



“TRACKING CUSTOMER SATISFACTION TOWARDS VALUE ADDED SERVICES OFFERED BY MOBILE SERVICE PROVIDERS OF DAKSHIN. KANNADA DISTRICT”

Management

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KEYWORDS

1.0 Introduction: -

When the government policies were implemented on globalisation, the consumers have become very critical about selection of service providers. Over the past mobile phone service providers has increased at an exponentially rapid rate globally. The reasons for this are low acquisition prices and availability of the equipment. So there is a tough competition in the global market. Hence the service organisations should know the customer service quality perceptions in order to overcome the competitors and also to attract and retain the customers. The main principle of any successful customer satisfaction programme is to establish the issues that are great importance to one's target audience. Quality management programmes have been adopted by Indian companies to overcome the competition and to retain the world class standards. The research programmes develop focused customer strategies and provide intelligence to help identify and prioritise management objectives. Service Quality and customer satisfaction are the 2 core concepts that are at crux of marketing theory. With various technologies creeping in every day, you are always on the backseat to keep yourself updated. With major chunk of users being teenagers, it makes the situation more dynamic and helps to create a niche market in itself. Hence the present study was intended to know the customer satisfaction of mobile users in telecom industry.

2.0 OBJECTIVES

- To study the satisfaction level of the mobile phone customers
- To come with a suitable conclusion and suggestions based on analysis and interpretation of the study.

3.0 REVEIW OF LITERATURE

Tele communication service is one of the leading industries in India and has been developed immensely in recent past. This has become a research thrust area for the researchers in India as well as outside world. Many researchers are trying to trace the future growth of telecommunication industry. According to Lambert (1980) and Nowlis (1996), consumer evaluation of a product quality is related to features like price, brand name and store image in relation to competition.

Churchill and Surprenant (1982) suggest that customer satisfaction is a function of the discrepancy between a Customer's prior expectation and his or her perception regarding the purchase. Christian (1988) discussed how the customers perceived the service quality. A conceptual model was included in the article. According to the model; the perception of service quality by the customers is good when the experienced quality by the customers meet the quality that was expected by them before the service was provided.

Parasuraman, A, Valarie A. Zeithaml, and Leonard L. Berry (1988) developed SERVQUAL scale using the qualitative research based on service quality data. Study was revolutionary as it was independent of dimension of goods quality in the manufacturing sector. Crosby, Lawrence A., Evans. Kenneth R., and Cowles, Deborah (1990) studied the role of sales people in maintaining long-term relationships with the customers. Relationship quality model was developed to Understand the customer's perception of nature, and antecedents of Relationship quality

4.0 SCOPE OF THE STUDY

A study of this kind helps to put theoretical aspects into the project and aims to give information to Mobile phone service providers. Nature of study methods used, findings of the investigation, conclusion and recommendations inferred from the findings also aims to enable mobile phone service providers to implement the recommendations made at the end of the study.

The research is purely based on the survey conducted in Dakshina Kannada District and has been focused on Mobile Phone Subscribers. The number of respondents interfere is 567. The study covers information about customer satisfaction etc. The study will be useful to Management, students and others who may want to broaden their horizon. Overall scope of the study would be to enhance the services to the subscribers in the district.

5.0 RESEARCH METHODOLOGY

5.1 Study Type:-Descriptive study

5.2 Sample size: - The target population is 567 respondents residing in Dakshina Kannada District.

5.3 Source of Data: - The target population for the study was selected randomly from the population of Dakshin. Kannada District. The sample for the study will consist of students, salaried class, business personnel and others.

5.4 Data collection: - Primary data is collected by interviews, questionnaires and schedules. The structured questionnaire will consist of customer's level of satisfaction. Secondary data will be collected from text books, internet data bases, business journals and newspapers.

5.5 Data Analysis and interpretation: - In order to show the data analysis and inference appropriate statistical tool will be utilised.

Commonly used value added services

Value Added Services	Number of user's	Percentage
SMS	399	70.37
Voice mail	95	16.75
Call Forwarding	121	21.34
Caller Tunes	121	21.34
Clip download	47	8.29
App. download	350	61.73
Ticket booking	40	7.05
Internet access	500	88.18
Game download	70	12.35
Dial in service	28	4.94
Call waiting	262	46.21
Roaming	261	46.03

CONCLUSION:

Value Added Services Commonly used by users

It has been observed through survey that Internet Access, S.M.S & App. Download are the most frequently used Value-Added Services. Very few people use dial-in service, ticket booking & clip downloading services as provided by the service provider. Above graph shows that SMS has become the basic service for every user.

6.0 LIMITATIONS OF THE STUDY

The limitations of the study are as follows:

- Sample size of the subscribers may be limited.
- Many subscribers may not give the exact picture of their opinion.
- The opinion of the subscriber depends on the geographical location of the subscriber this may include the network of the provider.

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