CHAPTER 6

FINDINGS

6.1 FINDINGS FROM DESCRIPTIVE STATISTICS

- About 20% of the respondents use Airtel; 18.6% use BSNL and 15.9% use Aircel.
- The majority of respondents used Prepaid Mobile Services.
- The majority of respondents were in the age group of 41-50 years.
- The majority of respondents have been using the services of their mobile service providers for more than 3 years.
- More than 50% of respondents were spending less than Rs.1000 in a month towards mobile services.
- Majority of the respondents were Post Graduates and 31.8% were Under Graduates.

6.2 FINDINGS FROM ANOVA

6.2.1 Demographics on Service Quality

While analyzing the variance in service quality dimensions, it is observed that significant variance existed in monthly expenses. On investigating further we observe

- Age (more than 50 years), Education (UG), length of use (less than 2 years) and Monthly Expenses (between Rs.501-1000) determined Reliability dimension.
• Monthly Expenses (more than Rs.2000) and length of use (more than 3 years) determined Responsiveness dimension.

• Monthly Expenses (more than Rs.2000) determined Assurance, Empathy and Customer Perceived Network Quality dimensions.

• Monthly Expenses (between Rs.501-1000) determined Convenience.

### 6.2.2 Demographics on Service Loyalty

While analyzing the variance in service loyalty dimensions, it is observed that significant variance existed in monthly expenses. On investigating further we observe

• Age (21-30 years) and Monthly Expenses (more than Rs.2000) determined Commitment Loyalty

• Length of Use (less than 2 years), Monthly Expenses (less than Rs.500) and Education (UG) determined Trust Loyalty.

• Monthly Expenses (less than Rs.500) determined Attitudinal Loyalty

• Length of Use (2-3 years) determined Cognitive Loyalty

• Monthly Expenses (between Rs.1001 and 2000) determined Affective Loyalty.

### 6.2.3 Demographics on Loyalty Indices

While analyzing the variance in loyalty indices, it is observed that significant variance existed in monthly expenses. On investigating further we observe

• Monthly Expenses (more than Rs.2000) determined Advocacy Loyalty Index
6.3 FINDINGS FROM LINEAR REGRESSION

Linear regression was used to determine the relationship between demographic variables and Service Quality, Service Loyalty and Loyalty indices; relationship between Service Quality and Service Loyalty; Service Quality on Loyalty Indices and Service Loyalty on Loyalty Indices.

6.3.1 Relationship between Demographics and Service Quality

While testing the relationship between Demographics and Service Quality, it is found that -

- Age, Monthly Expenses, Education and Occupation have significant relationship with Reliability.
- Length of Use, Monthly Expenses have significant relationship with Responsiveness.
- Monthly Expenses has significant relationship with Customer Perceived Network Quality.
- Monthly Expenses has significant relationship with Assurance
- Monthly Expenses has significant relationship with Convenience
- Monthly Expenses has significant relationship with Empathy
- Education has significant relationship with Tangibles.
6.3.2 Relationship between Demographics and Service Loyalty

While testing the relationship between Demographics and Service Loyalty, it is found that -

- Monthly Expenses has significant relationship with Commitment Loyalty
- Monthly Expenses has significant relationship with Trust Loyalty

6.3.3 Relationship between Demographics and Loyalty Indices

While testing the relationship between Demographics and Loyalty Indices, it is found that –

- Monthly Expenses has significant relationship with Advocacy Loyalty Index
- Monthly Expenses and Occupation have significant relationship with Purchase Loyalty Index
- Monthly Expenses has significant relationship with Defection Loyalty Index.

6.3.4 Relationship between Service Quality and Service Loyalty

In determining the relationship between Service Quality dimensions and Service Loyalty Dimensions, it is found that

- Reliability, Responsiveness, Customer Perceived Network Quality, Assurance and Empathy have significant relationship with Commitment Loyalty.
- Reliability, Responsiveness, Assurance and Empathy have significant relationship with Trust Loyalty
• Reliability, Customer Perceived Network Quality, Convenience and Empathy have significant relationship with Attitudinal Loyalty

• Responsiveness and Empathy have significant relationship with Behavioural Loyalty

• Responsiveness, Convenience, Empathy and Tangibles have significant relationship with Cognitive Loyalty

• Reliability and Empathy have significant relationship with Affective Loyalty

• Responsiveness, Customer Perceived Network Quality, Empathy and Tangibles have significant relationship with Conative Loyalty

