

CHAPTER - II

REVIEW OF LITERATURE

2.1 Introduction

2.2 Review of Previous studies

2.2.1 Review of International literature

2.2.2 Review of Indian literature

a) Review at National level

b) Review in State and Regional level

c) Review in the Study area

2.3 Conclusion

CHAPTER - II

REVIEW OF LITERATURE

2.1 INTRODUCTION

The concept and review of literature are the backbone of the study. It strengthens the study in an effective way. Without knowing the background of the study, it is difficult to undergo any type of study in an effective manner. A brief literature would be of immense help to the researcher in gaining insight into the selected problem. The researcher would gain good background knowledge of the problem by reviewing certain previous studies. A reference to these studies will be related in the context of shaping the present study.

In this context, a review of literature is considered as the mirror of the earlier studies regarding the research area. It enables the researcher to identify the gaps for further research. Many studies on mobile communication service have been conducted in different parts of the world. An attempt is made to review the literature available, so that a greater insight into the subject is obtained. It has facilitated the selection and pacing of this research work amongst the area which has not been adequately dealt with. In the review of literature, studies undertaken in foreign countries and in India during the second half of the 20th century and in the beginning of the 21st century have been taken into account and summarized in the following pages.

2.2.1 Review of International Literature

This section throws light on the international researches pertaining to subscribers' satisfaction with mobile communication. At the international level, so

many studies were done on telecommunication especially on mobile communication. Some of the important studies discussed are as follows.

Gerpott et.al¹ (2001) investigated the customer satisfaction level of 684 residential customers of mobile operators in Germany using the frequency distribution, the results showed that 28% of the respondents were completely satisfied and 6.3% were slightly satisfied or not satisfied. Customer satisfaction is positively related to customer loyalty, and both factors are important parameters in the mobile telecommunications industry.

Wal et.al² (2002) measured service quality at cellular retail outlets in the South African environment. There they focused on perception and expectation of service quality from the consumer's perspective. Their results also showed that a significant relationship exists between the importance of a dimension to the customers, and the perception about the service quality. Therefore, based on this positive coefficient of the service quality, this study concluded that there is a significant positive effect of customization of the process of brand building.

Nussli et.al³ (2002) stated that the present era of globalization of communication services causes more anxiety than expectation. The opening up of new cellular markets from South Korea, Taiwan, China and Thailand has thrown many challenges. For survival and successful transaction of marketing of communication service, the marketing methodology with increased quantity of products has to be

¹ Gerpott, T.J., Rams, W. In Schindler, 2001, A. "Customer retention, loyalty, and satisfaction in the German Mobile Cellular telecommunications Market", Telecommunications Policy, Vol.25, pp.249- 269.

² Wal, R.W.E., Van der, Pampallis, A. and Bond, C., 2002, "Service Quality in a Cellular Telecommunications Company: A South African Experience", Managing Service Quality, Vol. 12 (5), 323-335.

³ Nussli C and Bertout, A., 2002, "Challenges and Prospects of Marketing of Communication Service", Alcatel Telecommunication Review, pp.27-32.

adopted by the service providers. The marketing methodology includes six components like product innovation, service delivery system; value added services, time scheduling of services, method of fixing tariff charges and internet / cyber marketing.

Liu⁴ (2002) found that the choice of a cell phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other.

Wang and Lo⁵ (2002) studied on a comprehensive, integrated framework for service quality, customer value, and customer satisfaction and behavioural intentions of customers in China's mobile phone sector. In this study, they conceptualized factors with service quality as antecedents to customers' overall evaluation of service quality rather than dimensions or components of the construct. Herein, they found that the competition between two mobile phone service providers is more intense than ever. This competition is not only in network quality by a large amount of investment in network extension and upgrading but also in customer retention and acquisition by direct and indirect price reduction.

Zalesak⁶ (2003) in his study identified that government's mobile services contribute in two general ways. First, mobile services allow for the ease sending of information to citizens through Short Message Services directly to their mobile phones. The second way is almost 140 - Proceedings of M4D 2008, Karlstad University, Sweden transparent to the citizens as it involves the streamlining of government processes and making them easily available to the citizens. For developing countries, with limited ICT or Internet penetration, mobile services present interesting

⁴ Liu, 2002, Unpublished Ph.d Thesis, The University of Texas at Austin.

⁵ Wang and Lo, 2002, "A study on user preference with reference to cell phone", A survey Readers Shelf, Vol.2, No.7. pp.16-18.

⁶ Zalesak. M, 2003, case study: Czech Republic's mobile municipalities, ECEG.

opportunities for the government in both investment and technological point of view as this does not require extensive infrastructure or hardware and equally important, the issue of training in the use of this technology is circumvented as it is easy to manage mobile phones.

