Chapter-2

REVIEW OF LITERATURE
“If you would understand anything, observe its beginning and its development”

Aristotle

2.1 Review of literature

Consumer behavior has emerged as the epicenter for formulating strategies due to intensified competition and growth pressure caught on the corporate. The study of consumer behavior has considered as one of the most multifaceted topics in current business scenario. Researchers show different reasons of selecting consumer behavior as the topic of research in recent times. Consumer buying behavior is studied as a part of the formulating marketing strategies and explore the way how the individuals, groups or organizations choose, buy, use and dispose the products. The factors such as their previous experience, taste, price and branding on which the consumers their purchasing decisions are based is also studies vastly. The critical review of literature has conducted on available research studies and relevant book contents to build a platform for research design and to carry the present research study to advanced level. After conducting intensive research, it has observed that consumer behavior study in mobile sector is based on five crucial dimensions.

The review of literature based upon five dimensions, has discussed as below:

2.1 Study Related to Consumer Behavior

This dimension enlightens the views and research findings of the researchers with regard to consumer behavior and their decision making process. An attempt has made to find out the various factors influencing purchasing behavior of consumers through analytical study of past researches.
Kerby (1975) developed a model on consumer behavior. After recognition of his need, consumer evaluates the various available alternatives to satisfy his need. The results of this stage are known as purposive actions.

Duncan and Olshavsky (1982) conducted a survey and analyze the information search behavior of the consumers by evaluating available alternatives of information like advertisements in internet, television and in print media. It has observed that influential information has collected through social networks like friends and family by the consumers.

Bitta and Della (1988) observed that consumer behavior plays critical role in deciding marketing segments and marketing strategies. They recommend that consumer behavior is studied to demystify the factors affected by their behavior or expected.

Henthrone et al. (1997) examined the three systematic stages of decision making process of consumers (problem recognition stage, information searching stage and final decision for purchase stage)

Lovelock (1999) emphasized on emerging advancements and challenges in services marketing. He discusses the role of consumer in designing services, delivering and performing quality service to the consumers for deriving customer satisfaction. Various threats and challenges in designing service marketing strategies have discussed with required solutions in turbulent marketing situations.

Acebron et al. (2000) analyzed the influence of previous experience on buying behavior of fresh foods, particularly mussels. Structural equation modeling has applied in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers’ purchase
decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Chernev (2003) found that consumer decision making process is usually guided by already formed preferences for a particular alternative. This means that consumers are likely to make the choice between alternatives based on limited information search activity and without detailed evaluation of the other alternatives. The researcher found that many decision strategies used by consumers can change due to person, context and task specific factor.

Hawkins et al. (2004) lay down various factors affecting consumer behavior for buying such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude etc.). The book elucidated the topics such as types of consumer decisions, purchase involvement and product involvement. The results emphasized on individual judgment and proposed that the ability of an individual to distinguish between similar stimuli is called sensory discrimination which could involve many variables related to individual preferences.

Leslie Lazar and Schiffman (2004) explored that individual consumer behavior differs from consumer behavior as a group. The family decision for a purchase decision is entirely different from individual decision making. The research focused on family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.
Leppäniemi and Karjaluoto (2005) examined that four crucial factors of acceptance are choice (m-advertising should allow users to decide whether or not to receive messages), control (users could bypass sales messages easily), customization (users should be able to filter the messages received) and mutual benefit (users want to get something back).

Zeithaml et al. (2007) emphasized on various ingredients of services marketing such as consumer behavior in services, services designs and standards, delivering and performing service and managing service promises. They elaborated challenges and issues in service quality models (GAPS model) as well as service preference models. The study analyzed the role of customers as value maxi miser within the bounds of search costs, limited knowledge, mobility and income.

Schiffman and Kanuk (2007) study on information sources related to consumer searches regarding to their desired product or services. It has depicted in the research findings that information search process can be categorized as internal and external process. While internal search refers to the process where consumers rely on their personal experiences and believe whereas external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people.

