

## **A Study of Cellular Subscribers Satisfaction at Nanjangud Taluk**

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### **Abstract**

The research paper is focused on to analyze the difference in satisfaction level among different age groups towards service attributes and opinion of customers about changing their opted service connections. 50 respondents were considered as a sample from the Nanjangud town in Mysuru District. Primary data collected by distributing structured questionnaire to the Respondents at Nanjangud Town. Secondary sources like newspapers, journals and web source are considered for the study. Chi- square test and analysis of variance are selected as statistical tools to analyze the data with the help of SPSS software. It is identified that respondents are satisfied with service attributes offered at Nanjangud Town. They have expressed good opinion about service attributes except value added services. It is also found that respondents are not ready to change their present network connections because of good quality of services from their respective service providers

Key words: service quality, customers' expectation, customers' satisfaction, Brand loyalty, Mobile Number Portability.

Service quality refers to analyzing the quality of service with the SERVQUAL dimensions like Tangibility, Reliability, Responsiveness, Assurance and Empathy which are considered as best dimensions to analyze the service offered. Telecommunication sector is one of the service sector and offering services with advanced technologies and brought tremendous improvement in the telecom market. Mobile number portability (MNP) introduced in this sector on August 1<sup>st</sup> 2008. MNP has given opportunities to customers switch from one network to another network with existing mobile number. BSNL, Airtel, Vodafone, Idea, are major

service providers and captured the market with expedient services in urban semi-urban and rural areas of our country.

As per the present market scenario service providers have created rivalry by introducing advanced technology with varieties of service features. Service and quality plays a major role in present competitive situation. Customers select the brands with strong opinion given by friends, family, neighbors and through advertisements. They become regular if they are satisfied with good quality of service and get proper solution for their problems. Customers will change their opted service not only with dissatisfaction even in search of varieties. Hence it is essential for any business organization to understand the customers' expectation.

## Review of literature

Muhammad Mohsin Butt Ernest Cyril de Run (2009) examined the factors contributing towards customer satisfaction in Pakistani mobile cellular services. It is found that there are a few factors that affect satisfaction of cellular phone users like, price, network quality, usage and service support. Simon Gyasi Nimako and Foresight Kofi Azumah (2009) assessed and analyzed customer satisfaction with service delivery of mobile telecommunication networks. The research aimed to study customers' satisfaction with service delivered by MTNs in Ghana. One thousand respondents were sampled from the target population. The findings indicate that irrespective of mobile telecom network Ghana, customer satisfaction is low, neither equal to nor better than desire and expectation of the customers with respect to mobile networks, customers are not satisfied with the service delivery of mobile networks. It is also found that overall customer satisfaction is significantly different among MTNs in Ghana, with customers of company B, C and D rating their satisfaction with service quality higher than customers of company A. The findings also indicate that "technical quality" is the most important dimension, followed by empathy, reliability, economy, responsiveness, image and assurance, while tangibles is found not significantly important to the customers in Ghana's MTNs. The study also shows that desire and expectation disconfirmation collectively and individually explains overall customer satisfaction significantly in Ghana's MTNs. Customers' switching intention is different among the

networks, with the customers of company A more willing to switch than those of mobile networks B, C and D.

Olu ojo (2010) analyzed the relationship between service quality and customer satisfaction in the telecommunication industry with a focus on mobile telecommunication network in Nigeria. The researcher employed regression analysis and Pearson product moment correlation coefficient were employed in testing the hypotheses. It is found that service quality has effect on customer satisfaction and that there is a positive relationship between service quality and customer satisfaction. To ensure that customer satisfaction level is high, organization must first of all know the expectations of the customers and how they can meet such expectations. It is also observed that it costs to attract new customer than to retain existing ones. The organization should welcome suggestion from customers and more programs should be designed to measure service quality and customer satisfaction. It is also clear from this research that customer service has impact on service quality perception and customer satisfaction.

Ishfaq Ahmed, Muhammad Musarrat Nawaz, Ahmad Usman, Muhammad Zeeshan Shaukut, Naveed Ahmad and Hassan Iqbal (2010) examined the service quality of the mobile service provider and satisfaction of the customers. The study focused only on the SMS service provided by telecom organization and measured service quality by using five dimensions and its relationship with customer satisfaction. The study considered 331 youngsters. Correlation and

regression analysis are used to analyze the data. The results of the study showed that the dimensions empathy is negatively related with satisfaction while other four dimensions tangibles, assurance, responsiveness and reliability are positively related with the satisfaction.

Rehana Kouser, Saifullah Qureshi, Farasat Ali Shahzad and Hassan Hasan (2012) examined the reasons behind the customer's switching behavior in cellular services of Pakistan. The study considered 480 respondents. The study revealed that customer retention is highly depending on call and SMS rates and then on network service, network coverage and customer service. It is also found that proposed variables have a significant relationship with the switching. Study suggested that companies should focus on network service, network coverage and customer service to retain their current customers and make them loyal with the company for a long period.

M. Satish, K. Santhosh Kumar, K.J.Naveen, and V.Jeevanantham (2011) identified the factors that influence the consumers in switching behavior. The study has taken 112 respondents in Chennai and also Cluster sampling method has taken for data analysis. It is revealed that call rates plays an important role in switching followed by network coverage, value added service and customer care whereas advertisement has played a least role. It is recommended that the mobile service provider have to concentrate on increasing network stability and setting tariff rates competitively and should also focus on corporate image.

