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Determination of Consumer Satisfaction on Ipad Among University Students In Malaysia.

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ABSTRACT

Background: The iPad is an upcoming technology that will chalk the way of lives of most people in the world. Knowledge on consumer satisfaction on iPad is less especially among university students in Malaysia. **Objective:** The main objective of this study is to determine the consumer satisfaction on iPad among university students in Malaysia. **Results:** The findings indicate that attitude, quality and perceived price are the most important factors and education, branding and security are insignificant predictors of the consumers' satisfaction on iPad among university students in Malaysia. **Conclusion:** Therefore, this study suggests that marketers should take great weightiness in pricing their products. Moreover, continuous constant product research and development must be executed to be in par with the current quality expectations of the consumers. Indulging in good business practices and corporate social responsibility activities will help to capture the consumers' minds. Also, this study offers valuable insight into the factors that influence consumer satisfaction on iPad within the Malaysian context.

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INTRODUCTION

There are several studies that have investigated the determinants of consumer satisfaction but not many researches done on iPad Among University Students in Malaysia. Price has been the vital factor in determining the consumer satisfaction. It is difficult to generalize that lower the price of a product or service, it will boost the customers' satisfaction. Perhaps that is not the case always. Lots of researches has been conducted in price but many has not studied the tablet computing area, particularly the iPad. The correlation between iPad's price and consumers' satisfaction is a big question mark (Munnukka & Jarvi, 2008).

Consumers vary in various ways. One way is to categorize them is via education. Education level is a method to place them in groups. Most researches concentrate on consumer education which means that the emphasis is on educating consumers to be effective and sensitive customers. But not many have looked into the area of the education level of the consumers itself. An undergraduate will make purchasing decisions in a different manner than a doctorate (Paul and Rana, 2012).

Similarly, branding and its influence on consumers has been extensively researched by researches throughout the globe. But sadly, research on the same criteria in the field of tablet computing especially on iPad is very less. Furthermore, almost all brands that are available in the tablet computing market has almost the same features or plainly said as equally good (Gurbuz, 2008).

On the other hand, consumers' attitude especially university students is very hard to predict. Human have various type of attitude. Maybe due to that fact, there is not many researches on attitudes

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of consumers especially in Malaysia. In fact, the quantity of empirical studies made on university students of Malaysia in terms of consumer attitude is very less (Narteh & Frimpong, 2011).

Literature Review:

Anantharaman *et al* (2002) examined stratified random sampling analyses to determine the relationship between service quality and customer satisfaction. Questionnaires were distributed using the personal contact approach followed by periodic followups over telephone and personal visits. Service quality was found to be a distinguishable construct with customer satisfaction. On the other hand, correlations between service quality and customer satisfaction are high. Hence, service quality showed influence in consumers' satisfaction.

Maddern *et al* (2007) examined the quantitative and qualitative data techniques to forecast the impacts of business process management on customer satisfaction. The study used interviews and documentary records to obtain data. In addition, third party research company was employed to collect data via telephone interviews. Staff satisfaction exercised positive influence on customer satisfaction. In addition, technical service quality showed positive effects on customer satisfaction. Furthermore, relationship of staff satisfaction on technical service quality were significant. The relationship of technical service quality on business process management were significant too. Hence, business process management showed influence on service quality and customer satisfaction.

Munnukka & Jarvi (2008) examined the linear multiple-regression analysis technique for forecasting customers' value and the effect of perceived price on it. The study used the linear multiple-regression via the explorative factor analysis with Varimax rotation and Kaiser normalisation. Structured interview method was administered by a non-probability quota sampling. Product's visual appeal exercised positive influence on the customer value. The relationship of escapism and intrinsic enjoyment with customer value were insignificant. However, perceived price category showed a negative relationship with customers' value. Hence, perceived price showed influence in customers' value.

