CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

The introduction and research design of the study used in this research are presented in the first chapter. This chapter presents the review of literature for customers’ satisfaction towards cellular services in India and Abroad.

2.2 REVIEW OF LITERATURE

A detailed review of literature has been made to find out prevailing researchable gap and to identify the relevant issues for the study. This chapter provides a sketch of available related studies arranged chronological order. A brief literature would be of immense help to the researcher in gaining insight into selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. A reference to these entire studies will be related in the contest of the shaping the present study.

Rust and Oliver (1994)\(^1\) defined “Service Quality: Insights and Managerial Implications from the Frontier”, satisfaction as the “customers’

fulfillment response”, which is an evaluation as well as an emotion-based response to a service.

Jones T.O and Sasser W. E (1995)\(^2\) stated that “Achieving Customer Satisfaction is the Main Goal for Most Service Firms Today”. Increasing customer satisfaction has been shown to directly affect companies’ market share, which leads to improved profits, positive recommendation, lower marketing expenditures and greatly impact the corporate image and survival.

Bryant et al. (1996)\(^3\) conducted “crossing threshold” 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. The higher the income has in lower the satisfaction level. Location (type of area) is also positively


related to satisfaction. Customers living within metropolitan areas (central city and suburban areas) are less satisfied than those customers in non-metropolitan areas.

**Bloemer et al., (1998)** identified “The Relationship between the Perceived Service Quality, Service Loyalty and Switching Costs” the base services in GSM sector are coverage of calling area, value-added services, customer support services, the supplier’s services of the operator and services of the operator and services in campaigns. The study also identified the significant impact of perceived service quality in GSM sector on consumer loyalty.

**Palvia and Palvia (1999)** found out that An examination of the IT Satisfaction of Small Business Users”, age is a significant determinant of satisfaction with information technology industry. 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.

**Cronin et al., (2000)** assessed that “Effects of Quality, Value, Consumer Satisfaction on Consumer Behavioural Intentions In Service Environment”, service satisfaction using items that include interest, enjoyment, surprise, anger,

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wise choice, and doing the right thing. In the present study, the customer satisfaction on the mobile phone service is measured at five point scale.

Gerpott, et al., (2001) studied “Customer Retention, Loyalty and Satisfaction in the German Mobile Cellular Telecommunication Market”. They found that the three constructs, customer satisfaction, customer loyalty and customer retention are different. Customer satisfaction drives customer loyalty, which in turn has an impact on customer retention.

Lee, et al., (2001) attempted to study “Customer Satisfaction and Loyalty among Residential Customers in France”. They segmented the customers into economy, standard and mobile lovers on the basis of calling time. They found that switching cost played a significant in monitoring role the customers’ satisfaction-loyalty, between link and creating for economy and standard users.

Homburg and Giering (2001) conducted a study on Personal Characteristics as Moderators of the Relationship between Customer Satisfaction and Loyalty – An Empirical Analysis German car manufacturers using LISREL notation and demonstrated that it is important to study demographic variables as determinants of customer behaviours. The results of their study showed that gender has significant moderating effect on satisfaction-loyalty relationship.

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Women are satisfied with sales process while men are satisfied with the impact of the product. Age showed a positive moderating effect and income had moderating influence with high income showing weaker effect and low income, high effect.

**Jessie and Sheila (2001)** in their empirical work on “Incorporating” 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.

**Ahmad and Kamal (2002)** conducted a study on “Customer Satisfaction and retail banking”, a commercial bank using a stepwise regression and demonstrated that there is negative significance between age and satisfaction. When age goes up, satisfaction levels are likely to go down. However, occupation and income levels are positively related to satisfaction.

**Ahmed et al., (2002)** claimed that “Country-of-origin and Brand effects on Consumer’s Evaluations of cruise Lines”, extrinsic cues play an important role in reducing perceived risk, which is in tersely to purchase intention and

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product evaluation, the role of country of origin as an external factor that influences evaluation. The role of country of origin as an external factor that influences consumer behaviour has been appropriated in most consumer behaviour models.

**Hui and Zhou, (2002)**\(^{13}\) reported that “Linking Product Evaluations of Purchase Intention of Country-of-Origin Effects”, country of origin may affect consumers in various ways such as their perception of product quality, their perception of foreign goods and products, purchase intention and purchase value.

**Skog (2002)**\(^{14}\) stated that “Mobiles and then Norwegian Teen”, young people frequently use mobile phone for calling messaging and several other functions such as downloading software, playing games and listening to music, updating news and sports scores. It is important to mention that consumers differ in terms of using the mobile phone, where the frequency of use is determined by several demographic and behaviourl variables.

