



## A Study on Customer Satisfaction: With Special Reference to Mobile Network Users in Coimbatore City

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### ABSTRACT

*In India the implementation of LPG considerably increases the huge growth of information technology in recent years which led tremendous transformations in second largest mobile network role in the world and also bring incredible changes in consumer lifestyles. As result of of LPG, Technological development, Today Very meager people without mobile phones as well as necessity each and every one to this communication tool at any time. But success rate of mobile network market highly depends on how much customers are retained by them or served effectively by meeting the subscriber's expectation. But the real problem is whether these services providers meeting their customer's expectation or satisfied their subscribers? So present study focuses on mobile phone network subscriber's satisfaction level and which are the factors they had dissatisfaction as well as find out connection between demographic factors and level of satisfaction. In this study Coimbatore city base 200 mobile phone network subscribers requested to share their level of satisfaction through structured questionnaire. The results of the study revealed that majority of customers are satisfied with services providers. But still few grey areas were monitored and need to addressed by the services providers.*

**KEYWORDS :** Customer Satisfaction, Customer Preference, Customer Service, Customer expectation

### Introduction:

Rapid growth of Information technology strengthens Indian telecommunication Industry. In this new era, Mobile phone network communication play pivotal role in connecting the people anywhere in the world. India play the vital role in network communication by the subscriber's growth from 1million to 930.20 million as on Sep 2014 and holding position as one of the world's largest mobile phone using country in the world. The reasons are inevitability of the keeping mobile phones, facilities; features provided by the network operators, cheapest mode of communication and etc. In India, There many mobile phone network providers competing each others to sustain in the market. Nevertheless, Success of every business depends on growth maximization, profit maximization and maximizing the customer's fulfillment. These days every companies prime most responsibility to fulfill the customer's needs wants and also their expectations. The word "fulfillment" highly connected with the word "satisfaction". Customer satisfaction is person's feeling of pleasure or disappointment resulting from evaluation of service provided in relation to customer expectations. But the real problems lies on understanding the customers and whether companies are able to meeting their expectation or not?, also many of the companies find difficulties or trying hard to understand which aspect of product or services resulting the satisfaction or meet the customers' expectations. This situation too true in Telecommunication Industry. Hence, the present study attempted to know the whether customers are satisfied with their network operators or which aspect of their services meet the customer's happiness, also brings disappointing factors of their services.

### Review of literature:

Anand Shankar et al., (2014) study determined the BSNL customers are satisfied with services but mainly dissatisfied due to delay in the signals. Balaji (2009) examined the antecedents and consequences of customer satisfaction in Indian mobile services and found that customer's perceived quality is a vital predictor of customer satisfaction. Dinesh Kumar Pandiya et al., (2014) found customer satisfaction lies in GPRS service, festival offer service, free roaming service, validity service, bonus service and online recharge service whereas dissatisfied with the service quality of network, customer care, SMS packs, free talk time, connection charges, Ease of availability of the retailer selling recharge coupon, Ease of availability of retailers transferring recharge voucher. Gupta and Sharma (2009) found that service with reasonable quality, No hidden price are the determinant of customer satisfaction. Kannan et al., (2013) mainly concentrated on the six popular mobile service networks in Kerala. and exemplified the association between customer satisfaction and the services that the perceived by the sub-

scribers from i.e., BSNL, Airtel, Vodafone, Tata DOCOMO, Idea, and Reliance. Kotler and Keller (2009) typified customers satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to customers or consumers expectations. Leelakulthanit and Hongcharn (2011) studied the customer satisfaction determinants in Thai mobile phone market and study resulted that Promotional value, Mobile shops services quality, image and etc are the major determinants of customer satisfaction. Motley (2003) study revealed that ensuring customers satisfaction highly rely on company's efforts to identifying determinants of customer satisfaction or dissatisfaction. Rajpurohit and Vasita (2011) examined the consumer preferences and satisfaction towards various mobile phone service providers in jodhpur city and found that Airtel, Vodafone, MTNL, Idea, Tata Indicom subscribers are satisfied with the call tariffs, network coverage and periodical offers, customer complaints handling and solutions except customers who subscribed BSNL and Reliance networks. Selvaraj and Ganesan (2005) found that excluding billing pattern, the cell phone users are satisfied with the mobile services and advertisements. Tang (2009) study revealed that basics of retaining existing customer depend on customer satisfaction. Vijay Kumar and Priya (2006) found that clarity of signals, availability of plan options, call charges and the activation formalities and etc are the major attributes of Airtel subscribers satisfaction. Vipan Bansal and Bindu Bansal (2013) examined the Malwa Region mobile phone service users satisfaction and results revealed that most of the users were satisfied with their current service provider but still twenty percent of the customers want to shift their service provider due to dissatisfaction in Call Charges, Poor Network and Poor Customer Care Service.

