

Satisfaction Level of Service Users Towards Mobile Phone Services: A Study



Commerce

KEYWORDS: Mobile Communication, Satisfaction, Service Providers, Telecommunication, Network, Observations

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ABSTRACT

Top performing institutions always look into the needs and demands of their customers in order to survive and compete successfully in today's dynamic corporate environment. The purpose of the present study was to perceive the customers' satisfaction towards their mobile phone services. The data were collected from the all four divisions of Haryana state namely Hisar, Rohtak, Gurgaon and Ambala by using stratified sampling. The collected data was analyzed using different statistical techniques. SPSS (18.0 version) software was used to compile all observations and analysis of data. It is found that mobile phone users perceived better network connectivity, low call rate, free roaming facility, same charges of pre-paid and post-paid connections, no deduction of amount in recharge coupon, free availability of 3G service, and free video conferencing facility. But, they were reluctant to receive unnecessary and unwanted messages on the part of service providers. Therefore, it may be recommended that mobile service providers enhance more services like education, health checking, finance, etc. and to avoid unwanted disturbance of the customers.

I. Introduction

In this modern age of information explosion, people are in the need of quick and timely access to information. As mobiles come to play an indispensable role in contemporary society. People in every stratum- from local vegetable vendors and milkmen, to students and business honchos- are seen to strap up the benefits of mobile communication in various aspects of their life ranging from business to personal. Indian Telecom industry is one of the fastest growing telecom markets in the world. Customers' satisfaction or dissatisfaction is the feeling derived by the customers when they compare the actual and expected service performance. Every human being is a customer of different products. If there is no customer, there is no business. Therefore, customers' satisfaction is very important to every businessman. Customers make their expectations from the service providers as service quality, service delivery, communications, past experiences and references. These all are to be judged correctly by the management so that their perceptions match with customers' expectations. If any of these factors are wrongly interpreted then the expected level of customer satisfaction cannot be reached. A lot of problems are faced by mobile phone customers on the part of the service providers. These are call rates, network problem, service unavailability, deduction of amount, value added service download, service centre calls, poor customer care service, attractive offers, low quality infrastructure, etc.

Kotler, et al. (2013)¹ observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his/her expectation. A dissatisfied customer may relate his or her bad experience with the service provider to 10 or 20 other people (**Zemke, 1999**)², thus eroding potential patronage of the service provider. Customers are not able to access robust, comparative information on mobile network operators' quality of service.

II. Review of Literature

Keng-Ah, et al. (2006)³ investigated the effects of service recovery on customer satisfaction and examined the perception of "justice" in service recovery and how it affects the level of satisfaction and behavioral outcomes. They found that the complainants' level of satisfaction with service recovery was significantly affected by perceived justice. The behavioral outcomes of the complaints in terms of trust, word-of-mouth (WOM) and loyalty were also found to affect by their satisfaction with the service recovery.

Luxton Sandra, et al. (2009)⁴ contributed by adding to current understanding of this new field. They identified the critical issues faced by mobile phone marketers and the key factors that influence customer attitudes. According to them, the key drives of customers' attitudes towards mobile marketing are positive

as perceived entertainment, credibility, reward, technological familiarity, and message frequency. **Kumar (2011)⁵** advocated that the service accessibility, service affordability, promotional offers and customer services are four important factors which are influencing the customer in selecting the service provider. **RajPurohit, et al. (2011)⁶** studied the consumer preferences and satisfaction towards mobile phone service providers and found that the factors induces the consumers to buy a particular mobile network coverage and brand image. The study also highlighted that majority of respondents are satisfied with the value added services offered by their mobile phone service providers. **Consumer Focus (2009)⁷** issued a consultation document entitled "Mobile: What's the problem?" and identified a set of priority issues to focus on campaigning and advocacy on behalf of customers in the mobile phone sector. A number of problems are faced by the mobile customer such as mobile phone tariffs and billing, mobile network operators, quality of service and mobile network coverage, etc. **Government Consortium (2007)⁸** explained the history and importance of mobile phone service providers. Mobile technology in India as permitted all classes of society to become a tool for the poor rather than the popular perception associating cell phones with the rich. Most importantly, it has helping bridge the digital divide in the country by providing relevant information such as whether forecasts, market information and increased accessibility for the rural, badly connected pocket in the country. The findings of the study revealed that the rural society is becoming irrevocably intertwined with mobile culture, the urban pockets which started accessing its benefits comparatively earlier-as started climbing up the valid ladder with applications such as games, ring tones and music downloads taking firm ground. The report concluded that India's mobile market, which is already booming thanks to the widespread applications of mobile technology, is only expected to grow. **Yadav (2011)⁹** advocated that development of cellular phones made everybody accessible to the other person. Usages of cell phones these days are no more privilege of the rich but also an essential for common people. The development process of modern economy without proper communication facilities is unimaginable. The scholar concluded that the solution of mobile customers' problems is the mobile number portability. It is helpful for the customers improves the quality of services among the service providers and improves fair competition among them.

