

CHAPTER - VI

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6.1 INTRODUCTION

This chapter discusses the relationship between demographic profile, factors determining satisfaction and the overall satisfaction of the respondents. The demographic factors include gender, age, marital status, educational qualification, occupation, annual income, nativity, type of family, size of family are analysed to identify the overall satisfaction of the respondents. In this chapter, the relationship between the demographic factors and overall satisfaction of the respondents towards mobile communication services (MCS) using mobile subscribers' satisfaction model is analysed and framed hypotheses are tested. The various tools like one-way ANOVA, 't'-test, chi-square, factor analysis, cross tabulation and descriptive analysis are used to identify the relationship between the demographic factors of the respondents and the overall satisfaction of the respondents and for testing of hypothesis.

In this chapter, an attempt is made to analyse the following

- a) Relationship between demographic factors and factors determining satisfaction of the respondents.
- b) Relationship between demographic factors and overall satisfaction of the respondents.
- c) Other relationships.

6.2 DEMOGRAPHIC FACTORS AND FACTORS DETERMINING SATISFACTION OF THE RESPONDENTS

In this section, an attempt is made to analyse the relationship between the factors determining satisfaction of the respondents and the demographic factors like gender, age, marital status, educational qualification, occupation, income, nativity, type of family and size of the family of the respondents.

6.2.1 Gender and factors determining satisfaction of the respondents

Gender is related to the factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between gender and factors determining satisfaction of the respondents.” The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. For that student ‘t’-test is used and the results are shown in table 6.1. To determine whether a result is statistically significant or non-significant, a researcher would have to calculate a p-value, which is the probability of observing an effect given that the null hypothesis is true. The null hypothesis is rejected if the p-value is less than the significance or α level. The null hypothesis is accepted if the p-value is greater than the significance or α level.

Table - 6.1**Gender and factors determining satisfaction**

Gender	Mean	S.D	Statistical inference
Service offers			
Male (n=470)	34.31	5.276	t=-. 237 df=724 .813 > 0.05 Not Significant
Female (n=256)	34.41	4.699	
Service tariff			
Male (n=470)	17.10	3.249	t=-4.441 df=724. 000 < 0.05 Significant
Female (n=256)	18.32	4.012	
Service quality			
Male (n=470)	13.61	2.195	t=-5.498 df=724 .000 < 0.05 Significant
Female (n=256)	14.50	1.901	
Reduced problems			
Male (n=470)	9.16	2.342	t=-3.662 df=724 .000 < 0.05 Significant
Female (n=256)	9.82	2.204	
Customer care service			
Male (n=470)	15.19	2.009	t=3. 328 df=724 .001 < 0.05 Significant
Female (n=256)	14.67	2.078	

Source: Computed Primary Data

From the above table 6.1 it is clear that in service offers, the p value (.813) is greater than 0.05 at 5 per cent level of significance. The result is not statistically significant. Thus, the null hypothesis is accepted and concluded that there is no significant difference between gender and service offers.

The p value for service tariff (0.000), service quality (0.000), reduced problems (0.000) and customer care service (0.001) are less than 0.05 at 5 per cent level of significance. The result is statistically significant. Thus, the null hypothesis is rejected and concluded that there is a significant difference between gender and service tariff, service quality, reduced problems and customer care service.

6.2.2 Age and factors determining satisfaction of the respondents

To find out the relationship between respondents' age and factors determining satisfaction of the respondents, the null hypothesis framed is "There is no significant difference between age and factors determining satisfaction of the respondents". The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. For that chi-square test is used and the results are shown in the following table 6.2.

Table - 6.2
Age and the factors determining satisfaction

	Age										Total (n=726) (100%)	Statistical inference	
	Upto 20yrs (n=149) (100%)		20 to 30yrs (n=265) (100%)		31 to 40yrs (n=112) (100%)		41 to 50yrs (n=123) (100%)		Above 50yrs (n=77) (100%)				
	Service offers												
Low	56	37.6	98	37.0	73	65.2	90	73.2	52	67.5	369	50.8	$\chi^2=73.179$ df=4 .000<0.05 Significant
High	93	62.4	167	63.0	39	34.8	33	26.8	25	32.5	357	49.2	
	Service tariff												
Low	90	60.4	116	43.8	55	49.1	76	61.8	48	62.3	385	53.0	$\chi^2=19.526$ df=4 .001<0.05 Significant
High	59	39.6	149	56.2	57	50.9	47	38.2	29	37.7	341	47.0	
	Service quality												
Low	90	60.4	65	24.5	34	30.4	43	35.0	32	41.6	264	36.4	$\chi^2=55.999$ df=4 .000<0.05 Significant
High	59	39.6	200	75.5	78	69.6	80	65.0	45	58.4	462	63.6	
	Reduced Problems												
Low	73	49.0	135	50.9	54	48.2	71	57.7	52	67.5	385	53.0	$\chi^2=10.070$ df=4 .039<0.05 Significant
High	76	51.0	130	49.1	58	51.8	52	42.3	25	32.5	341	47.0	
	Customer care service												
Low	80	53.7	145	54.7	74	66.1	71	57.7	46	59.7	416	57.3	$\chi^2=5.234$ df=4 .264>0.05 Not Significant
High	69	46.3	120	45.3	38	33.9	52	42.3	31	40.3	310	42.7	

Source: Computed Primary Data

From the above table 6.2, it is clear that the p value of service offers (0.000), service tariff (0.001), service quality (0.000) and reduced problems (0.039) are less than 0.05 at 5 per cent level of significance. The result is statistically significant. Thus, the null hypothesis is rejected and concluded that there is a significant difference between age and service offers, service tariff, service quality and reduced problems.

The calculated p value for customer care service (0.264) is greater than the significance value 0.05 at the 5 per cent level of significance. The result is not statistically significant. Thus, the null hypothesis is accepted and concluded that there is no significant difference between age and customer care service.

6.2.3 Marital status and factors determining satisfaction of the respondents

Marital status is related to the factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between marital status and factors determining satisfaction of the respondents. The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. For that student ‘t’-test is used and the results are shown in table 6.3.