Kanuk and Schiffman (2009) highlighted the significance of role of customers in dynamic volatile business environment. Customer has emerged as a king and success of marketing strategies of companies on the efficiency of the managers in delivering the promised product or services. The responsibility lies on the organizations to develop a culture, ethics, responsibility, value and quality services should be offered to achieve higher level of customer satisfaction. Dynamic consumer behavior is required to analyze various factors affecting consumer purchase decision directly or indirectly.
Kazmi et al. (2009) described vital characteristics of Indian consumer’s decision making process and importance of consumer behavior studies to gain competitive advantages in Indian context for the marketers. The link between various life stages and consumer decision process has established through various steps. On the basis of categorization of life stages in the research, young buyers, women and children have emerged as the uprising consumers groups as a part of competitive market situations.

C. Lovelock and J. Writz (2010) established the relationship between consumer behavior function and formulation of appropriate marketing strategies. The role of service triangle, feature of services and service marketing strategies has elaborated in depth with related to service quality model.

The above research studies elaborate various influential factors affecting consumer behavior while making final purchase decisions. Recognition of problem, searching and evaluation of available alternatives, past experience of products, income, gender, influence of friends, family and other social links have emerged as major factors affecting consumer behavior. It has observed from past researches that attitude and buying behavior of consumers have kept in mind while formulating marketing strategies.

2.2 Study Related to Mobile Industry

This section will enlighten the view of researchers on the development of mobile industry in different phases of technology. This will help us in developing the platform for technology based growth rate in mobile industry. The researches describing growth of mobile industry has mentioned below:

Pigato (2001) explored that mobile phones have proliferated at an astonishing rate in developing countries Since the 1990s. South Asia and sub-Saharan Africa, two of the
poorest and remotest regions of the world, have catching up rapidly in mobile access. Third generation mobile telephony (3G) is the successor to the 2G and 2.5G systems. 3G improved previous systems by providing enhanced security and encryption features, improvements in screen displays and the ability to handle multimedia data, such as graphics and video streaming. 3G allows faster data exchange with data transmission rates up to 1920kbits per second, which enables the support of greater voice and data customers. Support can be provided for a wide variety of mobile equipment. 3G technologies were first introduced in Japan in 2001 and spread to Europe and the USA in 2002. UMTS (Universal Mobile Telecommunications System) is the third generation mobile phone technology mainly used in Europe and also in Japan. It uses the GSM infrastructure and UMTS/GSM dual-mode phones sold in Europe are able to make and receive calls on both networks.

Deitel et al. (2002) revealed that 1G systems were based on analogue signals which are radio transmissions sent in a wave-like form. The mobile device sends the waves to a base station where the signal is reconstructed as accurately as possible and relayed to its destination. Noticeable differences in quality occur due to errors recreating the signal wave. In addition, analogue signals are relatively easy to intercept, as they are transmitted in the clear First generation network - 1G.

Leonard Waverman et al. (2003) investigated into telecom sector and found that mobile phones in less developed economies are playing the same crucial role that fixed telephony played in the richer economies in the 1970s and 1980s. Mobile phones substitute for fixed lines in poor countries, but complement fixed lines in rich countries, implying that they have a stronger growth impact in poor countries. Rapid mobile telephony growth with much less investment has achieved by many countries with under-developed fixed-line networks have achieved.
Deitel et al. (2004) observed the disadvantages of 1G system and discussed the reasons behind the development of the second generation wireless system based on digital technology. Different transmission properties than analogue signals have depicted and a signal's unique pattern has constructed for binary coding using sequences of 0s and 1s.

Elliott and Philips (2004) described as aims of all 3G networks in their research study as follows:

- World-wide connectivity and roaming throughout Europe, Japan and North America
- High data transmission rates and broad bandwidth, suitable for multimedia content
  Efficient spectrum utilization

Stallings (2005) observed GSM as an open non-proprietary and interoperable digital standard for cellular mobile systems operating in the 900 and 1800 MHz band. With GSM has made possible to send and receive limited amounts of data via the Short Messaging Service (SMS) and mobile internet browsing via the wireless Applications Protocol (WAP).

