Corporate branding and customer’s purchase preferences in mobile phone telecommunication

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Abstract:

This research is carried out to know the role of corporate branding in mobile phone telecommunication along with different influencing factors involved in the purchase of mobile telephone connections. This thesis discusses corporate branding from consumer’s point of view that how much they value it and what type of role it has.

This is a quantitative study. A questionnaire is used in order to investigate corporate branding and other influencing factors involved in purchase decision of the customers. Population selected for this study is “Students of Halmstad University”, who are studying here.

The analysis of this study reveals different set of results while making comparison between literature and empirical. It investigates the relative importance of the corporate branding to the customers in mobile phone telecommunication industry while making purchase decision.

The finding of this study provided useful information which is helpful not only for the students but also for the brand managers of mobile telecom operators that how they can improve their company’s strategic position for longer period of time through corporate branding to trigger more customers and for a good brand.

**Key words:** Corporate branding, Services & Quality, Loyalty & Trust, Price, Switching and Mobile Telecom service providers
Acknowledgement:

This study is dedicated to all those who were helpful, encouraging, and supportive and who gave us precious advices during the whole process of this writing. Especially the invaluable assistance received from our supervisor Venilton Reinert is unforgettable.

We are also very elated and gratefully appreciate our families for their moral and financial support.
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1. Background:

Brands are used from the times of Greek and Roman, at that time there were sign boards in the way of shop which guide the path of the shop also there were engraved stones to communicate with customers that a particular shop has these things. Those sign boards on the way, out the shop and engraved stones showed products which the shop had. That was an era of illiteracy and these were the best ways to communicate with customers (Rierzebos, 2003).

Most of the countries used patents to establish legal aspects by 1890. From 1800 to 1925, it was the era of giving names to the products (Joseph, 1995). From these beginnings branding is a major component of marketing strategy to retain customers and for growth. Some businessmen today think that there is no need for branding but American’s say that there would be no trustworthy market place and no sure, without trade mark brands (Joseph, 1995). In the decade of 1980s, main focus was “takeover” brands (Joseph, 1995). That is more focus on acquiring the established brands instead of developing the new ones because many argue that developing a new brand would not be possible and carrying out R&D would be a difficult task. But this strategy was not dominant but has an influence. During this period many brands began to suffer. The firms have changed their focus toward branding. Firms are more focusing on strengthening existing brands (Joseph, 1995).

One phenomenon involved in strengthening the brands is corporate branding; corporate brand is defined as “where all product/service value shared by a common and over all brand identity (Xie & Boggs, 2006). At early time corporate branding processes were initiated by top management of the organization. While execution responsibility for the corporate branding strategies was more a function of marketing, as marketing plays important role in defining organizations place in the market, but the problem with this myth is that corporate branding becomes fixed into short term and tactical focus and thus organization loses long term, strategic focus (Xie & Boggs, 2006). Corporate branding is just like sugar coating, something that you could wrap around the organization which did not necessarily relate to what was inside. The goal of corporate branding is to standardize and streamline organization’s communication process. But visionary companies don’t agree with this, they say that being consistent in your communication is not essential instead the all functions of the organization should be loyal to underlying vision and values of the organization (Xie & Boggs, 2006).

1.1 Introduction:

Organizations develop brands as a way to attract and keep customers by promoting value, image, prestige, and lifestyle. By using a particular brand, consumer develops positive image about the brand (Ginden, 1993). Branding is a technique to capture consumers psychologically. Organizations are taking advantage of psychology of human beings by developing attractive brands (Ginder, 1993). Kotler et. al., (1999) discuss four brand name strategies which include, (i) Individual names (every product/service has its own brand name), (ii) Blanket family names (all
products/services have one brand name like corporate brand), (iii) Separate family names (firm offers different products/services having different characteristics so products/services with similar characteristics have a family brand name) and (iv) Company Trade name with individual product/service names. There are four general branding strategies available for any company to manage their brands at different stages of the business, these are line extension, brand extension, multi brands and new brands (Kotler et. al., 1999).

In today’s world, where competition is high and no company wants to lose its position in the market, companies are inconsistent in using branding strategies (Kotler et. al., 1996). This divergence is not unique to a single industry; it exists in every industry (Kotler et. al., 1996). Terms like umbrella branding, mixed branding, mixed endorsement and mono brands are quite common now days (Saunders & Guoqun, 1997). In some cases customer do get confused with co-branding techniques but this brand confusion accompanies an increased recognition of the value of the brands (Uncles et. al., 1995). It is hot discussion now a day that either the companies should follow a strategy in which the company name is used across whole range of brands or it is more feasible to keep its name off.

Lisa (2000), explains brand management through brand description, and brand strength, which creates brand value and also it creates market power. Out come of brand strength is not brand value but implies market share and profit as outcome. Market description is not quantifiable as it is a marketing aspect whereas brand strength is quantifiable in accounting terms. Lisa (2000), also emphasize on managing the brand equity (brand equity is related to amount of power and value in market place. A brand’s equity is defined as loyalty, perceived quality, name awareness, strong associations, and other assets such as patents (Chu Mei Liu, 2002).

Corporate brand management is a dynamic process which involves continuous adjustment of the values, culture and image of the brand (Laforet & Saunders, 1994). Multiplicity of names which appear on brands have meanings that could relate to brand history, structure, acquisitions or it could be an attempt to impress stakeholders including customers (Laforet & Saunders, 1994). Laforet & Saunders (1994), argue that for customers corporate name is a name like any other. One more thing is that names have different associations so it is very unlikely that all corporate names have the same value. Like many corporate names are advertised more prominently than some others and some are associated with smaller players in the market.

Uncles et. al., (1995) suggest that many western firms do not recognize the value of corporate brand. One reason for this could be that firms are afraid that their different brands may get mixed and customer may get confused by this. The presences of corporate names help products at the start up. Later in the product life cycle or product development stages dual association of corporate and brand names increases the value of the brand (Saunders & Guoqun, 1997). In all cases presence of corporate names to a brand increases the consumer’s perception of the brands and preference for it. And more interestingly customers feel happy to see a corporate name and brand names instead of brand name alone (Saunders & Guoqun, 1997).

Corporate branding in service sector is quite a difficult task. It is basically blend of functional and emotional values. Like brand image is the central component of branding as it reflects the meaning that consumers attach with the brand. And especially in service sector there must be presence of corporate in service brands because service brand values appear to be most salient for consumers at corporate level (O’ Loughlin et. al. 2004).
Today the emergence of the brands is considered as key organizational asset. The old saying that “a good product sells itself” sounds believable but it does not work anymore (Gylling & Lindberg-Repo, 2006). Corporate brand not only contributes to the customer based image of the organization but also the images held and formed by all the stakeholders. Links between corporation and stakeholders can be different from the links between the customers and the corporation but equally important (Gylling & Lindberg-Repo, 2006).

Telecom is going under dramatic changes. More and more competition is emerging in Telecom sector (Leisen & Vance, 2001). Service quality has become more important rather than technical aspects in the Telecom sector (Leisen & Vance, 2001). Delivering quality services is an essential ingredient for establishing and maintaining loyal and profitable customer base. Service quality is “the delivery of excellent or superior services relative to customer expectations” (Leisen & Vance, 2001, pp.308). Excellent service is a profitable strategy because it results in more new customers, more business with existing customers and fewer lost customers (Johnson & Sirkit, 2002). Superior service quality can help firms become more profitable and help them sustain a competitive advantage in their served market (Johnson & Sirkit, 2002). Service quality serves as a base for customer satisfaction and this high level of satisfaction leads to customer loyalty and increased customer loyalty is the single most driver of long-term financial health (Johnson & Sirkit, 2002).

Organizations stress further on corporate brands in order to achieve consumer loyalty because consumers are highly considered, but there is little knowledge available to practitioners and academics about it (Anisimova, 2007). Corporate brand is a vital interpreter of consumer loyalty (Anisimova, 2007). Anisimove, (2007) suggest that, when corporate brand observed as totality, corporate values, utilitarian and symbolic by consumers, this creates loyalty in consumers.

Price has been observed as an important element affecting products and services offered by an organization. Pricing becomes more important for a new product or service (Munnukka, 2005). Satisfaction is a highly important factor to predict price sensitivity of a mobile phone consumer, while other predictors are also available which are innovativeness, services package, demographics, geographic and etc (Munnukka, 2005).

1.2 Problem:

In telecommunication sector most of the companies around the world follow corporate branding strategies. In which they place corporate name prior to every individual product/service brands or packages that they offer to consumers either in shape of postpaid or prepaid. Most of the customers purchase mobile phone connections just because of corporate name and these corporate names are heavily promoted. And this makes customers to purchase a particular brand. Companies usually promote corporate name more than product/service brands or packages. Corporate names are of more importance for the companies. It is also seen that companies promote brand names only when the company wants to highlight any particular feature associated with that particular brand or package. The core maintenance factor for managing a brand in telecommunication is to keep subscriber base which can gain through customer loyalty and believes on service provider (Aydin & Ozer, 2005).

A unique brand defines mainly features of a service and latest technology that support such features, which may dominant on corporate brand after a certain period of time. Service brands especially in mobile telecommunication primarily reflect skin texture of a service. In this sector there are different segments of age, gender and so on. Mostly companies have two Brands for
their post paid customers and pre paid customers and then there are many packages under two brands to attract different segments, while some have different brands for each segment.

1.3 Purpose:

It is seen the most of the companies in mobile phone telecommunication promote more their corporate name than the product/service they offer to the customers. The purpose of this study is to analyze the role of corporate branding in mobile telecommunication industry. What are reasons that make customers purchase mobile phone connection of any particular company. Either it is because of corporate brand or it is because of the service, loyalty, price or any other reason. This research will examine that in mobile phone telecommunication either corporate brand is sufficient for a long term customer base, and that brand association or there are any other factor for long time survival of the company.

