CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction

2.2 Review of Literature

2.3 Research Gap
2.1 INTRODUCTION

Extensive literature survey is an integral part of every research work. Review of literature is necessary for the exact understanding of the topic under study. As the present topic is related to mobile phone services, an attempt is made here to review a few important studies conducted by various management researchers and professionals on these services. The analysis on the mobile phone service is of recent origin. A separate chapter is allotted for the review due to this reason. The present study concentrates on the available literature, on Indian level in the world and the study related data are collected from the various sources from the point of view of consumer awareness, consumers’ attitude, level of satisfaction, factors influencing, factors affecting and opinion of the consumers.

2.2 REVIEW OF LITERATURE

Assaari and Karia\(^1\) (2000) in their paper titled, “Churn Management towards Customer Satisfaction; A Case of Cellular operations in Malaysia” have viewed that customer satisfaction and customer service have been critical factors of the cellular industry. Cellular service providers need to ensure about the technology that provides customer service best in the industry. It is stated that investment in people and in technology helps in providing best customer service for today and for the future. One common ground that most carriers and customers agree on is that good customer service can have a key impact on how a customer views firm’s services and company.
Bepko\(^2\) (2000) in his article entitled, “Service Intangibility and Its Impact on Consumer Expectations of Service Quality” has pointed out 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 has compared consumers service quality expectations across services, but different groups of subjects have been evaluated for each different service. The problem of using different subjects for each service is that the subjects’ demographic characteristics may be responsible for the significant differences in expectations of quality. The paper has used a controlled and repeated measure of design, where subjects have been asked to evaluate three services, varying in their degree of intangibility.

Carsten Fink, Aaditya Mattoo and Randeep Rathindran\(^3\) (2001) in their study titled, “Liberalizing Basic Telecommunications: The Asian Experience” have found that despite the move away from traditional public monopolies, most Asian governments are still unwilling to allow unrestricted entry, eliminate limits on private and foreign ownership, and establish strong independent regulators. A comprehensive reform including privatization, competition and regulation has been implemented and there are significantly higher levels of main line availability, service quality and labour productivity.

David M. Szymanski and David H. Henard\(^4\) (2001) in their study entitled, “The New Marketing Developing Long-term Interactive Relationships” have said that the growing number of academic studies on customer satisfaction and the mixed findings they report complicate the efforts among managers and academics to identify the
antecedents to, and outcomes of businesses having more against less-satisfied customers. These mixed findings and the growing emphasis by managers on having satisfied customers point to the value of empirically synthesizing the evidence on customer satisfaction to assess current knowledge. To achieve this aim, the authors conducted a meta-analysis of the reported findings on customer satisfaction. They have documented that equity and disconfirmation are most strongly related to customer satisfaction on average.

Jonathan, Lee, Janghyuk, Lee, Lawrence and Feick$^5$ (2001) in their article titled, "The Impact of Switching Costs on the Customer Satisfaction-loyalty Link: Mobile Phone Service in France” have analysed that moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and to retain them. Thus the purposes of this paper are to examine the moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

Robert C. Ford, Cherill P. Heaton and Stephen W. Brown$^6$ (2001) in their article titled, “Delivering Excellent Service Lessons from the Best Firms” have stated that many companies see investments in complaint handling as means of increasing customer commitment and building customer loyalty. However, firms are not well informed, on how to deal successfully with service failures or the impact of complaint handling
strategies. They have supported a quasi “brand equity” perspective—whereas satisfaction with complaint handling has a direct impact on trust and commitment, to a limited extent, on the effects of poor complaint handling. Implications for managers and scholars have also been discussed.

Wilska (2001) in his paper titled, “New Technology and Young People’s Consumer Identities: A Comparative Study between Finland and Brazil” has found that among young people aged 16-20, it was found that mobile phones choice and especially usage is consistent with respondents general consumption styles. The research has indicated that addictive use is common among females and is related to trendy and impulsive consumption styles. Instead, males have been found to have more technology enthusiasm and trend-consciousness. These attributes have been then linked to impulsive consumption. The study concludes that genders are becoming more alike in telecom service choice because individual differences in consumption patterns are obviously identifiable.

Balasubramanian, Paterson and S.L.Jarvenpaa (2002) in their article entitled, “Exploring the Implications of M-convenience for Markets and Marketing” have identified that the unique intrinsic attributes mentioned by the end users are unhindered time and space attributes of the mobile phone. The extrinsic attributes are divided as direct and indirect network. Direct network is the effect of the size, speed and capacity of the network, whereas, indirect network is the effect originating from the information, transaction, or machine interactive services.
Bhave and Ashish (2002) in their article entitled, “Customer Satisfaction Measurement” have found that the opinion that customer’s perception towards service and quality of a product determines the success of that product or service in the market. With better understanding of customers’ perceptions, a firm can determine the suitable actions to meet the needs of customers. Firms can identify their own strengths and weaknesses in comparison with their competitors. Major attributes that influence customer satisfaction are product quality, packaging, delivery commitments, price, responsiveness and ability to resolve complaints and overall communication, accessibility and attitude failing short creates dissatisfaction. Customer loyalty is an important strategic objective for all organizations.

K.E. Lommeruda and L. Sorgard (2003) in their study on “Entry in Telecommunication: Customer Loyalty, Price Sensitivity and Access Prices” have stated that telecommunication services are like undifferentiated products. Therefore, customers are not price sensitive all the times and sometimes brand loyalty takes a dominant part in brand preferences. This is because some consumers are retained with old monopolists. They have pointed out that substantive role of price fairness and quality service with customer satisfaction existing in the communication sector.

Michael Draganska and Dipal Jain (2003) in their article titled, “Consumer Preferences and Product Line Pricing Strategies: An Empirical Analysis” have analyzed that India is having 752.19 Million mobile subscribers and Informant Mobile Intelligence reports claim that in Average Minutes Per User (AMPU) in India is 25 to 30 minutes per day of active time on voice calls and almost 15 to 20 minutes per day of the active time
on messaging. Bharati the major mobile service provider in India claimed as on November 2010 that Indian Monthly Average Revenue Per User (ARPU) is 202 rupees which is reduced at 20 per cent on a year base and it is expected to decrease further. As there is an increase in mobile subscribers and increase in AMPU at the same time, there is a decrease in ARPU Mobile service providers who are planning to attract Mobile subscriber to their service with less affordable price.

