1.1. **Introduction**

This report is intended to conduct market analysis of telecom companies operating in the Hyderabad in India with the focus on their customer satisfaction.

Customer satisfaction is an important theoretical as well as a practical issue for most marketers and consumer researchers (Churchill and Suprenant, 1982; Moutinho and Goode, 1995; Naser et al., 1999; piercy, 1994). Customer satisfaction is a major outcome of marketing activity whereby it serves as a link with various stages of consumer buying behavior. For instance, if customers are satisfied with a particular service offering after its use, then they are likely to engage in repeat purchase and try line extensions (East, 1997).

Customer satisfaction is widely recognized as a key influence in the formation of consumers’ future purchase intentions (Taylor and Baker, 1994). Satisfied customers are also likely to tell others about their favorable experiences and thus engage in positive word of mouth advertising (File and Prince, 1992; Richens, 1983). This positive word of mouth advertising is particularly useful in collectivist Asian cultures like that of Pakistan, where social life is structured in a way to improve social relationships with others in the society (see Hofstede, 1980; Hall and Hall, 1987). Dissatisfied customers, on the other hand, are likely to switch brands and engage in negative word of mouth advertising.

How do consumers perceive service quality in Telephone service providers and are they satisfied with the services offered by these providers?

By answering these questions, we will attain our objectives which theoretically trying to find out if the Servqual is applicable in the context of Telephone service providers and also identifying what dimensions of service quality are consumers satisfied within Telephone service providers and hence finding out the overall perceived service quality and customer satisfaction.

1.2. **Background**

The research is based on the 1) theories & 2) methods of service quality and service quality evaluation.

1) *The development of service quality research*

the study on the service quality and some related issues can be divided into three stages:

- First stage (1980-1985)
- Second stage (1985-1992)

2) *The development of service quality evaluation model research*
In 1982, Christian Gronroos first raised the concept of customer perceived service quality and total customer perceived service quality model. After then, PZB Group made more in-depth study on customer perceived service quality. Academic community has been engaged in the research on the service quality evaluation model [Christian Gronroos, 2002]. By far there have been more than 10 types of evaluation model. The research shows significant in-depth, systematic and integrative, and the model was proposed to dynamic direction.

a) Customer Satisfaction Index  
b) Customer expectative service quality model  
c) SERVQUAL methodology  
d) SERVPERF methodology  
e) Non-Difference methodology  
f) Unilateral point of evaluation model  

1.3. Statement of the problem  
The growth of the services market, especially mobile industry is in beginning stage rest compared with the developed world. The country’s economy is in the developing stage. Many Cell phone operators or mobile operators are playing an essential role in fulfilling the needs of the customers. Nowadays customers are more dynamic compared to the previous days. Their taste needs and preferences change depends upon trend available in the market. Hence the development of Cellular industry mainly depends upon Customer Satisfaction. However the following questions arise regarding Customer Satisfaction.

1. Whether the Cellular Industry satisfy the Social Responsibility.  
2. The expectations of the customers regarding service provided by the Cell Phone Providers  
3. Whether the service provided by Cell phone industry is satisfying the customers  
4. Are the facilities available adequate to satisfy the customers.

Research has always been concentrated on measuring Customer Satisfaction or Servqual for customer services. What most researchers agree and have a consensus on is that Servqual being a crucial element in Customer Satisfaction even when the offering involved a combination of a product and service. The current study aims at measuring the influences of Servqual in select telephone services with Customer Satisfaction taken as the effective outcome measure. Every marketing effort is directed to be customer focused and hence it is imperative that Servqual initiatives result in higher customer satisfaction levels.

The main issues we are addressing in this research are service quality and customer satisfaction using the SERVQUAL model in telephone services context, we are interested in. The dimensions of service quality from the consumer’s perspective through assessing their
expectations and perceptions of service quality. We therefore will like to answer the following questions in our study:

• How do consumers perceive service quality in telephone services?
• Are consumers satisfied with service quality offered by telephone services?