As product/service brands are not long term brands as compared to corporate brand in mobile phone telecommunication so focus will be to know about corporate brand and its presence in the consumer’s mind. Corporate brand has more dominant reflection in mind of mobile phone consumers and which has long lasting association with consumers. This research is carried out to find out the approximate solution of identified problem with the help of literature and Questionnaire.

1.4 Research Question:

What is the role of corporate branding in mobile phone telecommunication?
2. Methodology:

This section will explain how the research was carried out with research question, problem area, research technique, gathering empirical data analysis of data and finally the answer of the research question. This part is necessary for authors and for readers. Researcher has the track to do the work, whereas readers can judge the accuracy of the result and also how it comes. There are many parts of dissertation and every part needs a method that how it is the part of dissertation.

There are always some statements, where readers find ambiguities. To overcome these ambiguities, it needs some justifications to satisfy readers about the research. There are two schools of thoughts for research base, one is science or positivism and other is hermeneutics (Amaratunga & Baldry 2001). In positivism researcher has scientific point of view that empirical should have some experiences. Positivism wants to build all sciences in one way and for the use of all people. All knowledge should be made of logical and mathematical language. Hermeneutics is opposite to positivism. It is the knowledge of interpretation. The purpose of hermeneutics is to find out the deeper meaning of empirical finding. This study also follows the pattern of Hermeneutics.

2.1 Method of Research:

These are two research methods which are used for the collection and analysis of the empirical data. These are qualitative and quantitative. Research method is being chosen according to research question, so that it should be help full to find out the answer of research question (Maxwell, 1996).

2.1.1 Qualitative Method:
Qualitative approach is basically focused on specific situations or people and its base is on words rather than numbers (Maxwell, 1996). There are two main sources to gather data the first is, in depth interviews and second one is group discussion. In qualitative approach purpose full sampling is used, in which particular settings, persons or events are selected (Maxwell, 1996). In qualitative research data is gathered from small number of individuals or small samples rather than collecting data from large samples. Qualitative research has long been used by survey and experimental researchers who are interested in identifying unanticipated phenomena and influences (Maxwell, 1996).

2.1.2 Quantitative Method:
Quantitative approach is totally depending on numeric data. The aim of this approach is to classify features, count them and explain the things which are observed during research in statistical models (Gorard, 2001). In this approach researchers are very clear about their objective of study. The study is designed before the data collection. This type of approach involves some tools for data collection e.g. questionnaires or equipments (Gorard, 2001). The objective of quantitative research is to seek measurements and analysis of target concepts by using data collection instruments. This type of approach is also useful in measuring customer attitudes, satisfaction, and commitment and for some other market data (Gorard, 2001).

Based on the present theory, this research is following the pattern of quantitative research as this study is customer base and using a questionnaire to know about customer attitude and
commitment towards corporate brand. This approach is best suited to research purpose and research question.

2.2 Types of Research:

According to Mcnabb (2002), there are main three types of research; these are descriptive, exploratory and explanatory. Descriptive and exploratory types of research are for quantitative method while explanatory research is for qualitative method (Mcnabb, 2002).

2.2.1 Descriptive Research:
In order to develop snapshot of a particular situation, Descriptive research design is used (Mcnabb, 2002). It involves large samples which are used to give description of an event or define attitude, opinions or behaviors that are measured or observed in a particular environment (Mcnabb, 2002). Focus of the descriptive research is to describe a particular situation i.e. giving answers to questions like what is happening or what has happened (Mcnabb, 2002) e.g. the research could be used in order to find out what age group is buying a particular brand of Cola.

2.2.2 Exploratory Research:
In exploration researcher are more interested to get data from those sources that give in depth information (Emory & Cooper, 1991). According to them, In exploratory research, field of research is new or unclear that needs exploration to get some knowledge about problem. It is used to gather preliminary investigation which provides platform for further research (Emory & Cooper, 1991) e.g. everybody knows that 3G mobile exist but it does not mean that everybody knows how they function. Exploratory research can help in this matter. Exploratory research is time and money saving.

2.2.3 Explanatory Research:
The purpose of the explanatory research is broader than that of descriptive research (Mcnabb, 2002). It is useful in qualitative research. Explanatory research is conducted to build theories that explain and predict natural and social events (Mcnabb, 2002). Typical objectives of this type of research include explaining why some phenomenon occurred, interpreting a cause-and-effect relationship between two or more variables, and explaining the differences in two or more group’s responses (Mcnabb, 2002). It goes on to identify the reasons and causes, e.g. descriptive research might discover that 10% parents abuse their children but explanatory is more interested to know why they abuse.

This research is descriptive by nature because it deals with customer purchases, frequency of purchasing a connection due to brand, price, service and quality, loyalty and trust. This study is more structured and less flexible as it involves closed questions which make it a descriptive.

2.3 Population and sampling of research:

Another step is designing the research or planning the research is to identify the target population and selecting appropriate sample from it. The researcher must determine how many people to interview and who they will be; what sort of events to observe and how many there will be; or how many records to inspect and which ones (Emory & Cooper, 1991).

2.3.1 Population:
Population for a study is that group (usually of people) about whom the researcher wants to draw conclusions (Babbie, 2005). It is never possible to study all the members of the population that interest researcher. In every case, researcher selects a sample among the population (Babbie, 2005).
2.3.2 Sampling:
Sampling issue is important because it is seldom possible for a researcher to collect evidence from all members of the population being studied. In order to deal with this, most of the time researcher has to choose or select a subset of all possible informants in the target population; this selection is referred as sampling (Remenyi et. al., 1998).

“The group you wish to study is termed as population and the group actually involve in your research is the sample” (Gorard, 2001 pp.10).

Sampling is a base for every research in different ways and the purpose of the sampling is to know about target population (large number of cases) with small number of cases, less time, less cost and through effective statistical tools (Gorard, 2001).

Sampling is useful in cost saving and time saving as well. Sampling is the short cut method to find out the require results. It is very difficult to examine the whole population. Sample must be large enough as possible, to find out the better results and also good data for empirical section. Because results gathered from sample are sometimes generalized to whole population (Gorard, 2001). One sampling technique is simple-random sampling, Gorard (2001) states that simple-random sampling is usually used in marketing research. This type of technique is used when researchers are interested in population, standing at railway station, shopping mall or outside a student union (Gorard, 2001). There is a confidence interval in quantitative method of research which gives an indication of the accuracy of the findings as estimated for the population. This interval is defined in terms of a standard error. The standard error is equal to standard deviation.

This is a quantitative study, so this requires a population and the population for this research is students of Halmstad University Sweden which comprise of 5024 students and sample of 357 students has been chosen with an error of 5%. This sample is enough to generalize the results to selected population. As this research involves simple-random sampling, researchers are stopping those students who got convenience and willing to fill out the questionnaire. Halmstad University has different departments with local and international students, so researchers went to every department and gathered data from all departments in order to diminish the biasness. The purpose of sampling is to find out the result of whole population with a smaller number of cases (Gorard, 2001).

2.4 Sources of data collection:
There are two sources of data collection, first is Primary data while other is secondary data. These are usually used in marketing research.

2.4.1 Primary data:
Primary data is new data which is collected by researcher to do a particular research to find out the answer of research question (Yin, 1994, Gorard, 2001). In this research primary data is gathered through questionnaire. The questionnaire is filled by the sample population which consists of students of Halmstad University, who are mobile phone users.

2.4.2 Secondary data:
Secondary data is the data which is collected for some other purposes or the data which is gathered by previous researchers. This study includes the secondary data from articles, books, data bases and internet. This data is a necessary part of the research especially in social sciences to value and compare primary data. Secondary data in shape of literature review is guide lines for data analysis, which is also useful in finding the answer of research question (Gorard, 2001).
to value and compare primary data. Secondary data in shape of literature review is guide lines for
data analysis, which is also useful in finding the answer of research question (Gorard, 2001).

2.5 Data collection tools:

There are many tools available for gathering empirical data but it depends upon research
question and purpose of study that which tool is used for study. Instruments of research include
interview, observation, survey and questionnaire (Emory & Cooper, 1991).

2.5.1 Interview:
Interview is a very important and reliable tool for data collection (Yin, 1994). Most of the
interviews are open ended in nature, which are used for qualititative study. Interviews are biased
as well (Yin, 1994).

2.5.2 Observation:
Observation is suitable for a special type of case study i-e if researcher wish to study a specific
site, researcher make a visit and observe the things which are required by the research (Yin,
1994). Sometimes it requires more than one visit to make better observation and it is used for
qualitative studies (Yin, 1994).

2.5.3 Survey:
Survey tool requires questions and answers of these questions are being used for analysis, it is
more efficient and cost saving than observations and it is also easy (Emory & Cooper, 1991).
There are many mediums available for data collection and survey, which can be a telephone,
email, surface mail or direct interaction with respondent (Emory & Cooper, 1991). These
mediums need something to communicate, to gather required information. For this researcher has
two options interview or questionnaire, which can be comprised of open ended or closed
questions but depending upon research method (Emory & Cooper, 1991). Response rate is very
low through telephone, email and surface mail, so direct interview or questionnaire is the best
way to gather data.

2.5.4 Questionnaire:
The questionnaire is the medium of communication between researcher and respondent. Two
types of questions are there for questionnaire but it depend upon research that either it is
qualitative or quantitative (Gorard, 2001). If research is qualitative then open ended question are
there in a questionnaire. Such type of questions need heavy information instead of yes or no,
while closed question are easy to answer which lead to yes and no format or lead to a brief reply(Gorard, 2001). Yin (1994), argues that a questionnaire contains questions approximately
related to the theory discussed in literature review, so questions are almost allied to literature
review in questionnaire.
As this research has a quantitative base so questionnaire used in this research is closed questions.
Through this questionnaire information will be gathered according to the theory presented in the
literature review. Table below give a little glance of the information which will be gathered and
discussed later on in the empirical part.
In the empirical section of the research the data is represented graphically with numbers and percentages with the help of Microsoft Excel. The data which is used in empirical is obtained from the questionnaire.