Table - 6.3

Marital status and factors determining satisfaction

Marital status	Mean	S.D	Statistical inference
Service offers			
Married (n=479)	33.95	4.986	t=-2.956 df=724 .003 < 0.05 Significant
Unmarried (n=247)	35.12	5.174	
Service tariff			
Married (n=479)	17.20	3.606	t=-3.549 df=724 .000 < 0.05 Significant
Unmarried (n=247)	18.19	3.451	
Service quality			
Married (n=479)	13.87	1.970	t=-. 905 df=724 .366 > 0.05 Not Significant
Unmarried (n=247)	14.02	2.433	
Reduced Problems			
Married (n=479)	9.34	2.243	t=-. 836 df=724 .403 > 0.05 Not Significant
Unmarried (n=247)	9.49	2.446	
Customer care service			
Married (n=479)	15.18	2.043	t=3. 119 df=724 .002 < 0.05 Significant
Unmarried (n=247)	14.68	2.020	

Source: Computed Primary Data

The above table 6.3 shows that the calculated p value of service offers (0.003), service tariff (0.000), and customer care service (0.002) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between marital status and service offers, service tariff and customer care service.

The calculated p value for service quality (0.366) and reduced problems (0.403) are greater than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is accepted and concluded that there is no significant difference between marital status and service quality and reduced problem.

6.2.4 Educational qualification and factors determining satisfaction of the respondents

Educational qualification is related to the factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between educational qualification and factors determining satisfaction of the respondents.” The factors determining satisfaction of the respondent include service offers, service tariff, service quality, reduced problems and customer care service. For that one way ANOVA is used and the results are shown in the following table 6.4.

Table - 6.4

Educational qualification and factors determining satisfaction

Educational qualification	Mean	S.D	SS	df	MS	Statistical inference
Service offers						
Between Groups			1248.336	5	249.667	F=10. 306 .000 < 0.05 Significant
Primary (n=34)	39.38	3.385				
High school (n=90)	34.23	5.465				
Higher secondary (n=75)	35.69	4.010				
Degree (n=347)	33.88	4.944				
Professional (n=113)	34.42	5.051				
Illiterate (n=67)	32.75	5.369				
Within Groups			17441.885	720	24.225	
Service tariff						
Between Groups			300.808	5	60.162	
Primary (n=34)	19.71	3.080				

Educational qualification	Mean	S.D	SS	df	MS	Statistical inference
High school (n=90)	17.91	2.186				F=4. 812 .000 < 0.05 Significant
Higher secondary (n=75)	16.83	3.391				
Degree (n=347)	17.26	3.967				
Professional (n=113)	17.33	3.692				
Illiterate (n=67)	18.48	2.584				
Within Groups			9001.831	720	12.503	
Service quality						
Between Groups			163.003	5	32.601	F=7. 447 .000 < 0.05 Significant
Primary (n=34)	15.35	1.535				
High school (n=90)	13.60	1.634				
Higher secondary (n=75)	14.27	2.298				
Degree (n=347)	13.84	1.770				
Professional (n=113)	14.32	2.071				
Illiterate (n=67)	13.01	3.654				
Within Groups			3151.830	720	4.378	
Reduced problems						
Between Groups			176.846	5	35.369	F=6. 874 .000 < 0.05 Significant
Primary (n=34)	10.41	1.635				
High school (n=90)	9.91	2.466				
Higher secondary (n=75)	8.45	1.596				
Degree (n=347)	9.15	2.226				
Professional (n=113)	9.80	2.257				
Illiterate (n=67)	9.82	3.020				
Within Groups			3704.488	720	5.145	
Customer care service						
Between Groups			37.692	5	7.538	F=1. 808 .109 > 0.05 Not Significant
Primary (n=34)	14.71	1.508				
High school (n=90)	14.67	2.066				
Higher secondary (n=75)	15.45	2.002				
Degree (n=347)	15.09	2.110				
Professional (n=113)	15.02	1.722				
Illiterate (n=67)	14.69	2.394				
Within Groups			3002.259	720	4.170	

Source: Computed Primary Data

The above table 6.4 shows that the calculated p value of service offers (0.000), service tariff (0.000), service quality (0.000) and reduced problems (0.000) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant relationship between educational qualification and service offers, service tariff, service quality and reduced problems.

The calculated p value for customer care service (0.109) is greater than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is accepted and concluded that there is no significant relationship between educational qualification and customer care service.

6.2.5 Occupation and factors determining satisfaction of the respondents

Occupation is related with factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between occupation and factors determining satisfaction of the respondents”. The factors determining satisfaction of the respondents include service offers, service tariff, service quality, reduced problems and customer care service. For that one way ANOVA is used and the results are shown in table 6.5.

Table - 6.5

Occupation and factors determining satisfaction

Occupation	Mean	S.D	SS	df	MS	Statistical inference
Service offers						
Between Groups			1404.684	6	234.114	F=9. 738 .000 < 0.05 Significant
Government (n=66)	30.53	3.163				
Private (n=172)	35.39	4.626				
Entrepreneur (n=95)	33.26	6.006				
Housewife (n=96)	35.46	4.372				
Student (n=132)	34.55	5.723				
Agriculture (n=117)	34.76	4.905				
Others (n=48)	34.21	3.826				
Within Groups			17285.538	719	24.041	
Service tariff						
Between Groups			537.417	6	89.569	F=7. 347 .000 < 0.05 Significant
Government (n=66)	16.23	2.231				
Private (n=172)	17.62	2.667				
Entrepreneur (n=95)	17.07	3.105				
Housewife (n=96)	17.45	3.036				
Student (n=132)	18.51	4.551				
Agriculture (n=117)	18.33	4.127				
Others (n=48)	15.48	4.005				
Within Groups			8765.222	719	12.191	
Service quality						
Between Groups			202.995	6	33.833	F=7. 817 .000 < 0.05 Significant
Government (n=66)	13.82	1.498				
Private (n=172)	14.37	1.608				
Entrepreneur (n=95)	13.94	1.767				
Housewife (n=96)	14.58	1.359				
Student (n=132)	13.65	2.853				
Agriculture (n=117)	12.95	2.668				
Others (n=48)	14.27	1.865				
Within Groups			3111.838	719	4.328	

Occupation	Mean	S.D	SS	df	MS	Statistical inference
Reduced problems						
Between Groups			513.434	6	85.572	F=18. 269 .000 < 0.05 Significant
Government (n=66)	8.27	1.918				
Private (n=172)	9.94	2.242				
Entrepreneur (n=95)	8.98	2.410				
Housewife (n=96)	10.43	1.879				
Student (n=132)	10.07	1.770				
Agriculture (n=117)	8.11	2.549				
Others (n=48)	9.00	2.183				
Within Groups			3367.899	719	4.684	
Customer care service						
Between Groups			51.302	6	8.550	F=2. 057 .056 > 0.05 Not Significant
Government (n=66)	15.36	1.950				
Private (n=172)	14.74	1.859				
Entrepreneur (n=95)	15.25	2.198				
Housewife (n=96)	14.56	2.156				
Student (n=132)	15.12	2.176				
Agriculture (n=117)	15.15	2.040				
Others (n=48)	15.23	1.801				
Within Groups			2988.648	719	4.157	

Source: Computed Primary Data

The above table 6.5 shows that the calculated p value of service offers (0.000), service tariff (0.000), service quality (0.000) and reduced problems (0.000) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between occupation and service offers, service tariff, service quality and reduced problems.

