CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

Communication through mobile phones has tremendously changed the traditional mode of telecommunication in different parts of the world. The easy accessibility and affordability of mobile phone services supported by easy availability of mobile phone devices with improved functionality at affordable prices resulted in the widespread popularity of mobile phone in the telecommunication market. Mobile phones are no longer being a luxury, but it became a necessity to life.

Since liberalisation in 1991 the Government of India has allowed private mobile phone service providers to operate their services along with the public sector. The entry of private sector in the mobile phone services ultimately resulted in severe competition among service providers. The survival of mobile phone service providers in the highly competitive market depends to a great extent on the quality of their service to its subscribers. The provision of quality services is not only considered as a requirement for the survival but also an obligation as Telecom Regulatory Authority of India (TRAI) stipulates guidance for ensuring service quality in order to protect the interest of mobile phone subscribers.

An earnest attempt is made in this chapter to present the available literature relating to the mobile telecommunication services. Hence, the studies on service quality in the mobile telecommunication sector, customer satisfaction towards the mobile phone services, customer loyalty, switching behaviour of the mobile phone subscribers, and studies relating to the analysis of the responses of the subscribers towards different elements of the service marketing mix of the mobile service providers were reviewed and presented in this chapter. It is expected that the review of literature will provide a strong foundation for this research work. The review of literature is divided into three sections:
1. Studies relating to the factors that influence the selection of mobile phone services.
2. Studies relating to the analysis of the responses of the subscribers towards the marketing mix of the mobile phone service providers.
3. Studies relating to the service quality, customer satisfaction, loyalty and switching behaviour of subscribers in the mobile phone communication market.

2.1.1 Studies Relating to the Factors that Influence the Selection of the Mobile Phone Services

Various factors are likely to influence the subscribers in the selection of mobile phone services. So the identification of the factors that influence the selection of the mobile phone services deserves special significance. A short review of the available studies relating to the factors that influence the selection of the mobile phone services is presented in the first part of the review of literature.

Das, B. and Mohanty, S. (2007)\(^1\) examined the buying motives of the mobile phone subscribers in the selection of a new cellular service provider in the town of Balasore, Orissa. The study was based on 150 mobile phone subscribers and found that subscribers gave more importance to the network coverage while selecting the service provider. The study suggested that the cellular service providers should offer better network, best customer care services and other services to the subscribers as they give too much importance to these factors while selecting the service providers in the market.

Ahasanul, H. et al., (2007)\(^2\) conducted a study to find out all the critical factors that influence the selection of service providers in the mobile phone service market of Malasia. The study found that price, quality of service, product quality and availability and the promotional offers are the most important factors that influence the selection of the mobile phone service providers. It was also stated that product quality and availability significantly impacted on the perception of choice of customers in the selection of mobile service providers.
Kathuria, L. M. and Jain, M. (2009) conducted a study to identify the factors that influence the selection of mobile phone service providers among the rural mobile phone users in India and found that the major factors that influence the selection are network coverage, price, value for money, billing integrity, recommendation from family friends and relatives, customer care services and the company image. The researchers recognised network problem as the main factor for porting out to other mobile phone service providers.

Ahasanul et al., (2010) carried out a study to identify the leading factors that influence the selection of the telecommunication services in Bangladesh. The price was found to be the most important factor that influenced the selection of the service provider followed by service quality, product quality and the availability of the promotional offers. The study was concluded by stating that the results of the research work would provide the necessary feedback for the development and modification of the strategies of the service providers and in the development of their marketing programmes.

Rasheed (2011) in his study identified that economy, coverage, schemes and image of the subscribers are the most important factors that influence the selection of the providers. The study discovered a negative service quality gap among the customers of all service providers and found that the customers are not satisfied up to their level of expectation. The researcher urged the need for formulating an appropriate marketing strategy to create customer loyalty among subscribers.

Satish Kumar, G.N. (2011) explored the factors that influence the mobile phone users in the selection of the cellular service providers in India. It could be observed from the study that customer service, service accessibility and affordability of the service are the important factors that influence the selection of the mobile service providers than the promotional offers of the service providers. The study further states that customer service is the most important factor that influences the selection of the mobile service providers in the area under study.
Raza, A. and Rehman, Z. (2012)\textsuperscript{7} carried out a study to measure the impact of customer relationship marketing tactics on customer loyalty in the Telecommunication Industry of Pakistan. It was found that all the tactics of relationship marketing are positively related to relationship quality. The study pointed out that service quality has significant impact on customer satisfaction. Researchers suggested that service providers should implement relationship tactics to develop a long term relationship between the customer and the company.

Shah, C. (2012)\textsuperscript{8} identified the major factors that influence the selection of mobile phone service providers in the Bardoli Region in Gujarat Circle. The service quality, brand image, service charges and plan and the network quality were found to be the major factors which influence the customer in the selection of mobile phone service providers. The researcher urged the necessity for an emotional relationship with the mobile users through innovative plans in order to enhance their service quality and brand image, better connectivity and goodwill.

Jegan, A. and Sudalaiyandi, D. S. (2012)\textsuperscript{9} conducted a study among the 100 mobile phone users regarding their preferences and satisfaction towards the mobile phone services in Kovilpatti of Toothukudi District. The call tariffs, network coverage and brand image were found to be the most important factors that influence the selection of the service providers.

Tripathi, P. and Singh, S. K. (2012)\textsuperscript{10} carried out an empirical study on the consumer behaviour towards the preference and usage of mobile phone services in Bhopal. The researchers found that the most preferred factor is the network coverage of the service provider. The researchers recommended that the service providers should come forward to improve the network coverage and offer better services to attract the subscribers.

Geethanjali et al., (2013)\textsuperscript{11} examined the customer preference and buying behaviour of subscribers towards the mobile network service providers in Madurai City and found that brand name is considered to be the most important factor that influences the buyer behaviour. The network interruption is the main factor which leads to dissatisfaction among the subscribers. The researchers concluded that the
mobile service provider should take necessary steps to promote and maintain the brand name and should give concentration to dissatisfied customers to convert them to satisfied customers.

**Bhukya, R. and Singh, S.** (2013)\(^{12}\) carried out a study to determine brand preference among students towards choosing cellular providers in Hyderabad City and found that network coverage, tariff plans and customer services are the main attributes considered while choosing a particular service provider. They added that friends and advertisements are the major factors that influence the selection of the mobile phone service provider. The researchers concluded that marketer should give due importance to network coverage and competitive tariff plans along with good customer services apart from offering attractive promotional offers to satisfy the subscribers.