### Research Objectives and Hypothesis and Methodology:

The study utilizes primary and secondary data. Secondary data was collected from previous studies which are related to customer satisfaction in connection with mobile phone network. Primary data was collected by structured questionnaire survey. The survey was carried out among mobile network subscribers. The study population comprises different mobile phone network subscribers. Sampling unit of the study was the customers who having and using mobile network connection in Coimbatore city. The Non probability convenient sampling was used to select the respondent of this survey and sample size was 200 customers of different mobile network subscription. The research and statistical tools used in this study are Percentage analysis, Chi square test and weighted average rank.

### Objectives of the study

1. To study the factors influencing the selection of mobile network service provider.
2. To study the level of satisfaction of mobile network service provider in relation selected demographic factors: Gender, Age, Education, Income, Usage period and Occupation.
3. To determine dissatisfied services by mobile network service provider and portray the brand wise overall satisfaction.

### Hypothesis

H0: There is no relation between demographic factors (Gender, Age, Education, Occupation, Income and usage) and level of satisfaction towards service rendered by mobile network service provider.

H1: There is a relation between demographic factors (Gender, Age, Education, Occupation, Income and usage) and level of satisfaction towards service rendered by mobile network service provider.

Demographic characteristics		No of respondents	%	Demographic characteristics		No of respondents	%
Gender	Male	115	57.5	Monthly Income	Up to Rs 8000	48	24
	Female	85	42.5		Rs8000- 15000	43	21.5
Age	<25 years	50	25		Rs15000-21000	89	44.5
	26-35 years	20	10		>Rs 21000	20	10
	36-45 years	69	34.5	Usage Period	< 8 months	24	12
	46- 55 years	49	24.5		9- 12months	43	21.5
	> 55 years	12	6		1- 3 years	61	30.5
Education	SSLC	15	7.5		3- 5 years	60	30
	HSC	4	2		> 5 years	12	6
	HSC	82	41	Network Service Providers	Airtel	52	26
	PG	60	30		Reliance	38	19
	Others	39	19.5		vodafone	27	13.5
Occupation	Govt. employees	28	14		Idea	22	11
	Private employee	39	19.5		BSNL	33	16.5
	Business	60	30		Others	28	14
	Retired Persons	17	8.5	Source: Primary data			
	Student	56	28				

Table 1 shows the demographic characteristics (Gender, Age, Education, Occupation, Monthly income, Usage period) of the samples. Male respondents were 1.35 times higher than female mobile phone users 115(57.5%) male whereas 85 (42.5%) female. 69(34.5%) of the respondents are 36-45 years aged, below 25 years age respondents are 50(25%),49(24.5%) of the are 46-55 years aged and only 12(6%) of them are above 55 years aged consumers of various mobile networks. Hence, it can be understood that majority of the mobile phone subscribers are middle aged and younger aged segment rather than older aged group.82(41%) of the respondents are undergraduates which is slightly higher(1.37 times) than the Post graduates 60(30%) whereas other kind of qualification qualified by 39(19.5%) which is higher than 3.25times of the respondents who qualified SSLC 15(7.5%) as well as 9.75 times higher than the subscribers who qualified higher secondary 4(2%). Hence, It can be said that qualification wise most predominant subscribers are qualified under graduates and post graduates rather others categories of education. 60 (30%) of the respondents are business professionals, Students community 56 (28%), 39(19.5%) of the subscribers are working in private companies whereas 28(14%) of the consumers are from government department