The calculated p value for customer care service (0.056) is greater than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is accepted and concluded that there is no significant difference between occupation and customer care service.

6.2. 6 Income and factors determining satisfaction of the respondents

Income is related to the factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between income and factors determining satisfaction of the respondents.” The factors determining satisfaction of the respondents include service offers, service tariff, service quality, reduced problems and customer care service”. For that one way ANOVA is used and the results are explained in the table 6.6.

Table - 6.6

Income and factors determining satisfaction

Income	Mean	S.D	SS	df	MS	Statistical inference
Service offers						
Between Groups			1053.216	3	351.072	F=14. 372 .000 < 0.05 Significant
Upto ₹100000 (n=313)	35.58	4.901				
₹100000 to 200000 (n=226)	33.62	5.337				
₹200001 to 300000 (n=120)	33.92	4.806				
Above ₹300000 (n=67)	31.79	3.863				
Within Groups			17637.006	722	24.428	
Service tariff						
Between Groups			36.788	3	12.263	F=. 956 .413 > 0.05 Not Significant
Upto ₹100000 (n=313)	17.73	4.363				
₹100000 to 200000 (n=226)	17.41	3.025				
₹200001 to 300000 (n=120)	17.59	2.604				
Above ₹300000 (n=67)	16.97	2.646				
Within Groups			9265.851	722	12.834	
Service quality						
Between Groups			195.196	3	65.065	F=15. 059 .000 < 0.05 Significant
Upto ₹100000 (n=313)	13.70	2.139				
₹100000 to 200000 (n=226)	14.67	1.564				
₹200001 to 300000 (n=120)	13.31	2.813				
Above ₹300000 (n=67)	13.55	1.743				
Within Groups			3119.637	722	4.321	

Income	Mean	S.D	SS	df	MS	Statistical inference
Reduced Problems						
Between Groups			122.281	3	40.760	F=7. 829 .000 < 0.05 Significant
Upto ₹100000 (n=313)	9.34	2.236				
₹100000 to 200000 (n=226)	9.76	2.120				
₹200001 to 300000 (n=120)	9.50	2.685				
Above ₹300000 (n=67)	8.24	2.237				
Within Groups			3759.053	722	5.206	
Customer care service						
Between Groups			5.749	3	1.916	F=. 456 .713 > 0.05 Not Significant
Upto ₹100000 (n=313)	15.10	2.031				
₹100000 to 200000 (n=226)	14.95	2.278				
₹200001 to 300000 (n=120)	14.88	1.703				
Above ₹300000 (n=67)	15.01	1.887				
Within Groups			3034.201	722	4.202	

Source: Computed Primary Data

The above table 6.6 shows that the calculated p value of service offers (0.000), service quality (0.000) and reduced problems (0.000) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between income and service offers, service quality and reduced problems.

The calculated p value for service tariff (0.413) and customer care service (0.713) are greater than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is accepted and concluded that there is no significant difference between income and service tariff and customer care service.

6.2.7 Nativity and factors determining satisfaction of the respondents

Nativity is related with factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between nativity and factors determining satisfaction of the respondents.” The factors determining satisfaction of the respondents include service offers, service tariff, service quality, reduced problems and customer care service. For that student ‘t’-test is used and the result is shown in table 6.7.

Table - 6.7

Nativity and factors determining satisfaction

Nativity	Mean	S.D	Statistical inference
Service offers			
Rural (n=363)	34.87	5.083	t=2. 768 df=724 .006 < 0.05 Significant
Urban (n=363)	33.83	5.025	
Service tariff			
Rural (n=363)	18.57	3.709	t=8. 158 df=724 .000 < 0.05 Significant
Urban (n=363)	16.50	3.127	
Service quality			
Rural (n=363)	14.14	2.155	t=2. 772 df=724 .006 < 0.05 Significant
Urban (n=363)	13.71	2.102	
Reduced problems			
Rural (n=363)	9.45	2.242	t=. 706 df=724 .481 > 0.05 Not Significant
Urban (n=363)	9.33	2.385	
Customer care service			
Rural (n=363)	14.99	1.888	t=-. 254 df=724 .800 > 0.05 Not Significant
Urban (n=363)	15.03	2.199	

Source: Computed Primary Data

The above table 6.7 shows that the calculated p value of service offers (0.006), service tariff (0.000) and service quality (0.006) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between nativity and service offers, service tariff, and service quality.

The calculated p value for reduced problems (0.481) and customer care service (0.800) are greater than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is accepted and concluded that there is no significant difference between nativity and reduced problems and customer care service.

6.2. 8 Type of family and factors determining satisfaction of the respondents

To find out the significant relationship between type of family and factors determining satisfaction of the respondents, the null hypothesis framed is “There is no significant difference between type of family and factors determining satisfaction of the respondents.” The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. For that student ‘t’-test is used and the results are shown in the following table 6.8.

Table - 6.8

Type of family and factors determining satisfaction

Type of family	Mean	S.D	Statistical inference
Service offers			
Nuclear (n=569)	34.25	4.988	t=-. 936 df=724 .350 > 0.05 Not Significant
Joint (n=157)	34.68	5.394	
Service tariff			
Nuclear (n=569)	17.67	3.752	t=1. 914 df=724 .056 > 0.05 Not Significant
Joint (n=157)	17.05	2.844	
Service quality			
Nuclear (n=569)	13.91	2.281	t=-. 333 df=724 .740 > 0.05 Not Significant
Joint (n=157)	13.97	1.519	
Problems faced			
Nuclear (n=569)	9.15	2.305	t=-5.490 df=724 .000 < 0.05 Significant
Joint (n=157)	10.27	2.132	
Customer care service			
Nuclear (n=569)	14.98	2.006	t=-. 735 df=724 .463 > 0.05 Not Significant
Joint (n=157)	15.11	2.195	

Source: Computed Primary Data

The above table 6.8 shows that the calculated p value for reduced problems (0.000) is less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between type of family and reduced problems.

The calculated p value of service offers (0.350), service tariff (0.056) service quality (0.740) and customer care service (0.463) are greater than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is accepted and concluded that there is no significant difference between type of family and service offers, service tariff, service quality and customer care service.