1.4. **Purpose of the study**

The purpose of the study is to identify the factors which lead to “Customer satisfaction” in the telephone servicing Industry. This study sets out to expand understanding of how customers evaluate service quality in the context of a developing economy, an environment that differs significantly from the European and North American context that has hitherto dominated service quality research. The goal of this study was to identify and compare the dimension of customer-perceived service quality in the Indian telephone servicing sector. Based on a review of the literature of service quality assessment models, this paper selected two of the more mature models, i.e. the Customer Satisfaction Index (CSI) and the SERVQUAL model, as its research focus. After evaluating their respective advantages and disadvantages in light of the particular characteristics of telecommunications enterprises, a new and improved service quality assessment model is proposed. This paper adopts an innovative view of the quantitative analysis of the service quality of telecommunications enterprises, so as to provide telecommunications companies with the most appropriate solutions for improving their service quality. An empirical study is conducted to test the effect of the practical application of this new assessment model. The outcome helps to better understand the consumer’s various specific service requirements in the course of the consumption of the Telecommunications services.

1.5. **Significance of the study**

The study of the evaluation and management of telecommunications service quality is relatively backward. Most of the studies are subjected to macro level, such as industrial structure analysis, and they are also staying on the qualitative level lacking in quantitative analysis, which cannot give a guideline to business management. In this article, the frame of this research is based on the model of SERVQUAL, CSI (Consumer Satisfaction Index) and IPV Model. The thesis introduces a research to improve the Consumer Satisfaction Index and Service of Quality model, let it be more suitable for valuating and improving the telecom industries' service quality on the quantitative level. The Phone has become a part of everyone's life. In this study we try to understand users who are using different services provided by the subscriber.

1.6. **Conceptual framework**
As stipulated by the Servqual model, the statements are divided into two parts, the first part seeks to measure the expectations of customers and the second part seeks to measure their perceptions. There is also a demographic part that provides general information about respondents on age, gender, income, qualification, occupation. This is to enable us get a better understanding of the type respondents and relate it to how they perceive service quality in telephone service providers.

We used the Servqual model as the basis for the structured questionnaire because it provides information on our research questions in which we are trying to know how customers perceive service quality in telephone service providers by assessing the difference between the expectation and perception of services experienced by consumers in 4 telephone services.

1.7. **Research objectives**

The following objectives are arrived at after are reviewing the past literature related to the problem in question.

1. To study the perceived satisfaction levels of Customers according to their background (demographic) variables, namely gender, age, Income, educational qualifications, Occupation to explore the variations if any.

2. To study the perceived satisfaction levels of Customers, according to the independent variables, Tangibles, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV to explore the variations if any.

3. To compare the satisfaction levels of Customers.

4. To identify the hindering and facilitating factors associated with satisfaction

1.8. **Research hypotheses**
The following Null hypotheses are set to study the satisfaction levels of Customers.
1. Customers do not differ in their perception about satisfaction, according to their personal background variables like gender, age, Income, educational qualifications, Occupation and brand.
2. Customers do not differ in their perception about Satisfaction according to independent variables Tangibles, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV.
3. There is no correlation between satisfaction (dependent variable) and independent variables (Tangibles, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV).
4. There is no significant difference in the perceived satisfaction level of Customers

1.9. Operational definitions
Tangibility: Appearance of physical facilities, equipment, personnel and written materials.
Reliability: Ability to perform the promised service dependably and accurately.
Responsiveness: Willingness to help customers and provide prompt service.
Assurance: Employee’s knowledge and courtesy and their ability to inspire trust and confidence.
Empathy: Caring, individualized attention given to customers.
CSI: customer satisfaction index
IPV: important, performance variables

- Key words:
  Service Quality, SERVQUAL Model, Expectations and Perceptions, Customer Satisfaction

- Dependent variables:
  Reliability, Responsiveness, Assurance, Empathy, Tangible, CSI, IPV

- Independent variable:
  Customer satisfaction

1.1. Limitations and delimitations
Limitations:
- This study is based on the customer satisfaction prevailing But the Customers satisfaction may change according to the time, fashion, Technology, development
This study is restricted only to the Hyderabad City. The results may be not applicable to other areas. Geo-demographic could have a great deal of influence on the customer expectations and perceptions.

