Chapter-2
Review of Literature

2.1 Introduction

The purpose of literature review is to convey what knowledge and ideas have been established on a topic and what are its strengths and weaknesses. The review of literature allows being familiar with the condition of the research in the field. In the chapter, an attempt has been made to identify data sources, researchable hypotheses, statistical methods and techniques used by earlier researchers. The literature review has been separated into two parts.

The first part focuses on the researches related customer satisfaction, service quality, customer loyalty, switching cost etc. related to cell phone. And second part covers literature related to other area viz. banking, retailing, hostility, tourism, library etc. Moreover, the research related to cell phone is separated into two divisions.

The first division focuses the research related to cell phone in India whereas second division focuses the research related to cell phone in other country viz. China, Bangladesh, Pakistan, Australia, Turkey, Nigeria, USA, Korea, Iran, Malaysia, Sweden etc.
2.2 Literature Review Related to Cell Phone Service Providers

2.2.1 Literature Review Related to Cell Phone Service Providers in India

To find out customer satisfaction in the Indian cellular market underlying constructs of these service variables, Ganguli Shirshendu (2008) has taken 238 respondents from Delhi, Mumbai, Kolkata and Hyderabad by using conveniences sampling method. He has divided services into two parts; first was service quality and second was service features. All the variables were to be marked in five-point likert scale. He has done factor analysis and regression analysis to find out the drives of customers’ satisfaction. He has found that customer satisfaction from all point of view i.e. satisfaction from usage of the service, recommending the service to other, and repeat buying intention is not affected by the supporting features such as physical facilities of offices, promotions or operating hours. On the whole, the reliability, relational quality and competitiveness of service providers are driving all facets of customer satisfaction more than network quality, market reputation or continence. Moreover, all the six factors impacts on satisfaction. From these factors, competitiveness is being the most important and reliability and convenience of service being the least important factor.

Jha Subha (2008) has studied on Understanding Mobile Phone Usage Pattern Among College-Gores to find out how frequently college-going students use their mobile phones for fourteen function like calling, std calling, sending sms, pictures, playing games, listening to music, watching movies, etc. He has
collected data from 209 college going students aged from 20 to 29 from Hyderabad. He has applied t-test as a tool of an analysis. After the analysis, he has found that there is a significant difference in the usage pattern of mobile phone, gender, monthly voucher amount, and years of owning mobile phones effects on usage pattern. He has found that male respondent uses mobile phones for uploading sports, playing games, and downloading software more than their female counterparts. He has also found that longer duration of owning mobile phones shows that early adopters use mobile phones more frequently than those who adopt it late.

Seth Anita et al (2008) have studied on Managing the Customer Perceived service quality for cellular mobile telephone in India. They strived to develop a valid and reliable instrument to measure customer perceived service quality incorporating both service delivery as well as technical quality aspects. They have done survey of 225 regular users of cellular mobile services. They have taken a seven dimensional service quality instrument which was empirically tested for unidimensionality, reliability and construct validity using confirmatory analysis. The result of the regression analysis highlighted the priority areas of service improvement. They have found that among the various dimensions, ‘responsiveness’ is the best predictor, followed by reliability, convenience, empathy and tangibles.

Balaji Makam (2009) has studied on customer satisfaction with Indian mobile services. He has used American Customer Satisfaction Index (ASCI) model as the framework to examine the casual relationships among customer
expectations, quality, value, satisfaction and loyalty. He has taken 199 post-paid mobile subscribers in from a major city in India. He has done chi-square test, descriptive statistics, squared correlations and discriminate validity assessment to analyze hypothesis. At the end of the analysis, he concludes that customer satisfaction such as world-of-mouth and company image and reputation would provide additional insights for managers. The results show that perceived quality is an important predictor of customer satisfaction for mobile services in India. It indicates that mobile service subscriber perceive the price for the quality of services provided is high. According to his research, service quality improvement is important for high satisfaction with the mobile services in the Indian context. High customer satisfaction leads to customers being loyal to the service provider in the face of the staff competition. He suggests that it is very essential for the service providers to formulate strategies that would meet the customer expectation and requirements with their quality of services provided. He found that satisfied customers are price tolerance. They stay loyal to their current service provider in the face of price increase. They also develop trust and commitment to the service provider.

To examine the effect of switching cost, service quality and customer satisfaction on customer loyalty in the mobile telecommunication, Chandha S.K. et al (2009) have taken 220 users of mobile GSM (pre-paid) services from Ludhiana and Chandigarh. They have collected data by framing a structured questionnaire. They have used Convenience sampling method to collect the data. To analyze the data, they have applied regression analysis and correlation.
They have used all the dimensions of SERVQUAL model to measure customer perceived service quality. They have found that there is a positive relationship between the switching cost and customer perceived service quality, customer satisfaction and customer loyalty. Moreover, they have found that the customer satisfaction is the best predictor of customer loyalty.

To explore the factors that influence customer loyalty of BSNL mobile customers, Jessy John (2011) have samples collected samples from 100 consumers who have BSNL mobile services in Jaipur city. He wanted to investigate the reasons behind the hard core customer loyalty even in an environment with high quality alternatives. He has framed a Questionnaire in the format of Likert scale for data collection. The data has been analyzed by using ‘t’ test and factor analysis. The results indicated that network quality, customer service along with value added services provided by BSNL enhanced the loyalty of the customers. He has found that Trustworthiness, relationship, image, value added services and inconvenience in switching phone no. were found to the key factors that influenced the loyalty of the BSNL customers.

