A Conceptual Study on Consumers' Purchase Intention of Broadband Services: Service Quality and Experience Economy Perspective

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Abstract

Not only the organization needs empirical data but also they need a model to understand how to integrate service quality and experience economy concepts to discover the customer's behavioural intention to select a service provider. The purpose of this conceptual paper are to critically review and identify the gaps in current literature on service quality and experience economy, building relationship between functional quality; technical quality; experience economy towards customer's behavioural intention in selecting a broadband internet service operator when service quality and consumer's perception play as a mediating variable. The proposed conceptual framework assist broadband internet service providers to understand how technical and functional quality; peak experience can contribute to understand the consumer's behavioral intention in selecting a broadband service operator's services. In addition this paper presents an analysis in various aspects of service quality and experience economy and come up with a conceptual framework which may value to researchers in consumer behavior field and mangers in marketing field to provide better service quality to the end users.

Keywords: consumers' perception, service quality, technical quality, functional quality, experience economy, consumers' purchase intention

1. Introduction

In recent time the existence use of cellular phone and internet technology play as a major role in development of economy and social life (O'Leary & O'Leary, 2005). Because of the stiff competition between the current broadband players; it is worth to understand which service quality attributes can create more impact on consumer's intention to select a broadband internet service operator. For instance: according to Malaysian Communications and Multimedia Commission (SKMM) (2010) Malaysia is in fact amongst the earliest to overhaul its regulatory framework,which led to the creation of the SKMM in 1998, the Telecommunications Act 1950, Broadcasting Act 1998 were repealed and replaced by the Communications and Multimedia Act 1998. With the new industry structure established 10 years ago, the Government undertook numerous proactive initiatives to revamp Malaysia's communications and multimedia industry to enable a knowledge driven economy which would enable Malaysia to become a developed nation by the year 2020. Realizing that this target could not be achieved in a single leap the Government introduced supporting and complementary programmes along the way to help the country move towards its 2020 target.

Now days, broadband service operators are facing serious challenges in a fast-changing multi-technology network environment. It is essential that broadband internet service operator need to respond promptly with the changing technology to satisfy customer's needs and reduce their operational expenditure. As a result, Broadband operators have opportunity to make efforts on offering advanced service quality to improve customer satisfaction. As a consequence given the importance of consumer's perception in broadband business and the recent development of information and technology businessa critical research agenda that requires attention of understanding the perception of consumerstowards their services and the factors those are influencing in the choice of the providers is an important phenomenon. According to Noble et al., (2009) consumers are being targeted as 'special' consumers and this impacts their thought processes and consumption patterns. Roberts and Manolis (2000) argued about consumer are not act as same in everytime. Successful marketing strategy is

depending on a clear understanding of the consumers' mind before, during and after a purchase. In 2008 (OECD) has reported that consumers' behavioral intention in choosing the broadband internet services. However Kotler (2003) stated that satisfaction is a feeling of happiness or distress resulting from comparing a product's perceived performance in relation to the expectations

The key of interest in this research is to examine what is actually going on in the behavior of consumers' in selecting an operator services. The examination will be emphasized on two aspect service quality expectation and consumers' experiences. There is a significant research gap exist in building the model that combine both service quality and economic experience in the selection of a services. Above all, in any develop country like Malaysia, empirical research is lacking thus contributing to the need for new knowledge in this area is essential. The present study aims to gather previous empirical research on service quality; economic of experience; perception and consumers behavioral intention which ultimately helped the researchers in this study to draw a conceptual framework for further empirical test under the broadband internet services industry.

The paper proceeds as follows. First, the researchers review existing literature concerning the service quality and economic of experience construct in the area of marketing. In this study the researchers continue by developing theoretical mechanisms which combine both service quality attributes and experience economy to construct a theory to further empirical test. The researchers in this study bring these foundations to the consumer behavior context and apply them to the model of consumer's purchase intention to show the role of service quality and experience econmy towards the purchase intention. Finally, practical implications are discussed.

This research would make a useful contribution to the broadband industry players and the literature on consumer behavioral research. This research is important because the study of behavioral aspects of consumers' is of great importance for marketers which can be apply by them to find out the consumers' ultimate needs in this particular sector.

