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# Self-expression, group affiliation, pleasure and memory as predictors of consumer product attachment and satisfaction among mobile phone users

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## Abstract

In the post-purchase behaviour of a product, there are challenges with change in the degree of consumer product attachment, and these challenges affect consumer product satisfaction overtime. This study investigated how self-expression, group affiliation, memory, and demographic variables predicted consumer product attachment and satisfaction among mobile phone users in Ibadan. Three hundred students of the University of Ibadan were selected using convenient random selection. Their mean age was 20.7 and standard deviation of 2.52. A structured questionnaire consisting of the socio demographic section, measure of self-expression, group affiliation, memory, pleasure, consumer attachment and product satisfaction was used to collect the data. Using multiple regression analysis, the results showed that self-expression, group affiliation, memories and pleasure jointly predicted consumer attachment among mobile phone users,  $F(4,299) = 48.47; P < 0.05$ ) and they contributed 40% to the variance of consumer attachment. Self-expression ( $\beta = 0.26, t = 4.44, P < 0.05$ ), memory ( $\beta = 0.29, t = 4.97, P < 0.05$ ), and pleasure ( $\beta = 0.28, t = 5.01, P < 0.05$ ) independently predicted consumer attachment while group affiliation did not. In addition, self-expression, group affiliation, memories and pleasure jointly predicted product satisfaction,  $F(4,299) = 39.79; P < 0.05$ ) and they contributed 35% to the variance of product satisfaction. Pleasure ( $\beta = 0.596, t = 10.35, P < 0.05$ ) independently predicted product satisfaction while self-expression, group affiliation and memory did not. Furthermore, age, gender, mobile type, ethnicity and religion did not jointly and independently predict consumer product satisfaction. These findings have implication for mobile phone manufacturers in terms of product improvement and building a strategic marketing channel that would meet the needs of global consumers.

**Keywords:** Self-expression, Group affiliation, Pleasure, Product attachment, Product satisfaction

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## 1. Introduction

Research on consumer behavior primarily focused on purchase behavior and not so much on attachment behavior. Consumer behavior also known as consumer psychology is the study of when, why, how, and where people do or do not buy a product (Blackwell et al., 2007). Product attachment on the other hand is defined as the degree of an emotional bond a consumer experiences towards a product (Mugge, 2007; Schifferstein and Pelgrim, 2008). The stated product attachment definition implies an emotional tie between the owner and the object, that a specific product has a deep and important meaning to the owner. When individuals become emotionally attached to objects, they are more likely to care for, protect and to postpone the disposal or replacement thereof as long as possible (Schifferstein and Schoormans, 2006; Schultz et al., 2010). In other words, people experience more protective behaviours toward objects they are attached to (Belk, 2010). Interpersonal relationships suggest, that attachment is an emotion-laden that targets-specific bond between two persons (Bowlby, 2007). To understand consumers' attachment behavior calls for more knowledge concerning the relationship that the consumer has with products during ownership. Knowledge and understanding of the emotional bond between consumers and products can enlighten ways of enhancing the consumer-product attachment. Enhanced attachment could then be a possible strategy to slow down product life cycles (Hemel and Brezet, 2008).

Carroll and Ahuvia (2006) suggest that simply providing satisfying experiences might be insufficient for long-term. Researchers suggest that companies likely fail to build consumer satisfaction due to their inability to enhance consumer-product attachment. Does this product meet the satisfaction of the consumer, will this satisfaction enhance consumer-product attachment and how will the consumer-product relationship evolve over time?

Klein and Baker (2009) suggested that product attachment is conceptually distinct from materialism, involvement, brand attachment, and attitude toward the object. While materialism refers to consumers' tendency to be attached to possessions in general (possessiveness), product attachment is typically concerned with a specific or product variant (Wallendorf and Arnold, 2010). Additionally, product attachment differs from the construct of involvement (Bloch, 1997; 2004), because involvement is generally conceived as the importance of a whole product category to a person (Ball and Tasaki, 1992). Furthermore, product attachment is conceptually distinct from consumer-product relationships (Fournier, 2006), because the latter implies that consumers develop relationships with products, rather than with specific objects (Klein and Baker, 2009).

