

Chapter One: Introduction

1.1 Background

The mobile network industry in Hong Kong is highly competitive and diverse, led by four primary operators: China Mobile Hong Kong Company Limited (CMHK), Hutchison Telephone Company Limited, SmarTone Mobile Communications Limited, and Hong Kong Broadband Network Limited. In addition, the region hosts twenty-four other service providers, including numerous Mobile Virtual Network Operators (MVNOs), which lease infrastructure from established carriers to offer their own services (Office of the Communications Authority, 2023 and 2025).

Table 1.0 Mobile Service Provider in Hong Kong		
Name of the Service Provider	Mobile Virtual Network Operators (MVNO)	Mobile Network Operator
China Mobile International Limited	Yes	Yes
Hong Kong Broadband Network Limited	Yes	
Airport Authority	Yes	
China Unicom (Hong Kong) Operations Limited	Yes	
CHINA-HONGKONG TELECOM LIMITED	Yes	
CITIC Telecom International Limited	Yes	
China Telecom Global Limited	Yes	
SOUTH CHINA TELECOMMUNICATIONS (H.K.) LIMITED	Yes	
IMC NETWORKS LIMITED	Yes	
GTI (HK) LIMITED	Yes	
Sun Mobile Limited	Yes	
TP Hong Kong Operations Limited	Yes	
Telekomunikasi Indonesia International (HongKong) Limited	Yes	
Future Power International Limited	Yes	
HuiYinBi Telecom (Hong Kong) Limited	Yes	
AMOEBALIMITED	Yes	
Multibyte Info Technology Limited	Yes	
Worldcom Asia Limited	Yes	
Webbing Hong Kong Limited	Yes	
Century Snail Communication Technology (HK) Co., Limited	Yes	
Huawei Services (Hong Kong) Co., Limited	Yes	
Hongkong Joy Telecom Co., Limited	Yes	
NEW POS NETWORK (HK) LIMITED	Yes	
Montnets International Communications (HK) Co., Limited	Yes	
Hutchison Telephone Company Limited		Yes
SmarTone Mobile Communications Limited		Yes
Contributions by the writer		
Source: Office of the communications authority, 2025b		

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This extensive ecosystem provides consumers with a wide variety of service options, plans, and pricing, fostering a highly competitive environment. The industry has advanced notably with the rollout of 4G and 5G networks, which have significantly enhanced speed, coverage, and connectivity quality (Pilvik, et al., 2025). The presence of MVNOs further intensifies competition, offering consumers flexible choices and often more affordable plans. This vibrant market promotes innovation and consumer-oriented services, supported by regulatory bodies that ensure fair competition and service quality standards (Iqbal and Khan, 2024). Overall, this robust infrastructure supports Hong Kong's digital economy and addresses the diverse needs of its residents.

Over recent decades, the industry has undergone substantial evolution (Mahes and Bhargava, 2024). It started with basic 2G networks supporting voice calls and limited text messaging (Nakoa, 2025). The emergence of 3G technology introduced mobile internet access, enabling a more connected lifestyle (Taniar, 2008). The expansion of 4G networks marked a breakthrough with higher speeds and reliability, enabling services such as real-time streaming, faster downloads, and richer multimedia experiences (Su, et al., 2016). Currently, the deployment of 5G technology offers ultra-fast speeds, lower latency, and supports emerging innovations like the Internet of Things (IoT) (Mahomed and Akshay, 2025). This progression has led to a rapid increase in mobile broadband subscriptions, with users subscribing to or utilizing services across all generations—2.5G, 3G, 4G, and 5G. Mobile broadband has become integral to daily life, transforming how residents communicate, conduct business, and enjoy entertainment (Office of the Communications Authority, 2021). As of January 2025, Hong Kong boasts approximately 27.6 million mobile broadband subscriptions, indicating widespread engagement with mobile data services (Office of the communications authority, 2025a). The mobile subscriber penetration rate is an impressive 357.1%, meaning many residents hold multiple SIM cards or plans to benefit from competitive offerings. This high density underscores the region's reliance on mobile connectivity for various personal and professional activities. With continuous technological upgrades and expanding network coverage, Hong Kong remains at the forefront of digital integration, positioning itself as a major global digital hub (Li, 2025). The industry's ongoing evolution and intense competition ensure that consumers enjoy diverse, accessible, and innovative mobile services capable of meeting the demands of a highly connected society (Yang, et al., 2024).

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Furthermore, as residents of Hong Kong increasingly migrate northwards towards the Greater Bay Area, the necessity for applications and government services to be registered with a Mainland China phone number has become apparent (Yang, et al., 2023). This development has consequently created a market demand for "1 SIM, 2 numbers" solutions. According to data from the [HDATA.GOV.HK](https://hdata.gov.hk) (2025), the number of Hong Kong residents traveling to Mainland China experienced a substantial increase of 56.09% when comparing figures from 2023 to 2024; by May 2025, the total passenger traffic to Mainland China reached approximately 32.66 million entries.

Table 2.0 Annual Statistics of Passenger Traffic among Hong Kong Residents	
Year	Time(s)
2021	326,702
2022	321,592
2023	44,937,171
2024	70,146,081
2025 (updated to May 31)	32,661,942
Contributions by the writer Source: Office of the communications authority, 2025b *Counted by China Ferry Terminal, Express Rail Link West Kowloon, Heung Yuen Wai, Hong Kong-Zhuhai-Macao, Hung Hom, Lo Wu, Lok Ma Chau, Man Kam To, Shat Tau Kok, Shenzhen Bay	

1.2 Research Drivers

The rapid evolution of the mobile telecommunications sector has led to a complex landscape where consumers face numerous challenges when selecting mobile network providers. One of the primary issues is the overwhelming variety of service options, which can create decision fatigue and uncertainty (Chan, 2024). Many consumers struggle to identify the most suitable plan that balances cost, coverage, and quality of service (Unhelkar, 2009). Furthermore, the proliferation of Mobile Virtual Network Operators (MVNOs) complicates the competitive landscape, as consumers often lack sufficient information about the differences between traditional operators and MVNOs, including factors like network quality and customer service (Wang et al, 2022).

Market competition has played a dual role in shaping purchase intentions. While increased competition tends to lower prices and improve service quality, it also leads to market fragmentation and frequent promotional offers, which can be confusing for consumers (Liu, 2024). The notion of a "network society" delineates a contemporary social framework where the core of economic, social, and political interactions is deeply embedded within digital information networks, fostered by sophisticated communication technologies (Jan, 2020). This paradigm shift has been significantly propelled by advancements in telecommunications, notably the advent of 4G and 5G networks (Dahlman, et al., 2016). These technological developments have revolutionized various sectors, including healthcare, manufacturing, and entertainment, enhancing productivity and innovation. The implementation of 5G technology, in particular, has catalysed the emergence of novel business models and enriched user experiences through increased speed and connectivity (Nwajana, 2022). This disparity underscores the necessity for targeted educational initiatives to empower all demographic segments to make informed technological decisions (Akello, 2024).

Another significant challenge lies in consumer perceptions of transparency and trust. Consumers often find it difficult to evaluate the actual network performance and service quality, which are not always transparent or easily measurable (Wood, et al., 1998). The complexity of data plans, contractual terms, and hidden charges further exacerbates these issues, often leading to dissatisfaction post-purchase (Anaswara and Beena, 2023). With many providers offering similar packages, consumers tend to rely on brand reputation, customer reviews, or promotional campaigns, which may not accurately reflect service quality (Zhani, Mori, and Ahmed, 2022).

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Finally, demographic factors such as age, income, and digital literacy influence mobile network selection (Federal Communication Commission, 2018). Vulnerable groups may face difficulties in understanding technical details and comparing different options, thereby impacting their decision-making processes (Wanuyu, 2017).

1.3 Research Objectives

The rapid growth and technological advancement of Hong Kong's mobile industry have heightened the importance of understanding consumer decision-making processes. The key objective of this research is to identify and analyze the primary factors influencing Hong Kong residents' choice of mobile network providers. Among the most significant determinants are price, features, brand reputation, and security. Price remains a critical factor, with consumers typically seeking cost-effective plans that offer good value for money (Kim and Seol, 2007). Features such as high-speed data, 5G connectivity, multi-number plans (e.g., one card two numbers), and security enhancements have gained prominence as differentiating factors, appealing to tech-savvy users and business customers alike (Williams, 2025).

Secondly, this study aims to evaluate the role of customer service quality, network coverage, and overall network performance in consumer decision-making. Prior research suggests that consumers place considerable emphasis on the reliability and quality of network services, especially in densely populated regions like Hong Kong where constant connectivity is essential (Kim et al., 2017). Customer service, including responsiveness and after-sales support, significantly impacts customer satisfaction and loyalty (Alshurideh et al., 2022). Understanding how these factors influence consumer preferences can help providers tailor their offerings more effectively (Cybellium, 2024).

Lastly, the research seeks to propose strategic recommendations for mobile network operators to enhance customer satisfaction, loyalty, and competitive advantage. In a highly saturated market, fostering positive brand perceptions, transparency, and innovative service offerings are vital for retaining customers (Izogo, 2017). Strategies may include improving customer service experiences, offering flexible and transparent pricing plans, and deploying cutting-edge features like 5G and security solutions to meet the evolving needs of consumers (Cihák, 2023).

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Overall, this research aims to deliver comprehensive insights into the factors that shape purchase intentions in Hong Kong's mobile industry and suggest actionable strategies for providers to strengthen consumer relationships. This will benefit industry stakeholders by guiding product development, marketing strategies, and service quality improvements.

1.4 Research Questions

1.4.1 Price

The second question explores how pricing strategies influence purchase intentions within the context of mobile service providers. Implementing effective pricing plans—such as competitive call and data rates, promotional discounts, and customizable service packages—are vital tools for attracting new subscribers and maintaining customer loyalty(Soltani et al., 2024). In saturated markets with numerous providers offering similar services, pricing becomes a critical differentiator that can significantly impact consumer preferences and switching behaviors (Wilson, 2020). These strategies not only enhance perceived value and affordability but also enable providers to segment their customer base by addressing diverse usage patterns and financial constraints. Ultimately, a carefully designed pricing structure can help mobile service providers increase market share, foster customer retention, and achieve a sustainable competitive advantage in a highly competitive industry(Cybellium, 2024a).

1.4.2 Product Features

Understanding the factors that influence Hong Kong residents' choice of mobile network providers is crucial for industry stakeholders aiming to enhance consumer satisfaction and loyalty. The first question seeks to identify the primary determinants, such as price, network features, brand reputation, security, and technological offerings like 5G connectivity. Previous studies indicate that price remains a dominant factor, with consumers seeking the best value for money (Kalmus and Wiethaus, 2010). Additionally, features such as data allowances, security protocols, and innovative services like one card, two numbers plans significantly influence consumer preferences .

1.4.3 Privacy Concerns

Privacy concerns play a significant role in consumers' selection of service providers (Yao, et al., 2015). As mobile devices become central to daily life, users are increasingly worried about how their personal data—such as location, call records, browsing history, and sensitive information—is collected, stored, and shared (Quach and Seung, 2022). Many consumers seek providers that prioritize data security and have transparent privacy policies to protect their information from misuse, hacking, or unauthorized access (Liu, et al., 2022). Confidentiality of personal data is especially important in an era of frequent data breaches and cyber threats, which can lead to identity theft or financial loss (Francis and Leslie, 2021). Additionally, users are cautious about service providers that share data with third parties or government agencies without explicit consent. Ultimately, privacy concerns can act as both a barrier and a differentiator for mobile service providers (International Engineering Consortium, 2022); those who actively protect consumer data and offer transparent privacy policies are more likely to build strong customer loyalty and stand out in a competitive market (Kumar, Patil and Chandrahassa, 2025).

1.4.4 Brand Identification

Brand identification is a crucial factor influencing purchase intentions when selecting a provider; a strong brand presence helps differentiate a provider in a competitive market by fostering trust, loyalty, and recognition (Che, et al., 2025). A well-established brand not only enhances perceived quality and reliability but also influences consumers' emotional connection to the provider, encouraging repeat business and reducing switching preferences (Cho, Xu, and Dau-Gyu, 2024). In saturated markets, brand reputation can serve as a key differentiator, making consumers more likely to choose familiar and trusted providers over competitors (Burke and Martin, 2016). Additionally, strong brand identification can attract new customers through positive word-of-mouth and brand advocacy (Cardenas, 2025). Ultimately, a recognizable and reputable brand contributes significantly to market positioning, customer loyalty, and long-term profitability in the highly competitive mobile industry (Cybellium, 2024a).

1.4.5 Purchase Intentions

Purchase intentions refer to the likelihood of consumers deciding to buy a particular service provider's offerings (Wilson, et al., 2020). Several factors influence this decision, including perceived service quality, price competitiveness, and overall customer experience (Fränzel, 2025). When consumers believe that a mobile network provider offers reliable network coverage, fast data speeds, and excellent customer support, they are more inclined to choose that provider. Additionally, emotional and psychological factors, such as brand trust and loyalty, play a crucial role in shaping purchase intentions (Hussain, Shi, and Junaid, 2023). Effective marketing strategies, positive reviews, and reputation also elevate consumers' willingness to purchase from a specific provider (Jiang, Shvet and Mallick, 2023). Ultimately, understanding and addressing these factors can significantly enhance a provider's ability to attract new customers and retain existing ones, ensuring a strong and consistent market presence in a highly competitive industry (Carroll, 2016).

1.5 Value/Contribution of the Research

The value and contribution of this research are significant for a wide range of stakeholders, including mobile network providers, industry, and regulators. Mobile service providers can utilize the insights to develop more effective pricing, branding, and customer engagement strategies, ultimately enhancing customer satisfaction and loyalty. Regulators might implement guidelines to ensure operators provide transparent information about network quality and service features, fostering consumer trust and protecting customer rights (OECD, 2024).

Overall, the industry can leverage this study to understand the importance of rapid network speeds and security protocols can guide firms in investing in infrastructure and service enhancements, directly translating into increased customer satisfaction and loyalty e insights into consumer preferences also enable operators to design competitive pricing strategies, innovative service packages, and personalized marketing efforts, thus gaining a competitive edge in a saturated market (Namvar, Ghazanfari, and Naderpour, 2017).

1.6 Chapter Arrangement and Main Description

This dissertation has been structured to guide readers through the research process in a logical and comprehensive manner. The first chapter, introduction, establishes the research background, problem statement, objectives, and significance of the study, providing a clear context for the research. Following this, the literature review synthesizes existing scholarly work related to price, product feature, privacy concerns, brand identification, and purchase intentions within the mobile network industry, identifying gaps that this study aims to address. The Research Methodology chapter outlines the research design, including data collection methods, sampling, and analytical procedures, ensuring transparency and rigor. The analysis and results discussion chapter presents the findings derived from data analysis, interpreting these results in relation to the research questions and existing literature. The final chapter, conclusion and recommendations, summarizes key insights, offers practical suggestions for industry stakeholders, and proposes areas for future research.

