

## **FACTORS EFFECTING ADOPTION IN TELECOM SECTOR: A CASE STUDY OF PESHAWAR**

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### **Abstract**

*This study examines the factors that have contributed to and influenced the massive growth in this particular sector in Pakistan emphasizing on the concept of advertising adopted and explored by the mobile telecom companies and the measurement of its impact in recent years. The study also explores those factors that contribute in preference of services provided by these companies with the help of self-constructed questionnaires. The target area under study includes youth specially university students in the city of Peshawar and its vicinities between ages of 18-40. According to data collected and analysis, the results were obtained and analyzed. It was found that although advertising industry, in general, has progressed extensively yet when it comes to telecom industry advertising has shown less effectiveness, whereas other variables that are pricing, service quality, peer or social pressure have considerably stronger impact on adoption. The findings also highlight the reasons for adoption and finally the rating of different companies regarding particular networks through the selected variables mentioned above.*

**Keywords:** Telecom Sector, advertising

### **Introduction**

#### **Pakistan and its Emerging Telecom Industry**

Pakistan is the 44th largest economy in the world with a GDP of US\$ 225.14 billion. The sudden surge of interest, both domestic and foreign, in the telecommunication sector of Pakistan has seen this industry develop drastically in recent years and has been declared most lucrative sector in terms of Foreign Direct Investment over the last decade.

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Various studies, including PTA annual summary, reveal that the major factors contributing towards this phenomenon were liberal economic policies, political stability and serious efforts of political leadership to improvise against major crises of the country, making it favorable for the international investors. These efforts bore fruit when only telecom sector attracted more than \$903 million in foreign investments during fiscal year 2013–14 and 2.65 billion in total, which is 34% in Foreign Direct Investment (FDI).

With this immense growth trend in the economy, Pakistan has the potential to become the 18th largest economy in the world by 2050 with a GDP of US\$ 3.33 trillion, as predicted by *Jim O'Neill* (2014). This means that, if his predictions are assumed to be correct, the economy would grow 15 times in the next 35 years or so.

#### **Modern advertising techniques**

It is eminent that advertising is a paid form of publicity by any sponsor and, is communicated through various customary means like TV, radio add, bill boards, store signage's, posters, wall chalking, ads on public locomotives, newspaper or magazine, mail or contemporary means such as in-shop advertising, Social welfare advertising has also gained much significance include renovating public spots etc, besides this advertising through sponsorship, product placement advertising (in a movie or in public) celebrity endorsement, souvenirs, mind games or game shows, lottery, blogs, websites and text messages are now in vogue. Furthermore the advancement and technological expansions have turned advertising to a more persistent and influential in its impact and affect (Leiss et al., 1986). Also nowadays multinational have adopted long term planning to promote their brands. They are focusing on psychological dynamics of a person through their advertising to promote their products, so as to engrave their brands in such a way that when the children grow up they'll recall the brands of their child hood. These dynamics include logical appeal, emotional appeal, price or value appeal, quality appeal, star appeal and testimonials, ego appeals, fear or anger appeal, sensory appeal, sex, love and social acceptance appeal, subliminal messages, novelty appeals, dimensions of humor etc. This has been especially observed in the case of telecom advertisement.

### **Advertising in telecom sector**

Mobile telecom service providers (MTSP) in Pakistan invest enormously on advertising via media because of its effectiveness. Consumer behavior does not depend on advertising directly rather it does so with the help of other variables. One of those variables is to develop brand image or brand credibility. Apart from that customer's perspective highly influences their choice of service. The post purchase assessments is also an important factor in which consumer evaluates the service with respect to need satisfaction, value for the money and service provider's promise versus the actual benefit received. If the service is being delivered as per commitment, potential consumer will be listening to the advertising message with more interest and element of loyalty and vice versa. The major role of advertising is to notify, encourage, provoke trial and develop brand image at the initial step of the behavioral process. If trial is successful, customers will pay more attention.