**Wang and Lo (2002)**\(^{15}\) identified the “Service Quality, Customer satisfaction and behaviour intentions”, relationship between the Service Quality Factors, Overall Service Quality, Customer Value, Customers Satisfaction and

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Behaviour Intentions. The significant impact is identified between the tangibles, reliability on overall service quality; assurance and empathy on overall service quality, tangibles, empathy, network quality and customer sacrifice on customer value, reliability, assurance and Network quality on customer satisfaction and customer value and satisfaction on behaviour intentions.

Apoorva Palkar (2004) in her empirical study attempted to know the “Determinants of Customer Satisfaction for Cellular Service Providers”, examined the relationship among the service quality, customer satisfaction and payment equity for the services provided by cellular service providers. The sample size of the research was 400. The author concluded that customers set the service quality among the components of service performance as the important criterion to determine behaviour intention. The author also mention that service quality includes elements like coverage, connectivity and voice clarity, which are it strongly correlated with the technical limitation of the mobile subscriber network as well as service providers’ own infrastructure.

Kim, Park and Jeong (2004) investigated “The Effects of Customer Satisfaction and Switching Barrier on Customer Loyalty in Korean Mobile Telecommunication Services”. Service quality has positive impact on customer satisfaction; study revealed that call quality is the most important issue that

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impact customer satisfaction for mobile services. Customer satisfaction and switching cost barrier has positive impact on customer loyalty.

Tung Lai Lai (2004)\textsuperscript{18} studied on the “Service Quality and the Impact of Perceived Value on Satisfaction, Intention and Usage of Short Message Services (SMS)”. The study examines how the service quality of the service providers and perceived value of the customer affect customer satisfaction and how customer satisfaction affects their behavioural intention to continue to use SMS usage in the local context. Using the Partial Least Squares Regression, an analysis was conducted based on 150 surveys collected for testing the proposed relationships. The results of the survey showed that the dimensions of the service quality, i.e., tangibility, empathy and assurance are antecedents of customer satisfaction and positive relationship exists between customer satisfaction and customers’ intentions to continue to use SMS.

Francis and Lydia (2005)\textsuperscript{19} mentioned the “Factors Influencing the Migration to Postpaid from Prepaid among the Cell Phone Users are Economy”, attractive schemes, reference group influence, enhance limited usage and advertisement whereas the factors influencing the migration to postpaid from prepaid are the schemes and tariff plans, increased use of mobile connection,

need for additional services, Low air time rates, reference group influence, availability of corporate connection and economy.

**Venn and Fone (2005)** conducted a study on “Assessing the influence of Socio-Demographic factors” patient satisfaction with general practitioner services in Wales using logistic regression and reported that satisfaction varied with age, gender, employment status, and marital status. The results obtained indicated that higher satisfaction is significantly related with increasing age, female gender, unemployed (those at home, disabled and retired), and married patients. However, unemployed - students and those seeking work, reported lower satisfaction.

**Karjaluoto H, et al., (2005)** have studied “Factors Affecting Consumer Choice of Mobile Phones in Finland”. The objective of the study was to examine the important aspects of mobile service, which a customer considers for selecting a specific brand. The authors believe that current study will be helpful to provide right mix of services for each cluster of customers.

**Revathi and Padmavathi (2005)** identified “Preferences in Cellular Service in Cellular Service Providers in the Post Liberalization Era”, that majority of the subscribers are following the postpaid system. Their switching

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tendency to other cellular service is more. The important reason for switching is poor service and cost of the existing service. The price offered by the service providers plays an important role in switching from one operator to another. Hence, they concluded that the service providers can not only command market leadership based on quality product, it has to be matched with attractive pricing.

Sandhir Sharma (2005)\textsuperscript{23} stated that “A Study on Choice Criteria and Satisfaction Level of Mobile Phone Service Users in India: A Case Study of Ludhiana City”. In the today's business scenario, as competition is tough and ever increasing, it is the service sector which has shown a tremendous growth, particularly in mobile phone service sector. Nowadays, information technology development, particularly in Tele-communication plays an important role in consumption pattern and living style. This research was conducted to determine the choice criteria and satisfaction level of mobile phone service users in Ludhiana city in Punjab State, so called Manchester of India.

Ibrahim and Pajaree (2006)\textsuperscript{24} revealed that “Country of Origin Effects are in Substantial Factor in Consumer evaluation of Mobile Handsets”. Other product factors such as durability, design, features, brand and price were perceived by consumers in both countries as more important than country of origin. The respondents were also found to be more interested in the made in

label and have a strong preference towards products manufactured in particular countries.