Joo Dae Young⁷ (2004) in his article on “Satellite Communication and Cellular Communication Service as Promotional Tools” says that satellite communication and global coverage of Cellular Communication Service has shrunk the modern world; communication service and global communication emergencies have provided opportunities for worldwide human understanding and effective marketing in the field of agricultural sector, fertilizer, sugar and paper industries; he concludes that oral communication over telephone and cell phone has brought a key change in marketing of products and services in Korea, Japan and China; experiment conducted by Korea Institute for Industrial Economics and Trade have proved that world level correlation between national wealth and communication through satellite and cell phone to be significant.

Andrew Seybold⁸ (2004) in his article on “Cell Phone Companies hope others will do more than Talk” has pointed out the purpose for opting cellular communication service with the help of cell phone users in the United States, Europe and Asia. The majority of the users in the United States opts cellular communication services for voice calls and internet browsing; the majority of the subscribers in Europe have more time to browse the web and send e-mail; revenue from cellular communication service in the United States, Europe and Asia has increased due to email and internet browsing.

⁷ Joo Dae Young, 2004, Satellite Communication and Cellular Service as Promotional tools, Korea Focus, Vol.12, No.4, pp.123-140

⁸ Andrew Seybold, 2004, “Cell phone companies hope users will do more than talk”, The New York times, New York, p.11

Smith et.al⁹ (2004) in their article “CSP Complaints from customer”, stated that in managing relationships with customers, organizations should consider perceptions of justice to improve customer satisfaction; especially after service failures occur. As short as the number of complaints is high as the customer satisfaction level will be low that leads to customer switch.

Kim et.al¹⁰ (2004) investigated the effects of customer satisfaction and switching barrier on customer loyalty among 350 respondents in Korea and reported that call quality, value-added services and customer support have significant impact on customer satisfaction. Thus, to maximize customer satisfaction, the focus should be on service quality and customer-oriented services. Switching barrier on the other hand is affected by switching costs (e.g. less cost, move-in cost, and interpersonal relationships) and was revealed to have an adjustment effect on customer satisfaction and customer loyalty.

Jochen Schiller¹¹ (2004) states that mobile communication service is a transmission of voice message or short message with a device called mobile phone. He also states that the traditional mobile phone had a simple black and white text display only and could send/ receive voice or short message; modern mobile phones migrate more and more towards personal display access service and mobile phone with full colour graphic display, touch screen and internet browser are generally used to avail mobile communication service.

⁹ Smith et.al, 2004, “CSP a Complaints from Customer”, Economic and political weekly, pp.46-48.

¹⁰ Kim et.al, 2004, “The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services”, Telecommunications policy, pp 145-159.

¹¹ Jochen Schiller, 2004, Mobile Communication, Person Education (Pvt) Limited, Singapore, P.8

Alvarez and Casielles¹² (2005) states that promotional offer of a product state at the moment of purchase as an explanatory element of the process. Promotion is a tool that can help manufacturers and/or retailers in the achievement of their objectives (try the brand, help to decide what brand to buy, etc.). Immediate price reduction is the technique that exerts greatest influence on the brand choice process.

Kurtinaitiene¹³ (2005) researched the customer among European mobile services and concluded that the awareness of being customer oriented is high and that data and information is being collected, through the learning and acting on insights is not fully developed. The mobile service providers who do base their actions on customer intelligence are shown to perform better in their respective markets.

Turel and Serenko¹⁴ (2006) in their study of mobile telecoms revealed that there is lower satisfaction level among young adults in Canada. Within the gender groups, this result revealed that male customers are more satisfied than the female. The higher satisfaction reported by the male customers may imply that they are well satisfied with the impact of the service and/or the mobile telecoms boost their functional activities (businesses, sales, etc), while for the female customers, their low satisfaction could be due to less or no personal interaction with sales process (mobile subscription is through vendors and not directly from the operators, unlike the fixed telecoms) or less influence of mobile telecoms on their relational activities.

¹² Alvarez, Begona Alvarez and Casielles, Rodolfo Vazquez, 2005, "Consumer Evaluations of Sales Promotion: The Effect on Brand Choice", *European Journal of Marketing*, Vol. 39 (1/2), 54-70.

¹³ Kurtinaitiene, J. (2005), Marketing orientation in the European Union mobile telecommunication market, *Marketing Intelligence and Planning*, Vol. 23, No.1, 2005.

¹⁴ Turel, O. and Serenko, A. (2006) - Satisfaction with mobile services in Canada: An empirical investigation, *Telecommunications Policy*, pp.314-331.

Eniola Samuel¹⁵ (2006) indicated that 57% of the respondents were satisfied and 5% highly satisfied. The combination of network quality, billing, validity period and customer support showed a strong relationship with satisfaction while age, gender, location and employment variables showed a weak relationship.

Kim et.al¹⁶ (2006) in their study “A study of factors that affect user intentions toward email service Switching, Information and Management”, stated that Taiwanese mobile phone carriers often promote different price and benefit packages, in particular, free on-net calling which is highly attractive to consumers. Mobile phone service providers may also form strategic alliances with handset manufacturers in order to provide handsets with greater added value to attract consumers.

