Chapter I

Introduction and Design of the Study
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1.1 INTRODUCTION

The liberalization of Indian economy ushered in an era of competitive marketing leading to the radical changes in the entire gamut of products and services. The service sector, hitherto limited in nature and scope, changed into an aggressive mode appropriating the front stage touching almost every sphere of human activity, viz., banking, insurance, information technology, welfare etc. and accounted for approximately two-thirds of worldwide GNP right from the beginning of the twenty first century.\(^1\) Delivering quality service is considered an essential strategy for success and survival in today's competitive environment.\(^2\)

Communication is the transfer of information from person to person. This may be in form of sound transmission such as human speech, the beating of the drum, or even the bird's call. To communicate is to reach out to people who are close to you and give time to share how you miss that person or during business and meetings you will be able to connect easily to your co-employees or boss. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he/she wants to communicate within a fraction of second at quick speed with clear voice, without any disturbance. So, exchange of information becomes the necessity of life to a common man. There are many means on how you can reach out to other people to communicate and one of this is the use of a mobile cell phone.

With cell phones it should be use in a nice way that can benefit out of it for its easy accessibility. People will not exert more effort to interact and they can do this anytime they want to. It can be used for business calls that binds two or group of people

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to convey messages to each other and these are possibly made for colleagues and business men or employers to conduct business and meetings anytime, anywhere. This is gradually important for all employees to acquire natural business communication skills.

With technology people can consider uniting home and work place. Professional consistent skills in communication are of the highest importance. Mobile phones emerge as a boon to quench such a thirst, by providing facilities, which a common man cannot imagine. Though cell phone industry has its origin in the recent past and the growth has been excellent, customers’ feedback (perceived value) provides the market reflections to the marketers (service providers). Telecommunication sector is one of the most important entities which has been growing relatively fast in India. After the emergence of mobile phone services with greater choice and an increasing awareness among customers, there is a continuous increase in the customers’ expectations and they demand better quality service. Therefore, to sustain in the market, service quality becomes a most critical component of competitiveness for telecommunication sector, particularly for fast growing mobile phone sector in India.

In today’s matured markets, mobile market growth is driven by services marketing innovation. The differences between maturing and evolving markets are fading, and even emerging markets like China, India and Latin America leapfrog directly to sophisticated mobile services. The focus of the mobile market has shifted from volume to value, and will be dominated by content-driven use of services in the future.\(^3\)

New technologies are only enablers that make it possible for the customers to choose the service channel through which they wish to interact with the service provider. Companies with a product- and technology-driven history face a challenge of managing relationships with customers who initiate and use the service via a mobile handheld device without personal contact with the service provider organization. Due to mobility, the roles of customer and provider have become reversed. The mobile channel offers an opportunity to manifest real loyalty, because it enables the customer to control what kind of content to receive, and when and where to receive it.\(^4\)


Mobile services offer real-time, on-demand access to content, which makes it more valuable to the customers. Nevertheless, due to the lack of interpersonal relationships in self-service use situations, customers may be difficult to reach and keep. So far, a major barrier to attracting a critical mass of mobile service users has been the lack of compelling content. Therefore, direct links between the customer and provider may be optimally advanced by offering mobile content that the customers find valuable, are willing to pay for, use frequently and, hopefully, promote by spreading positive word-of-mouth to their peers.

Customers expect convenient services that reach the customers in the right context, meet the customers’ needs and mobile device capabilities. Personalized mobile services can be provided at the point of need. Thus, new technological capabilities permit delivery of content to be delivered through mobile handheld devices with increasing speed, and serve customers without spatial and temporal restrictions. Moreover, consumer feedback about quality of services is providing the market reflections to the marketer as well as to the service providers. This (consumer feedback) enables them (marketer / service providers) to gain awareness about their market performance, consumer preference and their satisfaction level as well as overall quality towards the services offered by them. The study at hand will throw light on the service quality in addition to customer satisfaction status on various service offerings offered by different mobile phone service providers.

1.1.1 Mobile Services

The term ‘mobile’ may have different meanings particularly in telecommunication, information systems, usability, media and services marketing fields. Here, ‘mobile service’ is used to describe the content services retrieved through a mobile device. In general, ‘mobile’ means “fully portable, real-time access to the same information, resources, and tools that, until recently, were available only from the desktop.”

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Mobile services are in this study defined as: “Any kind of service that can be retrieved via a mobile device (cellular phone or other handheld device) and that is delivered in interaction between an organization (mobile phone service provider) and a customer.” Web services considered in this dissertation is primarily seen as a service channel, a gate through which a variety of internet based services is delivered through mobile service by content provider organizations. Services can be accessed by the customer who interacts with the service provider organizations through a mobile user interface with the help of text messages, via wireless application protocol (WAP) or mobile Internet pages. In the telecommunications field, mobile services are often used in a general meaning that includes also calling and text messaging, in addition to more sophisticated content-based services. Furthermore, mobile devices are becoming larger and equipped with different functions, and accessing external mobile content services with ever-increasing bandwidth. Even standard mobile phones include applications like a calculator, calendar, camera etc. However, these applications are not treated as services in this study, because they do not require interaction with the service provider. This study mainly focuses on external services offered by service provider organizations that can be accessed with any type of mobile handheld device.

One benefit of mobile services compared to other electronic or interpersonal services is that they can locate the position of the customer automatically and thus customize information according to the location. These techniques are also commonly referred to as location, geo-location or geo-positioning techniques. Techniques used for this purpose include the Global Positioning System (GPS). Assisted GPS is capable of defining the user location to an accuracy of 2 to 20 meters. However, this satellite-based technique may not function indoors or in city centers with high buildings. Another alternative positioning technique is called the cell-ID technique. It identifies the nearest location of the telecom operator’s network tower. Thus, the accuracy of this technique is more robust, between 50 meters to kilometers in rural areas. Other alternatives include, for example, utilizing Enhanced Observational Time Difference (EOTD), Wireless Local Area Networks (WLAN), Bluetooth, infrared or Radio Frequency Identification (RFID) tags. These techniques are used primarily in limited, predefined areas such as shopping centers, exhibition areas, and airports.
1.1.2 Mobile Handheld Device

Mobile handheld devices are needed to access mobile services. In general, ‘mobile device’ refers to the cellular phone or other handheld device originally designed for communication, but as the technology has developed, the devices have been equipped with different applications and access to external services. This dissertation concentrates principally on services that have been available in the local market, and therefore most of the services studied in this dissertation were accessible with mobile phone type devices with text-messaging capabilities.