J. Pakola, M. Pietila and R.Svento\textsuperscript{12} (2003) in their article titled, “An Investigation of Customer Behaviour in Mobile Phone Markets in Finland” have indicated that price and properties are the major influential factors affecting the purchase of a new mobile phone, whereas audibility, price and friends are regarded as the most important in choice of the mobile phone operators. Customers have certain amount of self-knowledge about telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and free calls which are related to mobile phone purchasing respondents. He has stated that customers with prior experience about a product can be able predict their choices relatively well but tend to overestimate the importance of a monthly access fee, mobile-to-mobile rates and connection fees.

Stephen Y. Walters\textsuperscript{13} (2003) in his study on “The New Telephony-Technology, Convergence, Industry Collision” has viewed that the telecommunication industry is being rocked by change fueled by the advent of the tremendous success of the internet and its technologies. For quite some time there has been competition in the telephony business. Long-distance rates have seen continuous decreases for two decades as new carriers seek to capture greater and greater market share. Local carriers have seen
competition for interconnecting the networks of large corporate customers and for providing them access to long-distance services. So, competition and change are not new issues in telecommunications. But the internet has forced an entirely new set of changes on the phone business. There are new carriers, new business scenarios, new technologies, and new ways of thinking about end users and the services they seek.

S.Krishnan\textsuperscript{14} (2004) in his survey titled, “Net Profit Surges 123 per cent in Q3” has stated that Bharti had 31.9 million mobile users at the end of 2006 compared to 16 million at the end of 2005. Its broadband and telephone subscriber’s base grew from 1.2 million to 1.7 million over the one year period. The revenues and net profit for the nine months was ₹13,126 crores and ₹2,904 crores, a growth of 59 per cent and 84 per cent respectively compared to the year 2004.

K. Maran, C. Madhavi and K.Thilagavathi\textsuperscript{15} (2004) in their article titled, “Customer's Perception on Telephone: A Study with Special Reference to Chennai City” have indicated that the consumer perceptions about fixed telephone lines in Chennai. The objectives of the study is (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 indicate 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”.
Avnish Bansal\textsuperscript{16} (2005) in his study on “Cell Phones Taking Control of Our Lives” has reported that India is the fastest growing mobile communication market in the world. It is one of the early adopters of Global System for Mobile Communication (GSM) technology and during 2005 there were over 30 million GSM subscribers in the country, an increase of 100 per cent over the year 2004. In addition, there were over 10 million Code-Division Multiple Access (CDMA) subscribers. In order to keep pace with the world, India should widely adopt third generation (3G) technology.

P.Chandiran\textsuperscript{17} (2005) in his article entitled, “Product Life Cycle and Promotion Strategies in Cellular Telecom Industry” brings to light the various promotion strategies followed by the cell phone services during the growth stage. Brand building, emotional bondage and mass media are the effective advertising strategies adopted as promotional tools. As sales promotion strategies, the schemes, tariff plans, event sponsoring, special package for the corporate world, and co-promotion should be given importance during the growth stage of the cell phone services. In the personal selling process, the suitable strategies to be followed are focused personal selling and corporate accounts strategy. In the distribution process, in-depth retailing and high-reach strategies can be entertained to make the services successful in the near future.

K. Francis Sudhakar and Lydia Nutan\textsuperscript{18} (2005) in their article titled, “An Objective Study of Customer Behaviour in BPL Mobile Cellular Ltd” have pointed out that there are various reasons for the factors influencing the migration of cell phone customers from prepaid to post-paid services. They are the schemes and tariff plans, increased usage of mobile connections, need for additional services, low air time rates of
Indian Infrastructure Report\(^{19}\) (2005) has viewed that India’s rapidly expanding telecom sector is continuing to witness stiff competition. This has resulted in lower tariffs and better quality of services. Various telecom services—basic, mobile, internet, national long distance and international long distance had seen tremendous growth in year 2005 and this growth trend promises to continue electronics and home appliances businesses each of which are expected to net $2.5 bonus in revenues by that year. So, driving forces for manufacturing of handsets by giants in India include—sheer size of India market, its frantic growth rates and above all is the fact that it conforms to global standards.

Kumara Kaushalam\(^{20}\) (2005) in his survey on Business Today has reported that the mobile market of Airtel had touched two lakh subscriber marks, while the Chennai cell phone market had crossed the four lakh figures in December 2002. The total of 62 million cell phone subscribers in the Indian Telephone Market is divided between GSM and CDMA and its proportion was 3.8:1, and 750 million numbers of cell phones sales was expected worldwide in the year 2005.

Marine and Blanchard\(^{21}\) (2005) in their study on “Bridging the Digital Divide” have identified the reasons for the unexpected boom in mobile networks. According to them, cell phones, based on Global System for Mobile Communication (GSM) standard, require less investment as compared to fixed lines. Besides this, a wireless infrastructure has more mobility, sharing of usage and rapid profitability. Besides this, usage of
prepaid cards to the extent of 90 per cent simplifies the management of customer base. Moreover, it is suitable to people’s way of life—rural, urban, and sub-urban subscribers.

Mukesh Chaturvedi and Abhinav Chaturvedi (2005) in their article entitled, “Customer Relationship Management – An India Perspective” have explained that as the competition in telecom area intensified, service providers have taken new initiatives to customers. Prominent among them are celebrity endorsements, loyalty rewards, discount coupons, business solutions and talk time schemes. The most important consumer segments in the cellular market are the youth segment and business class segment.

Munnukka and Juha (2005) in their article titled, “Dynamics of Price Sensitivity among Mobile Service Customers” have stated that customer satisfaction is a multi-dimensional nature and viewed overall satisfaction as a function of satisfaction with multiple experiences with the service provider. He has discovered that price sensitivity is one of the key factors affecting companies’ choices of prices. Yet in mobile services sector business, practitioners are facing problems in deciding prices as they are short of knowledge on their customers’ price sensitivity levels and dynamics. Mobile service customers differ significantly in their price sensitivity levels and customers with moderate usage of mobile services are least price sensitive, while intensive and low-end users are most sensitive to price changes. It is also Important notion that customer’ price perceptions and innovative levels are accurate indicators of their price sensitivity.

T.V. Ramachandran (2005) in his article titled, “Cellular Operators Association of India” has analyzed the performance of Indian Telecom Industry which is based on volumes rather than margins. The Indian consumer is extremely price sensitive. Various
socio-demographic factors- high GDP growth, rising income levels, booming knowledge sector and growing urbanization have contributed towards tremendous growth of this sector. The instrument that will tie these things together and deliver the mobile revolution to the masses will be 3 Generation (3G) services.