Nigam Ashutosh et al. (2011) have taken 140 management students using prepaid services of cellular operators in central Haryana to draw out the perceptual mapping of management students regarding different cellular operators using attribute based procedure of consumer perceptions, to study the factors influencing sales of prepaid product and potential subscribers related to buying prepaid cellular service connection and to draw out strategies for mobile operators with changing pattern of student requirements. In order to
achieve the objective discriminant analysis had been used to identify the attributes that were best associated with the cellular service providers. From the analysis, they have found that the difference in the perception of customers among the different cellular mobile operators running in the circle. Convenience and customer perceived network quality emerging as important factors in building positive perception among the customers. They have also found that reliability of the network play an important role in influencing overall service quality as perceived by the customers.

To study the consumers' satisfaction level towards various services offered by mobile phone service providers, Rajpurohit R.C.S. et al. (2011) have conducted on 250 mobile phone users of various mobile phone service providers such as Vodafone, Airtel, BSNL, Reliance, Idea, Tata Indicom and few other players from Jodhpur City, Rajasthan. They have applied Anova test to analyze the data. From the analysis, it has been found that the factor that induces the consumers to buy a particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers. It has been concluded that customers are satisfied. It has been concluded from the study that 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. It has been also concluded that the consumers are satisfied with the call tariffs, network coverage and periodical offers except those offered by BSNL and Reliance. The study says that consumers are satisfied with the process of solution of their problems and queries.

Sandhya Joshi et al. (2010) have studied on service quality in telecom sector. The objectives of that study was to explore the key dimensions of service quality for mobile services in the telecom sector and To ascertain which aspect of service quality have significant impact on customer satisfaction. 720 data have been collected from customer’s different telecom users in Chandigarh, Panchkula and Mohali. They have applied systematic random sampling to select approximately equal no of customers from each type of telecom provider. They have used Descriptive Analysis, Correlation Analysis T-test Kruskal-Wallis test: multiple regression multicollinearity: statistical calculations to analyze the data. They have found network quality; responsiveness and other factors seem to be most important dimensions influencing customer satisfaction with the telecom providers. As per the study, strong differences have been found regarding service quality perception and different age groups, gender, education and income level.

Sathish M. et al. (2011) have studied on consumer switching behavior in cellular service provider to find the factors that influence the consumers in switching the service provider and to know the likeliness of switching the service provider. The type of research used for this study was descriptive research design. They have covered the area of Chennai due to availability of
well mixed population base in Tamil Nadu. A structured questionnaire has been designed and administrated to collect samples across Chennai. 112 questionnaires have been collected by using Cluster sampling method. The variables considered for the study were consumer demographics, consumer satisfaction, factors influencing the switching behavior. The factors affect the switching behavior of consumers was grouped into 4 categories namely customer service, service problems, usage cost and others. The results have been found out from the study, which reveals that call rates plays the most important role in switching the service provider followed by network coverage, value added service, Customer care and advertisement plays the least important role. It is also been found that there is a relation between switching the service provider and the factors (customer service, service problem, usage cost, etc.). It is found that majority of the consumers are influenced by the family to select their service provider and a lot number of the consumers are influenced by their friends. It has been observed that poor network coverage, Frequent Network Problems, High call rates, Influence from family and friends are the most important factors which affects the switching behavior.

Vipan Bansal et al. (2011) have studied on Bathinda city to find out the satisfaction level of the customer regarding current service provider, mobile phone instruments, analyze the level of awareness about Number Portability and 3G and make suggestions in the light of the findings of the study. In their study, opinions of customers have been taken for analysis. The tools used for collecting data were structured questionnaire and unstructured interview. For
analysis purpose pie chart and bar chart has been used. It has been found that
Most of the respondents are satisfied with the working of their cell phone. The
results revealed that as there is a healthy competition given by the existing
players in the telecommunication industry, lack or degradation in any of the
services may affect the company badly. Moreover there is a huge market for
3G which can be captured by giving proper awareness to customers and by
providing services according to their needs.

2.2.2 Literature Review Related to Cell Phone Service Providers in Other Countries

To study customer complaints and switching behavior, Edvardsson Bo et al
(2000)\(^2\) have collected the data in two phases from Sweden. The first face was
focused on complaints. And in second face, they specially asked customers to
explain why they switched from one telecom operator to another. They have
taken 60 customers as respondents and 23 of them interviewed by telephone.
After the analysis, they have found that dissatisfied and complaining customers
might not switch and those customers who are satisfied but do not complain-
might switch. They have conduct that different strategies are required for the
various customer groups to be satisfied in their customer relationship which is a
main prerequisite for stability. They have also concluded that it is very
necessary to understand the different among groups of customers how to
communicate with them, how to manage complaints, and how to develop new

\(^2\)Bo Edvardsson and Inger Roos, “Customer Complaints and Switching Behavior- A study of
relationship dynamics in a telecommunication company”: http://www. hapinternational.org/pool/files/
customer-complaints.pdf accessed on 30\(^{th}\) December, 2010, 09.21 pm
and better services continuously.

Customer Retention (CR), Customer Loyalty (CL), and Customer Satisfaction (CS) are important goals for telecommunication network operators on their way to superior economic success in the liberalized German market. Hence, Gerpott Torsten J. et al. (2001) have drawn 684 residential customers of digital cellular network operators as a sample in Germany. They have tested hypotheses suggesting that CR, CL, and CS should be treated as differential constructs which are causally inter-linked. They have identified that mobile service price and personal service benefit perceptions as well as (lack of) number portability between various cellular operators as supply-related variables with the strongest effects on CR. They have found that mobile network operators’ perceived customer care performance had no significant impact on CR. The findings of their study also suggest that an important lever for regulators to promote competition in cellular markets is the enforcement of efficient number portability procedures between mobile network operators.