Melnikas & Dapkevicius (2009) examined the qualitative data techniques for forecasting price and quality effects on customer satisfaction. The study used the neuromarketing approach analysis. Two neuromarketing study cases are reviewed qualitatively. Virtual understanding of product quality based on unreliable information causes irrational purchase decisions. Weighted information has exercised influence on quality. In addition, price influences product quality that results in higher customer satisfaction. In contrast, price mediates the relationship of quality and customer satisfaction. Similarly, quality is to be conveyed via marketing instruments. Hence, price and quality via neuromarketing should be adopted to make better marketing strategies, advertising campaigns and brand building in influencing customer satisfaction.

Becher (2009) examined the qualitative data techniques for forecasting mobile devices' security. The horizons mobile device security is ever changing. Thus, device-centric investigations suggests that a device firewall with an extended installer and a remote device management receiver reduces attacks on mobile devices' operating systems. On the contrary, network-centric investigations showed that network based virus scans decreases the propagation velocity of mobile malware. As a consequence, address space randomization has been identified as a main security requirement for mobile devices. In addition, active policy enforcer boosts the security. Similarly, process logging will be a complete mobile device security package. Hence, mobile devices' security influences customer satisfaction.

Rubini (2010) examined the qualitative data techniques to forecast the role of brand in consumer behavior product. Equity differentiates the price between branded and non-branded products. Furthermore, unique positioning of brands in customers minds effects the company reputation which influences the quality of the products enables pricing strategies to be made. In addition, lovemarks can be used to develop one-to-one marketing strategies to be globally competitive. Hence, brand awareness influences the purchasing decisions.

Lymperopoulos *et al* (2012) examined the multivariate analysis technique for forecasting customers' price satisfaction. The study used the Amos 16.0 software. Questionnaires were distributed to 306 bank customers via personal interviews. Customers' intentions to switch were affected by their level of price satisfaction. On the other hand, price satisfaction is positively influenced by

transparency, price quality ratio, relative price, reliability and price fairness. Information search exercised positive influence on price satisfaction. Hence, price satisfaction showed influence in managing customer relationships.

Paul and Rana (2012) examined various multivariate analyses like with large sample size to determine the factors influencing consumer behavior towards organic food. The study used the multiple regressions, factor analysis and cluster analysis. Structured questionnaire with closed ended questions was distributed to each selected target a face-to-face interview. Consumers with high and professional education were prone to buy more organic food. On the other hand, health benefits are associated with purchase of organic food. However, non-availability of organic food was the main reason for not purchasing organic food. This was followed by high price, taste and popularity. Hence, health, availability and education level showed influence in consumer's attitude towards buying organic food.

MATERIALS AND METHODS

Based on established relationship found by Anantharaman *et al* (2002), Munnukka & Jarvi (2008), Becher (2009), Rubini (2010), Lymperopoulos *et al* (2012) & Paul and Rana (2012), a conceptual framework is developed for these variables involved in this study which consists of Perceived Price, Quality, Education, Branding, Security and Attitude as the independent variables and consumer satisfaction on iPad as the dependent variable.

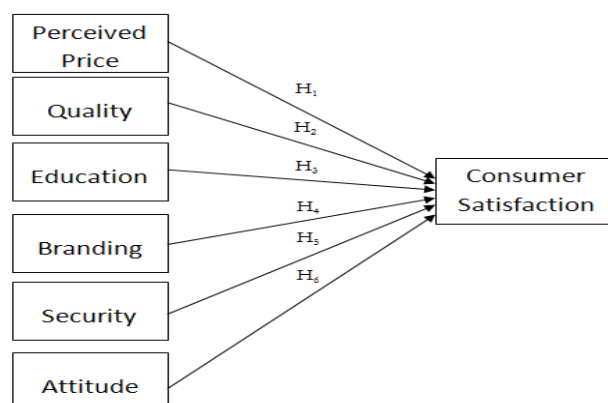


Fig. 1: The Conceptual Framework of consumer satisfaction on iPad among university students in Malaysia.