Chapter Two: Literature Review

2.1 Discussion of research focus areas

Hong Kong stands as Asia's leading telecommunications hub, driven by its long-standing pro-competition policies and market-oriented approach. These principles have fostered a robust supply of high-quality, cutting-edge services for both consumers and businesses at competitive prices. The telecommunications sector in Hong Kong is entirely privately operated, encompassing a wide range of services, including local carrier services, fixed broadband, and mobile services (Commerce and Economic Development Bureau, 2025). Notably, 5G coverage in Hong Kong has achieved over 99% population penetration, underscoring the city's advanced digital infrastructure (Communications Authority, 2025).

The telecommunications market in Hong Kong is fully liberalized, with no restrictions on foreign ownership or limits on the number of market operators (InvestHK, 2021). This open and competitive environment has fostered significant growth and innovation in the sector. According to Communications Authority (2025), the market is characterized by the presence of several key players, including China Mobile Hong Kong Company Limited, Hong Kong Telecommunications (HKT) Limited (which operates under the '1010' and 'csl' brands), Hutchison Telephone Company Limited, and SmarTone Mobile Communications Limited. These providers offer a diverse range of services, from high-speed mobile data and 5G connectivity to innovative multi-number plans, catering to the varied needs of consumers and businesses in Hong Kong. This competitive landscape has driven continuous advancements in technology and service quality, ensuring that consumers have access to state-of-the-art telecommunications solutions at competitive prices.

As illustrated in Table 3.0, key trends in Hong Kong's telecommunications industry over the past two decades reveal a stable population of around 7 million, while the number of registered mobile numbers has surged from 8.21 million in 2004/2005 to 25.35 million in 2023/2024. This growth reflects a substantial increase in mobile penetration, with the penetration rate rising from 121% in 2004/2005 to 328% in 2023/2024, indicating widespread mobile usage, often involving multiple devices per person. Additionally, the number of mobile connections exceeding 256kbps has grown significantly, peaking at 2.87 million in 2019/2020, despite fluctuations in subsequent years. Telecom revenue has shown steady growth, increasing from HKD 49.26 billion in 2004/2005 to HKD 124.96 billion in 2023/2024, despite occasional declines. Meanwhile, telecom investment peaked in 2005/2006 at HKD 9.35 billion but has

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generally trended downward, reaching HKD 5.81 billion in 2023/2024. Collectively, these trends highlight Hong Kong's robust mobile infrastructure and its evolving digital connectivity.

Year	Population in Hong Kong	Number of Mobile Number Registered	Mobile Penetration Rate	Mobile Connect Above 256kbps	Telecom Revenue	Telecom Investment
2023/2024	7,528,000	25,350,000	328	1,800,000	124,962,000,000	5,807,100,000
2022/2023	7,473,000	21,610,000	282	1,100,000	122,760,000,000	6,543,000,000
2021/2022	7,402,000	26,130,000	342	1,261,936	118,103,000,000	6,659,000,000
2020/2021	7,427,000	22,750,000	291	1,605,383	109,777,000,000	6,822,000,000
2019/2020	7,521,000	23,210,000	275	2,870,000	113,911,000,000	5,528,000,000
2018/2019	7,488,000	22,700,000	276	2,820,000	108,490,000,000	8,765,000,000
2017/2018	7,415,000	18,400,000	248	1,090,000	103,270,000,000	6,102,000,000
2016/2017	7,378,000	17,580,000	238		104,025,000,000	7,357,000,000
2015/2016	7,310,000	16,720,000	229		112,360,000,000	8,498,000,000
2014/2015	7,253,000	16,960,000	234		102,035,000,000	8,394,000,000
2013/2014	7,211,000	17,100,000	237		89,202,000,000	8,686,000,000
2012/2013	7,171,000	16,390,000	229		78,958,000,000	8,544,000,000
2011/2012	7,110,000	15,290,000	215		69,211,000,000	8,918,000,000
2010/2011	7,052,000	13,790,000	196		57,333,000,000	7,673,000,000
2009/2010	6,996,000	12,590,000	180		57,093,000,000	6,273,000,000
2008/2009	6,964,000	11,580,000	166		60,550,000,000	7,397,000,000
2007/2008	6,938,000	10,750,000	155		56,323,000,000	7,098,000,000
2006/2007	6,904,000	9,360,000	136		52,811,000,000	6,047,000,000
2005/2006	6,838,000	8,690,000	127		51,094,000,000	9,346,000,000
2004/2005	6,798,000	8,210,000	121		49,264,000,000	7,709,000,000

Contributions by the writer
Source: DATA.GOV.HK, 2025a

This research aims to explore the key factors influencing Hong Kong residents' choice of mobile network providers, with a particular focus on price and technological features such as data speed, 5G connectivity, multi-number plans, brand reputation, and security. Price remains a critical determinant, as consumers seek affordable plans that offer the best value in a highly competitive market (Hwang, 2024). However, technological features are increasingly pivotal, with high-speed data and 5G access becoming essential expectations, particularly among tech-savvy users and business clients (Lu and Huang, 2025). Multi-number plans, such as “one card, two numbers,” provide added flexibility and convenience, influencing provider choice by addressing both personal and professional needs simultaneously (Hettiarachchi, Wickramasinghe, and Ranathunga, 2018). Furthermore, brand reputation and security protocols play a significant role in shaping consumer trust and perceived service quality, which in turn impact long-term loyalty (Fife and Orjuela, 2012).

Understanding the interplay of these factors enables mobile service providers to tailor their offerings more effectively, emphasizing technological innovation while maintaining competitive pricing. These focus areas are crucial for developing strategies that align with

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consumer preferences and sustain competitive advantage in an industry undergoing continuous digital transformation. By addressing these elements, providers can better meet the evolving demands of Hong Kong's diverse consumer base and maintain their position in a highly competitive market.

This research focuses on understanding the key factors that influence Hong Kong residents' choice of mobile network providers, with particular attention to price and technological features such as data, 5G connectivity, multi-number plans, brand reputation, and security. Price remains a fundamental determinant, as consumers seek affordable plans that offer the best value for money in a saturated market (Hwang, 2024). However, technological features are increasingly vital; high-speed data and 5G access are now expected, especially among tech-savvy users and business clients (Lu and Huang, 2025). Multi-number plans like "one card, two numbers" provide flexibility and convenience, influencing provider choice by catering to personal and professional needs simultaneously (Hettiarachchi, Wickramasinghe and Ranathunga, 2018). Additionally, brand reputation and security protocols impact trust and perceived service quality, shaping long-term loyalty (Fife and Orjuela, 2012). Understanding how these factors interact enables providers to tailor their offerings effectively, emphasizing technological innovation while maintaining competitive pricing. These focus areas are essential for developing strategies that meet consumer preferences and sustain competitive advantage amidst ongoing industry digital transformation.

2.2 Review Focus (V1): Price

Explanation: Price refers to the cost of mobile service plans, including subscription fees, data packages, and additional charges (Zoltán, Nagy, and McLean, 2024). In the context of Hong Kong's telecommunications market, price is a fundamental factor that influences consumer decision-making. Given the high mobile penetration rate of 328% in 2023/2024 (DATA.GOV.HK, 2025a), it is evident that mobile services are ubiquitous, and consumers are presented with a wide array of options. The cost of these services, therefore, plays a pivotal role in shaping consumer preferences and behaviors. .

Discussion: In a saturated market like Hong Kong, where multiple providers compete for market share, price competitiveness is a critical determinant of consumer choice. The telecommunications industry in Hong Kong has witnessed significant growth over the past two decades, with the number of registered mobile numbers increasing from 8.21 million in

2004/2005 to 25.35 million in 2023/2024 (DATA.GOV.HK, 2025a). This exponential growth has been accompanied by a diversification of pricing strategies, as providers seek to attract different segments of the population (Zhang, Luo and Liu, 2025). The effects of price on consumers' product evaluations by combining stated preferences, obtained from conjoint measurement, with data on self-reported measures in the form of beliefs or attitudes (Völckner, 2007). The impact of price on consumer satisfaction cannot be overstated (Campo and Jesús, 2009). While lower prices may attract customers, they must be balanced against the quality of service provided (Shen and Yahya, 2021). Substandard service quality, such as poor network coverage or slow data speeds, can lead to dissatisfaction, even if the price is low (Chen and Yang, 2015). Therefore, mobile service providers must strike a delicate balance between offering competitive pricing and maintaining high service standards (Muhammad, Widyaningsih, and Andriana, 2024).

The competitive nature of the Hong Kong market has also led to frequent price wars, where providers aggressively reduce prices to gain market share. While this may benefit consumers in the short term, it can also lead to a race to the bottom, where providers cut costs at the expense of service quality. In the long run, this can erode consumer trust and loyalty, as customers may become disillusioned with the lack of reliability and consistency in service (Rao, Bergen and Davis, 2003). Furthermore, the role of price in consumer decision-making is influenced by external factors such as economic conditions (Simona-Beatrice et al., 2025). During periods of economic uncertainty, consumers may become more price-sensitive, prioritizing affordability over additional features (Seifedine, Yan and Xia, 2023). Conversely, in times of economic prosperity, consumers may be more willing to invest in premium services that offer enhanced functionality and convenience (Cybellium, 2024b).

Moreover, the introduction of bundled services, where mobile plans are offered in conjunction with other services such as broadband or streaming subscriptions, has further complicated the pricing landscape (Zakaria, Chong, and Aamir, 2024). These bundles often provide cost savings compared to purchasing services separately, making them an attractive option for cost-conscious consumers. However, the complexity of these pricing structures can also lead to confusion, as consumers may struggle to compare the true value of different offers (Chioveanu and Zhou, 2013).

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In conclusion, price is a critical factor in the Hong Kong mobile service market, influencing consumer choice, satisfaction, and purchase intention. The competitive nature of the market, coupled with the diverse needs of different demographic groups, means that providers must adopt nuanced pricing strategies to attract and retain customers (Ebert, Winzer, and Müller, 2025). By understanding the role of price in consumer decision-making, providers can develop more effective pricing models that balance affordability with service quality, ultimately enhancing consumer satisfaction and loyalty (Indajang, et al., 2023). This section has provided a comprehensive overview of the role of price in the Hong Kong mobile service market, highlighting its importance as a determinant of consumer behavior. The next sections will explore other key variables, including product features, privacy concerns, brand identification, and purchase intention, to provide a holistic understanding of the factors that drive mobile service usage in Hong Kong.

2.3 Review Focus (V2) Product Features

Explanation of Product Features: In the context of mobile services, product features encompass the technical and service-related attributes that providers offer to attract and retain customers. These features include data speed, network coverage, value-added services (such as streaming platforms, cloud storage, and international roaming) (London Economics, 2019; Kumar, 2025), multi-number plans (e.g., one card, two numbers), and device compatibility (Legarski, 2024). In Hong Kong's highly competitive telecommunications market, product features serve as a critical differentiator (Office of the Telecommunications Authority, 2004), as consumers increasingly seek advanced and innovative services that enhance their overall mobile experience. The integration of these features not only meets consumer expectations but also plays a pivotal role in shaping provider competitiveness in a rapidly evolving digital landscape.

Data speed is one of the most critical features, particularly with the advent of 5G, which offers faster download and upload speeds, lower latency, and improved connectivity (Zreikat, et al., 2025). As of 2025, Hong Kong boasts over 99% 5G coverage, making it one of the most advanced markets in the world (Office of the Communications Authority, 2025). This has set a high standard for consumers, who now expect seamless access to data-intensive applications such as video streaming, online gaming, and cloud-based services.

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Network coverage is another essential feature, as consumers prioritize reliable connectivity across various locations, including urban areas, rural regions, and even underground spaces (Vora, 2025). Providers such as China Mobile Hong Kong, Hong Kong Broadband, and SmarTone have made substantial investments in expanding their network infrastructure to ensure consistent and reliable coverage. Additionally, the Hong Kong Government has implemented subsidy schemes to further stimulate and support the development of telecommunications infrastructure, fostering a robust and competitive market environment (Office of the Communications Authority, 2025c).

Additional services, including bundled subscriptions to streaming platforms such as Netflix (Parker, 2025), serve as key differentiators in the mobile service market. As outlined in Table 4.0, the range of additional services offered by popular mobile service providers varies significantly, reflecting diverse strategies to meet consumer demands. These value-added services enhance the overall customer experience, making mobile plans more appealing and contributing to increased purchase intention (Khayyat & Muhamad, 2023). By integrating such features, providers can strengthen their competitive edge and better align with evolving consumer preferences.

Table 4.0 Hong Kong Telecommunications Bundled Subscription Service					
	Number of the Telecommunoications				
	China Mobile Hong Kong	Hong Kong Broadband (HKT)	SmarTone	CSL* ¹	1010* ²
Video Streaming Service					
Disney		Yes	Yes	Yes	
Netflix		Yes		Yes	
MyTv Gold	Yes	Yes			
iQIYI	Yes	Yes		Yes	
JQOX VIP	Yes	Yes		Yes	
Viu Paid Service				Yes	
Now TV				Yes	Yes
Xbox Gam Pass Ultimate				Yes	
hmvod			Yes		
Muic Streaming Service					
Moov				Yes	Yes
KKBox	Yes		Yes		
Apple Music			Yes		
Connecting Tone			Yes		
Contributions by the writer Sources from: China Mobile, 2025; Hong Kong Broadband Network, 2025; CLS, 2025; 1010, 2025, 2025a. 1: CLS is under Hong Kong Broadband 2: 1010 is on Hong Kong Broadband					

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Discussion of Product Features in Hong Kong's Mobile Market: Hong Kong's telecommunications market is widely regarded as one of the most advanced in the Asia-Pacific region, characterized by its state-of-the-art telecommunications infrastructure (HKTD Research, 2023). Residents have become accustomed to the benefits of 5G technology, which delivers high-speed data, reduced latency, and extensive network coverage. Notably, 5G coverage in Hong Kong exceeds 99% of the population (Communications Authority, 2025), reflecting the widespread adoption and integration of this advanced technology into everyday life. This extensive coverage underscores Hong Kong's position as a leader in telecommunications innovation and connectivity.

Another innovative feature that has garnered significant attention is the adoption of multi-number plans, such as the "one card, two numbers" offering, which enables users to manage both primary and secondary contacts on a single SIM card and device. By consolidating communication needs into a single device, these plans cater to the growing demand for streamlined and user-friendly mobile solutions; this solution eliminates the need to carry multiple devices (Dorsey, 2016), providing greater convenience and efficiency for individuals who require separate lines for personal and professional purposes. Furthermore, the increasing trend among Hong Kong residents to travel northward to the Greater Bay Area has significantly amplified the demand for such plans (Office of the Communications Authority, 2019).

In conclusion, product features play a pivotal role in shaping consumer preferences within Hong Kong's mobile service market. As technological advancements continue to evolve, providers must prioritize innovation and deliver features that align with the growing demands of consumers (Bhattacharya & Bhattacharya, 2021). By focusing on advanced offerings such as 5G connectivity, high-speed data, and multi-number plans, providers can differentiate themselves in a competitive market while enhancing customer satisfaction. This section has emphasized the importance of product features as a key variable influencing consumer choice, setting the stage for further exploration of additional variables in the following sections. Ultimately, understanding and addressing these factors will enable providers to better meet consumer needs and maintain a competitive edge in the dynamic telecommunications landscape.