S. Revathi and S. Padmavathy (2005) in their article entitled, “Preference in Cellular Service Providers in the Post-liberalization Era” have found the various factors like poor service from Department of Telecommunications (DOT), lower service charges offered by DOT than by other private players, convenience of contact, accessibility, improvement of own business/profession, prestige and status symbol are the influencing factors for the possession of cell phone connections.

Sanjeev Panandikar and Rahul Rajput (2005) in their article entitled, “Comparative Study on Service Quality of Mobile Operators: An Approach of Multidimensional Profile Analysis” have pointed out that the degree of consumer satisfaction bears a direct impact on the quality of service where good quality of services gives better customer satisfaction and bad quality of services leads to dissatisfaction of the consumer. In a monopoly situation, a customer has no choice but to accept the quality of services of whatever level of standard that the monopoly operator provides. However, by bringing in competition and giving free choice to select an operator, the market share of an operator will largely depend on the quality of services and the price. Quality of service as perceived by a customer largely depends on service support performance, which is ability of an operator to provide services and maintain them.
V.M.Selvaraj\textsuperscript{27} (2005) in his article titled, “A Study on Consumer Behaviour towards Cell Phone Users in Thoothukudi City” has stated that the existing customers are satisfied with the current services and the cell phone companies have good prospective customers. By creating more awareness, better coverage, connectivity and new schemes, more prospects for cell phone service can be generated. The researcher has concluded that a man without cell cannot dwell in future.

Urvashi Makkar\textsuperscript{28} (2005) in her article entitled, “Advertising Effectiveness through Message Strategies - A Case Study of Airtel” has pointed out that the new brand strategy is focused on meeting the evolving needs of mobile service customers. It is designed to create a stronger relevance for a large segment of potential young customers. The strategic framework will bring new, exciting and innovative world class services through world class technology with a new look that takes forward the core strength of Airtel.

J.H. Ahn, S.P. Han and U.S. Lee\textsuperscript{29} (2006) in their study entitled, “Customer Churn Analysis: Churn Determinants and Mediation Effects of Partial Defection in the Korean Mobile Telecommunications Service Industry” have shown that when the customers do not get their complaints considered properly, they start looking for other brands. It happens because either the customer service centres do not handle the complaints or the customers are not able to address them properly. Sometimes, telecom service providers take considerably longer time to resolve the problems like network coverage or call quality and the customers do not wait for long and hence they lose satisfaction with that particular brand.
Jain and B.S. Hundal\textsuperscript{30} (2006) in their article titled, “Factors Influencing the Adoption of Cell Phone Services in Rural Areas” have revealed in their study that the choice of service provider is affected by facilitating factor followed by coverage, quality of services and easy availability of connection and bill payment. It is stated that neighbour’s choice has affected the respondent’s choice to a great extent.

Karimpal\textsuperscript{31} (2006) in his study on “The Mobile Customer Retaining Customer Loyalty in Mobile Telephony” has pointed out that customer attitude measures the credibility of services provided by any service provider. Retaining customer loyalty is the most important factor in the growth stage of the Indian mobile industry. The company has to look into the changing expectations of the evolving cellular users to maintain customer loyalty in mobile telephony.

R.C.Natarajan\textsuperscript{32} (2006) in his study entitled, “Perception of Mobile Telephone among Youth: An Exploratory Study among the Students of Manipal” has viewed that the economic conditions, market structure, policies regarding tariffs and interconnect agreements and customer/customer characteristics are significant forces affecting the growth of cellular services. He has stated that the regulated monopoly enjoyed by the department of telecommunications has entered the stage of deregulated market competition. Cellular service providers are attracted towards Indian market due to low tele-density demand from middle class and the rapid change in customer behavior towards this sector.

Ofir Turela and Alexander Serenkob\textsuperscript{33} (2006) in their article titled, “Satisfaction with Mobile Services in Canada: An Empirical Investigation” have reported that while
customer satisfaction and loyalty regarding most physical goods and services have been well explored in academic literature, there exists little research on these factors with respect to mobile telecommunication services. Nevertheless, standardized satisfaction measures are suggested to be useful for various telecom-industry stakeholders. However, such a global standard measure of satisfaction with mobile services does not exist. Overall, this study offers insights for service providers, policy makers and subscribers and forms the foundation for future benchmarking of the performance of wireless network operators in terms of user satisfaction and loyalty.

K.C. Raja, Sharma, Uma, and R. Shashikala³⁴ (2006) in their article entitled, “Measuring Customer Satisfaction among Mobile Handset End Users: An Empirical Study” have stated that customer satisfaction is a concern for any business throughout the world. They have discussed customer/customer satisfaction in the context of perceived values of the mobile commerce, service attributes, product quality, service support, product distribution, service personnel, information about the service and corporate brand equity are the underlying factors of customer satisfaction.

P. Shikala³⁵ (2006) in her article titled, “Telecom Services: Measurement of Customer Satisfaction” has indicated the customers set reliability among the components of service quality as the important criterion to determine behavioural intention. Service quality includes elements, like coverage, connectivity and voice clarity which are strongly correlated with the technical limitation of the mobile subscriber network as well as service providers own infrastructure. The identified important discriminate service
quality factors among the satisfied and the dissatisfied in the mobile phone services are reliability and responsiveness.

R. Srivastava, Jatin Bhangde, Nirav Bhatt, Kunal Gogri and Hemat Marfatia\textsuperscript{36} (2006) in their article titled, “Perception of Mobile Telephone among Youth: An Exploratory Study among the Students of Manipal” have pointed out that increasing competition, emerging markets, retaining customers, government regulations and maintaining cost are the basic problems faced by telecom sector. Due to growing competition, the existing customers may switch over to other connections which may be highly beneficial compared with the existing ones. Telecom Regularity Authority of India (TRAI) norms is stringent and the service providers find it difficult to meet the norms as per government regulations. The service providers feel that the maintaining the cost for hotline centres and the staff is high.

S. Krishna Kumar\textsuperscript{37} (2007) in his paper titled, BSNL Mobile services has indicated that in India BSNL had introduced its service during 2002 October. In India nearly three crores BSNL mobile connections were available during the year 2007. Among the three crores, two crores connections were in Tamil Nadu. Only 2000 cell phone towers were available in Tamil Nadu in the year 2007. In Kanyakumari District, one lakh people used BSNL mobile service during 2007. Tamil Nadu had the majority of BSNL customers in the year 2007.