**Juwaheer, T. D. et al.** (2013)\(^ {13}\) made an enquiry to explore the various factors that influence the selection of mobile phones among young customers in Mauritius. The study found that price is the key determinant in the selection of mobile phone services followed by mind awareness and perceived brand value. The researchers opined that the findings of the study would serve as the guideline to the policy makers to identify the factors that influence the selection of mobile phone services.

**Nabirasool, D.** (2014)\(^ {14}\) explored the factors that influence the selection of mobile phone service providers in Andhra Pradesh and Telangana States and found that call rate is the prime factor that influences the selection of the service providers and the other factors were convenience, availability of service centers and brand name of the service provider.

**Sama, R. and Jani, B.M.** (2014)\(^ {15}\) carried out a study on the factors that influence the buyer behaviour while buying new cell phone connection in Ahmadabad City. It was found that buyer behaviour is not only determined by call charges and network coverage of the provider but also based on the value added services provided by the service provider. The Vodafone was found to be the best service provider in the City with their good services.
Jyothsna, M. and Mahalakshmi, S. (2015)\textsuperscript{16} conducted a descriptive research to know the brand preference while choosing a particular cellular service provider in Vishakhapatnam City. The study revealed that the core factors such as tariff rates, service quality, service availability, promotion and brand image had a significant influence on the perception of customers towards mobile service operators. The study pointed out that promotion is the most important factor that influences the selection of the service provider.

Kyeremeh, C. and Fiagborlo, J. D. (2016)\textsuperscript{17} conducted a study to investigate the factors that influence mobile phone service access and usage in Cape Coast, Metropolis in the Central Region of Ghana. The study revealed that the major factors that influence the subscribers to mobile phone services include the income of the subscribers, the price of mobile phone services, employment opportunities and the education of the subscribers in the market. Hence, the researchers suggested that steps should be taken to provide more job opportunities to individuals to enable them to use more mobile phone services.

2.1.2 Studies Relating to the Analysis of the Marketing Mix of the Mobile Phone Service Providers

A brief review of the available studies relating to the analysis of the service marketing mix of the mobile phone service providers are given below.

Kumar, A. Ranjan, R. and Singh, D. (2011)\textsuperscript{18} conducted a multi-dimensional analysis for the modification of the marketing mix of the mobile phone service providers in India as the telecom service providers are in the maturity stage of the product life cycle. The researchers opined that the multidimensional analysis helped them to identify the subscriber satisfaction level associated with each buying stimuli in the telecom market. The study recommended that the results of the research can be used by mobile phone service phone providers to choose the right strategies to enhance the effect of each buying stimuli on the purchase of subscribers, which would ultimately help to increase the market share and image of the telecom service providers.
Amulya, M. (2013)\textsuperscript{19} analysed the retention strategies of the telecom service providers in India and found that the customers are enjoying the benefits out of retention strategies like keeping them updated, various trial offers of value added services, waiving of late payment fees, solving complaints quickly, not disconnecting the service, giving gifts and freebies to customers, giving out bonus points and discount for heavy users and so on. The study concludes that companies want to grow their business must continue to invest aggressively in customer acquisition programmes, as well as try to implement new and creative initiatives to retain their existing ones.

Bhandar, A. and Prabhot (2013)\textsuperscript{20} assessed the impact of telecom marketing strategies on the customer satisfaction in Chandigarh, Mohali and Panchkula and found that marketing strategies have significant influence on the customer satisfaction. The study concluded that favourable marketing strategies would not only help the telecom industry to satisfy and obtain the customers, but also helps to succeed in the present competitive era.

Al-Dmour, H. Zubi, M. F. and Kakeesh, D. (2013)\textsuperscript{21} investigated the effect of service marketing mix elements on customer based brand equity among mobile phone telecom recipients in Jordan. The study found that there is a statistically significant relationship between service marketing mix and brand awareness. They further stated that promotion mix is the most influential element on brand awareness followed by process, physical evidence and people respectively. The study found that customer based brand equity helps the managers in creating and developing the branding strategy and this would help them to solve problems through proper utilization of information.

Sabu, V. G. (2013)\textsuperscript{22} analysed the marketing strategies of BSNL and other private sector telecom service providers in Kerala. The study found that the marketing strategies differ significantly between BSNL and other private sector service providers. Also found that the main predictors of customer satisfaction are service benefits, customer support services, quality of service, competitive pricing and unethical practice of the service providers. The study recommended that service
providers should strive hard to retain the subscribers and to frame suitable marketing strategies to acquire customers from the competitors.

**Sivesan (2013)** investigated the effects of promotional mix towards the brand equity of the mobile phone service providers in Jaffna District of Sri Lanka. The study found that promotional mix has positive effects on brand equity of the mobile phone service providers and suggested that managers should make use of the findings of this research to create a high level of brand equity in the mobile communication segment. The study stated that personal selling, advertising, direct selling, public relations and sales promotion should be developed as brand creating factors by the mobile phone service providers.

**Awan, A.G. and Fathima, A. (2014)** conducted a study to find out the impact of various marketing strategies on the purchasing behaviour of youth in the mobile phone industry in Pakistan. The purchasing behaviour of youth was considered as the dependent variable and service quality, pricing, trust, value offered and switching was considered as the independent variable in the study. It was found that the youth preferred the mobile network with the best service at reasonable prices. The researchers further stated that the values offered by the network operators, trust on the company and the switching cost are the subsequent factors that influence the purchase decisions.

**Kulkarni, R. et al., (2014)** analysed the strategies of the telecom operators in India and found that strategies of service providers include unlimited calling within friends and family, cheaper call and SMS rates and free social apps and so on. They opined that, the marketing strategies are largely based on anthropological theories, tools and techniques which play a significant role in developing the service marketing mix of the providers and its implementation.

**Suthar, B. K. et al., (2014)** attempted a study on the impacts of the marketing mix and the customer perception on brand loyalty among BSNL subscribers of Vadodara District, Gujarat. The study found that brand loyalty and 4P’s are positively associated with each other from the point of view of customer perception. The study highlighted the necessity of choosing the right marketing
strategies to suit the particular business at a particular time and then to use it according to the situation.

