Performance and consumer satisfaction with mobile telecommunications

Marcus Wilcox Hemais*
Faculdades Católicas,
Departamento de Administração (IAG),
Marcus Wilcox Hemais,
Rua Marques de São Vicente, 225,
22451-900, Rio de Janeiro, RJ, Brazil
Email: mhemais@gmail.com
*Corresponding author

Victor Manoel Cunha de Almeida
The Federal University of Rio de Janeiro (UFRJ),
COPPEAD Graduate School of Business,
Rua Pascoal Lemme, 355, Cidade Universitária,
21941-918 - Rio de Janeiro, RJ, Brazil
Email: valmeida@coppead.ufrj.br

Abstract: Research findings show that the process of consumer satisfaction formation depends on the type of product or service being offered. Nevertheless, few studies have investigated if satisfaction varies among different consumer segments. The present paper aims to verify if the expectation disconfirmation model – original from a developed economy – can be used to explain the satisfaction of consumers with mobile telecommunications services in Brazil, an emerging economy with market conditions different from those in developed economies; and also whether consumer income influences satisfaction perception. The expectation disconfirmation model was tested with a sample of 1,028 college students, users of mobile communications services. The data was analysed using descriptive statistics, exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The results show that performance, differently from expectations, has a significant influence on consumer (dis)satisfaction with mobile telecommunications services. Also, expectations, performance perception and (dis)satisfaction levels do not vary among different income consumer groups.

Keywords: satisfaction; performance; mobile telecommunications; income; expectation.