Consumer product satisfaction also known as customer satisfaction is a post-purchase evaluation of a service offering (Oliver, 1997). A traditional definition of customer satisfaction followed the disconfirmation paradigm of consumer satisfaction/dissatisfaction (CS/D), suggesting that CS/D is the result of an interaction between the consumer's pre-purchase expectations and post purchase evaluation (Oliver, 1997). Anton (1996) defined customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the product's life have been met or exceeded, resulting in future repurchase and satisfaction.

In another view, consumer product satisfaction also known as customer satisfaction is a term frequently used in marketing; a measure of how products and services supplied by a company meet or surpass customer expectation. According to this view, customer satisfaction is defined as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals (Farris et al., 2010). Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, an attribute or any of these (Padilla, 2010). Wreden (2010) completely avoids "satisfaction" as a measurement objective because it is "too fuzzy an idea to serve as a meaningful benchmark". Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience. For example, methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to questions such as, "how well did your physicians keep you informed?" Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to "concentrate on a goal that is more closely linked to customer equity." Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable (Wreden, 2010).

There is a relationship between consumer satisfaction and consumer-product attachment. Research carried out by Adams-Price and Greene, (1990) has shown that if a consumer is satisfied with their product, such a consumer will likely be emotionally attached to the product. The various determinants of consumer satisfaction and consumer-product attachment include among others self expression, group affiliation, memory and pleasure.

Self-expression stems from people's need to express their personal identity and is generally defined as personal characteristics that distinguish an individual from others (Solomon, 2010). It could also be called Self-identity and Individuality. In consumer literature, Carroll and Ahuvia (2006) defined self-expression as a consumer's perception of the degree to which the specific individual enhances one's social self and/or reflects one's inner self. Accordingly, people are motivated to establish and communicate a personal identity, distinct from that of others. The use of products is one way by which an individual can symbolically display one's individuality to oneself and to others (Solomon, 2010). For example, a person's clothing expresses who he/she is, as an individual. Self-expression has been linked to attachment in that people tend to develop stronger attachments to products that are used to express and maintain a personal and unique identity (Klein and Baker, 2009; Wallendorf and Arnould, 2010).

A recent vehicle for self-expression involves the ability to customize company offerings to reflect individuals' personal preferences on a product. In addition to expressing their identity through choice, customers often engage in acts of self-expression by customizing products to reflect their self-concept and identity. Such self-expressive acts are ubiquitous. They can involve selecting the ringtone of a mobile phone or customizing the background of a computer, mobile phone, the face of a credit card, and the look of a T-shirt, sneakers, or a backpack. The rapid growth of social media and peer-to-peer communications present

another opportunity for self-expression. Facebook, YouTube and Twitter provide customers with an environment in which they can voice their opinions and find other people that share the same interests, thus enriching their social identity.

Recent developments in internet technology and mobile communications have further contributed to customers' ability to express their identity by allowing customized media content 24 hours a day and seven days a week. Portable multimedia devices such as the iPod, iPhone and iPad have made it easy for consumers to listen to their music of choice, follow the performance of their favorite sports team, and watch their favorite television shows whenever and wherever they choose. This unprecedented access to personally relevant self-expressive offerings and information raises the question of how this increase in the means of self-expression—both in terms of number and access—sways consumer preferences.