Bhatt¹⁷ (2008) in his study titled “A Study of Mobile Phone Usage among the Postgraduate Students” analysed that it is important for mobile carriers, service providers, content developers, equipment manufacturers, as well as for parents and young people alike that the key characteristics of mobile technology is well understood so that the risks associated with its potentially damaging or disruptive aspects can be mitigated.

Seth et.al¹⁸ (2003) in their study “Managing the Customer Perceived Service Quality for Cellular Mobile Telephone: an Empirical Investigation”, analysed that there is relative importance of service quality attributes and showed that responsiveness is

¹⁵ Dr. Eniola Samuel, 2006, “Customer Satisfaction in the Mobile Telecommunications Industry in Nigeria. Blekinge Institute Of Technology”, Department of Management, Ronneby, Sweden.

¹⁶ Kim,G. Kim, B. Shin and H.G. Lee, 2006, “A study of factors that affect user intentions toward email service switching, Information and Management” 43 (7), pp. 884–893.

¹⁷ Bhatt, Andre, 2008, “A Study of Mobile Phone Usage among the Post Graduate Students”, 200810.Chris, Kambitsis, “Telecom advertising in print media”.

¹⁸ Seth et.al, 2008, “Managing the Customer Perceived Service Quality for Cellular Mobile Telephone: an Empirical Investigation”, www.emeraldinsight.com.

the most important dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles.

Malathir¹⁹ (2009) in their study “A Competitive study on Airtel in various Countries” stated that Bharti Airtel is preparing a strategy to make the deal pay and a rebound is inevitable, according insider and brand experts. In 2008, Zainrebranded in 14 African markets after acquiring Celtel International, spending sh25 billion. It is preparing its minute factory model combined with a low-cost structure in Africa. It will work on infrastructure sharing and forge contracts on a network utilization-base model; much like it does in India to improve productivity at its African operations. In the past, the Kenyan telecoms market has witnessed price wars, which have not favoured small players as expected.

Brigita Jurisic et.al²⁰ (2010) concluded that the choice of mobile handset and services cannot be separated came out true because when we tried to find out the customer decision. We successfully classified customers into eight groups, each with some special requirement service wise and handset’s attribute wise. Competition in the telecom industry is heating up its time for Indian telecom players also to align up in the new dynamic business environment. The most important determinant of consumers are price and sacrifice perception (monetary and non-monetary sacrifice), which in perception. These are periodical fixed cost, minute or traffic charge and opening cost when purchasing a mobile phone. The results indicate that the minute charge is the most influential factor when a customer assesses to purchase. The second most important factor is the periodical fixed cost and another factor is the opening cost.

¹⁹ Malathir, 2009, “A Competitive study on Airtel in various countries”. Indian Journal of Management, pp.23-25.

²⁰ Brigita Jurisic and António Azevedo, 2010, Journal of Brand Management 2011, 18, 349–366; doi:10.1057/bm.2010.37; published online on 19th Nov 2010.

These indicate, not surprisingly, that communication firms need to deeply consider. Also, this indicates that a lot of effort must be put in the pricing strategy.

Yi-Fei Chuang²¹ (2011) in the study “Pull-and-suck effects in Taiwan mobile phone subscribers switching intentions Telecommunication Policy”, stated that the goal of this study was to assess the impact of satisfactory, switching cost, alternative attractiveness, and habit strength on switching intention. This study has tried to measure the habit strength of Taiwan mobile phone subscribers, while discussing the role of habit in switching intention.

2.2.2 Review of Indian Literature

a) Review at National Level

This section provides an overview of various researches undertaken in India relating to customer satisfaction with mobile communication. A number of studies have been conducted to consumer satisfaction in India. Out of which a few studies are summarised below.

Stivastava et.al²² (2001) made a study on “Role of Competition of Growing Markets: Telecom Sector” and concluded that price plays an important role in the growth or emerging market like that in the telecom sector. For telecom companies to survive, 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.

²¹ Yi-Fei Chuang, 2011, “Pull-and-suck effects in Taiwan mobile phone subscribers switching intentions Telecommunications Policy”, Vol. 35, Issue 2, pp.128-140.

²² Stivastava et al., 2001, “Role of competition of growing markets: telecom sector” Economic and political weekly.

Sree Nandhini²³ (2001) examined the attitude of the respondents using cell phones. It shows that 88.3% of the respondents feel that cell phone helps to deal business matter confidently and effectively. This study shows that the attitude of the respondents using cell phones was not influenced by education, occupation and income.

Murali Manohar²⁴ (2001) in his study “Indian Telecom Market”, found that Bharat Sanchar Nigam Limited has to meet the demands of the customers due to inadequate telephone line connection in India. He says that the tariff fixed for landline by the Department of Telecommunication is more than that of tariff fixed for Cellular Communication Service. He added that the telecom facilities are noisy and unreliable as compared with what is easily attainable using contemporary technology.

Lalurnath²⁵ (2002) indicated that convenience and recommendation by friends and family were the most decisive selection criteria. There are differences in the level of customer service among telecommunication service providers.