Milrad and Spikol (2007) revealed that students indirectly increase their language arts skills by compressing information not by simply using typical text messaging, but by revising and editing sentences to express ideas more effectively, providing support that the use of cell phone technology can have a positive influence on student achievement.

The above studies discussed various developing technologies (1G, 2G and 3G) in mobiles and the results also revealed the scope of application of mobiles on the leverage of these technologies.
Kakani and Sridev (2007) insisted that the first step in customer analysis in the telecom sector is to identify the organization’s customer segment and how well they are being served. In the telecom industry, the cream of the clientele is restricted to the top 10-20% of the subscriber base. The battle will be to gain control over this segment, which makes the maximum number of out-going calls and avails of specialized services. Customer motivation and identification of unsatisfied needs have emerged as other aspects of customer analysis.

Aker and Mbiti (2010) described the mobile as a device that has the potential to break the rural–urban developmental gap by delivering information on a variety of economic and social issues. The results found that need-based and user-centric information and services at an affordable cost to India’s rural population has facilitated by the mobiles.

Islam (2011) stated that 69 percent of the total Indian population lives in rural areas. Low literacy, poor healthcare facilities, low per capita income, a high degree of poverty and poor infrastructure have come out as the major development challenges for the residents of rural areas. Mobile phone has emerged as an important tool to convey messages in these challenges.

TRAI (2012) depicted that the tele-density (number of phones per 100 people) has grown over six-fold during the past six years, going up from about 13 percent in March 2006 to over 75 percent currently. Mobile usage, has started to penetrate the rural areas of the country at a good pace. Rural tele-density has grown at an impressive rate, rising from 1.9 percent in 2005 to over 38 percent by March 2012.

Wood et al. (2012) reported in their study that consensus has made for potential expansion of existing and emerging digital technologies to reach of current educational tools.
2.3 Study Related to Selection of Mobile Service Providers

Consumers collect information about various mobile service providers which could satisfy their specific need (data speed, talk time, better connectivity, roaming services etc.) and evaluate them on their customized criteria and then select the most appropriate one. This section of review of literature highlights various evaluation criteria for selecting mobile service providers.

Kraft et al. (1973) analyzed the product selection behavior of the consumers by investigating their product attitude measures on specified attributes for each available alternate. The significance of each attribute is rated on Likert scale (five point scale) ranging from “highly unsatisfied” to “highly satisfied”. Individual’s product choice probability has predicted through summated index.

Chintagunta (1993) examined the impact effect of loyalty, price and features on consumer’s brand selection decision. Values of parameters have estimated through Nested Logit model. The results showed that price is negatively correlated whereas feature and loyalty are positively correlated to brand selection.

Degeratu et al. (2000) laid down the effect of demographics (income only), marketing variables (price, feature, display and promotion) and product attributes along with product brand name on brand choice behaviour. Price has a negative effect. Feature, display, promotion and income have positive effect. The results indicate that product attributes affect product buying decision.

Requelme (2001) examined the knowledge level of consumers while selecting different telecom service brands. The study has built upon six key attributes (service features, connection fee, access cost, cell to cell phone rates, call rates and free calls) related to mobile. The results of research showed that consumers with prior experience about a
product can predict their choices relatively well, although respondents tended to overestimate the importance of features, call rates and free calls and underestimate the importance of a monthly access fee, mobile to mobile phones rates and the connection fee.

Wilska (2003) conducted a survey on young people aged 16-20 and was found that mobile phones choice and especially usage is consistent with respondents” general consumption styles. The researcher showed that addictive use of mobiles was common among females and was related to trendy and impulsive consumption styles. Instead, males were found to have more technology enthusiasm and trend – consciousness. The study concluded that genders have becoming more alike in telecom service choice as the individual differences in consumption patterns are obviously identifiable.