2.4 Review Focus (V3) Privacy Concern

Explanation of Privacy Concern: Privacy concerns in the context of mobile services refer to consumers' apprehensions regarding the protection of their personal data, unauthorized tracking, and the risk of data breaches (IGI Global, 2019). As mobile services increasingly rely on data collection to deliver personalized and tailored experiences, consumers are becoming more aware of the potential misuse of their information (Scheinbaum, 2024). Key dimensions of privacy concerns include data protection, which involves ensuring that personal information is securely stored and processed; tracking, which refers to the monitoring of user activities without explicit consent; and data breaches, which involve unauthorized access to sensitive information (Scalise, Hempel, & Sharif, 2025). In the contemporary digital landscape, mobile service providers collect extensive personal data, such as location information, browsing history, and device identifiers (Parkin & Viganò, 2022), to enhance user experiences and offer targeted services (Stamkou et al., 2025). However, this extensive data collection has heightened consumer awareness of the risks associated with data misuse, including identity theft, unauthorized data sharing, and invasive tracking practices. For instance, unauthorized sharing of user data with third parties or the use of tracking technologies without explicit consent has led to growing scepticism among users about how their data is handled (Fife & Orjuela, 2012).

As consumers become more cognizant of these risks, privacy has emerged as a critical factor influencing their trust and decision-making for selecting service providers (Lou, 2025; Pelet, 2025). The growing emphasis on privacy is further exacerbated by high-profile data breaches and scandals, which have exposed vulnerabilities in data protection practices and eroded consumer confidence in service providers (Mukherjee, 2024). This shift has led to evolving consumer expectations, with users increasingly demanding that mobile service providers prioritize data protection and adopt privacy-enhancing measures (Johnson, 2025).

Discussion: Hong Kong stands as one of the most technologically advanced regions in the Asia-Pacific, characterized by high mobile penetration rates and the widespread adoption of cutting-edge technologies, including 5G (HKTD Research, 2023; Communications Authority, 2025). However, the deployment of 5G has also introduced significant privacy challenges, including increased data collection, regulatory gaps, and the potential for data breaches (Patel, et al., 2025). These issues arise as 5G technology enables faster and more extensive data transmission, while existing regulations struggle to keep pace with the rapid evolution of the technology. Additionally, the heightened connectivity and data flow associated with 5G networks increase

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the risk of unauthorized access and breaches, posing serious threats to user privacy (Reis, 2025). The extensive use of smartphones, mobile applications, and online services has led to a substantial increase in data collection, raising critical concerns about how personal information is managed and safeguarded (Menon & Sarkar, 2016).

In conclusion: In Hong Kong, consumers are increasingly vigilant about how their personal data is utilized, particularly in the wake of high-profile data breaches and scandals involving unauthorized data sharing. In response, both regulatory frameworks and corporate policies have been implemented to address these privacy concerns (Ong and Sabapathy, 2021). These efforts are designed to foster consumer trust and ensure that personal data is managed responsibly in the current digital era. In a competitive market like Hong Kong, where consumers have multiple options, providers that fail to address privacy concerns risk losing customers to competitors who prioritize data protection (Rathod, 2025).

2.5 Review Focus Variables (V4): Brand Identification

Explanation of Brand Identification: Brand identification refers to the emotional connection and loyalty that consumers feel toward a particular brand, playing a pivotal role in shaping consumer behavior (Reinders and Bartels, 2017). In the context of mobile services, brand identification encompasses the perceived value, trust, and reputation that a brand holds in the perception of the consumers (Escalas and Bettman, 2003). It is a critical factor in consumer decision-making, influencing not only the initial choice of service provider but also long-term loyalty and satisfaction (Chen and Liao, 2023). Consumer identification with a brand occurs when consumers associate the brand's characteristics with their own identity, perceiving the brand as an integral part of who they are (StokburgerSauer et al., 2012). Consumers often develop a sense of attachment to brands that align with their values or consistently deliver positive experiences, fostering a deep emotional connection (Fazli-Salehi, et al., 2019). Brand identification assists to build brand loyalty, which purchases and reduces the likelihood of switching to competitors (Che, et al., 2025).

The impact of brand identification on consumer purchase intention is substantial. This loyalty is driven by the emotional connection and trust that consumers have developed with the brand over time (Ling, et al., 2024). As mobile service providers continue to innovate and expand their offerings, understanding the role of brand identification will be essential for developing

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strategies that enhance brand identity, build consumer trust, and maintain a competitive edge in the market.

Discussion: Hong Kong has a highly competitive mobile service market, brand identification is particularly significant, the service providers have built strong reputations over the years, leveraging trust and loyalty to maintain their market positions. Consumers often rely on brand reputation as a key criterion when selecting a service provider, as established brands are perceived as more credible, reliable, responsible and trustworthy (Carroll, 2013). Furthermore, positive word-of-mouth, customer reviews, and brand endorsements contribute to the overall perception of the brand, reinforcing consumer loyalty.

Conclusion: Brand identification is a critical factor influencing consumer behavior in Hong Kong's mobile service market. Established brands that have built strong reputations and fostered emotional connections with consumers are more likely to attract and retain customers, even in a highly competitive environment (Ayman and Choudhry, 2023). By understanding the role of brand identification, the service providers can develop strategies to enhance their brand identity, build consumer trust, and maintain a competitive edge. This section has highlighted the importance of brand identification as a key variable in shaping consumer preferences, setting the stage for further exploration of other variables in the following sections.

2.6 Review Focus Variables (V5): Purchase Intention

Explanation of Purchase Intention: Purchase intention refers to the likelihood or probability that a consumer will buy or subscribe to a product or service in the future (Mychell, 2021). It is a key concept in consumer behavior and marketing, reflecting the consumer's willingness to engage in a purchase decision based on their evaluation of various factors such as price, and product features (Bhatia, Shah and Shome, 2023). Purchase intention is often used as a predictor of actual buying behavior, as it captures the consumer's mindset and readiness to commit to a purchase. In the context of mobile services, purchase intention is influenced by factors such as affordability, technological features, privacy concerns, and brand loyalty, which collectively shape the consumer's decision-making process.

Discussion: Due to the competitive telecom service market in Hong Kong, purchase intention is one of the critical elements in consumer decision-making. The role of purchase intention is particularly significant in a saturated market, where providers must differentiate themselves to

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attract and retain customers (Wang, et al., 2021). For instance, competitive pricing, advanced product features, and strong brand identification can all positively influence purchase intention. Conversely, concerns about privacy and data security can deter consumers from choosing a particular provider.

Purchase intention is also shaped by consumer preferences and market trends (Bajar, Ong and German, 2024). For example, the increasing demand for 5G connectivity and bundled services has led providers to innovate and offer more attractive packages. Additionally, the growing emphasis on privacy and data protection has prompted providers to adopt transparent practices and robust security measures to build consumer trust. The impact of purchase intention on market dynamics is substantial. Providers that successfully influence purchase intention can gain a competitive edge and increase their market share. This, in turn, drives further innovation and investment in the sector, benefiting consumers and the industry as a whole.

2.7 Summary

This study places significant emphasis on developing clear and empirically testable hypotheses, as these are pivotal in exploring the factors affecting consumer behavior when choosing a mobile service provider in Hong Kong. The section delineates five specific hypotheses, each linked to a critical variable: price, product features, brand image, privacy concerns, and purchase intentions. It further describes the anticipated relationships of these variables with purchase intentions within the Hong Kong telecommunications market.

H1: Price and Purchase Intentions have a positive relationship

The first hypothesis posits that price has a significant impact on consumers' selection of mobile network providers. Empirical studies in telecommunications and retail markets consistently demonstrate that price sensitivity is a dominant factor influencing consumer decisions, especially in highly competitive or price-sensitive markets (Cybellium, 2024b). Consumers often compare service plans based on tariffs, discounts, and promotional offers to maximize value for money (Karabi, 2022). It is hypothesized that lower or more attractive pricing strategies will positively influence consumer preference (Hemmati and Sajadieh, 2021), leading to a higher likelihood of choosing a provider offering more cost-effective plans. This relationship underscores the importance for service providers to adopt competitive pricing models to attract price-sensitive segments.

H2: Product Features Purchase Intentions have a positive relationship

The second hypothesis proposes that product features, such as network coverage, data speed, reliability, and overall quality of service (London Economics, 2019), along with features like one-card-two-numbers plans and device compatibility (Legarski, 2024); exert a significant impact on consumer choice. Consumers tend to prioritize tangible service attributes (Wirtz, 2012), as these directly impact their daily connectivity and digital experience. Based on the premise that consumers value efficient and reliable service, this hypothesis suggests that positive perceptions of product features will increase the likelihood of selecting a particular provider (Muposhi and Nyagadza, 2025). Improving and emphasizing core product features attributes are therefore critical for providers aiming to capture and retain customer loyalty (Anpar Insights, 2023).

H3: Brand Identification and Purchase Intentions have a positive relationship

The hypothesis posits that brand identification has a positive correlation with consumer preference in the Hong Kong telecommunications market. A strong sense of brand identification—characterized by consumer recognition and affinity towards a particular provider (Cybellium, 2024d); enhances trust and loyalty, thereby influencing purchasing decisions (Huo, 2021). When consumers identify closely with a brand, they are more likely to perceive it as trustworthy, reliable, and aligned with their personal values (Hao, et al., ;2025 Kakhaber, 2025). This connection fosters a sense of emotional attachment and predisposes consumers to favour brands with which they feel a strong affiliation (Chang, et al., 2020). In the highly competitive Hong Kong market, where many providers offer comparable services, robust brand identification can serve as an effective differentiator (Stefanie, Martin and Martin, 2024). It not only attracts new customers but also promotes long-term loyalty (Camilleri, 2018), making it a vital factor in shaping consumer preferences and fostering sustained market competitiveness (Gbadamosi, 2025).

H4: Privacy Concerns and Purchase Intentions have a positive relationship

The fourth hypothesis posits that privacy concerns act as a deterrent in the consumer's provider selection process (Egan-Wyer, Samsioe and Bäckström, 2023). Data security and privacy protection have become paramount in the digital age, as consumers increasingly prioritize safeguarding personal information (Wang, 2025). Concerns about potential data breaches or misuse of personal data may lead consumers to prefer providers who demonstrate transparent and robust privacy policies due to consumer trust and confidence (Athulya and Nathaabinaya,

2025). This hypothesis emphasizes the importance for telecommunication companies to prioritize and communicate their privacy safeguards to build trust and mitigate consumer apprehensions.

In conclusion, the five hypotheses articulate the anticipated relationships between foundational factors, such as, price, product features, brand identification, privacy concerns, and purchase intentions—and consumer choice in the Hong Kong mobile telecommunications market. Testing these hypotheses will provide valuable insights into how consumers evaluate and prioritize different attributes when selecting a service provider. The outcomes will also enable service providers to tailor their marketing and service offerings more effectively, focusing on factors that significantly influence customer decisions and foster loyalty. Overall, the hypotheses serve as a vital framework for empirically verifying the determinants of consumer choice and informing strategic market positioning in a competitive landscape.

Chapter Three: Research Methodology

3.1 Research Method

This study employs a quantitative research approach to examine the factors influencing consumer choice of mobile service providers in Hong Kong. Quantitative research is selected for its capacity to facilitate systematic data collection and numerical analysis, thereby enhancing the ability to identify patterns and relationships among variables (Crabtree and Miller, 2022). This methodology aligns with the research objectives by allowing the precise measurement of variables such as price sensitivity, product features, brand perception, and privacy concerns, which are critical to understanding consumer behavior. A structured questionnaire consisting of 27 items will be administered to gather data from a sample of Hong Kong residents who own mobile devices with active mobile data plans. This methodologically rigorous approach ensures that the data collected is both reliable and valid, allowing for robust statistical analysis that will support the examination and validation of the research hypotheses (Bentalha and Alla, 2024). The quantitative method is particularly suited to this study's objectives as it enables the generalization of findings to a larger population, thereby providing actionable insights into consumer decision-making processes in the telecommunication market (Cybellium, 2024c).

3.2 Conceptual Framework

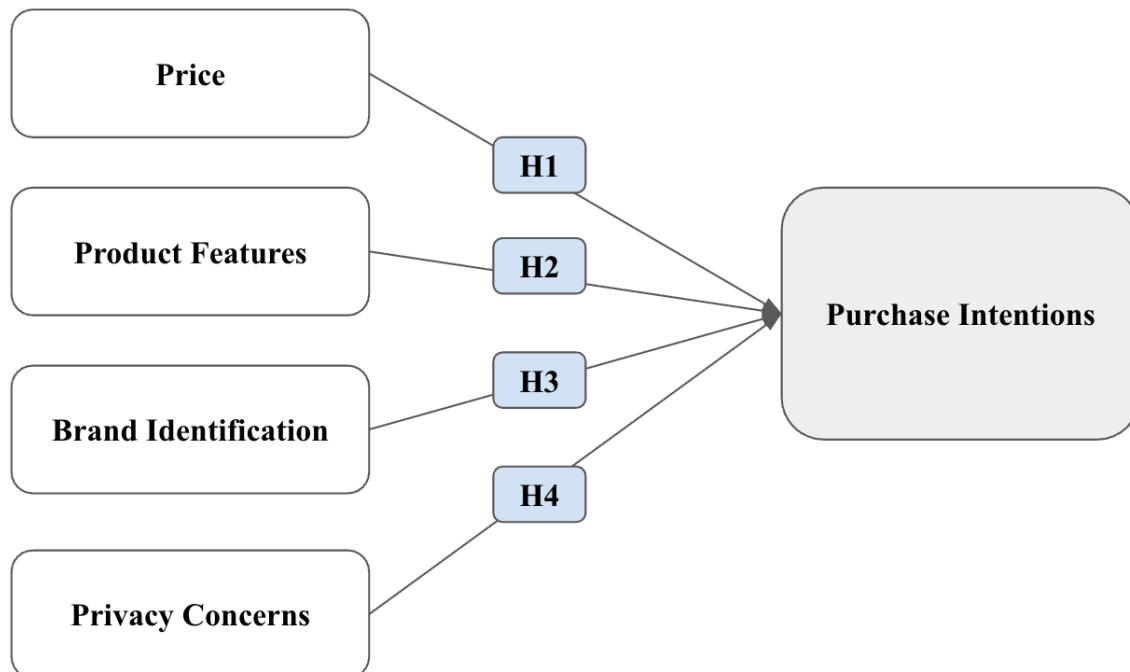
The conceptual framework of this study is meticulously crafted to elucidate the fundamental factors influencing Hong Kong residents in their choice of mobile network providers. By focusing on these determinants, the framework seeks to delineate the most impactful relationships that drive consumer behaviour. This structured approach not only provides a foundation for data collection and analysis but also aligns with methodological principles outlined by Miles, Huberman, and Saldana (2020), ensuring a comprehensive grasp of the dynamics at play in consumer decision-making processes.