Johnson William c. Et al. (2002) have studied on service quality in the Thai telecommunication industry to provide an overview of service quality and discuss its potential for offering a competitive advantage; to test several research propositions concerning service quality. The results indicated that perceptions and expectations of service quality level showed no significant difference. A post hoc analysis found that the telecommunication industry received excellent ratings on tangibles, particularly customer service staff’s dress, and low ratings on empathy, particularly service providers’ interest
differences. Tangibles are an aspect of service quality that is extremely important to the Thai telecommunication customer. This study provides evidence supporting the proposition that consumers distinguish between the performance cues of customer-contact employee groups. Service delivery systems should create positive moments of truth by ensuring that the point of customers’ contact is reduced to a minimum.

Kim Moon-Koo et al (2002)\(^3\) have aimed to investigate the influence of the interaction between customer satisfaction and switching barriers on customer retention in mobile telecommunication services in Korea. They have used the hierarchical regression analysis to analyze the extent to which the factors affect customer retention. They have found the results are as follows: First, among the factors of switching barriers, switching costs, such as continuity cost and contractual cost, interpersonal relationship, and attractiveness of alternatives are key factors in determining customer retention. Second, continuity cost and interpersonal relationship have an adjustment effect between customer satisfaction and customer retention. The findings can help the mobile operators establish a customer-oriented strategy by identifying a few key factors strengthening the linkage with customers.

By using a binomial logit model based on a survey of 973 mobile, Kim Hee-su et al (2004) have tried to identify the determinants of subscriber churn and customer loyalty in the Korian mobile telephone market. They have found that

the probability that a subscriber switches carrier is dependent on the level of satisfaction with alternative specific service attributes including call quality, tariff level; handsets brand image, as well as income, and subscription duration. They have also found out that only factors such as call quality, handset type and brand image affect customers’ loyalty as measured by the intention/non-intention to recommend the service provider to other people. They have concluded that the insignificance of subscription duration in affecting the loyalty-induced action indicates that lock-in effects are likely to be concentrated among the “spuriously loyalty” customers’ who are not willing to churn just of switching costs.

**Riel Allard et al (2004)** have made the research to identify antecedents of satisfaction with online supporting services and to determine the relative effects of satisfaction with online supporting services on the one hand and with the offline core on the other, on loyalty to the service provider. 118 questionnaires have been collected. An invitation to participate in the online survey was posted on a website accessed by users of different telecommunication service providers: the homepage of the Marketing Department of a medium-sized university in Western Europe. Students, staff and other visitors from various countries call on the site. They have used SERVQUAL model developed by Parsuramana (1985). An invitation to participate in the online survey was posted on a website accessed by users of different telecommunication service providers. They have applied non-probability sampling method to collect the data. They have applied correlation to analyze the data. All the variables have
been measured on 7-point likert scales. After the data analysis, they have found that at least to the surveyed customers of mobile telecommunication service websites, assurance is of less important. Furthermore, they have observed that responsiveness has a significant direct effect on satisfaction; they have also found that the absence of lack of responsiveness has a stronger impact on customer satisfaction than its presence. Finally, they have concluded that the quality of online supporting service powerfully affects satisfaction with the provider and customer loyalty through its effect on online value and enjoyment.

To measure Users’ Satisfaction with Mobile Services in Canada, Trul Offer et al. (2004) have taken 80 cellular subscribers from Ontino, Canada. They used ten-point likert type scale. They found that the degrees of perceived quality and perceived value are the key factors affecting the person’s perception of the quality of provided service. The perception of quality influences the extant of loyalty. As such, highly satisfied customers tend to demonstrate a high like hood of repurchase and higher tolerance to price increases by providers or price decreases by competitors. A negative link between satisfaction and customers’ complaints shows that the more satisfied customers do less complains. It was found that mobile phone users perceive the level of services similarly regardless of the nature of their contractual obligations (pre-paid v/s post-paid). It was discovered that prepaid users develop a higher degree of perceived value of the received services.
The aim of Ahasanul Haque et al. (2006) was to find out what are the factors that may have played significant role to select the telecommunication service providers of Malaysia. They have taken 583 respondents by applying a non-probability convenience sampling from walk-in customers at market places, educational institutions, pedestrians’ walk-ways (footpaths), government and private institutions. They have applied five-point likert scale. They have found among all the significant variables, Price is the most important among our respondents followed by Service quality, product quality and promotion.

To find out the affecting factors of china’s mobile service industry, Chang Su-Chao (2006) have taken 274 mobile phone services users as respondents from China. They have done Chi-square test to analyze the data. They have found that perceived expectations and, perceived usefulness, and perceived ease of use were critical factors for customer satisfaction with mobile services. Perceived expectations have a positive effect on perceived quality of mobile services. They have also found that customer satisfaction negatively directly influences customer complaints. Customer complaints have significantly negative direct impact on customer loyalty means as the level of customer complaints increases, the level of customer loyalty decreases.

Aydin serkan et al. (2005) have studied to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of

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“switching cost” on customer loyalty. They have collected 1,662 mobile phone users in Turkey. The data were analyzed by moderated regression analysis to test the hypotheses. The findings of their study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust. Therefore, it plays a crucial role in winning customer loyalty. In short, it is a quasi moderator. However, switching costs was measured as a unidimensional factor, but switching costs in fact contains psychological, financial and procedural sub-dimensions.

To focus on two determinants of customer recommendation behavior, namely, overall satisfaction and flow experience, Chen et al (2006) have taken 480 subscribers from China who had used 3G mobile phone services. The data was obtained from three online web-sites that are well known forums for sharing information about mobile phones and mobile phone services. They assessed all items via a seven-point Likert scale. They have done chi-square test and reliability test to analyze the data. Their model considers that the elements of perceived value and perceived service characteristics could directly influence customer satisfaction and indirectly influence flow experience. Consequently, they believe that customer satisfaction and customer’s flow experience induces behavior that can lead to the phenomenon of customer recommendations this in turn, becomes free advertising for a firm and attracts new customers.

