Chapter VI
Findings, Suggestions and Conclusions

Introduction

The present chapter clearly presents findings ascertained through analysis of primary data. The primary data of 534 respondents are analysed using the statistical tools factor analysis, cluster analysis, analysis of variance, logistic regression and structural equation model. The findings of both the parametric and non-parametric approaches are arranged based on the order of objectives.

The following findings are presented pertaining to objective 1 which states the socio-economic profile and attitude of different service providers:

The socio-economic profile of the cell phone users derives their behaviour aspects towards various service providers. It is found that in the sample unit 60.3 % customers are male and 39.7 % customers are female. Male customers are using the cell phone services to the maximum extent. The maximum number of cell phone users lie in the age group of 21-25 (26.8%), followed by the age group of 26 – 30 (21 %).

Educational background plays a major role in deciding the expectations and determining the effectiveness of the customer support extended by the service provider. From the study, it is found that 53.7 % are graduates and 32.6 % are post graduates.

The sample unit comprises 45.8 % of salaried customers and 23.2% are students, 18.2 % are homemakers and 12.8 % are businessmen. Among the salaried class customers, 21.3 % are middle level employees. In terms of income factors, 14.4 % of the customers are in the group of Rs.10001-15000, per month, 12.2 % of customers are in the income group of Rs5001-10000, per month and 16 % of the customers are in the income group of Rs 20000 and above per month.

The purchase decision of the customers in Chennai depends upon the price - centered approach of the service provider and their customer
friendly strategies to attract and retain the maximum number of customers. It is also found that the distributor characters play a predominant role in inducing the customers to take their purchase decision dynamically.

The service - centered decision is another influencing factor allowing the customers to think about their process of purchase decision and also to expedite their purchase decision process.

Customer’s decision towards purchase of cell phone services enables the distributors to provide them various services, different choices and different financial schemes.

The cellular service providers offer the customers a friendly approach. They assist the customers in solving various problems concerning the cell phone services. They provide the customers the details of different schemes, value–added services and the latest offers in the form of SMS.

The customers feel that during the period of problem with their cell phone operations, the service provider of cell phone services follow-up regularly in solving the problems and providing better services to the customers.

The best services of the service provider, trust and openness strategy increased the customer loyalty and also paves the way for the growth of the service provider.

The prompt service to the customers is directly related to customer loyalty and helps the service provider to keep the relationship with the customers profoundly to avoid brand switch over.

The cell phone service providers value their relationship with the customers using their brands and develop the confidence. Customer loyalty and its momentum is playing a vital role for the brand switch over process.

The following findings are pertaining to the objective 2, the factors influencing the purchase decision.
FACTORS OF PRICING

The consumers of cell phone feel that the prices of the current service provider is cheaper and has variety of value-added service for various types of users depending upon their need and affordability. The economical price is the consequence of heavy competition among the service providers. Cheaper service and better facilities are the factors influencing brand switch over.

FACTORS CONCERNING CONSUMER EXPERIENCES AND PREFERENCES

The cellular operators are working under heavy competition and customer relationship management is essential for the cellular operators to maximize their customers.

FACTORS OF CUSTOMER SATISFACTION

The customer service executives of the cell phone service providers are responsible to ensure the effectiveness of CRM. The success of the cellular operators depends upon their customer-centric approach.

Perfection is a necessary ingredient for any successful activity. Customer satisfaction depends on the ability of the cell phone service providers to give attention in details.

The cell phone service providers are always expected to take a step ahead in reaching their customers through their policies and procedures. Proactive service is a constituent for successful functioning of companies.

The cluster analysis revealed the existence of three heterogeneous clusters. It is found that the first cluster is affined cluster with 42.4 percent of sample unit with strong in all the factors, Physical Layout, Meticulous Mechanism, Prompt Service, Ambience and Amenities, Grievance Redressal, Customers Enlightenment and Best Practices. The second cluster is “Mechanical Consumers”, with 44.15% of consumers with moderate affinity towards their service providers. The third cluster
consists of 13.41% expecting customers with weak perception about grievance redressal and customer enlightenment.

It is found that pricing, customer preference, customer loyalty, customer expectation and customer satisfaction are equal in explaining the respondent’s interest in contacting the customer care. The customer find less loyalty towards the service provider. Problems in pricing and inappropriate preferences, unfulfilled expectations and dissatisfaction lead to contact of the customer care.

The customers of the mobile phone services profoundly agree that their service provider offers full talk time and facilities of easy recharge. It can be concluded that all mobile phone service providers are meticulous in providing full talk time to their customers and providing facilities of E-recharge. The customers have moderate agreement over m-banking, free roaming and e-ticketing. They moderately expects ringtones, ring back tones, astrological updates and news updates.