Group affiliation has been explained to be group membership which results from people's need for being a member of a particular group. People experience a need to be connected, joined, associated and involved with others (Berger and Chip, 2006). Products that support group affiliation define groups of people an individual belongs to and ownership of the product connects an individual to a group. This may enhance the product users' satisfaction (Berger et al., 2006). Such groups are usually social in nature, for example cultural, ethnic, religious, family and peer groups. They symbolize a person's desirable connections to family members, friends, or social groups (Kleine et al., 2010). Group affiliation with product attachment yields a sense of belonging. If in a group there is access to the same product, communication is made easy and every group member has the opportunity to participate and enjoy the sense of belonging to the group (Childers and Rao, 2010). Specifically, peer group is another membership group which represents people of the same age, friends, neighbours or colleagues. The stronger the relations between peer group members, the more similar their product attachment behavior, especially with the use of durable goods (Reingen et al., 2009).

However, with memory, a product can remind a person of people, events or places that are important to that particular individual. It can help him/her to maintain a sense of the past, which is essential to define and maintain one's identity. Part of who we are today is the result of who we were in the past. For example, a souvenir can remind someone of a favorite past travel experience (Belk, 2010). Due to the physical association between the product and a special person or place in the past, the product gained symbolic meaning for the owner (Belk, 2010). Products can be associated with both positive and negative memories. An example of the latter is a product that serves as a memento from hard times. However, people are more likely to become attached to possessions that are associated with pleasant memories, because people want to preserve the happy moments of life (Belk, 2010). Accordingly, the current study focuses on positive memories.

In the case of pleasure, it has its innate pleasure and pain responses. It includes pleasure experienced during usage of a product as a result of superior functionality, aesthetic pleasure derived from the product's appearance, or pleasure resulting from such benefits as entertainment and relaxation. An example is a person who enjoys his high-quality stereo because it provides a great sound. Schifferstein et al. (2004) found empirical evidence for the effect of pleasure on product attachment. Looking at the relationships between

product attachment, satisfaction and pleasure, they are processes by which a product's utility and appearance is used in determining pleasure.

Various researches have been done on the relationship between consumers and the use of the product. Nevertheless few studies have been creating an interest on how self-expression, group affiliation, memory and pleasure change the degree of consumer product attachment over time, and how they are partly responsible for the product satisfaction especially in an interactive manner. Therefore, the purposes of this study are:

- i. To examine if self-expression, group affiliation and memory will independently and jointly predict product attachment among the mobile phone users.
- ii. To examine if self-expression, group affiliation and memory will independently and jointly predict consumer satisfaction among mobile phone users
- iii. To know if age, gender, mobile type, ethnicity, and religion will independently and jointly predict product attachment among the mobile phone users.

All these are presented diagrammatically in the conceptual framework of Figure 1.

### 1.1. Design

The study is a survey research because the researcher utilized a structured questionnaire for quantitative data collection from the participants. Therefore, ex-post facto research design was adopted for the purpose of the study. This is because instead of creating the treatment in an experiment, the researcher examined the effect of a naturally occurring treatment after it has occurred (Landman, 1988). The independent variables are self-expression, group affiliation, memory, pleasure and demographic (age gender, religion type of mobile, and ethnicity) variables while the dependent variables are consumer satisfaction and Consumer product attachment.

### 1.2. Settings

The participants of this study were the mobile phone users and samples were drawn from the undergraduate students of the University of Ibadan, Ibadan, Oyo State Nigeria. Among the group of people using mobile phone are university students. This group can be said to have craze for changing or acquiring phones at will probably as an act of trying to "belong to" a particular class or group.

## 2. Methodology

### 2.1. Participants

The participants were selected through convenient random selection across eleven faculties in the institution. A total of three hundred (300) participants drawn across the faculties in the University of Ibadan

participated in the study. Of the total number of participants, 173 (57.7%) were females while 127 (42.3%) were males. 161 (53.7%) of the participants were within the ages of 16 to 20 years, 129 (43.0%) within the ages of 21 to 25 years and 10 (3.3%) were within the ages 26-30.

One hundred and eighty one (60.3%) of the participants use Nokia, 57 (19.0%) use Blackberry, 43 (14.3%) use Samsung, and others [Techno users are 8 (2.7%), 7 (2.3) use LG and 4 (1.3%) use iPhone].