Ashok Kumar . M, (2006)\textsuperscript{25} studied on “Satisfaction Level of Airtel Mobile Phone User”, the objective of the study focused different factors influencing the customer satisfaction and to provide frame of reference for evaluating the gap between expectations and perceived performance by Airtel cell services. The study also summarizes the consumers purchase behaviour and identifies the expectations behind the purchase of Airtel mobile phone services. For fulfilling the stated objectives the researcher used simple random sampling method and the sample restrained to too respondents. The finding of the study states that Population, which is less than 30 years of age, is more interested in using Airtel connections. The customers were found to be very much satisfied with the Clarity of Voice, Payment Accuracy and Activation Time and after sales services offered by Airtel.

Chinnadurai .M and B Kalpana .B, (2006)\textsuperscript{26} in their study on “Promotional Strategies of Cellular Service”, analysed the awareness about promotional tools and the impact of promotional tools on customer choice and their preference. The findings of the study stated the majority (95 per cent) of the respondents are aware of the cellular services through advertisement media.

Among various Media of advertisement like newspapers and magazines, notice and brochures, posters and banners, radio, net services are very popular among the sample population. Majority of the respondents are aware of cellular services through television media. They also found that the advertisements play a dominant role not only in influencing the customers, but also remain as leading tool. Advertisements play significant role in the purchase decision of customers.

_**Raja et al., (2006)**_ found that “Measuring Customer Satisfaction among Mobile Handset End users: An Empirical Study”, product quality, product distribution, service support, service personnel, information services and corporate brand equity as the integral influencing customer satisfaction of mobile handset end users. The successful adoption of the mobile handset among the users can be attributed to unique features provided through product distribution and brand equity, and distinct features provided through product, reachability and convenience. The highly satisfied cluster group predominantly was noticed of Nokia and Sony Erickson handset users. Dissatisfaction was noticed among the cluster which consisted of Motorola and Samsung handset users.

_**Srikant (2006)**_ revealed that the strength of the “Cellular Mobile Industry in India”, are huge wireless subscriber potential, fastest growing mobile market in the world, consumers are ready to pay for cutting edge services, cheap

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labour to attract foreign investments, telecom professionals, telecom infrastructure, relaxation of government rules and regulations for foreign participant and lowest tariffs in the world.

**Srikant .A (2006)** in his research work had “Analyzed the Cellular Mobile Industry of India”. The exponential growth of the cellular mobile industry can be attributed to the introduction of digital cellular technology and decrease in tariffs due to service competition. A complete SWOT analysis, application of porter’s five forces model’ to cellular mobile industry and a marketing strategy framework of the Global System for Mobile (GSM) market are the highlights of this article. The article concludes that the cellular mobile industry is bullish in outlook. Experts acknowledge that the coverage of the mobile phone and the internet is a potential growth driver in the industry.

**Srivastava et al., (2006)** found that “Role of Competition in Growing Markets: Telecom Sector”. The price plays an important role in growing or emerging market like that in the telecom sector. For telecom companies to service, be competitive or even grow, they continuously need to provide customers extra value added features, high quality services at competitive price, so that customers do not switch to other operators. Although the companies are in the growth phase, they cannot afford to be co placement and need to

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continuously innovative through aggressive pricing, attractive schemes and superior service to retain and add more customers.

**Vignesh Kumar, S (2006)** stated that “A study on Customer Satisfaction Level of the Reliance India Mobile (Postpaid) users in Madurai Region”, The survey was conducted among the postpaid RIM users in the areas of Madurai region with a sample size of 150. Descriptive research with probability random sampling technique was used to collect the data. The data obtained are then analyzed and interpreted. It was found that most of the customers were dissatisfied in the regions due to coverage and billing problems. The dissatisfaction in billing was mainly due to the irregularity in the delivery of the bill statement to the customer.

**Bhagaban Das and Sangeetha Mohanty (2007)** opined that “Service Usability and Users’ Satisfaction in India”. India cellular end using would grow at a much faster pace due to high penetration of mobile phones, which resulted in instant access to information at any time and place. The adoption of mobile phones has been exceptionally paid in many parts of India and especially in Balasore (Orissa), where cellular phones are nowadays almost as common as wristwatches. While usage of cellular service is rather as unexamined field in

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academic literature, this investigative study attempts to examine consumer-buying motives in cellular services in the town of Balasore. Empirical work surveyed 150 consumers and examined mobile user’s motives in choosing a new cellular service provider on the other hand factors affecting operator choice on the other. The result of the study indicate that for gaining customers’ trust, cellular operators should care more for better network, better customer care, and good services.

Mazzoni (2007)\textsuperscript{33} in his research work had analyzed the “Consumer Behaviour in the Italian Mobile Telecommunication Market”. The author comments that mobile phone is not just a substitute of landline telephone, but more than that. Users can use it not only for calling and messaging but for sending pictures, updating sports and news, playing games, listening music, watching movies, photography, transferring data and pictures, doing calculations, reminding important days and organizing their day to day activities.