Mansi Taneja\textsuperscript{38} (2007) in her article entitled, “Riding on the Mobile Boom” has shown that price plays an important role in the growing or emerging market like telecom sector. For telecom companies to survive, be competitive or even grow, they
continuously need to provide customers extra value added features and high quality services at competitive price to prevent the customers from switching over to other operators. Although the other companies are in a growth phase, they cannot afford to be complacent and need to continuously innovate through aggressive pricing, attractive schemes and superior service to retain and add more customers.

OECD\(^{39}\) (2007) in its study on “Mobile Multiple Play, New Service Pricing and Policy Implications” has stated that by increasing competition uptake can be mainly realized by then following incentives: (1) bundling of services, such as offering telephone line plus broadband access to internet ADSL at significantly reduced price, introducing triple play services on the subscriber line and promoting digital T.V. as a revenue source for the fixed line operator. These would however depend on the distance of the subscriber line from the local exchange and the quality of the copper line. Reducing cost for the second line will also be effective. He has also foreseen that this will lead to reduced prices for the consumer and reduce churn. (2) Increasing competition between broadband service providers. (3) Reducing the monthly rates of increased speed internet access using ADSL. (4) Increasing awareness of the benefits of ADSL to the society. (5) Increasing the local content on the internet so to attract more users in attempt to find killer application that would attract user to indispensable ADSL experience. (6) Adopting convergence between wireless or mobile and fixed services.

G. Radha Krishna and C.S. Shylaian\(^{40}\)(2007) in their article entitled, “Determinants of Habitual Buying Behaviour: A study of Branded Apparels” have pointed out that firms have to differentiate their offer from their competitor by providing
something unique that is valuable to the buyer to influence them to choose the product over others. They have stated that brand awareness and brand visibility plays an important role along with product features. It is concluded that for most of the products, brand awareness is a significant determinant for buying behaviour.

Swadesh Kumar Samanta\textsuperscript{41} (2007) in his article entitled, “Impact of Price on Mobile Subscription and Revenue” has viewed that price on mobile subscription and revenue access price or fixed monthly fee for mobile services is the major factor that governs the percentage of people subscribing (penetration) to the services. Empirical analysis shows a strong correlation between access price and penetration for developing and developed countries. They demonstrate a trade-off between price of access and per minute call and show how subscription and revenue to the operator can be increased.

T.M. Qureshi, M.K. Zafar and M.B. Khan\textsuperscript{42} (2008) in their article titled, “Customer Acceptance of Online Banking in Developing Economies” have opined that consumer awareness is a marketing period. It means that consumers watch or are aware of products or services, it’s describe and the other marketing P's (place towards buy, price, and promotion). Usually commercials and advertisements increase consumer awareness, as well as “word of mouth” (a comment from someone you know about a product or service). Need: we need it so we will not be misinformed by producers; it explains if what we buy is worth to our money and not damaging to us and to environment. Role of producer: Producers are the ones who are engineering products or bringing services. Their duty is to teach customers about their product or service. When they are providing services they shall carry out it with due skill and care.
T.M. Qureshi, M.K. Zafar and M.B. Khan (2008) in their study on “Managing Customer Perceived Service Quality for Cellular Mobile Telephony; An Empirical Investigation” has analysed that there is relative importance of service quality attributes and present that responsiveness is the most importance measurement followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. This will enable the service providers to concentration their resources in the areas of position. The research resulted in the development of a reliable and valid tool for assessing customer perceived service quality for cellular mobile services.

Rick Kazman (2008) in his article entitled, “The Affective and Cognitive Impacts of Perceived Touch on Online Customers Intention to Return in the Web-based e-CRM Environment” has found that companies with sound customer strategies can use that ultimate loyalty program as a differentiator in an increasingly muddled market. In an increasingly competitive market, customer loyalty efforts can play a major part in the attraction of new customers and the retention of current ones. As consumers’ choices expand, the importance of a sound customer relationship strategy becomes more and more important for the success of the company.

Shanthi Venkatesh (2008) in her article entitled, “Analysis of Gaps in Telecommunication Services – A Study with Respect to Service Gaps in Fixed-line Segment” has analysed that with liberalization and subsequent the monopolization in the fixed-line telephone service segment in India, the market scenario has changed from that of single-player to multi-players. As the number of players increased, the level of expectations of the users has also increased, since in a competitive environment the
consumers not only have luxuries of choice but also have enough freedom to exert their preferences and thus enjoy a higher bargaining power. To match the expectations of the consumers, the Indian telecoms have started providing them with a plethora of value additions, apart from the basic service offered. At this juncture it is important to analyze the behavior of the service users in the context of their expectations pertaining to fixed-line services versus their satisfaction levels of the same. This will provide enough insights on the gaps based on which suggestions can be provided to the players to sketch out new strategies, based on the demands of the hour. The paper examines the expectations and satisfaction levels of the service users, using fixed-line telephone services, and identifies the service gaps. It also provides the recommendations to the service providers to gain an edge in the highly competitive telecom market of India.

Nagasimha Kanagal (2009) in his article entitled, “Role of Relationship Marketing in Competitive Marketing Strategy” has pointed out that relationship as a focus on marketing aids in the understanding of consumer needs and wants, which is useful to implement profitable exchanges. Relationship marketing is a tool of furthering the customer understanding and interactive processes. Relationship marketing outputs can be usefully used, as inputs in product design and development, want identification, improving selling systems, pricing strategies. It is one of the supports to systematic action setting in competitive marketing strategy.

J D. Power (2009) in his study on “Exceptional Service Satisfaction Enhances Dealer and Manufacturer Probability through Improved Customer Retention on “Customers Increasingly want Telecom Services and Products to be Bundled” based on
responses collected from 11,911 customers nationwide and has examine the overall customer satisfaction on six factors - customer service, reliability, conducted billing, image, cost of service, offers and promotions.

S. Jamuna and M. Jegadesh Kannan\textsuperscript{48} (2010) in their article entitled, “A Study on Customer Satisfaction towards BSNL in Madurai City” have presented the study is based on the awareness of BSNL among the customers. A sample survey of 100 respondents have been undertaken to find out the awareness of BSNL in Madurai city. The study mainly concentrates on general price level, quality, and overall satisfaction about BSNL services, general awareness, and consumer preferences of BSNL.