In the highly dynamic and competitive telecommunications sector (Mbanje, et al., 2025), understanding these determinants is crucial for service providers aiming to refine their marketing strategies and maintain a competitive edge (Olena, et al., 2023). The framework, informed by an extensive literature review and theoretical models, incorporates five primary variables: price, product features, brand identification, privacy concerns, and purchase intentions. These variables are strategically selected based on their prominence in consumer behaviour literature and their relevance to the telecommunications market.

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Refer to Diagram 1.0 below, which visually illustrates the relationships among these variables and the selection of a mobile network provider. In the diagram, each factor is represented as an independent variable with proposed pathways indicating their influence on the dependent variable—purchase intentions.

Figure 1.0: Hypothesized Model of Consumer Purchase Intention in Selecting a Mobile Service Provider



Contributed by the writer

This conceptual framework is grounded in well-established theoretical perspectives that inform the hypothesized relationships among the key variables. It offers a comprehensive approach to exploring purchase intentions within Hong Kong's telecommunications market. By understanding how factors such as price, product features, brand image, privacy concerns, and purchase intentions influence consumer behaviour, the framework provides valuable insights for developing targeted marketing strategies. These insights enable service providers to better attract and retain customers in a highly competitive environment. Through systematic data collection and analysis, this study aims to validate the proposed relationships (Elhami, Roshan and Chandan, 2024), thereby contributing meaningful knowledge to the fields of consumer behaviour and telecommunications strategy. The framework's holistic perspective allows for a

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deeper understanding of the complex decision-making processes that consumers employ when selecting mobile network providers.

3.2.1 Price

Price emerges as a critical factor, given its direct impact on perceived value and affordability as economic considerations (Okan, Fuat and Ümit, 2024). Empirical research indicates that price is a key determinant in consumer decision-making, especially in cost-sensitive markets within developing countries and regions, such as Hong Kong (Khabir et al., 2025). Strategic pricing approaches are hypothesized to exert a significant and positive influence on consumer preferences (Zhang, Shu and Du, 2025), thereby establishing price as a fundamental element within the conceptual framework.

3.2.2 Product Features

Product features are equally crucial, encompassing attributes such as network coverage, data speed, service reliability, and technological advancements (Plunkett, 2007; Ilzkovitz, 2020; Muratov, Ignateva and Zokirjon-ugli, 2024). These features serve as tangible indicators of service quality and reliability, influencing consumer perceptions and preferences (Gumasing, 2025). In addition, there are supplementary services, such as bundled subscriptions to video streaming platforms like Netflix (Parker, 2025), as well as music streaming services (see Table 4.0).

3.2.3 Brand Identification

Brand identification pertains to consumers' perceptions of a service provider's reputation, trustworthiness, and overall brand image (Kim and Lee, 2020; Arora, et al., 2021; Hani, et al., 2024). A well-established and reputable brand functions as a signal of quality, which helps to diminish perceived risks associated with service choice (Johansson and Carlson, 2014). This perception fosters greater consumer trust and loyalty, making brand identification a critical factor in influencing purchasing decisions (Marco, 2025). In mature markets like Hong Kong, where service offerings are often quite similar and differentiation is minimal, brand recognition becomes even more significant. A strong brand can serve as a key differentiator, providing consumers with confidence in their selection and promoting long-term customer retention (Mishra, 2023). Consequently, brand identification plays a vital role in shaping consumer preferences and loyalty within such competitive and saturated markets (Johansson and Carlson, 2014; Marco, 2025).

3.2.4 Privacy Concerns

In the digital era, privacy concerns have gained substantial importance as consumers become increasingly aware of data security and privacy issues (Christian et al., 2025). Such concerns play a critical role in shaping consumer behavior, as attitudes toward privacy significantly influence trust and decision-making processes (Tian, Zhang and He, 2024). As individuals navigate the complexities of digital interactions, their perceptions of how data is protected and managed directly impact their preferences and choices. Consequently, privacy concerns are integral to the framework, underscoring their influence on consumer trust and their pivotal role in determining which mobile service providers consumers ultimately choose. This focus reflects a broader trend of prioritizing data security in marketing and service strategies.

3.2.5 Purchase Intentions

Purchase intentions function as an intermediary variable that connects antecedent factors with actual consumer behaviour (Geng and Chen, 2021). These intentions are influenced by consumer attitudes and perceptions, translating these into concrete decisions (Dou and Zhang, 2024). Recognized as immediate precursors to behaviour, purchase intentions are critical in guiding purchase intentions and serve as a vital link, transforming consumer evaluations and attitudes into specific purchasing actions. By understanding these intentions, marketers can better predict and influence consumer behaviour, enabling more effective targeting and engagement strategies. Consequently, purchase intentions are essential for understanding how consumer outlooks are converted into actual buying behaviour within the marketplace (Xu, Chi and Su, 2018).

3.4 Research Design

The research design outlines the overall framework for collecting and analyzing data to examine the factors influencing consumer choice of mobile network providers in Hong Kong. It details the methodology adopted, including questionnaire development, sampling strategies, and data analysis techniques, to ensure the reliability and validity of the findings. This section provides a systematic approach to address the research objectives and hypotheses effectively.

3.4.1 Questionnaire Design

The development of the questionnaire involved a systematic process grounded in both theoretical principles and practical considerations. The initial phase consisted of reviewing existing literature and validated measurement scales related to consumer behavior, brand

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perception, privacy concerns, and purchase intentions within the telecommunications sector. Based on these insights, a comprehensive list of items was generated to capture all relevant variables. To ensure clarity and reduce ambiguity, each item was carefully worded in simple, direct language appropriate for the target population.

Variables were encoded utilizing a six-point Likert scale, extending from “Very Disagree” (1) to “Strongly Agree” (6), based on a standardized questionnaire. This scale enabled respondents to indicate their level of agreement or importance with different items, providing a nuanced measurement of their perceptions and attitudes. This scale facilitated quantitative analysis, enabling the computation of reliability metrics such as Cronbach’s alpha of 0.6 or above is considered acceptable for social science research, suggesting that the items are sufficiently correlated and reliably assess the same construct (Taylor, Gaol and Kadry, 2014). To maintain content validity, many items were adapted from existing validated scales from prior research, while some items were newly developed to suit the specific context of Hong Kong's telecom market. The questionnaire underwent multiple rounds of review and refinement, including pre-testing with a small sample, to identify and correct issues related to clarity, relevance, and length. This iterative process ensured that the final questionnaire was both respondent-friendly and methodologically robust, enabling the collection of high-quality data suitable for subsequent statistical analysis.

3.4.2 Population

The target population comprises residents of Hong Kong aged 18 years and above, who are either current mobile data plan users. This demographic is selected because they represent the primary consumers of mobile telecommunications services within the market. The population is characterized by diverse age groups, genders, and socioeconomic backgrounds (Lavrakas, 2008), which reflect the broad consumer base of Hong Kong's mobile telecommunications industry. The inclusion criteria stipulated that participants must reside in Hong Kong and actively use or have an interest in mobile network services. This broad scope ensures that the findings are representative of typical consumer decision-making processes within the region, providing insights applicable to marketers and service providers seeking to understand consumer preferences and behaviours.

3.4.3 Sampling Method

To collect representative data, an online survey method will be utilized, leveraging friend referrals and group networks. This approach mirrors a stratified random sampling technique (Vieira, Jr., 2017), which involves segmenting the population into distinct strata based on key demographic characteristics such as age, gender, and education level, thereby ensuring proportional representation of these categories (Zaidi, 2024). Such stratification enhances the accuracy of estimates and the generalizability of results (Fox, MacLehose, and Lash, 2022). Within each stratum, participants will be randomly selected using online survey panels or distribution through social groups, contingent on resource availability (Fox, et al., 2022). This strategy minimizes sampling bias and ensures adequate representation of subgroups, thereby bolstering the external validity of the research.

3.4.4 Sampling Size

A sample size of 141, obtained from the distribution of 30 questionnaires, was considered sufficient for the purposes of this study. A total of 141 questionnaires were completed and returned, resulting in a response rate that was deemed adequate for qualitative analysis. This sample size was determined based on an estimated population of 6,776,800, with a confidence level of 75% and a margin of error of 5%. The response rate and sample size provide a reliable basis for deriving meaningful insights and for generalizing findings within the specified confidence and error margins.

Table 5.0 Sampling Size Calculation	
Standard Formula for Sample Size (Finite Population)*1	
$n = \frac{N \times Z^2 \times p \times (1 - p)}{e^2 \times (N - 1) + Z^2 \times p \times (1 - p)}$	
(n) = required sample size	
(N) = population size	
(Z) = z-value corresponding to the desired confidence level (e.g., 1.96 for 95%, 1.15 for 75%)	
(p) = estimated proportion of the attribute present in the population (commonly 0.5 for maximum variability)	
(e) = margin of error (expressed as a decimal, e.g., 0.05 for 5%)	
Factor(s)	
Population Size	(N = 6,776,800)*1)
Confidence Level	75% ((Z ≈ 1.15))
Margin of Error	5% ((e = 0.05))
Estimated Proportion	(p = 0.5)
Contributed by the writer	
Source from: Gogtay and Thatte, 2017	
2: Population counts from 15 ages group from 15 to or above 85 ages, according to Census and Statistics Department, 2025	

3.5 Explain Relevant Methods for Data Analysis

Data analysis is a critical component of this research, as it serves to validate the reliability of the measurement instruments, assess the validity of the constructs, and examine relationships among variables to test the research hypotheses (Subong, 2005; Swargiary, 2025). The analytical process begins with data preparation, which involves cleaning the dataset by checking for missing values, outliers, and entry errors (Monjeza, 2023). Data coding is performed systematically, and the use of statistical software as Statistical Product and Service Solutions (SPSS) (Clarke, 2016).

3.5.1 Reliability and Validity Test

The first step in the analysis process is assessing the reliability of the measurement scales. Cronbach's alpha is employed to evaluate internal consistency among items representing the same construct (McDavid, et al., 2018). A Cronbach's alpha value of 0.6 or higher is typically considered acceptable, indicating that the items reliably measure the underlying variable (Taylor, Gaol and Kadry, 2014). Validity of the constructs is examined primarily through factor analysis (Dimitrov, 2014). Exploratory Factor Analysis (EFA) is used to verify whether the items load onto expected factors, confirming construct validity (Watkins, 2021). Subsequently, if applicable, Confirmatory Factor Analysis (CFA) may be conducted to test the measurement model's fit (Roos and Bauldry, 2021). Validity assessments ensure that the instrument accurately measures the theoretical constructs, thereby supporting the credibility of subsequent analyses.

3.5.2 Descriptive Statistics

Descriptive statistics provide a summary of sample characteristics and variable distributions (Vieira, 2017). Frequencies and percentages describe categorical variables like gender or educational level, while means and standard deviations summarize continuous variables such as age, price sensitivity, and purchase intentions. These statistics offer insights into sample composition and variable trends, aiding in interpreting inferential analyses.

3.5.3 Inferential Statistics and Multiple Regression Analysis

Advanced statistical techniques are then applied to test the research hypotheses (Adams and Lawrence, 2018). Inferential statistics such as t-tests or ANOVA are used to compare means across groups, while correlation analysis evaluates the strength and direction of relationships between variables (Strale, et al., 2025). Multiple regression analysis is utilized to assess the

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impact of independent variables (Allison, 1999), such as price, product features, brand identification, privacy concerns, and purchase intentions; on the dependent variable, which is the consumer's selection of a mobile provider. This analytical approach enables the control of confounding factors and facilitates an evaluation of the relative significance of each predictor in influencing consumer choice. Before interpreting results, assumption checks are conducted (Leech, Barrett and Morgan, 2011). Tests for normality, homoscedasticity, and multicollinearity ensure the validity of regression analyses (Holland, 2019). If assumptions are violated, data transformations or alternative non-parametric tests may be considered (Adams and Lawrence, 2018).

In summary, this study utilizes a combination of reliability and validity assessments, descriptive statistics, and hypothesis-testing techniques to rigorously analyse the data. These methods collectively enable a comprehensive understanding of the underlying factors influencing consumer behaviour, thereby supporting the validation of the proposed hypotheses and contributing to meaningful research findings.

3.6 Ethical Consideration

This study emphasizes adherence to ethical standards to safeguard participants' rights and maintain integrity. Participants will be fully informed of the research purpose and provide voluntary consent. All collected data will be securely stored and destroyed 60 days after the dissemination of academic results to ensure confidentiality. Ethical approval will be secured from the appropriate institutional review board. The research will follow established ethical guidelines, avoiding deception, coercion, or harm. Respect for participants' rights and upholding academic honesty will be maintained throughout the study to ensure its credibility and ethical compliance.

3.7 Pre-test

The purpose of the pre-test is to assess the clarity, relevance, and overall comprehensiveness of the questionnaire, as well as to identify any ambiguous or poorly constructed items (Handwerker, 2001). A small, representative sample of 30 respondents will be selected based on criteria such as demographic similarity to the target population and their familiarity with the survey topic. The preliminary questionnaire will be distributed to these participants, and their feedback on question clarity, respondent experience, and comprehensiveness will be collected through follow-up discussions or brief surveys. Data from the pilot responses will be analyzed

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to identify problematic items (Suen, 2012), such as those with low item-total correlations or confusing wording. Based on this feedback, items have been removed, and the questionnaire format may be adjusted to improve clarity and flow. The revised, refined instrument will be finalized to ensure its reliability and validity for the main data collection phase, ensuring the survey effectively captures accurate and relevant data (Throne, 2024).

3.8 Research Schedule

The research schedule outlines the key phases and timeline for the completion of the study. It includes steps such as literature review, questionnaire development, pre-testing, data collection, data analysis, and report writing. The schedule ensures that each stage is systematically planned and completed within the designated timeframe, facilitating efficient progress and timely delivery of the research findings (refer to Diagram 2.0).

Diagram 2.0: Research Schedule							
Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Establish Variables							
Focus Group							
Literature Review							
Questionnaire Design							
Pre-test & Revisions							
Data Collection							
Data Analysis & Interpretation							
Report Writing & Finalization							

Chapter Four: Analysis and Results Discussion

The research employed an online survey method conducted over a period of approximately 1.5 weeks. The primary target population consisted of individuals aged above 18 residing in Hong Kong, specifically those with a mobile data plan, ensuring relevance to the study's focus. The survey was distributed via instant message groups to facilitate quick and wide reach among potential respondents. A total of 840 questionnaires were distributed, utilizing Google Forms as the data collection platform. This choice allowed for easy distribution, real-time responses, and efficient data management while maintaining respondent confidentiality (Dongre, et al., 2024). Regarding sampling, the survey adopted a convenience sampling strategy by sharing the questionnaire within established instant message groups. Although not randomized, this approach allowed for quick data collection within the targeted demographic.

4.1 Response Rate Analysis

During the questionnaire design process, all questions were made mandatory to answer, resulting in a response rate of 100%. Therefore, calculating the response rate was not necessary for this survey. During the data collection period, 840 participants were invited to participate, and a total of 142 responses were received.