2. Conceptual Frame Work Development

The following section will highlight the detail overview of service quality and its varius form under the perspective of consumer's perception and purchase intentention.

2.1 Service Quality and Consumer Perception

Customer perception is a process of receiving, organizing and assigning information which is influenceing a customer to buy any products or services (Strydom et al., 2000). According to Brady and Cronin (2001) customer perception is the combination of technical and functional quality of a products or services. Customer's perception also related with five characterstics of quality such as tangibility, reliability, empathy, assurance, responsiveness. To make a customer satisfied and loyal a company should arrange the delivery of services so that customers experience can above of their expectation (Wilson, et al., 2008). Customer's perceptions towards the quality can be measured after the consumtion of a services or observing their post purchase buying behavor (Plamer & O'Neill 2003). Crosby et al., (2003) argued that the perceptions of service quality are created and maintained in the minds of the consumers. Hsieh and Kai Li (2008) argued that consumer's perception of an organization's PR practice is a predecessor of loyalty. As a whole it is proposed that consumers' perception depends on the real services they receive from their current service operator's for instance: Broadband Internet Service Providers. The United States Government Accountability Office (2006) recently found that consumers with higher income and college degrees are proportionately more adopt the fixed broadband internet line services. Numerous researches also discovered that socio-economic variables; demographic variables do have positive correlation with the internet usage (Carveth & Kretchmer, 2002; Rogers, 1995; Choudrie and Dwivedi, 2005; Carveth &Kretchmer, 2002; Morgan & Hunt, 1994; Harris et al., 1996; Gefen & Straub, 1997; Venkatesh & Morris, 2000; Venkatesh et al., 2003; Choudrie & Lee, 2004; Rogers, 2003). The findings from a longitudinal study by using USA census data found that a positive correlation exist between income and computer ownership in Asian countries (Venkatesh et al., 2000).

Therefore the findings from the past empirical research revealed that not only service quality issue rather than the demographic variables such as gender, age, income, education level also can paly an an important role in considering the selection of a broadband internet service adoption and usage intenensity in both organizational and household perspective. That is why this research proposes that understanding the consumer's perception irrespective of both genders is important to reveal their selection criteria of a particular broadband service from the existing market.

2.2 Past Empirical Research on Service Quality

For survival and growth enhancing the level of service quality is important for any sort of organizations. Since

1970 to till now the researchers has shown substantial amount of interest in service quality (Gronroos, 2001). The level of customer satisfaction is a result of the customer's comparison of the service quality expected from a given service encounter (Caruana et al., 2000). Indeed, this notion was the basis for the SERVQUAL model (Reliability; Assurance; Tangibles; Empathy; and Responsiveness) which views service quality as the gap between the expectation and customer perceptions of the desired level of service (Parasuramanet al., 1988; Parasuraman et al. 1985; Gupta et. al., 2005). In latter part Haywood-Farmer (1988) mentioned three important attributes in a service quality for instance (1) facilities (2) behavior (3) judgment. However, Brogowicz et al., (1990) developed a model for service quality called synthesised model of service quality. According to their model if the customers influence by the word of mouth by other people or influenced by marketing activities like advertising or media communications, then service quality gap arise into the mind of the customers'. After that Cronin and Taylor (1992) developed different model called performance only model to measure the service quality. They claimed that SERVPERF (service performance) is more suitable and accurate then SERVQUAL. They also claimed that SERVPERF needs fewer items than SERVQUAL to measure of the service quality of any service company and better service quality influence customer satisfaction. In spite of that theory Berkley and Gupta (1994) developed IT (Information Technology) alignment model for service firm where they used IT to provide service to the customers. Using IT makes easy to improve service quality factors (tangibility, responsiveness, reliability). Spreng and Mackoy (1996) developed a model based on perceived service quality and satisfaction which has constructed service quality and customer satisfaction which were modified by Oliver (1993). Philip and Hazlett (1997) developed three important attribute of service quality are (1) the service environment peripheral attributes (2) core attribute and (3) pivotal attributes. However, Sweeney et al. (1997) established model for measuring service quality and related factors in retail business. They proposed two models related with value perception of the customers. Oh (1999) in his model emphasized the behavior of the consumers after taking any service. In this model it has shown that perceived service quality is influenced by perceived price and perceptions. Another service quality model developed by Dabholker et al. (2000) called antecedents and mediator model which depicts the relationship between service quality and customer satisfaction. Internal service quality model is another service quality model developed by Frost and Kumar (2000).The authors followed the GAP model by Parasuraman et al., (1985) which is appropriate to measure the service of front-line staff and support staff of service organization, internal customers (front-line staff) and internal suppliers (support staff) measure the service quality of service firm based on their perception and expectation. In the same year Soteriou and Stavrinides (2000) developed a model called internal service quality DEA model. DEA refers the data envelope analysis and it is very suitable financial institute like bank. In addition Broderick and Vachirapornpuk (2002) developed service quality model for internet banking. This model is different than other models because there is no such human interaction in internet banking. In this model Broderick and Vachirapornpuk introduce five factors that influence service quality of the bank for instance: customer expectations, participation, image and reputation, service setting and service encounter. In addition Zhu et al. (2002) proposed service quality model for IT related businesses which have a direct link with reliability, responsiveness and assurance dimensions. One important model to measure service quality of electronic business called Model of e-service quality (Santos, 2003). Regarding that Gro¨nroos, (1984) proposed two aspect of service quality technical and functional. In this model he describes technical quality, functional quality, and company image can play a significant role to justify the service quality of a service firm. Functional quality focuses on issues such as the behavior of customer-contact staff and the speed of service, whereas technical quality focuses on issues as the end result of service provision. In addition the assessment of service quality should include both technical and functional quality attributes (Baker & Lamb, 1993; Grönroos, 1982, 1990; Mangold & Babakus, 1991; Richard and Allaway, 1993).