Shakir Hafeez and S.A.F. Hasnu\textsuperscript{49} (2010) in their article titled, ”Customer Satisfaction for Cellular Phones in Pakistan: A Case Study of Mobil ink” have stated that customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers. The customer loyalty in mobile sector is relatively low because it is an emerging industry. New players are entering in this market and customers are more fascinated to try the new service providers.

B. Adhinarayanan and K. Balanagagurunathan\textsuperscript{50} (2011) in their article entitled, “A Study on Customer Satisfaction towards Reliance Telecom in Tamilnadu with Special Reference to Salem City” have indicated that Indian Telecom sector, like any other industrial sector in the country, has gone through many phases of growth and diversification. Starting from telegraphic and telephonic systems in the 19th century, the
field of telephonic communication has now expanded to make use of advanced technologies like GSM, CDMA, and WLL to the great 3G Technology in mobile phones. Day by day, both the Public Players and the Private Players are putting in their resources and efforts to improve the telecommunication technology so as to give the maximum to their customers. This article focuses on the customer satisfaction level on Reliance services in Salem city. The main purpose of this study is to find problems faced by the customer with Reliance Post-paid service, find out consumer preferences, analyze the level of awareness about Reliance products and make suggestions in the light of the findings of the study. The study was carried out in Salem city. In this study opinion of 500 customers were taken for analysis. The tools used for collecting data were structured questionnaire and unstructured interview. For analysis purpose chi-square, Rank correlation and percentage method has been used. The results revealed that as there is a healthy competition given by the existing players in the industry, lack or degradation in any of the services may affect the company badly. With the excellent rural awareness and rural market share in telecom services, the company should also try to boost up their urban market share. This could only be done with the help of a team of properly trained and dedicated employees. Moreover there is a huge market for the internet sector which can be captured by giving the services according to their needs.

M. Amulya and D.Anand\textsuperscript{51} (2011) in their article titled, “Market Competence of BSNL in the Dynamic Telecom World” have concluded that telecom connects people across the length and breadth of the country irrespective of income bracket and it provides many benefits to all in the society. It contributes significantly to India’s GDP
and particularly benefits the poor people in the country. The mobile phone has revolutionized the Indian economy and it has become more inclusive in terms of enabling greater participation of the poorer sections of the society. Now, people in these regions can conduct their business activities in a more economical manner and they do not have to move from place to place in order to do business. Delaying all the decisions and too much political interference may push it into losses.

Md. Ashaduzzaman, S.M. Sohel Ahmed and Md. Moniruzzaman Khan (2011) in their article entitled, “Consumer Choice Behaviour towards Mobile Phone Operators in Bangladesh” have disclosed that people in Bangladesh are becoming busy day by day and more professional than previous years. They need to share more information to each other because demography has changed due to the era of globalization. Mobile phone has introduced a tremendous change in the communication sector in our country. It has changed the communication structure also. People in various occupations and income levels are using mobile phone intensively for their occupational purpose and personal purpose as well. Now a day the world is called ‘Global village’. The business world and general life are becoming more complex day by day. In this situation information is essential to respond to the changing environment.

D.S. Chaubey, S.M. Tariq Zafar and S.M.Hasan (2011) in their article entitled, “Mobile Phone Users’ Behaviour and Service Uses: A Study of Consumers of Uttrakhand State” have indicated the purpose of present research paper is to discuss the various factors affecting the mobile phone user behaviour in the Uttrakhand State. It also intends to know the consumer’s satisfaction with the different services and its future impact on
socio economic changes. The primary data is collected by using survey method. Sampling is all from student, to services category, business person to formers as well as housewives. The targeted population included mobile users and individuals from the Internet and mobile business sectors. The questionnaire is pre-tested on 10 individuals to assess its design and clarity and is then redesigned. Total 306 respondents included in the study from conveniently selected respondents from different part of Uttrakhand State. Some important construct are developed and factor analysis is 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 there is poor awareness about advance features 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 contribute to his satisfaction”, is at the requirement of the marketer for successful positioning of the product.

V. Mallikarjuna, G. Krishna Mohan and D. Pradeep Kumar\textsuperscript{54} (2011) in their article titled, “Customer Switching in Mobile Industry - An Analysis of Pre-paid Mobile Customers in AP Circle of India” have found that switching is quite high in the pre-paid customer segment due to low switching costs and competitive tariff plans. With entry barriers easing and mobile number portability around the corner, there is a high probability for switching especially in the prepaid segment. As network coverage, tariff plans, service play a vital role in retaining customers; the mobile operators should employ
a number of strategies to manage the challenges. New levels of customer interaction at various stages are necessary to ensure customer intimacy and loyalty. Providing information on different plans, value added services, provision and activation of additional services, and customer friendly environment at all points of interaction are necessary to ensure customer delight. Network coverage and access are the key factors that influence the customer retention. Hence, investment in network and technology should go on to improve the geographic coverage, seamless connectivity and speed. Improvement in the quality of basic service like the voice calls will prove to be an excellent strategy for enhancing customer loyalty.

N. Mallikharjuna Rao and P. Seetharam\textsuperscript{55} (2011) in their article entitled, “Multiple Network Operator Services Utilization Using Single SIM Card” have analysed Mobile phones or cell phones as it is frequently called nowadays, have significantly revolutionized the way people communicate with one another. It has empowered a lot of people and has even made a lot of things possible because of its many features and capabilities. Dual SIM handsets have been around for a few years now. As of now few mobile manufacturers are manufacturing dual/3 SIM card mobiles. China Mobiles are the leading vendors of this type. First time Nokia has released dual SIM card mobiles into market. According to the surveys dual SIM card mobiles are disadvantageous and will stop working any one SIM card holder after certain time. The rapid growth in new Service Providers has made mobile usage so simple. Several providers are bringing SIM cards into market at very cheap cost and sometimes for even no single rupee. Now days every subscriber is having about 5 to 10 SIM cards from different providers. In this
paper, we proposed MNOS architecture, which will help multiple SIM card usage subscribers by activating all providers’ services onto a single SIM card.

Neelam Dhanda and Pooja Goel\(^5\text{6}\) (2011) in their article entitled, “Usage of Value Added Services among Mobile Phone Users in India - An Analytical Study” have said that telecom service, viz., small and medium enterprises (SMEs) are riding the IT and telecom boom in the country. Value added services have become the backbone of telecom service providers, as users look beyond voice and mobile turns into personal computer. VAS providers’ contribution to the total revenue kitty of telecom companies has been increasing over the last two to three years from 2-3% to 8-10% currently. The result of the study shows that subscription of value added services is not so popular among subscribers. Performance of value added services and charges charged for these services play an important role for the popularity of value added services among subscribers.