6.2.9 Size of family and factors determining satisfaction of the respondents

Size of family is related to the factors determining satisfaction of the respondents. The null hypothesis framed is “There is no significant difference between size of family and the factors determining satisfaction of the subscribers”. The factors include service offers, service tariff, service quality, reduced problems and customer care service. For that one way ANOVA is used and the result shown in the table 6.9.

Table - 6.9

Size of family and factors determining satisfaction

Size of family	Mean	S.D	SS	df	MS	Statistical inference
Service offers						
Between Groups			376.412	2	188.206	F=7. 430 .001 < 0.05 Significant
Small [Upto 3] (n=99)	33.00	5.372				
Medium [4to5] (n=466)	34.25	5.107				
Large [Above 5] (n=161)	35.44	4.580				
Within Groups			18313.810	723	25.330	
Service tariff						
Between Groups			113.992	2	56.996	F=4. 485 .012 < 0.05 Significant
Small [Upto 3] (n=99)	17.27	2.551				
Medium [4to5] (n=466)	17.82	3.910				
Large [Above 5] (n=161)	16.88	3.004				
Within Groups			9188.648	723	12.709	

Size of family	Mean	S.D	SS	df	MS	Statistical inference
Service quality						F=. 592 .553 > 0.05 Not Significant
Between Groups			5.420	2	2.710	
Small [Upto 3] (n=99)	14.14	1.738				
Medium [4to5] (n=466)	13.89	2.332				
Large [Above 5] (n=161)	13.88	1.741				
Within Groups			3309.413	723	4.577	
Reduced problems						F=9. 415 .000 < 0.05 Significant
Between Groups			98.519	2	49.260	
Small [Upto 3] (n=99)	9.39	2.034				
Medium [4to5] (n=466)	9.16	2.403				
Large [Above 5] (n=161)	10.07	2.080				
Within Groups			3782.814	723	5.232	
Customer care service						F=. 641 .527 > 0.05 Not Significant
Between Groups			5.378	2	2.689	
Small [Upto 3] (n=99)	14.82	2.111				
Medium [4to5] (n=466)	15.06	1.988				
Large [Above 5] (n=161)	14.96	2.179				
Within Groups			3034.572	723	4.197	

Source: Computed Primary Data

The above table 6.9 shows that the calculated p value for service offers (0.000) service tariff (0.012) and reduced problems (000) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected concluded that there is a significant difference between size of family and service offers, service tariff and reduced problems.

The calculated p value for service quality (0.553) and customer care service (0.527) are greater than 0.05 at 5 per cent level of significance. Thus, the null

hypothesis is accepted and concluded that there is no significant difference between size of family and service quality and customer care service.

6.3 DEMOGRAPHIC FACTORS AND OVERALL SATISFACTION OF THE RESPONDENTS

In this section, the demographic factors and overall satisfaction of the respondents are analysed. The overall satisfaction includes satisfaction of the respondents towards service offers, service tariff, service quality, reduced problems and customer care service.

6.3.1 Gender and overall satisfaction of the respondents

To find out the significant relationship between gender and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between gender and overall satisfaction of the respondents.” For that student ‘t’-test is used and the results are shown in the following table 6.10.

Table - 6.10

Gender and overall satisfaction

Gender	Mean	S.D	Statistical inference
Overall satisfaction of the respondents			
Male (n=470)	89.38	8.402	t=-3.628 df=724 .000 < 0.05 Significant
Female (n=256)	91.72	8.073	

Source: Computed Primary Data

From the above table 6.10 shows that the relationship between gender and overall satisfaction of the respondents. As the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected. It is inferred that

there is a significant difference between gender and overall satisfaction of the respondents.

6.3.2 Age and overall satisfaction of the respondents

To find out the significant relationship between age and overall satisfaction of the respondents, the null hypothesis framed is “There is no significant difference between age and overall satisfaction of the respondents.” For that, chi-square is used and the results are shown in the following table 6.11.

Table - 6.11

Age and overall satisfaction

Particulars	Below 20yrs		20 to 30yrs		31 to 40yrs		41 to 50yrs		Above 50yrs	
	(n=149)	(100%)	(n=265)	(100%)	(n=112)	(100%)	(n=123)	(100%)	(n=77)	(100%)
Low	69	46.3	106	40.0	65	58.0	82	66.7	54	70.1
High	80	53.7	159	60.0	47	42.0	41	33.3	23	29.9
$\chi^2=39.572, df=4, 0.000 < 0.05, \text{Significant}$										

Source: Computed Primary Data

The above table 6.11 describes that the relationship between age and overall satisfaction of the respondents. As the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between age and overall satisfaction of the respondents.

6.3.3 Marital status and overall satisfaction of the respondents

To find out the significant relationship between marital status and overall satisfaction of the respondents, the following null hypothesis framed is “There is no

significant difference between marital status and overall satisfaction of the respondents”. For that student ‘t’-test is used and the results are shown in table 6.12.

Table - 6.12

Marital status and overall satisfaction

Marital status	Mean	S.D	Statistical inference
Overall satisfaction of the respondents			
Married (n=479)	89.54	7.923	t=-3.016 df=724 .003 < 0.05 Significant
Unmarried (n=247)	91.50	9.017	

Source: Computed Primary Data

The above table 6.12 describes that the relationship between marital status and overall satisfaction of the respondents. As the calculated p value (0.003) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between marital status and overall satisfaction of the respondents.

6.3.4 Educational qualification and overall satisfaction of the respondents

To find out the significant relationship between educational qualification and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between educational qualification and overall satisfaction of the respondents.” For that one way ANOVA is used and the results of the analysis are shown in the following table 6.13.

Table - 6.13

Educational qualification and overall satisfaction

Educational qualification	Mean	S.D	SS	df	MS	Statistical inference
Overall satisfaction of the respondents						
Between Groups			3524.717	5	704.943	F=10. 774 .000 < 0.05 Significant
Illiterate (n=67)	88.75	8.820				
Primary (n=34)	99.56	6.929				
High school (n=90)	90.32	8.368				
Higher secondary (n=75)	90.69	8.208				
Degree (n=347)	89.22	8.019				
Professional (n=113)	90.88	7.862				
Within Groups			47110.291	720	65.431	

Source: Computed Primary Data

The above table 6.13 describes that the relationship between the educational qualification and overall satisfaction of the respondents. As the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between educational qualification and overall satisfaction of the respondents.

6.3.5 Occupation and overall satisfaction of the respondents

To find out the significant relationship between occupation and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between occupation and overall satisfaction of the respondents.”

For that one way ANOVA is used and the results are shown in table 6.14.