The findings therefore can be generalized to a given period, a pre-defined market, and economic scenarios. Therefore, a longitudinal study could probably overcome or alleviate this limitation.

The sample size of customers is limited to 369 because of the time and cost factor.

Few of the respondents were not open with their responses.

The study was limited to 4 mobile service providers only.

The management did not disclose the confidential data.

Most respondents were not maintaining proper knowledge of various services provided by their company, so they were unable to provide exact information.

Delimitations

Telephone service providers will include those of all sizes be it small or big. We are interested in evaluating how consumers perceive service quality in these telephone service providers in general. Even though the size of telephone service provider’s matters in choice of telephone service providers, we assume that most of these stores offer similar retailing assistance to their customers. We are focusing solely on telephone service providers and not on retail outlets that offer similar support as telephone services. This study is limited to telephone service providers.

1.2. Organization of the study

Chapter 1 of this study introduced the problem statement and described the specific problem addressed in the study as well as design components.

Chapter 2 presents a review of the literature and relevant research associated with the problem addressed in this study.

Chapter 3 presents the methodology and procedures used for data collection and analysis, and industry profiles.

Chapter 4 contains an analysis of the data and the presentation of the results.

Chapter 5 offers a summary and discussion of the researcher's findings, implications for practice, and recommendations for future research.

2.1 Literature review
The research is based on the theories and methods of service quality and service quality evaluation.

Service quality is considered as one of the top priorities of firms at the present Tone because it gives the company a competitive advantage, helps sustain growth and increases efficiency (Wisniewski & Wisniewski. 2005: Ladhari, 2009b). These days consumers expect high quality services which put pressure on businesses to have a better understanding and measurement of service quality (Wisniewski & Wisniewski. 2005). In the past 30 years there has been considerable interest and debate among academics and practitioners in the literature on defining and measuring service quality (Martinez & Martinez, 2010).

The research is based on the 1) theories & 2) methods of service quality and service quality evaluation.

1) The development of service quality research

According to the literature research by American scholar Raymond Fisk in 1995, by far service quality is the most concentrated problem in the service management study. In 1982, Christian Gronroos raised the concept of customer perceived service quality and its perception elements (technical quality and functional quality) [Davis, Heinecke, 2006]. After then, the study on the service quality and some related issues can be divided into three stages:

• First stage (1980-1985)
  This phase is the initial stage of research, mainly on service management and service quality management in defining some of the basic concept, laying a solid foundation for future research. But the study of this stage is mostly confined to a single concept; also most of the designed models are static.

• Second stage (1985-1992)
  The main study of this stage is about service quality elements, such as: how to choose elements of customer perceived service quality, especially in 1991, professors Parasuraman.A, Valarie A. Zeithaml Leon and L. Berry (referred to PZB) from The University of Cambridge, raised the concept of adequate service and desired service, and laid foundation for proposing the concept of “Tolerance zones”. At the same time, PZB group [Parasuraman, Zeithaml and Berry (1985)], proposed Gaps Model and began to focusing on the evaluation of customer perceived service quality, such as SERVQUAL model.

• Third stage (1992-now)
  The study of this stage shows significant in-depth, systematic and integrative, and the model was proposed to dynamic direction. Heskett discussed the variables impact on profits and their mutual relations then established the "service profit chain" structure. In the article

2) The development of service quality evaluation model research

In 1982, Christian Gronroos first raised the concept of customer perceived service quality and total customer perceived service quality model. After then, PZB Group made more in-depth study on customer perceived service quality. Academic community has been engaged in the research on the service quality evaluation model [Christian Gronroos, 2002]. By far there have been more than 10 types of evaluation model. The research shows significant in-depth, systematic and integrative, and the model was proposed to dynamic direction.

