CHAPTER – 6

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

The primary purpose of the present research work is to measure the quality of service offered by the telecom service providers. Telecom players chosen for the study are BSNL, Airtel, Vodafone, Idea and other cellular services. Cellular subscribers are the respondents of the study. Stratified simple random sampling method is used to select the respondents from different taluks of Mysore district. This chapter depicts general as well as major findings from the data analyzed and interpreted and enlists valuable suggestions. The findings of the study have been divided into two parts. Part –A provides information about general findings of the study on the basis of area, age, gender, education and occupation.

Part – B is further divided into four different sub-divisions. Part -I is about customers’ perception towards service quality on the basis of area, age, gender, education and occupation. Part – II covers details about customers’ expectation towards service quality on the basis of area, age, gender, education and occupation. Part –III gives information about customers’ satisfaction with the quality of service and service attributes offered by their opted service providers. Part – IV provides information about the opinion of the respondents about service attributes.

Valuable suggestions are given for improving service quality for cellular services to fulfill the expectation, to retain the customers, and to improve the brand loyalty followed by conclusion and discussion on further scope for research.

PART –A

6.1 General findings of the results are enlisted below –

- 58.6% of the respondents are from rural areas and 41.4% are from urban areas/towns
- 41.8% of the respondents are from the age group of 21-30 and 5.9% of the respondents are from the age group of 51 and above
- 80.4% are male respondents and 19.6% are female respondents.
Among respondents from different educational level, 30.7% are graduates.

28.6% respondents are from other occupations, 27.3% respondents are businessmen and 19.7% are agriculturists.

There is no response from 963 respondents about their monthly income.

There is a difference in service opted between married and unmarried cellular subscribers.

Majority of the respondents are using service connection from 3 years to 5 years.

Majority of the respondents spends up to Rs. 500 per month on their mobile.

Majority of the respondents expect good network.

Majority of the respondents are satisfied with their chosen brand.

Out of total sample 1304 respondents opined service drives brand loyalty in the market.

Among 2994 respondents 2002 respondents have not shifted from any other service connection.

Majority of the respondents think that advertisement is necessary for a brand.

It is observed that majority of the respondents think that their opted service providers do not have unique service features.

Among 2994 respondents, 1138 rural respondents are not satisfied with value added services.

Majority of the respondents expressed good opinion about their chosen brand.

Among 1239 urban respondents, 945 think that service is more important than brand name and among 1755 rural respondents, 1446 think that service is more important than brand name.

Majority of the respondents have chosen their service providers based on service and quality.

Among 2994 respondents, 1304 respondents and 1055 respondents, opined service and satisfaction drive brand loyalty in the market.

A total of 1519 respondents are not satisfied with the price charged by their service providers.
Among 2408 male respondents, 2237 have opted pre-paid and 171 have opted post-paid service and among 586 female respondents, 539 have opted pre-paid and 47 have opted post-paid service.

153 male respondents and 49 female respondents have opted for CDMA technology

709 male respondents and 216 female respondents would like to change their opted service connection

Out of 2994 respondents, 1642 respondents have chosen their brand on the basis of service and quality and among them, 80.9% are male and 19.1% are female.

1351 male respondents think that service offered is worthy and 294 female respondents think that service offered is not worthy.

Among male respondents, 1049 opined that service drives brand loyalty in the market and 861 opined that satisfaction drives brand loyalty in the market. Among female respondents, 255 opined that service drives brand loyalty in the market and 194 opined that satisfaction drives brand loyalty in the market.

1387 male respondents and 337 female respondents are not satisfied with the value added services offered by their service providers.

Out of 2994 respondents, 1910 male respondents and 481 female respondents think that service offered is more important than brand name.

1207 male respondents and 312 female respondents are not satisfied with their tariff plan.

Respondents are expecting reduction in call rates, message pack charges and charges on value added services.

Majority of the respondents from different occupations think that service offered is worthy.

Majority of the respondents from different occupations think that service and satisfaction drive brand loyalty in the market.