Table - 6.14

Occupation and the overall satisfaction

Occupation	Mean	S.D	SS	df	MS	Statistical inference
Overall satisfaction of the respondents						
Between Groups			4403.618	6	733.936	F=11. 414 .000 < 0.05 Significant
Government (n=66)	84.21	5.840				
Private (n=172)	92.06	7.235				
Entrepreneur (n=95)	88.51	8.480				
Housewife (n=96)	92.48	7.431				
Student (n=132)	91.89	7.503				
Agriculture (n=117)	89.30	9.741				
Unemployed (n=48)	88.19	9.976				
Within Groups			46231.390	719	64.300	

Source: Computed Primary Data

The above table 6.14 describes that the relationship between the occupation and overall satisfaction of the respondents. As the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between occupation and overall satisfaction of the respondents.

6.3.6 Income and overall satisfaction of the respondents

To find out the significant relationship between income and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between income and overall satisfaction of the respondents.” For that one way ANOVA is used and the analysis results are shown in the following table 6.15.

Table - 6.15**Income and overall satisfaction**

Income	Mean	S.D	SS	df	MS	Statistical inference
Overall satisfaction of the respondents						
Between Groups			2051.731	3	683.910	F=10.164 .000 < 0.05 Significant
Below ₹100000 (n=313)	91.44	7.954				
₹100000 to 200000 (n=226)	90.40	8.740				
₹200001 to 300000 (n=120)	89.20	8.597				
₹300001 & above (n=67)	85.57	6.586				
Within Groups			48583.278	722	67.290	

Source: Computed Primary Data

The above table 6.15 describes that the relationship between the income and overall satisfaction of the respondents. As the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between income and overall satisfaction of the respondents.

6.3.7 Nativity and overall satisfaction of the respondents

To find out the significant relationship between nativity and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between nativity and overall satisfaction of the respondents.” For that student ‘t’-test is used and the results are shown in table 6.16.

Table - 6.16

Nativity and overall satisfaction

Nativity	Mean	S.D	Statistical inference
Overall satisfaction of the respondents			
Rural (n=363)	92.02	8.088	t=6.002 df=724 .000 < 0.05 Significant
Urban (n=363)	88.39	8.236	

Source: Computed Primary Data

The above table 6.16 describes that the relationship between the nativity and overall satisfaction of the respondents. As the calculated p value is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between nativity and overall satisfaction of the respondents.

6.3.8 Type of family and overall satisfaction of the respondents

To find out the significant relationship between type of family and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between type of family and overall satisfaction of the respondents.” For that student ‘t’-test is used and the results are shown in the following table 6.17.

Table - 6.17

Type of family and overall satisfaction

Type of family	Mean	S.D	Statistical inference
Overall satisfaction of the respondents			
Nuclear (n=569)	89.96	8.502	t=-1.507 df=724 .132 > 0.05 Not Significant
Joint (n=157)	91.10	7.771	

Source: Computed Primary Data

The above table 6.17 describes that the relationship between the type of family and overall satisfaction of the respondents. As the calculated p value (0.132) is greater than 0.05 at 5 per cent level of significance, the null hypothesis is accepted and concluded that there is no significant difference between type of family and overall satisfaction of the respondents.

6.3.9 Size of family and overall satisfaction of the respondents

To find out the significant relationship between size of family and overall satisfaction of the respondents, the following null hypothesis framed is “There is no significant difference between size of family and overall satisfaction of the respondents.” For that one way ANOVA is used and the results are shown in table 6.18.

Table - 6.18

Size of family and overall satisfaction

Size of family	Mean	S.D	SS	df	MS	Statistical inference
Overall satisfaction of the respondents						
Between Groups			415.958	2	207.979	F=2.994 .051 > 0.05 Not Significant
Small [Upto 3] (n=99)	88.63	8.582				
Medium [4to 5] (n = 466)	90.19	8.485				
Large [Above 5] (n=161)	91.23	7.716				
Within Groups			50219.051	723	69.459	

Source: Computed Primary Data

The above table 6.18 describes that the relationship between the size of family and overall satisfaction of the respondents. As the calculated p value (0.051) is greater than 0.05 at 5 per cent level of significance, the null hypothesis is accepted and concluded that there is no significant difference between size of family and overall satisfaction of the respondents.

6.4 OTHER RELATIONSHIPS

In this section, the demographic factors are compared with non-demographic factors like age and type of technology, income and monthly recharge, occupation and mode of new promotional offers, size of the family and amount spent for monthly recharge and period of service and opinion about having mobile connection.

6.4.1 Age and Type of Technology

To find out the significant relationship between age and type of technology, the following null hypothesis framed is “There is no significant difference between age and type of technology.” For that chi- square is used and the results are shown in the following table 6.19.

Table - 6.19

Age and type of technology

Particulars			Type of technology		Total	
			2G	3G		
Age	Upto 20yrs	Count	105	44	149	
		% Within	18.8	26.3	20.5	
	21 to 30yrs	Count	189	76	265	
		% Within	33.8	45.5	36.5	
	31 to 40yrs	Count	98	14	112	
		% Within	17.5	8.4	15.4	
	41 to 50yrs	Count	90	33	123	
		% Within	16.1	19.8	20.0	
	Above 50yrs	Count	77	0	77	
		% Within	13.8	0	10.6	
	Total		Count	559	167	726
			% Within	100.0	100.0	100.0

Source: Computed Primary Data

From the above table, it is clear that 2G users, 33.8 per cent of the respondents belong to the age group of 21 to 30 years followed by 18.8 per cent of the respondents belong to the age group of upto 20 years, 17.5 per cent of the respondents belong to the age group of 31 to 40 years, 16.1 per cent of the respondents belong to the age group of 41 to 50 years and 13.8 per cent of the respondents belong to the age group of above 50 years whereas in 3G, 45.5 per cent of the respondents belong to the age group of 21 to 30 years followed by 26.3 per cent of the respondents belong to the age group of upto 20 years, 19.8 per cent of the respondents belong to the age group of 41 to 50 years and 8.4 per cent of the respondents belong to the age group of 31 to 40 years.

It is inferred that both technologies are preferred by the respondents belong to the age group of 21 to 30 years.

Table - 6.19 (a)

Chi-square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.401 (a)	4	.000
Likelihood Ratio	57.178	4	.000
Linear-by-Linear Association	20.331	1	.000
N of Valid Cases	726		
A 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.71.			

Source: Computed Primary Data

The above table 6.19(a) describes that the relationship between age and type of technology of the respondents. As the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance, the null hypothesis is rejected and concluded that there is a significant difference between age and type of technology.

6.4.2 Income and Amount Spent for Monthly Recharge by the respondents

To find out the significant relationship between income and amount spent for monthly recharge, the following null hypothesis framed is “There is no significant difference between income and amount spent for monthly recharge.” For that one way ANOVA is used and the results are shown in the following table 6.20.