Nevertheless, no one can disagree at the worth of telecom sector for mass media in Pakistan – because if the telecom sector halts advertising through TV channels industry of Pakistan it will create devastating effects in this vibrant sector. It is a good sign for Pakistan that both of these industries are operating coherently, which is beneficial for both industries simultaneously. The TV commercials are the best known source for communicating to millions of viewers for all the mobile telecom operators of Pakistan –regardless of any promotional deal.

### **Objective:**

This objective of the study is to examine the factors that contributed to the massive growth or high rate of adoption in telecom sector of Pakistan. The main emphasis of this investigation is to explore and probe the effectiveness of advertisements in triggering adoption in telecom industry.

### **Hypothesis**

As per the theoretical frame work there are four hypotheses drawn out to justify the role of advertising in adoption of particular brands in telecom sector.

### **Hypothesis 1:**

H<sub>10</sub> - Adopting behavior does not depend on service quality.

H<sub>1A</sub> - Adopting behavior depends on service quality.  
This hypothesis is drawn out to analyze the relationship between the rate of adoption and service quality

**Hypothesis 2:**

H<sub>2O</sub> - Adopting behavior does not depend on pricing.  
H<sub>2A</sub> - Adopting behavior depends on pricing.  
This hypothesis seeks the relationship between the rate of adoption and its relationship with pricing.

**Hypothesis 3:**

H<sub>3O</sub> - Adopting behavior does not depend on peer pressure.  
H<sub>3A</sub> - Adopting behavior depends on peer pressure.  
This hypothesis observes the relationship between the rate of adoption and peer pressure or social influences.

**Hypothesis 4:**

H<sub>4O</sub> - Adopting behavior does not depend on advertising effectiveness.  
H<sub>4A</sub> - Adopting behavior depends on advertising effectiveness.  
This hypothesis questions the significance of the relationship between the rate of adoption and advertisements effectiveness.

**Literature Review**

Study conducted by Bauer et al. (2005) revealed that in mobile advertising, one has to be very creative to pass generalized information to the consumer, as they disregard non-specific information and its continued exposure creates a de-marketing effect. He also stated that marketers should include an entertainment element blended with information to attract consumers and for this, creativity is the only solution. His findings also discovered that marketers ought to focus on driving consumer acceptance for mobile advertising. Teenagers regard it as a gadget and a way to socialize with their peer group whereas for adults it is a very useful utensil. "The attributes inherent to mobile marketing -i.e., personalization, interactivity and localization - generate significant potential for this innovative form of commercial communication" (Bauers et al., 2005). In contrast to Bauers et al, (2005) another research conducted by Akif's et al. (2010) elaborated the four aspects of service quality outcomes (i.e. call charges, network coverage, network quality and customer care) against the claims of telecom service

provider in their advertising. The objective of his study was to find if fallacious advertising leads to de-marketing. The author also explored relationship of service provider with each service separately, and found out that his hypothesis regarding negative marketing impact proved to be correct, moreover he suggested telecom companies to avoid unnecessary exaggerations in their advertising claims as it leads to issues related to ethics.

To avoid the ethical dilemmas, Maha (2008) conducted a study for the use of ethics in different telecom companies in terms of services they provided. The data that was collected through survey method included respondents from inside the companies and outside customers. Customers complained of obnoxious calls and late night service messages. The research results indicated that ethical practices will pay off through employee and customer satisfaction. The more you practice them the better you get. Research also suggested some recommendations regarding connection process, customer guidance, consent for promotion sending, privacy concerns, billing mishaps, advertising campaigning, improving service quality, call blocking, network up gradation and complaint handling, as well as ethical code of conduct for both customers and employees. However Ashraf (2009) concentrated on explaining Everett Roger's theory of diffusion of innovation, focusing telecom expansion in Pakistan.

Rogers (1976) explained that an innovation is an idea, practice, or object that is perceived as new. Diffusion is the process by which an innovation is communicated through certain channels, over time among the members of a social system.