1.1.3 Mobile Networks

Mobile networks have developed from the Global System for Mobile Communication (GSM) into Second generation (2G) and Third generation (3G) such as GPRS that are always on and that are charged by volume instead of time. The third Generation (3G) system has been characterized by the aim to develop a global standard. Nevertheless, there are at least two main technologies, the Universal Mobile Telecommunications System (UMTS) in Europe, and Code Division Multiple Access (CDMA) in the USA and Asia that are mutually incompatible. This thesis was conducted in the Finnish mobile market and therefore the services are based on GSM standards, applied from 2nd to 4th generations of mobile technologies. The mobile services analyzed in this thesis were all available to customers irrespective of which telecom operator they used.
1.2 STATEMENT OF THE PROBLEM

Anticipating customer needs and developing mobile content services is not easy in a rapidly developing mobile market. People have difficulties in expressing their wishes about services that are new to them. Traditionally, mobile services have been targeted at innovators, people who are experts in the field or otherwise want to keep informed about new technologies and new ways of doing things. Nevertheless, customers’ needs and desires vary, and content appearing desirable to one segment may not attract others.

In order to reach the mass of customer markets, services should be differentiated and targeted at the right customer segments that use mobile content for a concrete need and therefore perceive the service as valuable. Several researchers have suggested that attempts to improve the quality of services and also to market new services, regular customers are the best sources for exploring what value the services may give to their users. Therefore, studies are needed to increase understanding of regular customers’ expectation of services and existing gap between their expectation and existing perceived status of various mobile services.

Furthermore, the mobile services of today’s market are rather undifferentiated and similar services are offered by several providers. As a result, customers use several providers’ services simultaneously and are therefore not very committed to a brand or provider. Thus, providers are struggling with low profit margins and increased competition. In the quest for reaching the right customer segments, marketing communication has a central role in attracting those people who are most likely expected to stay regular users of the services in the future, and thereby increase revenue per user. Communicating the right value offerings to the right customers should result in a committed, loyal customer base that consistently adheres to the mobile services of a given service provider. Further, the customers’ perceived value of mobile services is primarily based on their satisfaction with services. That is, customer satisfaction is a positive emotional and logical status that comes from the customer’s evaluation of the service they use. So, the present study is undertaken to address the following problems:
(1) Is there any gap between expectations and perception of the customers about various mobile services? (Does the mobile service provider provide services to the expectations of the customers?) and

(2) Is the perceived present status of mobile phone services provided by various service providers up to the satisfaction of the customers in India?

1.3 REVIEW OF LITERATURE

The empirical study aims to examine the extent of quality telecommunication service. The previous studies made in the area of research are many. Reviewing literatures relevant to the study helps researcher identify the theoretical framework and methodological issues. The literature review provides the researcher sufficient information about present research problem and give proper direction to carry out their research work and enables them to arrive at meaningful results.

Bishop\(^8\) (1984) defines the perceived value as the difference between the highest price that customers are willing to pay for a product or a service and the amount practically paid. According to the quality perspective, value is the difference between the money paid for a certain product and the quality of the product. In other words, when less money is paid for a high quality product, positive perceived value will be created. The benefit perspective indicates that perceived value is customers’ overall evaluation of the utility of perceived benefits and perceived sacrifices.

Zeithaml\(^9\) (1988) defines perceived value as “the results or benefits customers receive in relation to total costs (which include the price paid plus other costs associated with the purchase) or the customers’ overall assessment of what is received relative to what is given”. According to him, customers may cognitively integrate their perceptions of what they get and what they have to give up in order to obtaining goods. However, the sacrifice means more than the money paid for a certain goods. Non-monetary costs, such as transaction cost, search cost, negotiation cost, and time incurred during the purchase, should also be included.


Gronroos\textsuperscript{10} (1984) defines the service quality as “the difference between customer expectations and perceptions of service” or “as the customer satisfaction or dissatisfaction formed by their experience of purchase and use of the service” Measurement of service quality presents areas of strengths and weaknesses that offer opportunities to the organizations to initiate appropriate response to focus and improve salient attributes of customer perceived service quality.

Parasuraman et al.\textsuperscript{11}, (1988) developed a list of characteristics that define service quality in general. They combined these attributes into five major dimensions of service quality, namely; tangible, assurance, responsiveness, empathy, and responsiveness. These authors subsequently tested these dimensions through SERVQUAL; a 22-items scale measuring customers’ expectations and perception on five dimensions to evaluate service quality.

Parasuraman, Zeithaml and Berry\textsuperscript{12} (1988) define perceived service quality as “a global judgement, or attitude, relating to the superiority of the service.” Additionally, they link the concept of perceived service quality to the concept of perceptions and expectations as follows: “Perceived service quality is viewed as the degree and direction of discrepancy between customers’ perceptions and expectations. Perceptions (P) also defined as the customers’ beliefs concerning the service received or experienced service. Expectations (E) are defined as “desires or wants of customers, i.e., what they feel a service provider should offer rather than would offer”.

According to Parasuraman, Zeithaml and Berry\textsuperscript{13} (1988), the P-E service quality concept is a measurement specification in which perceived quality is equivalent to perceptions minus expectations. The traditional method of operationalising the P-E gap concept is to obtain perception and expectation scores for each attribute and calculate

\textsuperscript{13} Parasuraman, A., Valarie A. Zeithaml, and Leonard L.Berry (1988), Ibid.
service quality (SQ). For example, the perceptions (P) and expectations (E) of customers is obtained by 7 point scale ranging from 1 for strongly disagree to 7 for strongly agree, then the service quality score for an attribute occurs when the expectation score is +1 and the perception score is +7, giving a service quality score of 6 (7-1). The lowest service quality score is one which the expectation score is +7 and the perception score is +1, giving the service quality score of -6 (1-7). An increasing P-E score reflect continually increasing levels of perceived quality.