Samuvel²⁶ (2002) “Customer satisfaction for cellular services, a study with a reference to BPL and Aircel mobile phones and services”, observed that most of the respondents consider size, quality, price, instrument servicing are important factors for selecting the handset while the majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

²³ Sree Nandhini, 2001, “An investigation of user perception and altitude to cellular in Coimbatore”, Bharathiar University.

²⁴ Murali Manohar, 2001, Indian Telecom Market, Journal of Indian Institute of Public Administration, Vol. I, No.1, pp.93-120

²⁵ Lalurnath, 2002, “Customer Satisfaction towards Cellular service providers”, Indian Journal of Marketing, Vol.xxxv, pp.21-23.

²⁶ Samuvel, 2002, “Customer satisfaction for cellular services, a study with a refer to BPL and Aircel mobile phones and services”, an unpublished M.Phil.,dissertation, Bharathiar University, Coimbatore.

Kuester et.al²⁷ (2003) studied on “A Compleitive Analysis of Marketing Strategies towards Cell Phone”. Some firms reduce the level of the service that they provide and some may increase differentiation and try to distinguish them by offering different price / service combinations.

Ancker et.al²⁸ (2003) in their study on “A Study on Customer Satisfaction towards Cellular Service Providers” observed that customers are expecting benefits in terms of values. An intention to adopt or reject a cellular service appears to be determined to a greater extent by the perceived benefits than by perceived barriers. As the companies give higher value to customers in terms of charges than satisfaction level gets high that leads to customer loyalty.

Ruby²⁹ (2003) studied on “A study on Cellular Phone and its Sales Promotion with reference to Consumer Awareness”. They also mentioned that promotion is the activities that communicate the product or services and its merits to target customers and persuade them to buy. Generally, promotion is concerned with ensuring that consumers are aware about the company/firm and its products that the organization makes available to those consumers. More specifically, the objectives of any promotional strategy such as; increase sales; maintain or improve market share; create or improve brand recognition; create a favourable climate for future sales; inform and educate the market; create a competitive advantage, relative to competitor's products or market position; improve promotional efficiency.

²⁷ Kuester et al., 2003, “A Compleitive analysis of marketing strategies towards cellular phone”. Indian Journal of Marketing Vol. xxxv, pp.41-43.

²⁸ Ancker et.al, 2003, “A study on Customer Satisfaction towards CSP”, Hindu Survey of Indian Industry, Vol. xxxv, pp.24-29.

²⁹ Ruby, 2003, “A study on cellular phone and its sales promotion with reference to consumer awareness”, Hindu Survey of Indian Industry, pp.14-16.

Ragul³⁰ (2003) in his study titled “A Comparative Analysis of Airtel and its Competitors” conducted that the high levels of competition among service providers necessitate adoption of different customer service techniques to satisfy and retain the customer. The effectiveness of the level of customer service will enhance customer retention and reduce switching among service providers.

Subramanyam³¹ (2004) made a study on “Cellular Communication Service Providers’ bank on value addition” found that Global System for Mobile communication (GSM) and Code Division Multiple Access (CDMA) are two competing mobile technology providers who have combined cost and value added services to retain customers and attract new consumers. GSM communication in India continues to be the preferred technology, though CDMA technology offers superior voice clarity, data services and network strength and also value added features such as Internet access, entertainment, e-commerce and information through “R” World and image. Customers aware of technology employed prefer GSM communication and those who require a functional phone opt for CDMA technology; he concluded that the operator who has a better network and bigger access to capital has a better chance to win the war.

John³² (2004) “Comparative Analysis of Service Quality of CSP” Service is a form of attitude which relates to satisfaction and also leads to consumer loyalty and future purchase. In particular consumers prefer service quality when the price and other

³⁰ Ragul, 2003, “A Comparative Analysis of Airtel & it’s competitors”, Indian Journal of Marketing pp.21-23.

³¹ Subramanyam, R., 2004, Cellular Service Producers banks on Value addition, The Economic Times, Chennai, p.6.

³² John., 2004, “Comparative analysis of service Quality of CSP” Indian Journal of Marketing Vol. xxxv, pp.9-11.

cost elements are held constant. It has become a distinct and important aspect of the product and service offering.

Kim et.al³³ (2004) in their study on “Consumer Perception towards Cellular Service Providers” found that there are lots of differences between perceived quality and actual quality provided by the cellular service provider because of some technical issues or lack of knowledge about the area, people or customer requirements. For users as well as cellular service providers (CSP) it is necessary to know the relationships between objective and subjective application quality of service and network quality in order to identify technical reasons for user perceived quality problems.

Kannan³⁴ (2004) “Some Negative Aspects of CSP” determined that the service support appeared to be an important quality element of cellular service to improve customer satisfaction. As network dependability, reliability and survivability are the main determinants of customer satisfaction, there must be specific arrangements to control these factors in order to reduce customer complaints.

Palkar³⁵(2004) in his study on “Consumer Satisfaction toward Communication Service Provider” observed that it is easy to build a strong relationship between them that compels customers to be loyal with the entire service. Improved quality of service can lead to improved customer perceptions of the brand’s quality. He proposed that perceived quality is the important factor that has a greater influence on the customer satisfaction.