Perceived Price gives the impression to be the most vital determinants of consumer satisfaction. In any sales and purchase transactions, price that is perceived is the most influencing factor. A product might be of high quality but if the price is dirt cheap which means that the given price does not match consumers' perceived price, then consumers may drop the idea of buying too. Researchers at Stanford Graduate School of Business and the California Institute of Technology found that when a person thinks that his or her drink is a move expensive, then the brain area that experiences pleasure becomes more active when actually both costs the same (Melnikas & Dapkevicius, 2009). Based on that, the below hypothesis is devised:

H₀₁: There is no relationship between perceived price and consumer satisfaction.

H_{A1}: There is a relationship between perceived price and consumer satisfaction.

Quality and consumer satisfaction is inseparable. A product's quality is able to determine the satisfaction level of a person. This also actually implies that quality is a personal need. Furthermore, a product's concept is formulated with quality as the core basis to make it a successful venture. Therefore, quality is also an important criteria in analyzing consumer satisfaction (Lanzotti & Tarantino, 2008). Based on that, the below hypothesis is derived:

H₀₂: There is no relationship between quality and consumer satisfaction.

H_{A2}: There is a relationship between quality and consumer satisfaction.

Education level of consumer moulds one's attitudes and beliefs. It is found that knowledge is able to influence consumers' actions and decisions in purchasing (Ishak and Zabil, 2012). Consumers' with higher education level were more interested in buying organic food compared to those with much less education which means high quality product alone will not affect consumers' satisfaction. Consumers' education level determines the satisfaction level too (Paul and Rana, 2012). Therefore, based on that grounds, the below hypothesis is conceived:

H₀₃: There is no relationship between education and consumer satisfaction.

H_{A3}: There is a relationship between education and consumer satisfaction.

Branding is the ability of a firm or company to create the bonding with consumers. Branding systematically differentiates goods or services developed and produced by a firm with their competitors too (Rubini, 2010). Consequently, established brands reduces purchasing time when brand recognition has been developed (Gurbuz, 2008). As a result, branding influences consumers' satisfaction level. Based on that, the below hypothesis is hatched:

H₀₄: There is no relationship between branding and consumer satisfaction.

H_{A4}: There is a relationship between branding and consumer satisfaction.

Security of mobile devices has been always ticking in the minds of consumers and today its a vital aspect of consumers' satisfaction. Confidentiality and integrity of consumers' information is important in preventing unauthorized disclosure and modification (Becher, 2009). Basically, its not just about physically exploiting the mobile device but by eavesdropping user's mobile device via the wireless network too. These attacks are referred as software centric attacks. Its about extracting personal data of the user without the user realising it too. Eventually, consumers' concerns on security increases (Becher *et al.*, 2011). As a result, security influences consumers' satisfaction level. Based on that, the below hypothesis is designed:

H₀₅: There is no relationship between security and consumer satisfaction.

H_{A5}: There is a relationship between security and consumer satisfaction.

Consumers' attitudes are experiences that they encounter with a brand or product. Consumers' evaluations, emotions and feelings towards brand image of the product affects consumers' attitude. Knowledge about the products' country of origins' industrial development leverages consumers' satisfaction. These learned predisposition causes favourable or unfavourable attitude among consumers. Basically, consumers' dynamic interaction of affect and cognition and behavior or attitude in short sways the satisfaction level (Narteh & Frimpong, 2011). As a result, consumers' attitude influences their satisfaction level. Based on that, the below hypothesis is tailored:

H₀₆: There is no relationship between attitude and consumer satisfaction.

H_{A6}: There is a relationship between attitude and consumer satisfaction.

Simple random sampling method was adopted in this research. Simple random sampling is a probability sampling method whereby all elements in the population are considered and each element has equal chance of being chosen as the subject (Sekaran & Bougie, 2009). In this least biased method, the findings are highly generalizable. Plus, it saves time and money for the limited budget available for this research.