Kalavani (2006) analyzed that majority of the respondents have given favorable opinion towards the services but some problems exist that deserve the attention of the service providers. The results showed the need to bridge the gap between the services promised and services offered. Majority of the customers gave their approval nod for the satisfaction from existing services but still they want to equip their mobiles with ore applications and services.

Kalpana and Chinnadurai (2006) analyzed the role of intense competition and change in taste and preferences among customers while formulating business strategies in their Coimbatore city based research study titled “Promotional Strategies of Cellular Services: A Customer Perspective”. They observed that business strategies are formulate only after evaluating the change in customers’ attitude and their level of satisfaction towards products.
Girish Taneja and Neeraj Kaushik (2007) conducted a study on analyzing the customers’ perception towards mobile service providers. The results of the study deduced the factors that customers perceive to be the most important while utilizing the services of a mobile service provider.

Anita Seth (2007) developed a model of service quality during his study on “Quality of service parameters in cellular mobile communication” and established a set of dimensions for comparative evaluation which could provide useful directions to regulators and service providers.

Swadeshkumar Samanta (2007) conducted the research study on the impact of price on mobile subscription. The results found that revenue access price or fixed monthly fee for mobile services is the major factor that governs the percentage of people subscribing (penetration) to the services. A strong correlation between access price and penetration for developing and developed countries has proven and a tradeoff between price of access and per minute call has developed to show how subscription and revenue to the operator can be increased.

Kumar and Singh (2008) analyzed the data from Haryana to determine the importance of demographics in consumers’ decision making about selection of mobile service providers. Chi-square and multinomial logit analysis has applied to analyze the data. The results depict that income is the biggest factor that affects selection of mobile service provider decision. The next influencing factor is the usage and education.

Seth et al. (2008) analyzed the relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. The findings of the research enable the service providers to focus their resources in the
development of a reliable and valid instrument for assessing customer perceived service quality for cellular mobile services.

**Rick (2008)** observed that companies with sound customer strategies can use that ultimate loyalty program as a differentiator in an increasingly muddled market. In an increasingly competitive market, customer loyalty efforts can play a major part in the attraction of new customers and the retention of current ones. As consumers’ choices expand, the importance of a sound customer relationship strategy becomes more and more important for the success of the company.

**Ganguli (2008)** discussed the impact of service quality and features on customer satisfaction from the cellular users’ viewpoint. The results show that better service quality (connectivity, cheap talk time etc.) has preferred while selecting the mobile service providers.

**Shikha Ojha (2009)** examined the contribution of role of mobile in individual’s lifestyle. She conducted a study on “Consumer Awareness of Value Added Services of Telecom Sector of India”. She found mobiles contribute in an individual's life. The results showed that less number of users are aware of all the VAS provided by the service providers and thus the companies should focus on the awareness campaign.

**J D Power (2009)** conducted his research by examining the overall customer satisfaction on six factors – customer service, reliability, billing, image, cost of service, offers and promotions. The responses were collected from 11,911 customers nationwide.

**Reutskaja et al. (2011)** conducted an experimental study to investigate the selection of mobile service providers among consumers. The results of the research indicate that consumers show biased attitude for effectively advertised service providers. Strong
preference has given to the service providers which are prominently advertised and visible to the consumers.

The above research studies glimpse an idea about process of selection of mobile service providers. These studies aids in listing the various factors affecting the actual selection of mobile service providers. The above studies help intensively in understanding the mobile service provider selection of consumers.

2.4 Studies Related to Growth and Developments in Indian Mobile Sector

Indian mobile sector has successful in providing affordable telecom services. Low cost mobile set, reduction in tariffs, strong network connectivity acts as catalysts in transformation of mobile sector. The total telecom subscribers in India till June 2014 were 942.95 million which includes 559.77 million in urban areas and 383.18 million in rural areas. It is evident that there is a lot of untapped demand in rural markets. Indian rural markets are being touted as the next key growth drivers for the Indian telecom industry. In case of mobile subscribers, 859.36 million consumers were GSM subscribers and 55.56 million were CDMA subscribers. The Tele density in urban areas was 140.44 and in rural areas it was mere 43.82.