Although majority of the scholars believe that satisfaction level is a result of the difference between projected and perceived performance which affect overall business performance (Barsky, 1992; Oh & Parks, 1997; McQuitty et al, 2000, Oliver 1980; Anderson et al. 1994; Yeung et al., 2002 and Luo and Homburg, 2007; Söderlund, 1998; Kandampully & Suhartanto, 2000; Dimitriades, 2006; Olorunniwo et al., 2006; Chi & Qu, 2008; Faullant et al., 2008). Given the importance of customer's satisfaction a variety of researchers identify determinants of satisfaction for instance: customer needs, emotions, product and service features (Churchill & Surprenant, 1982; Oliver, 1980; Barsky, 1995; Zeithaml & Bitner, 2003). More specifically on hotel industry' s perspective Atkinson (1988) and Knutson (1988) found out that cleanliness and comfort, security, value for money, convenience of location, prompt service, safety and security, and friendliness of employees are important and courtesy of staff determine customer satisfaction. Service performance in high-speed internet services consists of two dimensions network performance and customer service performance (Kim et al. 2006). Santos (2003) found that customer satisfaction is depending on how well the level of the delivered services matches

with the customer's expectations. As an example, the definition by Gro¨nroos (1984) outlines "perceived service quality is the outcome of an evaluation process where the consumers' compares their expectations with the service they perceives they have already received". Which means that customers always comapare between certain expectations of service performance with actual experience. The following literature will highlights various part of service quality and economic of experience to draw a conceptual framework.

2.3 Technical Quality

Santos (2003) explained that technical quality refers to the quality of evidence related to validity, reliability, and freedom from bias and sensitivity issues. Broadband internet service providers may utilize a proper technical quality to determine their service quality for their users though previous scholars have yet to identify the diterminaents of technical quality which are significantly affects customers' perceptions to rate the service quality of a particular company (Grönroos, 1982, 1990; Rust & Oliver, 1994). A number of researchers use qualitative methods to identify the diterminants and way of measurement of technical quality (Richard & Allaway, 1993; Powpaka, 1996; Brady & Cronin, 2001). For example Brady and Cronin (2001) utilized open-ended surveys which asked respondents to identify the specific determinants of technical quality. On the other hand Richard and Allaway (1993) and Powpaka (1996) employed depth interviews to identify significant determinants of technical quality.

This research proposes that to measure the service quality of a broadband services a company should look on technical quality (competence, reliability, responsiveness, security) which positive perceive by the broadband consumers to select an operators services. The following section will describe the component of technical quality.