In this research the author drew numerous hypotheses that all fit the derived framework, except the significant role of "advertising" in the process of diffusion. People's choice and adoption to innovation phenomena proved to be valid and advertising seemed a partial element to these. Nearly all the stages of this theory are observed in Pakistan's telecom sector in the total span of 8-10 years. To inquire about the gap of significant role of advertising, Usman et al. in 2010 conducted a study and found that telecom advertisement had more impact on young generation than older people in Pakistan. They are more easily influenced and are more adaptive and responsive than any other age

bracket. Hence advertisements that followed were made keeping the youth in mind. The influence could be cultural, internet based or through any other mean of advertising. Some of the ads also noticeably exaggerate to amplify the psychological impact, which sometimes becomes ethically or socially questionable. The author also provided factual data in his research as to why people preferred university students as research audience. Students are volatile to change and being the primary research audience the advertisers also focuses on them, to retain their interest.

Earlier in the same year Jawaria (2008) studied how to retain customer by increasing customer satisfaction (CS) in telecom sector of Pakistan. Author's results suggested that the reasons for this CS were price fairness and call clarity or service quality.

Another interesting research on the brand loyalty of customers in Pakistan telecom sector adding variables like service quality, satisfaction, trust and commitment's impact on loyalty. Results ensured that service quality was the main player to drive loyalty in customer while the other variables supported the cause. Follow on research by Shahzad et al., (2012) exposed that in telecom sector the primary elements for customer satisfaction are service provider's quality, vast coverage and economical pricing (out of several other determinants). Yet another factor of complaint handling seemed important to support the satisfaction element (which arises in mostly rural areas). While elaborating customer satisfaction the research of Ghulam et al., (2012) states that in telecom industry consumer affiliates with products which are promoted through advertising with emotional appeals rather than social appeals, so emotional responses are stronger than environmental/social responses in evoking consumer purchasing. Furthermore he states that the advertising contents are not mature and he blamed advertising institutions for this lack. Nauman et al. (2014) also observes the impact of emotional appeals in the advertising of telecom industry on youth; study results indicate that humor is the prime emotion which evokes the purchase behavior followed by happiness.

Another interesting research conducted by Saad et al. (2013) specifies that promotion of late night calls and Unlimited SMS bundle packages has made a negative impact on youth (which is the targeted audience) in

terms of cultural, social, physical and mental capabilities. Even the students admitted to its negative impact but at the same time they are not willing to de-associate themselves from it. Furthermore they promote it through word of mouth and describe it as an entertainment. Due to imperative issue a high rate of response was achieved. The author suggests that youth is our country's biggest resource and hence they should not waste their time and money in unhealthy, costly and useless activities.

Masood et al., 2010 studies the same issue as Jawaria et al, (2010); Shehzad et al, (2012); Ghulam et al, (2012) did earlier with slightly different variables that is; quality demanded and quality provided by the telecom service providers. Results showed that not a single quality aspect was achieved; still people were not dissatisfied with their service providers and owned them which reveal their strong affiliation towards it. During refinement process the segregation of responses was carried on and total response rate dropped to almost 66%. The author himself realized that sampling had limitation.

Murtaza et al. however simplifies the relation of customer loyalty based on numerous variables in 2013 that included; i.e. customer satisfaction, switching barriers, price, promotion, sales promotion, customer trust, corporate/brand image, service quality, customer care service, value added services, network coverage, signal strength, calls Packages or rates, call quality/call rates, SMS rates, SMS Quality, GPRS rates and GPRS quality, and results elaborated that all these connect to it one way or another. Like many other studies this study also follows the same convenient sampling technique and same limitations of non-generalized results. As per results consumer satisfaction is the leading reason for loyalty the sales promotion and value added services are the next important factors among the rest.