³³ Kim et al, 2004, “Consumer perception towards cellular service providers” Indian Journal of Marketing, Vol. xxxv, pp.23-25.

³⁴ Kannan, 2004, “Some negative aspects of CSP” Indian Journal of Marketing, Vol. xxxv, pp.23-25.

³⁵ Palkar, 2004, “Consumer Satisfaction toward CSP” Indian Journal of Marketing, pp.35-37.

Gassenhimer et.al³⁶ (2004) “A Comparative Study of Various Cell Phone in the Context of Customer Awareness and Preference” stated that market services have a significant impact on the dealer manufacturer relationship. Innovative manufacturer performance in terms of competitive pricing, ordering methods, flexibility in terms of credit policies and continuity of products influences the dealer – manufacturer relationship. The other factors that influence the dealer- manufacturer relationship are ‘logistic performance’ and ‘boundary personnel’.

Revathi et.al³⁷ (2005) “Preference in Cellular Communication Service Providers in the Post Liberalization Era” have analyzed that there is no significant relationship between personality factors of users and their preference towards Cellular Communication Service providers; but the attractive plans offered by each provider play a vital role in the choice of the provider. Their findings also state that the majority of subscribers of Aircel and BPL Cellular Communication Service has problems relating to connectivity, coverage, billing system and clarity of signal.

Bosco Dominique³⁸ (2005) “Clogged lines leave mobile subscribers immobile” says that a host of mobile service providers including Airtel, Aircel, BPL and BSNL are vying with each other to offer value added service such as news updates, cinema trailers, tele conference and call divert among others; but they miserably fail many times in establishing connection with another subscriber and majority of the subscribers getting cellular communication service from a private service provider find very difficult to call subscribers of other mobile operators. This shows the inability of the

³⁶ Gassenhimer et.al, 2004, “A Comparative Study of Various Mobile phone in the Context of Customer Awareness and Preference” Indian Journal of Marketing, Vol. xxxv, pp.25-27.

³⁷ Revathi, S. and Padmavathy. S., 2005, Preference in Cellular Service providers in the post liberalization era, Indian Journal of Marketing, Vol.35, No.2, pp.6-10-,20

³⁸ Bosco Dominique, 2005, “Clogged lines mobile subscribers immobile”, Indian Express, Trichy Edition, p.3.

service providers in equipping themselves to cater to the needs of the ever - growing customer base and concludes that the competitive attitude of all private mobile operators lead to the chaos.

Ranjel³⁹ (2005) found that ‘satisfied’ employees do not necessarily perform to the best of their abilities. Personal satisfaction is an internal emotion that need not relate in any direct way to organizational outcomes. Another dimension is surely vital to motivate employees to ‘go the extra mile’. In the past couple of years, the term ‘employee engagement’ has increasingly come to the fore and being discussed as a major determinant of employee performance.

Sudhakar and Nutan⁴⁰ (2005) have made a study with the main purpose of determining the behaviour of the mobile telephone users migrating from prepaid to postpaid and vice versa involve 158 migrated customers using BPL mobile database in Ernakulam and Tiruvananthapuram districts, Kerala through simple random sampling method. The findings reveal that the main factors which are considered by the company, confusion towards the choice of different schemes and tariff plans offered by the company and decrease in usage of Cellular Communication Service.

Vijay Kumar et.al⁴¹ (2006) in their article on “Satisfaction Derived by the Airtel Subscribers” have measured that the subscribers are dissatisfied with clarity of signal, availability of plan options, call charges and activation formalities and concluded that the improvement in the quality of the services of the network will attract

³⁹ Ranjel, 2005, “A study research on employee engagement involve in consumer satisfaction”. Indian Journal of Marketing, pp.11-13.

⁴⁰ Sudhakar.K Francis and Nutan Lydia, 2005, An objective study of customer Behaviour in BPL Mobile Cellular Limited, Indian Journal of Marketing, Vol xxxv, No.5, pp.10-11,22.

⁴¹ Vijay Kumar, R and Ruthra Priya, P, 2006, Satisfaction derived by the Airtel Subscribers in Coimbatore, Indian Journal of Marketing, Vol. xxxvi, No. 1, pp.3-7, 38.

more new subscribers and would help to retain the existing subscribers in the future competitive market.

Kanal⁴² (2006) in his study on “Consumer Satisfaction towards Service Quality of CSP” pointed out that companies need to measure consumers' satisfaction with their products and services. Generally, service and product quality are in the mind of the consumer. So, it is necessary for the cellular telecommunication service provider to talk to the consumers for measuring quality. Since, quality reflects the extent to which a product or service meets or exceeds consumers' expectations.

Kalpana et.al⁴³ (2006) in their study on “Promotional Strategies of Cellular Services: A Customer Perspective” found that advertisement plays a dominant role in influencing the customers, but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented.