2.6 Analysis:

Yin, (1994) states three strategies for analysis of a case study these are,

2.6.1 Proposition strategy:
Proposition or hypotheses is a very general and preferred strategy. In this strategy some propositions are made according to research question and these would also help in relevant data collection. This type of strategy is used when researchers have to answers to “how” and “why” (Yin, 1994).

2.6.2 Explanatory strategy:
Second analytical strategy is based on explanations. This type of strategy is used, when researchers are very well known about research question and problem related to this question. In short this type of strategy is involved in a situation, when problem is more centered then scattered. Explanatory strategy is suitable for causal study (Cause and Effect relationship).

2.6.3 Descriptive Frame work:
A third general analytical strategy is developing a descriptive frame work for organizing a cases study (Yin, 1994). Descriptive frame work involves obtaining information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation (Yin,1994). The methods involve range from the survey which describes the status, the correlation study which investigates the relationship between the variables, to developmental

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<th>Topic</th>
<th>Specific Information investigated</th>
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<tr>
<td>General Information</td>
<td>- Gender information</td>
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<td>- Mobile connection</td>
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<td>- Type of connection</td>
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<td>- Brand, Service &amp; Quality, Price, Loyalty &amp; Trust</td>
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<tr>
<td>Brand</td>
<td>- Attachment with the brand</td>
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<td></td>
<td>- Customer satisfaction</td>
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<td>- Brand Switching information</td>
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<tr>
<td>Service &amp; Quality</td>
<td>- Satisfaction for service and quality</td>
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<td></td>
<td>- Connection chosen and importance of service</td>
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<td>- Switching information</td>
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<tr>
<td>Price</td>
<td>- Importance of price</td>
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<td>- Impact of price on purchase decision</td>
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<td>- Switching due to price</td>
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<td>- Price paid for services</td>
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<tr>
<td>Loyalty &amp; Trust</td>
<td>- Time since using this particular brand</td>
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<td>- Loyalty with brand or loyalty with services</td>
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<td></td>
<td>- Trust preferences</td>
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<td>- Runoff from existing brand</td>
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studies which seek to determine changes over time. Descriptive framework emphasis on determining the frequency with which something occurs.

Constructing a preliminary related theory prior to empirical data collection is helpful in finding the answer of a research question (Yin, 1994). This study is following same technique. The research includes the theory related to this topic. The theory has been reviewed and explained under different headings. Empirical data collected is analyzed with the help of literature review. There are main notations which help researchers to produce theories, these are induction and deduction. Induction is previous theory base while deduction is derived from a particular work. Pure deduction might prevent the researcher benefiting from existing theories (Perry, 1998). This study is following the pattern of induction, as this study analyzes the empirical data with the help of literature review.

2.7 Validity and Reliability:

2.7.1 Validity:
Validity means “Does the research focuses on what it is meant to? (Oulton 1995)”. Validity is particularly connected to topics that are investigated and how these topics can come up with theories which can be understood and agreed upon and how these topics can be operational (Oulton 1995).

Yin, (1994) gives two types of validity; these are internal validity and external validity. Internal validity is needed at the stage of data analysis and external validity is at research design (Yin, 1994). The data collected for case study must be valid, air tight; evidence must be convergent either through interview or documentary proof (Yin, 1994).

This research involves questionnaire with closed questions to gather data and 357 students of Halmstad University filled out this questionnaire without any repetition. This questionnaire contains all possible questions which are required to answer the research question.

External validity deals with generalization of the study’s findings, whether findings are generalizable beyond the case study (Yin, 1994). As this research is comprised of population of Halmstad University, so the findings are not generalizable beyond the immediate case study but it can be generalized to population of Halmstad University.

2.7.2 Reliability:
Reliability of a study or research is compulsory to minimize errors, biasness and to overcome copy of another research (Yin, 1994). The objective of reliability is to make a study in a way that if someone else makes the same research, then he/she finds the same results.

The study is reliable in a way that it is conducted in Halmstad University through closed questions and also this is a quantitative research. The data gathered from questionnaire is presented in empirical in graphical shape with percentages and if someone conducts the same research in the future in Halmstad University then the results must be offset with these results.

2.8 Critical Reflection:

Population sample in this study is from Halmstad University, so the results of this study cannot be generalized to whole population of Halmstad or Sweden. Focus of this study was to know about different factors involved in corporate branding and product service branding in mobile phone telecommunication. These can have different values for different people belonging to
different segments of life. As most of the students who were used as sample are young, so the results cannot be generalized to age groups because they might have different intentions for research question of this study. Also as telecommunication sector is rapidly growing industry in every part of the world, so factor (mentioned in this study) which are important today might not be important in future. This study does not include probability sampling; it is based on judgmental or non random sampling.
3. Literature Review:

Brand decision is a crucial matter and also it is a long time process, Kotler (1994) defines the process of branding decision as it involves many steps like brand or no brand, what type of brand is needed e.g. manufacturing, distribution. Then brand name decision, it is the most critical area which needs high attention. Brand name decisions are associated with operations of business. It also depends that how much a firm can invest in brand decision making process. Brand name decision is the most important factor in branding decision and for brand management. There are four main strategies for branding which are discussed by Kotler 1994;

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Product Category</th>
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<tbody>
<tr>
<td>Existing</td>
<td>Line Extension</td>
</tr>
<tr>
<td>Existing</td>
<td>Brand Extension</td>
</tr>
<tr>
<td>New</td>
<td>Multi Brand</td>
</tr>
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Kotler, 1994, PP-454

Line extension applies in a situation when product is existing and company extends the same brand. In line extension there is something new to existing product like size, packing and so on. Line extension can be performed with corporate branding strategy. In brand extension product is new but brand name is old. In this situation old brand name has already recognition in the market so new product gets instant recognition and earlier acceptance. This strategy is also suitable for corporate brand. But it should be a high quality product and also it needs less advertisement expense (Kotler, 1994).

Brand extension must be carried on in a sense that the new products have some features related to product/service’s use otherwise firm has to suffer for its existing brand. In the situation where new brand name with existing product is offered by the company, a separate brand name to each product to strengthen new product or defending the old brand from the effects of the new one brand (Kotler, 1994).

New brand names are applied to new products which belong to new category because none of the existing brand name suits the new category of product/service. To avoid the risk associated with the new product/service companies do not use the existing brand name even in the case of corporate brand in order to save its reputation. Although it is costly but is necessary for a profitable business (Kotler, 1994).
3.1 Corporate Branding and Brand Management:

3.1.1 Corporate branding:
The role of the corporate brand is to give credibility in cases such as communication with government, the financial sector, the labor market and society in general (Urde, 2003 referred in Xie & Boggs 2006). “Corporate branding represents an opportunity for organizations to enhance and sustain their distinctiveness through linking corporate characteristics to products and services, thereby, allowing unique synergies to be developed (Anisimova, 2007, pp.395)”.

Corporate image is the overall impression of an organization. Corporate image is the result of a process (MacInnis & Price, 1987 referred in Ozer, 2004). This process includes ideas, feeling, consumption and experience retrieved from past usage. These all make an image of the organization (Yuille & Catchpole, 1977 referred in Ozer, 2004).

However as multinationals are moving from branding of the products towards corporate branding researchers are paying more attention to the effect of corporate branding (Olins, 2000 referred in Souiden et. al. 2006). Different approaches and explanations have been proposed by different researchers for corporate branding. Olins ,1989(referred in Souiden et. al. 2006 ) gives three different approaches for structuring corporate identities: the monolithic (i.e. use one name and a visual style), the endorsed (i.e. the corporate identity is used in association with the name of subsidiaries whose visual styles can be different), and the branded (i.e. the corporation’s products are under different brand names and appearances). Multinationals are becoming aware of the importance of the names and trying to establish and create strong links between their corporate names and product names. Marketing theories suggest that corporate branding will boost the consumer awareness about the products as well as about the corporation (Souiden et. al. 2006).

A corporate brand is not necessarily limited to a single corporation (Xie & Boggs, 2006). Balmer (Referred in Xie & Boggs, 2006) argue that corporate identity is an important asset for a corporation where its goals, values and ethics differentiate it from its competitors. However, Xie & Boggs, (2006) states that it depends upon the market culture, market size and market circumstances, whether corporate branding is good strategy or any other branding strategy. These are wholly depending upon customer’s knowledge about market and product.

Corporate branding enables a firm to use one vision. It can increase firm’s visibility, recognition and reputation to a great extent as compared to the product/service brands (Xie & Boggs, 2006). Strong corporate recognition attracts the customers as well as employees.

Corporate brand leads to better corporate image in the mind of investors, employees and as well as in the minds of the customers. Corporate image is built after experiencing and consuming better and satisfactory services to the customers (Ozer, 2004). Explain that corporate image is directly proportional to customer loyalty in three sectors telecommunication, retailing and education. Customer’s pre-purchase behavior about services has direct effect on corporate image (Ozer, 2004). Corporate branding involves all the stakeholders, has a multidisciplinary character and is targeted to internal as well external interests and networks. Corporate brands have small values that define the each brands offered by the firms and these values are intrinsic to the firm and part of its core ideology (Balmer, 2002 referred in Souiden et. al. 2006). Using corporate brand for marketing purpose is cost effect and has economic viability for many companies and also management of corporate brands become easier as compared to a portfolio of country or region specific brands each having its own particular characteristic. Corporate brands are differentiated; they can be communicated and are power sources of brand equity.
3.1.2 Brand Management:
Commitment for corporate branding is high in the sector of media and telecommunication, especially among top level management (Einwilles & Markuswill, 2002). Brand management is an integrated process which comprises of four main levels i-e planning, organizing, guiding and controlling (Einwilles & Markuswill, 2002). Planning is the most important factor for corporate branding for example branding team, brand name decision, branding strategies etc.