Table - 6.20

Income and amount spent for monthly recharge

Amount spent for monthly recharge								
Income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Upto ₹100000	313	137.78	89.424	5.055	127.83	147.72	20	500
₹100000 to 200000	214	124.18	93.247	6.374	111.61	136.74	10	300
₹200001 to 300000	120	288.63	215.002	19.627	249.76	327.49	30	700
Above ₹300000	40	286.88	169.746	26.839	232.59	341.16	75	500
Total	687	168.57	142.752	5.446	157.88	179.27	10	700

Source: Computed Primary Data

Table - 6.20 (a)

Amount spent for monthly recharge

ANOVA					
Particulars	Sum of squares	df	Mean square	F	Sig.
Between Groups	3007894.642	3	1002631.547	62.416	.000
Within Groups	10971585.541	683	16063.815		
Total	13979480.183	686			

Source: Computed Primary Data

From the table 6.20(a), it is clear that the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and it is inferred that there is a significant difference between income and amount spent for monthly recharge.

6.4.3 Occupation and mode of new promotional offers

To find out the significant relationship between occupation and mode of new promotional offers the following hypothesis framed is “There is no significant association between occupation and mode of new promotional offer.” For that chi- square test is used and the results are shown in table 6.21.

Table - 6.21

Occupation and mode of new promotional offers

Occupation		Mode of new Promotional offers							Total
		TV	Radio	Posters	Friends	Relatives	SMS	Dealers	
Government	Count	4	5	8	21	0	14	14	66
	% Within	5.4	10.6	14.6	14.3	0	5.1	15.6	9.1
Private	Count	22	12	7	51	7	58	15	172
	% Within	29.7	25.5	12.8	34.7	18.9	21.0	16.7	23.7
Entrepreneur	Count	14	8	13	17	6	29	8	95
	% Within	18.9	17.0	23.6	11.6	16.2	10.5	8.9	13.1
Homemaker	Count	10	9	13	18	5	31	10	96
	% Within	13.5	19.2	23.6	12.2	13.5	11.2	11.1	13.2
Student	Count	12	4	8	20	8	64	16	132
	% Within	16.2	8.5	14.5	13.6	21.6	23.2	17.8	18.2
Agriculture	Count	7	5	5	16	8	54	22	117
	% Within	9.5	10.7	9.1	10.9	21.6	19.6	24.4	16.1
Job seekers	Count	5	4	1	4	3	26	5	48
	% Within	6.8	8.5	1.8	2.7	8.2	9.4	5.5	6.6
Total	Count	74	47	55	147	37	276	90	726
	% Within	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Computed Primary Data

Table - 6.21(a)

Chi-square test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	83.208 (a)	36	.000
Likelihood Ratio	86.150	36	.000
Linear-by-Linear Association	14.287	1	.000
N of Valid Cases	726		
A 8 cells (16.3%) have expected count less than 5. The minimum expected count is 2.45.			

Source: Computed Primary Data

From the table 6.21(a), it is evident that the calculated p value (0.000) is less than the significance value (0.05) at the 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between occupation and mode of new promotional offers.

6.4.4 Size of the family and Amount spent for monthly recharge

To find out the significant relationship between the size of the family and amount spent for monthly recharge the following hypothesis framed is “There is no significant difference between size of the family and amount spent for monthly recharge of the respondents”. For that one way ANOVA is used and the results are shown in table 6.22.

Table 6.22

Size of family and amount spent for monthly recharge

Number of Family members		Amount spent for monthly recharge				Total
		Upto ₹100	₹100 to 250	₹251 to 500	Above ₹500	
Small (Upto 3)	Count	61	22	12	4	99
	% Within	16.8	11.6	9.9	7.8	13.6
Medium (4 to5)	Count	226	132	86	22	466
	% Within	62.1	69.5	71.1	43.1	64.2
Large (Above 5)	Count	77	36	23	25	161
	% Within	21.1	18.9	19.0	49.0	22.2

Source: Computed Primary Data

Table - 6.22 (a)

Amount spent for monthly recharge

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3007894.642	3	1002631.547	62.416	.000
Within Groups	10971585.541	683	16063.815		
Total	13979480.183	686			

Source: Computed Primary Data

From the above table 6.22(a), it is clear that the obtained p value (0.000) is less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between size of the family and amount spent for monthly recharge.

6.4.5 Period of service and Opinion about mobile connection

To find out the significant relationship between period of service and the reason for having mobile connection the following hypothesis framed is “There is no significant difference between period of service and opinion about mobile connection.”

For that chi- square test is used and the results are shown in table 6.23.

Table 6.23

Period of service and opinion about mobile connection

Period of Service		Opinion about mobile connection				Total
		Necessity	Comfort	Luxury	Prestige	
Below 1 yr	Count	41	57	13	3	114
	% Within	8.8	26.8	44.8	16.6	15.7
1 to 2 yrs	Count	131	28	0	4	163
	% Within	28.1	13.1	0	22.2	22.5
2 to 3 yrs	Count	82	55	0	0	137
	% Within	17.6	25.8	0	0	18.9
3 to 4 yrs	Count	129	31	12	10	182
	% Within	27.7	14.6	41.4	55.6	25.1
Above 4 yrs	Count	83	42	4	1	130
	% Within	17.8	19.7	13.8	5.6	17.9
Total	Count	466	213	29	18	726
	% Within	100.0	100.0	100.0	100.0	100.0

Source: Computed Primary Data

Table - 6.23 (a)

Chi-square test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.126 (a)	12	.000
Likelihood Ratio	115.382	12	.000
Linear-by-Linear Association	4.965	1	.026
N of Valid Cases	726		
A 6 cells (30.0%) have expected count less than 5. The minimum expected count is 2.83.			

Source: Computed Primary Data

From the above table 6.23(a), it is clear that the calculated p value (0.000) is less than 0.05 at 5 per cent level of significance. Thus the null hypothesis is rejected and concluded that there is a significant difference between period of service and opinion about having mobile connection.

6.4.6 Factor analysis on service offers

The principle component method is used to reduce the variables into phenomenon factor. In particular, this analysis is given for Likert five point scale and any other defined stages to emerge to meaningful factor. In present research work, the researcher analyse the national and international literature identifying 10 variables pertaining to usage of offers. These statements are responded by the respondents in Likert 5 point scale technique. The application of factor analysis covers 10 variables field the following result.