The findings pertaining to the objective 3 of brand choice behavior are as follows:

The percentage analysis revealed that the number of consumers are using BSNL (25.5 percent). Airtel and Hutch follows next with 22.7 percent and 18.5 percent respectively. Aircel and Reliance follows with 18 percent and 10.5 percent respectively.

The consumers prefer their brand mainly because it is economical. It is followed by wide network coverage and clarity. Free SMS comes next and value-added services follow. The celebrity endorsement and free talk-time do not qualify as important reasons for consumers preferring their brand of cellular operators

Friends and relatives are considered as powerful source of information to know the different characteristic features of cellular
operators followed by television advertisement and attractive print media advertisements.

It can be concluded that 80 percent of the consumers use prepaid connections and 20 percent of the consumers use postpaid connection. 76.4 percent of the consumers agreed to continue with the same service providers. But 23.6 percent of the consumers possess the idea to switch over from present brand to some other brand.

Most consumers shift from their earlier brand due to network problems. When other brands offer the good network coverage at an economical rate, consumers do not mind switching over to the other brand.

It is found that 32.8% of Airtel consumers, 4.9% of Aircel customers, 16.7% of Vodafone and 8.1% of BSNL customers, 1.7% TATA Indicom customers and 1.1% of RELIANCE customers want to stick on to the same brand.

There is a significant difference in the factors of Price-centered decision, Distributor characteristics, and congestion free connection with respect to gender.

The following are the findings pertaining to the objective 4 of measuring the influence of demographic variables.

It is found that the female consumers have more agreement with structured call rates than male consumers. The female consumers insist on the pricing of services.

The male consumers confessed that the price of the service provider is justifiable for the value-added service rendered by the service provider. But the female consumers are not meticulous in identifying the variations in call rates.

The female consumers concede that there is absolutely no congestion in making calls, sending SMS and MMS as their male counterparts face.
The analysis of variance revealed that there is a significant difference in the factors of Price - centered decision, Distributor characteristics and Physical layout with respect to age.

It is found that the persons in the age group of above 55 years have agreed with structured call rates than the other age groups. This implies that the senior citizens are happy with the price of the service they receive from the service provider.

The persons in the age group of below 25 years confess that they enjoy different call rates at different timings. The youngsters make calls at times when it is cheaper.

The persons in the age group 36-45 years do agree that the best plans are available and migration from one plan to another is easy.

The professionals do agree with the pricing structure of the service provider. Postgraduates and others also agree more than the professionals, whereas graduates and persons who possess school education alone do not subscribe more to this view.

The analysis of variance revealed that there is a significant difference in the factors of Price - centered decision, Distributor characteristics, Customer friendly approach and Physical layout with respect to occupation.

The salaried class is more satisfied with the pricing pattern of their cell phone service provider and found that the rates are economical. businessmen, professionals, students and housewives do not agree to the level of salaried class.

Students subscribe to the statement that the call rates keeps changing, whereas professionals, salaried, businessmen and housewives are not bothered much about this price changes.

Professionals submit to the view that the roaming facilities are best when compared to salaried, businessmen, students and housewives, who moderately agree with this view.

Salaried class agrees that migration from one plan to another is flexible. Professionals and students also agree more than the salaried
class whereas housewives and businessmen moderately think of changing the service provider.

The analysis of variance tells candidly that there is a significant difference in the factors of Distributor characteristics and service centered decision.

The persons occupying the top level agree that the rates are different at different times whereas the middle level persons do not agree to that and others moderately agree.

Consumers who occupy the middle level agree that their connections are free from congestion in SMS, MMS and calls. Persons in the lower level and others also euphorically claim the same whereas persons at the top and lower level are moderately enthusiastic.

It is found that the female consumers prefer value-added service i.e. Free SMS and roaming than the male consumers.

The female consumers even look for Bench mark like showroom, sales personnel and value-added services more than the male consumers.

The persons in the age group of 25 years and below prefer Customer relationship management more than the other age groups. Customer relationship management comprises E-mail, Browsing, Voice mail interactive services

When it comes to Comfortability like Ring tones, Ring back tones and movie ticket booking, consumers in the age group of above 55 years do not seem unduly perturbed, whereas age groups especially 25 years and below are much enthusiastic in exploring different ringtones of different mobile services.

If it is Customer-centric approach like Free Roaming, Full talk time, Railway Ticket Booking and Bank Account checking consumers in the age group 46-55 years welcome these euphorically whereas others are moderately interested towards utilities and offers about those services.
The analysis of variance displays that there is a significant difference in the factors of Comfortability, Technology promptness and Proactive service with respect to qualification.

