



Consumer Innovativeness in Consumer - Company Relationship and Mediating Role of Consumer Value: An Empirical Study of Cell Phone Users in Pakistan

Shahid Rasool^{1*}, Asif Ayub Kiyani², Fadilah Binti Siali³, Hiram Ting⁴, Mahani Mohammad Abdu Shakur⁵

¹Faculty of Economics and Business, Universiti Malaysia Sarawak, Kuching, Sarawak, Malaysia, ²Faculty of Management and Human Resources, National University of Science and Technology, Islamabad, Pakistan, ³Faculty of Economics and Business, Universiti Malaysia Sarawak, Kuching, Sarawak, Malaysia, ⁴Institute of Borneo Studies, Universiti Malaysia Sarawak, Kuching, Sarawak, Malaysia, ⁵Faculty of Economics and Business, Universiti Malaysia Sarawak, Kuching, Sarawak, Malaysia.

*Email: shahid.rasool24@gmail.com

ABSTRACT

The aim of this study is to find out the relationship between the company image, company trust, consumer value and consumer innovativeness behavior. It focuses on how the company image and company trust influence the consumer value and consumer innovativeness behavior with respect to consumer independent judgment making and consumer novelty seeking. The research design of the study was cross-sectional and exploratory. The data were collected through a questionnaire from university students who were cell phone users. Consumer value has partially mediated between company image, company trust and consumer innovativeness behavior. The results showed the significant impact of company image and company trust on consumer innovativeness behavior rather than consumer value. Marketing manager and policy makers are willing to pay much attention to increase to the maximum consumers of their company's products. Cell phone companies demand young buyers who are frequently changing their cell phones. Hence, this study gives a new aspect to enhance the cell phone consumer with the help of increasing the company image and company trust, instead of focusing on consumer values.

Keywords: Company Image, Company Trust, Consumer Value, Consumer Innovativeness Behavior

JEL Classifications: D1, M3

1. INTRODUCTION

The size and profits of companies are dependent on the presentation of new products and services in the market. However, launching and making a success of new products and services are the critical job of the marketing department of a company (Dobre et al., 2009). A larger proportion of new products and services are proved unsuccessful during their arrival in the market, consequently, out from the it (Booz Allen and Hamilton, 1982). In accordance with Booz Allen and Hamilton (1982), when a company introduced five new products from that five only one won the hearts of the consumers (Booz Allen and Hamilton 1982). Several survey reports show that 80% of products are successful out of 5000 products which are newly launched in a year (Engel et al., 1990).

Cell phone markets are showing a mature look in many countries of the world (Wang et al., 2005). Cell phone users are changing their mobiles frequently due to a few reasons such as: Adoption of telecom services, mobile breakage and fashion (Wang et al. 2005). Nevertheless, cell phone manufacturing companies are also active in introducing new products frequently as per the desire of consumers (Wang et al., 2005).

Nevertheless, consumers who follow the fashion simply replace the existing cell phone with a new one. Consumers who change their cell phones frequently display innovative behavior (Wang et al., 2005). Those consumers called innovators (Wang et al., 2005; Foxall, 1984; Gatignon and Robertson, 1991; Kotler, 1994. Ch. 14). Company managers are fully aware that innovator