In this study, questionnaire is used as a data collection method to churn data from respondents due to the fact that it is less expensive and utilizes less time. In addition, distributing questionnaires personally to large groups of students allows me to introduce my research topic as well as encouraging them to be open in their responses. Besides that, respondents' doubts are clarified on the spot (Sekaran & Bougie, 2009). Data was collected within four weeks within the Shah Alam and KL Sentral campuses of Management & Science University.

RESULTS AND DISCUSSIONS

Table 1 presents the summary of descriptive statistics of the sole dependent variable and six independent variables of this study.

The Pearson Correlation test was executed via Multiple Regression analysis technique to identify the relationship between the dependent variable and the independent variables as shown in Table 2.

Table 1: Descriptive Statistics Of Variables Of This Study.

Variable	Mean	Std. Deviation	Minimum	Maximum
Consumer satisfaction for iPad usage	3.9467	.73079	1	5.00
Perceived Price	3.5383	.65713	1.5	5.00
Quality	3.7952	.58922	1.67	5.00
Education	2.74	1.058	1	5.00
Branding	3.6117	.73076	1.5	5.00
Security	3.5817	.68633	1.75	5.00
Attitude	3.6867	.85965	1.33	5.00

Table 2: Pearson Correlation Statistics.

Variable	Consumer satisfaction for iPad usage	Perceived Price	Quality	Education	Branding	Security	Attitude
Consumer satisfaction for iPad usage	1.000	.581	.551	-.009	.351	.323	.603

There is a strong positive correlation between Consumer satisfaction for iPad usage and Perceived Price. Individuals with high levels of perceived price of iPad have higher levels of satisfaction and vice versa. Similarly, a strong positive relationship exists between Consumer satisfaction for iPad usage and Quality. As the quality rises the satisfaction level increases too. However, Education level exhibits no correlation with Consumer satisfaction for iPad usage. Furthermore, there is a moderate correlation between Branding and Consumer satisfaction for iPad usage. As the branding increases, the satisfaction scores goes up as well and vice versa. Moreover, Security also displayed positive moderate correlation with Consumer satisfaction for iPad usage too. In addition, Attitude exercised strong positive relationship with Consumer satisfaction for iPad usage too.

The ENTER method regression analysis was implemented to uncover how the six independent variables determine the Consumer Satisfaction on iPad Among University Students in Malaysia.

Table 3: ENTER Method Regression Analysis.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.534	.515	.50916
a. Predictors: (Constant), Attitude, Education, Quality, Security, Branding, Perceived Price				
b. Dependent Variable: Consumer satisfaction for iPad usage				

The R-Square value is 0.534, which means 53.4% of the variation in Consumer satisfaction for iPad usage can be explained by Attitude, Education, Quality, Security, Branding and Perceived Price.

Table 4: ANOVA.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.502	6	7.084	27.325	.000 ^b
	Residual	37.071	143	.259		
	Total	79.573	149			
a. Dependent Variable: Consumer satisfaction for iPad usage						
b. Predictors: (Constant), Attitude, Education, Quality, Security, Branding, Perceived Price						

The p-value from the ANOVA (Table 4) is less than 0.001, which means that at least one of the two variables: Attitude, Education, Quality, Security, Branding and Perceived Price can be used to model Consumer satisfaction for iPad usage.

Based on the results of the ENTER method regression analysis as shown in Table 5, an estimated model is derived as **Equation 1**.

$$\begin{aligned} \text{Consumer satisfaction for iPad usage} = & 0.429 + 0.266(\text{Perceived Price}) + 0.384(\text{Quality}) \\ & - 0.016(\text{Education}) + 0.014(\text{Branding}) \\ & - 0.014(\text{Security}) + 0.315(\text{Attitude}) \end{aligned} \quad (\text{Equation 1})$$

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.429	.341		1.260	.210		
	Perceived Price	.266	.083	.239	3.199	.002	.583	1.714
	Quality	.384	.083	.310	4.644	.000	.732	1.367
	Education	-.016	.041	-.024	-.401	.689	.942	1.062
	Branding	.014	.073	.014	.196	.845	.606	1.650
	Security	-.014	.075	-.013	-.186	.853	.660	1.515
	Attitude	.315	.064	.370	4.921	.000	.576	1.738