2.3.1 Competence Issue

Technical competence is an essential part of human existence which each and every human being achieves each stage of their life through acquiring new skills; refine the old skills to enhance the existing productivity (Burke & Ornstein, 1995; White, 1962). Dyrenfurth (1990) and Layton (1994) identified three components of competence for instance: technical knowledge; technical competence; and technical will. However Dyrenfurth's (1990); Layton's (1994) and Autio and Hansen (2002) explained that there is an interrelationship between technical abilities in psychomotor, cognitive, and affective areas. Dyrenfurth (1990) depicted that the second dimension of technical competence is technological skill which ultimately explained manual coordination and steadiness. The third dimension is technical indicate to be an active with regard to technology.

Thus the development of technology in broadband internet service industry may be dependent on consumers' intention to adopt the available intetrnet services from the market. In short the researcher can agree that technical competence involves a balance between knowledge, skill, and emotional engagement (Hansen, 2008).

Similarly, Rychen and Salganik (2003) explained that a competency is something that mobilizing the exisiting technological resources. Broadband internt service providers are constantly challenged by the others industry so that the mobilization of their services in various form is always refelected by the consumers. That is why to meet with the existing demands the broadband industry need to be competent so that they can adapt with the changes in information technology (Jonason & Eliasson, 2001; Eliasson, 1995).

2.3.2 Reliability Issue

Reliability is defined as the ability to perform a promised service consistently and precisely (Parasuraman, et al, 2005; Andaleeb & Conway, 2006). Similarly, reliability is concerned with the delivery of the service in a proper condition on time (Holloway & Beatty, 2003). Consumers place significant emphasis on service out-come and service quality, which will suffer if a service provider fails to deliver as expected (Zeithaml et al, 1996). On the other hand failures to perform the services in lack of reliability costs the firms in multipurpose way for instance lost of customers, negative word of mouth; loosing trustworthiness and switching behavior (Bitner, et al, 2000; McColloug, et. al., 2000; Parasuraman et al., 1994). Zisis et al, (2009) mentioned that, reliability dimensions indicate how a company specifies its measurement in its service delivery process as well as in its Customer Relations (CR) to measure their complaints problems. Sally et al, (2011) depicted that broadband he quality of a broadband internet services may depend on high-bandwidth internet which allows rapid information transit. Lehr.et al, (2012) highlights that consumer's care about the reliability of their broadband services. While the concern is generally "speed," a close second is "reliability."As access speeds continue to increase, broadband reliability looks like it may become the primary frustration point for consumers. At the most general the concept of service "reliability" engages two distinct elements: 1) a service definition which includes implicitly or explicitly a notion of what it means to be "available" or "in service"; and 2) a statement about predictability of

that service definition. A common metric for reliability is "availability" which is the amount of time that a system is expected to be in -service. It is often expressed as a statistical time measure (e.g., Mean Time to Failure, MTTF) or the percent of time over some period that the system is available for service (Neuman, 2004). Lehr et al, (2012) also mention that by "reliability of performance," which mean that the quality-of -service (QoS) provided by the broadband internet service providers to meets or exceeds some target level of their performance over some specified time frame. There are multiple QoS measures for instance the speed (data rate), latency, jitter, or bit error rate. One might be interested in some composite (weighted index) of multiple of such measures.

2.3.3 Responsiveness Issue

Researcher defined responsiveness as a willingness to assists customers with providing them quick and prompt services (Zeithaml et al., 2006, p. 117). A successful company needs to look at responsiveness from the view point of the customer perspective for example: speed of service delivery and flexibility in soloution, dealing in proper way to fulfill the customer's requests, questions and complaints attentively (Zeithaml et al., 2006; Zeithaml & Bitner, 2000). To improve the organization overall performance responsiveness is an important thing which is essential to achieve by the company itself to cope up with the customer's demand (Sharifi & Zhang, 1999; Stalk, 1988). On the other hand responsiveness not only help an organization to measure its service quality but also it helps to uncover various areas of strengths and weekness of that organization(Kettinger and Lee, 1997, 1999; Pitt et al., 1995; Van Dyke et al., 1997).

