



Customer Satisfaction Towards Mobile Phone Service Providers

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ABSTRACT

Customer satisfaction has been the success mantra of every business organization. The mobile phone service providers are also no exception for this success mantra. They have been taking various initiatives to satisfy their customers with a view to retain them. Since the entry to the telecommunication – particularly the mobile phone service providing industry has been opened up; more players have entered into the industry. The customers are intending to avail the competitive advantage from the mobile phone service providers. The controlling authority – TRAI has permitted mobile number portability recently. It allows the customers to shift from one service provider to another without changing the mobile phone number. Hence, the customer satisfaction has become more vital in the successful operations of the mobile phone service providers. In this paper, the researchers have analyzed the customer satisfaction towards mobile phone service providers.

KEYWORDS

customer, satisfaction, service providers

INTRODUCTION

Any organization can become successful in its operations if it could satisfy its customers to a greater extent. In the case of mobile phone service providers, since there is a stiff competition, they come forward to offer various plans and schemes for the benefit of the customers. The call charge has been one of the prime factors which the customers focus when preferring the mobile phone service providers. Thanks to the TRAI, the regulating authority the customers have no longer to be with the customers of the same mobile phone service provider since the mobile number has been circulated to their contacts. Now, they have the opportunity to shift from service provider to another without changing the mobile number. It is considered as a boon for the mobile phone users. In this context, the mobile phone service providers have to retain the existing customers by satisfying them to the extent possible.

REVIEW OF LITERATURE

Chintan Shah (2012), in his study entitled 'Customer Preferences for Mobile Service Provider: An Empirical Study in Bardoli' has analyzed the factors considered by the customers to shape their preference for mobile phone service providers. He has used the factor analysis in this regard and found that attributes like Corporate Reputation, Advertisement and Response to Customers' suggestions/complicity/feedback have been the most influencing factors in the preference of mobile phone service providers.

Vipan Bansal and Bindu Bansal (2013) made an attempt to analyze the customer satisfaction of mobile phone service users operating in the Malwa Region of Punjab. They have revealed that most of the customers were satisfied with the current service provider while the proposal of customers regarding shifting from one service provider to another has been influenced by call charges, poor network and poor customer care service.

STATEMENT OF THE PROBLEM

The frontline mobile phone service providers have been taking various steps to retain the existing market share. The competition prevailing in the market enables the customers to avail the competitive advantage. Since the customers have a lot of sources to know about the various offers provided by the mobile phone service providers, their expectations have increased.

In order to retain the customers, the service providers have to satisfy the customers. In this competitive environment, the service providers need to know the factors which are influencing the satisfaction of customers. Hence, the present study is undertaken to identify the most influencing factors towards the satisfaction of customers on the mobile phone service providers.

OBJECTIVES OF THE STUDY

The present study is undertaken with the main aim of assessing the customer satisfaction towards mobile phone service providers. This prime objective has been divided into sub objectives as follows:

1. To assess the level of satisfaction of customers towards the services rendered by the mobile phone service providers.
2. To identify the factors influencing satisfaction of the customers towards the services rendered by the mobile phone service providers.

RESEARCH METHODOLOGY

The present study is mainly based on the primary data obtained from the sample respondents selected out of the mobile phone users in Namakkal District. The sample respondents were selected on the basis of convenient sampling. The size of sample has been determined to be 450. The data required for the study have been obtained from the sample respondents by administering a structured questionnaire. The data so obtained have been grouped, regrouped and tabulated wherever necessary. ANOVA and Factor Analysis have been used to analyze the data.

RESULTS AND DISCUSSION

The analysis made in this study has been divided into two parts – level of satisfaction on the services provided by the mobile phone service providers and the factors influencing the satisfaction of customers. The first part of analysis deals with the levels of satisfaction of customers towards various services provided by the mobile phone service providers. In this regard, the level of satisfaction has been measured by using 5 point Likert's scale – Highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied. The overall score on the selected 21 factors influencing satisfaction has been consolidated and the relationship between the level of satisfaction and

independent variables like nature of network, mobile phone service provider mainly used and longevity of usage of mobile phone connection has been analyzed by testing the following hypotheses using ANOVA:

Null Hypothesis H0: There is no significant relationship between level of satisfaction and selected independent variables (nature of network, mobile phone service provider and longevity of usage).

Alternative Hypothesis H1: There is a significant relationship between level of satisfaction and selected network related variables (nature of network, mobile phone service provider and longevity of usage).

Table 1: Level of satisfaction and Network related variables

Factors	Source of variation	SS	DF	MS	F value	p value	Result
Nature of Network	Between Groups	3.60	54	0.07	1.69	0.003	Significant @ 1%
	Within Groups	15.52	395	0.04			
	Total	19.11	449				
Mobile Phone Service Provider mainly used	Between Groups	60.06	54	1.11	0.77	0.880	Not Significant
	Within Groups	570.30	395	1.44			
	Total	630.36	449				
Longevity of usage of Mobile phone connection	Between Groups	92.03	54	1.70	1.22	0.151	Not Significant
	Within Groups	552.87	395	1.40			
	Total	644.90	449				

It is observed from the Table 1 that the hypothesis that 'there is no significant relationship between level of satisfaction and nature of network' has been rejected since the p value (0.003) is less than 0.01. Hence, it is concluded that there is a significant relationship between level of satisfaction and nature of network. However, the relationship between level of satisfaction of customers and other network related variables – mobile phone service provider mainly used and longevity of usage of mobile phone connection has been found to be insignificant

as indicated by the respective p values which are greater than 0.05.