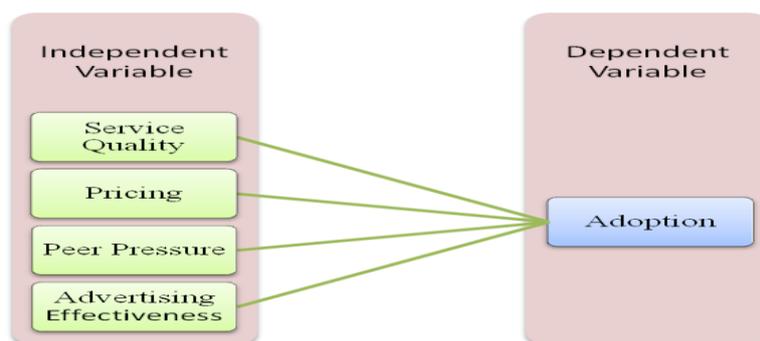
The study of (Sarwat et. al., 2013) explored the effect of celebrity endorsement, perceived risk, trust and Service Quality and its relationship with brand credibility. Results revealed that celebrity endorsement; trust and service quality had positive impact on brand credibility whereas perceived risk had negative impact, so cellular companies should be additionally alert about needs and wants of their customers and formulate precise strategies especially when brand

credibility is at stake. He also endorsed the point of Riley et al., (2000) who believes “service as a holistic process which provides the spotlight to the internal relationship between the service provider company and the employees and also in external relationship between the consumers and service provider”.

Junaid-ul-haq et al. (2013) also discusses customer loyalty model in his study collected data from more than 500 respondents and found it to be responsive where variables like perceived service quality, satisfaction, trust and image had positive impact on the model. While Rehana et al.: research results indicate that the major factors of brand switching in Pakistan are high cost, low quality customer service and lower coverage or poor signal quality.

The research of Sara et al. (2013) intimates the telecom service providers with multiple suggestions for win-win approach. It also tries to specify the reasons for each company’s current market place.

Rashid et al. study was an attempt to find reasons for brand switching particularly called MNP (mobile number portability) or porting out in telecom sector. He finds out from 150 population samples collected from Sahiwal district that people are mainly price conscious. Results also ensure that inconvenience and service failure are also the reasons for switching a network.



The research conducted by Zulfiqar et al., (2010) explores the impact of the relation of customer retention but focused on SMS service quality of

telecom companies. Multiple hypotheses were created to check the service quality with dimensions like tangibility, empathy, assurance, responsiveness and reliability. Results ensured that tangibility and assurance are the main variables followed by responsiveness and reliability. The empathy stands negatively related despite these four dimensions.

*Theoretical Frame work derived from literature*

Results also indicate that service quality is only 15% responsible in consumer retention.

Suhaib et al. (2015), who researched on advertising through SMS, came to conclude that it is useless until prior consent is taken from the user. People are smart and have little time to pay attention to such advertisements. At most of the times they don't even bother to read these SMSs. It is very rare that they are tempted to reply while forwarding them is out of question. No matter how old they are, not a single person concluded to accept the content from unknown source or even from their MNO (multinational organizations), as they considered it to be a violation to their privacy. Other issues that the respondents complained were of timing and the frequency of the SMS.

In view of all the researches discussed above the researcher concludes that it has grown into a full-fledged industry. This research focuses the role of advertising in the promotion and the up gradation of the advertisements that highlight services provided by different companies. As such the intention is to gather the data through the knowledge and interest of the young users who are the chief beneficiaries of the services provided by different mobile networks. However it has been observed that none of the researches on Pakistan telecom mobile sector materialized the relationship of adopting behavior with advertising, social influences, pricing and service quality. Nearly all the variables defined in each study are related to customer satisfaction, customer loyalty, consumer retention, SMS marketing, creative and emotional content of ads, and brand credibility etc.

### **Theoretical Framework:**

Users are becoming highly informed so advertising also has to be done in a smarter way. Entrepreneurs, nowadays, believe that advertising should not merely evoke singular purchase but rather aim at convincing the buyer to adopt the products permanently (such phenomenon is called branding). As such there are a variety of ways used by advertisers to draw the buyer's attention. Entrepreneurs work on convincing the buyer that their product stands above its competitors. Through this maneuver they establish brand credibility as well as attain the customer's goodwill. They also acquire a permanent buyer who will provide them with free publicity.