Out of the total sample, 293 agriculturists, 356 businessmen, 121 government employees, 226 private employees, 13 retired/pensioners, 490 respondents from other occupations and 20 home makers are not satisfied with the price charged by their service providers.
PART-B

6.2 Major findings of the study

As per the results major findings are discussed below:

Part – I

It covers the findings related to perception of the respondents towards service quality dimensions on the basis of area, age group, gender, educational level and occupations.

- Perception of rural and urban areas towards Tangibility dimensions is significantly different from each other and result shows 0.00 <0.05 significance level. It is observed from the table 5.2.2 that male respondents’ perception differs from those of female respondents towards Tangibility dimension and P value is showing 0.03<0.05 significance level. As per the result from the table 5.2.3 P value is showing 0.09 >0.05 significance level. Hence, perception among different age groups towards Tangibility dimension is similar. Perception is similar among respondents from different educational level towards Tangibility dimension and P value is showing 0.28>0.05 significance level. Perception among respondents from different occupations towards Tangibility dimension is similar.

- Perception of rural and urban respondents towards Reliability dimension is significantly different from each other. Perception between male and female respondents towards Reliability dimension is similar and P value is showing 0.60>0.05% significance level. Perception of the respondents from different age groups towards Reliability dimension is similar and P value shows 0.05% significance level. Perception between respondents from different educational background towards Reliability dimension is different and P value is showing 0.00<0.05 significance level. As per the results from the table 5.2.5 P value is showing 0.84>0.05 significance level. Hence, perception of the respondents from different occupations towards Reliability dimension is similar.
• About Responsiveness dimension, P value is showing 0.35% significance level. So, perception is different between rural and urban respondents. In the perception between male and female respondents towards Responsiveness dimension, P value is showing 0.92>0.05 significance level. So, perception is different between male and female respondents. Perception of respondents from different age groups is different towards Responsiveness dimension and P value is showing 0.00<0.05 significance level. Perception of the respondents from different educational level is different towards Responsiveness dimension because P value is showing 0.01<0.05 significance level. As per the table 5.2.5 P value is showing 0.56>0.05 significance level. So, perception is similar among respondents from different occupations towards Responsiveness dimension.

• Perception is similar between rural and urban respondents towards Assurance dimension and P value is showing 0.51% significance level. Hence, Perception between male and female respondents towards Assurance dimension is similar because P value is showing 0.053% significance level. Perception of the respondents from different age groups towards Assurance dimension is similar. Perception among respondents from different educational level is similar towards Assurance dimension and P value is 0.19>0.05 significance level. Perception among respondents from different occupations towards Assurance dimension is similar and P value is showing 0.14>0.05 significance level.

• Significant difference in perception between rural and urban areas towards Empathy dimension. As per the results from the table 5.2.2 P value is showing 0.00>0.05 significance level. Therefore, perception of male and female respondents is different towards Empathy dimension. Perception of respondents from different age groups towards Empathy dimension is different because P value is showing 0.04<0.05 significance level. Perception is different between respondents from different educational level towards Empathy dimension. Perception between respondents from different occupations is similar towards Empathy dimension.
Part – II

In this part, the findings in relation to expectations of the respondents towards service quality dimensions on the basis of area, age group, gender, educational level and occupations are discussed

- As per the results from the table 5.3.1 P value is showing 0.00<0.05 significance level and expectation of rural and urban respondents towards Tangibility dimension is significantly different from each other. Expectations of male and female respondents towards Tangibility dimension is significantly different and P value is showing 0.01<0.05 significance level. Expectations among respondents from different age groups towards Tangibility dimension is similar and P value shows 0.99>0.05 significance level. Expectations of the respondents from different educational level towards Tangibility dimension is similar and P value is showing 0.28>0.05 significance level. Expectations of the respondents from different occupations is significantly different towards Tangibility dimension and P value is showing 0.04<0.05 significance level.

- Expectation between rural and urban respondents are similar towards Reliability dimension and P value is showing 0.06>0.05 significance level. Expectation is different between male and female respondents towards Reliability dimension and P value is showing 0.01<0.05 significance level. Expectation among different age groups towards Reliability dimension is similar and P value is showing 0.69>0.05 significance level. Expectation among respondents with different educational level towards Reliability dimension is similar and P value is showing 0.13>0.05 significance level. Expectation among respondents from different occupations towards Reliability dimension is significantly different.