Sany Sanuri Mohd, Mokhtar, Ahmed Audu Maiyaki and Norzainibt Mohd Noor\(^5\text{7}\) (2011) in their article entitled, “The Relationship Between Service Quality and Satisfaction on Customer Loyalty in Malaysian Mobile Communication Industry” have explored that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It is therefore, recommended that mobile service providers should pay special attention towards the customers’ satisfaction.

Sumayya Firdous Syed and Abu Sadat Nurullah\(^5\text{8}\) (2011) in their article entitled, “Use of Mobile Phones and the Social Lives of Urban Adolescents: A Review of Literature” have focused on purpose of the review investigates some aspects of the
emerging literature on the culture of mobile phones in the emerging societies. Pertinent issues include the psychosocial aspects of communication technology patterns of interaction with peers, parents and anonymous others, status hierarchy in terms of ownership and the various functions that mobile phone has in shaping the identity of adolescents. The study also highlights how school, home and public places (such as public transport) serve as settings for the mobile interactions. Secondly, they have focused on Methodology: The study uses the previous literature as a base to explore the use of mobile technology. Findings: The findings suggest that the urban adolescents use mobile phones for a wide range of activities in their social lives. Social contacts are replaced by virtual-world contacts because of mobile phone usage. Thirdly, they have focused on Social Implications: The study is expected to generate valuable implications for parents, educators and developers of communication technologies. Every change in public policies and each new innovation in technology must take into account the impact it has on the social lives of adolescents. Next, they have focused on Originality/Value: The study intends to enlighten future research in mobile phone research and will definitely take in to account the adolescent lot while researching various facets of mobile technology.

M. Gurusamy, A. Velsamy and N. Rajasekar\textsuperscript{59} (2012) in their article entitled, “A Study on Customers’ Satisfaction towards BSNL Landline Services in Salem City, Tamil Nadu” have noted that the customer influencing customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customer. The telecommunication is lifeblood for every
business activities. Even in this industry there prevails a stiff competition between the service providers. It is seen that most of the respondents are not much satisfied with the features of the phone provided by BSNL when compared to other private landline providers. Most of the respondents are not aware of various schemes. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers

T. Kavipriya and P.Rengarajan (2012) in their article titled, “User’s Level of Satisfaction with Mobile Phone Service Providers - with Special Reference to Tiruppur District, Tamil Nadu” have point out in recent the demand for mobile phone is increasing. There are many players in the mobile phone industry. Though cell phone industry has its origin in the recent past and the growth has been excellent. To market their services, every company is adding many new features. Day by day, many new competitors enter the market with new attractive schemes, provide additional facilities, adding new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits of the subscribers. The subscribers are provided with various schemes of cell phone services. And the market for cell phone has become very competitive. In this context, the purpose of the study is to find the User’s level of satisfaction with mobile phone service providers with special reference to Tiruppur District is undertaken.

R. Sarika and Lohana (2012) in their article titled, “Customer Respond and Satisfaction against Marketing Strategies of Selected Cellular Service Providers in Nanded City” have analysed that in the today’s competitive world is communication
plays a very important role. It is like blood in the human body. Cellular phones have become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime and anywhere. Due to advancement in technology, now communication becomes easy and faster. The dream of the attenuation world where the entire world is a global village is not far off. Delicate communication requirements are changing rapidly as our society becomes more and more mobile. The client does not want to miss any of his calls. Hence, tremendous demand of cell phones exists in developing country like India. But to study further the customers respond to the marketing strategies and their satisfaction level for the same. This paper is empirical based study, based customer respond and satisfaction against marketing strategies of select cellular service providers in Nanded City.

D. Srinivasa Prasad and S. Gangadhara Rama Rao (2012) in their article entitled, “Land Line Consumer Problems and Perceptions on Telecom Services: A Study on Bharat Sanchar Nigam Limited” have analysed that the telecom services have been recognized the world-over as an important tool for socioeconomic development for a nation and hence telecom infrastructure is treated as a crucial factor to realize the socio-economic objectives. BSNL is a wholly a Government of India undertaking, which provides the largest share of telecom services on fixed line networks in the country. BSNL’s land lines which have been its main source of income have come down due to subscribers giving up land line connections in favour of mobile connections. Whereas in the rest of the world, land line has been able to find value addition through cordless telecommunication systems, the same has not been the case in India. This has affected
BSNL’s fortunes vary adversely. This article attempts to analyse the BSNL consumer problems and their perceptions about services of the company. In majority of the cases consumers are adverse about the services offered by the BSNL.

K. Vimala Rani and M.K. Radhakrishnan (2012) in their article entitled, “A Study On Customer Satisfaction Towards 3G Data Services In Erode” have pointed that 3G data services are in the growth phase in the wireless segment with enhanced focus on providing data services and Internet. Development of applications useful to people will be the key to success. 3G - the third generation of wireless communication technologies, which support broad band voice, data and multi-media communications over wireless networks. 3G combines a mobile phone, laptop PC and TV. While urban wireless subscribers continued to grow by leaps and bounds, rural tele-density, with increased mobility, has also helped India clock one of the fastest growing telecom market numbers. The objectives of the study are: 1) To identify customers’ satisfaction level. 2) To ascertain the customers’ preference level regarding 3G data services and 3) To identify the factors that motivates the customers to choose 3G data services. The study is conducted among 100 customers on a simple random sampling method. The collected data are analyzed through discrete statistics and chi-square analysis. It is found that there is association between family size and level of satisfaction with among 3G customers and also there is association between education and factors make to avail 3G connection. The subscribers opt for pre-paid schemes feel that the validity time of prepaid cards is short and hence need to be extended to a considerable time to make them satisfy.
R.C. Upadhyaya and Vashundhra Sharma (2012) in their article titled, “Customer Satisfaction with Network Performance of BSNL and AIRTEL Operating in Gwalior Division (M.P.)” have analyzed that in today’s competitive world communication plays a very important role. Communication has become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. In this research paper, special emphasis has been laid over the comparative analysis of telecom companies AIRTEL and BSNL by using primary sources of data in Gwalior division of Madhyapradesh. For the completion of efficient research work, descriptive and exploratory research design has been used, which further conclude that BSNL is having weak network performance as compared to Airtel. Trends of previous 5 years in Gwalior division have shown that BSNL Company has slowly deteriorated its position.