a) Customer Satisfaction Index

Customer Satisfaction Index is an index system to assess quality of products or service from customers’ aspects. Customer Satisfaction Index is based on the micro-customer behavior theory to build mathematical model. The Index principle is to quantify the six factors (Customer expectative service, Customer perceived service, Customer perceived value, Customer satisfaction, Customer complaint, Customer loyalty) with mathematical methods and analysis the data so that to show not only the simple assessed value of service quality, but also the mutual affected quantitative value among the various factors which affect customer satisfaction[Claes Fornell, 2006].

b) Customer expectative service quality model

It is described in the model that the quality that uses feel is more important than that the designer or staff feel. According to customer behavior model, Customer expectative service quality is the result after comparison between Customer expectation and Customer perceived service. If the perceived service exceeded expectations, then the perception of quality is high; On the contrary, if the perceived service does not meet the level of expectation, then the perception of quality is low[Tang Shoulian, 2005].

c) SERVQUAL methodology

PZB Group developed the original 22 item SERVQUAL model with questions intended to assess five specific dimensions (tangibles, reliability, responsiveness, assurance, and empathy). In the SERVQUAL instrument, 22 statements measure the performance across these five dimensions, using a seven point likert scale measuring both customer expectations and perceptions. The SERVQUAL instrument utilizes a “gap (or difference) score” analysis
methodology, wherein the user’s expectations for service quality are assessed at the same time as the user’s perception of the actual system performance. The difference between these two scores is used as the basis of analysis. The SERVQUAL instrument has been the predominant method used to measure consumers’ perceptions of service quality [Wei Fuxiang, 2005]

d) SERVPERF methodology
In 1992, Cronin and Taylor promote “service performance measurement methods”, methodology (referred to SERVPERF). In the process of assess service quality, the model not only directly measure customer perception of service quality, but also there is no need to consider the issue of weighing. They used the same questionnaire SERVQUAL methodology in the study, but only for performance measurement, so the application questionnaire is relatively simple. In addition, Cronin and Taylor made a more detailed research on the relationship among service quality, customer satisfaction and customer re-purchased will, which is the part ignored by PZB Group. In the course of research, Cronin and Taylor use more statistical methods, such as the variance testing [Wei Fuxiang,2005].

e) Non-Difference methodology
Brown, Churchill and Peter advocated direct measure the difference between customer expectations and perceptions, it is so-called Non-Difference methodology. They used the same questionnaire SERVQUAL methodology in the study, but only for the gap between customer expectations and perceptions, so the application questionnaire is relatively simple [Wei Fuxiang, 2005].

f) Unilateral point of evaluation model
There are some unilateral points existing in the current evaluation models, mainly embodied as follows: First, the existing service quality evaluation models are mostly focused on the functional service quality, while ignoring the technical quality (the quality of results). Second, the current evaluation methods are basically to assess the quality of service contacts, few methods to evaluate the relationship quality between service providers and customers. Therefore, the field of measuring the technical quality and relationship quality is still vacancy; the development of more comprehensive and scientific evaluation model needs more efforts.

3.1. Research Methodology
Research Design
As the study attempts to explore the relationships between perceived satisfactions among the Customers, with the personal background variables, it was decided to adopt, descriptive-
analytic research design as the most suitable design. This design is most suitable when scores of independent and dependent variables are presented in a descriptive manner. Further, the relationships between independent and dependent variables are analyzed using statistical tools like correlation and regression analysis.

**Study Area**

The present study is carried out at IDEA, VODAFONE, AIRTEL & BSNL of Hyderabad, India and, The population of these cities was 68 lakhs as per the 2011 census. The city also caters to the 2 lakh floating population; recently some surrounding villages have been bought under the Greater Hyderabad Municipal Corporation. Most of the surrounded municipalities’ people are migrants from all corners of the Andhra Pradesh.