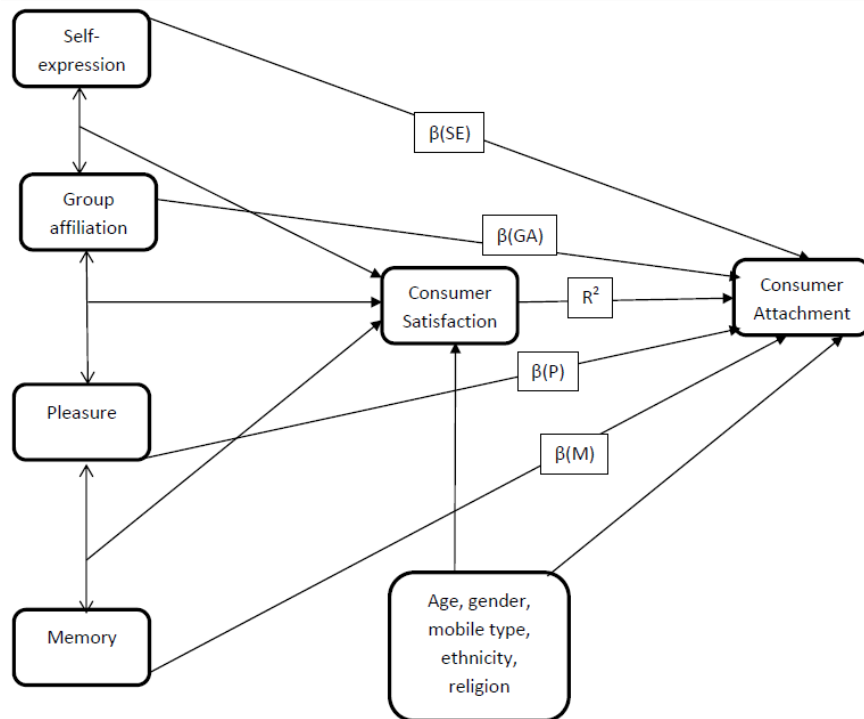


Figure 1. Conceptual Frame Work

$\beta(SE)$  : independent Influence of Self-expression on Consumer Attachment

$\beta(GA)$ : independent influence of Group affiliation on consumer Attachment

$\beta(P)$  : independent Influence of Pleasure on Consumer Attachment

$\beta(M)$ : independent influence of Memory on Consumer Attachment

$R^2$ : consumer satisfaction as moderator variable having Joint influence of the IVs on Consumer attachment

## 2.2. Instruments

A structured questionnaire was developed by the researchers to collect data for the study. The questionnaire comprises of seven (7) sections and they are section A, B, C, D, E, F and G. The description of the questionnaire is outlined below:

**Section A** was used to collect socio-demographic information of the participants, which consist of age, gender, level of study, faculty, type of mobile phone, ethnicity and religion.

**Section B** measured self-expression and the scale that was used to measure it was the Self Extension Scale (SES) by Ball and Tasaki (1992). It is an 8 item scale with Cronbach' Alpha reliability coefficient of 0.71. A 5-point Likert scale from strongly disagree = 1, disagree = 2, neither disagree nor agree= 3, strongly agree = 4 and agree = 5 were used. The highest score of five indicates a high level of self-expression derive from using a mobile phone. For the purpose of this study, the scale item used was 8 items and Cronbach's alpha reliability coefficient of 0.85, which made it highly suitable for use.

**Section C** measured Group Affiliation and the Scale that was used for the measurement is the University Attachment Scale (UAS) by Prentise et al. (1994). It is a 9 Item scale with an internal consistency of 0.87. A five-point Likert scale from not at all = 1, slightly = 2, moderately = 3, Very = 4, and extremely = 5 was used. The highest score of five indicates a high level of been affiliated to a group when the participant uses the mobile phone. For the purpose of this study 9 items were used and we have a good internal consistency (Cronbach's alpha = 0.84).