In another study, Parasuraman, Berry and Zeithaml\(^\text{14}\) (1990) noted that the service expectations concept is “intended to measure customers’ normative expectations,” and that these expectations represent an “ideal standard” of performance.

Berry and Parasuraman\(^\text{15}\) (1991) showed that inspired leadership, a customer-minded corporate culture, excellent service-system design and efficient use of information and technology are crucial for achieving superior service quality and service marketing. They argued that superior quality is vital to sustaining success. They insisted that customer satisfaction through integration of service quality throughout the system must be the focus of any company.

Ruth and James\(^\text{16}\) (1991) developed a model of how customers with prior experiences and expectations assess service performance levels, overall service quality, and service value. The model was applied to residential customers' assessments of local telephone service. The model was estimated with a two-stage least squares procedure through survey data. Results indicated that residential customers' assessments of quality and value are primarily a function of disconfirmation arising from discrepancies between anticipated and perceived performance levels. However, perceived performance levels also were found to have an important direct effect on quality and value assessments.


Teas\textsuperscript{17} (1993) examined conceptual and operational issues associated with the "perceptions minus-expectations" (P-E) perceived service quality model. The examination indicated that the P-E framework was of questionable validity because of a number of conceptual and definitional problems involving the (1) conceptual definition of expectations, (2) theoretical justification of the expectations component of the P-E framework, and (3) measurement validity of the expectation (E) and revised expectation (E*) measures specified in the published service quality literature. Consequently, alternative perceived quality models that address the problems of the traditional framework were developed and empirically tested.

Pratibha\textsuperscript{18} (1993) iterated that customer satisfaction and service quality are both important tools for creating competitive advantage. However, there is a lack of consensus on whether the two are separate constructs and how they should be measured. The research presented a number of conceptualizations of customer satisfaction and service quality based on disconfirmation, a transactional versus global view and the inclusion of cognitive and/or affective factors. Possible antecedents and consequences of both constructs were examined, and suggestions for future conceptualization and measurement of the constructs were provided.

Rust and Oliver\textsuperscript{19} (1994) pointed out that companies need to measure customer satisfaction with their products and services. Generally, service and product quality always lies in the minds of the customers depending on individual buying capacity, buying behaviour, demand, taste, and fashion criteria and obviously the competitive markets that provide significant differentiation strategies. Therefore, it seems a downright necessity for the mobile telecommunication service provider to communicate directly with the potential customers for measuring possible quality attributes.


Bryant et al.\textsuperscript{20} (1996) conducted a study on 400 companies using the American Customer Satisfaction Index (ACSI) and demonstrated that there is significant relationship and consistent differences in the levels of satisfaction among demographic groups: Sex – positively related to satisfaction and female customers are more satisfied than the male customers. Female of all ages are more satisfied than the male. Women are more involved with the process of purchase and possibly use the mobile phone more for relational purposes (social network device) while men use it for functional purposes (businesses, sales, etc). Age – positively related to satisfaction but the relationship is not a straight line. Satisfaction increases with age. The major increase in satisfaction is seen within the age 55 and over. Income – there negative relationship between income and satisfaction level. That is, the higher the income, the lower the satisfaction level. Location (area of residence) – positively related to satisfaction. Customers living within metropolitan areas (central city and suburban areas) are less satisfied than those customers in non-metropolitan areas.

Zeithaml et al.\textsuperscript{21} (1996) offered a conceptual model of service quality. The service quality affects particular behaviours that indicate whether customers will remain loyal to or leave an organization. Superior service quality leads to favourable behavioural intentions, which leads to retention, which leads to ongoing revenue, increased spending, payment of price premiums, and generation of referred customers. Service quality is measured in five dimensions they are reliability, responsiveness, assurance, empathy and tangibles.

According to Bendapudi and Berry\textsuperscript{22} (1997), customers maintain the relationship with their existing service providers for one of two reasons: switching cost (due to the constraints) or loyalty. Due to the importance of switching cost in maintaining or terminating any relationship, the Economics, Psychology and Employee Relations as well as Marketing disciplines have given priority to this construct to be studied in-depth.


As found by Anderson\textsuperscript{23} (1998), customers may not recommend services to other people, even though they satisfied with the service. That is, customer satisfaction and word-of-mouth have a U-shaped relationship. This means that if customer does not have a high level of satisfaction, he/she will not be willing to recommend his/her service experience to other people.

The social identity theory proposed that attitudes are moderated by demographic, situational, environmental, and psychosocial factors. Based on social psychological theories, Williams et al.\textsuperscript{24} (1998) stated that customers’ evaluations are moderated, or in some cases mediated, by personal feelings of equity in the exchange, disconfirmation between desires and outcomes, individual preferences, social comparisons, and other complex phenomena. These theories strongly suggest that differences in these phenomena among customers influence their attitudes.

Pizam and Ellis\textsuperscript{25} (1999) stated that the gap that may exist between the customers’ expected and perceived service quality is a vital determinant of customer satisfaction or dissatisfaction, and not just only a measure of the quality of the service.

According to Cheskin\textsuperscript{26} (2001) mobile phones that combine voice communications and text messaging seem to be more successful in satisfying the behavioural needs of the youth market. Predictive text and new keypad interfaces makes text messaging easier. He defines predictive text as “a technology embedded in the mobile phone that uses a built-in dictionary to predict the word you are trying to spell as you are typing it. You can write by pressing one key per letter, instead of two or three as an ordinary phone keypad.

Hernon and Nitecki\textsuperscript{27} (2001) stated that the SERVQUAL model is a common diagnostic tool used to measure customer service and perceived satisfaction. In their study they focused on five factors that could predict the quality of the service provided by

the investigated telecommunication service provider. They further have given definitions for five specific dimensions of service quality, namely Reliability, Responsiveness, Assurance, Empathy and Tangibility. According to them reliability is the service company ability to deliver promises on time. Responsiveness is the degree to which customers perceive service providers’ readiness to assist them promptly. Assurance is the degree of courtesy of service providers’ workers and their ability to communicate trust to customers. Empathy is the care and importance the service provider gives to an individual customer, and the degree to which specific customer needs and preferences can be understood and articulated. Lastly, tangibility is the evidence of facilities, personnel, and communication materials used by the company while offering services to customers.