Shashi Kumar Charifey (2007)\textsuperscript{34} identified that “Consumer Satisfaction on Mobile Service Depends on the Demographic Characteristics of the Respondents”. The deep positive impact of mobile services on social changes has been identified. The future of mobile services in future is very bright. It is also


concluded that mobile service providers should exercise due care before introducing new services.

**Varadharajan Sridhar (2007)** commented in his empirical study “Penetration of Mobile Services is not uniform across the Country”, while some areas of the country have experienced exponential growth, the other areas, especially economically disadvantaged, have very low mobile density. This mobile divide is a serious concern for government, policy makers and telecom operators. Predicting growth of subscriber base across regions of the country is critical for all stakeholders. The study aims to better forecast the penetration of mobile services across regions of the country so that their effect on economic development can be further explored and policies can be formulated to reduce the mobile divide.

**Muhammad Mohsin Butt and Ernest Cyril de Run (2008)** aimed to study the factors that “Contribute to Customer Satisfaction in Pakistani Mobile Cellular Services”. There is lack of studies and hence, relevant scales to measure customer satisfaction in mobile communication services. The researchers aimed to expand the body knowledge by exploring factors, which contribute to satisfying the customers of Pakistani mobile cellular service. A typical two-stage survey was conducted. In the first stage, a qualitative research was conducted to

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collect factors, which contribute to the customer satisfaction of a typical Pakistani mobile cellular user. It was followed by a questionnaire to gather quantitative data for further analysis. The results of the study confirmed a multidimensional construct of customer satisfaction in Pakistani mobile cellular satisfaction of mobile cellular users in Pakistan to constitute four factors-Price, transmission quality, usage ease and service support to reap services from the service providers.

Manjaappa D H and Tayebeh Farahant (2008) have made an attempt to “Estimating Consumer Welfare in India Mobile Telecommunication Market: An Empirical Study”, estimate the consumer surplus in mobile telephone services in India. The India mobile telecommunications market has grown rapidly since 2002, while competition was introduced and Code division Multiple Access (CDMA) technology was commercialized. Because of controversy over establishing an appropriate rice level between consumers and service providers, consumer surplus is relevant since it is a robust measurement of benefit from Mobile Telephone Service. The net consumer surplus has been estimated by means of elasticity of demand. In particular, after competition was introduced into the market with an accompanying price decrease and increase in number of subscribers, consumers have benefited greatly from mobile services in

India. Therefore, it can be inferred that a facility-based competition policy and the reduction in price of access such as handset subsidies all played a positive role in the early diffusion of Mobile Telephone Service in India and benefit to the consumers.

**Mayank Vinodbhai Bhatt (2008)** study focused on the “Mobile Phone Usage among the Post Graduate Students of the Sardar Patel University, Gujarat, India”. The objectives of the study were to identify usable and desirable features of mobile phone and awareness of clinical effects of mobile phone usage. The finding of the study states that the users use four different modes of communications. The customers using direct call, messaging, missed call facilities and PCO. 32 per cent are aware about the clinical side effect of the mobile phones usage.

**Ling and Run (2009)** made an attempt to study “Satisfaction and Loyalty: Customer Perceptions of Malaysian Telecommunication Service Providers”, made an attempt to study Customer Satisfaction and Customer Loyalty in Malaysian telecommunication Services. The study was divided into two parts. The first part utilizes an in-depth interview method to obtain variables to be used; the second part consists of a questionnaire distributed to 15 respondents. Findings of the study indicate that important variables for

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satisfaction included, supporting services, product (handy, reliable coverage, friends and family lines) and promotional efforts of the firm. While for loyalty, they refer to convenience, services, satisfaction and cost. The findings also indicate the telecommunication service providers should look beyond price wars to keep their customers satisfied and loyal.

**Chandha S.K and Deepa Kapoor (2009)**

“Effect of switching Cost, Service Quality and Customer Satisfaction on Customer Loyalty of Cellular service Providers in India Market”, attempted to study the effect of switching cost, service quality and customer satisfaction on customer loyalty in the mobile telecommunication service. As many as 20 users of GSM services were surveyed in two cities in India. The data was analyzed by regression analysis. The study shows that switching cost, service quality and customer satisfaction have positive association with customer loyalty. However, the customer satisfaction was found to be the best predictor of customer loyalty.