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Table 6.0a: Questionnaire Statistics		
	N	
	Valid	Missing
BI1: My existing mobile plan provider is a high-quality brand.	142	0
BI2: I feel a strong sense of belonging to this brand.	142	0
BI3: I am very interested in what others think about my existing mobile plan provider.	142	0
BI4: When someone praises the brands I purchase, it feels like a personal compliment.	142	0
BI5: The brands I choose are like a part of me.	142	0
P2: Price is important to me when I select mobile data plan.	142	0
P3: To achieve my objectives, we focus on having the optimal mobile data service regardless of price.	142	0
P4: Having the best data plan is important, but the price is a critical issue because of limited financial resources.	142	0
P5: The price of data plan is a good indicator of its quality.	142	0
PF1: I am willing to select this service plan even though the price is higher.	142	0
PF2: I use this service provider due to its value add services (Netflix, MyTV, KKBox, or others)	142	0
PF3: I think the product quality on the service provider is guaranteed.	142	0
PF4: I think the products on the service provider are unique and attractive.	142	0
PC1: I am concerned that a person can find private information about me because of using this service provider	142	0
PC2: I am concerned that unauthorized parties could use my browsing information to impersonate me.	142	0
PC3: I am concerned that: My online behavior and activities can be monitored/tracked without my permission.	142	0
PC4: Disclosing personal data would make me lose control over my privacy.	142	0
PC5: I am concerned that select provider will gather too much information about me.	142	0
PI1: I plan to use my existing mobile data provider in the future.	142	0
PI2: I have higher tendency to pay more for functional.	142	0
PI3: I intend to purchase the brand's product within next year.	142	0
PI4: I will buy this rather than other brands available in the market.	142	0
PI5: In the future, I will recommend derivative works to my friends and family.	142	0
Gender	142	0
Age Group	142	0
Education Level	142	0
Monthly Personal income - HK\$	142	0

4.2 Descriptive Statistics

This section presents the descriptive statistics derived from the survey data, focusing on key demographic variables such as monthly personal income, age, and education level. The tables provide a detailed overview of how respondents are distributed across income categories and how these relate to different age groups and education levels.

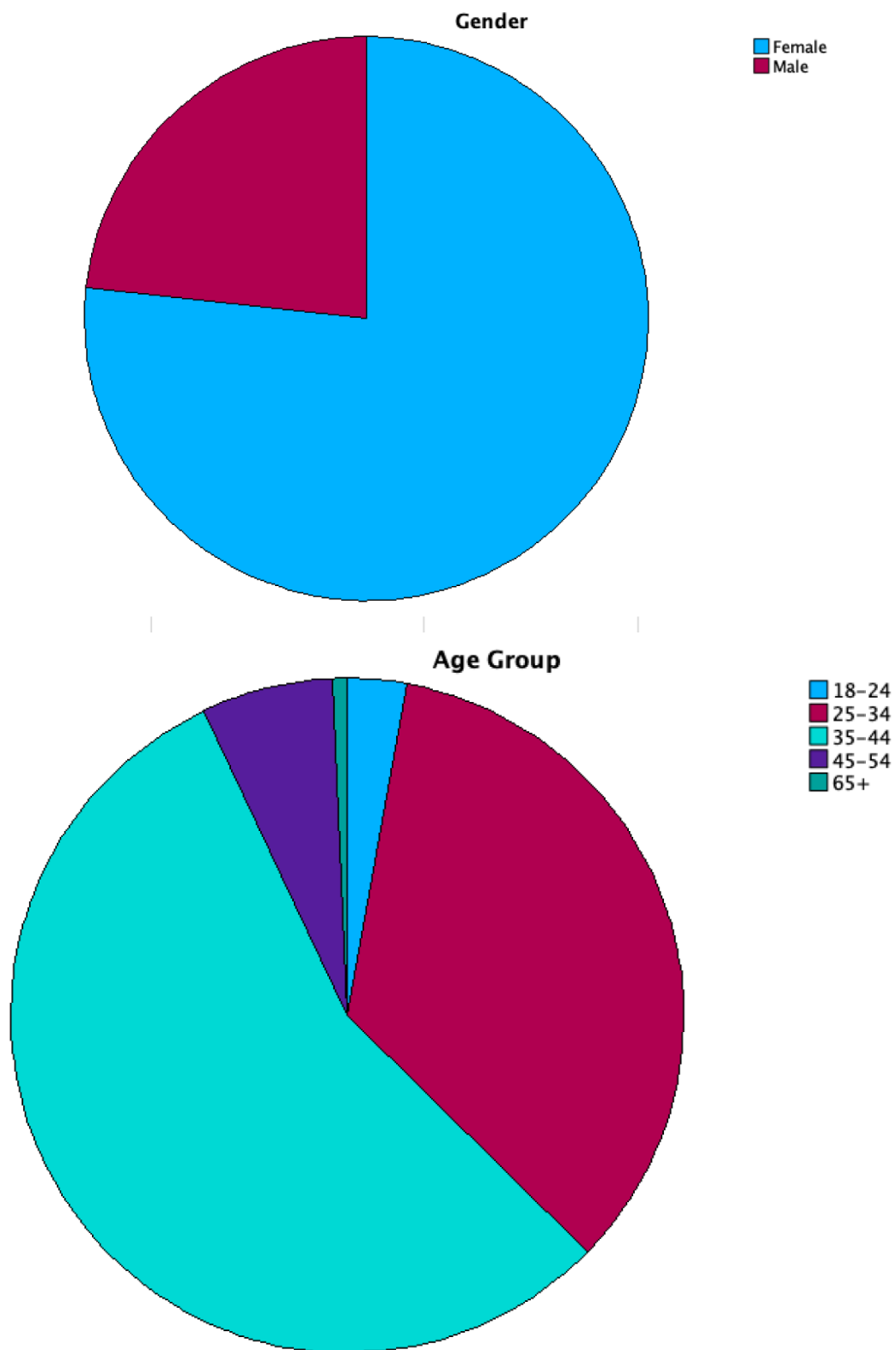
Table 6.0b: Demographic from the Questionnaire	
Characteristics	Category
Gender	Male Female
Age Group	18-24 25-34 35-44 45-54 55-64 65+
Education level	Secondary School or below Certificate / Diploma Bachelor's Degree Master's Degree or above
Monthly Personal Income	HK\$10,000< HK\$10,000 - HK\$19,999 HK\$20,000 - HK\$29,999 HK\$30,000 - HK\$39,999 HK\$40,000 - HK\$49,999 HK\$50,000 +

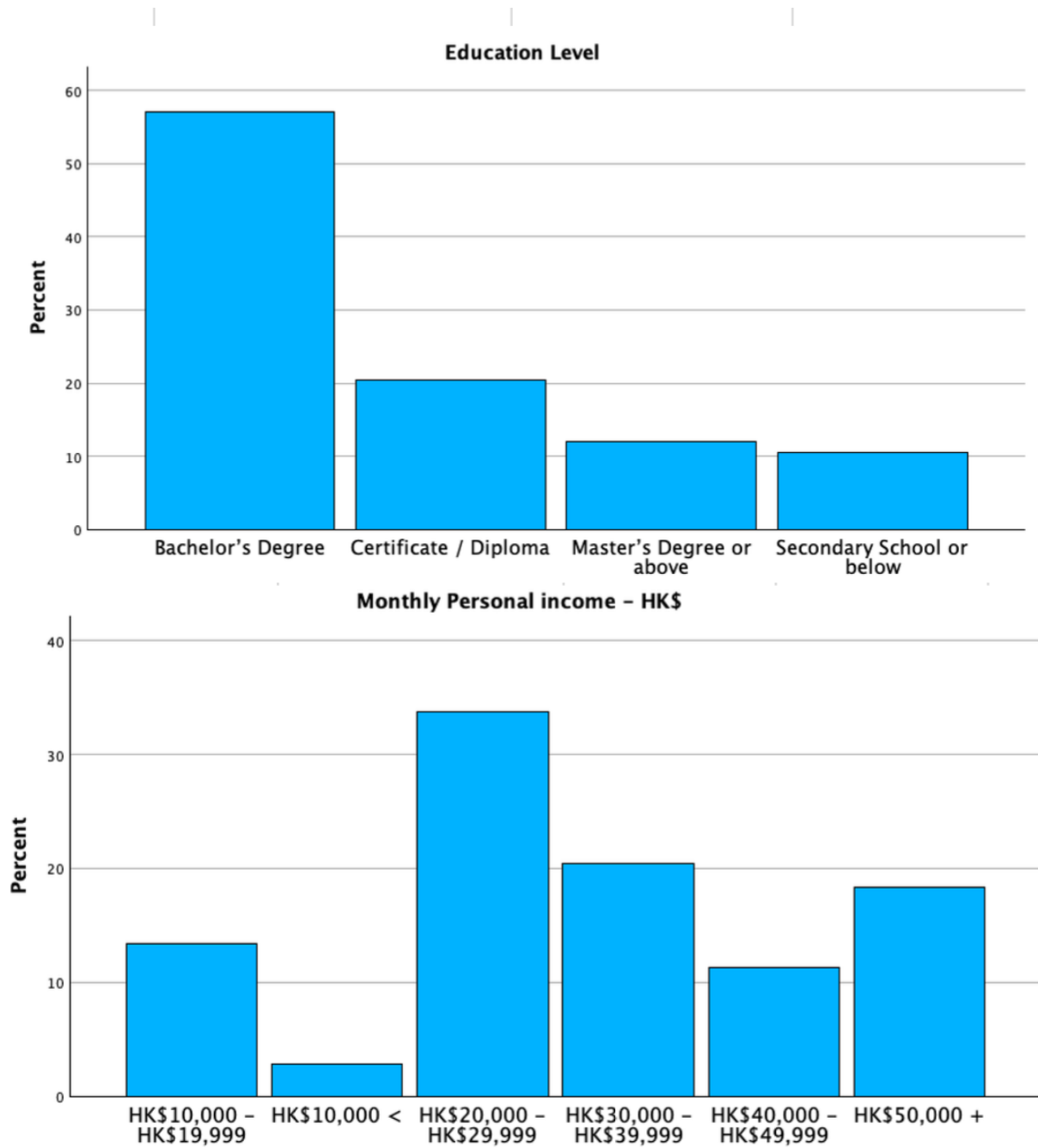
The demographic profile of the respondents indicates a predominantly female sample, with 76.8% identifying as female and 23.2% as male. Age distribution shows that most participants are middle-aged, with 55.6% between 35-44 years, followed by 34.5% aged 25-34. Younger adults (18-24) and older groups (45-54 and 65+) are underrepresented, making the sample mainly reflective of middle-aged adults. Educational attainment is relatively high, with 57% holding a bachelor's degree, 20.4% possessing a diploma or certificate, 12% with a master's degree or above, and 10.6% having completed secondary education or less. This indicates a well-educated respondent base. Regarding income, most respondents (33.8%) earn between HK\$20,000 and HK\$29,999 monthly, making it the largest income group. The next significant group earns HK\$30,000–HK\$39,999 (20.4%), while smaller proportions earn below HK\$10,000 (2.8%) or above HK\$50,000 (18.3%).

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Overall, the sample primarily consists of middle-aged, educated females with moderate income levels. This demographic profile provides useful insights for analysis, although potential biases regarding gender and age distribution should be considered when generalizing findings.

Table 7.0: Frequency Table for Descriptive Statistics					
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	109	76.8	76.8	76.8
	Male	33	23.2	23.2	100
	Total	142	100	100	
Age Group					
		Frequency		Valid Percent	Cumulative Percent
Valid	18-24	4	2.8	2.8	2.8
	25-34	49	34.5	34.5	37.3
	35-44	79	55.6	55.6	93
	45-54	9	6.3	6.3	99.3
	65+	1	0.7	0.7	100
	Total	142	100	100	
Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	81	57	57	57
	Certificate / Diploma	29	20.4	20.4	77.5
	Master's Degree or above	17	12	12	89.4
	Secondary School or below	15	10.6	10.6	100
	Total	142	100	100	
Monthly Personal Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HK\$10,000 - HK\$19,999	19	13.4	13.4	13.4
	HK\$10,000 <	4	2.8	2.8	16.2
	HK\$20,000 - HK\$29,999	48	33.8	33.8	50
	HK\$30,000 - HK\$39,999	29	20.4	20.4	70.4
	HK\$40,000 - HK\$49,999	16	11.3	11.3	81.7
	HK\$50,000 +	26	18.3	18.3	100
	Total	142	100	100	





4.2.1 Cross Tabulation Analysis

Table 7.1: Case Processing Summary shows that all 142 cases with complete responses were valid for analysis across key demographic variables such as gender, age group, education level, and monthly personal income. There were no missing data in these variables, indicating a complete dataset for subsequent analyses. This comprehensive respondent coverage enhances the reliability of the demographic profile and ensures representativeness of the sample in the analysis.

The contingency tables provide detailed insights into how respondents' monthly income varies across different age and education categories. The first table shows the distribution of income levels within age groups and the overall percentage of respondents in each income bracket. For example, most respondents earning HK\$20,000–HK\$29,999 are concentrated within specific age groups, and a notable proportion earn HK\$50,000 or above. The percentages illustrate income patterns across age groups and income categories, revealing demographic trends.

Table 7.1: Case Processing Summary						
	Cases					
	Valid	Missing	Total			
	N	Percent	N	Percent	N	Percent
Gender * Education level	142	100.00%	0	0.00%	142	100.00%
Gender * Age Group	142	100.00%	0	0.00%	142	100.00%
Gender * Monthly Personal Income - HK\$	142	100.00%	0	0.00%	142	100.00%

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Table 7.2 explores the relationship between income and education level. It shows that a large portion of respondents with bachelor's degrees earn between HK\$10,000–HK\$19,999, while higher income levels (HK\$50,000+) are mainly associated with those holding a master's degree or higher. Together, these tables provide a comprehensive overview of income distribution across demographic variables, highlighting key tendencies and demographic correlations within the sample.