From above literature it can conclude that responsiveness can achieved in three ways for instance delivering prompt service, willingness to help and responding customer's requirements.

2.3.4 Security Issue

Davis and Benamati (2003) and Grandinetti (1996) argued that security is a procedure to protect hardware, software, data, and other system resources from unauthorized access or theft. The issue of security is a continous concern for administrators of various internet service providers to protect the sensitive and commercial data (Colin, 1999; Kruck et al., 2002; Harris Interactive, 2002; Flavián and Guinalíu, 2006; Deakins & Dillon, 2002). Numerous researchers agreed that majority of the consumers who are using internet for online payment are concerned about security, reliability, and privacy which ultimately influence the consumers's perceived quality (Gefen, 2000; Yoo & Donthu, 2001; Chellappa, 2001). Laforet and Li (2005) identify that security is one of the important factor which stimulate consumers' towards in adoption with broadband internet services.

2.4 Functional Quality

With respect to measure functional quality researchers have already utilized SERVQUAL items (Richard & Allaway, 1993; Powpaka, 1996; Brady and Cronin,2001). It concerns the process of service delivery where the interection can be optimsed between organization and the customers. For example, in broadband industry, it might be difficult for a customer to evaluate a service provider's technical competence if they have lack of ability to assess technical quality.

In the case of broadband internet service providers perspective functional quality the researchers proposed accessibility; coominiaction and courtesy factors which can be enhanced the level of functional quality to improve the overall service quality of a broadband internet service providers.

2.4.1 Accessibility Issue

Accessibility is related to the actions taken by the service provider to ensure no service interruption (Ruyter, et al, 2001). Potential service failures impact on future business because they weaken the customer-company bonds and perceptions of service quality (Bolton and Drew, 1991). Accessibility issue received considerable attention by the researchers who have found significant relationship between accessibility on service quality perception (Parasuraman et al., 1988; Vong, 2007; Mostafa, 2005; Nadiri & Hussain, 2005). In other perspective accessibility is the availability of all the services that add value of the core products or service for example: transportation facilities, free parking spaces, dedicated contact person to solve the customer's problem (Zeithaml et.at., 1990). Sidat (2008) figure outh that the access of services must be fast than expected by the customers. Sai (1999) highlights the minimum QoS standards for broadband access service providers to comply with network quality (network availability and accessibility) as well as service activation time.

2.4.2 Communication Issue

Communication does have positive relationship with customer overall perception towards service quality which can be in the form of returning of calls, keeping customers informed of the current and future services by the

organization which will ultimately help the company to achieve more loyal customers through positive word of mouth (Vong, 2007; Mostafa, 2005; Nadiri & Hussain, 2005; Zeithaml et.at., 1990; Lewis, 1999; Munusamy & Fong, 2008; Sharma and Patterson, 1999; Headley & Choi 1992; Sharma & Patterson,1999; Zeithamal et. al., 1990). The effectiveness of the communication may depend on both formal and informal sharing of information in a meaningful way (Sharma & Patterson, 1999). Through the effective communication the company can able to educate the customers and keep them informed about the current and future service offerings.

This research also proposed that communication has played the significant role in functional quality.

2.4.3 Courtesy Issue

Courtesy is a part of service quality which refers as a politeness in the behavior of the employees to treat customers with dignity and respect which have a positive influence over customer's perception (Munusamy & Fong., 2008; Vong, 2007; Andaleeb & Conway, 2006; Nadiri & Hussain, 2005). Based on that its expected that even the broadband internet service provider's customers' may look for the customers service representative who has the ability to solve the problems, friendliness, courtesy in regarding any inqury (Yang and Fang; 2004). Zeithaml et.al. (1990) find out courtesy of employees and their ability to convey trust and confidence on the mind of the customers'. Carman (1990) recommends that retaining the courtesy is important of a given service setting.