- Expectation between rural and urban respondents towards Responsiveness dimension is similar and P value is showing 0.15>0.05 significance level. Expectation between male and female respondents towards Responsiveness dimension is different because P value is showing 0.00<0.05 significance level. Expectation of respondents from different age group respondents towards Responsiveness dimension is similar. Expectation respondents from
different educational level towards Responsiveness dimension is similar because P value is showing 0.51>0.05 significance level. Expectation of respondents from different occupations towards Responsiveness dimension is similar and P value is showing 0.05% significance level.

- Expectation of rural and urban respondents is different towards Assurance dimension and P value is showing 0.00<0.05 significance level. Expectation between male and female respondents towards Assurance dimension is similar. Expectation of respondents from different age groups towards Assurance dimension is similar and P value is showing 0.99>0.05 significance level. Expectation of respondents from different educational background towards Assurance dimension is similar. Expectation of respondents from different occupations towards Assurance dimension is different and P value is showing 0.00<0.05 significance level.

- It is found that expectation of rural and urban respondents towards Empathy dimension is different and P value shows 0.01<0.05 significance level. Expectation of male and female respondents towards Empathy dimension is significantly different from each other and P value is showing 0.04<0.05 significance level. Expectation of respondents from different age groups towards Empathy dimension is similar and P value is showing 0.39>0.05 significance level. Expectation among respondents from different educational background towards Empathy dimension is similar and P value is showing 0.11>0.05 significance level. Expectation among respondents from different occupations is similar and P value is showing 0.67>0.05 significance level.
Part III

This part provides information about findings related to satisfaction of the respondents with the service quality dimensions and service attributes on the basis of area, age group, gender, educational level and occupations.

- Satisfaction between rural and urban respondents, between male and female, among different age groups, different educational level, and different occupations towards Tangibility dimension is similar.

- Satisfaction between rural and urban respondents towards Reliability dimension is similar and P value is showing 0.05% significance level. Satisfaction between male and female respondents towards Reliability dimension is similar and P value is showing 0.09>0.05 significance level. Satisfaction among respondents from different age groups towards Reliability dimension is similar and P value is showing 0.57>0.05 significance level. Satisfaction among respondents from different educational level towards Reliability dimension is similar and P value is showing 0.11>0.05 significance level. Satisfaction among respondents from different occupations towards Reliability dimension and P value is showing 0.10>0.05 significance level.

- Satisfaction of rural and urban respondents towards Responsiveness dimension is similar and P value is showing 0.08>0.05 significance level. Satisfaction between male and female respondents towards Responsiveness dimension is similar and P value is showing 0.08>0.05 significance level. Satisfaction among respondents from different age groups towards Responsiveness dimension is similar and P value is showing 0.67>0.05 significance level. Satisfaction among respondents from different occupations towards Responsiveness dimension is similar and P value is showing 0.06>0.05 significance level. But there is a difference in satisfaction among respondents from different educational level towards Responsiveness dimension and P value is showing 0.04<0.05 significance level.

- There is a difference in satisfaction between rural and urban respondents towards Assurance dimension and P value is showing 0.00<0.05 significance level. There is no significant difference in satisfaction between male and female respondents towards Assurance dimension and P value is showing
0.25>0.05 significance level. There is no difference in satisfaction among respondents from different age groups towards Assurance dimension. P value is showing 0.51>0.05 significance level. There is no difference in satisfaction among different educational levels towards Assurance dimension and P value is showing 0.14>0.05 significance level. Satisfaction among respondents from different occupations towards Assurance dimension is similar and P value is showing 0.29>0.05 significance level.