**Participants**

All respondents were account holders of telephone service providers situated in around in Hyderabad

**Sample Design**

Sample size determination (For Infinite Population):

\[ n = \frac{Z^2 \times (P) \times (1-P)}{C^2} \]

- \( Z = 1.96 \) (For 95% confidence level)
- \( P = \text{Percentage of population with a particular choice} \)
- \( C = \text{Confidence levels expressed as a decimal} \)

Taking 95% confidence level and \( P = 0.6 \) (based on the pilot study)

\[ n = \frac{1.96^2 \times 0.6 \times (1-0.6)}{0.05^2} \]

\[ = \frac{0.921984}{0.0025} \]

\[ = 368.79 \]

\[ N \approx 369 \]

\( P = \text{Percentage of population who have visited Pantaloons’ outlets as one of their choices} \)

\( P = \frac{\text{Visited at least once}}{\text{Total pilot study respondents}} = \frac{18}{30} = 0.60 = 60\% \)

<table>
<thead>
<tr>
<th>Name of service</th>
<th>Geographical location</th>
<th>No of respondents</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>a. IDEA</td>
<td>a. Hyderabad</td>
<td>92</td>
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<tr>
<td>b. BSNL</td>
<td>b. Hyderabad</td>
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<td>c. VODAFONE</td>
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<td>d. AIRTEL</td>
<td>d. Hyderabad</td>
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</table>
Survey Instrument

The survey tool used in the present study is the modified SERVQUAL instrument. SERVQUAL was modified to suit the telephone sector with 29 questions. This scale consists of 29 items which were statements rather questions pertaining to the Customer Satisfaction of telephone service providers. They were measured with 5-point (Likert), (where very dissatisfied=1, somewhat dissatisfied=2, neither satisfied nor dissatisfied=3, somewhat satisfied=4, Very satisfied=5).

Questionnaire

- Customer profile,
- PART A: SERVQUAL MODEL,
- PART B: CSI MODEL,
- PART C: IPA,

Data Collection

The primary data were collected from the customers of telephone services. All categories of customers were taken from Hyderabad. The secondary data has been collected from Journals, Articles, Books, Doctoral Thesis, Magazines of Indian and Foreign origin, from the last ten years.

A pilot study was carried out taking 30 respondents. The purpose of this study was to check the consistency of the scales incorporated in this study. Further, to check for the item analyses of the scales included. Having ensured the reliabilities of the scales used in the pilot study, the questionnaire was slightly modified to suit to the main study. Data collected were collected during a three month period, 2014.

Data Processing and Analysis instrument

The questionnaires collected from the respondents were examined for the completeness in all manners. Later a code book was prepared in order to enter the data in the statistical package for social sciences (SPSS v 20). The data were processed using the same statistical package. Firstly, frequency tables were prepared for the personal background variables, which include gender, age, Income, educational qualifications, Occupation. Secondly, means and standard deviations were computed for the independent and dependent variables in order to present the results pertaining to the perceived Customer Satisfaction. Correlation, Regression and ANOVA test were conducted for testing the relationship.

3.2. Industry profile

Organizations secured in this report include: Bharti Airtel, Idea/Spice, Vodafone, Bharat Sanchar Nigam Ltd (BSNL).

Bharti Airtel Limited, commonly known as Airtel, is an Indian multinational telecommunications Services Company headquartered at New Delhi, India. It operates in 20 countries across South Asia, Africa and the Channel Islands. Airtel has GSM network in all countries in which it operates, providing 2G, 3G and 4G services depending upon the country of operation. Airtel is the world's third largest mobile telecommunications company with over
261 million subscribers across 20 countries as of August 2012. It is the largest cellular service provider in India, with 183.61 million subscribers as of November 2012. Airtel is the third largest in-country mobile operator by subscriber base, behind China Mobile and China Unicom.