2.1.3 Studies Relating to the Service Quality, Customer Satisfaction and Loyalty in the Mobile Phone Communication Services

Service quality plays an important role in the creation, retention and satisfaction of the mobile phone subscribers all over the world. A brief review of the available studies relating to the service quality, customer satisfaction and loyalty in the mobile communication are stated below.

Parasuraman et al., (1985)\textsuperscript{27} stated that when perceived service quality is high, it will lead to increase in the satisfaction of customers. The researchers stated that the judgment of the service quality depends on how consumers perceive the actual performance in the context of what they expected. Their research work pinpointed the key gaps or discrepancies of service provided that are likely to affect the perceived quality of consumers.

Parasuraman et al., (1988)\textsuperscript{28} opined that service quality has become a major differentiator and the most powerful competitive weapon that all service organisations seek to possess. It could be observed from the study that an organisation in order to get the competitive advantage of service quality, need to use technology to collect information on market demand and exchange the same between the organisations to enhance the service quality.

Maran et al., (2004)\textsuperscript{29} studied the perception and satisfaction among the fixed line telecom subscribers in Chennai and identified the problems that exist among the subscribers of the telecom services. The study pointed out that telecom service providers should take steps to bridge the gap between the services promised and the services offered.

Pankaj, M. Madhani (2006)\textsuperscript{30} opined that mobile phone subscribers would definitely leave the current inefficient service provider and would like to prefer service providers who offer the best quality of services at reasonable price. The researcher added that by providing mobile number portability, service providers can
compete on important service variables like price, quality of service and service offerings rather than locking subscribers on their particular network.

**Anitha Seth et al., (2008)**\(^{31}\) identified the key parameters that influence the perception of customers regarding the service quality in the cellular services in India and found that responsiveness dimension is the best predictor of the service quality followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. The researchers concluded that the mobile service providers should focus their resources in the area of importance of various dimensions of service quality.

**Abdolreza et al., (2008)**\(^{32}\) attempted to determine the factors that influence customer satisfaction, repurchase intention and their willingness to recommend the service to others in the Indian Telecommunication Market. The researchers found that the relational quality, competitiveness, reliability and transmission quality were found to be the major factors that influence customer satisfaction and retention. The study recommended maintaining and enhancing customer satisfaction through innovative communication strategies and through the better public relations campaigns of service providers.

**Souk, G.Q. and Filho, C.G. (2008)**\(^{33}\) examined the perceived quality, satisfaction, and customer loyalty among the mobile phone subscribers in the Brazilian Mobile Phone Communication Market. The researchers analysed the perceived quality on the basis of the quality of the services, the superiority of the connection, coverage areas and customer services. The researchers found that loyalty among the Brazilian mobile subscribers were found to be low. It was also found that when the perceived quality of customers increases, the subscribers are more satisfied and are more likely to remain with the current service provider.

**Upal, M. (2008)**\(^{34}\) examined the service quality factors that are important to call centers and their association with the quality of satisfaction in the context of Bangladesh Call Centers by using the SERVQUAL model. The researcher examined the gap between service perception and service expectation on four service dimensions, namely responsiveness, assurance, discipline and communication and
found that there exists a gap between the mean perception score and the mean expectation scores of these dimensions.

**Blery et al., (2009)**\(^{35}\) in their study of the influence of the service quality of customer in the Greek Mobile Telecommunication Sector found that there is a strong association between service quality and repurchase intention of the subscribers in the mobile telecommunication market.

**Muhammad Mohsin Butt** (2009)\(^{36}\) explored the factors that lead to customer satisfaction in Pakistani Mobile Cellular Services and found that price, and the network coverage are the two most important factors, leading to customer satisfaction in the Pakistan Telecommunications. The study suggested that service providers should concentrate on price reduction to the maximum extent through better collaborations with other networks and to invest in infrastructure to ensure the full strength which ultimately leads to better voice clarity and a better brand image and leading to maximum customer satisfaction.

**Negi, R.** (2009)\(^{37}\) in his study of the relevance of customer perceived service quality in determining customer overall satisfaction in the context of mobile phone services in Ethiopia found that reliability and network quality are the key factors in evaluating the overall service quality in the mobile phone communication services. The study urged the importance of tangibility, empathy and assurance while evaluating perceived service quality and customer satisfaction.

**Raibul, Md. et al.,** (2009)\(^{38}\) conducted a study among 300 prepaid mobile phone subscribers to identify the factors determining customer satisfaction and loyalty in the Bangladesh Telecommunication Industry. The study revealed a significant linear relationship between the service quality and the customer satisfaction in the market. The researchers opined that the service quality, switching costs and trust are the most important independent variables that influence customer loyalty in the mobile phone communications.

**Usman Yousaf** (2009)\(^{39}\) in his study towards the measurement the service quality of mobile phone network operators in Pakistan found that subscribers are
not satisfied with the tangibility dimensions of service quality. The study recommended that service providers should take immediate steps to enhance the reliability, improve the responsiveness and should be more empathetic towards mobile phone subscribers.

**Ali Raza Nmati et al., (2010)** conducted a study to locate how innovation affects customer satisfaction and brand loyalty among the mobile phone users in Pakistan. The study was based on 300 mobile subscribers of Islamabad and Rawalpindi. The researchers stated that innovation significantly affects customer satisfaction and brand loyalty in the Pakistan Mobile Communication Market.

**Hyung Seok Lee (2010)** examined the relationships between the service quality, perceived value, customer satisfaction and the customer loyalty in the Korean Mobile Telecommunication Market. The study revealed that service quality positively influence customer loyalty in the Korean Telecom Market. The researcher recommended for using the concept of perceived value in the Korean Mobile Phone Service Market in order to gain a deeper understanding of the customer satisfaction and the customer loyalty.

**Ali, J.F. et al., (2010)** examined the determinants of customer retention in the Cellular Industry of Pakistan. The study identified user friendliness, fairness of the price and call clarity as the strongest determinants of customer retention. The researchers concluded that the findings of the study would be helpful to the service providers to adapt their products and pricing strategies to maximize subscriber satisfaction and to retain customers to gain their market share and profitability.