Anantha Raj A. Arokiasamy and Abdul Ghani Kanesanbin Abdullah (2013) in their article entitled, “Service Quality and Customer Satisfaction in the Cellular Telecommunication Service Provider in Malaysia” have indicated that using the SERVQUAL model, this study attempts to examine the impact of service quality dimensions on customer satisfaction. A total of 225 current users of a GSM provider participated in this study. Gap Analysis is used to determine the perceived and expected satisfaction level on each of the service quality dimensions and regression analysis is conducted to test the relationship between the SERVQUAL dimensions and customer satisfaction. Results indicate that all 5 service quality dimensions positively influence
customer satisfaction in terms of loyalty and attitudes. In addition, t-test results show that there is a significant gap between the perceived satisfaction and expectation (P-E) on all of the service quality dimensions.

Binu T John and R. Jubi (2013) in their article titled, “Impact of Mobile Phones on the Life of Fishermen in Kerala - A Study with Reference to Thiruvananthapuram District” have indicated that the Fishing is characterized by high fatality and injury rates. Fisher communities are among the most neglected in India. Around 7.5 million enterprising fishermen venture into the deep sea for fishing. Kerala has an appreciable percentage of people who are having their livelihood from fishing and other sea related activities. This article discusses how the mobile phone has improved the life of fishermen and increased their income. From the literature review, it was indicated that how mobile phone has provided an access to fishermen to sell off their products in the market. Mobile phone has given a ground to fishermen to communicate with dealer at port and deal for getting good price of their catches. Mobile phone has also reduced the gap between rural and urban communities nowadays.

R. Buvaneswari and R. PrakashBabu (2013) in their article entitled, “Study on Customer Satisfaction towards Cellular Service with Special Reference to Aircel at Mannargudi Town” have found that telecommunications companies also talk of their customers being their most important assets like companies in other business domains. The customers of telecom services like cellular telephony are all moving ahead with times and have started buying cellular services just like daily household items such as toilet soap. Therefore it is necessary in today’s business scenario to understand the fact
that the idea of customer as a company’s most important assets is not just a management theory, but is a very crucial economic fact. As the cellular industry in India is one of the fastest growing sectors, it is important and interesting to explore the drivers of customer satisfaction in this industry. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question what is marketing? It may be explained in brief as “Marketing is what a marketer does”. From the study on this report it is seen that after the launch of Aircel cellular service in Mannargudi Town the subscription by the people is satisfactory and is steadily increasing. The company has wider scope in the market of cellular service by extending its value added services, according to preference of the respondents.

Debarun Chakraborty68 (2013) in his article entitled, “Customer Satisfaction and Expectation towards Aircel: A Research Conducted in West Midnapore” has analysed that study is aimed to determine the customer satisfaction & expectation towards a telecommunication company in West Midnapore, which is a district of West Bengal. A descriptive study has been conducted to achieve the objectives. In total 250 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services and facilities provided by the service provider. Results reveal that the dimensions which influence the satisfaction level of customer’s are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.
Emmanuel O. Oyatoje, Sulaimon O. Adebiyi and Bilqis B. Amole (2013) in their article entitled, “An Empirical Study on Consumers Preference for Mobile Telecommunication Attributes in Nigeria” have analysed that aim: The study empirically analyzed consumers’ preference for mobile telecommunication attributes in Nigeria, using conjoint analysis. They have analysed Study Design Survey design, through 200 dedicated mobile phone users, and have been conveniently sampled in Yaba and Akoka environs of Lagos State for the conjoint study. They ranked telecommunication services profiles with 18 eighteen combinations, using 1 and 18 to indicate highest and lowest preference, respectively, and different combinations of attributes for their preferences. They have then analysed Place and Duration of Study Phone users in Yaba and Akoka environs were interviewed within three months from October 2012 to December 2012. They have next analysed Methodology, Orthogonal methods have been used to design 18 cards that were used for the interview and which have been ranked by respondents (phone users). They have been then analyzed with the use of ordinary least squares (OLS) regression, with the aid of statistical package for social sciences (SPSS). They have analysed the Results, the result shows cost attribute, the adjusted part-worth’s for the low, moderately and high levels, respectively, as follows: -2.396 - 10.204 = -12.600; 12.99 -10.204 = 2.785; and 10.205 -10.205 = 0 which is consistent with economic theory. The mobile telecom users in the study area prefer a mobile service with a lower cost to one with a higher cost. They have concluded that telecom service providers in Nigeria should strive harder to improve services where the customers’ preferences lie: affordable service, wide coverage, followed by clarity of call, being the most desirable attributes by
consumers, rather than undirected promotional strategies that hardly aid loyalty of customers to their network only while also involving huge costs.

Geeta Kesavaraj\(^{70}\) (2013) in his article titled, “A Study on Effectiveness of Customer Relationship Management of Telecom Services in Chennai” has focused on the biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king the customer. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. All these changes have made today’s producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers. The process of developing a cooperative and collaborative relationship between the buyer and seller is called customer relationship management shortly called CRM. The idea of CRM is to know the individual customer intimately, for the company to a customize the product ready for him even before he asks for it.

M. Mohamed Riaz and P.Kannan\(^{71}\) (2013) in their article titled, “The Impact of Nokia Brand Extension on Brand Personality - An Experimental Study” have analyzed in recent years and said there has been increased interest in the brand personality construction as its strategic importance has become more apparent. Brand personality is defined as “the set of human characteristics associated with a brand” (Aaker, 1997, p.347). A distinctive brand personality can help create a set of unique and favorable
associations in consumer memory and thus build and enhance brand equity (Keller, 1993, Johnson et al., 2000” Phau and Lau, 2000). The intended contribution of the study is three-fold. First, in terms of theoretical development, the study links together two important research streams, brand personality and brand extensions and thus providing insights into how a brand’s personality is affected by the characteristics of an extension. Second, the study provides additional evidence on the generalizability of Aakers (1997) brand personality scale by examining the stability of the five brand personality dimensions in a different empirical setting. Third, the study findings should be of relevance to practioners, for whom it is important to gauge the impact that different types of brand extension will have on brand personality in order to facilitate the development, reinforcement, and protection of its key differentiating characteristics.

Nidhi P. Shah\(^{72}\) (2013) in his article entitled, “Customer Satisfaction of Samsung Mobile Handset Users” has said that the main aim of this research paper is to find customers satisfactions with relations to some variables like individual features, price, brand name etc. In this study researcher has focused on the customer of Bhavnagar city and research is carried out by primary data analysis tools like Correlation, study indicates an average satisfactions of customers toward mobile handset users of Samsung.