Pirc, M. (2006) has attempted to find out the impact on customer switching in

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mobile services, he has taken 1000 central register of residents of Slovenia, aged between 14 to 74 years. He has done factor analysis, linear regression and correlation matrix of independent variables. He has found that the mobile service usage has a curvilinear/rounded effect on propensity to switch, which would indicate that with the usage the risk increases, however after a certain usage point, it started to decrease. They also confirmed that customer characteristics indeed matter, however they do not influence the propensity to switch directly; but through other construct.

Sattari Setayesh et al. (2006) have tried to evaluate service quality in Iran’s mobile telecom market based on the well-known SERVQUAL model, with modifications made by Wang Po-Lo (2002) to reflect the industry attributes of mobile telecom. They have taken 250 respondents of cell phone users by using the PLS (Partial Least Squares) method, which first constructs new explanatory variables, known as factors (or components) that are linear combinations of predictor variables. For checking internal consistency, they have relied on composite reliability measures and on the average variance extracted (AVE). They have tested discriminate validity by comparing the square root of the AVE for a particular construct to its correlations with the other constructs and by examining cross-loadings of the constructs. The outcome of their study concluded that four of six dimensions of service quality were strong predictors of service quality in Iran’s mobile telecom market and had positive influences on customers' perceived service quality. Gathered empirical results showed that in mobile telecom industry in Iran network quality, empathy, assurance and
reliability are strong determinants of service quality while tangibles and responsiveness are weak ones and aren’t salient dimensions in forming service quality perceptions.

Since quality of service is the key point in mobile phone service, Chih Wen-Hai et al. (2007) have investigates the perception of service quality by mobile phone users in Mainland China, separating them by their degree of satisfaction and elucidating the differences in each group; examining whether there are significant differences in service quality perception across demographic variables and lifestyles. They have conducted a survey of users in Shanghai and received 264 valid questionnaires. The questionnaire's items of service quality were modified from SERVQUAL (Parasuraman et al., 1985). They have done $\chi^2$-test and Anova test to analyze the data. The results show that there is a gap between perceived importance and perceived satisfaction: various groups’ exhibit variation in demographic variables and lifestyle; significant differences exist in service quality perception across lifestyle and demographic variables.

Heinonen Kristina et al (2007) have studied on classifying mobile services in Swedish to develop a conceptual classification for mobile services that depicts the special nature of mobile services and gives indication how to categorize services from a customer centric perspective, the context, the social

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setting, and the relationship. They have discussed four aspects in more detail by providing examples of existing mobile services. After the discussion, they have noted that the mobile services examples mentioned in the classification grids may be placed in several places depending on the use situational and the individual customer’s preferences. They have concluded that, specific categorizations of unique mobile services are not as relevant as categorizing the opportunities for value creation from a customers’ point of view according to the four suggested classification grids. They have also concluded that the managerial questions related to each classification scheme can be used to evaluate potential customer reactions to specific mobile services and to understand the types of mobile service that customer likely to try and use.

With the objective to investigate 1. the factor affecting user attitudes toward mobile phone business, 2. how those factors affect perceived, 3. the effects of perceived ease of use and usefulness overall attitudes towards the mobile phone business and 4. how overall attitudes towards mobile phone business affect user/customer satisfaction. There exist different views and opinions on the links between customer satisfaction and loyalty. This paper suggests that the impact of customer satisfaction on loyalty varies across customers. Xia WANG et al. (2007) have choose the cell phone industry in China as an example and segmented customers with a novel method of cluster wise linear regression, based on the association between customer satisfaction and loyalty. Results revealed sample heterogeneity in relation to the two factors. The loyalty of some subgroups is positively related to satisfaction significantly,
while that of other clusters is independent of satisfaction.

Cho Yoom C. (2008) has conducted surveys in two countries and found the different aspects affecting mobile phone usage in U.S. v/s Korea. He has taken 208 mobile users from U.S. and 209 mobile phone users from Korea. He has collected the data as per his convenience. He has applied chi-square test and factor analyses to analyze the data. To check construct reliability, he has measured Cronbach’s alpha. He has found that such factors as information, convenience, and entertainment factors significantly affect perceived usefulness and ease of use for both countries. He has found that factors such as price, service, and technology factors significantly affect perceived usefulness and ease of use for the Korea market only. He has also found that for the both markets, a promotional factor does not significantly affect perceived usefulness and easy of use.

To determine customer satisfaction in using prepaid cellular service in Pakistan, Iqbal Amjad et al (2008) have taken 235 prepaid cellular service users. They have used five point likert scales to estimate the perceptions and the actual experience of respondents. After using correlation and regression, they have found that perceived quality, perceived value and perceived expectations are leading variables for customers’ satisfaction while repurchase likelihood, customers’ complaints and price tolerance are dependent on actual

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satisfaction. The findings of that study suggest that customers have high expectations that are fulfilled by the cellular service providers to some extent.

To provide with a comprehensive analysis of the cellular mobile phone users market and to envisage the behavior of mobile users’ preferences for various service packages and companies, Mohammad Jan et al (2008) have taken 100 mobile phone users as to evaluate from the Quetta City. They have adopted convenient sampling method. They have found that the time division multiple access technology is now outdated and the global system for mobile communication technology is gaining popularity among users. They have also found that when the company introduces more packages, the service provider needs to impose low activation charges. They have found that many customers do not use the new and customized packages due to the problem of communication those packages in English.