III. Objectives of the Study

The objectives of this paper are to know the expectation level of service users towards mobile phone services provided by mobile service providers and to study the satisfaction level of service users towards mobile phone services provided by mobile service providers.

IV. Significance and Scope of the Study

The present study will provide the opportunities for the betterment of Mobile Phone Service facility to the mobile users. Resultantly, customers can opt so many networks and can take the benefits from mobile phone service providers in terms of best services, low call rates and better connectivity. Further, the study was confined to four divisions of Haryana State by selecting one district from each division.

V. Data Collection and Data Analysis

Data were collected from primary as well as secondary sources. The data were collected from users belonging to the different age groups. A well-structured questionnaire was used to collect the data.

Table 1: Customers' Satisfaction towards Mobile Phone Services (Rate these statements in scale of 1 to 5 i.e. 1= Very Satisfied, 2=Satisfied, 3=Neutral, 4=Dissatisfied, 5=Very Dissatisfied)

STATEMENT		1	2	3	4	5	Total
Satisfaction with existing Mobile Phone Service Provider	N	4	29	17	-	-	50
	%	8.0	58.0	34.0	-	-	100

Source: Survey Data Processed through PSAW 18.0

Table 1 depicts that 29 (58.0 per cent) respondents are satisfied with their existing prepaid mobile phone services whereas 17 (34.0 per cent) respondents neither satisfied nor dissatisfied with their existing prepaid mobile phone services moreover, 4 (8.0 per cent) respondents are very satisfied with their existing prepaid mobile phone services.

Table 2: Perception of customers towards Mobile Phone Services (Rate these factors in scale of 1 to 5 i.e. 1=Very Important, 2=Important, 3=Less Important, 4=Unimportant, 5=Least Unimportant)

Factors		1	2	3	4	5	Total
Cheap call rate	N	50	-	-	-	-	50
	%	100.0	-	-	-	-	100.0
Good network coverage	N	49	1	-	-	-	50
	%	98.0	2.0	-	-	-	100.0
Good and different type of tariff plan	N	44	5	-	-	1	50
	%	88.0	10.0	-	-	2.0	100.0
High Internet speed	N	46	1	1	1	1	50
	%	92.0	2.0	2.0	2.0	2.0	100.0
Cheap internet pack	N	45	1	3	-	1	50
	%	90.0	2.0	6.0	-	2.0	100.0
Good customer care facility	N	45	5	-	-	-	50
	%	90.0	10.0	-	-	-	100.0
Discount offers and schemes	N	44	5	-	-	1	50
	%	88.0	10.0	-	-	2.0	100.0
3G service facility	N	42	3	3	1	1	50
	%	84.0	6.0	6.0	2.0	2.0	100.0
Recharge voucher's facility	N	46	3	1	-	-	50
	%	92.0	6.0	2.0	-	-	100.0
Free roaming facility	N	47	2	1	-	-	50
	%	94.0	4.0	2.0	-	-	100.0
Cheap rates of Value Added Services	N	41	6	3	-	-	50
	%	82.0	12.0	6.0	-	-	100.0

Source: Survey Data Processed through PSAW 18.0

Table 2 depicts that all 50 (100.0 per cent) respondents are expecting that cheap call rate is very important expectation from their existing mobile phone service provider

It depicts that 49 (98.0 per cent) respondents are expecting that good network coverage is very important for them whereas only one (2.0 per cent) respondent is expecting that good network coverage is an important expectation from their existing prepaid

mobile phone service provider.

It depicts that 44 (88.0 per cent) respondents are expecting that good and different type of tariff plans are very important expectation from their existing mobile phone service provider whereas 5 (10.0 per cent) respondents are expecting that good and different type of tariff plans are an important expectation from their existing mobile phone service provider and only one (2.0 per cent) respondent is expecting that good and different type of tariff plans are least unimportant expectation from their existing mobile phone service provider.

