - Aesthetic

D8 - Perceived quality

CS1 - Overall customer satisfaction

EXP - Experience of the customer

EPT - Expectation of the customer

TR - Trust of the customer