Muller (1990) emphasized that the success of the mobile commerce can be attributed to the personal nature of wireless devices. The unique features of voice and data transmission and distinct features like localization, feasibility and convenience are other influential attributes in success of mobile commerce. The sustained growth of the mobile commerce around the world has more because of the transfer of technology according to the needs of local geography.
National Telecom Policy (1999) projected a target 75 million telephone lines by the year 2005 and 175 million telephone lines by 2010 has established. Indian telecom sector has already achieved 100 million lines. With over 100 million telephone connections and an annual turnover of Rs. 61,000 crores, present teledensity is around 9.1%. The growth of Indian telecom network has over 30% consistently during last 5 years.

Wellenius and Stern (2001) observed that information has considered as a critical and fundamental factor of production alongside capital and labor. The information economy accounted for one-third to one-half of gross domestic product (GDP) and of employment in Organization for Economic Cooperation and Development (OECD) countries in the 1980s and has expected to touch 60 percent for the European Community in the year 2000. The contribution of Information in GDP of newly industrialized economies and in the modern sectors of developing countries has considered crucial.

Videsh Sanchar Nigam Limited (VSNL) (2002) reported in its 16th annual report that a gradual approach to telecom sector has adopted by many developing countries like India. Many reforms through selective privatization and managed competition in different segments of the telecom sector have taken. Intense competition in value-added services has fired up in private telecom sectors. A fierce competition at National Long Distance (NLD) and International Long Distance (ILD) has intensified in the current scenario.

World Telecommunication Development Report (2002) explains that network expression in India was accompanied by an increase in productivity of telecom staff measured in terms of ratio of number of main lines in operation to total number of staff.
Indian Telecommunication Statistics (2002) depicted strong long term trend in supply and demand of Direct Exchange Lines (DEL). Heavy growth in potential demand for telecom services has surpassed than its supply.

Economic Survey GOI (2003) described two very important goals of telecom sector as delivering low-cost telephony to the largest number of individuals and delivering low cost high speed computer networking to the largest number of firms. The number of phone lines per 100 persons of the population (Teledensity), has improved rapidly from 43.6 in March 2001 to 4.9 in December 2002.

Braff et al. (2003) focus upon those telecom service providers even in United States face a sea of troubles. The outlook for US wireless carriers is challenging. They can no longer grow by acquiring new customers; in fact, their new customers are likely to be migrated from other carriers. Indeed, churning will account for as much as 80% of new customers in 2005. At the same time, the carrier’s Average Revenue per User (ARPU) has falling because customers have.

Dutt and Sundram (2004) studied that in order to boost communication for business, new modes of communication have introduced in various cities of the country. Cellular Mobile Phones, Radio Paging, E-mail, Voice-mail, Video, Text and Video-Conferencing now operational in many cities, have proved a boon to business and industry. Value-added hi-tech services, access to Internet and Introduction of Integrated Service Digital Network have introduced in various places in the country.

Mittal (2005) explained the paradigm shift in the way people communicate. India has emerged as the sixth largest telecom network in the world and second largest among the emerging economies. It is also the world’s 12th biggest market with a large pie of $ 6.4
billion. The telecom revolution has propelling the growth of India as an economic powerhouse while bridging the developed and the developing economics.

**Khan and Chaturvedi (2005)** explained the new initiatives for customers that has taken by the service providers and propelled the intense competition in telecom sector. Celebrity endorsements, loyalty rewards, discount coupons, business solutions and talk time schemes have emerged as prominent initiatives. Youth segment and business class segment have considered the most important consumer segments in the cellular market.

**Indian infrastructure Report (2005)** explained that various telecom services-basic, mobile, internet, national long distance and international long distance have witnessed tremendous growth in year 2005 and this growth trend promises to continue electronics and home appliances businesses each of which are expected to be $ 2.5 billion in revenues by that year.