The factors influencing satisfaction of customers towards the services rendered by the mobile phone service providers has been analyzed using Factor Analysis. The results are detailed below:

Table 2: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2629.966
	DF	210
	Sig.	0

The KMO measure of sampling adequacy has been ascertained and it is found to be 0.852. The KMO measure of sampling adequacy exceeding 0.7 denotes that the sample has been adequate for the conduct of factor analysis. Hence, factor analysis has been used to analyse the factors influencing satisfaction of customers. In this regard, the researchers have selected 21 features of mobile phone service providers - Call rate to same network, Call rate to other networks, Call rate to fixed/landline, International call rate, Message rate, Roaming charges, Internet charges, Network coverage, Speed in connectivity, Voice clarity, Coverage in hill stations, Coverage in villages, Internet speed, Connectivity during peak hours, Attitude of customer care executives, Time taken to resolve the issues, Rectification of billing problems, Supply of information regarding offers, Easy and multiple modes of payment, Missed call alerts and Alerts for bill payment due.

According to Table 3, out of the selected 21 factors, 7 factors have initial Eigen values exceeding 1.00 and they have contributed to 59.927 per cent of the total variance. After rotation of sums of squared loadings, it is found that the Factor I has contributed to 14.296 per cent of the total variance whereas the Factor II has contributed to 10.754 per cent of the total variance. It is also understood that 10.211 per cent of the total variance has been contributed by Factor III and 8.923 per cent of the total variance has been contributed by Factor IV. The proportions of total variance contributed by Factor V and Factor VI have been found to be 8.371 per cent and 7.272 per cent respectively.

Table 3: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.614	26.731	26.731	5.614	26.731	26.731	3.002	14.296	14.296
2	1.821	8.670	35.401	1.821	8.670	35.401	2.258	10.754	25.050
3	1.580	7.526	42.927	1.580	7.526	42.927	2.144	10.211	35.261
4	1.410	6.712	49.640	1.410	6.712	49.640	1.874	8.923	44.185
5	1.123	5.346	54.986	1.123	5.346	54.986	1.758	8.371	52.556
6	1.017	4.842	59.827	1.017	4.842	59.827	1.527	7.272	59.827
7	0.823	3.918	63.745						
8	0.796	3.790	67.535						
9	0.727	3.463	70.998						
10	0.683	3.252	74.249						
11	0.666	3.171	77.421						
12	0.643	3.062	80.483						
13	0.570	2.712	83.195						
14	0.544	2.591	85.787						
15	0.515	2.454	88.24						
16	0.503	2.393	90.633						
17	0.474	2.259	92.892						
18	0.438	2.088	94.981						
19	0.396	1.887	96.868						
20	0.353	1.682	98.55						
21	0.305	1.450	100						

Table 4: Rotated Component Matrix

Factors	Components					
	1	2	3	4	5	6
NETWORK RELATED FACTORS						
Network coverage	0.674					
Speed in connectivity	0.651					
Voice clarity	0.601					
Coverage in hill stations	0.561					
Coverage in villages	0.622					
Internet speed	0.680					
Connectivity during peak hours	0.502					
INFORMATION RELATED FACTORS						
Supply of information regarding offers		0.486				
Easy and multiple modes of payment		0.669				
Missed call alerts		0.696				
Alerts for bill payment due		0.740				
ROAMING AND INTERNET CHARGES RELATED FACTORS						
International call rate			0.619			
Message rate			0.572			
Roaming charges			0.799			
Internet charges			0.583			
CUSTOMER CARE RELATED FACTORS						
Attitude of customer care executives				0.758		
Time taken to resolve the issues				0.813		
Rectification of billing problems				0.499		
MOBILE PHONE CALL RATE RELATED FACTORS						
Call rate to same network					0.837	
Call rate to other networks					0.822	
FIXED LINE PHONE CALL RATE						
Call rate to fixed/landline						0.593

Table 4 depicts the factors loadings after rotation of factors grouped within the six groups using Variax with Kaiser Normalization method of rotation. Accordingly, the factors like Network coverage, Speed in connectivity, Voice clarity, Coverage in hill stations, Coverage in villages, Internet speed and Connectivity during peak hours have been grouped as the Factor I and they have been named as 'Network related factors'. Supply of information regarding offers, Easy and multiple modes of payment, Missed call alerts and Alerts for bill payment due have been grouped as the Factor II and named as 'Information related factors'. Factor III consists of components like International call rate, Message rate, Roaming charges and Internet charges. These factors have been named as 'Roaming and Internet charges related factors'. 'Customer related factors' such as Attitude of customer care executives, Time taken to resolve the issues and Rectification of billing problems have been grouped as the Factor IV. Call rate to same network and Call rate to other networks have been named as 'Mobile phone call rate related factors' and grouped as the Factor V. Call rate to fixed/landline has been the Factor VI and named as fixed line phone call rate related factor.

CONCLUSION

The results of the study showed that nature of network – GSM and CDMA has significantly influenced the satisfaction of customers. According to the results of Factor Analysis, the network related factors like Network coverage, Speed in connectivity, Voice clarity, Coverage in hill stations, Coverage in villages, Internet speed and Connectivity during peak hours have been the most influencing factors towards the satisfaction of customers on the services provided by the mobile phone service providers. Hence, it is concluded that the mobile phone service providers have to concentrate on the network related factors to satisfy and retain the existing customers.

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