**Oyeniyi, O. and Abiodun, A. J. (2010)** analysed the switching cost and its relationship with customer retention, loyalty and satisfaction in the Nigerian Telecommunication Market. The researchers found that customer satisfaction positively affects customer retention and the switching cost significantly affects the level of customer retention. Researchers concluded that managers should consider switching barriers and dimensions of customer satisfaction while making plans or focusing efforts on customer retention.
Santouridis, I. and Trivellas, P. (2010) examined the critical factors that led to the customer loyalty in the mobile telephony sector and the mediation effect of customer satisfaction on the service quality and loyalty in Greece. The customer services, pricing structure and billing system were found to be making a positive impact on customer satisfaction and a significant positive influence on customer loyalty. The researchers suggested that the results of the study could be used by the service providers to develop and implement successful customer loyalty strategies.

Khan, M. A. (2010) examined the dimensions of user perceived service quality of the cellular phone operators in Pakistan. The researcher stated that the dimensions of tangibles, assurance, responsiveness, empathy, convenience, and network quality were significantly related to the perceived service quality of mobile phone users. The study concluded that regulators in the telecommunication industry should take measures to include the above mentioned dimensions while undertaking the objective assessment of the service quality of the cellular operators in Pakistan to safeguard the interest of the subscribers.

Hanif. M. Hafeez, S. & Riaz, A. (2010) analysed the factors that affect customer satisfaction in the Pakistan Telecommunication Industry. The study was based on two independent variables, namely price fairness and customer services and the customer satisfaction was considered as the criterion variable. The researchers opined that both of these factors significantly contributed to customer satisfaction, but the price fairness had greater impact on customer satisfaction than customer services. The study concluded that if any firm wants to be successful over a long period of time, then it has to make its customers satisfied through charging fair tariffs and memorable customer services, so that they can enjoy supremacy in the market.

Suleiman Awwad, M. & Awad Neimat, B. (2010) explored the most critical factors affecting the switching behaviour of the mobile phone users. The study found that pricing, inconvenience, core service failures, service encounter failures, attraction by competitors and switching cost had significant influence on
switching behaviour of the mobile phone users. The researchers urged the necessity of developing well designed satisfaction programmes for the retention of customers in the market.

**Ojo, O.** (2010)\(^4\) analysed the relationship between service quality and customer satisfaction in the telecommunication industry with a focus on mobile telecommunication network in Nigeria. The study found that service quality had a significant effect on customer satisfaction and there is a positive relationship between service quality and customer satisfaction. The researcher concluded that organisations should focus more attention on service quality and should invite suggestions from the subscribers and more programmes should be designed to measure service quality and customer satisfaction in the telecommunications.

**Potluri, R. M. and Mangnale, V. S.** (2010)\(^5\) conducted an inquiry to explore the satisfaction among the customers in the Ethiopian Telecom Sector. The study found that 47 percent of the subscribers were disappointed with the service delivery system and the majority of the subscribers were not pleased with the complaints handling procedure of the providers. The researchers recommended that service providers should review the existing plans, programmes, procedures, strategies and even budgets for offering better services to win the hearts of the Ethiopian Telecom Subscribers.

**Joshi, S., Khurana, P., and Khurana, S.** (2010)\(^6\) made an attempt to explore the key dimensions of service quality in the mobile phone services in the Telecom Sector of Chandigarh, Panchkula and Mohali and found that network quality is the best predictor of service quality in the telecom sector and is followed by responsiveness and other factors. The researcher concluded that telecom provider should give emphasis on improving the network coverage so that more customers can be retained with the same provider.

**Sadia Afroze et al.,** (2010)\(^7\) conducted a study to identify the customer satisfaction over the performance of six mobile phone service providers in Bangladesh. The study was based on product attributes, payment method; value added services and customer care services. The study found that the majority of the
customers were not satisfied with the facilities of one specific provider. The study suggested that the mobile phone operators should give consideration to the facilities so that they can design their products with the attributes as demanded by the existing and potential customers.

Hafeez, S. and Hasnu, S. (2010)\textsuperscript{52} conducted a study to find out the degree of customer satisfaction among the prepaid customers of Mobilink in Pakistan. The research work stated that customer satisfaction and loyalty is comparatively low among the mobile phone subscribers because the Pakistan mobile phone sector is only rising and is facing acute competition from new service providers. The study stated that the position will improve when the industry will be more established.

Young- Ei Kim and Jung- Wan Lee (2010)\textsuperscript{53} examined the relationships between corporate image, brand awareness, service quality, customer support services and customer loyalty and enquired about the key drivers that establish and maintain customer loyalty among the mobile phone service providers in Korea. The results of the study showed that the corporate image, brand awareness, service price and service quality are the strong antecedents for establishing customer loyalty in the Korean Mobile Phone Communication Market.

Adhinarayanan, B., & Gurunathan, K. B. (2011)\textsuperscript{54} carried out a study on the customer satisfaction towards the Reliance Telecom Service in Tamilnadu with special reference to Salem City. The study found that the majority of the subscribers were satisfied with customer care services of the provider. The researcher concluded that the service provider should train their employees properly so that they have knowledge about the telecom products and billing. This would help the company to increase their sales.

Al-Aali et al., (2011)\textsuperscript{55} made an attempt to measure the service quality of mobile phone services in Saudi Arabia. The study was based on the various dimensions of service quality like tangibility, responsiveness, assurance, empathy, network quality and competitive advantages. The study found that customers gave more importance to convenience in working hours.
Ahasanul Haque et al. (2011) examined the customer satisfaction among mobile phone subscribers in Bangladesh using Martin Fishbein Multiattribute Attitude Model. The study identified the nine important factors that influence the customer satisfaction and found that the customers of Banglaink were more satisfied than Grameen Phone customers. The study concluded that the findings can be used by the mobile service providers in improving their service to satisfy their subscribers.

Ashish Sharma (2011) conducted a study on the factors that the companies need to focus on, in order to keep the existing customers in the Indian Telecom Sector. Pricing, customer services, network, internet and multimedia, transparency, truthfulness and brand building were identified as the key factors responsible for the customer retention in telecommunication services.

Angelova, B., & Zekiri, J. (2011) analysed the service quality in the Macedonian Telecommunication Industry to know the perception about service quality and their satisfaction towards services provided in Macedonia. It was found that customers were not satisfied with the services because expectations were higher than perceptions. The researchers emphasised that their findings would help the service providers to frame strategies to improve quality.

Zoubi, F. H. (2011) conducted a study to measure the perception and expectation of university students towards the quality of services provided by the mobile phone service in Jordan. The students were positive in their perceptions and expectations of mobile services and they were satisfied with the quality of the services provided by mobile service providers in Jordan Mobile Telecommunication Market.