Hankel et.al⁴⁴ (2006) “Cellular Service Satisfaction towards CSP” is charging their customers and gives the value to the customers. CSPs have to increase the switching cost in order to increase lifetime customer value and customer retention by implementing relationship-oriented marketing strategies.

Karthick et.al⁴⁵ (2006) in their article titled “Customer Satisfaction towards Cellular Service Providers” stated that heavy investments are made to maximise level of customer satisfaction, but only increasing the resources alone cannot lead to increased levels of customer satisfaction. Some qualitative services must be

⁴² Kanal , 2006, “Consumer satisfaction towards service quality of CSP”, Vol. xxxv, pp.42-43.

⁴³ Kalpana and Chinnadurai, 2006, “Promotional Strategies of Cellular Services: A Customer Perspective” Journal of Marketing.

⁴⁴ Hankel et. al, 2006, “Cellular service satisfaction towards CSP”, Indian Journal of Marketing, Vol. xxxv, pp.26-29.

⁴⁵ Karthick et. al, 2006, “Customer Satisfaction towards Cellular service providers”. Economic and political weekly, Vol. xxxv, pp.21-23.

implemented. These qualitative and quantitative services must meet and satisfy the customer requirements to maximize the level of customer satisfaction that leads to customer loyalty.

Henkel et.al⁴⁶ (2006) in their study on “A Competitive Study of Retailers with Reference to Cellular Phone”, observed that more customized, specific or better-tailored services that meet customer’s needs and expectations would lead to high level of customer satisfaction. Value added services offered by CSPs can increase both customer satisfaction and total usage, which in turn reduce mix rate, increase revenue and repurchase of the entire service in the future.

Mohanta⁴⁷ (2006) in his article “Impact of Various Service Qualities in Various Cellular Service Providers” concluded that today there are around 5 million cellular phone users in India and everyday there are around 1 million SMS messages that pass through India’s cellular networks. There are also value adds galore: News through SMS, Net banking, The ability to search the net a WAP enabled phone, instant messenger adds-on, even the facility to make cinema reservations. India may not have a cellular market as large as china’s, Indian cellular subscribers may not behave the same way Japan’s I-moders do, but there are definitely the signs of cellular community emerging.

Banumathy⁴⁸ (2006) in her article “A Study of Consumer Expectation towards Cellular Service Providers” concluded that today phones have everything ranging from the smallest size, largest phone memory, speed dialling, video players, audio players,

⁴⁶ Henkel et al,2006, “A competitive study of retailers with reference to cellular phone”. The Hindu survey of Indian industry, Vol. xxxv, pp.31-32.

⁴⁷ Mohanta, 2006, “Impact of various service qualities in various cellular service providers” Hindu survey of Indian industry, pp.10-13.

⁴⁸ Banumathy, 2006, “A study of consumer expectation towards cellular service providers. Indian Journal of Marketing, Vol. xxxv, pp.15-17.

and camera and so on. Recently with the development of Pico nets and Bluetooth technology, data sharing has become a child's play.

Kalpna et.al⁴⁹ (2006) in their study titled "Promotional Strategies of Cellular Services: A Customer Perspective" analysed that the increasing competition and changing tastes and preferences of the customers all over the world are forcing companies to change their targeting strategies. It was found that advertisement plays a dominant role in influencing the customers, but most of the customers are of the opinion that promotional strategies of cellular companies are more sales oriented rather than customer oriented.

Suguna⁵⁰ (2007) in her study "Consumer Behaviour in Sri Madura Cell (Aircel Ltd) found that, it develops their service within a short period and the Aircel Ltd is maintaining proper accounts and records. She suggested that the awareness of the cell phone can be increased at every nook and corner of that operational data and also to attract the user they want to make more advertisement.

Sinha⁵¹ (2007) "A Study on Cellular Services and its Importance" studied that the wire line telephone will be in every house. But cellular phone will like a wrist watch. Everyone will have one. These words could be constructed as a plug of sorts, but the Sunil Mittal's quaint analogy is based, not on hope, but on number that his Company Bharti Tele ventures and the entire cellular accept today: 50 million cellular subscribers by 2005. Just to put that number in context, one in every 25 Indians will

⁴⁹ Chinnadurai M. and Kalpna B., 2006, Promotional strategies of cellular services: A customer perspective, Indian Journal of marketing, Vol. xxxvi, No.5, pp. 29-37.

⁵⁰ Suguna, 2007, "Consumer behaviour in Sri Madura cell (AIRCEL LTD) The Hindu survey of Indian industry, pp.33-35.

⁵¹ Sinha , 2007,"A study on cellular services and its importance" The Hindu survey of Indian industry, pp.31- 33.

own a cellular phone by 2005, and achieve this target, the size of the cellular industry in the country will double every year for the next four years.

Arul⁵² (2008) “A Study on Consumer Satisfaction with Reference to Cellular Phone” studied that the performance of the goods and service matches his expectations. He/she may be considered as satisfied and if the performance exceeds the expectation of the buyers he/she may be considered as highly satisfied or delighted. Most of the buyers form their expectations on the basis of their previous experience. Thus, some of the companies make provocative statements of total satisfaction to attract more customers.