Table 7.2: Monthly Personal Income - HK\$ * Education level Crosstabulation							
			Education level				Total
			Bachelor's Degree	Certificate / Diploma	Master's degree or above	Secondary school or below	
Monthly Personal Income - HK\$	HK\$10,000 - HK\$19,999	% within Monthly Personal Income - HK\$	63.20%	15.80%	5.30%	15.80%	100.00%
		% within Education level	14.80%	10.30%	5.90%	20.00%	13.40%
		% of Total	8.50%	2.10%	0.70%	2.10%	13.40%
	HK\$10,000 <	% within Monthly Personal Income - HK\$	25.00%	25.00%		50.00%	100.00%
		% within Education level	1.20%	3.40%		13.30%	2.80%
		% of Total	0.70%	0.70%		1.40%	2.80%
	HK\$20,000 - HK\$29,999	% within Monthly Personal Income - HK\$	54.20%	29.20%	6.30%	10.40%	100.00%
		% within Education level	32.10%	48.30%	17.60%	33.30%	33.80%
		% of Total	18.30%	9.90%	2.10%	3.50%	33.80%
	HK\$30,000 - HK\$39,999	% within Monthly Personal Income - HK\$	62.10%	20.70%	6.90%	10.30%	100.00%
		% within Education level	22.20%	20.70%	11.80%	20.00%	20.40%
		% of Total	12.70%	4.20%	1.40%	2.10%	20.40%
	HK\$40,000 - HK\$49,999	% within Monthly Personal Income - HK\$	62.50%	18.80%	6.30%	12.50%	100.00%
		% within Education level	12.30%	10.30%	5.90%	13.30%	11.30%
		% of Total	7.00%	2.10%	0.70%	1.40%	11.30%
	HK\$50,000 +	% within Monthly Personal Income - HK\$	53.80%	7.70%	38.50%		100.00%
		% within Education level	17.30%	6.90%	58.80%		18.30%
		% of Total	9.90%	1.40%	7.00%		18.30%
Total		% within Monthly Personal Income - HK\$	57.00%	20.40%	12.00%	10.60%	100.00%
		% within Education level	100.00%	100.00%	100.00%	100.00%	100.00%

4.3 Inferential Statistics

Inferential statistics involves analysing sample data to make generalizations or predictions about a larger population (Ramaswamy, 2025). It allows researchers to test hypotheses, examine relationships among variables, and determine the significance of findings beyond the data collected (Nestor and Schutt, 2015). Using techniques such as reliability and validity assessments, correlation analysis, and regression modelling, inferential statistics provides a rigorous framework for understanding the underlying patterns and dependencies within data (Litwin, 1995; Sharma, 2005). By applying these methods, this research can draw meaningful conclusions, evaluate the strength and significance of relationships, and assess the predictive power of variables, ultimately supporting informed decision-making and theory development. This chapter systematically explores these key techniques to validate the study's findings and provide credible insights into the research questions.

4.3.1 Reliability and Validity Measurement

Brand Identification Scale:

The reliability analysis of the brand identification scale, consisting of five questions, yielded a Cronbach's alpha of 0.734; this value indicates an acceptable level of internal consistency, suggesting that the items reliably measure the underlying construct of brand identification (Curtis and Drennan, 2013). Item analysis shows that each question contributed positively to the overall scale, with corrected item-total correlations ranging from 0.324 to 0.624. Notably, BI2 ("I feel a strong sense of belonging to this brand") has the highest correlation (0.566), indicating it is strongly related to the overall scale.

The scale's overall mean score is 16.54, with a variance of 23.726 and a standard deviation of approximately 4.87. These statistics reflect a moderate degree of response variability among participants. The information indicates that the scale functions well to capture respondents' perceptions related to brand identification, with acceptable reliability for further analysis. Overall, the results demonstrate that the questionnaire items are consistent and provide a dependable measure of brand identification, supporting its validity for use in subsequent analyses.

Table 8.0: Brand Identification of Reliability	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.734	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1: My existing mobile plan provider is a high-quality brand.	12.49	19.216	0.324	0.743
BI2: I feel a strong sense of belonging to this brand.	13.25	15.605	0.566	0.661
BI3: I am very interested in what others think about my existing mobile plan provider.	13.6	16.143	0.509	0.683
BI4: When someone praises the brands I purchase, it feels like a personal compliment.	13.61	14.17	0.624	0.633
BI5: The brands I choose are like a part of me.	13.2	15.833	0.461	0.703

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.54	23.726	4.871	5

Price Scale:

The reliability analysis of the price-related scale, consisting of four items, resulted in a Cronbach's alpha of 0.651. This value indicates a moderate internal consistency, suggesting that while the items are somewhat related (Taylor, Gaol and Kadry, 2014), there is room for improvement in how consistently they measure perceptions about price sensitivity in selecting mobile data plans. Item analysis shows that all four questions contribute positively to the overall scale, with corrected item-total correlations ranging from 0.325 to 0.565. P3 ("Having the best data plan is important, but the price is a critical issue because of limited financial resources") has the highest correlation of 0.565, indicating a strong relationship with the overall construct.

The overall scale has a mean score of 15.05, with a variance of 17.253 and a standard deviation of approximately 4.15, reflecting moderate variability in respondents' attitudes towards the importance of price in choosing a mobile data plan. These findings suggest that price plays a pivotal role but not the sole factor influencing consumer decisions. Overall, the results demonstrate that the scale provides a reasonable measure of price sensitivity in the context of mobile data plans, with acceptable reliability for subsequent analysis.

Table 9.0: Price of Reliability	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.651	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1: Price is important to me when I select mobile data plan.	10.73	11.406	0.428	0.586
P2: To achieve my objectives, we focus on having the optimal mobile data service regardless of price.	11.81	10.85	0.419	0.591
P3: Having the best data plan is important, but the price is a critical issue because of limited financial resources.	11.01	9.603	0.565	0.483
P4: The price of data plan is a good indicator of its quality.	11.6	11.476	0.325	0.657

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
15.05	17.253	4.154	4

Product Features Scale:

The reliability assessment of the four-item scale, which pertains to consumers' perceptions of value-added services and product quality offered by the service provider, yielded a Cronbach's alpha of 0.703. This value indicates an acceptable level of internal consistency, suggesting that the scale effectively and reliably captures the core constructs related to perceived value and service quality in the context of selecting a service provider (Bryman & Bell, 2015). Item analysis shows that each question significantly contributes to the overall scale. The corrected item-total correlations range from 0.434 to 0.615, with PF3 ("I think the product quality on the service provider is guaranteed") exhibiting the highest correlation, suggesting it has a strong relationship with the underlying construct.

The overall scale's mean score is 13.8, with a variance of 15.01 and a standard deviation of approximately 3.87. These statistics suggest a moderate spread of responses, indicating respondents have diverse perceptions regarding value-add services and product quality offered by the service provider. Overall, the scale exhibits acceptable reliability, making it suitable for further analysis related to customer perceptions and decision-making in selecting service providers. The results reinforce that these four items effectively measure consumers' overall evaluation of service quality and perceived value.

Table 10.0: Product Features of Reliability	
Reliability Statistics	N of Items
Cronbach's Alpha	N of Items
0.703	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PF1: I am willing to select this service plan even though the price is higher.	10.05	9.154	0.453	0.662
PF2: I use this service provider due to its value add services (Netflix, MyTV, KKBox, or others)	11.26	8.776	0.434	0.683
PF3: I think the product quality on the service provider is guaranteed.	9.85	9.389	0.615	0.575
PF4: I think the products on the service provider are unique and attractive.	10.25	9.804	0.488	0.64

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
13.8	15.01	3.874	4

Privacy Concerns Scale:

The reliability analysis of the five-item scale addressing privacy concerns demonstrated a high internal consistency, with a Cronbach's alpha of 0.877. This indicates excellent reliability, suggesting that the items cohesively measure the construct related to individuals' concerns about privacy in the context of using a service provider (Bryman and Bell, 2015). The scale's consistency is further supported by the item-total correlations, which range from 0.625 to 0.788, indicating a strong relationship between each individual item and the overall scale. Specifically, PC2 ("I am concerned that unauthorized parties could use my browsing information to impersonate me") exhibits the highest correlation (0.788), reflecting its significant contribution to the underlying construct.

Analysis of the impact of each item on the overall scale reveals that deleting any one item would result in a minimal decrease in Cronbach's alpha, which remains above 0.83 in all cases, confirming that all items are relevant and contribute to the scale's internal consistency (Parag, Singh and Mandlik, 2025). The overall mean score of the scale is 22.51, with a variance of 32.138 and a standard deviation of approximately 5.67, indicating a moderate level of variability in respondents' concerns about privacy and data security. This high level of internal consistency supports the use of this scale in further analyses exploring factors influencing privacy concerns, ultimately providing a reliable measure of individuals' perceptions of privacy risks associated with service providers.

Table 11.0: Privacy Concerns of Reliability	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.877	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PC1:I am concerned that a person can find private information about me because of using this service provider	18.63	21.595	0.625	0.872
PC2: I am concerned that unauthorized parties could use my browsing information to impersonate me.	18.15	19.621	0.788	0.831
PC3: I am concerned that: My online behavior and activities can be monitored/tracked without my permission.	17.92	19.737	0.764	0.837
PC4: Disclosing personal data would make me lose control over my privacy.	17.62	22.677	0.674	0.86
PC5: I am concerned that select provider will gather too much information about me.	17.73	22.368	0.708	0.853

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
22.51	32.138	5.669	5

Purchase Intentions Scale:

The reliability analysis of the five-item purchase intention scale yielded a Cronbach's alpha of 0.777, reflecting a solid level of internal consistency among the items (SÜRÜCÜ, Şeşen and Maslakçı, 2023). This indicates that the scale effectively measures the respondents' propensity to purchase or continue utilizing the services of the mobile data provider in the future. Items such as P1 ("I plan to use my existing mobile data provider in the future") and P4 ("I will buy this rather than other brands available in the market") demonstrate stronger correlations (0.616 and 0.706, respectively), thereby significantly contributing to the overall internal consistency of the scale. The composite mean score of the scale is 19.29, with a variance of 22.363 and a standard deviation of approximately 4.73, suggesting a moderate degree of variability in respondents' purchase intentions. Overall, the scale exhibits acceptable reliability, rendering it suitable for further inferential analysis to examine factors influencing consumer purchase decisions. The findings imply that a majority of respondents hold a positive outlook regarding

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future purchase commitments and potential brand advocacy, which holds considerable implications for strategic marketing initiatives and brand loyalty research.

Table 12.0: Purchase Intentions of Reliability	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.777	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1: I plan to use my existing mobile data provider in the future.	14.95	14.217	0.616	0.712
PI2: I have higher tendency to pay more for functional.	15.48	18.166	0.233	0.833
PI3: I intend to purchase the brand's product within next year.	15.58	14.047	0.622	0.709
PI4: I will buy this rather than other brands available in the market.	15.44	14.192	0.706	0.683
PI5: In the future, I will recommend derivative works to my friends and family.	15.7	14.933	0.615	0.714

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
19.29	22.363	4.729	5

4.3.2 Correlation Analysis

Pearson's correlation analysis measures the strength and direction of the linear relationship between two continuous variables (Bocianowski, 2024). It provides a correlation coefficient ranging from -1 to +1, indicating positive, negative, or no correlation (Hadd and Rodgers, 2020). This analysis helps to understand the degree of association, guiding further interpretation of related variables within the study (Leblanc, 2004).

Brand Identification and Purchase Intentions (Moderate Correlation)

The analysis focused on examining the relationship between Purchase Intentions and Brand Identification. Using Pearson's correlation coefficient, a value of 0.536 was obtained, indicating a moderate to strong positive relationship between the two variables (Mubarak, 2023). This suggests that higher levels of brand identification are associated with increased purchase intentions among consumers. The correlation was statistically significant, with a p-

value of less than 0.001, confirming that the observed relationship is unlikely to be due to chance at the 0.01 significance level (Wilcox, 2017). These findings support the hypothesis that strong brand identification positively influences consumers' willingness to purchase, highlighting the importance for marketers to invest in building brand loyalty and enhancing brand recognition. Overall, the results underscore the critical role that brand affinity plays in shaping purchase behaviour, providing valuable insights for developing strategies aimed at strengthening consumer-brand relationships to boost sales and long-term customer loyalty.

Table 13.0 Correlations Analysis of Purchase Intentions and Brand Identification			
	Purchase Intentions	Brand Identification	
Purchase Intentions	Pearson Correlation	1	.536**
	Sig. (2-tailed)		<.001
	N	142	142
Brand Identification	Pearson Correlation	.536**	1
	Sig. (2-tailed)	<.001	
	N	142	142
**. Correlation is significant at the 0.01 level (2-tailed).			

Price and Purchase Intention (Very Low Correlation)

The Pearson correlation coefficient was 0.018, indicating a negligible and very weak positive relationship between the two variables (Saha and Paul, 2020). The p-value associated with this correlation was 0.835, which is well above the conventional significance threshold of 0.05, indicating that the relationship is not statistically significant (Wilcox, 2017). The analysis involved selecting purchase intentions and price as the variables of interest and calculating the Pearson correlation coefficient to assess the strength and direction of their association. The results demonstrate that there is no meaningful linear relationship between consumers' purchase intentions and their perceptions of price in this sample. These findings suggest that price, in this context, does not significantly influence consumers' purchase intentions, which has important implications for the research hypothesis. Specifically, the data does not support the hypothesis that price directly impacts purchase intentions, indicating that other factors may play a more critical role in shaping consumer decision-making. This insight can guide marketers to focus on other aspects, such as product features or brand loyalty, rather than price alone when developing strategies to influence purchase behaviour.

Table 13.1 Correlations Analysis of Purchase Intentions and Price			
	Purchase Intentions	Price	
Purchase Intentions	Pearson Correlation	1	0.018
	Sig. (2-tailed)		0.835
	N	142	142
Price	Pearson Correlation	0.018	1
	Sig. (2-tailed)	0.835	
	N	142	142

Product Features and Purchase Intentions (Moderate Correlation)

The Pearson correlation coefficient was 0.560, indicating a moderate to strong positive association between the two variables (Saha and Paul, 2020). The p-value associated with this correlation was less than 0.001, confirming that the relationship is statistically significant at the 0.01 level (Szekely and Rizzo, 2023). The analysis involved selecting purchase intentions and product features as the variables of interest and computing the Pearson correlation coefficient to assess the strength, direction, and significance of their association. The results suggest that higher perceptions of product features are significantly linked to increased purchase intentions among consumers. This finding supports the hypothesis that product features positively influence consumers' willingness to purchase. The moderate to strong positive correlation emphasizes the importance of product attributes in shaping purchase decisions, highlighting that enhancing product features could effectively boost consumer interest and purchase behaviour. The significant results underscore the relevance of product attributes in marketing strategies and reinforce the need for firms to focus on product development to influence consumer purchase intentions effectively.

Table 13.2 Correlations Analysis of Purchase Intentions and Product Features			
	Purchase Intentions	Product Features	
Purchase Intentions	Pearson Correlation	1	.560**
	Sig. (2-tailed)		<.001
	N	142	142
Product Features	Pearson Correlation	.560**	1
	Sig. (2-tailed)	<.001	
	N	142	142
**. Correlation is significant at the 0.01 level (2-tailed).			

Privacy Concerns and Purchase Intentions (Very Low Correlation)

The Pearson correlation coefficient was 0.16, indicating a weak positive association between the two variables (Mubarak, 2023). The p-value was 0.057, which is marginally above the conventional significance level of 0.05, suggesting that the relationship is not statistically significant at the 5% level, but it is close to significance (Siegel, 2011). The analysis involved selecting purchase intentions and privacy concerns as the key variables and calculating the Pearson correlation coefficient to assess the strength, direction, and significance of their relationship. The results imply that there is a weak positive correlation, indicating that higher privacy concerns might slightly increase purchase intentions, although this relationship is not statistically significant. These findings suggest that privacy concerns may not be a strong or definitive factor affecting consumers' purchase intentions in this context. The near-significance level hints at a potential trend that warrants further investigation with larger samples or more refined measurements. Overall, the results provide limited support for the hypothesis that privacy concerns significantly influence purchase intentions, implying that other factors may have a more substantial impact on consumers' decision-making processes.