and retired person are comparatively lower 17(8.5%). Hence, Business people, students are the most prevailing users of mobile phone networks. 89 (44.5%) of the respondents are having monthly earning of Rs 15000 to 21000, followed by 48(23%) and 43(21.5%) of the subscribers are earning below Rs 8000 and Rs 8000 to 15000 respectively whereas monthly income of above 21000 are 20(10%). Hence, Compare to higher monthly income group respondents who earning Rs 15000 to 21000 are the major subscribers of various mobile phone networks. Out of 200 respondents, 61(30.5%) and 60(30%) of the respondents are using mobile network service for a period of 1- 3 years and 3- 5 years correspondingly, 9-12 month users and less than 8 month users are 43(24.5%) and 24(12%) respectively whereas more than five years subscribers or users are only 12(6%). Hence, one to five years users of various networks are very higher than the above five years users. 52(26%) of the respondents subscribed airtel network, and customers of the Reliance network are 38(19%) and BSNL users are 33(16.5%), other network used by 28(13.5%) and Vodafone by 28(14%) whereas 22(11%) of them are Idea network subscribers. Hence, it can be said that customers of Airtel, Reliance, BSNL are the major participants in this survey

**Table2: Factors inflecting the network subscription (Weighted average and ranking method)**

Sl. No.	Factors	Weight [x]	7	6	5	4	3	2	1	Total	Weighted Average $\sum fx / \sum x$	Rank
1.	Customer service	Frequency [f]	26	24	11	58	19	32	30	200	27.28	V
		fx	182	144	55	232	57	64	30	764		
2.	Tariff rates	Frequency [f]	40	12	50	37	15	26	20	200	30.96	II
		fx	280	72	250	148	45	52	20	867		
3.	Value added service	Frequency [f]	27	15	41	28	58	17	14	200	29.12	IV
		fx	189	90	205	112	174	34	14	818		
4.	Network coverage	Frequency [f]	43	39	38	28	26	13	13	200	34.07	I
		fx	301	234	190	112	78	26	13	954		
5.	Brand Image	Frequency [f]	32	43	24	22	37	21	21	200	30.85	III
		fx	224	258	120	88	111	42	21	864		
6	Perceived value	Frequency [f]	19	35	20	14	20	59	33	200	25.35	VI
		fx	133	210	100	56	60	118	33	710		
7	Promotional offers	Frequency [f]	13	27	15	13	25	33	74	200	19.67	VII
		fx	91	162	75	52	75	22	74	551		

The above table 2 shows the weighted average based ranking of most influencing factors of mobile network subscription. The respondents were asked to give their opinion about features such as : Customer services, Tariff rate, Value added services offered by them companies, Network coverage, Brand image, perceived value and promotional offers on the seven point rating scale which ranging from Most important(7) to least Important(1). Based on the respondents rating,

weights average score were are computed and ranked. The result of the study revealed that respondents preference of specific network depends on the Network coverage, Tariff rates, Brand Image, value added services, customer care services, perceived value and promotional offers. Hence, it can be said that most influencing factors of selection of network are: Network coverage, Tariff rate and brand image where interestingly lowest influencing factors is promotional offers.

**Table 3: Demographic factors influence on level of satisfaction**

		Highly Satisfied	Satisfied	Neutral	Total	Chi Square test		
Gender	Male	58	45	12	115	Calculated value	0.0024555	No Significance @5% level
	Female	43	33	9	85	Table value	5.991	
	Total	101	78	21	200	Df	02	
Age	<25 years	30	15	5	50	Calculated value	23.738	Significance @ 5% level
	26-35 years	8	8	4	20			
	36-45 years	23	40	6	69	Table value	15.507	
	46-55 years	12	32	5	49			
	>55 years	2	6	4	12	Df	08	
	Total	75	101	24	200			
Education	SSLC	7	6	2	15	Calculated value	11.812	No Significance @ 5% level
	HSC	2	1	1	4			
	UG	42	32	8	82	Table value	15.507	
	PG	33	21	6	60			
	Others	11	18	10	39	Df	08	
	Total	95	78	27	200			
Occupation	Govt. employees	12	10	6	28	Calculated value	6.9564	No Significance @ 5% level
	Private employee	9	19	11	39			
	Business	19	21	20	60	Table value	15.507	
	Retired Persons	4	10	3	17			
	Student	19	21	16	56	Df	08	
	Total	63	81	56	200			
Income	Up to Rs 8000	17	29	2	48	Calculated value	3.721	No Significance @ 5% level
	Rs8000- Rs 15000	20	19	4	43			
	Rs15000- Rs 21000	35	44	10	89	Table value	12.592	
	> Rs 21000	9	9	2	20			
	Total	81	101	18	200	Df	06	
usage period	< 8 months	16	6	2	24	Calculated value	9.662	No Significance @ 5% level
	9- 12months	28	8	7	43			
	1- 3 years	31	24	6	61	Table value	15.507	
	3- 5 years	39	15	6	60			
	>5 years	5	4	3	12	Df	05	
	Total	119	57	24	200			

The above table 3 presents the association between demographic factors and subscribers lever of satisfaction. The chi square analyses revealed the following results. Calculated value (0.0024) is less than table value (5.991) so there is no significant relationship between gender and level of satisfaction. Therefore Null Hypothesis is accepted. It means that gender influence on level of satisfaction is not much or very stumpy connection only exists between gender and their satisfaction point.