Jessie and Sheila (2001) in their empirical work on patients’ assessment of satisfaction and quality using factor analysis and regression, reported that age, beneficiary group, location, rank, service affiliation, education, marital status, race, gender, health status and number of visits (socio-demographic variables) have minimal influence on satisfaction.

According to Leisen and Vance (2001), service quality helped create the necessary competitive advantage by being an effective differentiating factor. Service quality is essential and important for a telecommunication service provider company to ensure the quality service for establishing and maintaining loyal and profitable customers.

Oyewole (2001) in his research on customer satisfaction with airline services reported also that gender, occupation, education, and marital status have significant influence on customer satisfaction, while age and household income had no significant influence.

Riquelme (2001) conducted an experiment with 94 customers to identify the amount of self-knowledge customers have when choosing between mobile phone brands.

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The study was built upon six key attributes (telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and free calls) related to mobile phone purchasing respondents had to importance rate. The research shows that customers with prior experience about a product can predict their choices relatively well but customers tended to overestimate the importance of features, call rates and free calls and underestimate the importance of a monthly access fee, mobile-to-mobile phones rates and the connection fee.

Bepko and Pleger\(^{32}\) (2002) stated that among the areas which need to be addressed in service quality research is the nature of consumer expectations across the range of intangibility. Previous research had compared customers’ service quality expectations across services, but different groups of subjects were evaluated for each different service. The problem with using different subjects for each service is that the subject’s demographic characteristics may be responsible for the significant differences in expectations of quality. The paper used a controlled, repeated measures design where subjects were each asked to evaluate three services, varying in their degree of intangibility, over a ten week period.

Hooks and Higgs\(^{33}\) (2002) recognized the service quality as major driving force for business sustainability. In today’s competitive global marketplace, the high quality service is essential for the success of the firm. Therefore, a key strategy for customer-focussed firms is to measure and monitor customer satisfaction and service quality. Service quality is a critical component of customers’ perception because it is an antecedent to customer satisfaction.

Jamal and Naser\(^{34}\) (2002) suggested that customer satisfaction is based not only on the judgement of customers towards the reliability of the delivered service, but also on customers’ experiences with the service delivery process. Hence, they reported demographic differences (education and income levels) in the degree of customer satisfaction.


Liu\textsuperscript{35} (2002) studied factors affecting the brand decision in the mobile phone industry in Asia. It was found that the choice of a cellular phone is characterized by two distinct attitudes to brands: attitudes towards the mobile phone brand on one hand and attitudes towards the network on the other. While price and regularity of service were found to dominate choices between network providers, choices between mobile phone brands were affected by new technology features such as memory capacity and SMS-options, more than size. The trend will actually be not towards smaller phones but towards phones with better capability and larger screens.

Samuvel\textsuperscript{36} (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

According to Wang and Lo\textsuperscript{37} (2002), marketing and economics quality often depends on the level of product attributes. They also state that there are two primary dimensions for quality in operations management. At first, fitness of use, which refers to product or services that is supposed to do and possess features to meet the customer needs. The other one is reliability, which represents the product that is free from deficiencies. Accordingly, it is important for a company to understand how customers perceive their service quality.

Santos and Boote\textsuperscript{38} (2003) posited that the perceived performance of a product or service should be above a consumer’s desired expectations. Otherwise, this will not affect a positive action such as a compliment or a recommendation.

According to Oestmann\textsuperscript{39} (2003), affordability is one of the main reasons why low-income users tend to choose prepaid mobile services. Other reasons why prepaid


\textsuperscript{36} Samuvel, (2002). Customer Satisfaction for Cellular Services: A Study with a reference to BPL and Aircel Mobile Phones and Services, Published M.Phil Dissertation, Bharathiar University, Coimbatore.


services are chosen include the ease of use afforded by prepaid services; such as “the ability to control expenditure, being able to switch to just receiving calls in times of economic difficulty and hassle free sign-up amongst others.”

Zeithaml and Bitner\textsuperscript{40} (2003) stated that the service quality gap is difference, imbalance or disparity which is determined to exist between customers’ perception of firm performance and their prior expectation. Service quality (SQ) perceived by customers is therefore as a result of a comparison of customers’ expectation (E) of services that the organization should offer versus their perception of the performance (P) delivered by the service organization. Management of service quality largely focuses on managing the gaps between expectations and perceptions of customers. The goal of the firm is to minimize the gap between (P) and (E).

Gronroos\textsuperscript{41} (2004) found that the perceived quality of service is affected by the experience the customers went through for service. He also pointed out that expectation is influenced by traditions, ideology, word-of-mouth communication, and previous experience with the service and customers’ perception of the service itself determines his perceived service.

Kim \textit{et al.}\textsuperscript{42} (2004) examined the service quality of mobile communication services in South Korea by call quality, value-added services, and customer support. Based on the aforementioned studies of website and telecom service quality, this study further categorizes service quality factors into four dimensions, including content quality, navigation and visual design, management and customer service, and system reliability and connection quality.

Lam et al.\textsuperscript{43} (2004) showed that a customer satisfied with a service provider might be willing to recommend the services to other customers. Thus, customer satisfaction plays an important role in facilitating customer recommendations. Therefore, ‘willingness to recommend’ and ‘making recommendations to others’ metrics are widely used to assess the impact of customer satisfaction. As a result, we assume that customer satisfaction is a determinant of customer recommendations.

Maran et al.\textsuperscript{44} (2004) studied the consumer perceptions about fixed telephone lines in Chennai. The objectives of the study was (1) to find the most influencing factor in selection of service provider, and (2) to measure customer perception and satisfaction as regards the service provided. The study on a sample of 550 telephone users indicated that some problems exist that deserve the attention of the company. The company needs to bridge the gap between the services promised and services offered. And to conclude, “Delivering service without measuring the impact on the customer is like driving a car without a windshield”.

Chaturvedi and Khan\textsuperscript{45} (2005) explain that as the competition in telecom area intensified, service providers took new initiatives to customers. Prominent among them were celebrity endorsements, loyalty rewards, discount coupons, business solutions and talk time schemes. The most important consumer segments in the cellular market were the youth segment and business class segment.