Brand management depends upon innovation, in terms of better and smart services with unique promotional mix, new prices and consumer demanded availability (Kay, 2006). Brands have been described as one of the identifying and differentiating products and brand management has been restricted to product and product line decisions (Uggla, 2006). Defining brand is a very difficult task, there is no proper definition for the brand, it can be product, corporation, any person or any place. In brand management Brand is the unit of analysis i-e every aspect of the brand management is defined around the brand. For many product brand organizations like Unilever brand core value revolves around product itself where as for many others like MacDonald’s core brand value revolves around the corporate brand and brand is an extended part of this corporate identity. Brand must be distinct from others and it is difficult for many organizations (Kay, 2006). “Managing the brand by creating meaningful association is central task” (Kay, 2006 pp.746). Managing the meaning of a brand seems to be more critical part of a brand management. Now days social and cultural obligations are there for brand management especially in Europe and other developed countries.

3.2 Customer and Corporate Branding in Telecommunication:
In mobile telecommunication, purchase settings are continuous and different than the purchase settings of retails stores etc (Ranaweera & Prabhu, 2003). In this industry most of the customers maintain long term relationships with the operators (Ranaweera & Prabhu, 2003). Where factors like trust, image, and satisfaction are not easy to measure. But also factors like switching are easy to measure because in this industry switching is more than simply walking to another Store. Because it requires considerable time and effort due to the presence of switching barriers and switching decision is made after considerable thought. And most importantly this sector provides an environment of high automation which makes the customers Think Twice before leaving (Ranaweera & Prabhu, 2003).

The linkage between core values and corporate brand is described by a firms brand equity and competitive position (Ozer, 2004). A customer has brand building in his mind through the process of controlled and uncontrolled communication (Ozer, 2004).

Today, for every firm a critical question for its success is that how it can maintain its current customers and how it can make them loyal to the brands. Loyal customers pay important role in building businesses by making different moves like buying more, by paying premium prices and most importantly providing companies different sets of new customers by positive word of mouth (Ganesh et. al. referred in Aydin and Ozer, 2004). In fact telecommunication companies lose their customer quite regularly. So it’s very challenging task for the mobile phone operators to retain existing customers as well as bringing new customers towards their brands and creating loyalty in them. It happens in almost every industry but especially in telecommunication services, it is said that when customers are connected to a particular service provider or operator then their long term relationship with the operator is of great importance for the success of the company in the competitive market (Gerpott et. al. 2001 referred in Aydin and Ozer 2004). Another factor which is very important in telecommunication industry is price. Price is a very
sensitive issue in this industry, which is very dynamic factor in this industry; customers are very price sensitive in this industry. Kay, (2006) argues that brand meanings are incorporated into the lives of consumers so brands are social or cultural property rather than company property.

There are many factors which are seen valuable by customers during the process of decision making or during purchase of the connection of a particular service operator. These may include:

3.3 Service quality:

Service quality is the overall judgment of the customer about the excellence and superiority of the service. As there are some basic attributes associated with service quality like; services are intangible, services are heterogeneous (means that their price often varies with respect to the provider and customer), services can not be stored means that services are consumed with they are produced; it means services can not be separated from their production. The degree of perceived risk is highest when customer can not evaluate the service quality before purchasing (Ozer et. al. 2005).

Service satisfaction is among the most important factors which affect the customer loyalty and buying behavior ( Munnukka, 2005). It has a direct relationship between price of the product or service being offered by a firm. It means there is a trade off between the price and service quality and through this satisfaction there can be increase or decrease in sensitivity towards other factors involved in long term relationship between customer and the operator (Munnukka, 2005). Improving service quality in the eyes of the customer creates “true customer” through high customer satisfaction (Zeithaml et. at. 1990 referred in Munnukka, 2005). Fundamental aim of every firm is to seek and manage customer satisfaction.

Because of the attributes of the service quality it is difficult to measure service quality than the product quality. Service quality is also critical from firm’s point of view (Ozer and Aydin, 2005).

There are two main things that explain contribution of the service for the profitability of the firm; first service quality is being regarded as one of the few means of creating differentiation and creating competitive edge which creates new customers and second service quality enhances the customer’s inclination to buy again, buy more, to buy other services, to become less price-sensitive and to tell others about their favorable experiences (Venetis & Ghauri, 2000)*. All these have positive effect on customer loyalty.

3.4 Brand Image:

It is very fast era, in these days information about corporation and news from all over the world can spread within few minutes which effects reputation of corporate image and ultimately corporate brand (Einwilles & Markuswill, 2002). Corporate brand seldom convey the full and satisfactory message to consumer (Kay, 2006). There must be a symbol associated with brand name so audience has memorable associations. Brand manager needs to take a different view of promotional activities of a particular brand, as consumer reacts differently, when he has knowledge of a specific brand.

In corporate branding, corporate brand must be strong, have meaning, distinctive associations and good reputation that a customer easily recognize. “Corporate identity should consistently relate to what is central to the organization and this can support corporate branding” (Kay, 2006 pp.756).
Souiden et. al., (2006), states that sales and market share is directly affected by corporate image and building up for loyal customers. Communication would be easy with all stake holders with strong corporate image of an organization. Corporate image helps a firm to build up good reputation in the market and it is the trust of the customers with output of expected attributes (Souiden et al. 2006).

3.5 Customer loyalty:

“A deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having potential to cause switching behavior” (Oliver,1997 referred in Ozer, et. al. 2005, pp.90).

Corporate name recognition, the product image, corporate reputation and corporate loyalty/commitment helps the consumer to value a product of a particular company (Souiden et al. 2006). In GSM mobile phone sector the main condition for protecting subscriber base is to win customer loyalty. Customer loyalty is key necessity for maintaining brand’s life over a long period. And to achieve this aim companies must measure customer satisfaction and trust time to time (Ozer et. al. 2005).

Even though it is not possible to satisfy the customers by 100% but firms still pursue this. When barriers are high for the customers firms still want to satisfy the customers and make them loyal even if they are not satisfied (Ranaweera & Prabhu, 2003).

3.6 Trust:

In telecommunication services it is frequently pointed out that once a customer is attached with a particular service provider or operator, then their mutual trust and long term relationships are of great importance to the success of the company in competitive markets than they are in other industry sectors (Gerott et. al. 2001 referred in Ozer et. al. 2005). Trust is a stronger emotion than satisfaction and that it may therefore better predict customer retention ( Ranaweera & Prabhu, 2003).

When one party believes that actions of the other party will be beneficial for itself then there exists trust between the two. In case of any brand, trust plays an important role in developing long term relationship between the customer and the brand and consequently it results in customer loyalty. When a customer has trust in a brand it means customer has positive buying behavior towards the brand (Ozer & Aydin 2005). In this context trust works in preserving long-term relationship between the partners. There exists a consistent relationship between firm and customer loyalty through trust.

Trust is a process that is based on the ability of a party to continually meet its obligations and on estimation of the costs versus rewards of staying in the relationship. Therefore to trust a brand, customers should not only focus on the positive outcomes delivered by the product/service brand but customer should also keep it in mind that these positive outcomes will continue in the future (Ozer & Aydin, 2005). And this will also have positive impact on the service provider.

One important thing that is reflected by trust is credibility and credibility affects the long-term relationship of the customer and the service provider by reducing the perception of the risk
associated with opportunistic behaviors of the firm (Ganesan 1994). Trust also reduces the uncertainty prevailing in the environment. Customer trusts operator in the GSM sector reduces uncertainty associated with the services which were delivered previously or which are yet to be delivered.

3.7 Switching:

Switching is basically the cost involved in switching from one service provider to another. Switching cost is not only the cost in monetary terms but it can also be the sum of economic, psychological and physical costs (Ozer et. al. 2005). This may also include the time involved in switching from one service provider to another. This switching cost stems from the buyer’s decision making process and the then implementation of the decision. This five stage decision making process includes;

- Need recognition
- Information search
- Evaluation of the alternatives
- Purchase decision
- Post purchase behavior

For example a customer considering switching cost should ideally evaluate operators with regard to different criteria, such as coverage area, billing procedures, customer services or added values, purchasing a new GSM service etc (Ozer et. al. 2005). Whereas psychological cost is the perceived cost stemming from social bonds that form in the course of time e.g. during to contact with the staff of a particular operator.

Switching cost directly affects the loyalty of the customer and has a moderator affect on both customer satisfaction and trust, it is a quasi moderator (Ozer et. al. 2005). As switching cost is increased, the strength of relationship between trust and commitment is also increased.

Switching cost is consumer specific, therefore switching costs discourage a customer from demanding a rival firm’s brand. The customer perceives high risk regarding a brand he/she has never used especially in service sector because service quality can not be evaluated before purchasing (Ozer et. al., 2005).

A customer who has collected information about any brand in order to decrease anxiety about a wrong purchase decision will use all previous purchase experiences (Ozer & Aydin, 2005). If the customer wants to switch the brand then he/she will compare the switched brand and the previous brand. Therefore if the switched brand is better than the previous brand then higher will be the alternative’s uncertainty.