- Satisfaction between rural and urban respondents towards Empathy dimension is significantly different from each other and P value is showing 0.00<0.05 significance level. Satisfaction between male and female respondents towards Empathy dimension is similar and P value is showing 0.78>0.05 significance level. Satisfaction among respondents from different age groups towards Empathy dimension is different and P value is showing 0.03<0.05 significance level. Satisfaction among respondents from different educational level towards Empathy dimension is similar and P value is showing 0.30>0.05 significance level. Satisfaction among respondents from different occupations towards Empathy dimension is similar and P value is showing 0.16>0.05 significance level.

- Satisfaction with service attributes between rural and urban respondents is significantly different from each other and P value is showing 0.00>0.05 significance level. It is found that satisfaction between male and female respondents towards service attributes is similar and P value is showing 0.06>0.05 significance level. Satisfaction among different age groups towards service attributes is different and P value is showing 0.02<0.05 significance level. As per the results from the table 5.6.4 satisfaction among respondents from different educational level towards service attributes is significantly different. As per the results shown in the table 5.6.5 satisfaction among respondents from different occupations towards service attributes is different and P value shows 0.00<0.05 significance level.
PART - IV

The present study has measured the loyalty of the respondents on attributes offered by the service providers, the attributes viz., call rates, message pack offers, tariff plan, network quality, billing system, validity, accessibility and the findings are as follows-

- Opinion between rural and urban respondents towards service attributes offered is similar and P value is showing 0.43>0.05 significance level.
- Opinion between male and female respondents towards service attributes offered is similar and P value is showing 0.55>0.05 significance level.
- Opinion among respondents from different age groups is different towards service attributes offered and P value is showing 0.00<0.05 significance level.
- Opinion among respondents from different educational level is different towards service attributes offered and P value is showing 0.00<0.05 significance level.
- Opinion among respondents from different occupations towards service attributes offered is similar and P value is showing 0.29 >0.05% significance level.

6.2.1 Gap between service quality perception and service quality expectation

- Service quality perception and service quality expectation is significantly different towards Tangibility, Reliability, Responsiveness, Assurance and Empathy Dimensions and P value is showing 0.00<0.05 significance level. Service quality perception is higher compared to expectations of the respondents.

6.2.2 Gap between service quality expectation and service quality satisfaction

- Service quality expectation and service quality satisfaction is significantly different towards Tangibility, Reliability, Responsiveness, Assurance and Empathy dimensions and P value is showing 0.00<0.05 significance level. Service quality satisfaction is higher compared to service quality expectation.
6.3 Suggestions:-

The main objective of the study is to evaluate the quality of service provided, satisfaction and opinion expressed about opted services by the respondents from different taluks of Mysuru district specially concentrating on rural areas. It is a difficult task for any business organization to understand the customers’ perception and expectations especially retaining them for a long time in the market because of technology advancement and new entrants with attractive service features. So, customers will switch over to other services where their expectations are fulfilled. As per the observations, opinions of the respondents and inferences drawn on perception, expectation, satisfaction towards service quality and service attributes along with other information related to services, following valuable suggestions are enlisted to improve the quality of services offered by the service providers.

6.3.1 Suggestions for improvement of quality of service of BSNL cellular services

- Perception of urban respondents, male respondents, respondents from the age group of 21-30years, respondents from below SSLC level and SSLC level, agriculturists, businessmen, government employees, retired/pensioners is high towards reliability dimension. Service providers should show interest in solving the problems faced by the respondents and provide promised services in time.

- As per the observation, perception of both rural and urban respondents, male and female respondents, respondents from 21-30years and 41-50years age group, respondents from below SSLC, SSLC, graduates, agriculturists, government employees, private employees, retired/pensioners and home makers is high towards Responsiveness dimension. Hence, the service provider has to avoid busy appearance while responding to customers, should help customers in solving problems and should inform about the service performed.

- Among male respondents, respondents from 21-30years and 41-50years age group, respondents from SSLC level, graduates, agriculturists and respondents from other occupations perception is high towards Assurance dimension. So,
the service provider should provide training to their staff to create trust in the minds of the customers and make them capable to answer customers’ queries.

- Required individual attention, specify convenient operating hours and understand the specific needs of the customers because perception of the respondents from urban areas, male respondents, respondents from 16-20 years and 21-30 years, respondents from below SSLC level, from PUC level, agriculturists, retired/pensioners and respondents from other occupations is high towards Empathy dimension.

