



GAP ANALYSIS BETWEEN EXPECTATION AND PERCEPTION OF SERVICE QUALITY IN MOBILE PHONE

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KEYWORDS :

INTRODUCTION

The liberalization of Indian economy ushered in an era of competitive marketing leading to the radical changes in the entire gamut of products and services. The service sector, hitherto limited in nature and scope, changed into an aggressive mode appropriating the front page touching almost every sphere of human activity, viz., banking, insurance, information technology, welfare etc. and accounted for approximately two-thirds of worldwide GNP right from the beginning of the twenty first century. Delivering quality service is considered an essential strategy for success and survival in today's competitive environment. Communication is the transfer of information from person to person. This may be in form of sound transmission such as human speech, the beating of the drum, or even the bird's call. To communicate is to reach out to people who are close to you and give time to share how you miss that person or during business and meetings you will be able to connect easily to your co-employees or boss. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he/she wants to communicate within a fraction of second at quick speed with clear voice, without any disturbance. So, exchange of information becomes the necessity of life to a common man. There are many means on how you can reach out to other people to communicate and one of this is the use of a mobile cell phone.

Review of Literature

Petzer D.J. and Meyer C.F. De (2011) aimed to determine different generations' perceived service quality of services and satisfaction levels with services provided by cell phone network service providers, as well as their behavioural intentions towards these providers. **Hadjiphanis (2011)** revealed that other mediums of advertisements such as print media, newspaper, and the like are mostly ignored by customers because they are less attractive. Hence, televisions remain ahead of all the other mediums of advertisements such as print media, newspaper, and the like are mostly ignored by customers because they are less attractive. Hence, televisions remain ahead of all the other mediums of advertisement and clearly cannot be ignored by customers. **Furaiji, Latuszynska, & Wawrzyniak (2012)**

emphasized on the relationship between several independent variables like cultural, social, personal, psychological, and marketing mix factors with consumer behavior. They categorized consumer behavior as extensive, routine and limited. The study also includes the decision-making process often discussed by authors when consumer behavior is the topic under consideration. **Kausar, Qureshi, Shehzad, & Hasan (2012)** recognized the shift patterns of consumers through analyzing inconvenience, price, and core service failures that have been taken as the independent variables. The findings of this study give us discernment as to how price and core services' failure ascertains to become the cause behind changing consumer behaviors in the cellular service sector of Pakistan.

Objectives of the study

To determine the Gap in the service quality of mobile phone (Gap between expected service and perceived service).

METHODOLOGY

The study is basically an empirical one based on data gathered from the customers in Madurai City. A sample of 540 customers has been chosen for the purpose of the study. For this study, the researcher used a well-structured questionnaire to collect the data from the respondents. The questionnaire related to dimensions of mobile phone service providers. The researcher used Paired T test analysis to identify the gap between expected and perceived service quality of mobile phone. IBM SPSS 21 version was used for statistical purpose.

RESULTS AND DISCUSSION

Difference between Expectation and Perception with respect to Service Quality

In this study, The table below shows the mean, Standard Deviation and 't' values for expectation and perception with respect to Service Quality.

H₀: There is no significant difference between expectation and perception with respect to Service Quality.

Table 1: Difference between Expectation and Perception with respect to Service Quality

Service Quality	Paired Statistics		Paired Differences		t value	P value
	Mean	SD	Mean	SD		
Tangibility Expectation	3.9608	0.48564	0.48321	0.67235	16.639	0.000**
Tangibility Perception	3.4776	0.57961				
Reliability Expectation	3.9478	0.57117	0.74440	0.77095	22.355	0.000**
Reliability Perception	3.2034	0.60963				
Responsiveness Expectation	4.0578	0.78444	0.57649	0.90777	14.703	0.000**
Responsiveness Perception	3.4813	0.68878				
Assurance Expectation	4.0410	0.75764	1.06157	1.08254	22.703	0.000**
Assurance Perception	2.9795	0.67916				
Empathy Expectation	3.9888	0.78053	1.31157	1.30775	23.219	0.000**
Empathy Perception	2.6772	1.03324				

Note: ** denotes significant at 1% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the dimension of Tangibility, Reliability, Responsiveness, Assurance and Empathy. Hence there is significant difference between Expectation and Perception with regard to the dimension of Tangibility, Reliability, Responsiveness, Assurance and

Empathy.

CONCLUSION

From the entire analysis, it is concluded that overall satisfaction of the customers with various services of mobile phone service providers is

significantly and positively influenced by the mobile phone service providers' in Madurai city.

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