Vodafone Group Plc is a British multinational telecommunications company headquartered in London and with its registered office in Newbury, Berkshire. It is the world's second-largest mobile telecommunications company measured by both subscribers and 2011 revenues (in each case behind China Mobile), and had 439 million subscribers as of December 2011. Vodafone owns and operates networks in over 30 countries and has partner networks in over 40 additional countries. Its Vodafone Global Enterprise division provides telecommunications and IT services to corporate clients in over 65 countries. Vodafone also owns 45% of Verizon Wireless, the largest mobile telecommunications company in the United States measured by subscribers.

IDEA Cellular is a publicly listed company, having listed on BSE & NSE in March 2007. It is the 3rd largest mobile services operator in India with wireless revenue market share at 15% in Q1 FY 2013, and subscriber base of over 117 million. Idea has consistently stayed ahead of the industry in VLR reporting, and has the 3rd highest base of active subscribers. The Idea is a pan-India integrated GSM operator and has its own NLD and ILD operations, and ISP license.

Bharat Sanchar Nigam Limited (abbreviated BSNL) is an Indian state-owned telecommunications company headquartered in New Delhi, India. It is the largest provider of fixed telephony and fourth largest mobile telephony provider in India, and is also a provider of broadband services. However, in recent years the company's revenue and market share plunged into heavy losses due to intense competition in the Indian telecommunications sector. BSNL is India's oldest and largest communication service provider (CSP). It had a customer base of 95 million as of June 2011. It has footprints throughout India except for the
metropolitan cities of Mumbai and New Delhi, which are managed by Mahanagar Telephone Nigam (MTNL).

4. Data analysis & interpretation
4.1. Profile of the Respondents
The demographic variables used in the research were age, gender, educational level, occupation, and income, demography is the statistical study of living populations.

4.2. Relationship between Demographic variables and Perceived Customer satisfaction

ANOVA Analysis

It was hypothesized that “Customers do not differ in their perception about satisfaction according to their personal background variables like “gender, age, Income, educational qualifications, occupation and brand name of their telephone services”. In order to test this null hypothesis, means and standard deviations were computed for the dimensions of the customer satisfaction perceived by the telephone customers. Further, to know whether there is any significant variation in their means scores, F values were computed.

<table>
<thead>
<tr>
<th>Demographic variables</th>
<th>Significance</th>
<th>Remarks</th>
<th>LOS=5%</th>
<th>Conclusion</th>
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<td>BRAND</td>
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4.3. Relationship between independent variables and customer satisfaction

In this part, an attempt has been made to present the perceived satisfaction levels as reported by customers. In this, customer satisfaction is assessed based on independent dimensions, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV.
Scores on these independent variables have been classified into Low, medium and High responses i.e. Highly dissatisfied and somewhat dissatisfied come under low score, Highly satisfied and somewhat satisfied come under High score and neither satisfied nor dissatisfied comes under medium score.

It was hypothesized that “Customers do not differ in their perception about customer satisfaction according to independent variables namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV.” In order to test this null hypothesis and to find the contribution of these independent variables to the perceived customer satisfaction, means and standard deviations were computed for the dimensions of the customer satisfaction perceived by the customers. Further, to know whether there is any significant variation in their means scores, F values were computed.

<table>
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<tr>
<th>ANOVA ANALYSIS</th>
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<tr>
<td>Independent-variables</td>
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<td>Tangibility</td>
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<td>CSI</td>
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<td>IPV</td>
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**4.4. Correlation between Independent variables and perceived customer satisfaction**

In this part an attempt has been made to test another hypothesis of the study. It was hypothesized that “there is no positive and significant correlation between perceived customer satisfaction and the independent variables Tangibility, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV of customers”. Thus, to test the
hypothesis, Pearson's correlation coefficients analysis among the study variables was computed.