Barnhoorn\textsuperscript{46} (2006) carried out a study in 2008 in South Africa indicated the ever increasing expectations of customers with regard to the services of mobile phone operators. The salient dimensions of quality of service accorded priority by mobile phone users included courteous and facilitating role of front line personnel, ease of availability for cards and recharge services, availability of products and services at the company


outlets, accurate information and facts about services, affordable prices of the packages, and customized services.

Kalpana and Chinnadurai\textsuperscript{47} (2006) analyzed that the increasing competition and changing taste and preferences of the customers all over the world are forcing companies to change their targeting strategies. Their study revealed the customer attitude and their satisfaction towards the cellular services in Coimbatore city. It was found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented.

According to Zeithaml, Bitner and Gremler\textsuperscript{48} (2006), customers hold two types of expectation: ‘desire’ is wish of performance level and ‘adequate’ is lower expectation, i.e., the level of service the customers will accept in the light of certain controllable and uncontrollable resource constraints.

Lai \textit{et al.}\textsuperscript{49} (2007) examined the quality of service in a major mobile communication company in China. Based on random sampling technique, 150 mobile phone users were administered mail survey. The study identified mobile users’ preference of quality of service for responsiveness, reliability, convenience, assurance, tangible, and empathy.

A study by Sukumar\textsuperscript{50} (2007), using a sample of 104 mobile phone subscribers, measured the mobile phone users’ preferences for selection of an operator. The result of the study found important dimensions as brand image, customer care, services availability, credit facility for connection, deposit amount, and prices in that order of priority.

Jha\textsuperscript{51} (2008), in his study analyzed that it is the youth which is the real growth driver of the telecom industry in India. Considering this fact, the paper is an attempt to give a snapshot of how frequently young people use their mobile phones for several embodied functions of the cell phones. Data was collected from a sample of 208 mobile phone owners, aged between 20 and 29. The study sheds light on how gender, monthly voucher amount and years of owning mobile phones influence the usage pattern of this device. Findings of the study would be helpful for the telecom service providers and handset manufacturers to formulate a marketing strategy for different market segments. They need to bridge the gap between the services promised and services offered. The overall customers’ attitude towards cell phone services is that they are satisfied with the existing services but still they want more services to be provided.

Kotler\textsuperscript{52} (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or delighted. If the performance matches the expectations, the customer is satisfied. If the products performance falls short of expectations, the customer is dissatisfied.

Kumar and Lim\textsuperscript{53} (2008) carried out a study in United States based on a sample of 298 mobile phone users of two age groups (college students and old age group). The study found that quality and reliability of network, billing services and customer services found to be essential attributes of service quality of mobile phone services that contribute to economical and emotional value that lead to satisfaction of customers in different age groups.

Omotayo and Joaching\textsuperscript{54} (2008) found a strong relationship between customer service, satisfaction and retention in the communication industry in Nigeria. So, It can be assumed at Service Quality is the one of the main factors influencing the Indian mobile subscribers Intention for switching the service provider.

Seth \textit{et al.}\textsuperscript{55}, (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. This would enable the service providers to focus their resources in the areas of importance. The research resulted in the development of a reliable and valid instrument for assessing customer perceived service quality for cellular mobile services.

Akbar and Pervez\textsuperscript{56} (2009) carried out a survey based research of 304 subscribers of a telecommunication company in Bangladesh. The results found that tangible, empathy; assurance, reliability and responsiveness were considered as the main dimensions of quality for customer satisfaction. They also found out that found that there is positive relation between customer satisfaction and loyalty of customer and leading to more favourable disposition of commitment to re-patronize. They also found that Customer satisfaction bridges between service quality and loyalty of customer.

Negi\textsuperscript{57} (2009) examined the quality of service of mobile communication from customers’ perspective. Based on a study of 220 mobile phone users in Ethiopia, the study found that tangible, empathy; network aspect, convenience, responsiveness, reliability and assurance were main determinants of quality.

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Power and Associates\textsuperscript{58} (2009) studied the mobile phone users’ satisfaction in the United Kingdom. The study used a sample of 3325 mobile phone customers throughout United Kingdom. Important dimensions of service quality included in the survey were coverage, call quality, promotions and offerings of incentives and rewards, prices of service, billing, customer, bundled services. The study showed rising customer expectations with regard to the additional features and services from the mobile operators.

Chaubey and Zafar\textsuperscript{59} (2010) investigated consumer purchasing motives in cellular phone markets. They surveyed 306 customers of mobile phone users in Uttakhand state and looked at their motives to purchase new mobile phones on one hand and factors affecting operator choice on the other. The results indicated that while price and extra services offered in the same price were the most influential factors affecting the purchase, price, audibility and friends’ operator were regarded as the most important in the choice of the mobile phone operator. It is also observed that different factors affecting their decision are associated with their level of education and income. This paper concluded with a discussion of contributions and proposes ideas for future studies in this under researched area.

Kumar \textit{et al.}\textsuperscript{60}, (2010) looked past wireless phone technology. According to him, the first generation (1G) has fulfilled the basic mobile voice, while the second generation (2G) has introduced capacity and coverage. This is followed by the third generation (3G), which has quest for data at higher speeds to open the gates for truly “mobile broadband” experience, which will be further realized by the fourth generation (4G). The Fourth generation (4G) will provide access to wide range of telecommunication services, including advanced mobile services, supported by mobile and fixed networks, which are increasingly packet based, along with a support for low to high mobility applications and wide range of data rates, in accordance


with service demands in multi-user environment. This paper provides a high level overview of the evolution of Mobile Wireless Communication Networks from 1G to 4G.

Chaubey et al.\textsuperscript{61}, (2011) discussed the various factors affecting the mobile phone user behaviour in the Utttrakhand State. It also intends to know the customer satisfaction with the different services and its future impact on socio economic changes. Some important construct were developed and factor analysis was carried out to identify the factor. Some of the important factor like Brand Factors, Convenience Factors, Service Factors, Economic Factors, and Technological Factor has emerged as most important influencing factors in favour of mobile services. The study indicates that there is poor awareness about advance feature provided in the mobile phone services. It is also observed that different factors affecting their decision are associated with their level of education and income. It is concluded that the knowledge of “what the customer thinks” and “what consequently would contribute to his satisfaction”, is at the requirement of the marketer for successful positioning of the product.