Sharma, N. (2011) carried out a study on the service quality of MTNL services. The study considered ten dimensions of mobile phone service quality such as the reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer and tangibles. The study discovered that MTNL falls short on apparent service quality in respect of the five dimensions, namely responsiveness, assurance, reliability, empathy and tangibles.
Narwal, P., & Kumar, A. (2011)\textsuperscript{61} conducted a study to identify customer satisfaction and the factors that influence the customer satisfaction among the mobile phone subscribers in India. The study found that network availability; connectivity and customer care services were the important factors that influence the satisfaction in the Indian Mobile Phone Communication Market. The study emphasised that the mobile phone subscribers are price sensitive and the researchers recommended to reduce tariffs.

Paulrajan, R., & Rajkumar, H. (2011)\textsuperscript{62} conducted a study with an objective to recognise the perception of the customers in selecting the mobile telecommunication service providers in India. The study identified that the quality of communication and the price are the most important factors in choosing the service provider. The researchers opined that service quality and availability have significant impact on customer perception in selecting the cellular mobile service providers.

Satish, M et al., (2011)\textsuperscript{63} attempted a descriptive research to locate the factors that influence the mobile phone subscribers in switching the service provider and to discover the possibility of switching the service provider in Chennai. The call rates played the most important role in switching the service provider followed by network coverage; value added services and customer care services, while advertisement plays the least important role towards the mobile portability. The researchers suggested that mobile phone service providers should concentrate on increasing network stability and to fix the tariff rates competitively to retain the mobile subscribers.

Mokhtar, S., Maiyaki, A., & Mohd Noor, N. (2011)\textsuperscript{64} analysed the relationship between service quality and customer satisfaction on customer loyalty among the mobile phone users in the University of Northern Malaysia. The results of the study indicate that both the service quality and customer satisfaction significantly affected the level of customer loyalty in the Malaysian Mobile Phone Communication Market. The researchers recommended that service providers
should pay special attention to service quality and to the factors that influence customer satisfaction.

Singla, S. and Bansal, S. (2011) conducted a study to identify the factors that influence the behaviour of customers, their level of satisfaction and dissatisfaction and the impact of family members on the buying decision of telecom services in India. The study found that only 32 percent of the mobile phone subscribers are satisfied with their services and the major reasons for their dissatisfaction were identified as the poor quality of signals and the higher costs. The researchers concluded that mobile phone service provider should satisfy their current consumers by providing innovative offers for family and friends.

Siew-Phaik Loke et al., (2011) examined the impacts of reliability, responsiveness, assurance, empathy and tangible aspects of customer satisfaction in the Malaysian Telecommunication Sector. The study was based on 200 GSM users in Malaysia and found that the reliability, responsiveness, assurance and empathy significantly influenced the customer satisfaction and the loyalty in telecommunication sector. The study disclosed a significant gap on all the service quality dimensions.

Munshi, S. (2011) analysed the expectations and perceptions of the customers of mobile phones in New Delhi and found that there exists a significant difference in the expectations and perceptions of mobile phone users in the area under study. The researcher concluded that subscribers are not fully satisfied with the gap between their perception and expectation.

Adeleke, A. and Aminu, S.A. (2012) investigated the determinants of customer loyalty in the GSM market in Nigeria. The study was based on the subscribers of the four major GSM providers in Lagos State and found that service quality, customer satisfaction and corporate image are the most important determinants of customer satisfaction and loyalty in the communication market. The study concluded by stating that GSM providers should give concentration to the factors that influence the customer loyalty and should include these factors in their marketing strategies.
Dash, M., and Gupta, D. (2012) examined the impact of MNP on the student segment. The study found that there is a high level of awareness among the students on MNP and the students are more responsive to price and quality. The study found that service providers should offer better services at a reduced price in order to retain and expand the customer base.

Mabkhot, H. A. N. (2012) analysed the customer satisfaction with Yemen Mobile Phone Service Providers. The study was based on 118 academic staff in public Universities in Yemen. It was found that there is a positive and significant relationship between perceived value, perceived quality, corporate image and the customer satisfaction.

Almossawi, M. M. (2012) conducted an enquiry about the importance, determinants and consequences of customer satisfaction in the Cellular Industry in Bahrain. The study brought out that 61 percent of the subscribers were satisfied with the services of the mobile phone service providers and the factors such as attractive offers, signal quality, fair charges and voice quality of their providers.

Uddin, M. B., & Akhter, B. (2012) tried to find out the customer satisfaction and the factors that influence satisfaction in the mobile phone operation in Bangladesh. The empirical results of the study indicated that fair price and service quality indirectly influence the customer satisfaction in the mobile phone industry.

Mohd Shoki et al., (2012) examined the relationship between customers’ perceived values, satisfaction and loyalty among the mobile phone subscribers in Johor Bahru of Malaysia. The researchers opined that the perceived emotional value of the mobile phone customers had the highest impact on their satisfaction. The study discovered a high correlation between customer satisfaction and their loyalty towards the service provider. The researchers suggested relevant model to service providers to improve their customers’ perceived value.

Rahman, M. S. (2012) opined that the telecom customers are highly concerned with the service quality and corporate image which significantly influence their perception.
Khayyat, N. T., & Heshmati, A. (2012) examined the customer satisfaction of the telecommunications service in Kurdistan Region of Iraq. The study intended to identify the key factors that influence customer satisfaction regarding telecommunication services and found that customers were generally satisfied with the mobile telecommunication services.

Prafulla Arjun Pawar and Umesh Ramechandra Raut (2012) carried out an enquiry to find out new measures of brand loyalty among the cell phone subscribers in Pune City and found that brand recommendation, brand need and brand preference lead to brand loyalty in the mobile phone communication market.

Vaghela, P. S. (2012) examined the inclination towards mobile number portability among the mobile phone subscribers in Surat by using an exploratory research design. The study found that mobile phone subscribers are fully aware of the procedures of mobile number portability and the dissatisfaction in the network coverage; customer care and quality of service were found to be the prime factors that led to portability in the area under study.

Rehana et al., (2012) examined the reasons behind the customers switching behavior in the Cellular Sector in Pakistan and found that the customer switching is mainly on account of the call cost in the telecom sector. The results indicated that the major factors for customer retention are network coverage, network service and customer services. The study proposed that service provider should focus on all these factors in order to retain their customers and to make them loyal towards the service providers.