Seth. et.al⁵³ (2008) “Managing the Customer Perceived Service Quality for Cellular Mobile Telephone: an Empirical Investigation” analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most important dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. This would enable the service providers to focus their resources in the areas of importance. The research resulted in the development of a reliable and valid instrument for assessing customer perceived service quality of cellular mobile services.

Hemraj Meena⁵⁴ (2008) found that Airtel is the leader in telecom sector where Idea is behind it. Airtel has a strong position in Indian telecom sector through its services. Some of the major factors faced by Idea is connected and for Airtel its call rates. Even though Airtel is the leader and they present many services for our customers

⁵² Aruli, 2008, “A study on consumer satisfaction with reference to cellular phone”. Hindu Survey of Indian Industry, Vol. xxxv, pp.21-23.

⁵³ Seth et.al, 2008, “Managing the Customer Service Quality for Cellular Mobile Telephone - An Empirical Investigation”, www.emeraldinsight.com.

⁵⁴ Hemraj Meena 2008, “Comparative analysis of market strategy between Airtel and Idea in Indian telecom sector”, www.skylinecollege.com.

like value added services, connectivity, Airtel has high prices rather than Idea, and also provide a low validity period for the same price. This is the main area where consumers can switch from there.

Rajpurohit R.C.S et.al⁵⁵ (2011) “Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers an Exploratory Study in Jodhpur City, Rajasthan” found that consumers prefer a particular mobile phone service provider on the basis of call tariffs, network coverage and value added services. The consumers are highly influenced by their family members, friends and advertisement while selecting or buying a mobile phone service provider. It is concluded that consumers prefer prepaid plans and almost every consumer treat their mobile phone as a necessity. The study reveals that BSNL is the most preferred mobile phone service providers among consumers followed by Airtel and Vodafone. It is concluded that the majority of consumers are aware about the services offered by their mobile phone operators. The study also reveals that consumers are satisfied with the services offered by their mobile phone operators. Sometimes, consumers face problems of poor clarity, call drop and poor network, but overall they are satisfied with the services offered to them. The consumers are satisfied with the call tariffs, network coverage and periodical offers except those offered by BSNL and Reliance. Consumers are satisfied with the process of solution of their problems and queries.

⁵⁵ R.C.S. Rajpurohit et.al, 2011, “Consumer preferences and satisfaction towards various mobile phone service providers an exploratory study in Jodhpur city, Rajasthan”, Gurukul Business Review, Vol. 7, pp. 1-11.

b) Reviews in State and Regional level

Samuval⁵⁶ (2003) “A Study on User Preference towards Cellular Phone in Chidhambaram” in his study found that most of the respondents consider, size, quality, price, instrument servicing as important factors for selecting the handset. The majority of the respondents is satisfied over the payment system, quality of services, coverage area and attending the complaints.

Madalaimary and Lakshmi⁵⁷ (2004) have made a study to find out the number of subscribers opting value added services offered by BSNL. A total of 400 households in the Nanchikottai town area, Thanjavur District were interviewed over the telephone. The findings indicate that 13 per cent of households avail Internet facility, 60 per cent of them avail the e-mail facility and the remaining respondents avail voice mail facility.

Gokulakrishnan⁵⁸ (2006) “Market Potential for Landline Telephone and Broadband Services in Residential Segments in Coimbatore” found that most of the respondents give priority to speed and transparent billing for internet service and ₹500-1000 would be an affordable price for browsing for a month. This covers a perception of the major amount of the respondents in the research. He suggested that the company may offer a monthly tariff plan between ₹499, ₹999 because most of the respondents preferring tariff plan of ₹500 to ₹800 this would attract more customers towards the company and since there is a greater opportunity for pre-paid schemes among their customers it would be wise to introduce a pre-paid model.

⁵⁶ Samuval, 2003, “A study on user preference towards cellular phone in Chidhambaram” Indian Journal of Marketing , pp.33-35.

⁵⁷ Madalaimar, I and Lakshmi P., 2004, Impact of Globalisation on Telecommunication Service, International Seminar proceedings on Emerging Trends in Global Business, PR Institute of Management, Thanjavur, pp. 101-110

⁵⁸ Gokulakrishnan, 2006, “Market potential for Landline telephone and broadband services in residential segments in Coimbatore” A Customer Perspective. Indian Journal of Marketing, Vol. xxxv, pp.46-48.

Banumathy et.al⁵⁹ (2006) “Customers’ Attitude Towards Cell Phone Service in Communication System” have analyzed the problems faced by customers towards the Cellular communication service through randomly selecting 60 customers of BSNL, Airtel, Aircel, BPL and Reliance company each in and around Virudhunagar. Their findings have revealed that the Customers face problems like poor coverage area, poor voice clarity, difficulty in getting connected, etc. They have also suggested that the poor coverage area and poor voice clarity are to be reduced by installing more numbers of towers.