Farzana, et al.\textsuperscript{62} (2011) found while examining the switching behaviour in view of a higher incidence of switching that prevails in this service sector vis-à-vis other service sectors that a high level of switching cost is less likely to make mobile phone users switch to other service providers; and a high level of switching cost moderates the relationship between service satisfaction and service switching. Findings from this study will develop insights to better strategize and effectively implement loyalty programs and so, prevent their customers from switching.

Joy et al.\textsuperscript{63} (2011) defines the service quality collective effort of service performance, which determines the degree of satisfaction of user of all the services. The degree of consumer satisfaction bears a direct relation with quality of service where good quality of


service gives better customer satisfaction and bad quality of service lead to dissatisfaction of the customers. In a monopoly situation, a customer has no choice but to accept the quality of service of whatever level of standard that the monopoly operator provides.

The literatures revealed many aspects about perceived value of mobile phone users, service quality of mobile phone service providers and underlying dimensions of service quality, customer satisfaction as well as the relationship between service quality and customer satisfaction. The role of socio-demographic characteristics of customers on their selection of mobile phones services is also elicited from the reviews. From the reviews, it is understood that the service quality is nothing but the gap between perceptions and expectations of the services among the customers. However, there are no much research works on service quality of mobile services and relating the service quality with customer satisfaction in recent times, particularly in India, are found. That is, the literatures reviews above indicates major inadequacies in the areas like identifying the expectation – perception gap in the mobile phone services provided by mobile phone service providers in India. So, the present research work is aimed to bridge the research gap identified as above.

1.4 IMPORTANCE OF THE STUDY

The telecommunication industry forms an integral part of the Indian economic development, with Indian and foreign companies being significant institutional investors in this sector in India. In recent decades, the telecommunication sector, like other service sectors, has grown rapidly in economic importance after the emergence of mobile phone services. This growth can be attributed to the fact that people in all walks of life regardless of their income status have started using mobile phone services.

Therefore a sound mobile phone service market, which focuses on all needs and wants of customers, is essential for overall growth of telecommunication sector in order to stimulate economic growth in India. So, the companies under telecommunication sector, which predominantly focus on providing mobile phone services to the people of their nation need proper marketing strategies to widen their market base to the new customers and also to retain their existing customers. This is possible only if they understand the gap between customers’ perceived value of expectations and existing status of the services.
Demands from customers, technological development, change of value and globalization are the factors that drive the need to change and develop an organization. It is hard to get advantages by quickly adapting technology to product or service in an efficient manner unless otherwise it could satisfy the beneficiaries (customers). The ability to handle organizations intangible assets such as service is of great importance to reach success, then the ability to invest and manage tangible assets. Therefore the study like the present one is much significance and essential for the mobile service providers to frame appropriate marketing strategies to widen their customer base.

1.5 SCOPE OF THE STUDY

This study aims to find out the customers of major mobile phone service providers in India, namely BSNL, Aircel, Airtel, Vodafone and Tata Docomo. The entire research is mainly based on the customers’ perception of different mobile services offered currently by the service providers as well as based on their satisfaction with these services. Hence, primary scope is relied on customer satisfaction and service quality factors that contribute to the services of mobile phone service providers.

1.6 OBJECTIVES OF THE STUDY

The present study is undertaken with the following objectives:

1. To study the usage pattern of mobile phones as well as to evaluate the factors (socio-economic and service oriented factors) influencing the users to choose mobile phone service providers.

2. To measure the service quality of mobile phone service providers and to determine the Gap in the service quality of mobile phone service providers (Gap between expected service and perceived service).

3. To study the users (customers’) satisfaction with various services of the mobile phone service providers and to analyze the relationship between customers’ socio-economic characteristics and their satisfaction with various services of the mobile phone service providers.

4. To summarize the findings, give conclusion and provide necessary suggestions.
1.7 HYPOTHESES

The following research hypotheses are framed and tested in the present study.

1. There is no significant relationship between customers’ socio-economic characteristics and their selection of mobile phone service providers.

2. There is no significant difference in the mobile phone services by service providers.

3. There is no significant relationship between preferred handset brand and socio-economic characteristics of the customers.

4. There is no significant GAP in overall Service Quality of mobile phone services.

5. There is no significant association between customers’ socio-economic characteristics and their perceived service quality of mobile phone service providers.

6. There is no significant gap between expected and perceived Service Quality of mobile phone service providers.

7. There is no effect of socio-economic characteristics on perceived Service in mobile phone services among customers.

8. There is no notable relationship between customer satisfaction and customers’ selection of mobile phone service providers.

9. There is no impact of service quality of service providers on customer satisfaction with various services provided by the service providers.

1.8 OPERATIONAL DEFINITIONS

1.8.1 Service Quality

In spite of the growing importance of service quality, it remains an abstract and elusive construct that is difficult to define and measure. Service quality is the comparison of individual’s (customers’) expectations of a service with the actual provided service. That is, service quality is nothing but the difference between the service expectation and service actually received by the customer. Customer has certain expectation about the service. If the customer experiences the same service as they expect, then this difference will be zero and we can say that the service quality is very good. Higher the difference of above equation lower will be the service quality.
While service is “an activity or series of activities of a more or less intangible nature than normal, but not necessarily, take place in the interaction between the customer and service employee and/or physical resources or goods and/or system of service provider which are provided as solution to customer’s problems”, service quality is the perceived value of the customer about services he uses.

Perceived value and quality are related constructs and further research is needed to clarify how they are causally linked together. A few researchers have incorporated perceived quality and expected performance of a product as a dimension of perceived value or, alternatively, have used quality dimensions to conceptualize value. Most researchers conceptualize perceived value to be able to influence customer behaviour directly.

In this study, the focus is on value drivers, i.e., ‘what’ the customer values in mobile content services, which traditionally have not been included in e-service quality models. In general, perceived value has to some extent replaced service quality in recent service marketing research; this may perhaps be due to the fact that perceived value, which incorporates benefits and sacrifices compared to other alternatives, is essential for customers’ purchase decisions and may explain behavior better than service quality alone.

Unlike the quality of tangible goods, such as cars and computers, the intangible nature of services makes their quality difficult to measure. Service cannot be subjected to objective quality control tests before it is provided to the general marketplace; it is only with experience that we know how customers perceive the quality of the services they receive. In this study, a recently-developed measure of service quality, i.e., SERVQUAL model developed by Parasuraman, et al (1985) is utilised.