It is found that the persons who have only school education prefer comfort, like ring tone and ring back tones more than others.

The analysis of variance suggests that there is a significant difference in the factors of Comfortability, Customer-centric approaches, Perfection and Proactive service.

The businessmen are not much inclined towards Comfortability like ringtones and ring back tones whereas other consumers are better inclined towards it.

The following are the findings pertaining to the objective 5 related to impact of CRM on customer loyalty.

When it is Customer-centric approach like Free Roaming and Full Talk time, Professionals do prefer these services whereas students are not much inclined towards it.

The respondents feel that contacting customer care unit helps to get the feedback on service and pricing of service, and thus confirm the customer - centric approach of the service provider.

It is found that pricing, customer preference, customer loyalty, customer expectation and customer satisfaction are equal in explaining the respondent’s interest in contacting the customer care.

The customer finds less loyalty towards the service provider, problems in pricing and inappropriate preferences, unfulfilled expectations and dissatisfaction lead to contact the customer care.

Technology and CRM are interrelated significantly through Karl-Pearson’s co-efficient of correlation. Therefore the service providers are suggested to update their technology to increase their service offers to induce customer loyalty.

The technology variables in consumer expectations (all the 18 variables) and their total scores with customer satisfaction scores, pricing scores become two variables to measure the CRM. It is found
that the Karl-Pearson’s coefficient is found to be 0.894. Therefore CRM and technology are positively correlated to each other.

**Suggestions:**

From the suggestions provided by the respondents collected through the survey, the following are the summary of suggestions:

The respondents feel that the change in price of the services and the new services introduced by the service providers need to be informed to the users. They also feel that the service provider has to inform the users the formality to switch from one scheme to another.

Postpaid customers feel that the bill collection centre needs to be enhanced and their working hours can be modified so that the payments can be made without any difficulties.

The service provider may implement effective CRM measures like initial strategies, retention strategies to increase the number of loyal customers.

The analysis revealed that there is a relationship between brand choice behaviour and CRM strategies. Therefore it is suggested that the service provider must include specific preferences demanded by the customers as one of the CRM strategies to consolidate the customer loyalty.

Cell phone users feel that options in the customer care need to be modified so that they will be able to contact the customer support executive in a convenient manner to get their needs satisfied.

With the increase in customer base, especially in BSNL service provider, customers feel that the service provider has to upgrade the technology to match the competitors in terms of connectivity.

Some distributors, expecting to get more revenue from the service providers, tries to focus on a particular scheme of a service provider alone and not willing to disclose the benefits of schemes of other service providers.
The initial strategy of cell phone service provider mainly focused on innovative and pricing strategies to consolidate their CRM process. Therefore, it is suggested that the service provider should periodically evaluate their CRM maintenance strategies to offer customer satisfaction.

The purchase decision pattern of consumers is directly correlated to CRM strategies of cellular phone service providers. Therefore, it is suggested that the service providers should frame their strategies to transform their customers from preference stage to dynamic purchase stage.

The research revealed pricing and quality of service are indispensable to measure the customer satisfaction. So the marketing activity of the cell phone service providers should focus on cheaper price with best and innovative quality.

The customer loyalty is not a unique phenomenon, but depends upon the dynamic purchase, pricing and expectation of the customers. Therefore, the service providers should form a domain of their own loyal customers through their successful marketing strategies.

**Conclusion.**

Customer loyalty in cell phone service industry is a composition of customer expectation, perception, economical approach, and customer satisfaction. The customer loyalty is directly correlated through customer-centric approach, prompt services of the service providers. It is concluded that in the liberalized and globalised economy, customers are highly aware of customer complaining process and expect the consolidated relationship management between service provider and them. The demographic background, technological innovations adopted by service providers maximize the customers towards satisfaction. Pricing and quality of service are considered indispensable for all type of consumers of different cell phone services. The perfect and demanded services are predominant among the service providers to maximize their customer base without affecting their brand name. The loyalty of the
service providers is prevailing among the consumers when they prefer pricing is a suitable phenomenon to measure their loyalty approach. The parametric relationship concluded that the customer expectation, perfection and satisfaction systematically transform them into a level of customer satisfaction in cell service industry.

**Scope For Further Research**

The present study focused on impact of CRM on customer loyalty. This opens a fascinating vista of determining various CRM factors leads to customer satisfaction. Therefore separate study can be undertaken to establish the relationship between CRM and customer satisfaction.

The same study of impact of CRM on customer loyalty can be undertaken over any other service industry like banks, hotel and hospitality services.

A comparative study of effectiveness of CRM on the public and private sector enterprises towards their customer also arises as a further scope.