Islam, M.R. (2012) tried to explore the dimensions of service quality on the perceived performance of mobile phone subscribers in Dhaka with respect to customer care services. The study found that there was a significant gap on all dimensions of service quality, namely, tangibles, reliability, responsiveness and empathy. The study concluded that the customer care centers of Bangladesh are not fulfilling the expectation of the mobile phone subscribers.
Shahzad Khan and Saima Afsheen (2012)\textsuperscript{80} conducted an enquiry to identify the factors that influence customer satisfaction in the Cellular Industry in the Peshar Region of Pakistan. The results of the investigation indicate that price fairness, customer services and coverage are the main factors that influence the customer satisfaction among the mobile phone subscribers.

Khan, A. S., & Manthiri, A. A. (2012)\textsuperscript{81} stated that the most important factors that influence the service quality are the facilities, services, economy, coverage, additional features, schemes and image of the service provider. The researcher suggested that the mobile phone operators should focus on the other dimensions such as tangibles, responsiveness, assurance and empathy because these aspects significantly affect the perception of customers on service quality.

Simon Gyasi Nimako et al., (2012)\textsuperscript{82} in their study found that the four major dimensions relevant to Ghana’s Mobile Telecommunication Industry are customer relations, image, tangibles and real network quality. The study concluded that besides the Servqual Model, alternative service quality models as conceptualised in the study could be used to determine service quality dimensions relevant to the mobile phone communication industry.

Jena, S. K. (2012)\textsuperscript{83} in his study found that brand loyalty plays a significant role in the determination of customer satisfaction. The researcher suggested the cellular operators to continuously develop strategies and rewrite their game plans by adding new features and schemes to reach the new age customers.

Upadhyaya, R. C and Vashundhra Sharma (2012)\textsuperscript{84} assessed the performance of BSNL and Airtel on customer satisfaction with the network performance in the Gwalior Division of Mdhyparadesh. The study found that customers were satisfied with the services of Airtel and were dissatisfied with the performance of BSNL.

Vrankis et al., (2012)\textsuperscript{85} measured the customer satisfaction among the mobile phone subscribers in the Greek Telecommunication Market. The researchers found that image of the provider is the most important factor that influences
customer satisfaction. Researchers concluded that corporate image influences the perceived value, service quality and loyalty of the mobile phone subscribers in the Greek Telecom Market.

Vijayakumar, K. (2012)\textsuperscript{86} analysed the customer satisfaction among the 400 mobile phone users in the Gobichettipalayam Town in Tamilnadu. The study brought out that customers were satisfied with the connectivity and were moderately satisfied with the value added services and the billing system of the service providers. The researcher also measured service quality of the selected mobile service providers in the area under study and found that there is a deficiency in giving remote area coverage, facilitating voice clarity, providing timely SMS delivery and also in providing roaming facilities. The study concluded that the regular service quality assessment enables organisations to meet the changing needs of the mobile phone subscribers.

Apolls Ajevata Emerah et al., (2013)\textsuperscript{87} examined the determinants of customer satisfaction in the Nigerian Mobile Telecommunication Industry and found that courtesy and coverage are the major determinants of customer satisfaction in the Mobile Telephony Industry in Nigeria.

Covadonga et al., (2013)\textsuperscript{88} examined the determinants of residential mobile phone user satisfaction in Spain and found that customers were less satisfied with the services of larger carrier and were more satisfied with smaller and newer operators.

Chakraborty, D. (2013)\textsuperscript{89} made an attempt to determine the customer satisfaction and expectation towards mobile phone service providers in West Midnapore of West Bengal. The study found that the important dimensions that influence customer satisfaction are call services and call rates and there exists a significant relationship between brand name and the preference of customers. The study recommended that the mobile phone service providers should focus on connectivity, call rates, coverage and network quality to give more satisfaction to the mobile phone users.
Liang, D., Ma, Z., & Qi, L. (2013) carried out a study to discover the perceived importance of various aspects of service quality and customer switching behaviour intention in the mobile phone communication market of China. Core service failure, high price, ethical problems, competition, and inconvenience, service encounter failure and influence of the family were found to be the main factors that affect the switching behaviour in the Chinese Mobile Communication Market.

Gurchan Singh (2013) carried out a study to identify the impact of service quality about the performance of mobile phone service providers in Jammu. The result of the study indicates that service quality has a significant and positive effect on the overall performance of the mobile phone service providers in the area under study.

Ratnesh, K and Kansal, A. (2013) in their study found that there is high competition among the players in the telecom industry and the service providers give special offers and schemes as per the market conditions to maximize the subscriber base.

Egena, O. (2013) conducted a study to measure the overall satisfaction with the services delivered by the Mobile Telecommunication Network in Nigeria. The study revealed that there exists a relationship between service quality and the customer satisfaction. The researcher also located the association between the SERVQUAL reliability dimension and customer satisfaction, the relationship between customer satisfaction and switching intention among mobile phone subscribers. The study urged that customer retention should be the strategy of mobile phone service providers than attracting new subscribers.

Arora, M. (2013) examined the role of service quality in developing a long term relationship with the customers in Indian Telecom Industry. The study brought out that service quality affects the customer intention to stay with a particular service provider.

Monika Chahal et al., (2013) analysed the satisfaction level of mobile phone users in the Indian Telecom Industry and found that seventy-nine percent of
the respondents were satisfied with their mobile phone service providers. The study found that customers feel better with the network performance, customer service quality, and brand image, network coverage of phones, service plans, billing system and with the entertainment features provided by their service providers. The researchers recommended that service providers should satisfy the customers by providing them innovative offers like better network coverage, innovative and attractive sales plans and value for money.

**Hossain, M., & Suchy, N. J. (2013)**[^96] conducted a study to identify the factors of service that influence customer loyalty in the Bangladesh Telecom Industry. The study was based on six important factors of service such as communication, price structure; value added services, convenience, sales promotions and customer services of the mobile telecommunication industry. The study concluded that communication, price structure and value added services are mostly correlated with customer loyalty in the Bangladesh Telecom Market.

**Nortey, E.N.N et al., (2013)**[^97] analysed the factors that influence brand switching among the subscribers of Telecom Industry in Ghana. The study found that the important factors that influence brand switching are service quality, price, brand image, the value offered, trust, satisfaction, switching costs and customer loyalty.