Scatterplot

Dependent Variable: Consumer satisfaction for iPad usage

This scatterplot displays the relationship between the Regression Standardized Predicted Value (X-axis) and the Regression Standardized Residual (Y-axis). The data points are numbered, representing individual observations. The plot shows a clear linear trend, with most points clustered around the zero line, indicating that the model's predictions are generally accurate. There are several outliers, particularly at the extremes of the predicted value range, such as point 141 at the bottom left and point 101 at the top right.

In the residual plot, all the points are falling within ± 3 and the points are at random.

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.065	150	.200*	.985	150	.095

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Research Hypothesis	Validity
H ₁ , H ₂ and H ₆	Accepted
H ₃ , H ₄ and H ₅	Rejected

Based on the findings of this study, it found that there is a strong positive correlation between Consumer satisfaction for iPad usage and Perceived Price. Perceived Price exercising positive slope on consumers' satisfaction with p-value that is less than 0.05 making it a significant predictor, implies that individuals with high levels of perceived price of iPad tend to have higher levels of satisfaction and vice versa. Similarly, individuals with high levels of Quality satisfaction are inclined to have higher levels of satisfaction as Quality indicates a strong positive relationship with Consumer satisfaction for iPad usage. Hence, as the quality rises the satisfaction level increases. Quality qualifies to be a significant predictor too. Furthermore, Attitude exercised strong positive relationship with Consumer satisfaction for iPad usage too. In fact, Attitude falls into the significant predictor list. In addition, there is a moderate correlation between Branding and Consumer satisfaction for iPad usage. As the branding increases, the satisfaction scores goes up as well and vice versa. Moreover, Security also displayed positive moderate correlation with Consumer satisfaction for iPad usage too. However, Education level exhibits no relationship with Consumer satisfaction for iPad usage as there is no correlation found between the both. However, the p-values for Education, Branding and Security are more than 0.05 respectively which indicates that these variables are not significant predictors. Moreover, there is no problem of multicollinearity. Having done with the ENTER method regression analysis, Stepwise method regression analysis was performed due to the fact that variables Education, Branding and Security are found to be not significant predictors of Consumer satisfaction for iPad usage.

Based on the findings of this study that starts with the ENTER method regression analysis, it is found that there is a strong positive correlation between Consumer satisfaction for iPad usage and Perceived Price, Quality and Attitude with p-value that is less than 0.05 making it a significant predictor. Both Branding and Security displayed positive moderate correlation with and Consumer satisfaction for iPad usage. However, the p-values for Education, Branding and Security are more than 0.05 respectively implying that these variables are insignificant predictors. Education level exhibits no correlation with Consumer satisfaction for iPad usage. Hence, H_1 , H_2 and H_6 are accepted and H_3 , H_4 , and H_5 are rejected.

Conclusion:

In fact, this study has revealed that higher the price of a product, consumers' satisfaction level becomes higher. On that account, H_1 mentioned that there is a relationship between perceived price and consumer satisfaction. Kotler & Armstrong (1997) states in the case of prestige goods, consumers thought higher price meant its a better product. The result is further justified with the study of Melnikas & Dapkevicius (2009) which found that increase in the perceived price causes increased satisfaction due to increase in expectation. Therefore, H_1 is accepted. In this study, it is proven that Quality is the major factor that encourages more people to use the iPad. Accordingly, H_2 states that there is a relationship between quality and consumer satisfaction. Moreover, the result is justified with the study of Chan *et al* (2001) which found that the product's ability to be free from defect for a long period of time boosts the quality satisfaction. For that reason, H_2 is accepted. Ajzen's theory of planned behavior may provide knowledge into the relationship of education level with consumers' behavior. Conversely, H_3 laid down that there is a relationship between education and consumer satisfaction. However, in this study its found that there is neither positive nor negative relationship between education and consumer satisfaction. Education level did not make a significant impact on their satisfaction buds. It shows no correlation at all.