Table - 6.24

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.659
Bartlett's Test of Sphericity	Approx. Chi-Square	565.810
	df	45
	Sig.	.000

Source: Computed Primary Data

From the above table, it is to measure the KMO of sample adequacy. 659 values Bartlett's Test of sphericity with approximate chi-square value 565.810 is statistically significant at the 5 % level. Therefore, it is concluded that 10 variables process approximate 45 degrees of freedom with the Sig. 0.000 over the required adequate variance. These variables also formed a normal distribution and grouped to frame the meaningful factor. It leads to further individual variability as shown in the following community table.

Table - 6.24(a)

Communalities

	Initial	Extraction
Call offer	1.000	.686
Short Message Service Package	1.000	.454
Caller Tune	1.000	.684
Rate Cutter	1.000	.467
Internet Packages	1.000	.467
Special Offers	1.000	.587
Availability of Value Added Services	1.000	.309
Availability of Recharge Cards	1.000	.556
Information about Offers	1.000	.610
Offer's Validity	1.000	.804
Extraction Method: Principal Component Analysis.		
Source: Computed Primary Data		

From the above table 6.24(a), it is found that 10 variables process individual variances ranging from 0.309 to 0.804. It implies that the variances have lower limit 30.9 per cent to 80.4 per cent. This limit is highly significant in the formulation of factors. But, the variables with individual variance have lower explanatory power in explaining the factor. This leads to the derivation of a number of factors out of 10 variables as stated in the following total variance table.

Table - 6.24(b)
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Call offer	2.150	21.499	21.499	2.150	21.499	21.499
Short Message Service Package	1.250	12.496	33.995	1.250	12.496	33.995
Caller Tune	1.167	11.674	45.669	1.167	11.674	45.669
Rate Cutter	1.058	10.579	56.248	1.058	10.579	56.248
Internet Packages	.933	9.333	65.581			
Special Offers	.806	8.064	73.645			
Availability of Value Added Services	.764	7.642	81.286			
Availability of Recharge Cards	.686	6.864	88.151			
Information about Offers	.645	6.449	94.600			
Offer's Validity	.540	5.400	100.000			

Source: Computed Primary Data

From the above table 6.24(b), it is inferred that 10 variables are reduced into 4 factors with cumulative variance of 56.248 and the 4 factors possess 5.400 and 10.579 respectively. Subsequently, the variables loading in each factor should be ascertained from the rotating component matrix.

Table 6.24(c)

Rotated Component Matrix

	Component			
	1	2	3	4
Call offer	.757			
Short Message Service Package	.695			
Caller Tune			.422	
Rate Cutter	.402			
Internet Packages		.819		
Special Offers		.516		
Availability of Value Added Services			.789	
Availability of Recharge Cards			.631	
Information about Offers				.880
Offer's Validity		.475		
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
Rotation converged in 7 iterations.				
Source: Computed Primary Data				

From the above table 6.24(c), the first factor consists of 3 variables call offers 0.757, short message service 0.695 and rate cutter 0.402. Hence, the factor can be used as “basic services”. The service availability factor enumerates the usage of offers to have utilized the service offered by the service provider. It also reveals that the respondents are having awareness and attitude in maximising in utilising the offers.

The second factor is obtained as the composition of 3 variables listed below. Internet package 0.819, special offers 0.516 and offers' validity 0.475. Therefore, the factor extracted can be called “special services”. These factors explain the respondents' occasional usage of offers and lack of awareness in utilising the offers. It is further

added with the respondents to restrain themselves to ensure the availability of offers offered by the service provider.

The third factor is obtained as the composition of 3 variables. They are caller tune 0.422, availability of value added service 0.789 and availability of recharge cards 0.631. Therefore, the factor extracted can be called “promotional services”. These factors describe the respondent’s availing special services from the service provider.

The fourth factor is obtained as the composition of only one variable, i.e. information about offers 0.880. Therefore, the factor extracted can be called “information services”. This factor describes the respondents’ eagerness and awareness in knowing about the validity of the services offered by the service provider.

6.4.7 Factors wise analyse on the subscribers’ satisfaction model

As the two groups, public sector and the private sector are to be compared on the basis of six dimensions of the mobile communication services, namely, service offers, service tariff, service quality, reduced problems, customer care service and overall satisfaction of the respondents. It will be useful to compute their mean values to get an idea of the differences based on their mean score. The mean scores along with the standard deviations of the six dimensions of the mobile communication services are presented in table 6.25.

Table - 6.25**Factors wise analysis using subscribers' satisfaction model**

Dimensions	Public Sector (n=104)				Private Sector (n=622)			
	Mean	S.D	Min	Max	Mean	S.D	Min	Max
Service offers	29.48	3.382	20	37	35.16	4.855	21	46
Service tariff	16.90	2.157	11	22	17.64	3.759	8	27
Service quality	13.43	1.624	7	17	14.01	2.203	7	19
Reduced problems	7.99	2.022	4	13	9.63	2.278	4	16
Customer care service	15.43	1.989	9	20	14.94	2.050	6	20
Overall satisfaction	83.24	5.726	67	98	91.37	8.162	66	113

Source: Computed Primary Data

There are ten important factors in the measurement of subscribers' satisfaction on the factor 'service offers' with the score of any item ranging between 1 and 5; the total scores on the instrument ranging between 10 and 50, with a neutral point of 30 ($10 \times 3 = 30$). The mean score of public sector below the neutral point indicates dissatisfaction with service offers whereas the mean score of private sector above the neutral point indicates satisfaction with service offers.

There are six important factors in the measurement of subscribers' satisfaction on the factor 'service tariff' with the score of any item ranging between 1 and 5; the total scores on the instrument ranging between 6 and 30, with a neutral point of 18 ($6 \times 3 = 18$). The mean score of public sector and private sector below the neutral point indicates dissatisfaction with service tariff.

There are four important factors in the measurement of subscribers' satisfaction on the factor 'service quality' with the score of any item ranging between 1 and 5; the total scores on the instrument ranging between 4 and 20, with a neutral point of

12 ($4 \times 3 = 12$). The mean score of public sector and private sector below the neutral point indicates dissatisfaction on service quality.

There are three important factors in the measurement of subscribers' satisfaction on the factor 'reduced problems' with the score of any item ranging between 1 and 5; the total scores on the instrument ranging between 3 and 15, with a neutral point of 9 ($3 \times 3 = 9$). The mean score of public sector below the neutral point indicates dissatisfaction with reduced problems, whereas the mean score of private sector above the neutral point indicates satisfaction with reduced problems.

There are four important factors in the measurement of subscribers' satisfaction with the factor 'customer care services' with the score of any item ranging between 1 and 5; the total scores on the instrument ranging between 4 and 20, with a neutral point of 12 ($4 \times 3 = 12$). The mean score of public sector and private sector above the neutral point indicates satisfaction with customer care service.