Mohamerdasik⁶⁰ (2008) “Consumer Satisfaction towards Aircel cellular Ltd., With Reference to Kumbakonam” found that Aircel is one of the leading cellular service providers and has a strong subscriber base in Kumbakonam. Then also he found, that 64% of the respondents who use cell phones are male, 36% of the respondents who use cell phones are female category. He suggested that increasing the numbers of towers in the town will result in providing a wider and clear coverage to the subscribers and would eventually increase the level of satisfaction among the subscribers.

Makesh⁶¹ (2008) in his study on “Comparative Analysis of Cellular Phone Service Providers in the City of Pondicherry”, found that people with a monthly income of less than ₹5,000 prefer Aircel while the income group of ₹5,000 - ₹15,000 uses BSNL. Finally, people with an income of ₹15,000 - ₹20,000 tend to use Reliance, as it is the business people group. He also suggested that first and foremost of all

⁵⁹ Banumathy, 2006 “Consumer’s Attitude towards Cell phone Services”, Indian Journal of Marketing, Vol. xxxv, pp.15-17.

⁶⁰ Mohamerdasik, 2008, “Consumer satisfaction towards Aircel cellular Ltd., with reference to Kumbakonam” Indian Journal of Marketing, pp.19-21.

⁶¹ Makesh , 2008, “Comparative analysis of Mobile phone service providers in the city of Pondicherry”. Hindu Survey of Indian Industry, pp.23-25.

customer care relationship needs to be paid proper attention. From the survey, it can be seen that BSNL stands last in customer care relations. Hence it can improve its relationship by conducting open house sessions launching call centers.

Immaculate Priscilla⁶² (2008) in the study “Customer Care Services on BSNL with Special Reference of Kumbakonam Division”, found that BSNL’s GSM cellular service, cell one has a customer base of over 5.2 million roaming available for more than 300 networks across the world. She suggested that the mode of telecommunication could be intended for all the interior places and also to avoid connecting to the network, their network cables can be increased in more numbers.

c) Reviews in the Study Area

Selvaraj et.al⁶³ (2000) in their study titled “A study on Consumer Behaviour Towards Cell Phones Users in Tuticorin City”, concluded that the majority of the respondents who use cell phones are male and also pointed out that the existing customers are satisfied with the cellular service and have a good prospective customers for cellular services.

Selvaraj and Ganesan Malathi⁶⁴ (2005) “Consumer Behaviour Towards Cell Phone Users in Thuthookudi City” found that majority of the cell phone users are motivated to select a particular brand of mobile service due to frequent advertisements made by the cellular industries through mass media and their main problem is that the

⁶² Immaculate Priscilla, 2008, “Customer care services on BSNL with special reference of Kumbakonam division” The Hindu survey of Indian industry, pp. 45.

⁶³ Selvaraj et al., 2000, A study on consumer behaviour towards cell phones users in Thuthookudi city”, Indian Journal of Marketing, pp.33-35.

⁶⁴ Selvaraj, V.M. and Ganesan Malathi, 2005, A Study on Consumer Behaviour towards cell phone users in Thuthookudi city, Indian Journal of Marketing, Vol. xxxv, No.5, pp.23-28

billing pattern adopted by the cellular industries is complicated and not easily understandable by them.

2.3 CONCLUSION

In the service sector, there is a direct contact between service provider and service receiver. The entire merits of services lie between these two components and the weaknesses of service could be well informed and amended easily. But, in the case of mobile communication service, it is not so easy because the service receiver and service providers are not in the same place. Therefore, the behaviour of subscribers should be watched keenly by the service providers. The ultimate success of the service providers mainly depends on the satisfaction of the subscribers. In the case of service marketing, there are allied factors associated with the main services which highlight the utility of services to the customers. There must be a reciprocal coincidence between the service providers and the service users. These things influenced in Mobile Communication Service schemes and plans. The marketing force has to be concentrated more on value added services.

The mobile communication technology growth has given insight to the researcher to identify the need for a mobile communication scheme and whether the entire scheme has reached the consumer or not and how far it has achieved the satisfaction level of the consumer. The various studies relating to customer satisfaction have induced the researcher to identify and study the key personal, demographic and rational factors that may create an input on mobile communication satisfaction. The review of literature on communication testifies that the dimensions of the subject are vast and deep. The problem in mobile communication is “quality and tariff, they need to be studied from the viewpoint of the existing circumstances and constraints”. These

features, creating additional problems between the subscribers and the service providers have not been focused upon in earlier studies properly. Thus, it created the need for undertaking a detailed study on the lines discussed above.

With the help of the reviews, the researcher has focused his thesis on the title “Study on Subscribers’ Satisfaction with Mobile Communication Service Providers in Thoothukudi District” because no previous study has been analysed at this point. So, the researcher was curious and with this intention the present study was undertaken. Therefore, it would be useful to subscribers as well as service providers and the Government to understand the satisfaction level of the customers and implement new schemes to increase the satisfaction level of the subscribers.