**Section D** measured Memory and the scale that was used to measure memory is Temporal and Corporal Indexicality scales (TCIS) by Grayson and Shulman (2000). It is a 12 items scale ( $\alpha = 0.92$ ) with a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). High score of five indicate a good memory derived is from using a mobile phone. For the purpose of the study, 11 items scale was used and Cronbach's alpha reliability coefficient of 0.87 was obtained.

**Section E** measured Pleasure and the scale that used to measure it was Consumer Enjoyment Scale developed by Schifferstein and Pelgrim (2008). It is a 7 items scale ( $\alpha = 0.81$ ) with a 5-point Likert scale from strongly disagree = 1, disagree = 2, neither disagree nor agree = 3, strongly agree = 4 and agree = 5 were used. The highest score of five indicates a high level of positive pleasure derived from using a mobile phone. The 7 item scale has a Cronbach's alpha score of 0.85, which made it highly suitable for use.

**Section F** measured degree of consumer attachment and the scale that was used to measure it, is the Consumer Attachment Scale developed by Schifferstein and Pelgrim (2008). It is a 9 Items Scale ( $\alpha = 0.87$ ) with a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Item 4 and 5 in this section have reverse scores so there 5 point Likert Scale range from 5 (strongly disagree) to 1 (strongly agree). The highest score of five indicates a high level of consumer attachment derived from using a mobile phone. The 9 item scale has a Cronbach's alpha reliability coefficient of 0.74, which made it highly suitable for use.

**Section G** measured Consumer satisfaction and the scale that was used for the measurement is the Client Satisfaction Questionnaire (CSQ-8) developed by Attkisson and Zwick (1982). It is an 8 item scale with Cronbach's alpha 0.79-0.96. A 5-point Likert scale from Strongly Dissatisfactory = 1, Dissatisfactory =2, Uncertain = 3, Satisfactory = 4, and Strongly Satisfactory = 5. The highest score of five indicates a high level of product satisfaction derive from the mobile phone usage. The 8 items scale has a Cronbach's alpha score of 0.86, which made it highly suitable for use.

### 2.3. Procedure

The researcher administered the questionnaires to the undergraduates in their various halls of residents with the permission from the hall authorities. The participants cut across all levels of undergraduate students. The researchers addressed the students in their Hall common room and explained the purpose of the study to them, then sought their consent in participating in the study before the questionnaires were filled out. Interviews were also conducted among the participants that took part in the study using a tape recorder.

### 3. Results

As shown in Table 1, the exogenous factors (i.e. self-expression, group affiliation, memory and pleasure) jointly influence consumer product attachment among mobile phone users. [ $F(4,299) = 48.47$ ;  $R^2 = 0.4$ ;  $P < 0.05$ ].

Table 1. Summary of regression analysis showing the independent and joint prediction of Self-expression, group affiliation, memory and Pleasure on consumer product attachment among mobile phone users.

Variables	B	T	P	R	R <sup>2</sup>	F	P
Self-Expression	0.26	4.44	P<0.05	0.63	0.4	48.47	P<0.05
Group affiliation	-0.81	-1.44	Ns				
Memory	0.29	4.97	P<0.05				
Pleasure	0.28	5.01	P<0.05				

The exogenous factors jointly contributed 40% to the variance of consumer product attachment among mobile phone users. The result further showed that group affiliation did not independently influence consumer product attachment among mobile phone users ( $\beta = -0.81$ ,  $t = -1.44$ ,  $P = ns$ ). Self-expression independently influenced consumer product attachment ( $\beta = 0.26$ ,  $t = 4.44$ ,  $P < 0.05$ ). This result implies that Individuals tend to express or identify themselves overtime when they are emotionally attached to a particular mobile phone. The analysis also showed that memory also independently influenced consumer product attachment among mobile phone users ( $\beta = 0.29$ ,  $t = 4.97$ ,  $P < 0.05$ ). The result also showed that Pleasure independently influenced consumer product attachment among mobile phone users ( $\beta = 0.28$ ,  $t = 5.01$ ,  $P < 0.05$ ).