It depicts that 46 (92.0 per cent) respondents are expecting that high internet speed is very important expectation from their existing mobile phone service provider whereas 1 (2.0 per cent) respondent is expecting that high internet speed is an important expectation from their existing mobile phone service provider and 1 (2.0 per cent) respondent is expecting that high internet speed is less important expectation from their existing mobile phone service providers. 1 (2.0 per cent) respondent is expecting that high internet speed is unimportant expectation from their existing mobile phone service provider and 1 (2.0 per cent) respondent is expecting that high internet speed is least unimportant expectation from their existing mobile phone service provider.

It depicts that 45 (90.0 per cent) respondents are expecting that cheap internet pack is very important expectation from their existing mobile phone service provider whereas 3 (6.0 per cent) respondents are expecting that cheap internet pack is less important expectation from their existing mobile phone service provider. 1 (2.0 per cent) respondent is expecting that cheap internet pack is an important expectation from their existing mobile phone service provider whereas 1 (2.0 per cent) respondent is expecting that cheap internet pack is least unimportant expectation from their existing mobile phone service provider.

It depicts that 45 (90.0 per cent) respondents are expecting that good customer care facility is very important to them whereas 5 (10.0 per cent) respondents are expecting that good customer care facility is an important expectation from their existing mobile phone service provider.

It depicts that 44 (88.0 per cent) respondents are expecting that discount offers and schemes are very important expectation from their existing mobile phone service provider whereas 5 (10.0 per cent) respondents are expecting that discount offers and schemes are important expectation from their existing mobile phone service provider and only one (2.0 per cent) respondents is expecting that discount offers and schemes are least unimportant expectation from their existing mobile phone service provider.

It depicts that 42 (84.0 per cent) respondents are expecting that 3G service facility is very important expectation from their existing mobile phone service provider whereas 3 (6.0 per cent) respondents are expecting that 3G service facility is an important expectation from their existing mobile phone service provider and 3 (6.0 per cent) respondents are also expecting that 3G service facility is less important expectation from their existing mobile phone service provider. 1 (2.0 per cent) respondent is expecting that 3G service facility is unimportant expectation from their existing mobile phone service provider and 1 (2.0 per cent) respondent is also expecting that 3G service facility is least unimportant expectation from their existing mobile phone service provider

It depicts that 46 (92.0 per cent) respondents are expecting that recharge vouchers facility is very important expectation from their existing mobile phone service provider whereas 3 (6.0 per

cent) respondents are expecting that recharge vouchers facility is an important expectation from their existing mobile phone service provider and only one (2.0 per cent) respondent is expecting that recharge vouchers facility is less important expectation from their existing mobile phone service provider.

It depicts that 47 (94.0 per cent) respondents are expecting that free roaming facility is very important expectation from their existing mobile phone service provider whereas 2 (4.0 per cent) respondents are expecting that free roaming facility is an important expectation from their existing mobile phone service provider and only one (2.0 per cent) respondent is expecting that free roaming facility is less important expectation from their existing mobile phone service provider.

It depicts that 41 (82.0 per cent) respondents are expecting that cheap rates of value added services are very important expectation from their existing mobile phone service provider whereas 6 (12.0 per cent) respondents are expecting that cheap rates of value added services are important expectation from their existing mobile phone service provider and 3 (6.0 per cent) respondents are expecting that cheap rates of value added services are less important expectation from their existing mobile phone service provider.

VI. Conclusions and Suggestions

In total, the study concluded that most of service users perceived that the service providers should opt cheapest call rate mechanism, best networking facility, speedy internet pack with low cost and best customer care facilities. Further, the study found that most of customers are satisfied with existing mobile services provided by the telecommunication companies. There is no doubt that the telecommunication companies brought different before customers proposals and they have to choose some of them. By the time, they started experiencing the benefits of the schemes rendered by existing mobile services providers. But, competitors puzzles the customers by offering more options in terms of call rates, data packs, *etc.*

Secondly, it is also seen that frequent ownership change takes place within the communication network companies. Consequently, the situation remains far from longer state of the company in the market. In the last years of 20th century, a phenomenon has been witnessed which is likely to change the shape of human civilization. This is the explosion which has taken place in electronics and as a result of which there has been infinite expansion of knowledge. The most frequent development in this area has been the geometric expansion of trade, commerce, entertainment and information jointly known as the internet or the web. As we know, the web accepts no restrictions of the country, race, religion or country and has been totally responsible as a decisive factor in taking the world into what is now known as globalization. Human subjects are not only simply actors performing their scripted roles on the stage of world history but also they are the fastest users of the information explosion. Therefore, it can be recommended that mobile phone service companies should provide best telecommunication facilities to the customers so that they feel satisfied. Therefore, no social theory can make guaranteed predictions as to the future of human condition.

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