- Expectation of respondents from urban areas, male and female respondents, respondents from the age group of 16-20 years, 21-30 years, 31-40 years, 41-50 years and 51 and above age group, respondents from below SSLC level, SSLC level, PUC level, agriculturists, businessmen, retired/pensioners, respondents from other occupations and home makers is high towards Tangibility dimension. Therefore, service providers should make an arrangement for customer service counter with modern technology, appropriate physical facilities with staff members and visually appealing brochures about service related information.

- Expectation of urban respondents, male respondents, respondents from the age group of 21-30 years, 41-50 years and 51 years and above, respondents from below SSLC level, SSLC level, PUC level, agriculturists, businessmen, retired/pensioners and home makers is high towards Reliability dimensions. They expect service provider fulfill the promise made. Service provider or staff should show interest in solving the problems of the customers immediately and provide service in time.

- Respondents from urban areas, male respondents, respondents from the age group of 21-30 years, 31-40 years, 41-50 years and 51 and above age group, respondents from below SSLC level, SSLC level, PUC level, agriculturists, businessmen, retired/pensioners and home makers are having high expectation towards Responsiveness dimension. Hence, service provider should inform about the service performed, be willing to help customers and avoid busy appearance while responding to customers.
• Respondents from rural areas, male respondents, respondents from the age group of 16-20 years, 21-30 years, 31-40 years, 41-50 years and 51 and above age group, respondents from below SSLC level, SSLC level, graduates, agriculturists, businessmen, retired/pensioners and home makers are having high expectation towards Assurance dimension. Therefore, service provider or staff should behave politely with the customers and be capable answering for customers’ queries.

• Respondents from urban areas, male and female respondents, respondents from the age group of 16-20 years, respondents from below SSLC level, SSLC level, PUC level, agriculturists, government employees, retired/pensioners and respondents from other occupations are expecting individual attention and understanding of specific needs of the customers. Therefore, service providers should take proper measures to fulfill the above expectation of the customers.

6.3.2 Suggestions for improvement of quality of service of Airtel cellular services

• Perception of rural respondents, male respondents, respondents from the age group of 21-30 years and 51 and above age group, respondents from below SSLC level, and other educational backgrounds, businessmen and respondents from other occupations is high towards Tangibility dimension. Therefore, service provider has to bring modification in visually appealing service related brochures, physical existence of service related equipments etc.,

• Perception of the female respondents, respondents from other educational background, respondents from other occupations and home makers is high towards Reliability dimension. So, the accurate information about the performance of promised service i.e., price charged for the service, activated value added services etc., has to be provided.

• Both rural and urban respondents, female respondents, respondents from 16-20 years age group and 51 and above age group, respondents from below SSLC, post graduates and respondents from other educational level and, private employees perception having high perception towards Assurance dimension. Therefore, service provider required to take measures for
subscribers to feel safe in their service transaction and show interest in solving problems, try to bring confidence in the minds of the customers towards service performance.

- Expectation of the respondents from rural areas, from the age group of 21-30 years, businessmen, private employees and home makers is high towards Empathy dimension. So, the service provider has to give individual attention, understand the specific needs of the respondents and should make arrangements for convenient operating hours to solve their service related problems.

6.3.3 Suggestions for improvement of quality of service of Vodafone cellular services

- Respondents from rural areas, respondents from the age group of 41-50 years, agriculturists and private employees perception is high towards Tangibility dimension. As per the respondents’ opinion, customer service counter should be well equipped with modern technology, and more number of visually appealing brochures about service related information should be circulated or displayed.

- Respondents from rural areas, respondents from the age group of 31-40 years and 41-50 years, and private employees have a high perception towards Reliability dimensions. As per the opinions, service provider has to perform the promised service in certain time, and service staff should show interest in solving problems, and maintaining records of the transactions properly.

- Respondents from rural areas, respondents from the age group of 31-40 years and 41-50 years, respondents from SSLC level, from other educational backgrounds, private employees and home makers having high perception towards Empathy dimension. Hence, service providers/staff has to give individual attention, specify convenient operating hours and understand specific needs of the customers.