**Vinita Aura & Sunitha Verma (2010)**

studied on “Service Quality in Telecommunication Sector” A comparative analysis was made between BSNL and Airtel on the five principal dimensions of service quality, based on customer survey conducted in Rajasthan. The data was collected from engineering and management studies. By using convenient sampling technique, a sample of 100

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was chosen for Airtel and 77 for BSNL. The research instrument used for the study was the SERVQUAL model. The findings of the study showed Airtel is doing better on service quality than BSNL in Rajasthan and also the Airtel customers are satisfied with all dimensions of service quality.

**Muzammil Hanif, Sehrish Hafeez, Adnan Riaz, (2010)** this research has explored “The Factors Affecting the Customer Satisfaction”. In this research paper telecom sector’s subscribers in Pakistan are taken as population and customer services and price fairness are taken as independent variables while customer satisfaction is taken as dependent variable. Price fairness has a greater influence on the customer satisfaction and if price is affordable for customer they do use that network for a long period of time. In the same way if customers are delivered with worthy services i.e. good behavior of sales personnel, prompt fulfillment of customer’s complaint etc. they feel belongingness with that network. However results of this study showed that price fairness has a stronger influence of customer satisfaction as compare to customer service.

**Mallikarjuna and Krishna Mohan .G, (2010)** “Customer Switching Behaviour-An Evaluation of Factors Affecting Mobile Users”, attempted to study customer-switching behaviour. They conducted their study in the state of Andhra Pradesh with the sample size of 500 mobile users. The variables considered for

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the study were Customer demographics, usage rate, and Customer satisfaction with previous operator, reasons for switching. They concluded that Price escalation, changing needs of customers; core service failure, inconvenience and voluntary reasons are factors influencing the mobile customers switch. Due to competitiveness pressures, the mobile operators in India, at one point of time, decreased the call tariffs abysmally low and later hiked them indirectly through the tariff plans. This forced the customers to look out for cheaper packages. Typically, the starter packages offered for new customers had the low call tariffs. The author specifies that core service failure is another factor that necessitated switching. Network related problems such as poor connectivity; low coverage etc. is also forcing the customers to switch to another operator who are perceived as better. India mobile operators have to invest in expanding network coverage and providing technically superior quality services to retain customers.

Chaubey D.S and Tariq Zafar S.M, (2011)⁴⁴, “Mobile Phone Users’ Behaviour and Service Uses: A Study of Consumers of Uttarakhand State” attempted to study “Mobile Phone Users’ Behaviour and Service Uses: A Study of Consumers of Uttarakhand State”. The purpose of present research paper is to discuss the various factors affecting the mobile phone user behavior in the Uttarakhand State. It also intends to know the consumer’s satisfaction with the

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different services and its future impact on socio economic changes. The primary data was collected by using survey method. Sampling was 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 mobile business sectors. The questionnaire was pre-tested on 10 individuals to assess its design and clarity and was then redesigned. Total 306 respondents included in the study from conveniently selected respondents from different part of Uttarakhand State. 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 favor 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.

Providers” A research study was conducted with an objective to understand the Indian consumers’ perception choice in selecting cellular mobile telecommunication service providers. Consumers’ perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider’s attributes. A structured questionnaire was developed to collect the required primary data from the consumers. Collected data were analysed, reliability and factor analysis were carried out. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows communication and price were most influential and most preferential factors in selecting telecommunication service provider. However, product quality and availability has a significant impact on consumer perception choice in selecting cellular mobile service provider.

**Dharmesh Motwani and Devendra Shrimali, (2012)** Consumer Adoption and Satisfaction towards ATM Service: A Comparative Study of Udaipur City”, 21st century is enhancing the complexities of life so customers are demanding more convenience from service industry & banking sector is also not exception to it. In this regard ATM is one of the best services offered by Banks which offers a convenient way to customers to avoid frustrating queues in

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banks. Due to increasing competition it is essential for banks to know about the customer adoption of ATM service and their satisfaction level for the same. The paper is based on descriptive research design & questionnaire is used to collect the primary data from banking customers. This paper highlights the ATM services most preferred by customers as well as the awareness level & satisfaction of customers regarding ATM services Banks. Conclusions of paper reveal the impact of customers’ demographic on the awareness level about ATM Services

**Dineshkumar U and Moorthy V. (2012)**

In this article “A Study on Customer Satisfaction towards Airtel in Dharmapuri District” is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to Dharmapuri. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data.