There are twenty seven important factors in the measurement of subscribers' overall satisfaction on the factor 'overall services' with the score of any item ranging between 1 and 5; the total scores on the instrument ranging between 27 and 135 with a neutral point of 81 ($27 \times 3 = 81$). The mean score of public sector and private sector above the neutral point indicates satisfaction on overall service.

It is inferred that public sector subscribers satisfied with customer care service, but dissatisfied with service offers, service tariff, service quality and reduced problems, whereas in private sector subscribers satisfied with service offers, reduced problems, customer care service but dissatisfied with service tariff and service quality. Totally, both sectors' subscribers are satisfied with all the services.

6.4.8 Overall satisfaction of the respondents towards public and private service provider

In this analysis the researcher has considered the five factors determining satisfaction of the respondents in public sector and private sector wise regarding the overall satisfaction of the respondents. The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. The results are shown in Table 6.26.

Table - 6.26

Overall satisfaction towards service provider

Level of satisfaction	Public sector		Private sector		Overall satisfaction	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Service offers						
Low	100	96.2	269	43.2	369	50.8
High	4	3.8	353	56.8	357	49.2
Service tariff						
Low	60	57.7	325	52.3	385	53.0
High	44	42.3	297	47.7	341	47.0
Service quality						
Low	69	66.3	295	47.4	364	50.1
High	35	33.7	327	52.6	362	49.9
Reduced problems						
Low	81	77.9	304	48.9	385	53.0
High	23	22.1	318	51.1	341	47.0
Customer care service						
Low	55	52.9	361	58.0	416	57.3
High	49	47.1	261	42.0	310	42.7

Source: Computed Primary Data

The above table 6.26 shows that the overall satisfaction of the subscribers.

Service offers: In the public sector, 96.2 per cent of the respondents have low level satisfaction and remaining 3.8 per cent of the respondents have high satisfaction level. In the private sector, 56.8 per cent of the respondents have high level satisfaction and rest of the 43.2 per cent of the respondents have low satisfaction level. In total, 50.8 per cent of the respondents have low level satisfaction and 49.2 per cent of the respondents have high satisfaction level.

Service tariff: In the public sector, 57.7 per cent of the respondents have the low level satisfaction and 42.3 per cent of the respondents have high level satisfaction whereas in the private sector, 52.3 per cent of the respondents have low level satisfaction and 47.7 per cent of the respondents have high satisfaction level. In total, 53 per cent of the respondents have low level satisfaction and 47 per cent of the respondents have high satisfaction level.

Service quality: In the public sector, 66.3 per cent of the respondents have low level satisfaction and 33.7 per cent of the respondents have high level satisfaction whereas in the private sector, 52.6 per cent of the respondents have high level satisfaction and 48.9 per cent of the respondents have low satisfaction level. In total, 50.1 per cent of the respondents have low level satisfaction and 49.9 per cent of the respondents have high satisfaction level.

Reduced problems: In the public sector, 77.9 per cent of the respondents have low level satisfaction and 22.1 per cent of the respondents have high level satisfaction whereas in the private sector, 51.1 per cent of the respondents have the high level satisfaction and 48.9 per cent of the respondents have low satisfaction level. In total, 53 per cent of the respondents have low level satisfaction and 47 per cent of the respondents have high satisfaction level.

Customer care service: 52.9 per cent of the respondents have low level satisfaction and 47.1 per cent of the respondents have high level satisfaction whereas in the private sector, 58 per cent of the respondents have low level satisfaction and 42 per cent of the respondents have high level satisfaction. In total, 57.3 per cent of the respondents have low level satisfaction and 42.7 per cent of the respondents have high satisfaction level.

It is inferred that 50.8 per cent of the respondents have low level satisfaction with service offers, 53 per cent of the respondents have low level satisfaction with service tariff, 50.1 per cent of the respondents have low level satisfaction with service quality, 53 per cent of the respondents have low level satisfaction with reduced problems and 57.3 per cent of the respondents have low level satisfaction with customer care service.

6.4.9 Overall satisfaction and the factors determining satisfaction of the respondents

To find out the significant relationship between factors determining satisfaction and overall satisfaction of respondents, the following hypothesis framed is “There is no significant association between overall satisfaction and factors determining satisfaction of the respondents.” The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. For that chi- square test is used and the results are shown in table 6.27.

Table - 6.27

Overall satisfaction and factors determining satisfaction

Particulars	Statistical inference	Degrees of freedom	p value	Results
Service offers	$\chi^2 = 355.412$	1	.000 < 0.05	Significant
Service tariff	$\chi^2 = 119.996$	1	.000 < 0.05	Significant
Service quality	$\chi^2 = 4.029$	1	.045 < 0.05	Significant
Reduced problems	$\chi^2 = 104.247$	1	.000 < 0.05	Significant
Customer care service	$\chi^2 = 4.774$	1	.029 < 0.05	Significant

Source: Computed Primary Data

From the table 6.27, it is evident that the calculated p value of service offers (0.000), service tariff (0.000), service quality (0.045), reduced problems (0.000) and customer care service (0.029) are less than 0.05 at 5 per cent level of significance. Thus, the null hypothesis is rejected and concluded that there is a significant difference between service offers, service tariff, service quality, reduced problems, customer care service and overall satisfaction of the respondents.

6.5 CONCLUSION

In this chapter, the researcher has analysed the relationship between demographic profile, factors determining satisfaction and overall satisfaction of the respondents. The factors determining satisfaction include service offers, service tariff, service quality, reduced problems and customer care service. The overall satisfaction of the respondent covers the result of all the factors analysed. For that, the null hypotheses were framed and tested using various tools. It helps the researcher to identify the respondents' satisfaction towards mobile communication services. It shows that there is a significant difference between gender, age, marital status, educational qualification,

occupation, nativity, annual income and overall satisfaction of the respondents. It also showed that there is no significant difference between type of family and overall satisfaction of the respondents, size of family and overall satisfaction of the respondents. It also shows that there is a significant difference between age and type of technology, income and amount spent for monthly recharge, occupation and mode of new promotional offers, size of the family and amount spent for monthly recharge, period of service and opinion for having mobile connection. There is a significant difference between service offers, service tariff, service quality, reduced problems and customer care service with overall satisfaction on mobile communication services.

Totally, 50.8, 53, 50.1, 53 and 57.3 per cent of the respondents have low level satisfaction with service offers, service tariff, service quality, reduced problems and customer care service respectively. These results are used to give valuable suggestion to make effective mobile communication service. That is discussed in the next chapter.