2.5 Experience Economy

Experience is a key factor that can influence consumer's purchase decision making process. From French point of view Davidson (1992) explore that experience economy is a process of building a sustainable competitive benefit in order to establish customer's loyalty. Instead of offering more and more; to gain the objective of experience economy firms are encourage to do what the others do not offer rather they should offer services with a global experience to their customers to be in their mind forever. According to Barlow and Maul (2000) under experience economy philosophy customers expect every level of their transcation with the firm's have positive, emotional and memorable event. O'Sullivan and Spangler (1998, p. 326) refer to the experience economy as 'individuals or organizations whose sole purpose is to create a differentiate experience for their clients'. In above researchers believe that the issue of the experiences remains debatable as consumers' want more and more experiences because demand is always play a key factor influencing consumer's decision making (Pikkemaat & Schuckert, 2004). Florida (2002 p. 170) adds that life has become 'scarce and precious commodity' and the quality of their lives by the quality of experiences they consume.

Hongxiang (2011) mentioned that quality of experience is the most crucial determinant for customer satisfaction. According to statistics, about 82% of users leave the network or switch to another network because of dissatisfaction with the quality of products or services provided by the operator, and 90% of them do not file a complaint with the customer service center before leaving the network (Hongxiang, 2011). Meanwhile, one user may convey his or her dissatisfaction to 13 other users, which has negative impacts on the brand of broadband intern service providers. Ultimately, broadband internet service providers should be charged by quality of experience. With the development of broadband networks and services, voluminous pipeline flows are taken by new service and application, but the revenue gained by operators from pipelines does not grow proportionally. To address this issue operators are urgently needed to conduct refined flow of management practices on their broadband networks, and build a new-type business model; operation & maintenance (O&M) system with quality of experience at the center to deliver the value of quality of experience. Quan and Wang (2004) propose two types of experiences – peak and consumer experience. The consumer experience is more about consumption and spending, mainly supportive experiences.

However, the authors illustrated a model of interrelation experience economy with consumer's perception which influences their purchase intention of a broadband internet service. In below the researchers try to describe the past research on peak and consumer experience.

2.5.1 Peak Experience

A peak experience is diefined as a transformational experience that exceed the usual level of intensity, meaningfulness, and richness in delivering the services to the customers (Privette, 1983; Csikszentmihalyi 1990; Privette & Bundrick 1991). To gain the peak experience a company company may requires clear focus, complete absorption, and self-awareness, personal integration, awareness, spontaneity, freedom, and a sense of achievement capability (Arnould & Price 1993; Celsi et al., 1993; Csikszentmihalyi 1990).

2.5.2 Consumer Experience

Belk *et al*.'s (1989) research has given the emergency to inquire the experience of the modern consumer. As

Thompson *et al.* (1990) have noted that there is a need for researchers to work on consumer experiences.Consumption is the experience derived from the interaction between the consumer, and a product within a given context (Michela Addis, 2005). According to Van Der Wagen (1994) and Katz (1968) customers have different perceptions towards the experience from a given services by the company because of the diversity in their education, experience. Blythe (1997) and O'Neill & Palmer (2003 refers consumers analyze their purchase and post-purchase decision based on their previous experiences.

To understand the nature of service quality it is important for every company to judge their consumer's experience from their service whichis a useful basis for the company to evaluate the dynamic nature of service quality (Thompson, 1997; Edvardsson & Mattsson, 1993; Belk at al. 1989; Thompson et al., 1989). In order to recognize how respondents experienced quality of service in this particular context, the analytical process as outlined by Sandberg (1994, 2000) was employed. O'Neill & Palmer (2003) examined that while a lot of research has sought to define those factors deemed necessary or essential in a consumer's overall evaluation of the service quality construct, little, if any, work has been undertaken to understand the psychological processes. In particular, the role of experience and prior learning and their influence on consumer perceptions of service quality is important for choosing the correct broadband connection.

2.6 Consumer Purchase Intention

Purchase intention referred to the subjective judgment by the consumers that is reflected after the general evaluation to buy a products or services (Hsu, 1987; Dodds et. al., 1991; Blackwell et. al., 2001 and Shao et.al. 2004). Based on the above literature, purchase intention covers several essential meanings: (1) consumers willingness to consider buying; (2) buying intention in the future; (3) decision of repurchase.

The rapid online technology development and diffusion makes the internet a serious businesses asset for achieving competitive advantages (Kiang et al., 2000). In fact the internet became key business infrastructures that help marketers understand and satisfy diverse consumer needs (Constantinides, 2002). As a result the internet is nowadays considered a cost efficient, effective and very productive marketing platform (Kiang et al., 2000). This implication is even more strongly relevant for encouraging broadband internet service adoption in developing and emerging countries than developed countries (Yogesh et al., 2009).