**Popli, G., & Madan, D. (2013)**[^98] conducted a study to determine the factors which can provide satisfaction to the cellular subscribers in Delhi. The study identified six major independent variables relating to customer satisfaction such as customer service, price fairness, sales promotion, coverage, signal strength and promotion. The researchers found that the most important variables leading to the satisfaction and profitability to the provider are price fairness and the network coverage.

**Rajesh. K. Yadav and Nishant Dabhade** (2013)[^99] in their study on the effects of mobile number portability in telecom sector with special reference to Idea Cellular and found that MNP generates fair competition among large and small players in the telecom sector. The researchers concluded that operators should focus...
on maximising the relevance of offers based on the profile of subscribers, prepaid balance, real time requirements, interests, past behaviour and so on. They added that operators should set up a customer care cell to seek feedback from subscribers demanding change.

Sreejesh (2013) made an attempt to understand the factors that discriminate between switchers and non switchers and to predict the customer churn behaviour. The study found that service quality, customer satisfaction, attachment, commitment and switching cost are the major factors that differentiate the switching and non switching decisions.

Bansal, V., and Bansal, B. (2013) in their study on customer satisfaction among mobile phone service users in the Malwa Region of Punjab found that the majority of the respondents are satisfied with their current service providers. But still 20 percent of the respondents prefer to shift their service provider because of high call charges, poor network coverage and poor customer care services.

Albert Puri et al., (2014) examined the service quality among the four mobile phone service providers using the SERVQUAL model. The mean score relating to gap was found to be negative among the three service providers under study. The researchers urged the mobile phone service providers to improve the network coverage, ensure reliable network and to improve the customer services.

Abdolreza Eshghi et al., (2014) found that the most important factors that influence the customers in assessing the quality of mobile phone services were relational quality, competitiveness, reliability, reputation, support features and transmission quality. The researchers stated that the result of the study would help the mobile phone service providers to focus on the retention and the betterment of the service leading to improved customer satisfaction, repurchase intention and recommendation of services to others.

Ghosh, B. (2014) examined the quality of services delivered by the service providers in the metropolitan areas of West Bengal and found that customers are not satisfied with the service quality in areas such as overall courtesy,
billing service, customer care services and the value added services. The study brought out that the state owned BSNL is lagging behind many privately owned mobile phone service players in the areas of adequacy, promptness of service, network call quality and customer care facilities.

Pandiya, D. K et al., (2014) in their study stated that customers were satisfied with GPRS services, free roaming services, validity services, bonus services, online recharge services and were dissatisfied with the quality of the network, customer care services, SMS packs, free talk time, connection charges, availability of recharge coupon. It was found that subscribers were satisfied with the performance of Vodafone and Reliance and dissatisfied with the performance of Airtel and BSNL.

Gaurav Vats (2014) examined the customer satisfaction towards the cellular operators of the Punjab Telecom Circle and found that the major factors leading to customer satisfaction were network quality, price fairness, a variety of value added services and customer care services. The study identified responsiveness as the major determinant of the service quality followed by reliability and perceived service quality. The study suggested that the cellular service providers should emphasise on responsiveness and should try to improve the network quality.

Rahman, M. H. (2014) carried out an enquiry to locate the factors responsible for customer satisfaction in the Mobile Telecommunication Industry in Bangladesh. The study revealed that service reliability, service competitiveness and service consistency significantly influenced the customer satisfaction. The researcher stated that the network of the operator, pricing, offerings, fulfillment of customer demand, value added services, brand value and operators contribution to society have significant influence on customer satisfaction.

Ibrahim Musud et al., (2014) analysed the impact of quality of service delivery towards customer satisfaction and found that service quality had a significant effect on customer satisfaction. The study indicated a wide gap in the case of all the dimensions of service quality. The researcher urged Vodafone to
concentrate on providing superior and reliable service to subscribers for increasing the overall level of service quality.

Khushboo Makwana et al., (2014)\textsuperscript{109} conducted a study among 100 mobile subscribers in Indore city to identify the switching behaviour among subscribers in Indian Telecom Industry. The study revealed that value added services and pricing strategies influenced the switching behaviour in the telecommunication industry.

Muhammad Arslan et al., (2014)\textsuperscript{110} carried out a study to establish the relationship between service quality and customer satisfaction in Pakistan Telecommunication. The researchers found that the service reliability and the service empathy had a significant effect on customer satisfaction and added that the percentage of customer satisfaction vary with the service quality dimensions of reliability and empathy.

Md Reaz Uddin et al., (2014)\textsuperscript{111} found that customer care, personal and market factors, perceived quality, perceived value, technological advancement and company image are the most important factors that influence customer satisfaction.

Onigbinde Issac Oladepo and Odunlami Samuel Abimbola (2014)\textsuperscript{112} found that service quality and customer service have no major relationship with customer satisfaction. They added that price is the most important variable that influences customer satisfaction. It was found that satisfied customers will keep on supporting the business entities and tell others about their good experience, while dissatisfied customers will withhold their support and tell others about their unpleasant experience.

Prasanna Kumar et al., (2014)\textsuperscript{113} found that the customers were satisfied with the network and call costs and were dissatisfied with the customer care facilities. The study recommended the need for providing a market based and customer based services to the mobile phone subscribers.

Sharma, R. B. (2014)\textsuperscript{114} analysed the factors that influence the customer satisfaction in Telecom Industry of Riyadh, Capital of Saudi Arabia. The study found that customers are more satisfied with the service quality, network coverage,
SMS quality, mobile internet, customer services and promotion schemes of Saudi Telecom Services as compared to other Telecom Companies in Saudi Arabia.

Reddy Naik, M. (2014) found that most of the customers are aware of Mobile Number Portability and added that inferior network coverage, high tariffs, lack of voice quality and less value added services by the current operators are the major reasons for MNP.

Shefali, Dani and Riddhi Ambavale (2014) conducted an exploratory research on customer satisfaction of mobile users in the Ahmadabad City in the context of Mobile Number Portability by using the convenience sampling technique. The study found that the major reason for shifting to another service provider is the dissatisfaction with the current service provider. The researchers suggested that the service provider should focus on their customer care service as it would help them to survive in the scenario of MNP.