Another study by Everett Roger in 1962 published in his book "*Diffusion of Innovation*" and Philip Kotler in 1978 in his book "Marketing Management" describe adoption as a five stages process.

- Awareness,
- Interests,
- Evaluation,
- Trial
- And adoption.

### **Research Question:**

The research targets the four different factors to inquire about; that are, If

1. adoption and service quality,
2. adopting and pricing,
3. adoption and peer pressure,
4. adoption and advertising effectiveness,

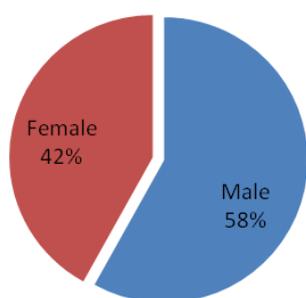
Has a relationship in between? And if a relationship exists; what is the nature of this relationship?

## **METHODOLOGY**

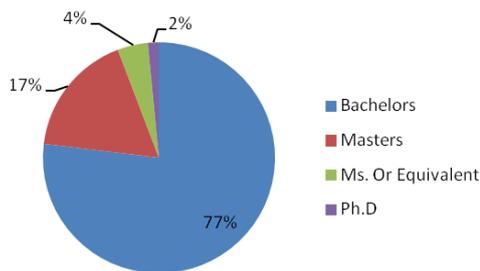
### **Data Collection**

This research was carried out as descriptive study where data was collected through administration of questionnaires in a time period of two months from multiple university students within the vicinity of Peshawar. As participation in the study was voluntary, necessary

briefing was given to the respondents (students), regarding the objective of this study and were guided in filling the questionnaires. To gather first-hand information, quantitative research method of questionnaires was used in a quantity of 300 as a sample, and was distributed among students of different genders, disciplines and ages. As shown in figure-2 out of 260 respondents, 58% were males and remaining 42% were females.



**Figure-2**



**Figure-3**

### **Sampling**

Samples were collected using convenient sampling technique targeting students from ages of 18-40 and from bachelors to Ph.D. Many researchers prefer this sampling technique because it is fast, inexpensive, easy and the subjects are readily available. Moreover, students due to their low financial resources keenly observe the pricing strategies and new schemes of cellular service providers which were highly desired to acquire the precise results. Figure-3 illustrates that 77% of the total respondents were of bachelors students 17% of them belonged to masters, 4% were MS students and only 2% of the respondents were from Ph.D.

### **Sample Size**

In order to have reliable and valid information the university students, who keenly observe rates and new packages due to low budget also are the highly influential, social and reactive segment of the market; as proven by the study, participated in this survey. All the respondents' actively participated in the survey achieving response rate as high as 85%. Later each questionnaire was assigned a number to avoid repetition entry and post-recall of results.

### **Data Analysis**

Statistical tools of SPSS software is used to derive the relationship between collected data including correlation, ANOVA test, multiple regressions analysis, F-test, T-test, chi-square and reliability analysis tests are done to check the authenticity of data and the model.

Model is exclusively designed for the following data interpretation including self-explaining questionnaire by the researcher. The respondents' answers are also displayed using tabulated and graphical representation method in the next chapter of this report.

### **Results and Discussion:**

#### **Reliability Statistics (or Cronbach's Alpha test):**

To test the reliability Cronbach's alpha is used to determine the internal consistencies (Saunders et al., 2003). The value of Cronbach's alpha coefficients greater than 0.5 is acceptable which means that the items that are measuring the same attributes are reliable (Nunnally, 1978). Hinton (2004) has suggested four types of cut-off values that vary from excellent to low reliability. This incorporates brilliant reliability (0.90 or more), high reliability (0.70-0.90), direct reliability (0.50-0.70) and low reliability (beneath 0.50).