As shown in Table 2, the exogenous factors (i.e. Self-expression, group affiliation, memory and Pleasure) jointly influence consumer product satisfaction among mobile phone users. [F (4,299) = 39.79; R<sup>2</sup> = 0.35; P < 0.05].

Table. 2 Summary of regression analysis showing the independent and joint prediction of Self-expression, group affiliation, memory and Pleasure on consumer product satisfaction among mobile phone users

Variables	B	T	P	R	R <sup>2</sup>	F	P
Self-Expression	-0.029	-0.49	Ns	0.592	0.35	39.79	P<0.05
Group affiliation	-0.002	-0.027	Ns				
Memory	0.023	0.369	Ns				
Pleasure	0.596	10.35	P<0.05				

The exogenous factors jointly contributed 35% to the variance of consumer product satisfaction among mobile phone users. Further analysis showed that Pleasure independently influenced consumer product satisfaction among mobile phone users ( $\beta = -0.596$ ,  $t = -10.35$ ,  $P < 0.05$ ). Self-expression ( $\beta = -0.029$ ,  $t = -0.49$ ,  $P = ns$ ), group affiliation ( $\beta = -0.002$ ,  $t = -0.027$ ,  $P = ns$ ) and memory ( $\beta = 0.023$ ,  $t = 0.369$ ,  $P = ns$ ) respectively did not independently influenced consumer product satisfaction among mobile phone users.

Further analysis on socio-demographic factors such as age, gender, mobile name, ethnicity and religion's influence either jointly and/or independently on consumer product attachment among mobile phone users was conducted.

As shown in Table 3, there was no significant independent and joint predictive influence of age, gender, mobile phone type, and religion on consumer product attachment among mobile phone users. [F (5,299) = 1.149; R<sup>2</sup> = 0.19; P > 0.05]. There was also no influence of these variables on consumer satisfaction as shown in Table 4.

As shown in Table 4, age, gender, mobile phone type, ethnicity, and religion did not jointly influence consumer product satisfaction among mobile phone users. [F (5,299) = 0.773; R<sup>2</sup> = 0.013; P = ns]. Further analysis showed that the Demographic variables did not independently influence consumer product satisfaction among mobile phone users (age,  $\beta = 0.001$   $t = 0.025$ ,  $P = ns$ ; Gender,  $\beta = 0.100$   $t = 1.670$ ,  $P = ns$ ; Mobile phone type,  $\beta = -0.043$   $t = -0.745$ ,  $P = ns$ ; Ethnicity  $\beta = -0.039$ ,  $t = -0.671$ ,  $P = ns$  and religion,  $\beta = 0.024$   $t = 0.406$ ,  $P = ns$ ).

Table 3. Summary of regression analysis showing the independent and joint prediction of age, gender, mobile name, ethnicity and religion on consumer product attachment among mobile phone users.

Variables	B	T	P	R	R <sup>2</sup>	F	P
Age	-0.033	-0.543	Ns	0.138	0.19	1.149	ns
Gender	0.021	-0.358	Ns				
Mobile name	0.009	0.159	Ns				
Ethnicity	-0.023	-0.401	Ns				
Religion	0.136	2.303	Ns				

Table 4. Summary of regression analysis showing the independent and joint prediction of age, gender, mobile name, ethnicity and religion on consumer product satisfaction among mobile phone users

Variables	B	T	P	R	R <sup>2</sup>	F	P
Age	0.001	0.025	Ns	0.114	0.013	0.773	ns
Gender	0.1	1.67	Ns				
Mobile phone	-0.043	-0.745	Ns				
Ethnicity	-0.039	-0.671	Ns				
Religion	0.024	0.406	Ns				