Calculated value (23.738) is greater than table value (15.507) so there is significant relationship between age and level of satisfaction. Therefore Null Hypothesis is rejected. It points that there is imminence exist between subscriber's age and their satisfaction range or higher side satisfaction or lower satisfaction highly associate with different age groups.

Calculated value (11.812) is less than table value (15.507) so there is no significant relationship between education and level of satisfaction. Therefore Null Hypothesis is accepted. It means that education background influence on level of satisfaction is not much or very stumpy connection only exists between subscriber's educational background and their satisfaction point.

Calculated value (6.9564) is less than table value (15.507) so there is no significant relationship between occupation and level of satisfaction. Therefore Null Hypothesis is rejected. It means that occupation influence on level of satisfaction is not much or very stumpy connection only exists between subscriber's profession and their satisfaction point.

Calculated value (3.721) is less than table value (12.592) so there is no significant relationship between income and level of satisfaction. Therefore Null Hypothesis is accepted. It means that income influence on level of satisfaction is not much or very stumpy connection only exists between income and their satisfaction point.

Calculated value (9.662) is less than table value (15.507) so there is no significant relationship between usage period and level of satisfaction. Therefore Null Hypothesis is accepted. It means that subscriber's year of experience of years of usage influence on level of satisfaction is not much or very stumpy connection only exists between respondent's usage period of specific brand of mobile network and their satisfaction point.

**Table 4: Brand wise subscriber's level of satisfaction**

	Airtel	Reliance	Vodafone	Idea	BSNL	Others	Total
Highly satisfied	10	6	5	4	5	6	36
Satisfied	15	8	9	4	8	7	51
Neutral	14	7	4	2	11	6	44
Dissatisfied	6	11	4	3	5	6	35
Highly Dissatisfied	7	6	5	9	4	3	34
Total	52 (26%)	38 (19%) 16.5%	27 (13.5%) %	22 (11%)	33 (16.5%)	28 (14%)	200 (100)

The table 4 portrays brand wise satisfaction range among the subscribers' who participated in this survey. Majority of the respondents 52(26%) are currently subscriber of Airtel network. Further, Majority of the (10+15= 25) of the Airtel subscribers consent the positive side of satisfaction which is 1.92 (10+15/ 6+7) times higher than dissatis-

fied respondents.38(19%) of them are subscribers' of Reliance network, Satisfaction (6+8=14) and dissatisfaction (11+6=17) of reliance customer slightly differing and dissatisfied customer are 1.21 time higher than the satisfied customers.33(16.5%) of the respondents are customers of BSNL network, comparing to dissatisfied zone(5+4=9), satisfaction zone is (5+8=13)1.44 times higher whereas other network connection holders were 28(14%), this group of customer reflect the reliance network customers satisfaction and dissatisfaction range. Vodafone network holders were around 27(13.5%), in this, satisfaction level (5+9=14) are quietly 1.56 times higher than the dissatisfied people (5+4=9) and 22(11%) survey participants are having Idea network and this network subscribers, dissatisfaction zone (3+9=12) is 1.5 times more than satisfied zone (4+4=8). Hence it can be understood that Airtel, BSNL, Vodafone network subscribers overall satisfaction level is quietly positive or good whereas compared to satisfaction, dissatisfaction quietly high among the customers of Reliance, other, Idea network.

