

## **PRODUCT ATTRIBUTES AND CUSTOMER SATISFACTION OF GSM PHONE USER AMONG STUDENTS IN EKITI STATE TERTIARY INSTITUTIONS**

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### **ABSTRACT**

The study was conducted to investigate the influence of product attributes on overall customer satisfaction among mobile phone users in Ekiti state tertiary institutions. The study population was limited to three selected tertiary institutions in Ekiti state with a sample size of 450 undergraduate students of the three selected tertiary institutions. Seven factors of mobile phone attributes were identified: brand and country, common functions, connectivity, body design, Personal Information Management (PIM) functions, product durability and multi-media functions. Cronbach alpha with co-efficient of 0.6 was used to measure the internal consistency of each factors. The data collected were analyzed using descriptive and inferential statistics. The results of the analyses reveal a significant positive correlation ( $p < 0.05$ ) between product attributes and customer satisfaction among mobile phone users. The value of  $R = 0.492$ ,  $R^2 = 0.242$ , Adjusted R square = 0.207 and  $F = 4.854$  confirm this result. This study concludes that mobile phone users can differentiate between the mobile phones' features hence they decide on the one that best satisfy their needs using the attributes as key determinants when making purchase decision. It is recommended that marketing organizations should use this basis as platform to position their products.

**Keywords:** GSM, product attributes, phone users, customer satisfaction.