3.8 Price:

In marketing research all P’s of marketing mix are important but to make it clear and valid, involve only one P or maximum two Ps from marketing mix (Yen, 1994). So this research includes one P which is pricing and is more important in service sector, because consumer have to pay every time when he/she consumes a particle service. So this is the most critical factor in obtaining, more loyal customers. Organisations are believe to spend thousand hundred dollars in product development but it is difficult to spend 1% on the research to find out perceptions of customers on various price levels (Fifield, 1998). “There are several factors which will probably
influence your organisation’s pricing policy, factors such as, the competitor’s price, the position of the product in the life cycle, company positioning policy, perceived level of differentiation and perceived value and so on” (Fifield, 1998, pp. 232). Pricing strategy must be carrying out to maintain balance between organisation’s profit and marketer’s desire to pay the right for the right product/service (Fifield, 1998).

3.8.1 Pricing Strategies:
There are three basic competitive strategies for pricing which are described by porter. These are
1- Cost leadership
2- Differentiation
3- Focus
   a. Cost focus
   b. Differentiation focus

| Competitive Advantage | Low cost | Differentiation |
|-----------------------|----------|-----------------
| Cost leadership       |          | Differentiation |
| Cost Focus            | Cost Focus | Differentiation Focus |

Daly, (2002, pp. 44)

Cost leadership is the first strategy to get the competitive advantage. In this strategy leader set a price less than its competitors and making profits. These profits are less but competitors are losing money, if they do not have cost equal to the leader. Cost leader has lower cost than other companies and high volume production is its advantage.

Companies also get competitive advantage through differentiation pricing strategy. In differentiation strategy product/service has distinctive difference as compared to its competitors. Sellers receive a premium price due to difference.

The third competitive strategy is focused strategy. This strategy can implement in a situation when a company has one particular segment and mainly this strategy is used in niche marketing. This strategy is divided into two sub categories. One is focused cost leadership and other is focused differentiation, in focused cost leadership market leader has high volume production which causes low cost and company charge relatively low price of products. Focused differentiation Strategy, Company has some different feature then competitors in a niche market or in a specific segment.
Following Seven other pricing strategies are available which are described by Daly, (2002).

1. Market skimming
2. Market penetration
3. Loss leader
4. Complementary pricing
5. Satisficing
6. Value pricing
7. Market pricing

Market skimming is a high price strategy which is mostly used for a new product and has something innovative to market. Customers demand this product/service even then, when price is high.

Market penetration strategy is used, when a company need to gain high market share and acceptance of product/service. In this situation price is set slightly low than competitors.

Loss leader is a product, whose price is low, to attract customers for other products in one place e.g. Grocery stores.

Complements are also products that are normally sold alongside another product. And most of the time is free or having a nominal price.

There is a very thin profit in satisficing pricing strategy because in this strategy price is set to earn very low profit in a high competition environment. Cost is the key element in setting satisficing price. There is a little difference between cost and price to be charged.

Value pricing, name suggest that a customer is receive value from product/service and willing to pay equal to value received. This type of pricing is mostly used in services.

Market price is set to by market; mainly depend upon the supply and demand of market, which is usually used in agricultural products.

There are many relative advantages and price is one of them. Services are different from durable or tangible products, where a customer has to pay only for a long time period and in services consumer has to pay every time when he/she uses a particular service (Karine et al. 2004). A market leader charge high prices then others and gradually loses its market share. Mobile phone telecommunication is very different in the service sector (Shi et al. 2006).

Phone calls are its basic service with other latest facilities. If a service provider has larger net work then it has high market share (Shi et al. 2006). Price effect all service providers but it effects more, when service providers have same coverage and same services while Consumer has its own preferences in the process of choosing a service (Shi et al. 2006). Larger network has advantage of on net discounts and also enjoy a high market share. Price discrimination of on net discounts attracts more and more customers toward on net discounts (Shi et al. 2006). Whereas Karien et al. (2004, pp.197) states that “Cheaper calling fees do not cause people to subscribe to the service”.

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3.9 Scandinavian Customer:

There are many changes in the businesses of the Scandinavian companies due to deregulation, international restructuring particularly in telecommunication industry (Aperia et. al. 2004). Sweden population is more open minded and friendly to international companies other than local companies, as compared to other Scandinavian countries. It is noted by Aperia et. al. (2004) that Sweden consumer and employees are more interested that how much a firm is environment friendly, how much it is fulfilling the social responsibility. The research also shows that Finish Nokia and USA Microsoft companies are rated 2nd and 3rd respectively in reputation analysis of companies operating in Sweden. Sweden has more international firms and so behavior of population for multinational firms is good as compared to Denmark and Norway. Emotional appeal and products/services are highly rated during reputation analysis of Sweden firms (Aperia et. al., 2004).

Telecom sector has dramatic changes in Europe within last few years. It is a part of service sector and brands are here too. It is most competitive industry and in service industry with high competition, is hard to retain customers. Relationship marketing is one of the best tools for retaining customers, which is also helpful in brand management (Gustafsson et. al., 2003). But every country, society or community has its own relationships, standards and values. So same is the case with Sweden. In Sweden customer club technique is used to retain old customers and recruit new ones, Gustafsson et. al., (2003), because a loyal and permanent customer generates more profit than a temporary customer. The research of Gustafsson et. al., (2003) shows that club members are more loyal, satisfied, less price sensitive and perceive better quality than the non-members in Sweden. So companies are investing in customer clubs, to strengthen the brand, to become a more memorable brand and to retain and make loyal customer for a specific brand.
4. Empirical Data:

Rapid technological development, innovation and diffusion have turned telecommunications into a major economic growth generator, globally, in Europe and particularly in Sweden (Lindmark et. al. 2006). Telecommunication sector is an important part of the Swedish economy and has been increasing since 1990s. Its contribution to economic growth measured as productivity improvements and value-added growth has increased to become almost of the contribution of the industry. Although this telecommunication sector is dominated by telecom product sector but at the same time there are many mobile telecom companies operating in the market as service providers (Lindmark et. al. 2006).

Sweden formally liberalized its telecommunication sector, which stated in 1980s, in 1993. This was three years before United States of America and five years before European Union introduced its common policy in January 1998 allowed for an open and competitive telecommunication market (Lindmark et. al. 2006).

Main trends in Telecom 1970-2003:

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Fixed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Telephony (Major Share Revenue Growth)</td>
<td>Telecom in 1970s (Telephony)</td>
</tr>
<tr>
<td>Mobile Data/Mobile Internet (main future Growth sector)</td>
<td>Data communications (Majority of traffic growth)</td>
</tr>
<tr>
<td></td>
<td>Telephony</td>
</tr>
</tbody>
</table>

(Lindmark et. al. 2006 PP.50)

4.1 Tele2Comviq:

Tele2 Comviq is the second largest mobile operator in Sweden and offering fixed line services as well and found in 1993. Tele2 Comviq is the result of a merger of tele2 and comviq in April, 1997. Tele2 AB is the company and having separate brands for mobile telephones, fixed lines and data net work. The brands are Tele2, Comviq, Tango and Q- GSM. By April 2000 it was announced that tele2 Norge AS would become a service provider of mobile telephones. Comviq's mottoes are:

- Always the cheapest one
- Best coverage when found
4.2 Telenor:

The Telenor Group is an international provider of high quality telecommunications, data and media communications services. Telenor ranks as one of the biggest GSM service providers in the world with over 130 million subscribers in 12 countries. Telenor is a Norwegian Company.

In October 2006, Telenor entered into an agreement with Vodafone group the acquisition of subsidiary Vodafone Sweden. Telenor is the seventh largest carrier in the world, with 130 million subscribers ranked.

4.3 Telia Sonera:

Telia Sonera AB is the dominant telephone company and mobile network operator in Sweden and Finland, and is also active in other countries in Northern, Eastern Europe, Central Asia and Spain, with a total of 106 million mobile customers until 2007. It is headquartered in Stockholm and its stocks are traded on the Stockholm Stock Exchange and on the Helsinki Stock Exchange.

Telia Sonera is the result of a 2002 merger between the Swedish and Finnish telecommunications companies, Telia and Sonera. This merger followed shortly after Telia's failed merger with Norwegian telecommunications company Telenor, now its chief competitor in the Nordic countries.

4.4 3:

3 is a brand used for nine mobile telecommunications networks in Europe, Asia and Australia. Hutchison Whampoa holds a direct or indirect, majority or minority interest in all of them. All 3-branded networks emphasize their offering of "mobile multimedia" and provide 3G technologies (WCDMA, some also run 2G networks). 3 is present in Australia, Austria, Denmark, Hong Kong and Macau, Indonesia, Ireland, Italy, Sweden, and the United Kingdom. Hutchison Whampoa also holds a 3G-license in Israel which operates under the brand Orange, and in Norway which is not operational yet. As of 22nd August 2007, registered 3 customers worldwide numbered almost 15.9 million. The following two companies have share for 3 in Sweden.

Hutchison Whampoa Limited or HWL of Hong Kong is a Fortune 500 company and one of the largest companies listed on the Hong Kong Stock Exchange. HWL is a leading international corporation with a diverse array of holdings which includes the world's biggest port and telecommunications operators. Its business also includes retail, property development and infrastructure. It belongs to the Cheung Kong Group.

Investor AB is a Swedish investment company, founded in 1916 and still controlled by the Wallenberg family. The company owns a controlling stake in several large Swedish companies. In 2006 it had a market value of 119 billion kronor (€13 billion). ($16 billion). Currently Investor has a strong financial position and is almost debt free.

In this section, data gathered is presented empirically. All numeric values obtained from questionnaire are presented in percentages as well as graphically. Explanations regarding, how this data was gathered is also presented. The concepts of corporate branding, service & quality, loyalty and trust and price in the field of mobile phone telecommunication are applied. This will also be presented in analysis where this data will be compared with literature of the research. Questionnaire and a table containing all percentage values are also presented in appendix1.
Data is gathered for empirical section from students of Halmstad University. They show a positive attitude towards this topic and present their desire that why they choose a connection of mobile phone of a particular company. Total 357 questionnaires were deployed and 351 of them were filled completely while 6 questionnaires were uncompleted. So this research has 98.32% success rate.