**Table05: Factors creating dissatisfaction (Weighted average and ranking)**

Sl. No.	Factors	Weight [x]	7	6	5	4	3	2	1	Total	Weighted Average $\Sigma fx / \Sigma x$	Rank
1.	More roaming charges	Frequency [f]	15	12	11	10	7	4	10	69	11.11	V
		fx	105	72	55	40	21	8	10	311		
2.	More Taxes and activating charges	Frequency [f]	20	8	11	9	10	5	6	69	11.54	III
		fx	140	48	44	45	30	10	6	323		
3.	Unwanted messages	Frequency [f]	8	7	6	11	9	13	15	69	8.57	VII
		fx	56	42	30	44	27	26	15	240		
4.	Poor Quality of service	Frequency [f]	22	10	8	12	3	5	9	69	11.79	II
		fx	154	60	40	48	9	10	9	330		
5.	Network Interception	Frequency [f]	16	18	6	13	7	3	6	69	12.64	I
		fx	112	108	36	65	21	6	6	354		
6.	Uninformed money deduction	Frequency [f]	10	8	5	12	9	14	11	69	9.18	VI
		fx	70	48	25	48	27	28	11	257		
7.	Confused Tariff charges	Frequency [f]	17	6	14	12	8	5	7	69	11.21	IV
		fx	119	36	70	48	24	10	7	314		

The above table 5 shows the weighted average based ranking of factors creating dissatisfaction of subscriber's current network. The respondents were asked to give their opinion about dissatisfaction associated with roaming charges, activation charges or taxes, unwanted messages, poor quality of services, network interception, unauthorized money deductions and confused tariff rates or charges on seven point rating scale which ranging from strongly agree (7) to Strongly disagree(1). Based on the respondents rating, weights average score computed and ranked the variables. The result of the study revealed that dissatisfying factors are: Network interception (I), quality of services (II), activation charge of taxes (III), confused tariff charges (IV), roaming charges (V), unauthorized money deduction (VI) and unwanted message (VII). Hence, it can be said that most dissatisfied factors are: Network coverage Interception, Poor quality of services and confused tariff charges where least dissatisfied factor is discarded message.

## Findings

**Demographic Profile wise mobile network subscribers':** Male respondents were 1.35 times higher than female mobile phone users. The majority of the mobile phone subscribers are middle aged and younger aged segment rather than older aged group. Qualification wise most predominant subscribers are qualified under graduates and post graduates rather others categories of education. Business people, students are the most prevailing users of mobile phone networks. Compare to higher monthly income group respondents who earning Rs 15000 to 21000 are the major subscribers of various mobile phone networks. one to five years users of various networks are very higher than the above five years experienced users. Customers of Airtel, Reliance, BSNL are the major participants in this survey

**Influencing factors of network selection:** Network coverage, Tariff rate and brand image where interestingly lowest influencing factors is promotional offers.

**Demographic factors influence on subscriber's satisfaction:** Gender influence on level of satisfaction is not much or very stumpy connection only exists between gender and their satisfaction point. It points that there is imminence exist between subscriber's age and their satisfaction range or higher side satisfaction or dissatisfaction highly associate with different age groups. Education background influence on level of satisfaction is not much or very stumpy connection only exists between subscriber's educational background and their satisfaction point. Occupation influence on level of satisfaction is not much or very stumpy connection only exists between subscriber's profession and their satisfaction point. Income influence on level of satisfaction is not much or very stumpy connection only exists between income and their satisfaction point. Subscriber's year of experience/ years of usage influence on level of satisfaction are not much or very stumpy connection only exists between respondent's usage period of specific brand of mobile network and their satisfaction point.

**Brand wise satisfaction and dissatisfaction:** Airtel, BSNL, Vodafone network subscribers overall satisfaction level is quietly positive or good whereas compared to satisfaction, dissatisfaction quietly high among the customers of Reliance, other, Idea network.

**Factors affecting dissatisfaction:** Network coverage Interception, Poor quality of services and perplexed tariff charges are most affected factors of dissatisfaction among the subscribers' where least dissatisfied factor is discarded messages.

### Conclusion:

Mobile network service plays an important role in the life of human beings by connecting each and every one anywhere in the world. The study revealed that Network coverage, Tariff rate and brand image are the major factors influencing of choosing particular network whereas promotional offers were the least influencing factor. Further, even though customers are satisfied with current network providers, still few grey areas existing which led the subscribers to dissatisfied zone. Hence, the present study proposes to persuade subscriber's satisfaction. Specifically, Customers anticipation related superior quality of service, high-quality network coverage's, unambiguous tariff charges, nominal taxes and activating charges, efficient customer care service and etc are the major strategic factors which lead the companies to peak of success as well as ensures long term customers stay. However, current studies also have future research direction related to study about subscriber's satisfaction in relation with various demographic factors. Same kind of study need to carry out various part of India to know about whether findings of the study in line with present or differ as well as it aids the mobile network operators to change their customer reaching strategies as well.

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