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Gurusamy, M. Velsamy, A. and Rajasekar, N. (2012)48 “A Study on Customers’ Satisfaction towards BSNL Landline Services in Salem City, Tamil nadu”, the 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. In the present scenario, the telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. The objectives of the study are to study the customer satisfaction level towards BSNL landline services; the influence of demographic variables of the respondents; usage level of various BSNL schemes; the operational performance; the major purpose of descriptive research is description of state of affairs, as it exists at present. Simple random sampling method is used to collect data. The size of the sample is 200. The respondents of the study are part of population of Salem city. Both primary and secondary data is used. The data has been mainly analyzed by using the Weighted Average Method, Ranking Method and Chi - Square Test. Most of the respondents are not much satisfied with the features of the phone provided by BSNL when compare to other private landline providers, significant weight age should be given by the BSNL. Most of the respondents are not aware of various schemes. It is identified that the service provided by BSNL is at satisfactory level to the respondent’s. But

most of the respondents are not satisfied with the features of the phone. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

Hyder Kamran and Nitin Raj Srivastava (2012) stated that “Customer Relationship Management: A Case Study of British Telecom Broadband Customers”. Efforts made in extant literature to link the components of customer relationship management (CRM) strategy to its implementation are insufficient. This paper aims to provide insights on the core components of CRM and focuses on the ‘trust’ component in the British Telecom (BT) sales advisor-customer interaction process. The purpose is to improve the quality of the dialogue between customers and sales advisors. A case study of CRM implementation at British Telecom (BT), U.K. was carried out using open-ended, face-to-face interview methods and a survey questionnaire to collect data from key informants at both the strategic (managerial) and operative (sales advisors) levels. The empirical study focused on the quality of dialogue necessary for the successful implementation of a sustainable CRM strategy. Results show that relational benefits are directly linked to the presence or absence of the ‘trust’ component in the interaction with customers. Developing relationships should not be used as a tactical weapon but should represent a strategic approach to the buyer-seller exchange. Findings also show that successful CRM strategy requires a genuine relationship that is

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characterized by dimensions such as trust, reliability, shared history and values, mutual respect, caring, empathy, warmth, social support, and effective two way communications. Attempts made in extant literature to define CRM have been varied. A theoretical model on which future empirical analysis should be based on when conceptualizing CRM should consist of direct feedback from customers rather than on observation alone. CRM is a strategic business and process issue not merely a technology solution as is more often conceived in practice. The CRM process is a continuous learning process where information about the individual customer is transformed into a customer relationship. The richness of dialogue during interaction is the stepping stone of CRM. Integrative frameworks that can help facilitate the successful implementation of a sustainable CRM strategy in the telecommunication industry. The study links the components of CRM strategy with the key dimension of its implementation. The paper contributes by anchoring itself as a focal point from among the diverse existing literature on the subject matter.

Kavitha T.N.R and Durai Murugan S. (2012), in his article “A Study on Customer Satisfaction towards Vodafone Sim Card Special Reference in Madurai City” is carried out with an objective to determine the consumer satisfaction on Vodafone service providers’ services in Madurai district and to

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find out the consumers mentality towards using the services. The research type used in this study is descriptive research. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the consumer convenience sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage and Chi-Square Tests method used for analyzing the collected data.

Pratyush Tripathi and Satish Kr. Singh, (2012)\textsuperscript{51}, stated that “An Empirical Study of Consumer Behaviour towards The Preference and Usage of Mobile Phone Services in Bhopal”, Today the success of any firm depends upon the consumer satisfaction. ‘Consumer is king’ –the statement carries profound truth in it. The firms should know about the behavior of the consumers for satisfying their consumers. Consumer behavior is defined as the act of consuming or using goods or services. The life style of modern consumer is changing rapidly because of the changing technology and innovation. In these circumstances understanding consumer is a very difficult task. The main objectives of the study are (i) to identify and analyze the factors which impinge on to the satisfaction level of the customers of mobile phone services, (ii) to

understand the effectiveness of the promotional activities of mobile phone companies and offers provided by the companies. The present study is an empirical research based on survey method through simple random sampling of 80 samples. The collected data were coded, calculated and analyzed with the help of statistical tools like percentages, chi-square test; garret ranking model employed in this study.

Richa Pandit and Devina Upadhyay, (2012) attempt to study “Consumer Perception Towards 3G Mobile Technologies” gives some positive and some negative influences Attitude towards Using (ATU) 3G services. Perceived Ease of Use (PEU) positively influences Perceived Usefulness of 3G services. Perceived Risk (PR) negatively influences Perceived Usefulness of 3G services. Intrinsic Motivation (IM) positively influences Attitude towards Using (ATU) 3G services. Perceived Service Quality (PSQ) negatively influences Attitude towards Using (ATU) 3G services. By using non-probability convenience sampling a survey of 200 customers of Ahmedabad was carried out using a structured questionnaire on Consumer Perception. Analysis was carried out using descriptive statistic & ANOVA. This paper is intent to measure the perception of consumer towards 3G mobile technology.