#### 4. Discussion

The empirical study showed that self-expression, group affiliation, memories and pleasure jointly predicted consumer product attachment among mobile phone users while only group affiliation did not independently predict consumer product attachment. These results support other works on product attachment in which a relationship between product attachment and defining the self was proposed (e.g., Ball and Tasaki 1992; Kleine et al. 2010). In addition, we extend and corroborate the study of Schifferstein et al. (2004), who found significant effects for the determinants memories and enjoyment (= pleasure) on the degree of product attachment. We can not say specifically why group affiliation did not independently predict consumer attachment, but being students population, there was no need to identify with any other group other than students like themselves.

Also, self-expression, group affiliation, memories and pleasure jointly predicted consumer product satisfaction among mobile phone users while it was only pleasure that independently predicted consumer

product satisfaction. This work confirms other works that consumers are more likely to form and maintain strong emotional attachment to firms, satisfaction of brands and people that help them define themselves and retain a self-identity (Carroll and Ahuvia, 2006). Literature in the field of product design corroborates that pleasure is affected by utilitarian and appearance-related aspects of the product, and may positively affect satisfaction (Jordan, 2008).

Nigeria being a multi-ethnic group, was thought would reflect in the satisfaction expressed by consumers in the product affiliation/choice as observed by Chin-Hung and Wei-Shih (2010). The study showed us that the age, gender, mobile name, ethnicity and religion did not independently and jointly predicted consumer product attachment among mobile phone users. Contrary to the survey of Chin-Hung and Wei-Shih (2010) who conducted a research on the effect of channel type using healthy food industry, the study was conducted among 150 respondent who come to buy food items in a major glossary shop in Taiwan and it showed that demographic variable like age, gender, position and income may significantly influence consumer's choice of channel types, perception of service quality and attachment to the product. The demographic variables are of great importance in such a way that gender can use the same phone and at different age consumer use different phone which might not serve as great important to the user.

## 5. Conclusion

This study revealed that self-expression, group affiliation, memory, and pleasure jointly predicted consumer product attachment. Self-expression, memory and pleasure independently predicted consumer product attachment but group affiliation did not. This implies that using the selected mobile phones, brings about high self-expressiveness (unique identity) of the consumer within the society. The necessary features of the phone (like camera for picture and video) enable the consumer to keep the information of events and recall those memorable days when the time comes. The physical appearance of the phone makes the phone attractive to the consumer and this makes the consumer to be attached to the mobile.

The results also showed that self-expression, group affiliation, memory and pleasure jointly predicted product satisfaction whereas it was only pleasure that independently predicted product satisfaction. This implies that it is possible that having self-expression, group affiliation, memory and pleasure together bring about product satisfaction among mobile phone users. But pleasure makes customers more satisfied because of the physical look or appearance (attractiveness) and utility (functionality) of the phone.

In conclusion it was observed that there is a relationship between consumer satisfaction and consumer attachment. This suggests that once a consumer is highly satisfied with a particular mobile phone there is a tendency that overtime he will be emotionally attached to that particular mobile phone.

## 6. Recommendations

The Findings of this study have shown that self-expression, group affiliation, memory, pleasure and demographic variables play significant roles in consumer product attachment and product satisfaction

among mobile phone users. These are of great importance to post purchase behaviour of mobile phone users. So the mobile phone manufacturer should note the following recommendations as a means of feedback for better improvement on their product.

It was observed that most of the mobile phone users are interested in the appearance of the phone, so it is very important that the manufacturer package the outlook of the mobile phone to make it more attractive to the consumer. In order to promote consumer loyalty as a result of consumer satisfaction, the mobile phone manufacturer should look into utility of the various parts of the phone (e.g. the battery, screen, internet access) so that the consumer will be able to enjoy the facilities on the phone resulting in product satisfaction and attachment.

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