Shekhar Srivastava and Ashish Bhatnagar (2013) focused on various issues related to customer care and quality that customers consider as important as well as customers' intention to switch to other competitor network. The findings and results of this study will provide invaluable insights and a more reliable guide to evaluate performance of service providers with special reference to customer care services. It will also help the TRAI to ensure that these operators are responsive to customer and community needs and that customers' interest is protected.

G.N. Satish Kumar, H. Vari and S.Vandana (2011) analyzed the factors influencing the mobile subscribers' intention to switch mobile service providers in India based on structured equation model (SEM). The study has considered 361 samples. The findings have revealed that service quality is the most important factors influencing the mobile subscriber intension to switch service provider compared to promotional offers and service affordability.

### **Need for the study**

Customers expect verities in services which fulfils their expectations. Expectations may vary between gender, different age group, education and occupations. Most of the customers will switchover from one network to another due to dissatisfaction with their opted services and also in search of varieties. Customers will prefer those services which of palatable one. Understanding customers' expectations is a challenging task for any service organization especially in rural areas.

So, attempt has been made to analyze the satisfaction of the customers from different age group towards their opted services and opinion about changing their networks connections at Nanjangud taluk in Mysore district.

### Objectives:

- To analyze satisfaction and opinion towards service attributes offered by service providers at Nanjangud taluk.

### Hypotheses:

**H<sub>0</sub>:** There is no difference in satisfaction between respondents from different age groups towards service attributes

**H<sub>1</sub>:** There is a difference in satisfaction between respondents from different age groups towards service attributes.

### Methodology:

The study is empirical and descriptive. Primary and secondary data are considered for the research work.

### Sample size:

Study has selected 50 respondents and who are subscribers of BSNL, Airtel, Vodafone and Idea cellular at Nanjangud town. Among 50 respondents 35 are Male and 15 are Female.

### Analytical tool:

Study has adopted statistical tools like; mean median standard deviation and chi-square test with the help of SPSS package to find the results

### Results of the study:

Table below shows opinions of the respondents about changing their present networks. Out of 50 respondents 49 respondents are not interested to change their present network connections because of satisfaction with the services offered by their service provider.

**Table - 1**

Opinions of the respondents	Frequency	Percentage
No	49	98.0
Yes	01	2.0
	50	100.0

**Source: Field survey**

### Testing of hypothesis

**H<sub>0</sub>:** There is no difference in satisfaction between respondents from different age groups towards service attributes

**H<sub>1</sub>:** There is a difference in satisfaction between respondents from different age groups towards service attributes.

**Table – 2**

Age	Service provider	Mean	Std. Deviation	N
16-20	Airtel	23.00	0.00	1
	Idea	25.00	0.00	1
	Total	24.00	1.41	2
21-30	Airtel	19.25	5.60	8
	Vodafone	20.67	3.79	3
	Idea	23.50	0.71	2

	Others	20.00	3.56	4
	Total	20.18	4.45	17
31-40	BSNL	23.00	0.00	1
	Airtel	22.17	4.07	6
	Vodafo ne	26.00	10.10	4
	Idea	20.80	3.19	5
	Others	23.33	4.27	6
	Total	22.91	5.28	22
41-50	BSNL	16.00	0.00	1
	Airtel	29.00	0.00	1
	Vodafo ne	19.33	4.16	3
	Others	18.00	0.00	1
	Total	20.17	5.23	6
51 and above	Airtel	21.50	7.78	2
	Vodafo ne	16.00	0.00	1
	Total	19.67	6.35	3
Total	BSNL	19.50	4.95	2
	Airtel	21.22	5.22	18
	Vodafo ne	21.82	7.04	11
	Idea	22.00	2.98	8
	Others	21.64	4.13	11
	Total	21.50	5.01	50
Interaction		F= .931 P =.504		

Source: Field survey

As per the above table, among 16-20 age group idea cellular is showing highest mean value, among 21-30 age group idea cellular is showing highest mean value, among 31-40 age group Vodafone is showing highest mean value, among 41-50 age group Airtel is showing highest mean value and among 51 and above age group Airtel is showing highest mean value. The P value is

showing 0.5% significance level therefore, there is no difference in satisfaction between respondents from different age group towards service attributes. Therefore, study accepts null hypothesis -  $H_0$ : There is no difference in satisfaction between respondents from different age groups towards service attributes and rejects – alternative hypothesis -  $H_1$ : There is a difference in satisfaction between respondents from different age groups towards service attributes.

### Findings of the study

- Majority of the respondents disagreed to change their opted services.
- 18 respondents have opted for Airtel services, which is the highest number out of total sample.
- Majority of the respondents from different age group are satisfied with their opted service connection.
- 22 (out of 50) respondents are from the age group of 31-40.

### Conclusion:

It is evident from the data analysis and results that customers' are satisfied with service attributes offered by their opted service providers at Nanjangud town. Majority of the respondents have given good opinion about call rates, message pack, tariff plan, billing system, network quality, validity, accessibility but they have not expressed good opinion about value added services. Respondents are expecting for reduction in call rates, more number of offers in message pack and value added services at reasonable prices. It is also

found that respondents are not willing to change their opted service connections. Majority of them are using their network services from more than 6 years. It is observed from the table -2 that there is no difference in satisfaction among the respondents from each age group towards service attributes. Respondents of Nanjangud town opined that service provider staff are not willing to help their service related problems. Hence, there is a need from service providers' staff to respond to their customers towards service related problem.

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