1.8.2 Service Provider

Service providers can deliver the ordered mobile content directly to the customer or offer their services via mobile service portals hosted by telecommunication companies.

In the telecommunications field, the service provider is often referred to as the telecom operator delivering the service to the end-customer, and the organization that develops and offers the mobile content is called a content provider. However, the mobile service focus is changing from telecom operators to content providers, whose core competence is focused on creating and delivering innovative mobile content. Thus, the organization providing the services can be any organization in any business field that uses the mobile channel to deliver services or interact with their customers. The major telecom network operators in the Indian market are: Bharat Sanchar Nigam Limited (BSNL), Airtel, Aircel, Vodofone, Tata Docomo, Reliance, MTS and Idea Cellular.

1.8.3 Customer satisfaction

Every human being is a customer of different produces. If there is no customer, there is no business. So, any company’s success is highly dependent on successful marketing strategies that have its focus on fulfilling the customers’ needs, wants and preference in order to increase the satisfaction among the customers. Consequently, competitive advantage is secured through intelligent identification and satisfaction of customers’ needs better and sooner than competitors and sustenance of customer satisfaction through better customer service tools.

Therefore, customer satisfaction is very important to every business person. The customer satisfaction after purchase depends on the product performance in relation to his/her expectations. Satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of a person's felt state resulting from comparing a product’s perceived performance (outcome) in relation to the person's expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or delighted. If the performance matches the expectations, the customer is satisfied. If the product's performance falls short of expectations, the customer is dissatisfied.

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Customer satisfaction or dissatisfaction is the feeling derived by the customer when he compares the product's actual performance with the performance that he expects out of it. Customers make their expectations from the 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 consumer satisfaction cannot be reached. Moreover, service quality and customer satisfaction are two closely related terms. Service quality can be assessed in two ways:

1) Is it meeting to standard? and

2) Is it satisfying the customer?

Customer satisfaction is related with the nature of service quality. If the quality of service provided by the service provider is good then this leads to the higher customer satisfaction. Therefore, in this research an attempt is also made to evaluate the customer satisfaction with various services provided by the service providers.

Moreover, customer’s satisfaction holds the potential for increasing an organization’s customer base, increase the use of more volatile customer mix and increase the firm’s reputation. One path to achieving customer satisfaction is through customers’ service, particularly service of better quality. So, an attempt is also made to identify the relationship between customers’ perceived service quality and their satisfaction with mobile phone services.

1.8.4 Expected Service

Expected service is the feeling or the desire of the mobile phone service users expect from the mobile phone service providers.

1.8.5 Perceived Service

Perceived Service Quality is the mobile phone service users perception of the overall quality of the service with respect to a particular mobile phone service provider relative to other providers. Perceived service quality is the perception of service users about the service of the mobile phone service providers. Perceived service quality is an intangible, overall feeling about a service provider.
1.8.6 Gap in Service Quality

Customer expectations are the standards against which the perceived services are checked in order to assess the quality of the service of mobile phone service providers. This is basically gives what is expected and what is actually received. If any difference exists between the expected service and perceived service, then it is called a gap in service quality, which needs to be reduced.

1.8.7 SERVQUAL

SERVQUAL is the model which measures the gap between customers’ expectations and perceptions that is a means to measure the scale of quality in the service sectors.

1.9 A BRIEF PROFILE OF THE STUDY AREA

Gobichettipalayam, also known as Gobi, is a town and municipality in Erode District of Tamilnadu state, India. Gobichettipalayam is an important town in the north-western part of the state and is the headquarters of the taluk of the same name. Gobichettipalayam is also known as 'Chinna Kodambakkam' or 'Mini Kollywood' because of the film shooting that takes place here. Many films in Tamil and other languages have been shot here.

1.9.1. History

A major part of present Gobichettipalayam was previously known as Veerapandi Gramam, and documents and records still use that name. The city was named after Gobi Chetty Pullan, a scholar of older times. The place was a part of the country ruled by the great king Paari, who is regarded as one of the most generous kings. Pariyur, a place with many temples near Gobichettipalayam was named after him. The land was also ruled by the Cheras and later belonged to Tipu Sultan. After Tipu's defeat, British annexed it to their territory.

1.9.2. Geography and climate

Gobichettipalayam is located in Kongunadu, the north-western part of Tamilnadu. Its about 35 km from District headquarters Erode, 40 km from Tirupur and 80 km from Coimbatore. Its about 390 km from Chennai and 250 km from Bangalore.
The temperature is moderately warm in Gobichettipalayam, except during the summer months when it is very hot. Rainfall is moderate to high, unpredictable and unevenly distributed. In general, the soil in and around the city is fertile and good for agriculture purposes. The surrounding water logged rice fields contribute to the high humidity levels.

1.9.3 Demographics

Gobichettipalayam municipality has a population of 60,279 according to 2011 census, an increase from 55,150 in 2001. According to the Government of Tamilnadu, "males constitute 49% of the population and females 51%" and "Gobichettipalayam city has an average literacy rate of 74%, higher than the national average of 59.5%: male literacy is 80%, and female literacy is 68%.

1.9.4 Municipality

The Gobichettipalayam Municipal Corporation was constituted on 1 October 1949 as III grade as per G.O. Ms. No. 1948 (Local Administration Department) dated 12 August 1949 with effect from 1 October 1949 and was elevated to Grade II as per G.O. Ms. No. 194 (Local Administration Department) dated 10 February 1970 and to first Grade with effect from 1 October 1977 as per G.O. Ms. No. 1532 (R.D & L.A.), 21 September 1977, and to Selection Grade as per G.O. Ms. No. 238 (MA&WS), 2 December 2008.

1.9.5 Language

Kongu Tamil, a dialect of Tamil is the language spoken by majority of the people. English is used as an official language along with Tamil. Other languages spoken include Malayalam, Kannada and Telugu.