On the other hand, it can be deduced that iPad is able to cater all users of various education levels. This suggests that iPad may have transformed in to a household item. Hence, H_3 is rejected. Similarly, Gurbuz (2008) suggested that branding plays an important role in influencing consumer satisfaction. Similarly, H_4 professed that there is a relationship between branding and consumer satisfaction. However, in this study it's found that there is insignificant relationship between branding and consumer satisfaction. This further enhances that iPad may have transformed to a household item. It may also suggests that there are many brands available in the tablet computing market which are almost equally good and this makes consumers unfazed by the brand. Therefore, H_4 is rejected too. The iPad's security threats seems to be not a major concern of consumers' as yielded in the this study

that there is insignificant relationship between security and consumer satisfaction which does not match the results of Becher (2009).

Coincidentally, H₅ stated that there is a relationship between security and consumer satisfaction. Consumers are either not aware that their confidentiality, integrity and availability is accessed and exploited or they just couldn't be bothered about it. On the other hand, it can be assumed that consumers may have come to an acceptance of the fact that they are bound to this security threats and that they have no choice but to live with it. Thus, H₅ is rejected. In this study, it is confirmed that attitude of consumers is a learned preferential behavior. Subsequently, H₆ explains that there is a relationship between attitude and consumer satisfaction. This is justified with the study of Narteh & Frimpong (2011) which found that cognitive component, affect component and conative component influences new customers and to retain existing customers. As a result, H₆ is accepted. Thus, Attitude, Quality and Perceived Price were verified to be indeed significant predictors of Consumer satisfaction for iPad usage. Otherwise, variables Education, Branding and Security failed to be significant predictors of Consumer satisfaction for iPad usage.

The idea of having lowered the price of a product while maintaining the quality is not applicable for iPad. Consumers today begin to think or have an impression if a product is priced high or matching the consumers' perceived price, then it's worth the buy. Moreover, it can be concealed that iPad must maintain its premium price to maintain and garner more market share. Consumers judge the worthiness of the product based on the price imposed. If it is cheap which means that the given price does not match consumers' perceived price, then consumers may resort not to buy. But if the price satisfies consumers' perceived price, then there is customer in the making. Hence, marketers must place great importance in pricing their products. A product's quality determines the satisfaction level of a customer. Quality is something that iPad can never overlook. In plain words, customer experiences derive or influence largely from the quality that they experience or receive from the product they use. Furthermore, consumers, university students in particular as they are the subjects of this research, look for reliability of the product which determines the satisfaction level. In addition, the user friendliness of the iPad which is suitable for all age groups makes it a hassle-free tablet.

Therefore, iPad developers or any product developers must emphasize on quality in the entire development cycle. A continuous enhancement is a needed trump card in this sector. Moreover, the consumer dynamics, especially university students, are constantly or almost rapidly evolving which makes the definition of quality being revolutionized within the customers' viewpoint. Thus, constant research and development must be carried out end to end to meet the quality expectations of the customers. Attitude of consumers towards a product chalks the successfulness of a product to a large extent. Consumers' attitude towards a product is via direct experiences coupled with the marketing hype surrounding them. In addition, word of mouth spices it up too. Basically, consumers' attitude can be moulded if the marketing strategy is placed in a favourable manner. Attitude of consumers shapes the satisfaction level due to the fact that emotions and feelings towards the iPad are the main factors influencing it. Hence, companies wanting to market their products must place great emphasis on emotional intelligence to capture the consumers' minds which can be done via good business practices and corporate social responsibility activities. Hence, new companies wanting to make their foray into the tablet computing market need to focus more on Quality, Price and consumers' Attitude. Above all, Apple must watch their consumers' Attitude and their product, iPad, its Quality and Price to maintain and expand their market share.

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