Table 13.3 Correlations Analysis of Purchase Intentions and Privacy Concerns			
	Purchase Intentions	Privacy Concerns	
Purchase Intentions	Pearson Correlation	1	0.16
	Sig. (2-tailed)		0.057
	N	142	142
Privacy Concerns	Pearson Correlation	0.16	1
	Sig. (2-tailed)	0.057	
	N	142	142

4.3.2 Regression Analysis

Regression analysis is a statistical technique employed to investigate the linear relationship between a dependent variable and one or more independent variables (Srivastava et al., 2025). It assesses how variations in the independent variables affect the dependent variable, enabling predictions, trend analysis, and evaluation of the strength and significance of these relationships (Kumar, 2024).

Model Summary

The analysis examines whether product features, price, privacy concerns, and brand identification significantly influence consumers' purchase intentions when selecting a mobile service provider. The regression model demonstrates that approximately 38% of the variance in purchase intentions is explained by these predictors, as reflected by an R Square value of 0.38. The adjusted R Square of 0.362 indicates that, after accounting for the number of predictors, about 36.2% of the variability in purchase intentions can be attributed to the independent variables—product features, price, privacy concerns, and brand identification. The residual standard error of 0.75527 signifies the average deviation of the observed data points from the regression line (Raskar, 2024). Overall, the findings suggest that while these factors serve as relevant predictors of purchase intentions, other unexamined variables may also influence consumer decision-making in this context. The model provides a moderate level of predictive accuracy, underscoring the importance of multiple factors in shaping consumer behaviour in selecting mobile service providers.

Table 14.0 Regression Analysis				
Model Summary				
Model				
1	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.617a	0.38	0.362	0.75527
a. Predictors: (Constant), Privacy Concerns, Brand Identification, Price, Product Features				
b. Dependent Variable: Purchase Intentions				

ANOVAa Table

The ANOVA results indicate that the regression model is statistically significant, with an F-value of 21.026 and a p-value less than 0.001 (Rutherford, 2012). This suggests that the independent variables—Privacy Concerns, Brand Identification, Price, and Product Features—collectively provide a meaningful prediction of the dependent variable, Purchase Intentions (Vieira, 2025). The regression sum of squares (47.977) relative to the residual sum of squares (78.15) demonstrates that the model explains a substantial portion of the variance in purchase intentions. The total sum of squares across all data points is 126.126, with 137 degrees of freedom for the residuals, confirming the robustness of the model. These findings validate the combined significance of the predictors, emphasizing their influential role in shaping consumers' purchase intentions when selecting a mobile service provider. This significant model supports the hypothesis that these factors are key determinants in consumer decision-making within this context.

Table 14.1: ANOVAa						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	47.977	4	11.994	21.026	<.001b
	Residual	78.15	137	0.57		
	Total	126.126	141			
a. Predictors: (Constant), Privacy Concerns, Brand Identification, Price, Product Features						
b. Dependent Variable: Purchase Intentions						

Coefficients Table

The regression analysis reveals that among the predictor variables, brand identification and product features significantly influence purchase intentions. Brand Identification has a standardized Beta coefficient of 0.307 and a p-value less than 0.001, indicating a positive and statistically significant effect on purchase intentions (Sarma and Vardhan, 2018). Similarly, product features shows a positive relationship with purchase intentions, with a Beta of 0.352 and a p-value also less than 0.001, confirming its significance (Dalgaard, 2008). Privacy concerns, however, demonstrated a weaker, non-significant relationship ($p = 0.068$), with a small positive coefficient (Beta = 0.125), suggesting it may have a marginal influence on purchase intentions. Price has a negative Beta coefficient (-0.055), but this is not statistically significant ($p = 0.417$), indicating that perceived price does not significantly affect purchase intentions in this model (Harrell, 2010). The constant term (intercept) is 1.154, representing the baseline level of purchase intention when all predictors are zero (Chiulli, 2018). The Tolerance and Variance Inflation Factor (VIF) values are within acceptable ranges, indicating no issues with multicollinearity among predictors (Meyers, Gamst and Guarino, 2016). Overall,

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the results suggest that brand loyalty and product quality are key determinants of consumers' purchase intentions, while privacy concerns and price do not significantly contribute within this model framework.

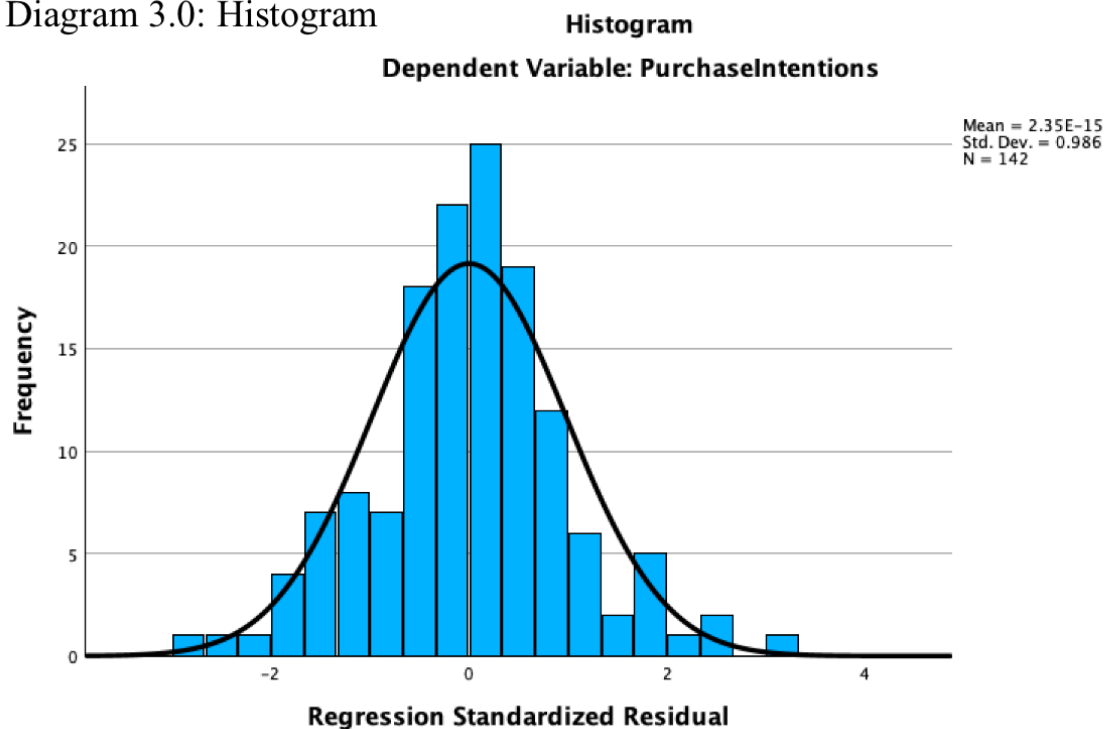
Table 14.2: Coefficients ^a								
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics	Tolerance	VIF	
	B	Std. Error	Beta					
1	(Constant)	1.154	0.414		2.785	0.006		
	Brand Identification	0.298	0.087	0.307	3.41	<.001	0.559	1.79
	Price	-0.051	0.062	-0.055	-0.813	0.417	0.972	1.029
	Product Features	0.389	0.099	0.352	3.926	<.001	0.564	1.773
	Privacy Concerns	0.104	0.057	0.125	1.838	0.068	0.984	1.016

a. Dependent Variable: Purchase Intentions

Histogram

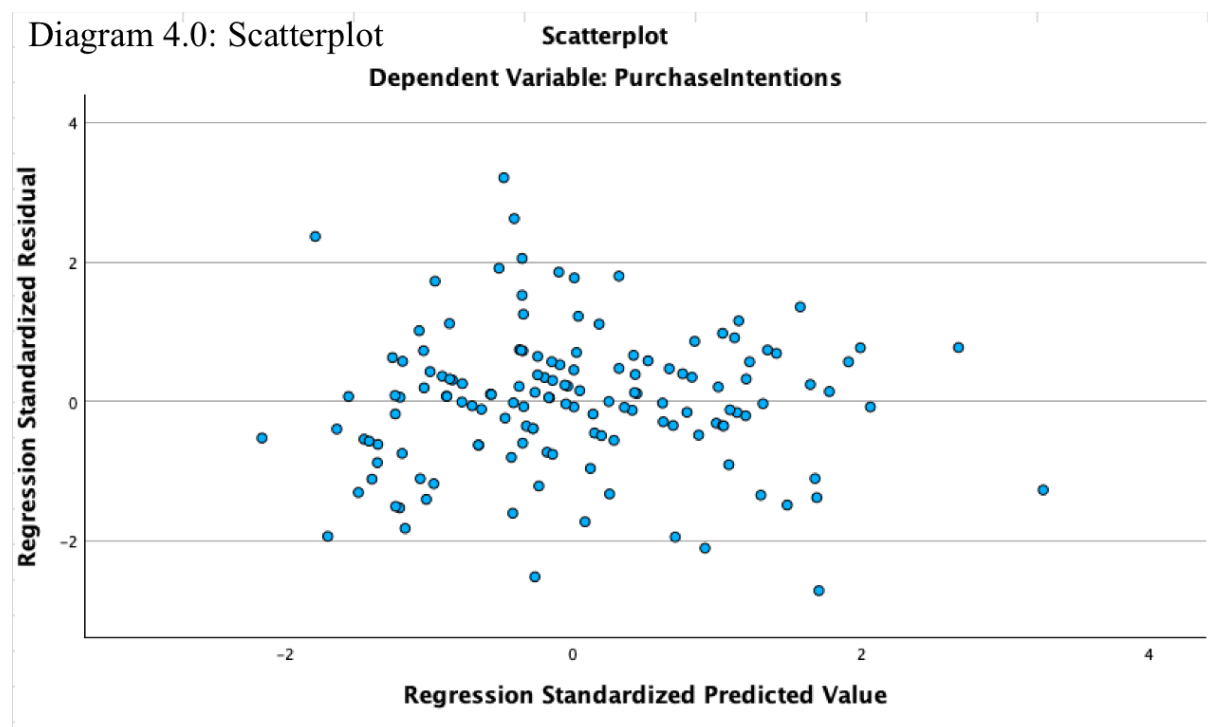
The histogram of the residuals shows an approximately normal distribution centred around zero, with most residuals falling within about ± 2 . Most of the residuals appear symmetrically distributed, indicating that the assumption of normality for the residuals is reasonably satisfied. There are a few larger residuals beyond ± 3 , suggesting potential outliers, but overall, the residuals demonstrate a fairly normal spread, supporting the validity of the regression analysis assumptions.

Diagram 3.0: Histogram



Scatterplot

The scatterplot depicting the standardized residuals in relation to the standardized predicted values reveals an absence of discernible patterns, indicating that the assumption of homoscedasticity is likely upheld. The residuals are randomly dispersed around zero across the range of predicted values, suggesting that there is no evidence of heteroscedasticity. Furthermore, the absence of evident outliers or influential points corroborates the stability of the regression model. Overall, the scatterplot provides support for the underlying assumptions of the regression analysis.



4.4 Discussion and Results

This study examined determinants of consumers' purchase intentions toward mobile service providers among Hong Kong residents who subscribe to mobile data plans. The sample was predominantly female (76.8%) and concentrated in the 35–44 age cohort (55.6%), with a majority holding undergraduate degrees (57.0%) and the largest income group earning HK\$20,000–HK\$29,999 per month (33.8%). These demographics indicate a moderately educated, middle-income, middle-aged cohort and should be taken into account when interpreting the results and considering the study's generalizability.

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Assessment of the measurement instruments indicated acceptable to excellent internal consistency for the brand identification, product features, privacy concerns, and purchase intentions scales, while the price scale demonstrated moderate reliability. Overall, the psychometric evidence supports the use of these scales for subsequent correlational and multivariate analyses, although the lower consistency of the price measure suggests caution in interpreting findings related to that construct.

Correlational analyses revealed that brand identification and product features each exhibited moderate-to-strong positive associations with purchase intentions, suggesting that stronger brand ties and favourable perceptions of product attributes relate to increased likelihood of choosing a provider. In contrast, Price showed a negligible correlation with purchase intentions, and privacy concerns displayed a weak positive correlation that did not attain statistical significance, indicating limited evidence that these factors are directly associated with purchase intentions in this sample.

A multiple regression model incorporating product features, price, privacy concerns, and brand identification accounted for approximately 38% of the variance in purchase intentions ($R^2 \approx 0.38$). Within this model, brand identification and product features emerged as significant predictors, whereas Price and Privacy Concerns did not contribute significant explanatory power. These multivariate results corroborate the bivariate findings and suggest that brand-related factors and perceived product quality are primary drivers of purchase intentions in this context.

Table 15.0: Evaluation of Hypotheses (H1–H4)		
H1 (Brand Identification → Purchase Intentions)	Supported.	Both correlation and regression results indicate that stronger brand identification is associated with higher purchase intentions.
H2 (Price → Purchase Intentions)	Not supported.	Price exhibited a negligible, non-significant relationship with purchase intentions and was not a significant predictor in the regression model.
H3 (Product Features → Purchase Intentions)	Supported	Perceptions of product features were positively related to purchase intentions and significantly predicted intentions in the regression analysis.
H4 (Privacy Concerns → Purchase Intentions)	Not supported.	Although a weak positive correlation was observed, it was not statistically significant, and privacy concerns did not significantly predict purchase intentions in the regression.

4.4.1 Summary

The findings from this study indicate that brand identification and perceived product features are the dominant determinants of purchase intentions among Hong Kong mobile data subscribers, whereas price and privacy concerns exert comparatively limited influence within the current sample and measurement framework. This pattern implies that models of consumer choice in mobile telecommunications should be broadened to incorporate additional service-related and contextual variables, such as perceived service quality, network coverage, customer support, and promotional strategies; to evaluate their relative contributions and potential interactions with brand and product perceptions (Tuškej and Podnar, 2018). To strengthen external validity and assess the robustness of observed effects across different groups, replication with a larger and more demographically diverse sample is recommended (Saha and Paul, 2020; Srivastava et al., 2025). In addition, examining potential moderators and mediators including income, technology readiness, perceived risk, and brand trust, it could illuminate conditions under which price variables exert stronger influences on purchase intentions and reveal indirect pathways that attenuate or amplify the role of privacy concerns (Yuan and Gao, 2022; Chen and Chang, 2023). Employing more nuanced operationalizations of privacy concerns that differentiate informational, behavioural, and perceived-control dimensions, alongside multi-method measurement approaches, may better capture subtle privacy effects on decision making. Pursuing these directions will enhance theoretical understanding of consumer behaviour in the mobile services domain and offer managers evidence-based guidance for segmenting markets, prioritizing service investments, and designing targeted value propositions (Onkvisit, Merz and Shaw, 2025).