1.9.6 Economy

The city is developing quickly and has been described by the government as "Bi-functional", with 31% of the work force engaged in agriculture, 56% in trading and other activities and 13% in industry.
TOPOGRAPHY OF GOBICHETTIPALAYAM
1.9.7 Telecommunications

Gobichettipalayam has good a communications infrastructure, provided by all major service providers namely Airtel, Vodafone, Tata Docomo, Tata Indicom, Reliance Communications, Aircel, Videocon, Idea, MTS and Uninor apart from BSNL. Services available are DOT landline, CDMA, GSM, 3G Mobile Services and Wimax. Fiber optic cables were laid in 2001, improving Internet access, which had begun with the establishment of a Dial-up and Broadband connection in 1996.

1.9.8 Education

Gobichettipalayam has a good educational infrastructure. It sends the second highest number of students to medical colleges every year in the state. There are a number of schools offering quality education. Notable of them is Diamond Jubilee Higher Secondary School, established over 100 years ago and visited by Mahatma Gandhi. The city is also home to Gobi Arts and Science College, one of the oldest arts colleges in the state.

1.10 PERIOD OF THE STUDY

In order to achieve the objectives of the study primary data has been used. Primary data has been collected from the respondents during the period from September 2010 to December 2011.

1.11 PILOT STUDY AND PRE-TESTING

The pilot study is conducted with a sample of 50 Mobile Phone Service Users during April 2010. In the pilot study, the interview schedule is pre-tested and then refined for use in the final study. On the basis of outcome of the study appropriate modifications have been made in the final interview schedule. Further, the findings of the pilot study enabled to frame hypotheses and design of the study.

1.12 SOURCES OF DATA AND SAMPLING

The present study is mainly based on primary data collected from the mobile phone using customers located in Gobichettipalayam Town, Erode district, Tamilnadu and also the secondary data from various books and journals. A sample comprising
400 customers among the mobile phone user population of the town was taken up initially for the data collection.

A non-probability convenience sampling technique was applied for selecting the sample. The non-probability convenience sampling technique is the appropriate technique when information from every individual in the sample population is not available. Further the number of mobile phone service users in the study area could not be ascertained and therefore exact population frame of the mobile phone service users are not found.

Every respondent was approached in person by the researcher with a well designed schedule for getting their opinion about perceived service, expected service and their satisfaction with various mobile phone services available currently in addition to their personal information. After data collection, it was found that 340 respondents completed the Schedules in all respects, yielding a response rate of 85.0 per cent. So, final size of the sample for the present study stood at 340 and the data collected from the final sample are then used for analysis.

1.13 MEASUREMENT SCALE

To measure the service quality, the two different scales one for measuring the expected service and other one for measuring perceived service are used in the schedule. The six constructs, namely Network coverage, Value added service / Service innovation, Billing system, Tangibles, Customer care services and Loyalty are used for measuring both expected and perceive service.

All these six constructs consist of a pool of 34 items developed on a seven point scale with values ranging from ‘strongly disagree’ (1), ‘disagree’ (2), ‘slightly disagree’ (3), ‘either agree nor disagree’ (4), ‘slightly agree’ (5), ‘agree’ (6) and ‘strongly agree’ (7). Respondents were asked to indicate their level of agreement with each one of 34 items. The customer satisfaction is measuring using a scale with nine items with value ranging from ‘strongly dissatisfied’ (1), ‘dissatisfied’ (2), ‘Neutral’ (3), ‘Satisfied’ (4) and ‘strongly dissatisfied’ (5) are included in the schedule.
1.14 STATISTICAL TECHNIQUES

To analyse the collected data, the statistical techniques from descriptive statistics such as mean, standard deviation, frequency analysis for calculating number and perception of cases with particular opinion, cross tabulation analysis along with Chi-square test statistics to find out the relationship between any two factors (e.g. socio-economic characteristics and their opinion about various aspects of mobile phone service) are used initially.

A non-parametric test called, Freidman ANOVA and Kendall Coefficient of Concordance, is used to identify the major factors for choosing mobilephone services.

The parametric, t-test for independent sample and one way ANOVA are also applied to compare the mean perception of two groups and more than two groups respectively.

To find out the significance of the difference in various aspects of mobile phone services (including satisfaction of customers) among the respondent groups with different socio-economic characteristics, a multivariate statistical technique – Discriminant analysis is applied. Canonical correlation analysis is also used in this study to find out the relationship between two sets of variables.

To find out the gap (service quality) in the mobile phone services available in the study area, a service quality model proposed by Parasuraman et al.\textsuperscript{69} (1985), which is a function of the differences between expectation and perception along the quality dimensions, is considered. The service quality (SQ) model developed by them is based on Gap analysis.

According to this model, the SQ is a function of perception and expectations and can be defined as:

$$ SQ_i = \sum_{j=1}^{k} (P_{ij} - E_{ij}) $$

Where,

\[ \text{SQ} = \text{Service Quality} \]

\[ \text{i} = \text{Construct (Aspects of mobile phone services)} \]

\[ \text{P}_{ij} = \text{Performance Perception of Construct ‘i’ with respect to attribute ‘j’} \]

\[ \text{E}_{ij} = \text{Service quality Expectation of Construct ‘i’ with respect to attribute ‘j’} \]

The statistical significance of the Gap is tested by t-test for dependent samples, or simply called paired t-test. To find out the factors among mobile phone services determining overall customer satisfaction, multiple regression analysis is used.

### 1.15 LIMITATIONS OF THE STUDY

The study is confined with following limitations.

Firstly, this study is carried out mainly in Gobichettipalayam Town, Erode district, Tamilnadu, and therefore the results obtained from the analysis of customers’ perception may not be applicable to the whole country.

Secondly, the present study has been conducted by taking a sample of 340 mobile phone service users in the main heart of Gobichettipalayam Town, ignoring rural areas surrounding the town.

Therefore, the findings of this research work are conclusive for only mobile phone service providing companies in this town.
1.16 CHAPTER SCHEME

The present study is presented in six chapters as follows:

CHAPTER I : Introduction and Design of the Study

CHAPTER II : Mobile Phone Services in India: An Overview

CHAPTER III : Usage Pattern of Mobile Phones and the factors influencing the Users of Mobile Phone Services

CHAPTER IV : Measurement of Service Quality and the Service Quality gap between expected service and perceived service by dimensions

CHAPTER V : An Analysis of Customer Satisfaction towards Mobile Phone Services

CHAPTER VI : A Summary of Findings, Suggestions and Conclusion