Mohammad MoshinButt et al (2008) have taken 150 mobile phone users to measure Pakistani mobile cellular customer satisfaction. They have developed a questionnaire, based on the findings of interview. They have applied a five point likert scale to measure the performance and perception of each item. They have grouped the research into four categories. The first group was related with the technical side of service quality; the second group was related with price and covers the price phenomena from a customer’s perspective; the third group was related with an ease of use and the last group was related with qualitative research represents support services. After the analysis, they have found that there are a few factors that affect the satisfaction of mobile cellular
users in Pakistan. They have concluded that price and network coverage are two most important components contributing to customer satisfaction.

**Muthaly Siva K. et al (2008)** ¹⁰ have studied to find out the effects of antecedents of customer satisfaction on loyalty of Hongkong mobile industry. They have taken 150 respondents by applying judgment sampling. The findings of his studies suggest that mobile transmission quality may play a significant role in managing consumer judgment which in turn, leads to subscribers’ satisfaction. The study suggests that customer service in the mobile industry have to be measured with a service package. In the mobile industry, price of plans significantly impacts customer churn rate, indicating that from the viewpoint of customer; customer service is a key determinant of satisfaction. And from the managerial perspective, practitioners should notice the “package” effect of their offering. In short, a full-service offering is a vital and necessary.

**Souki Gustavo Quiroga et al. (2008)** have studied to examine perceived quality, satisfaction, and customer loyalty in regard to mobile phone service providers. They have done survey involving 434 customers in Brazil. The results of their study shows that perceived quality could be evaluated based on the quality of the product, quality of the connection, shops, coverage areas and customer service. A low level of loyalty was observed and, when the customers' perceived quality increases, they will be more satisfied, more likely

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to remain with the service provider, to recommend their current provider to others, and to express a lesser desire to switch providers.

To explore the effect of mobile service quality and its compatibility to mobile technology on users’ perceived playfulness toward these services, Tan Felix B. et al. (2008) have studied on 149 universities students by framing a questionnaire. They have used seven-point likert scale to measure the satisfaction. They have found that Perceived Service Quality and Perceived Technology Compatibility influence users’ Perceived Playfulness. Furthermore, Perceived Technology Compatibility significantly mediates the relationship between Perceived Service Quality and Perceived Playfulness which suggests that service attributes need to be aligned with mobile phone functionalities to enhance user’s Perceived Playfulness. In addition, they have concluded that perceived usefulness, ease of use and personalization were the three most important service quality aspects that influenced perceived playfulness.

Customer service has received considerable attention in marketing literature. Oyeniyi et al. (2008) have attempted to find the relationship between customer services on customer retention in telecommunication industry in Nigeria. They have examined the potential constructs in customer retention by investigating the chain of effects of retention from customer service, satisfaction value and behavioral intention. They have taken 132 respondents by using random sampling method. They have applied t- and f- test to do analysis. The analyses
of hypothesis were supported indicating strong relationship between customer service, satisfaction and relation in the communication industry. The findings of their study show strong support for the application of customer service to enhance customer retention. They have found that customer satisfaction does not necessarily lead to customers’ loyalty. They have also found that the respondents of their survey have a positive impression towards Telecom Company’s ability to meet their changing needs which demonstrate that the respondents would likely stay with their telecom companies as long as the companies are able to satisfy their changing needs.

Aklabar Mohammad Muzahid et al (2009) have done the research to suggest a conceptual framework to investigate the effects of customers’ perceived service quality, trust, and customer satisfaction on customer loyalty. To test the conceptual framework, structural equation modeling (SEM) has been used to analyze the data collected from 304 customers of a major private telecommunication company operating in Bangladesh. The results of the study indicate that trust and customer satisfaction are significantly and positively related to customer loyalty. Customer satisfaction has found to be an important mediator between perceived service quality and customer loyalty. A clear understanding of the postulated relationships among the studied variables might encourage the mobile service provider(s) to figure out appropriate course of action to win customers’ trust by providing better services in order to create a loyal customer base.
Chai Kah – Hin et al. (2009) have investigated the possible spillover of customer satisfaction from product manufacturer to service provider, and vice versa. They have collected 256 questionnaires from the consumers by adopting telephonic survey from China. They have used correlation and Chi-square test as a tool to analyze the data. Their findings suggests that research on the ways in which quality affects customer satisfaction and loyalty should consider the influence of partnering firms and suppliers rather than only examine relationship within the same organization. They have found that firms may benefit from the spillover effects, either as the receiving or the giving party. They have concluded that network operator need to pay more consideration to the quality and customer satisfaction with the handset.

To investigate the factors that influence customer satisfaction and loyalty, Ling change E et al (2009) have utilized an in-depth interview method and taken 125 questionnaires. After doing factor analysis, they have found that important variable for satisfaction included supporting services, product, and promotional effort of the firm cost efficient plans, free services, technology, line quality, convenience and hand lines are also important. They have also found that the factors with the significant impact on customer loyalty are service quality, subscription status, registered status, promotion, and inconvenience in switching phone number.

Mohammad Muzahid Akbar et al. (2009) have proposed a conceptual framework to investigate the effects of customers’ perceived service quality, trust, and customer satisfaction on customer loyalty. They have taken five
service quality dimensions which were developed by Parsuraman in 1988. To test the conceptual framework, structural equation modeling (SEM) has been used to analyze the data collected from 304 customers of a major private telecommunication company operating in Bangladesh. The results of the study indicate that trust and customer satisfaction are significantly and positively related to customer loyalty. Customer satisfaction has found to be an important mediator between perceived service quality and customer loyalty. A clear understanding of the postulated relationships among the studied variables might encourage the mobile service provider(s) to figure out appropriate course of action to win customers’ trust by providing better services in order to create a loyal customer base.