Silky Vijay Kushwah and Ahuti Bhargav (2014) analysed the service quality gap in Pakistan Telecom Sector in terms of expectations and perceptions of subscribers regarding mobile phone services and found that there is a statistically significant gap between expectations and perceptions of subscribers regarding the mobile phone services. The researchers urged the service providers would to focus on the reduction of gaps in the service quality to compete globally. The study recommended that telecom providers should regularly assess and reassess how customers perceive their services and to execute necessary corrective action to retain customers and to attract new customers.

Shibashish Chakraborty and Kalyan Sengupta (2014) conducted a study to develop a customer satisfaction model of mobile phone network providers in the city of Kolkata. The study found that general requirements, flexibility, functional quality and the price were the significant determinant of customer satisfaction.

Sreekumar. D. Menon (2014) found that 74 percent of the respondents were satisfied with the services rendered by BSNL. The study suggested that
customers should be more informed with BSNL services, tariff and the employees should be always patient to listen to customers. The study also suggested the need for giving intensive training to the staff in the service department.

Sreekumar, D. (2014) attempted to measure the service perception - expectation gaps among the mobile phone subscribers in Kerala. The study examined the influence of various service quality dimensions on overall satisfaction and the correlation between the dimensions. The researcher identified the relation between service quality dimensions and overall satisfaction and found a negative gap on all the dimensions of service quality.

Sunther et al., (2014) in his study found that marketing policies have significant influence on subscriber perception towards brand loyalty. The study recommended that various elements of promotion require frequent monitoring and the service provider should frequently review the marketing strategies to enhance loyalty in the mobile communication market.

Qadri, U. A., & Khan, M. M. S (2014) conducted a study to investigate the effect of customer satisfaction, brand image, trust, price perception and switching barriers on customer retention in the Cellular Industry of Pakistan. The researchers suggested that to have customer retention in the cellular market, service providers should offer services at minimum cost than the competitors.

Singh, A. K. (2015) conducted an exploratory research to identify the dimensions of mobile phone service quality in Gwalior in India. The study found that the service quality in mobile phone industry is seven dimensional and added that employee performance ranks as the most important dimension of service quality and tangibility ranks as the least important dimension of service quality of the mobile phone industry in the area under study.

Debasish Baruah (2015) examined the important service quality dimensions affecting customer satisfaction in Indian Mobile Communication and the impact of these dimensions on customer satisfaction. The researcher found that customer satisfaction was significantly and positively associated with all dimensions.
of service quality. The researcher found a gender wise difference in subscriber perception on three dimensions, namely reliability, responsiveness and empathy. The researcher opined that the results of the study would help the mobile phone service providers to improve the service quality in telecommunication sector

**Kannan, K. S and Bino, Thomas (2015)** examined the gap in the satisfaction of the subscribers regarding the service quality of five selected mobile phone service providers in the state of Kerala. The study, based on the five dimensions of service quality by using the SERVQUAL model found that the selected five dimensions had a positive influence on the subscriber’s attitude in terms of satisfaction and loyalty. The results highlighted the responsibility of the producers in reducing the gap between perception and expectation of the subscribers in order to increase the satisfaction on quality.

**Wael Rahhal (2015)** analysed the effect of service quality dimensions on customer satisfaction in the Syrian Mobile Phone Companies by conducting a survey among 460 mobile phone users on the basis of seven dimension model of service quality. The study found that network quality, responsiveness and reliability had significant positive impact on customer satisfaction.

**Yi-Mu Chen and Thi Nhai, Jasmine, Dao (2015)** in his study found that the three main factors that influence the satisfaction of the subscribers are the perceived value, service quality and brand image. The study concluded that the most important factor that determines the satisfaction is the brand image of the provider.

**Zaraq Zahoor (2015)** in his study on the satisfaction of the Aircel customers in Srinagar found that Aircel subscribers are satisfied with the tariff associated with their connection. The study revealed that the subscribers expect some improvement in the network coverage and internet speed so as to improve its competitive position in the market.

**Archi, Dubey and A. K. (2016)** attempted to identify the impact of service quality on customer relationship management and customer loyalty in the
Telecom Sector of India. It was found that service quality has a significant and positive impact on customer relationship management and customer loyalty

Kanaka Rao U and Danda Udaya Shekhar (2016) analysed the customer satisfaction and its impact on customer loyalty among the BSNL users. The researchers stated that customer loyalty in the mobile phone market is based on the network coverage, additional features, lower tariffs, group call facility, loyalty programmes, courtesy, grievances redressal, diversified range of services, service innovation, customer information system, value added services, importance of human touch while dealing with subscribers and the company reminders of the mobile phone service providers.

2.2 Research Gap

The review of earlier studies stated in this chapter brought out the fact that service quality is one of the major factors that influence a mobile phone subscriber in the selection of a service provider. The results of analysis of service quality would be helpful to the service provider to initiate measures to improve their service quality. The different researchers attempted to study the service quality of mobile phone service providers in different perspectives. A few researchers attempted to examine the factors that influence mobile phone subscribers in the selection of mobile phone services while other researchers examined the influence of marketing mix elements on the brand equity of mobile phone service providers. A good number of studies were also undertaken in different parts of the world to measure service quality based on the perception and expectation of the mobile phone subscribers in order to identify the gap in the service delivery process. Despite the various studies attempted on service quality, a comprehensive study is needed to analyse the responses of mobile phone subscribers about various elements of marketing mix so that service providers can initiate suitable measures to modify their existing marketing mix elements in order to improve the service quality. The effectiveness of service quality can be measured by comparing the expectation of mobile phone subscribers with their perception through the analysis of the service quality gap. In a highly competitive market, an analysis of mobile phone
subscribers’ satisfaction also deserves special significance in the study of service quality. Even though various studies were attempted to measure and analyse the mobile phone service quality gap, a comprehensive study on the analysis of mobile phone service quality gap in Kerala is not attempted so far. Hence, the present study is an earnest attempt to fill this gap to a certain extent.

2.3 Conclusion

This chapter reviewed the research studies with respect to the factors that influence the selection of mobile phone services, analysis of the responses of the subscribers towards different elements of the mobile phone service marketing mix, satisfaction of the mobile phone subscribers and analysis of the responses of mobile phone service retailers to identify the research gap relating to the study of the service quality of mobile phone services in Kerala. The study aims to locate the gap if any, in the mobile phone service delivery process so that remedial measures can be taken by the telecom authorities to improve the quality of mobile phone services in the Kerala Telecom Circle. This would contribute towards the socioeconomic development of the state.

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