- Expectation of the rural respondents, respondents from other educational background, private employees is high towards physical facilities for
interacting with the service provider/staff and customer service counters. So, service providers have to take measure to fulfill the above expectations.

- The expectation of rural respondents, respondents from post graduation level, from other educational backgrounds, private employees, respondents from other occupations and home makers is high towards reliability dimension. So, the study suggests that service providers should fulfill the promised service in time and show interest in solving customers’ problems as early as possible.

- Rural respondents, respondents from the age group of 16-20years, postgraduates, from other educational backgrounds, private employees, from other occupations and home makers are having high expectation towards Responsiveness dimension. Therefore, it is suggested that the service provider make arrangements to inform about performed services immediately, avoid busy appearance while interacting with the customers.

- Respondents from rural area, respondents from the age group of 31-40years and 41-50years, respondents from other occupations are expecting individual attention for understanding their problems and specific needs. So, the service provider should give proper instructions to its staff regarding above expectations.

6.3.4 Suggestions for improvement of quality of service of Idea cellular services

- Perception of graduates is high towards Tangibility and Reliability dimension. Perception of respondents from the age group of 16-20years is high towards Responsiveness dimension, perception of home makers is high towards Assurance dimension and perception of graduates is high towards Empathy dimension. Therefore, the service provider should bring changes in customer service counters with modern technology and provide physical facilities for interacting with the staff. It is also necessary to fulfill the promised service in time, maintain proper records of the service transactions, provide the information about performed services, replay to the queries of the customers and understand specific needs of the customers.
Expectation of the graduates, respondents from other educational backgrounds and government employees is high towards Tangibility dimension. Expectation of female respondents, respondents from the age group of 16-20 years and 31-40 years, graduates and home makers is high towards Reliability dimension. Expectation of female respondents, respondents from the age group of 16-20 years, graduates and home makers is high towards responsiveness dimension. Expectation of female respondents, respondents from the age group of 16-20 years, post graduates and other occupations is high towards Assurance dimension. Expectation of graduates is high towards Empathy dimension. Hence, it is suggested to distribute brochures with information about services distributed, staff show interest in solving customers’ problems, improve the performance of the staff and create trust among customers by giving individual attention to the interest of the customers.

6.3.5 Suggestions for improvement of quality of service of other cellular services

Perception of female respondents, respondents from the age group of 31-40 years, respondents from PUC level, post graduation level, government employees, and retired/pensioners is high towards Tangibility dimension. Respondents from the 51 and above age group, respondents from PUC level, post graduates, retired/pensioners have high perception towards Reliability dimension. Respondents from 51 and above age group, from PUC level, post graduates and retired/pensioners have a high perception towards Responsiveness dimension. Respondents from PUC level, post graduation level and retired/pensioners have high perception towards Assurance dimension. Perception of female respondents, respondents from 51 and above age group, respondents from post graduation level, businessmen and retired/pensioners is high towards Empathy dimension. Therefore, service providers/staff should make arrangements for information about service related brochures, show interest in solving customers’ problems, improve the performance of the staff and create trust among customers by giving individual attention to the customers.
• Expectation of the postgraduates is high towards Tangibility dimension. Government employees’ expectation is high towards Reliability and Responsiveness dimension. Expectation of respondents from PUC level and government employees is high towards Assurance dimension. Expectation of the respondents from 51 and above age group and respondents from post graduation level is high towards Empathy dimension. Therefore, it is suggested to provide customer service counter with modern technology and physical facilities for interacting with staff. It is also necessary to fulfill the promised service in time, maintain proper documents of the customer service transactions, provide the information about performed services in time, replay to the queries of the customers and give individual attention for specific needs of the customers.

6.3.6 Suggestions for improving the overall performance of cellular service providers

• The service providers’ staff has to understand the expectations of the respondents and try to fulfill their expected services. Because satisfaction of respondents from different educational level towards Assurance dimension and between rural and urban areas, between different age groups towards Empathy dimension.

