

Marketing Competitiveness of Mobilink in Context of New Emerging Cellular Companies in Pakistan

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Abstract

The present study was carried out to assess the demand of Mobilink in Faisalabad city by checking the incentives and features being provided by it and evaluated packages of other emerging aggressive cellular companies prevalent in the market. A sample of 100 respondents was selected randomly from in skirts of Faisalabad comprising 78% male and 22% female. A purposeful questionnaire was designed to collect the data and appropriate statistical tools were applied to reach up to conclusions. The results revealed that majority of the respondents (62%) were using the connection of Mobilink followed by Ufone (24%), Warid (12%) and Zong (2%). A significant majority comprising 52% is satisfied with their existing cellular service providers. Similarly about 52% consumers consider that prices of cell phone are normal. A significant majority (44%) indicated that they were undecided to buy a new mobile connection in next coming months.

Key words: Aggressive, drastic, potential, enhancement, scenario, loyalty, emerging.

Introduction

A good number of cellular companies are present in the telemarketing sector of Pakistan. There exists a great % of potential customers very important for any company to tap them by providing better services and become market leader. Mobilink is the largest company in the Pakistan who has captured 63% of the market share by providing a high level of satisfaction to the customers in the field of good service, delivery and wide area coverage. Telenor, warid and Ufone are the emerging aggressive cellular companies in Pakistan. Telenor is the 12th largest cellular company in the world. Warid is also a successive company; it has planned to make heavy investment and established its own network like

PTCL in Pakistan. Similar is the case with ufone. All these companies have launched their own packages and thus, are potential competitors to Mobilink. It is expected that the sale of Mobilink may suffer due to the tough competition amongst the companies. This research was conducted to find out the effect of emerging aggressive cellular companies on the growth of Mobilink. The main objectives of the studies were to determine the demand of mobilink in Faisalabad city and the satisfaction level. Further to evaluate the packages (incentives and other features) of emerging aggressive cellular companies against Mobilink.

Materials and Methods

A structured questionnaire was developed to collect the information from 100 respondents. The information collected through the questionnaire was used to observe the sale, satisfaction level of respondents about Mobilink and the effect of aggressive emerging cellular companies on Mobilink,s marketing. The questionnaire was prepared by using a nominal, interval and ratio scale. A simple random sampling from well defined clusters was done, 20% data from the main city, 15% from Madina Town & Peoples Colony, 15% from Sargodha road, 15% from ShiekhoPura Road and 35% from Government College University Faisalabad, Pakistan. Every stratum's of the society was given full representation. The data were analyzed using SPSS v15 and interpreted for drawing conclusions.

Results and Discussion

As given in Table 1 the results revealed that majority of the respondents i.e. 62% were using the connection of Mobilink followed by Ufone (24%), Warid (12%) and Zong (2%). The data displayed that Mobilink's demands are far greater than other cellular companies.

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Table 1 Frequency distribution and percentage of the respondents with regard to mobile connection which they use

Mobile connection	Frequency	Percentage
Warid	12	12
Ufone	24	24
Zong	2	2
Mobilink	62	62
Total	100	100

A total of 52 % respondents were satisfied with their mobile connections what so ever they are using, 26% were mostly satisfied, 6% were mostly dissatisfied, 14% were extremely dissatisfied and only 2% respondents were the people who were extremely satisfied with the mobile connections. The result

clearly indicated that a significant majority comprising 52% is satisfied with their existing cellular service providers. This may be linked to satisfactory services provided by Mobilink because it enjoys 62% of the marketing share (Table 2).

Table 2 Frequency distribution and percentage of the respondents in order to check their satisfaction level about their mobile connections

Satisfaction Level	Frequency	Percentage
Extremely Satisfied	2	2
Mostly Satisfied	26	26
Satisfied	52	52
Mostly Dissatisfied	6	6
Extremely dissatisfied	14	14
Total	100	100

The question was asked in order to check the customer’s satisfaction against the value what he/she is getting from the service provider (Table 3). The consumer who thought the prices of cell phone are normal resides at 52%. Consumer who thought their cell phone price is high resides at 32% while who think their cell phone price is very high & very low is 8% respectively. Majority was found saying that price is still normal, the result coincided with the study of Zachary (1995) who proved that people value cellular services and are willing to pay more if

companies provide them some better services. About 32% of the respondents consider that the prices are high these respondents are perhaps amongst those who are just satisfied with the services of current service provider. On the basis of information this can be inferred that some more value may be added in product and people will be ready to pay more even from developing countries (Dean and Patrick, 1993). Any cellular company that provides more feature and benefits can easily exceed its competitors.

Table 3 Frequency distribution of the respondents with regard to check the price of mobile connections

Price	Frequency	Percentage
Very High	8	8
High	32	32
Normal	52	52
Low	8	8
Total	100	100

The study clearly indicated that 44% respondents did not decide to buy a new mobile connection (Table 4). However, 18% respondents were sure that they would definitely buy a mobile connection in coming 6 months. 20% respondents will probably buy, 10% respondents will not probably buy and 8%

respondents were decided that they would definitely not buy a new mobile connection within coming 6 months. According to Suein (1994), currently majority of the people are using mobile phone, henceforth market potential is significantly high. These results are very optimistic showing a great

concern of people to buy new connections, the same fact that has also been reported by Kenneth et al, (1995) who found that flux of people migrating from

rural to urban areas are buying products to get an easy stand in the society.

Table 4 Frequency distribution and percentage of the respondents in order to check the intention to buy a new mobile connection in coming 6 months

Intention to Buy	Frequency	Percentage
Definitely will buy	18	18
Probably will buy	20	20
Undecided	44	44
Probably will not buy	10	10
Definitely will not buy	8	8
Total	100	100

To accept or reject the there is a significant level of satisfaction among Mobilink customers in Faisalabad; Table 5 has been drawn in. To test the hypothesis Chi-square was calculated, the Chi-square is a value that derived from Chi-square analysis and indicates how closely the observed frequencies fit the patterns of the expected frequencies (Lukas et al, 2006).

Level of significance = .05 $\chi^2_{tab} = 7.815$ $\chi^2_{cal} = 13.57$
 $\chi^2_{cal} > \chi^2_{tab}$
 Chi-square calculated is larger than tabulated so the alternative hypothesis has been rejected. Hence, this can be said that there is a significant level of satisfaction among customers of Mobilink.

Table 5 Evaluation of null hypothesis about the satisfaction among Mobilink customers in Faisalabad city

	Service (%)	Incentives (%)	Total
Extremely Influence	64	46	110
Much Influence	19	28	47
To Much Extend	11	14	25
No Influence	6	12	18
Total	100	100	200

H = There is a significant level of satisfaction among Mobilink customers in Faisalabad city

HA = There is no significance satisfaction level of Mobilink customers in Faisalabad city

Conclusions

According to the findings of the study, getting of the mobile phone connections are economical. The potential buyer of the mobile connection in the next 6 months indicates that 38% respondents will buy and 44% are undecided to buy. These 44% may be tapped in if good packages and quality services are offered. It is concluded from the above information that the demand of Mobilink will decrease if there is no increase in quality services. It is expected that the emerging aggressive cellular companies (Telenor and Ufone) will have great potential to capture the market as both are large and have sound background.

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