S.Vishnuvarthani\(^{73}\) (2013) in her article entitled “Consumers’ Awareness and Preference for Mobile Phone Services at Erode City” has pointed out that telecommunication is one of the most important growing service sectors in India. It plays an inevitable role in today’s busy world. The telecommunication includes both mobile communication and fixed telephony lines. In recent days there is an upsurge in the use of
mobile phones rather than land lines. The number of mobile phone subscribers outnumbered land line telephony system. It is because of certain advantages that mobile phone has for itself. Government and private operators are competing at close margin and are trying to provide multiple value added services to people. Hence, the cellular operators should strive to provide cost effective quality equipments, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers.

Yousef Mehdipour and Hamideh Zerehkaifi (2013) in their article entitled, ”Customers Attitude toward Mobile Service Providers in Hyderabad” have stated that customer attitude provides an indication of how successful the organization is at providing products and/or services to the market place. Indian mobile industry has witnessed a dramatic growth. Cheap mobile handsets, affordable airtime rates, low initial cost and affordable monthly rentals make it easy for anybody to go mobile. As per latest statistics India has around 160 million mobile subscribers. Customer satisfaction is a collective outcome of perception, evaluation, and psychological reactions to the consumption experience with a product or service. This research article investigated the attitude of customers to mobile communication. All the customers of mobile in Hyderabad city (Andhra Pradesh) constituted the population. Air Tel, Vodafone, Idea, and Cell One are the four companies which are include in study. The sample of the study is 2600 customers that randomly select. A questionnaire validates through pilot testing and administered to the sample for the collection of data. The internal consistency of the instrument is determined using Cronbach alpha method and the coefficient of internal
consistency obtained has been 0.82. The researcher personally visit respondents, thus 100 per cent data are collected. The collected data are tabulated and analyzed by SPSS. Results showed that Air Tel has major share in market and among customers Vodafone has larger share than Air Tel. Reasons like Packages offered by Vodafone are attracting, which makes it a have a larger share. Services and network of Air Tel is good compare to the other players in the market but it is Vodafone which offers better packages.

Abdalla Nayef Al-Refai and Nor Azila Bt Mohd Noor (2014) in their article entitled, “The Influence of the Trust on Customer Satisfaction in Mobile Phone Market: An Empirical Investigation of the Mobile Phone Market” have focused on the impact of trust on customer satisfaction in mobile phone sector. In order to examine the relationship between independent variable (trust) and dependent variable (customer satisfaction), SPSS and Smart (PLS) have been used. For the purpose of this study, the data was gathered from mobile phone subscribers. Out of 113 questionnaires distributed, number of usable questionnaires received back was 103. The results of the study regarding the impact of independent variable and dependent variable of mobile phone was reinforced in absolute conformity with the resource based view of the past researches that considers the customer satisfaction as a determining factor behind competitive advantage and long term success. The findings of this study have substantiated the significant impact of trust on customer satisfaction in mobile phone market. The paper concludes with discussion, limitation as well as future research insights and venues for the upcoming researchers to explore.
M. Nandhini and D. Sivasakthi (2014) in their article entitled, “A Study on Customer Attitude Perception towards Branded Broad Band” have indicated that the broadband is the new oxygen. It opens up a large box of information with a single click of a button. Get ready to surf the world in the www with a high speed connection like access mails faster, download music, share multimedia instantly, video chat with friends and play games with someone at the other end of the globe. When broadband was first introduced as a method to connect to the web, many companies confidently expected it to capture the majority of the market share, and with good reason. Broadband tends to be faster, more efficient, and less problem-laden than other access methods such as dial-up. As the purchasing power of the people increases, requirements move towards convenience, though the expectations are towards quality, quantity and less price which lead to consumer satisfaction. Challenges are faced by domestic and international market players in investing the money to satisfy the customer. Market research is essential on a timely basis as there can be an attitude change from individual to individual from time to time.

S. Nemat Sheereen (2014) in his article entitled, “A Study on Customer Satisfaction of BSNL Services in Kerala” has stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication.
PL. Senthil and S. Mohammed Safi\textsuperscript{78}(2014) in their article titled, “A Study on Consumer Behaviour of Mobile Phone Users with Reference To Tiruchirappalli District in Tamilnadu” have indicated the consumer behavior is the act of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine this act. Cell phone has been developed in 1979 and in India it was introduced in 1994. But it became familiar only in the beginning of year 2000. Now cell phone users are scattered all over the world. One fifth of Indians are using cell phone now. It is a very fast development in the field of communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth of this communication sector depends on the cell phone service providers. Cell phone users meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issues of the cell phone users. So the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area.

Sreekumar D Menon\textsuperscript{79}(2014) in his article entitled, “Customer Perception towards A Public Sector Telecom Company (BSNL) in Mobile Services” has stated that telecommunication service providers are of paramount importance to both developed and emerging economies in India and the world. With stiff competition between the providers, customer satisfaction is a necessary for survival in the market. Many telecommunication service providers are offering various products and services in the market. Customer perception is a personal feeling of either pleasure or disappointment
resulting from the evaluation of service provided by an organization to an individual in relation to expectations. Customer perception is highly essential and inevitable for the smooth functioning of an organization having public dealing and responsibilities. It depends on several factors like tangibility, reliability, assurance, superior service quality, empathy and the like. Customer satisfaction is the main goal of every organization. Satisfaction level is a function of difference between perceived performance and expectations. If the products’ performances exceed expectation, the customer is highly satisfied or delighted. If the performance matches the expectation the customer is satisfied and if the product performance fall shorts of expectation, the customer is dissatisfied. It depends on several factors like tangibility, reliability, assurance, superior service quality and so on.

2.3 RESEARCH GAP

Though many studies have been conducted in India and few studies in Tamil Nadu covering certain aspects of perception and satisfaction of mobile phone services, a comprehensive study covering the multi-dimensional aspects of consumers’ awareness, attitude, level of satisfaction, factors influencing, factors affecting and opinion of these studies have made any effort to analyze the consumers’ satisfaction of BSNL mobile phone services in the district of Sivagangai in Tamilnadu. To cover this research gap in the rural and urban areas of Sivagangai District, the researcher has chosen this vibrant topic for his research study. The reviews have been reasonably cooperative to identify the gap and it provides an idea to carry out the thesis in the accurate point of view. In the next chapter, Research Methodology has been discussed.
REFERENCES


