Preface

A number of studies have been done in the field of cell phone services in different countries to measure customer satisfaction. However, all these studies have mainly focused either on service quality or on service features. There is hardly any study that considered both of these factors to measure their impact on customer satisfaction as well as customer loyalty and recommendation. This research covers both of these factors to measure customer satisfaction. The main objective of this research work is to know whether the customers are satisfied or dissatisfied with services provided by cell phone companies in the selected districts of South Gujarat.

This study has been carried out by framing a questionnaire. Fourteen hundred and twenty cell phone services users have been taken as respondents by framing a structured questionnaire. The data has been collected from five districts namely Surat district, Valsad district, Bharuch district, Navsari district and Tapi district except Narmada district and Dang district as the numbers of subscribers of these districts are very less. The data has been analyzed by applying descriptive statistics, t-test, Anova test, correlation and multiple regression. All the techniques have been applied in SPSS software.

The findings of the study indicate that customers of South Gujarat are satisfied by the services of cell phone companies. It has been found that customer satisfaction level of Surat district is same to that of Valsad district and Bharuch district whereas it is different from Navsari district and Tapi district. Moreover,
mean of customer satisfaction of Surat district is greater than that of Navsari district and Tapi district which indicates that customers of Surat district are more satisfied than that of Navsari district and Tapi district. It has been derived that customer satisfaction level of Valsad district as compared with Bharuch district and Navsari district is same whereas it is different from Tapi district. Moreover, mean of customer satisfaction level of Valsad district is greater than that of Tapi district which indicates that customers of Surat district are more satisfied than that of Tapi district. It has also been observed that customer satisfaction level of Bharuch district is same to that of Navsari district whereas it is different from Tapi district. Mean of customer satisfaction level of Bharuch district is greater than that of Tapi district which indicates that customers of Bharuch district are more satisfied than Tapi district. It has been found that customer satisfaction level of Navsari district and Tapi district is same.

It has been found from the South Gujarat region that customer satisfaction level of Vodafone is significantly different from Reliance Communication Limited, Idea Cellular Limited, Bharti Airtel, Bharat Sanchar Nigam Limited and Tata Indicom. Moreover, mean value of customer satisfaction of Vodafone is greater than all these cell phone companies. This implies that customers of Vodafone are more satisfied than customers of all these cell phone companies.

Customer satisfaction level of Reliance Communication Limited as compared with Idea Cellular Limited is same whereas it is different from Bharti Airtel, Bharat Sanchar Nigam Limited and Tata Indicom. Moreover, mean value of
customer satisfaction of Reliance Communication Limited is greater than these three cell phone companies. This implies that customers of Reliance Communication Limited are more satisfied than the customers of these three cell phone companies. Customer satisfaction level of Idea Cellular is different to Tata Indicom whereas it is same with Bharti Airtel Limited and Bharat Sanchar Nigam Limited. Moreover, mean value of customer satisfaction level of Idea Cellular is greater than that of Tata Indicom. This implies that customers of Idea Cellular Limited are more satisfied than the customer of Tata Indicom. It has also been noticed that customer satisfaction level among Bharti Airtel, Bharat Sanchar Nigam Limited and Tata Indicom is same. Customer satisfaction level of Bharat Sanchar Nigam Limited and Tata Indicom is same. It has also been determined that reliability has the strongest influence on the customer satisfaction followed by tangible, assurance, empathy and responsiveness whereas network quality has the strongest influence on the overall service features followed by price, value offered, value added services and market reputation.

Perception of male customers and female customers remains significantly different for the dimensions of service quality and service features. Male customers are more satisfied than female customers. It has been found that age group; education group and income group wise customer satisfaction level is different in South Gujarat.