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#### **Reliability Statistics (Table-1)**

Cronbach's Alpha	N of Items
.500	5

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#### **Descriptive Statistics and Bi-variate Correlations:**

Descriptive statistical analysis reveals maximum minimum mean and standard deviation values to ensure the correct entry of the data whereas bi-variate correlations depict all the variables of study and their mutual correlation. In results 0.000 is considered to be highly significant, "\*\*\*" are considered very significant correlation and "\*" is considered better significant correlation where as "-" sign shows inverse correlation between the variables of interests. All the variables were found correlated where dependent Variable:

Adoption  $p=1, 0.22, 0.0169, 0.029$  and  $-0.112(2\text{ tailed})$ , (Mean=1.9, SD 0.70)

<b>Descriptive Statistics</b> (Table-2)					
	N	Minimum	Maximum	Mean	Std. Deviation
Adoption	260	1.05	4.50	1.9834	.70679
Service Quality	260	1.40	4.65	3.2454	.47696
Advertising Effectiveness	260	1.10	4.40	3.3233	.51168
Pricing	260	1.60	4.40	3.1277	.56705
Peer Pressure	260	1.40	5.00	3.2000	.65501
Valid N (listwise)	260				

<b>Correlations</b> (Table-3)						
		Adoption	Service Quality	Advertising Effectiveness	Pricing	Peer Pressure
Adoption	Pearson Correlation	1	.022	-.112	.029	.169**
	Sig. (2-tailed)		.724	.071	.638	.006
	N	260	260	260	260	260
Service Quality	Pearson Correlation	.022	1	.446**	.521**	.152*
	Sig. (2-tailed)	.724		.000	.000	.014
	N	260	260	260	260	260
Advertising Effectiveness	Pearson Correlation	-.112	.446**	1	.445**	.119
	Sig. (2-tailed)	.071	.000		.000	.055
	N	260	260	260	260	260
Pricing	Pearson Correlation	.029	.521**	.445**	1	.154*
	Sig. (2-tailed)	.638	.000	.000		.013
	N	260	260	260	260	260
Peer Pressure	Pearson Correlation	.169**	.152*	.119	.154*	1
	Sig. (2-tailed)	.006	.014	.055	.013	
	N	260	260	260	260	260

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Here we find all the values of variable positively skewed except the relationship value of advertising effectiveness (like Murtaza et al, 2013). The reason for this could be other factors influencing this behavior like, cultural influence, economic background, environmental factors, political factors, govt. regulation, industry maturity, cut throat competition etc. as so Telecom annual report also reported a significant amount decrease in per capita income of this whole industry

**Regression Analyses**

Multiple linear regressions was used to test all the hypothesis where value of F was found to be 35% correct and T-test appeared to be significant with advertising and peer/social pressure and least significant with service quality and pricing.

**Model Summary (Table-4)**

Model	R	R Square	Change Statistics			Durbin-Watson
			R Square Change	F Change	Sig. Change	
1	.229 <sup>a</sup>	.052	.052	3.515	.008	1.714

Model summary indicated here R= .229, and R-square to be 0.52 at a significance level of 0.008 and

**ANOVA (Table-5)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.762	4	1.690	3.515	.008 <sup>a</sup>
	Residual	122.623	255	.481		
	Total	129.385	259			

a. Predictors: (Constant), Peer Pressure, Advertising Effectiveness, Pricing, Service Quality

b. Dependent Variable: Adoption

**Coefficients (Table-6)**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	1.759	.378		4.659	.000
	Service Quality	.066	.111	.045	.598	.550
	Advertising Effectiveness	-.247	.098	-.179	-2.524	.012
	Pricing	.073	.093	.059	.790	.431
	Peer Pressure	.188	.067	.174	2.814	.005

a. Dependent Variable: Adoption

**Major Findings**

Some of the major finding of this research includes that there is a negative impact of advertising effectiveness on the high rate of adoption