4.5 Demographic Trends:

Students of Halmstad University were the target population. Questionnaire started with a basic question that either he/she is a student of Halmstad University or not with age and gender information. The total sample population was students of Halmstad University. Out of 351 students, 186 (53%) were female while 165 (47%) were male. Ratio of female and male is almost equal to avoid biasness. According to research topic students were asked that do they have a mobile phone connection and used four main service providers as reference. All 351 students had mobile phone connections.

Question: “Which service provider’s connection do you have?” The students had four different choices to select a brand. If anyone was not using anyone of the four brands then he/she could mention it in Others category. The result for this is shown in the following figure.

![Graph showing the share of companies and users](image)

Question: “Why did you choose the above company (Brand)?” To check the response of students as they are customers of service provider, the question had four options to answer. Options are company name (brand), Service & quality (S&Q), loyalty & Trust (L&T) and finally The Price (P). 9% selected company name (Brand), 20% selected S&Q, 10.4% selected L & T, 54% selected price, 1.4% selected L&T+P, 4% selected S&Q+P, and 0.3% selected B+P as an influencing factor for their selection of mobile phone connection. The highest influencing factor for their purchase is price then S&Q, L&T and Brand respectively. The results for this question are shown in the following figure.
4.6 Brand:

This section will show different results obtained for corporate brand mentioned as company name (Brand) in the questionnaire. There were 31 respondents who selected brand as influencing factor, which is 9% of total sample population.

Question: “Do you have any emotional attachment with your chosen brand?” This question is put in the sub questionnaire of the brand. In order to know about those respondents who had brand as influencing factor for their purchase. The data is gathered for their emotional attachment with the brand. Different results were obtained. 6% of 31 were highly agree, 16% were agree, 32% responded as average and somewhat disagree and 13% as Disagree that they have emotional attachment with the brand. The results are shown graphically in the figure below.

Question: “Are you satisfied with your chosen brand?” This question is also contained in the sub questionnaire of Brand. Purpose of this question was to know about the satisfaction level of the respondents who selected Brand as an influencing factor for their purchase. Different set of responses were obtained for this question with 16% of 31 as highly satisfied, 42% as satisfied,
23% as average and 10% as somewhat dissatisfied and dissatisfied. The results are shown graphically in the following figure.

![Brand Satisfaction Graph](image)

4.7 Service & Quality:

In this part results obtained for service & quality will be explained. There were 71 respondents who selected service & quality as a major factor for their purchase decision. It is 20% of the total sample.

To check the importance of services from those respondents who chose services & quality as their influencing factor for purchase, a question was asked: “Do you chose this connection only due to services offered?” 14% respondents of 71 replied that services are highly important that they chose this connection only due to services offered while 16% answer that services are important for their purchase and 34% answered for average which is highest percentage. 20% answered for less important while 14% said that only services are not important for their purchase. The results are shown in following graph.

![Importance of Services Graph](image)

Respondents were also asked about the quality of the brand which they are using in order to investigate the importance of quality associated with that particular brand. They were asked that “How do you see the quality of this brand?” . Different results were obtained from this research, 30% of 71 respondents, who selected service and quality as an influencing factor, replied as very
good while 54% replied as good. 15% said that it was average. Only 1 respondent said that it was bad. The results are shown in the graph below.

4.8 Loyalty and Trust:

As mentioned earlier that the research questionnaire is comprised of four parts. Loyalty and trust is one of them. The questionnaire has different questions to check the loyalty and trust of those respondents who chose their mobile phone connection because they are loyal to the company as well as have trust on it. 10.4% of the total sample selected loyalty and trust as a reason for their purchase.

To know the loyalty preferences of the customers either they are loyal to company (brand) or services; this question was asked: “Does this loyalty with company (brand) or with services?” 5% respondents of 37 said that they chose this brand because they are loyal to this company (brand). 49% were of the view that they chose this brand because they are somewhat loyal to brand. 19% were in middle of brand and services and 16% were inclined towards somewhat service while 11% towards services. The results are shown in the graph below.

To examine the trust preferences of the respondents who chose loyalty and trust whether their trust is on company (brand) or on the services offered by the company. So a question was asked: “Is this trust on company (brand) or service package that you have?” 8% respondents answered for brand as a trust factor while 43% said somewhat brand. 30% said that their trust in on brand
as well as on service package. 8% and 11% replied as somewhat service and services respectively. Results are presented graphically below.

In order to investigate about loyalty and trust of the respondents, a very basic question was asked from the respondents: “For how long you are using this brand?” This question revealed data which show respondents as being loyal to the brand. As it is shown in the following graph that the 16 respondents out of 37 are using their brand for 5 or more years, 6 are using for 4 years, 5 for 3 years and 6 for 2 years. Data is shown graphically in the below figure.

4.9 Price:

Fourth part of the questionnaire deals with price as a reason for the purchase of the mobile phone connection and also is very important. This part has three different graphical presentations in which relationship of price is discussed with different other factors. This part is 54% of the total sample population, which makes it biggest in all four main categories.

To examine the relationship between price and company (brand), respondents were asked that: “Do you prefer price or company name (brand)?” In reply to this question different set of results obtained. It shows quite strange result that 58% respondents said that they prefer price most and only 1% said that they prefer brand to price. 19% said that they prefer price as well as brand while making a purchase decision. 28% were not sure about it but they were more inclined toward price. Following graph shows the results.
“How high was the impact of price towards your purchase decision?” was the question asked to know about impact of price on purchase, whether it was high or low. During research it is found that 37% respondents out of 191 replied that the impact of price was very high on their purchase, 33% said that it was high. The impact of price was average for 24% of the respondents. 4% and 3% believed that it is low and very low respectively. The graph below shows the result for this question.

To check the utility of customer which he/she is receiving in the shape of services in accordance with the price, the following question was asked: “Do you think price paid is justifiable to services?” 16% respondents of 191 were highly agree, 41% were agree, 30% average, 12% were somewhat disagree and 1% were disagree that services of their chosen brand are good enough with the price of that services. Below the data is presented graphically.
4.10 Switching:

Switching is discussed in all four main parts of the questionnaire. In order to know about the switching different set of questions were asked. To investigate past and expected switching whether a customer is switched due to brand or service & quality and also would switch due to less price or due to any change in loyalty and trust, for this motive; Past switching is discussed in relation with brand and also with service & quality while Expected switching is discussed in relation with price and also with loyalty and trust.

4.10.1 Past switching:
To explore how many respondents switched due to brand two questions were added into questionnaire asking them “Was it your first choice or you switched from any other brand?” and “Switched due to brand or any other reason?” 19 out of 31 switched and all switched due to brand. To investigate switching in service & quality, respondents were asked that “Did you switch from any other network?” 24 out of 71 responded as YES while 47 said NO. The data for above two questions is presented graphically in following figure.
4.10.2 Expected Switching:
As expected switching is discussed in price and loyalty & trust, so in case price respondents were asked that “Will you switch, if low price brand is offered?” 60% said YES while 40% said NO.

Whereas in case of loyalty and trust respondent were asked “Would you like to run off from existing brand?”. Respondents were given four options, (i) promise breakage (ii) less services quality (iii) charge high price as compared to quality and (iv) any other. 6 out of 37 respondents chose promise breakage as point of switching, 15 pointed out less services quality, 14 respondents will run off if high price is charged for low quality and 2 selected any other. Data is presented graphically in the figure below.
5. Analysis:

This study involves different sections to find out the result of the research. Analysis is one of them with high importance, as it comprises a comparison between primary data and secondary data. Major problem during the purchase of a particular mobile phone connection is discussed mainly in relation with corporate branding and with other factors as well. The purpose is to analyze the role of corporate branding and to know about influencing factors during purchase of a mobile phone connection.

5.1 Importance of corporate branding in mobile phone telecommunication:

Marketing theories suggest that corporate branding will boost the consumer awareness about the products as well about the corporation (Souiden., et. al., 2006). Strong corporate recognition attracts the customers and employees (Xie & Boggs, 2006). Corporate recognition can be gained through corporate branding which is helpful for better market share. Empirical data shows that price has a dominant factor for a customer during the purchase of a mobile phone connection. Tele2 has 31% share among the sample population and their slogan is “Always the cheapest one” gives the advantage for this high market share. Telenor is at 2nd place with 29% share. Kotler, (1994) states that price is the one element of marketing mix and is very important. This is shown in this study that the company having low price strategy is dominating the telecommunication market in the perfect competition. As this study indicates customers are more willing to pay less prices and are more inclined towards Tele2. Tele2 has made strong recognition as a low price brand which is communicated to consumers.

5.1.1 Affect of Brand Image on Market Share:

Souiden., et. al., (2006) states that sales and market share is directly affected by corporate image and building up loyal customers. Empirical data shows that Tele2 has high market share among sample population and Telenor has slightly lower market share than Tele2 even it entered in the market in 2006 because Telenor has worldwide recognition. High market share is helpful in building up corporate image, so empirical implies to this theory. Importance of corporate brand in telecommunication is not same like other industries. In mobile phone telecommunication purchase settings are continuous and different than the purchase settings of retails stores ((Ranaweera & Prabhu, 2003). Empirical data shows that 191 out of 351 argue that they chose the connection because of price factor. While 31, 71, 37 said that they like brand, S&Q and L&T respectively. So the preferences of the customers about the connection are different but more centered on price. So it satisfies the above theory of Ranaweera & Prabhu, (2003) that purchase settings are different in mobile telecommunication industry as compared to other industries. Tele2 and Telenor have high market share as compared to Telia and 3 because they have good brand image which helps them in gaining this share. Telenor is having more market share around the globe as compared to Tele2 or Telia or 3. But this study shows Tele2 having slight edge over Telenor due to price other factors remaining constant.