6.3.5 **Relationship between Service Quality and Loyalty Indices**

In determining the relationship between Service Quality dimensions and Customer Loyalty Indices, it is found that,

• Reliability, Responsiveness, Customer Perceived Network Quality, Assurance and Empathy have significant relationship with Advocacy Loyalty Index

• Reliability, Responsiveness, Customer Perceived Network Quality and Empathy have significant relationship with Defection Loyalty Index

• Reliability, Responsiveness, Assurance, Convenience and Empathy have significant relationship with Purchase Loyalty Index

6.3.6 **Relationship between Service Loyalty and Loyalty Indices**

In determining the relationship between Service Loyalty dimensions and Loyalty Indices, it is found that,
Commitment loyalty, Trust loyalty, Attitudinal loyalty, Cognitive loyalty and Affective loyalty have significant relationship with Advocacy Loyalty Index

Commitment loyalty, Behavioural loyalty and Conative loyalty have significant relationship with Defection Loyalty Index

Commitment Loyalty, Trust Loyalty, Behavioural Loyalty and Conative Loyalty have significant relationship with Purchase Loyalty Index

6.4 FINDINGS FROM THE PATH MODEL

The path models examined and confirmed the path to depict the relationships between the different dimensions, namely, between service quality dimensions and service loyalty dimensions; service quality dimensions and loyalty indices and service loyalty and loyalty indices. All the three path models were found to be statistically fit with the Fit Indices having values greater than 0.9 and the RMSEA Values less than 0.06

6.5 FINDINGS FROM DATA ENVELOPMENT ANALYSIS (DEA)

Data Envelopment Analysis was used to examine the current level of performance of each service provider on each of the dimensions of service loyalty and loyalty indices.

6.5.1 Effectiveness of Service Quality on Service Loyalty

While examining the performance of Service Providers on Service Loyalty with Service Quality as the determinants, it is observed that,

- Aircel is found to be performing its best on the following dimensions – Attitudinal Loyalty, Cognitive Loyalty, Conative Loyalty, Trust Loyalty and Commitment Loyalty.
Airtel is found to be performing its best on the following dimensions – Behavioural Loyalty, Affective Loyalty and Commitment Loyalty.

BSNL is found to be performing its best on the following dimensions – Attitudinal Loyalty, Conative Loyalty.

Idea is found to be performing its best on the following dimensions – Cognitive Loyalty, Conative Loyalty and Affective Loyalty.

Reliance is found to be performing its best on the following dimensions – Attitudinal Loyalty and Commitment Loyalty.

Vodafone is found to be performing its best on the following dimensions – Behavioural Loyalty, Conative Loyalty and Commitment Loyalty.

Others are found to be performing their best on the following dimensions – Attitudinal Loyalty, Conative Loyalty, Trust Loyalty and Commitment Loyalty.

6.5.2 Effectiveness of Service Quality on Loyalty Indices

While examining the performance of Service Providers on Loyalty Indices with Service Quality as the determinants, it is observed that,

Airtel is found to be performing its best on the following dimensions – Advocacy Loyalty Index.

BSNL is found to be performing its best on the following dimensions – Advocacy Loyalty Index and Purchase Loyalty Index.

Idea is found to be performing its best on the following dimensions – Advocacy Loyalty Index.

Reliance is found to be performing its best on the following dimensions – Defection Loyalty Index.
• Vodafone is found to be performing its best on the following dimensions – Advocacy Loyalty Index and Defection Loyalty Index.

• Others are found to be performing their best on the following dimensions – Advocacy Loyalty Index and Purchase Loyalty Index.

6.5.3 Effectiveness of Service Loyalty on Loyalty Indices

While examining the performance of Service Providers on Loyalty Indices with Service Quality as the determinants, it is observed that,

• Airtel is found to be performing its best on the following dimensions – Advocacy Loyalty Index.

• BSNL is found to be performing its best on the following dimensions – Advocacy Loyalty Index and Defection Loyalty Index.

• Idea is found to be performing its best on the following dimensions – Advocacy Loyalty Index.

• Vodafone is found to be performing its best on the following dimensions – Advocacy Loyalty Index and Purchase Loyalty Index.

• Others are found to be performing their best on the following dimensions – Advocacy Loyalty Index, Purchase Loyalty Index and Defection Loyalty Index.

6.6 SUMMARY

This chapter provided the findings in detail. The findings with respect to – profile of the respondents, descriptive statistics, ANOVA and linear regression were presented. The findings on the path models as well as the DEA were also presented. The discussion on the findings and the implications on the research and the managerial aspects are presented in the next chapter.