• There is a difference in satisfaction among respondents from different areas, gender, education level, occupations except respondents form different age groups and opinion differs between different age group and educational level towards service attributes. The service providers have to fill the gap between expectation and satisfaction by understanding the expectations like reduction in call rates, more number of message offers, tariff plans with reduced prices, less charges for value added services and high expectation towards network quality.

• There is a gap between service quality perception and service quality expectation as well as service quality expectation and service quality satisfaction towards all the dimensions viz., Tangibility, Reliability, Responsiveness, Assurance and Empathy. Telecom players have to
concentrate to fill the gap and should meet respondents’ expectations by giving individual attention. They should create trust and fulfill the promised services in time and communicate about the service performed. They are required to give individual attention towards customers’ personal interest and understand the specific needs of the customers.

- There is a difference in opinion about overall service experience of the respondents. As per the observation, majority of the respondents are using their opted service from 5 years. Therefore, each service provider should take remedial measures to improve their service quality and service attributes. Otherwise, service providers may lose their regular customers.

- Expectation in rural areas is high towards network quality, one of the major concerns in the rural areas. Service providers have to take some measures to improve the quality of network.

- Service providers have to employ more staff members to educate the rural people about activation and deactivation of services.

- Retail outlets have to be established in different rural areas through the initiative of cellular service providers. By this, more number of customers can solve their problems immediately.

- As per the opinion of the respondents, cellular service operators should avoid pre-recorded voice calls. It will help the customers by reducing their burden from receiving calls during their busy work schedules and emergency situations in families.

- Service providers have to bring to the notice of the subscribers about charges per call and message, and if there are any changes in their tariff plans, value added services etc.,

- Each service provider’s staff should collect feedback about service performance for every 6 months once which may be helpful for
understanding and improving service performance especially in rural areas.

- There is more scope for improving subscribers’ base in rural areas. So, the telecom players should plan for improving Indian rural cellular services.

6.4 Conclusion

Retaining customers for a long time is a difficult task in a dynamic competitive environment. Customers’ expectations will have an influence on service quality and on the other hand, service quality will have an influence on customers’ satisfaction. Majority of the customers look forward for advancement in their opted services. They may change their opted service not because of dissatisfaction but even in search of service varieties in the market.

The main purpose of this study is to understand different expectations of the subscribers towards their opted service and to indentify the service related problems. Therefore, the researcher has collected opinion from the respondents and an in-depth analysis has been done for better understanding of the performance and quality of the service offered by cellular service providers which may support every service provider for further improvement in the service quality performance and to retain customers. The comprehensive analysis of the research work acts as a frame work for further improvements in service quality dimensions. Dimensions of service quality play a vibrant role in measuring the performance of service quality. The study has also highlighted the difference in perception, expectations and satisfaction between respondents from rural and urban areas, between male and female and among different age groups, educational backgrounds and occupations towards service quality dimensions and service attributes. Good network, reasonable call rates/reductions in call rates, more choices in message packs and tariff plans along with varieties in value added services may help improve the customers’ existence for a long time. In addition to this every service provider has to establish individual retail outlets in every rural area or at the central location of that rural area which contribute to convenient and easy transaction. Service providers’ staff should show interest in solving problems and give individual attention to each and every subscriber.
Betterment is possible not only by updating technology/ service features/ offering similar services but also by a better understanding of individual subscriber’s expectations towards quality of the service. Overall research results can be useful for service provider’s staffs in understanding service quality perception, expectations and satisfaction of cellular subscribers of Mysore district.

6.5 Further scope for research

The present study has focused on the perception, expectation, satisfaction and loyalty of the customers towards service quality dimensions viz., Tangibility, Reliability, Responsiveness, Assurance and Empathy. The study has also considered opinion and satisfaction of the respondents towards service attributes like call rates including STD/ISD, message packs, billing system, accessibility, validity, network quality and value added services offered by BSNL, Airtel, Vodafone, Idea Cellular services and other cellular services. A comparative study between public and private sector service quality and customer relationship management has further scope for research and can be extend to other districts or the whole state of Karnataka.