Negi et al. (2009) wanted to explore the causal relationship between service quality dimensions and overall service quality, and to identify service quality gaps as experienced by the subscribers of the mobile services of Ethiopian Telecommunication Corporation. The seven modified dimensions of SERVQUAL, namely tangibles, reliability, responsiveness, empathy, assurance, network aspect, and convenience were used to measure customers’ perceptions and expectations of mobile telecommunications services by drawing a sample of 220 respondents using stratified random sampling. The highest service quality gap was reported with the added dimension of network aspect, while the lowest score obtained was for convenience. Finally, two regression models predicting overall service quality with reliability and network aspect dimensions were obtained. An extended focus on the items of
network aspect dimension (transmission quality and network coverage) is also helpful in improving customers' perceived quality of mobile services. Since most quality features in the SERVQUAL scale are related with customer handling,

Sohel Mohammad Islam (2009)\textsuperscript{11} has studied on customer loyalty in Bangladesh mobile phone operator industry. He has taken 150 customer of mobile phone operator as a respondent by convenience sampling method. He has applied “Bivariate” analysis (spearman’s rank correlation test) to analyze the data. He has found that strong and switching cost has significant relationship with customer loyalty. He has also found that there is a relationship between corporate image and customer loyalty. The findings of his research focused that trust and customer loyalty are highly related. The findings suggests that managers of this mobile operators of these company should put more focus on building corporate image and analyze more carefully the reason for customer to switch brands in this industry in order to increase loyalty among these customers.

Ahmad Zulfqar et al. (2010) have focused on SMS service provided by telecom organization. They have taken 331 students from different universities of Pakistan. To operationalized and measure the dimensions of customers’ satisfaction, they have adopted the instrument from the research work of Lai (2004) which includes five dimension of service quality. They have used

seven-point likert scale. They have used correlation to analyze the data. The findings of the study indicate that customer are slightly satisfied from the service quality of SMS service provider where tangibles and assurance score more than other dimensions but empathy has the lowest score. At the same time, the correlation shows that dimension empathy is negatively related with the satisfaction while other dimensions are positively related with satisfaction.

To examine the dimensions of users’ perceived service quality of cellular mobile telephone operators in Pakistan, Khan Muhammad Asif (2010) has taken 800 mobile phone users by applying convenience sample method. A structured questionnaire, covering SERVQUAL dimensions of tangible, reliability, assurance, empathy, responsiveness, and additional dimensions of network quality and convenience, was used to measure mobile phone users’ perception about service quality. Confirmatory factor and multiple regression analysis were conducted. He has found the dimensions of tangible, assurance, responsiveness; empathy, convenience, and network quality have positive and statistically significant relationship with mobile phone users’ perceived service quality. Convenience and network quality dimensions found to be relatively most important dimensions affecting users’ perception. The dimension of reliability did not reflect significant effect on customers’ perception of quality.

Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behavior. Oyeniyi Joseph Omotayoet et al. (2010) have studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market.
They have considered 263 questionnaires which were taken by using a convenient sample. They have used a five-point likert scale. They have done regression analysis. After doing the analysis, they have found that customer satisfaction positively affects customer relation and that switching cost affects significantly the level of customer relation. They have also observed that the effect of switching barriers on relation is only significant when customers consider to exit.

Jawaria Fatima Ali et al (2010) have conducted the survey to find out the determinants of consumer retention in cellular industry of Pakistan. They have collected the data from 300 students from different universities. They have measured the items on five point likert scale. They have used regression to analyze the data. They have found significant relationship between price reasonability and consumer satisfaction. They have also found that call clarity has significant relation with customer satisfaction and consumer retention. They have also observed significant and strong relationship among consumer satisfaction and consumer retention.

The aim of Rahman Sabbir et al. (2010) is to assess the factors that have played significant role to select telecommunication service providers. A survey instruments were employed on Malaysian mobile phone operator’s consumers’ included by demographic background, price, service quality, service availability and promotion. They have collected 400 questionnaires by applying convenience sampling method from the consumers’ of three mobile phone operators’ from major cities in Malaysia. They have applied exploratory factor
analysis, confirmatory factor analysis and structural equation modeling for testing hypotheses. According to their study, product quality, availability, and promotion are also significantly important factors to influence the consumers in Malaysia’s vast mobile phone market. The findings of their study assist mobile phone operator’s managers to invest their resources more efficiently, making changes to crucial quality attributes that elicit the consumer’s satisfaction level. The findings of their study may provide needed feedback and contribute to the improvement of players’ strategy and their marketing program.

Customers’ satisfaction has now become major concern of the mobile service providers in all country. To provide a more comprehensive understanding of the process of customer satisfaction on the services provided by the mobile phone operators and to measure the customer satisfaction a questionnaire was designed by comprising some important variables, Sadia Afroze et al. (2010) have collected both Primary and secondary data. Primary data has been collected through a questionnaire survey using a five point Likert Scale. The secondary data was collected from brochures, websites of mobile operators, published articles, books, etc. they have applied one sample t-test for the analysis of data. They have found that it's widely accepted that it is at least five times more profitable to sell to an existing customer than to find a new customer. More important, the difference between satisfied customers and very satisfied customers can make a big difference in customer repeat business and your profits. This means, that measuring client satisfaction is very important, and, second, that distinguishing between degrees of satisfaction by using
customer surveys is crucial. Customers’ satisfaction has now become major concern of the mobile service providers in our country.