Raji Reddy, K. and et.al (2012) stated that “Customer Relationship Management in Telecom Industry-With Reference to Bharti Airtel, Andhra Pradesh”. The Indian telecom sector has been met with competitive pressure after deregulation. Many key developments took place in the early 2000. The telecom service providers are expected to struggle with complex issues of new technologies, and value added services through continuous innovations. Though many service industries are affected by the churn phenomenon, the problem is extremely acute in the telecom industry with customers joining and quitting in short periods. According to a survey, with churn of 2 per cent a month an operator is losing 24 per cent of its customers every year, the fact remains that the telecom industries bottom line is getting affected significantly due to the high churn rate. Customers switch over for various reasons. The ultimate goal of CRM in telecom sector is to provide a comprehensive suite of software applications that enable them to increase revenue, productivity and customer satisfaction by managing, synchronizing and coordinating customer interactions across all touch points including web, customer contact centre’s, field organization and distribution channels. This research explores the kind of relationship marketing strategies that Indian telecom industries is pursuing in today’s rapidly changing and highly competitive environment, and to study their effect on the service

quality and satisfaction of customers. And also, it explores that impact of MNP services on telecom service provider in connection with regulations made by Department of Telecommunication.

*Sarika Khanna and Nisha Agarwal (2012)*\(^5\) highlight “A Study on Consumer Awareness, Usage Penetration and Adoption of 3G Mobile Services in India”. From August 2008, the Apple I Phone 3G is available in India on Airtel and Vodafone. This study focused on Moradabad’s users’ usage pattern, awareness and adoption of 3G mobile services amongst university students. A primary data collection tool (structured questionnaire) was administered and the results (n=76) indicate high (98%) saturation level in terms of usage, awareness and adoption of mobile phones compared to several countries. Most of the users are sensitive to price. It is found that prices of 3G mobiles influenced their purchasing power. The 3G mobile service usage rate was found to be low (8%) in comparison to other parts of the world. While their responds towards its usage, ease of use and intention to use through survey was highly motivating, the respondents reported that they would be influenced by peer usage instead of TV and advertising. The study also found that security of 3G services and speed of the service was the dominating factors in the adoption of these services in India. TV, hoardings and friends were the dominating awareness media for 3G related

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information. The findings have future implications for the marketing strategy by the operators and security aspects of 3G mobile services in India. The paper also discusses the future direction of research.

Shabinullah Khan A. Abbas Manthiri A. (2012) stated that “Quality of Service in Mobile Phone Industry in Madurai District”. The telecommunication sector, especially the mobile phone sector, in India is one of the fastest growing business segments of the country which provide a lot of value addition to the society with its service and creation of employment opportunities. In dynamic global environment, every country is striving to bridge the digital divide and become competitive. Today, society is living with advance technology and everyone wants to keep pace with the new technologies. Mobile phone industry is growing larger because it has become a necessity. Parents are getting mobile phones for their teens because they want to communicate in case of an emergency and the wireless carriers have made it easy to add users to their existing plans. This increases buyers and increases market size worldwide. The competitive environment in mobile phone industry in the universe has become intense. Moreover, the forces of liberalization and globalization of telecommunication market have pressurized the companies to maintain their market share by focusing on retaining.

Rajasekhara et al., (2012)\textsuperscript{56} stated that “An Assessment of Ethiopian Telecom Customer Satisfaction”, marketing is a dominant field of management. Now service marketing has attained equal importance as marketing of tangible products. Customer dissatisfaction and interaction frustrations with ETC employees were identified in this research. Problems relating to customer satisfaction in ETC were highlighted and for this purpose quantitative survey and personal interview method using structured questionnaire were used. ETC should revise existing practices and policies for customer retention. Total customer satisfaction by expecting attitudinal change among customers is also important.

Mohammed M. Almossawi, (2012)\textsuperscript{57} the purpose of this research is to determine the importance and results of customer satisfaction in telecommunication in Bahrain. The desired data was gathered through structured questionnaire. The results of this study show that satisfaction determinants have the following categories financial, communication and intercommunication. Financial factors have great importance to determine customer satisfaction. Satisfaction causes the retention of the customers but satisfaction does not guarantee loyalty of the customers.