5.1.2 Attachment with the Brand and Role of Corporate Brand:

Customers have emotional attachment with the brand as stated by Kay (2006), that brands are incorporated into the lives of the customers. But this research presents that 32% of 31 respondents of this study, who purchased their connection because of brand, argued that they have average attachment with the brand while 32% are somewhat disagree to the question of
emotional attachment with the brand. Role of corporate brand in such situation is a communicator of offers i-e low price, wider network, new services etc. the results are in accordance with the theory of Souiden et. al., (2006) that corporate branding will boost the consumer awareness about product and corporation.

5.2 Service & Quality:

5.2.1 Services and the brand:
Whenever anyone purchases any product or service for the first time, there is always some risk associated with it. And this risk is more common in case of services. Degree of perceived risk is highest when customer can’t evaluate services before purchasing them (Ozer et. al., 2005). In order to investigate this phenomenon respondents were asked about this factor and to know the importance of the services to the respondents that “Did you purchase this connection only due to services offered?” 20% respondents of 71 replied as somewhat disagree while 14% replied as disagree. Remaining are indifferent in this regard. This shows that whenever a customer is faced with services he/she is not sure about it that either it will be good or bad because of the feature of services like heterogeneity, intangibility etc given by Ozer et. al., (2005). Until unless customers do not have any experience with the services they can not evaluate its importance. But it must be remembered that it is only in case of services not in case of products. 4 out of 71 respondents had Tele2 connection and were highly agreed as well, thus Tele2 was on top with highly agreed. 8 respondents had Telenor connection and were agree to the question, so Telenor is top in this category while Telia is at second in this category with 3 users. And 17 respondents who responded as average have Telenor connection, while 5 had Telia connection in this category. Respondents who were somewhat disagree with this connection 5 of them have Tele2 connection while 5 have Telia connection. 3 having Telenor and Telia each were disagree to this question.
This presented a result that Telenor is good at services and customers do know that a particular package has good services or not but overall Telenor. The big reason for this in mobile phone telecommunication is that a company has a single net work for all customers but services may vary in customer services for different groups’ e.g. corporate connection but this research only includes the sample population of Halmstad University.

5.2.2 Quality and the brand:
Quality is over all judgment about excellency and superiority of the service (Ozer et. al., 2005). The research shows that 20% of total sample population selected S&Q as a reason for buying a connection which is greater than brand and L&T but less than price. And the difference is not very small between price and S&Q. the research shows than 20, 19, 25, 6 and 1 respondents out of 71 are using Telenor, Tele2, Telia, 3 and others respectively, which show Telia being a leader in service & quality. As Ozer & Aydin (2005) state that quality of a service is hard to measure but customers need a good service quality with price even it is difficult to measure. Research shows that 4% of the total sample selected S&Q with price. Which gives an idea that one factor is very important but if supported by another factor. Those who chose service & quality as a measuring tool during the purchase process, 54% of them replied that the quality of the brand is good and they are enjoying it. While 30% said that it is very good. Respondents for this question also had different mobile phone connection, 11, 5 and 6 had Telenor, Tele2 and Telia respectively and also said that quality of their chosen brand is very good. While 16, 9, 8 and 4 have Telenor, Tele2, Telia and 3 respectively and said the quality of their brand is good. 6, 2, 2 and 1 said that quality of their brand is average. While only 1 respondent having Telenor responded it as bad quality brand. The result shows that Telenor has high number of customers,
who have experience of good quality with Telenor. So they see Telenor as a high quality brand and this is good for the future of Telenor and for a big customer base.

5.3 Loyalty and Trust:

Customer loyalty is very necessary for the firms to be become market leader and for a big customer base with long term relationship (Ozer et. at., 2005, Souiden et. al., 2006, Ranaweera & Prabhu, 2003). It is a very difficult in GSM technology to make loyal customers when there is a chance for switching. But it is part of service provider that they make strategies to get loyal customers. It is not a mature industry and also dependent on information technology so rapid changes are there. In this situation a big customer base is needed which can be gained through different offers but if company make loyal customers. It is beneficial for a company in long term. This study involves a question regarding loyalty that a respondent is either loyal to brand or services, which he/she is using. From sample population 10.4% respondents said that they are loyal to the company and they trust on it. Even it is a small proportionate to price and S&Q but is giving a view about corporate brand loyalty or services loyalty. Services loyalty means if another company offers same services then he/she can easily switch to that company. The result shows that 2% and 49% respondents of 31 answered for brand and for somewhat brand respectively, while 6% and 4% replied for somewhat services and services. The results shows that majority of the customers are loyal with brand. In this question it is also seen that customers are having different brands. Like two customers having Telia and 3 connection replied that they are loyal to company. While 8, 7, 3 customers having Telenor, Tele2 and Telia respectively replied as somewhat brand. 2, 3 and 1 customer having Telenor, Tele2 and 3 connections respectively replied as average importance for the brand and the services. While 1 and 5 customers having Tele2 and Telia connections respectively replied as somewhat services. While there were only 1, 2 and 1 customer having Telenor, Tele2 and 3 connections respectively replied that they are fully in favor of services. This result shows a scattered result for the loyalty of the customer. There in no single brand which came up as leading brand in loyalty preferences.

When customer has trust in a brand it means customer has positive buying behavior towards the brand (Ozer&Aydin, 2005). Trust is strong predictor of customer retention and customer must realize that they will continue getting benefits in the future as well (Ranaweera & Prabhu, 2003; Ozer&Aydin, 2005). In this research respondents, who selected L&T as an influencing factor for their purchase, were asked that either they trust their selected brand or they trust on the services. 8% replied as brand being a trust worthy element in their mutual relationship while 43% replied that somewhat brand is important for long term relationship between company and them. While only 8% and 11% thought that somewhat services and services are important respectively. This is in accordance with the theory that trust is key factor for long term relationship and it must be between company and the customer. It is also seen from this question that 2 and 3 customers having Tele2 and Telia brands replied that they trust their brand. While 7, 4 and 3 customers having Telenor, Tele2 and 3 connections respectively were in favor of somewhat brand. 4, 6 and 3 customers having Telenor, Tele2 and Telia connections respectively were average respondents. 1, 1 and 1 customer having Tele2, Telia and 3 respectively replied as somewhat services. While there were only 2 customers who are using Tele2 brand were in favor of services as a trust worthy element. This also indicates a scattered result for the trust preferences of the customers. There is no single brand which can be considered as a leading brand among customer choices.
5.4 Price:

There are many factors available for pricing of any product/service. The price is set according to many factors like stage of product life cycle, competitor’s price, segmentation, positioning of product or service or any differential advantage. So price is very important in marketing mix. Price pays very important role in any purchase decision. It is important for company’s point of view during the process of planning as well as for the customer when making purchase of any particular product. Companies use different set of pricing strategies, as given by Daly, (2002), in order to attract customers. Like Tele2 is presented and perceived as a company with low calling rates.

5.4.1 Impact of price:
Customers are also very price sensitive in Telecommunication sector (Ozer&Aydin, 2004). Price is very sensitive and dynamic issue. As in this research respondents were asked that “How was the impact of price on their purchase decision?”. In answer to this question 37% of 191 respondents, who chose price as an influencing factor, replied as very high while 33% replied as high. There were 24% customers who said that impact of price on their purchase decision was average and 4% & 3% replying as low and very low respectively. This discussion yields result that price has very high impact on the purchase decision of the price sensitive customers, as stated in theory. Role of the pricing can’t be neglected even in other cases where customers are not price sensitive but it dominates where customers are price sensitive.

5.4.2 Price Vs brand:
Price affects all service providers but it affects more when there is a perfect competition (Shi et. al., 2006). This study includes the Swedish mobile phone industry and competition is very high in this industry. Companies are well established in the market and targeting customers with low price packages having same services. 191 respondents of total sample population chose the price as a major factor for buying a connection. To find out the view of the customers about price and brand a question was asked: “Do you prefer price or brand?” 58% respondents said that they like price, 28% replied as somewhat price, 13% said that they prefer price as well as the brand. Remaining replied in favor of brand which makes only 2%. Shi et. al, (2006) states that consumer has its own preferences for services. These results satisfy the Shi et. al., (2006) theory that price affects all service providers so this case as well. Research shows that customer preference is not the brand but the price and according to theory customer has own preferences for choice of services. Munnukka, (2005) argues that customers are price sensitive in mobile phone industry, so it is proved by this research.

5.4.3 Price for services:
Customer buying behavior has a direct relationship between price and service quality of the product/service, so tradeoff between these two makes increase or decrease in sensitivity towards other factors involved in long term relationship (Munnukka, 2005). Price and service quality are directly proportional, if service quality is high then customers are willing to pay high for it and vice verse. Daly, (2002) has stated different strategies for pricing and value pricing is one of them which could apply in a situation when services have unique value or have a good quality. In this research respondents were asked that “Do you think price paid is justifiable for services offered?”. As customers are price sensitive in this industry and corporate brand is a main ambassador of its services and price. Customers are used to get idea about services of a company from price. This research shows that 54% of total sample chose price as a dominating factor for
purchase. They chose it because they are satisfied from services. Answer for above question shows that 16% and 41% of 191 said that they are highly agreed and agreed respectively while 30% selected average. These results show that price paid for services is good enough and justified. Also these results are same to the theory of Munnukka, (2005).

5.5 Switching:

Switching in telecom is moving from one operator to another due change in service quality, loyalty & trust, price or brand. As stated in literature, by Ozer et. al. (2005), switching is present not only in monetary shape but it can also be in physical, psychological shapes as well. In this research switching discussed in two ways; past switching and expected switching. Past switching is covering any kind of switching due to brand or service & quality. While expected switching is covering any kind of switching due to less price offered or change in loyalty to customer.