Sun, T.S.C. Xia Han (2010) has proposed and tested a refined customer satisfaction index (CSI) for the mobile phone service industry in China. He has collected the data from 1,440 randomly selected mobile phone subscribers through telephone interviewers using customer lists of the two primary mobile phone service companies. The Results of his study show the validity of adding the perceived equity construct to the CSI model. Corporate image was found to have a direct positive impact on customer loyalty; and customer satisfaction was influenced by corporate image, perceived value, and perceived equity.

To explore the strategies that have been employed by the cell phone companies in South Africa in order to retain subscribers, Molapo Motshedisi Elizabeth et al. (2011) have taken 429 respondents. The evaluation is based on the perceptions of the customers of the five cell phone network providers that operate in South Africa. Anova test has been applied to analyze the data. They have found that though there are many retention strategies that have been adopted by cell phone network providers in South Africa; the most effective are quality of the service provided, provision of customer support services and the capacity of the network to provide the services at an affordable price. Second, as a result of high levels of poverty and unemployment within the eastern Free State, cell phone companies should consider affordability of their products as an option for customer retention. Though provision of quality services and
benefits is necessary it is not a sufficient condition for customer retention. Third, it can also be concluded that in the eastern Free State effective customer retention can be better achieved not just by enhancing the quality of the service provided but through effective marketing.

2.3 Literature Review Related to a different Area

To sustain that service quality, customer satisfaction and customer retention can be considered as the major tools to achieve development and enhance the **hospitality industry** and to assess that perceived service quality is a crucial matter for the global tourism development and can bear socio-economic development; **S. Melisidou et al. (2000)** have studied on hospitality industry. Five dimensions in service quality (SERVQUAL), tangibility, reliability, responsiveness, empathy, and assurance (Parasuraman, Zeithaml, & Berry, 1985) have been taken. They have found that earning high satisfaction ratings from guests is an especially important strategy for hotel companies, because loyal customers are the principal driver of profits. Along with continuing to stay at a brand’s properties, satisfied customers also refer new business. Companies with satisfied, loyal customers enjoy higher margins—and, consequently, greater profits—than do businesses that fail to retain and satisfy their customers.

The main goal of **Vilares Manuel Josea et al. (2003)** was to contribute to counteracting such a limitation. A reformulation of the ECSI model was suggested, integrating it into key components of employee satisfaction models.
employee satisfaction, loyalty and commitment) as they are perceived by customers. Both the ECSI model and the ECSI revised model were estimated with data from a survey carried out among supermarket customers. The results of their study show that some variables such as perceived quality, customer satisfaction and loyalty are better explained by the ECSI revised model. Also, statistically significant interactions between the new variables (with the exception of employee loyalty) and some of the ECSI model variables (perceived product quality and perceived service quality) were discovered.

To know the relationship between service quality and customer satisfaction, **Wang I-Ming et al. (2006)** have taken 58 library users from Chang Jung Christian University (CJCU) as per convenience sampling method. They have taken five dimensions of service quality namely responsiveness, reliability, empathy, assurance and tangible. They have run regression to analyze the data. From the analysis, they have found that the overall service quality has a significantly positive effect on overall user satisfaction. They have found that among these five dimensions except responsiveness, all of them have a significantly positive effect on overall user satisfaction.

To identify the drivers that influence customer satisfaction in a business-to-business context, **Chakraborty Goutam et al. (2007)** have done a survey-based field study which was conducted from 1,068 business customers of a manufacturer of hydraulic and pneumatic equipment participated. Factor analysis and chi-square test have been applied to analyze the data. Three drivers of customer satisfaction, reliability, product-related information, and
commercial aspects, have been identified. The importance of the last two drivers differed depending on the buyer’s/users primary functional area. For respondents from purchasing and management, commercial aspects have been found to be more important than product-related information. For participants from engineering, maintenance, and production, product related information was found to be more important than commercial aspects. They have found the reliability driver emerged as the most important regardless of the functional association of respondents.

To explore customer perceptions on brand equity dimensions among consumers of bank services in Malaysia, Che-Ha Norbani et al. (2007) have taken 259 post graduate students as respondents. The data has been conducted by a questionnaire. They have used 6-point Likert-type scale from 1 (strongly disagree) to 6 (strongly agree). They have used Cronbach’s Alpha and regression as a statistical tool to analyze the data. After the analysis, they have found that brand meaning is an important factor to create brand equity that will lead to customer satisfaction and loyalty. They have concluded that the brand strength depends on the perceptions of customers. Satisfied and loyal customers indicate positive perceptions of the brand. In time when competition is getting intense, it is imperative for the bankers to seriously evaluate factors that are not only important in creating strong brand equity but also assist them in achieving customer satisfaction and loyalty.

To examine hotel guest comment cards (GCCs) and customer satisfaction management schemes in Opatija’s hotels, Ivanka Avelini Holjevac et al.
have observed 25 hotels in Opatija Riviera. They have used SERVQUAL model to measure service quality and GCC as a tool to measure customer satisfaction. They have adopted the applied content analysis approach which Gilbert and Horsnell (1998) used in their study, utilizing comparison and recording of findings based on a set of best practice criteria. They have done content analysis. Personal interviews with hotel managers were conducted to determine the ways GCCs have been distributed and processed. From the analysis, it has been concluded that the efficiency of customer satisfaction measurement with GCCs depends on the measurement methodology.

Omachonu Vincent et al. (2008) wanted to investigate whether customer perceived service quality and expectation of service quality have causal impacts on overall customer satisfaction. Data has been elicited from the American Customer Satisfaction Index (ACSI), which has been analyzed by using the Granger causality method. A national fast food restaurant chain is the unit of analysis of their study largely. They have found that satisfaction and perceived quality are positively related. Even though perceived quality did not Granger-cause satisfaction in the short term, it did so in the long term. Likewise, even though satisfaction did not Granger-cause perceived quality in the short term, it did so in the long term but customer expectations Granger-caused both satisfaction and expectation in the short-term and the long term.