Considering the findings from previous studies this research assumes that if broadband internet service companies are having new technology to make the service more faster it is more likely to have a strong behavioral intention to adopt broadband internet services by the consumers'(Venkatesh & Brown, 2001; Taylor & Todd, 1995).

3. Conceptual Framework

Based on the past literature review; this research concentrates on conceptual framework of consumer's purchase intention by using Grönroos's, SERVQUAL, experience economy and consumer's perception model. This framework emphasizes variables like technical quality; functional quality; experience economy, service quality; consumer's perception. These independent variables are positively related to the consumer's purchase intention on broadband internet service. The diagram framework is given below:
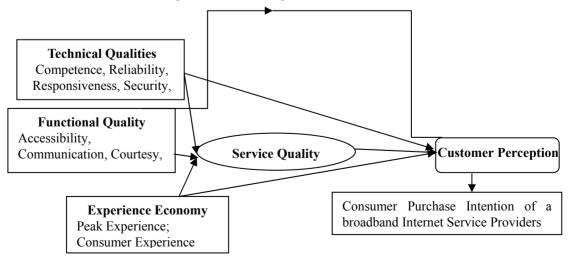

Figure 1. Conceptual framework

The following proposition researchers can draw which have already highlighted in the conceptual framework:

P1: *Technical and functional qualities are both play a significant role on consumer's purchase intention of a broadband internet service provider's service where the consumers' perception plays a mediating variable.*

P2: *Technical quality and functional qualities are both play a significant role on consumer's purchase intention of a broadband internet service provider's service where the service quality and consumers' perception plays a mediating variable.*

P3: *Experience economy may influence on consumer's purchase intention of a broadband internet service provider's service where the service quality and consumers' perception plays a mediating variable.*

P4: *Experience economy plays a significant role on consumer's purchase intention of a broadband internet service provider's service where the service quality and consumers' perception plays a mediating variable.*

4. Practical Implication

At present, research that directly linked the combine concepts of various service quality models combining with experience economy variables on understanding customer's purchase intention on broadband internet services users is lacking. Not only the organization needs empirical data to understand the level of customers' purchase intention but also they need to understand how to integrate these service quality concepts to discover the behavioural intention of broadband customers. This knowledge gap is where the present conceptual paper wishes to contribute. Till now most of the service quality framework proposed by various researchers has contributed significantly in understanding of the relationship between quality and consumer's perception but problems arising from its link with experience economy which can be combine affect on consumer's purchase intention that have not received adequate consideration and have continued to raise concerns for the present researchers. In this study, researchers have summarized various attributes of service quality and experience economy which may suit with the behavior of broadband internet users suggesting that there is link between technical qualities and functional qualities of an operators to maximize their overall service quality to attract more customers from the market in particular this research also suggested that experience economy both have direct and indirect affect on customer' overall purchase intention. In designing such relationship researchers in this study believed that the proposed conceptual model can provides both a theoretical contribution and managerial contribution in understanding the purchase intention of the consumers. The researchers strongly believed foundation of this primary study need to test empirically in future. The researchers recommend paying specific attention to this issue in further research by the academicians also add value in the consumers behavioral field.

5. Conclusions and Further Recommendations

This conceptual paper has outlined the crucial steps of understanding the quality issues and its link with customer's purchase intention. In particular, there are several guidelines for the managers who are in attempt to changes the organization's overall service quality through understanding customers purchase intention. It must be noted that all the items discuss above are dynamic in nature. Researchers stress that the relationship between these elements be given careful thought and consideration if customer's purchase intention are desired to attain by the broadband internet service providers.

Furthermore, it is also important to remember these relationships on the proposed model do not stand alone; for example, technical quality or functional quality or even fulfillment of experience economy alone will not assits all time to discover customers' purchase intention from a particular company. Further research empirical research is essential to measure the factors proposed in this model empirically to test the relationship so that managers of broadband internet service industry will get a comprehensive framework to practice in their own organization to sustain their growth.

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