Chapter Five: Conclusion and Recommendations

This quantitative investigation examined determinants of consumer choice among mobile service providers in Hong Kong. Using a structured questionnaire administered to users of mobile data plans, the study employed statistical analyses to assess relationships among price, product features, brand identification, privacy concerns, and purchase intentions. The principal objective was to generate evidence-based insights for telecommunications stakeholders to inform strategic decision-making and to advance understanding of consumer behaviour within a competitive market environment.

5.1 Conclusion

Results indicate that product features and brand identification are salient predictors of consumer choice. Favorable perceptions of product attributes—such as network coverage, data speed, and service reliability (Kusuma, 2025); those were positively associated with purchase intentions, corroborating prior research that highlights the importance of tangible service characteristics in consumer decision processes. Likewise, brand identification—encompassing consumer recognition, affinity, and trust toward providers (Macinnis, Park, and Priester, 2009); exhibited a strong positive relationship with preference, underscoring the strategic value of a reputable brand in the Hong Kong telecommunications context. Together, these findings suggest that when service offerings show limited differentiation, robust brand equity and superior product performance function as critical differentiators that promote customer retention and competitive advantage. In contrast, neither price nor privacy concerns demonstrated a statistically significant direct effect on provider choice within the present sample. Although price sensitivity is widely influenced in consumer behavior (López-Fernández, 2020), its influence here appears context-dependent and possibly moderated by other factors relevant to mobile service selection. Similarly, the analysis further highlights the mediating role of purchase intentions, which link antecedent attitudes toward price, product features, brand image, and privacy to eventual consumer behavior, thereby illuminating the mechanisms through which these constructs jointly inform decision-making.

Theoretically, the findings reaffirm the enduring importance of brand equity and product performance in the telecommunications sector, while indicating that the roles of price and privacy merit further empirical scrutiny within specific market contexts. Practically, the results suggest that mobile service providers in Hong Kong should prioritize brand-building and

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investments in product capability to attract and retain customers. Subsequent sections will elaborate on these findings and present targeted recommendations for industry stakeholders.

5.1.1 Discussion for Key Findings of Descriptive Statistics

The descriptive statistics offer crucial insights into the characteristics and perceptions of the surveyed Hong Kong mobile data subscribers, providing valuable context for interpreting the study's multivariate findings. Analyzing the sample profile reveals a predominantly female composition (76.8%) with a notable concentration in the 35-44 age cohort (55.6%). Furthermore, a significant portion of respondents held a bachelor's degree (57%), and the largest income group reported monthly earnings between HK\$20,000 and HK\$29,999 (33.8%). This demographic profile indicates a moderately educated, middle-income, middle-aged cohort, highlighting the importance of considering potential biases related to gender and age distribution when generalizing the findings.

The overrepresentation of female respondents may influence outcomes related to brand preferences, privacy concerns, and service expectations, given established gendered patterns in these attitudes and behaviors. Similarly, the concentration of respondents within the 35-44 age range suggests caution in extrapolating findings to younger or older demographic segments, as technology adoption patterns and mobile service priorities may vary across age groups. The high educational attainment of the sample could also impact sensitivity towards product features, perceived service quality, and critical evaluation of marketing messages.

Analysis of the central tendencies and dispersion of key variables, including the brand identification scale (mean = 16.54, SD = 4.871), the price scale (mean = 15.05, SD = 4.154), the product features scale (mean = 13.8, SD = 3.874), the privacy concerns scale (mean = 22.51, SD = 5.669), and the purchase intentions scale (mean = 19.29, SD = 4.73), helps contextualize consumers' perceptions and attitudes toward mobile service providers. Relatively high mean scores observed in the brand identification and purchase intentions scales may reflect a general sense of loyalty and favorable outlook among the sample. The moderate variability in responses, indicated by the standard deviations, suggests a diverse range of opinions and perceptions, underscoring the need for targeted marketing strategies that appeal to different segments of the market. In particular, the reliability assessment of the price-related scale (Cronbach's alpha = 0.651) indicates that there is room for improvement (Taylor, Gaol and Kadry, 2014); how consistently they measure perceptions about price sensitivity in selecting mobile data plans.

While the descriptive analysis provides a detailed overview of the sample composition and variable distributions, it is important to acknowledge the limitations posed by the convenience sampling method employed (Throne, 2024). The reliance on established instant message groups may have introduced selection biases, impacting the representativeness of the sample and limiting the generalizability of the findings to the broader population of Hong Kong mobile data subscribers. Thus, replication of the study with alternative sampling techniques is recommended to validate the results and enhance external validity.

5.1.2 Discussion for Result of Hypothesis Testing

This section provides a detailed discussion of the study's findings concerning each formulated hypothesis, referencing key statistical results, exploring theoretical and practical implications, and offering recommendations for future research endeavors.

H1: Brand Identification Positively Influences Purchase Intentions

The analysis strongly supports H1, confirming that a higher degree of brand identification is associated with increased purchase intentions among Hong Kong mobile data subscribers (Pearson's $r = 0.536$, $p < 0.001$). This finding underscores the enduring importance of brand equity in shaping consumer behavior within the telecommunications market. The result confirms the theoretical notion that a strong brand identity fosters trust, loyalty, and emotional connection, thereby influencing consumers' inclination to select a particular provider (Sachdev and Sauber, 2023). This has practical implications, emphasizing the need for marketers to strategically invest in brand-building initiatives, enhancing brand recognition, fostering consumer affinity, and cultivating long-term relationships to achieve sustainable market competitiveness.

H2: Price Negatively Impact Purchase Intentions

The analysis does not support H2, as the correlation between price and purchase intentions was found to be negligible and non-significant (Pearson's $r = 0.018$, $p = 0.835$). This outcome suggests that, within the specific context of this study, price may not exert a direct, substantial influence on consumer choice. However, several factors may explain the lack of support for H2. First, the study sample may have consisted of consumers who prioritize service quality, product features, or brand reputation over cost considerations. Second, pricing strategies among different service providers in Hong Kong may be relatively similar, diminishing the

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perceived price differentials. Additionally, the measurement of price sensitivity may have been limited in scope, failing to capture nuances related to perceived value, promotional offers, or long-term cost savings.

H3: Product Features Affect Purchase Intentions

The analysis provides substantial support for H3, indicating a moderate to strong positive association between perceptions of product features and purchase intentions (Pearson's $r = 0.560$, $p < 0.001$). This result confirms the hypothesis that consumers value and prioritize other service attributes such as network coverage, data speed, and service reliability when selecting a service provider (Deng, Wu and Yin, 2020). The theoretical implication aligns with the premise that consumers evaluate service offerings based on their ability to fulfill functional needs and deliver a satisfactory user experience. The practical implications for telecommunication providers emphasize the need to invest in improving product capabilities, enhancing service quality, and clearly communicating the value proposition to appeal to discerning consumers.

H4: Privacy Concerns Significantly Influences Purchase Intentions

The analysis offers support for H4, as the correlation between privacy concerns and purchase intentions was average and marginally non-significant (Pearson's $r = 0.16$, $p = 0.057$). While privacy concerns are an increasingly important consideration, the findings suggest that, in this particular context, they may not exert a decisive direct influence on consumer choice. Several factors may contribute to this outcome, including a potential lack of awareness among consumers regarding data security issues, the presence of established trust towards existing providers, or a prioritization of other factors, such as convenience and value. Furthermore, the measurement of privacy concerns may have been limited in scope, failing to capture the multidimensionality of privacy attitudes, encompassing informational, behavioral, and perceived-control dimensions (Kitkowska, 2018).

Overall, the regression model explained 38% of the variance in purchase intentions, with brand identification and product features emerging as significant predictors. These findings underscore the relative importance of brand equity and perceived product quality in shaping consumer behavior, while suggesting that price and privacy concerns may exert more indirect or nuanced influences. Future studies should broaden the explanatory framework by

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incorporating additional variables and considering potential interaction effects to refine the understanding of consumer choice in the mobile telecommunications sector.

5.2 Recommendation

To effectively reinforce competitive positioning and foster sustainable growth in Hong Kong's mobile services sector, providers should concentrate on strategic brand differentiation, selective product innovation, and improved customer engagement practices. This focus will help companies establish a unique identity in a crowded market and better meet consumers' evolving needs.

Employing the marketing 4P framework offers a structured basis for reinforcing competitive positioning and promoting sustainable growth in Hong Kong's mobile services market (Belz and Peattie, 2012). Under this framework, pricing should be deployed tactically not as the principal basis of competition with greater emphasis placed on product differentiation, and brand-led promotional strategies to influence purchase intentions and sustain long-term loyalty (Ho, Pang and Choy, 2020).

5.2.1 Product Strategies

Product strategies should emphasize targeted innovation and distinct differentiation by strengthening core technical capabilities such as network reliability, low-latency throughput, and seamless cross-boundary connectivity, which are fundamental to customer satisfaction and loyalty (Balaji and Senthilkumar, 2024). In this era characterized by incessant connectivity, consumers place a high premium on seamless and reliable mobile experiences (Ahamed, 2006). Within the context of the Hong Kong market, particularly given the strong connectivity of the Greater Bay Area (Patchell, 2023), the feature of one-sim-two-numbers also emerges as a critical factor. Concurrently, embedding transparent privacy and data protection mechanisms within product features is essential to cultivate trust and to complement the functional benefits offered to consumers (Skarmeta and Bernabe, 2022).

5.2.2 Pricing Strategies

Although price remains a relevant factor, its impact on purchase intention is comparatively less significant than that of product features. Pricing should be oriented around value rather than cost, given empirical evidence that product utility, brand identity and customer experience exert greater influence on purchase intention and retention than aggressive price competition

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(Evans, 2025) ; accordingly, Hong Kong mobile data providers are advised to adopt a value-based pricing architecture that supports differentiation and segmentation rather than commoditisation. This approach can be operationalised through clear, tiered value propositions that link price points to measurable service attributes (e.g., latency, data-transfer performance) (Cybellium, 2024e). Pricing should be complemented by modular add-ons and bundled services, such as one-sim-two-numbers and Greater Bay Area cross-border passes, that permit consumers to tailor expenditure to individual needs while enabling operators to capture ancillary revenue.

5.2.3 Place Strategies

Place strategy ought to emphasize the omnichannel distribution model in this digital age (Hair, et al., 2023); it should deliver frictionless onboarding and a high-quality user experience, supplemented by selective physical touchpoints for discovery and premium support. Strategic retail partnerships and operational integrations across the Greater Bay Area can further enhance accessibility and cross-border convenience, thereby reinforcing the product and pricing propositions in situ.

5.2.4 Promotional Strategies

Promotional strategies aimed at both customer retention and acquisition should prioritize the deliberate cultivation of a distinctive brand identity through targeted (Liang, et al., 2024); evidence-based communications that foreground demonstrable product benefits, operational reliability, and institutional trustworthiness. Deploying personalised campaigns informed by customer analytics, alongside structured loyalty and referral schemes (Gupta, et al., 2025), can deepen engagement by aligning messaging to segment-specific needs and usage patterns; proactive, high-quality customer service, operationalised via omnichannel support, rapid escalation protocols and empowered frontline staff, will further accelerate adoption and reduce churn. Explicitly communicating robust data-privacy safeguards, service-level commitments and third-party certifications as integral elements of the brand proposition enhances perceived credibility and mitigates adoption barriers in a crowded market. Integrated marketing communications across digital and offline channels should be coordinated to ensure message consistency and to facilitate attribution; performance should be assessed using metrics such as conversion rates, retention, and net promoter score (Hermawan, et al., 2023; Cybellium, 2024f). Collectively, these measures reinforce differentiation, support premium positioning and contribute to sustainable competitive advantage.

2.2.5 Summary

This section offers strategic recommendations for Hong Kong's mobile service providers to strengthen their competitive positioning and promote sustainable growth. It emphasizes a comprehensive approach grounded in the marketing 4P framework namely, product, price, place, and promotion (Palmatier and Crecelius, 2025). Key strategies include prioritizing targeted product innovation, such as enhancing network reliability, seamless cross-boundary connectivity, and privacy safeguards. Pricing should be value-based, supporting differentiation and segmentation through tiered propositions and modular add-ons, rather than solely competing on costs. Distribution efforts should leverage an omnichannel model that ensures frictionless onboarding both online and through physical touchpoints, especially via strategic partnerships across the Greater Bay Area. Promotional initiatives should focus on building a distinctive brand identity with targeted, evidence-based messaging, personalised campaigns, and high-quality customer service. Communicating data privacy, reliability, and trustworthiness, along with coordinated digital and offline marketing, can boost consumer confidence. Overall, these integrated strategies aim to elevate perceived value, foster customer loyalty, and achieve a competitive edge in Hong Kong's dynamic market.

5.3 Limitation and Further Study

This study presents several limitations that should be acknowledged. Firstly, the research is geographically confined to Hong Kong, and therefore, the findings may not fully capture the variations in market dynamics, consumer behaviours, or regulatory environments present in other regions. Secondly, data collection relied heavily on secondary sources, which may limit the timeliness and granularity of insights; access to proprietary or real-time data could have provided a more nuanced understanding of market trends. Additionally, the research methodology primarily involved qualitative analysis, which may introduce subjective biases and limit the ability to generalize findings quantitatively. The rapidly changing nature of the telecommunications industry, driven by technological innovation and evolving consumer preferences, may also reduce the long-term applicability of some strategic recommendations. Furthermore, the study did not extensively explore emerging technological trends like 6G, artificial intelligence and IoT, which are likely to significantly influence future industry strategies. These limitations highlight the need for ongoing research to adapt to industry shifts.

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Future research should focus on gathering primary data through surveys, interviews, or focus groups to better understand consumer preferences, satisfaction levels, and expectations specific to Hong Kong's mobile market. Investigating the technological advancements such as 6G, artificial intelligence, and IoT and their potential impacts on service delivery and competitive strategies is essential for maintaining relevance in the rapidly evolving industry. Longitudinal studies could evaluate the long-term effectiveness and sustainability of strategies implemented by mobile service providers, offering valuable insights for continuous improvement. Additionally, exploring the influence of regulatory changes and the regulatory environment on pricing models, service innovation, and market entry will enhance strategic clarity. Conducting comparative analyses across different regional markets can identify transferable strategies while recognizing contextual differences. Finally, examining the integration of sustainability and ESG principles into business strategies could provide a broader perspective on responsible growth for future industry leaders.

This research offers valuable opportunities for enhancing my analytical skills, particularly through the application of corrective and regression analysis using SPSS software. These statistical techniques enable a rigorous examination of relationships among variables such as consumer privacy concerns, pricing strategies, and brand perception, providing empirical insights essential for strategic decision-making. Moreover, the study contributes to a comprehensive understanding of current market trends within the mobile services industry in Hong Kong, which can guide providers in developing tailored products and services that address emerging consumer preferences and regulatory expectations. By integrating these analytical tools and market insights, mobile service providers can more effectively formulate strategies related to privacy management, pricing models, and brand positioning. Ultimately, this research not only strengthens my methodological proficiency but also offers practical guidance for industry participants aiming to enhance competitiveness and customer satisfaction in a rapidly evolving digital landscape.

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Appendix:

Appendix A: Screenshot for the Survey Platform