To identify attributes that influence customer satisfaction and determine their relationships with customer satisfaction, Abang Abdullah Dayang Nailul Munna et al. (2009) have taken 149 respondents from one of the well known
The purpose of Nor Mohammad Niza Md et al. (2009) was to examine service quality as a determinant of customer satisfaction among a group of customer toward a public sector organization in Malaysia. The study was is cross-sectional and descriptive in nature. Service quality consists of service product, service delivery and service environment. They have taken 331 customers of the agency. The hypotheses were tested using multiple regression. The findings of their study indicate that service product is significantly and positively related to customer satisfaction. However, service delivery and service environment were not significant predictors of satisfaction.

To examine the effect of service quality and perceived value on customer satisfaction, Yeop Yunus Nek Kamal et al. (2009) have been conducted a study by using a sample of 150 usable questionnaires gathered from undergraduate students in one public university in Sarawak, Malaysia. They have applied hierarchical regression analysis to analyze the data. The outcomes of hierarchical regression analysis showed four important findings: firstly, a relationship between perceive value and reliability significantly correlated with customer satisfaction. Secondly, a relationship between perceive value and
responsiveness significantly correlated with customer satisfaction. Thirdly, relationship between perceive value and assurance significantly correlated with customer satisfaction. Fourthly, relationship between perceive value and empathy significantly correlated with customer satisfaction. This result confirms that perceive value does act as a partial mediating variable in the service quality models of the organizational sample.

Abassi Aamna Shakeel et al. (2010) have studied on hotel industry of Pakistan to determine customer satisfaction. They have considered services as services quality as well as service features. They have collected 50 questionnaires on convenience bases. 5 likert scales has been worn to gauge the responses. They have applied correlation and regression to analyze the data. After the analysis, they have concluded that the service quality and service features play a significant part in customer satisfaction. They have also concluded that satisfied customers will be having future intentions for visiting that hotel on long-term basis. It has been marked from the outcome that the service features are most imperative to the customers when it is about their satisfaction.

To identify the factors for passenger satisfaction regarding facilities provided on platforms, Geetika et al. (2010) have studied on Railway Platforms in India. 700 passengers have been taken as respondents from 12 platforms at the Allahabad railway station. A five- point Likert scale ranging from “least satisfied” to “most satisfied” has been used to measure user satisfaction level. They have done factor analysis to find out the factors. From the factor analysis,
they have found five factors namely Refreshments, Behavioral factors, Information system, Basic facilities and Safety and security. They have found refreshments and behavioral factors as most important factors respectively.

**Munusamy Jayaraman et al. (2010)** have done a research which focused on the measurement of customer satisfaction through delivery of service quality in the banking sector in Malaysia. They have used a quantitative research to study the relationship between service quality dimensions and customer satisfaction. They have taken 117 respondents. They have conducted survey questionnaires via face to face interviews plus through other avenues such as; email and fax, so as to ensure that the survey encompasses a broader geographical area. They have taken five service quality dimensions of SERVQUAL which was developed by parasuraman in 1988. They have done multiple regressions to analyze the data. After analyzed the data, they have found that assurance has positive relationship but it has no significant effect on customer satisfaction. They have also found that reliability has negative relationship but it has no significant effect on customer satisfaction. Tangibles have positive relationship and have significant impact on customer satisfaction. Empathy has positive relationship but it has no significant effect on customer satisfaction. Responsiveness has positive relationship but no significant impact on customer satisfaction. The study highlights implications for marketers in banking industry for improvement in delivery of service quality.

Employee empowerment is a key feature of the modern management style. Empowered employees are expected to perform more effectively as compared
to those working in traditional or authoritarian organizational cultures. Keeping in view the significance of the issue, Naeem Hummayoun et al. (2010) have done a comparative study to examine the impact of employee empowerment on customer satisfaction. A multistage cluster sample of 644 bank officers was drawn from two banks operating in Pakistan: the first one was a foreign bank (Standard Chartered Ltd.), where employees were empowered, BWEE (Bank with Empowered Employees). The second one was a local public sector bank (The Bank of Punjab) with a traditional management style, where employees were not empowered, BWNEE (Bank with no Empowered Employees). Data collection tools for employee empowerment and customer satisfaction were adopted from the body of knowledge and used for data collection. Two independent sets of data were analyzed with the application of regression coefficient. Empirical analysis indicated that there was no relationship between employee empowerment and customer satisfaction in the Pakistani commercial banking sector. They have concluded that employee empowerment level was higher side in foreign banking setup. They have also found that customers of BWEE were highly satisfied as compared to the local bank. No relationship was found between employee empowerment and customer satisfaction in both foreign and local banking set up.

To analyze the gap between perceptions and expectations of the customer, concerning with the service at retail units in the South Indian state of Andhra Pradesh, Naik Krishna C.N. et al. (2010) have used SERVQUAL model. They have select retail unites in the city of Hyderabad to measure customer
satisfaction level. Five dimensions in service quality (SERVQUAL), tangibility, reliability, responsiveness, empathy, and assurance (Parasuraman, Zeithaml, & Berry, 1985) have been considered for their empirical research. The research methodology has been carried out in a survey cross-sectional applied to 369 respondents. The data obtained has been analyzed by using reliability method, correlation and regression. Result of the research shows that services offered by retail units have positive impact and are significant in building customer satisfaction. Findings of their empirical research reiterate the point of view that service quality dimensions are crucial for customer satisfaction in retailing – a burgeoning sector with high growth potential and opportunities in fast growing economies like India’s.