in the telecom industry, but in this case those other factors which are taken as constant, may have a stronger influence on adoption (which is the dependent variable of the this research). A strong relationship was found between the social pressure and adoption, which means peers group is most effective than any other influencing mediums that includes service quality and pricing as well. This could be because of strong cultural ties in this part of the world. Although it is observed that majority of the people who are unsatisfied with numerous aspects of the service quality, advertising effectiveness and pricing; still rate these aspects satisfactory or even very satisfactory. The reason for this could be that the quality aspects like customer care, 3g/4g services, effective advertising techniques and pricing aspects like balance check charges and credit provision are not considered as the core services.

In accordance with the study's outcome we deduce that the response of maximum number of participants of research was influenced by the trend among their peers. Peers discuss relative service experiences and this usually results in unanimous choice of the service that has favorable feedback. By this we can safely assume that WOM is the effectual and most functional way of advertising the products. As every society our society is also based on norms that we are expected to follow rigorously in order to be recognized in the society. Since child's birth the need to follow these norms is focused on more than their importance thus an individual's individuality is grossly influenced and sometime shattered. We are supposed to follow the trends of the in order to be accepted by our society which happens to be the basic psychological need of any human being. As per our results peer pressure and family influences our customer's choice of service greatly. Merging in the society is psychological need and to fulfill that need we tend to follow in the footsteps of the behavior of the majority. We need to work on making our brand connected with the traditions and norms. Once the brand name is firmly established we are on safe track. This is in contrast with the western society which promotes individuality and personal decision making (Marcus, 2000), whereas we on the other hand make decisions that are highly influenced by society and peers.

**Social marketing (Word of mouth)**

Social marketing or to be precise, word of mouth (WOM) is one of the most dominant types of publicity known, and is defined as spontaneous dialogues about any service or product between general public. Specially

in telecom sector, people share their perceived quality experiences with each other which sometime effects the other persons view point and may subsequently alter his/her choice of service. Customers believe that they will be provided exceptional services therefore the result yielded drive them to share their experiences with others.

Consumers nowadays pay less attention to typical promotion (Najeeb, 2015; McDonnell, 2005; Nielsen, 2007). Therefore, many companies reduced their expenses on orthodox promotional ways and reversed to WOM as a strong promotional tool ((Najeeb, 2015; Brand Science Institute, 2005; Kilby, 2007). Evidently advertiser's attention drew towards the significance of WOM, especially with regard to its impact for trust and related outcomes (Najeeb, 2015). Scholars have probed the factors that encourage WOM because of its credibility (e.g. Brown et al., 2005; Harrison-Walker, 2001).

Comparison of different service providers with the variable understudy also explains that a single aspect of quality does not determine the success of the company. Although service quality, pricing, advertising and social pressure all are important factors

#### **Limitations**

This research was carried out for a specific type of study sample, which was very carefully chosen therefore the results were based on convenient sampling technique. Due to constricted resources the sample size was considered for the study which is less than the ideal sample population.

#### **Conclusion**

Despite few limitations stated above the study provides a broader view of the current market situation for both researchers and policy makers. While answering certain questions and opening areas for future research, it was observed that peer or social pressure was a key player in triggering the adoption in telecomm industry. This means that after almost a decade of peak in this industry people still take WOM more serious than any other advertising medium especially among the student community. This could also be because student have strong social network and are more influential than any other age or professional background. Also Pakistan is a nation where 60% of its population is youth and with 71% youth literacy rate.

### **Recommendations**

After a thorough discussion it is highly recommended that MSPs of telecom sector should innovate new ways to influence through culture of WOM or find other mediums of publicity rather than sticking conventionally to advertising for promotion. It has been observed that due to the disturbing security situation people from the research area prefer humorous advertising this could be the reason for Ufone to be the leading MSP in this particular area. Furthermore another query still remains to be pursued as to how much other variables trigger the high rate of adoption in the telecom sector besides peer pressure, service quality and pricing.

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