5.5.1 Switching in past:
Switching is easy to measure in telecommunication industry as compared to other industries because it telecommunication switching is more than walking to another store (Ranaweera & Prabhu, 2003). The reason for the ease of measurement could be that customers can be asked simple question to know about their switching. This was done in this research as well, where respondents were asked very simple questions in shape of yes or no. And from results it was very easy to know about their switching. For switching in past due to company name (brand) shows that 19 out of 31 replied as yes, that they switched because of brand, while 12 replied as no. whereas in service & quality, results show that 24 out of 71 switched because of service & quality whereas remaining 47 did not switch. Results show that switching is not hard to measure in mobile telecommunication industry, but it is difficult to switch in this industry.

5.5.2 Switching in future:
Loyal customers and price sensitive customers were asked about that either they will switch in the future or not. Ozer et. al., (2005) argues that the loyalty of a customer is being affected by switching and also the trust and satisfaction. This research shows that loyal customers may also be affected and can think about switching because of different reasons, like low quality services are provided, high price is charge, promise breakage etc. The results show that 6, 15, 14 and 2 respondents’ loyalty will be affected for promise breakage, low quality service, high price as compared to quality and any other. Another aspect regarding expected switching is less price offered to price sensitive customers in future. Respondents were asked that “will you switch if low price is offered in the future?” The results indicate that 60% of 191 replied as yes while 40% replied as no.
6. Conclusion:

This research was conducted to know the role of corporate branding in telecommunication industry from different perspectives. This study enables to understand the different views of corporate brand in this industry and also focuses on corporate brand that how it works to capture more and more customers for a big customer base. This study viewed the phenomenon from different perspectives. It is the output of marketing mix that how brand managers’ position their brands in the selected industry. The research showed; that during positioning of a corporate brand in mobile phone telecommunication industry managers must consider; what is the benchmark in the target market to build up a good market share with long term relationship. This research was conducted with one particular group of students with limited income level and they knew about their brand and reason that why did they choose it. This group sees its corporate brand as good services with low price. It is the game of right positioning at right time for a corporate brand to make more as well as loyal customers. The research indicated that customers can switch if they feel that good quality services are being offered from any other service provider with cheap rates. So it is the role of corporate brand to make minds of the customers about it especially in this industry to add new customers. Telenor introduced Djuice in Sweden to target a particular segment, which is price sensitive but Telenor is using its name along with Djuice in order to show that Djuice is powered by Telenor, because customers consider it as a good quality service provider with best services.

It was found that majority of the customers in this industry are price sensitive; as this industry is not mature yet and new companies are getting into it, so every firm is focusing hard in broadening its customer base. It was found that corporate branding had nothing to do with the purchase decision of the customers but it is main source that communicates with customers about marketing mix of a company. Corporate brand promotes different factors and these different factors were considered important for customer’s purchase. As a whole, services offered are almost same for every company; companies just differentiate them by corporate brands. Service & quality is another big issue in this industry along with price. This study showed that S&Q and price are very much interrelated but promoted through corporate brand. This study can be helpful for brand managers in a way that instead of putting more efforts on corporate branding, they must also put more effort in investigating factors which influence customer buying behavior. As Telenor is a big corporate brand as compared to other companies involved in this research but Tele2 has little edge over Telenor because Tele2 represents itself as cheapest along with best coverage where found. Corporate branding is providing information to the customers about services but it is not an influencing factor for the customers. Customers were asked about their expected switching from existing brand and even loyal customers replied that they will switch in future; if they think that company is charging high price as compare to quality. Also price sensitive customers said that they will switch if any competitor brand offers them low price. It means corporate branding cannot influence the customer but works as a medium of communication between company and customer. Customers can only have information from different sources e.g. from print media or broadcast media, about any particular corporate brand. But customers do not go for purchase until or unless certain specific purchase influencing factors like price, service and quality etc are not highlighted with the corporate brand as well. After a specific period of time it is also very important to reposition a corporate brand; if companies do not do then these companies may face switching from existing customers.
6.1 Further Research and managerial implications:

It is the era of globalization not only in manufacturing of products but also in service industry. Brands are also getting globalize. Fundamental are same in every market but some factors vary according to market situation. If a brand gets recognition in the international market then it is easy to go into new markets. This research is carried out in order to investigate the role of corporate branding in telecommunication. And this phenomenon is carried out from customer’s point view. One big issue in this research is that segment involved into this research belongs to young generation and everybody is a student. It will be interesting to investigate this idea with two or more segments and involving people belonging to all age groups. This will be interesting because the segment involved in this research belongs to only one age group, so one can expect similar results. But when there will be people from all age segments and also from different fields of life then one can check and compare the results of this research with that one. And can better analyze the role of corporate branding in telecommunication.

This research will also be helpful for managers to know about the point of view of consumers about corporate brand. This will also help managers for better positioning of their brand to get target recognition for a better and longer relationship. Finally this research will be supportive in marketing mix concepts, that how a firm can introduce service, price associated with the particular service and promotional activities to position the correct image of corporate brand as required by managers.
7. References:

7.1 Literature:


Apreia T., Bronn S. P., Mchultz M. (2004), “” Reputation Analysis of the most Visibe Companies in the Scandinavian Coutries” *Corporate Reputation Review* Vol.7 No.3 PP. 218-230


7.2 Internet:


www.Telenor.com
www.tele2.com
www.telia.com
www.three.mobi
8. Appendix 1:

**Questionnaire**

Are you a student at Halmstad University?
Yes  No

Age ______

Gender:  M  F

Are you using a mobile phone connection?
Yes  No

What type of connection do you have?
Post paid  Pre paid

Which service provider’s connection do you have?
Telenor  Tele 2  Telia  3G  any other

Why did you choose the above company?
1-Company name (Brand)
2-Services and quality
3-Loyalty and trust
4-Price
**Brand:**

Do you think that Company Name (brand) is necessary?

Highly agree O O O O O Not agree

Do you have any emotional attachment with your chosen brand?

Highly agree O O O O O Not agree

It was your first choice or you switched from any other brand?

Yes No

Switched due to brand or any other reason

Yes No Other reason________

Do you think advertisement is enough to know about a brand?

Highly agree O O O O O O Not agree

Are you satisfied with your chosen brand?

Highly satisfied O O O O O Not satisfied
Services and Quality:

How do you see your chosen brand?
Very Good O O O O O Very Bad

Are you satisfied with additional services (MMS, GPRS etc) of this brand?
Yes O O O O O No

Do you think Services offered are good for the price paid?
Highly Important O O O O O Not Important

Do you think service features are unique?
Yes O O O O O No

Do you choose this connection only due to services offered?
Agree O O O O O Disagree

What do you think about the quality of this brand?
Very good O O O O O Very bad

Did you switch from any other network?
Yes No

If, Yes, then
How is your experience of service and quality with this brand?
Very good O O O O O Very bad
**Loyalty and Trust:**

For how long you are using this brand?

______ Months/ _______ years

Does this loyalty is with Company (Brand) or with services?

Company (Brand) O O O O O Services

Does this loyalty develop any trust?

Yes        No

Does this Trust is on Company name (brand) or service package that you have?

Company name (Brand) O O O O O Service

Do you think about switching ever?

Yes        No

Are constant benefits are being provided to you?

Yes        No

Does your brand have always delivered promised quality of services?

Yes        No

Are you satisfied with the communication between you and the company?

Yes        No

Would you like to run off from existing brand if:

Promise breakage
Less services quality
Charge high price as compare to quality

Any other
Price:

Do you prefer Price or company name (brand)?

Price O O O O O Brand

How high was the impact of price towards your purchase decision?

Very High O O O O O Very Low

Are services offered more important than a brand?

Yes O O O O O No

Do you think price paid is justifiable to the services?

Highly agree O O O O O Highly disagree

Are you satisfied with the price?

Yes O O O O O No

Did you switch?

Yes No

Will you switch, if low price brand is offered?

Yes No
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<td>11%</td>
</tr>
<tr>
<td>Somewhat brand</td>
<td>16%</td>
</tr>
<tr>
<td>Average</td>
<td>49%</td>
</tr>
<tr>
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<td>Services</td>
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<td>Trust preferences</td>
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<tr>
<td>Brand</td>
<td>8%</td>
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<tr>
<td>Somewhat brand</td>
<td>43%</td>
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<tr>
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<td>30%</td>
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<tr>
<td>Loyalty period with brand</td>
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<tr>
<td>1 year</td>
<td>11%</td>
</tr>
<tr>
<td>2 years</td>
<td>16%</td>
</tr>
<tr>
<td>3 years</td>
<td>14%</td>
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<tr>
<td>4 years</td>
<td>16%</td>
</tr>
<tr>
<td>5 and more years</td>
<td>43%</td>
</tr>
<tr>
<td>Price vs. Brand</td>
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</tr>
<tr>
<td>1 (Price)</td>
<td>58%</td>
</tr>
<tr>
<td>2</td>
<td>28%</td>
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<tr>
<td>3</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>5 (Brand)</td>
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<tr>
<td>Impact of price during purchase</td>
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<tr>
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<tr>
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<td>33%</td>
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<tr>
<td>Average</td>
<td>24%</td>
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<tr>
<td>Low</td>
<td>4%</td>
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<td>3%</td>
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<tr>
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<tr>
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<tr>
<td>No</td>
<td>39%</td>
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<tr>
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<td>34%</td>
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<tr>
<td>No</td>
<td>66%</td>
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<td>Expected switching</td>
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<td>40%</td>
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<td>Promise</td>
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<td>breakage</td>
<td>41%</td>
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<td>38%</td>
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<td>High price for low quality</td>
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