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<thead>
<tr>
<th></th>
<th>CAUST</th>
<th>OMER</th>
<th>SATISF</th>
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<th>Occupation</th>
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**Pearson Correlation**

- CAUST: .025
- OMER: .628
- SATISF: .090
- ACTIO: .120

**Sig. (2-tailed)**

- CAUST: .628
- OMER: .090
- SATISF: .120
- ACTIO: .004

**N**

- 369
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<thead>
<tr>
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<th>Sig. (2-tailed)</th>
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</table>

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).
4.5. Multiple regression analysis approach

In this way, the predictive power of independent variables can be obtained for the dependent variable. Initially, a simultaneous solution was performed in which all independent variables were entered at the same time. This allows a determination of the relative power of each independent variable among a set of them.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
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</table>

a. Dependent Variable: CUSTOMER SATISFACTION

5. Conclusion and Recommendation

5.1 Conclusion
The results of this study did not confirm the assumption that there is no significant difference among Customers of Telephone service with respect to customer satisfaction,

When the Customers of Telephone services were compared on the demographic variables, nearly all the customers differed significantly on their satisfaction (except age, gender and income).

Similarly when customers of Telephone services are compared on independent variables, all the customers differed significantly on all independent variables.

The results also revealed that there is a significant and positive correlation between independent variables and satisfaction.

The critical factors for mobile service providers are:
Price, Service tariff, Making complaint to company's service, Possibility of choosing the same telecommunications vendors again, Service attitude, Degree of understanding of service, Coverage rate of business hall, Convenience of business handling, Phone call quality, Charging level, Accurate and transparent billing, Network signal, Quality of telecommunication, the possession of required skill and knowledge of business, Feeling of charge of telecommunication.

There are significant differences in these factors with respect to mobile service providers.

There is significant differences in these factors with respect to demographic variables the enterprises should be choose those projects which can fully reflect the choice of customer satisfaction, based on customer needs and service structure of the characteristics, as the evaluation of customer satisfaction index.

Since many factors can impact on customer satisfaction or dissatisfaction, the enterprises should choose representative of the main factors as evaluation of projects.

5.2 Recommendation

• Telephone service providers should take necessary arrangements to improve their surroundings in the telephone services (Tangibles).

• Employees and Branch managers should be made to undergo basic management training to serve the customers professionally (Empathy).
• Improve the existing system of grievance addressee mechanism for expeditious resolution of complaints. (CSI)
• The operational efficiency of the Telephone service providers is to be improved through modern technology systems and better staff management. (Responsiveness)
• The internal management system of the nationalized Telephone services are to be toned up (Assurance)
• Telephone service providers should take necessary arrangements to improve their surroundings in the telephone services (Tangibles).
• Improve the existing system of grievance addressee mechanism for expeditious resolution of complaints. (CSI)
• The operational efficiency of the Telephone service providers is to be improved through modern technology systems and better staff management. (Responsiveness)
• The internal management system of the nationalized Telephone services are to be toned up (Assurance)
• Telephone service providers should take necessary arrangements to improve their surroundings in the telephone services (Tangibles).
• Employees and Branch managers should be made to undergo basic management training to serve the customers professionally (Empathy).
• Improve the existing system of grievance addressee mechanism for expeditious resolution of complaints. (CSI)
• The operational efficiency of the Telephone service providers is to be improved through modern technology systems and better staff management. (Responsiveness)
• The internal management system of the nationalized Telephone services are to be toned up (Assurance)

5.3. Future research

More research should be conducted on a national level and in all types of institutions, including Nationalized and private, in order to broaden the generalization of the results.

Further research is needed to investigate group differences by including more relevant and important groups, such as different Telephone service providers in different states.

Future research should examine the impact of employee’s behaviour that could affect customer satisfaction.
The impact of BRAND Manager Style of leadership on staff’s effectiveness and customer attitude and satisfaction

Further Scope of Research

- It can be recommended to survey for another states of India
- It can be done from the employees and organizations view point
- It can be done as longitudinal study, coz of this fact that customer tastes can be changed over time and the dimensions that were important at one time might not be important in the future and this will change the focuses of management
- Service quality studies should be repeated at intervals to enable managers to assess whether the strategies implemented have improved service quality (torlak, uzkurt and ozman, 2010) there should also be more studies done to find out whether there is addict relationship between service quality and profitability
- The study was conducted on 4 telephone service providers; it would be useful to include others also.

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