Khbresh, Ibrahim Albaroni Salem (2012)\textsuperscript{58} in his theses “Study on Service Quality and Customer Satisfaction on the Mobile Phone Provider: A


\textsuperscript{58} Khbresh, Ibrahim Albaroni Salem “Study on Service Quality and Customer Satisfaction on the Mobile Phone Provider: A Case of Postgraduate Students in Al-Fateh University of Libya” Master’s thesis, University, Utara, Malaysia, 2012.
Case of Postgraduate Students in Al-Fateh University of Libya”. This study was to find out whether there is a relationship between service quality and customer satisfaction. This study examined the relationship between service quality dimensions (reliability, tangibles, responsiveness, assurance and empathy) and customer satisfaction among mobile phone customers of two mobile phone service providers - the Al Mader and Libyana at the Al fateh University in Libya. This study is designed to provide the benefit for marketing practitioners. It is hoped that the study offer a holistic and in-depth overview of how customer forms, experience and exploit their satisfaction towards services that offered by the mobile phone provider. There are five dimensions service quality which are: reliability, tangibles, responsiveness, assurance and empathy. A total of 205 postgraduate students participated in the study. Data were collected using questionnaire. The questionnaire consisted of 23 items measuring service quality and 8 items on customer satisfaction. On the whole, the results of the study suggest that there exist a significant relationship between the five dimensions of service quality and customer satisfaction.

Buvaneswari R. and Prakash Babu R, (2013) stated that ”Study on Customer Satisfaction towards Cellular Service With Special Reference to Aircel at Mannargudi Town”. Telecommunications companies also talk of their

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customers being their most important assets, just like companies in other business domains. The customers of telecom services like cellular telephony, all moving ahead with times and have started buying cellular services just like daily household items such as tooth paste. Therefore it is necessary in today’s business scenario to understand the fact that the idea of customer’s being 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 of 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 steady increasing. The company has wider scope in the market of cellular service by extending its value added services, according to preference of the respondents.

Myilswamy K, and Ratheesh Kumar K, (2013) highlighted “Consumer Preference Utilizing Mobile Communication Service Providers in Coimbatore District”, Marketing is a total system of business activity designed to

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plan price, promote and distribute wants satisfying goods and services to the benefit of the present and potential customers to achieve organizational objectives. In this study we considered six companies such as Aircel, Airtel, Idea, BSNL, Reliance, and Tata-Docomo. In this study used both primary data and secondary data. The data was collected from 100 prepaid and postpaid connection customers by questionnaire method and also interview schedule method. Simple percentage analysis is used in the study for the purpose of analysis, Garrett ranking techniques was used to rank the preference of the respondents on different aspects of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrett, Chi square ($\chi^2$) test and AVOVA to testing hypothesis. It is found that majority of the customers are aware of mobile services through television advertisements. It is recommended to the service providers to make a periodical review of such an offer and introduce the changes wherever necessary. This study reveals that majority of the respondents prefer to use Airtel service because of reasonable charges, proper coverage, and better schemes. Hence, the providers shall pay special attention on these factors to make their business more successful and satisfying the consumers.

Vipan Bansal and Bindu Bansal (2013)\(^6\) stated that “A Study on Customer Satisfaction of Mobile Phone Service Users Operating in the Malwa

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Region of the Punjab”. The Indian telecom sector like any other industrial sector in the country has gone through many phases of growth and diversification. Starting from telegraphic services, the field of telecommunication has now expanded to make use of technologies like Global System of Mobile Communication (GSM), Code Division Multiple Access (CDMA) and Wireless in Local Loop (WLL) to 3G in the mobile phones. The research focuses on Customer Satisfaction of Mobile Phone Service Users Operating in the Malwa Region of the Punjab. In this study the opinions of 75 respondents were taken. The tools used for collecting the data were structured questionnaire and unstructured interview. For analysis purposes, Cronbach’s Alpha, Weighted Average, Ranking, Chi Square and the Percentage method have been used. The results revealed that most of the respondents were satisfied with their current service provider but still twenty percent respondent’s want to shift their service provider show maximum willingness for shifting to Airtel. Call Charges was the main reason of changing the service provider, with a weighed score of 3.53, followed by Poor Network and Poor Customer Care Service, having weighted scores of 3.21 and 2.20 respectively.

2.3 RESEARCH GAPS

The above said reviews show clearly the relationship between the customers cellular service performance and Various service packages. Apart from this it provides more information on the constraints faced by the customers.
Even though there are many studies related to service quality and customers preference towards mobile phone service users, only few studies have focused on consumers behaviour about cell phone service users and no study have focused on customers satisfaction towards selected cellular service providers and problems faced by cellular service providers. So, the present study focuses on the various aspects of the customers satisfaction towards selected cellular service providers in Cuddalore Town.

2.4 SUMMARY

The elaborate discussion made in this section of the study drew a clear understanding based on the early studies that the liberalization of telecommunication industry has provided the necessary push to provide continuously superior customer services. The entry of global players has further added to the competitive pressure in India. This liberalization and globalization have posed a challenge to the telecom operators as how to create differentiation with almost the same network technology with all the cellular operators. Improving the quality of service delivery can enable the cellular mobile service providers to create differentiation in order to gain profitability and competitive advantage. In light of this, the researcher attempts to look at the ways customers’ satisfaction towards selected cellular service providers in Cuddalore Town.