**Marine and Blanchard (2005)** identified the reasons behind the unexpected boom in mobile networks. The results depicted that cell phones, based on Global System for Mobile Communication (GSM) standard require less investment as compared to fixed lines. More mobility, sharing of usage, rapid profitability has witnessed in wireless infrastructure.

**Business and Economy (2005)** the catalyst for Indian mobile operators in the future will undoubtedly be increased marketing and advertisement expenditure, along with better deals for mobile phone users like the previously mentioned full talk time Rs. 10 recharge card, will go a long way in not only retaining customers but also acquiring the vast market of lowered customers who are extremely sticky about value for money and have extremely low loyalties and almost non-existent switching costs.
Stehmann (2005) noticed that the telecommunications industry has characterized by rapid innovation in the service and the transmission market. To foster innovation similar incentives for public and private firms have not been provided that would exist in a competitive environment.

Marketing Whitebook (2005) explains with support of detailed data that bigger players are close to 20% of the market each. In CDMA market, it is Reliance Infocom and Tata Teleservices has attained the dominating position whereas Airtel has emerged as the unarguable leader in GSM operators. Between 2003 and 2004, the total subscriber base of the private GSM operators doubled. It rose from 12.6 million subscribers at the end of March 2003 to 26.1 million by the end of March 2004. And yet that 100% growth rate notwithstanding, total industry revenue for 2003-04 was around Rs. 8308 crores. Compared to Rs. 6400 crores that industry grossed in 2002-2003, that is an increase of 30%.

Business and Economy (2005) described that the catalyst for Indian mobile operators in the future will undoubtedly be increased marketing and advertisement expenditure, along with better deals for mobile phone users. Acquiring the widespread market of customers, who are extremely sticky about value for money and have extremely low loyalties and almost non-existent switching costs, has emerged as a tough challenge.

Associated Chambers of commerce and Industry of India (2005) stated that 30% of the new mobile subscribers added by the operators worldwide will come from India by 2009. 10% of the third generation (3G) subscribers will be from India by 2011, Indian handset segment could be between US $ 13 billion and US $ 15 billion by 2016. It offers a great opportunity for equipment vendors to make India a manufacturing hub. Indian infrastructure capital expenditure on cellular equipment will be between 10 to 20% of the investment that will be made by international operators by 2015. The other
proposals included setting up of hardware manufacturing cluster parks, conforming to global standards and fiscal incentives for telecom manufacturing among others.

Bahri Virat (2006) discussed the opinion of Sam Pitroda, Chairman of Worldtel and found opportunities have identified for investments in telecommunications. An increasing role for telecom in e-governance in India has identified. The study showed that technology can be leveraged to take India’s development to next level.

Snyder (2006) identified the telecommunication as the transmission of data or information over a distance. Tele is a Greek word meaning at a distance, far off. Thus, it classifies smoke signals, semaphore flags, lanterns and signal flares, telegraph systems, televisions, telephones, written letters, and hand signals as capabilities that support telecommunications. Reliability, speed of transmission, and comprehension purposes has considered as the major problems.

Prasad and Sridhar (2007) conducted the research to make an attempt to analyse the tradeoffs between low market power and economics of scale for sustained growth of mobile services in the country. The outcomes of the analysis of the data on mobile services in India indicate the existence of economies of scale in this sector. Upper bound on the optimal number of operators in each license service area has calculated to formulate the policies that make appropriate tradeoffs between competition and efficiency.

Narinder K Chhiber (2008) observed that the mobile telecommunication technology has evolving rapidly in the world as more people demand mobile services with longer bandwidth and new innovative services like connectivity anywhere, anytime for features like T.V., Multimedia, Interoperability and seamless connectivity with all types of protocols and standards, while the 3G services are yet to fully come up.
WLAN hot spot have made inroads along with 3G to offer an alternative form of mobile access.

**TRAI (2014)** analyzed the performance of Quality of Services (QoS) parameters in both 2G as well as 3G network across various states of India. Network availability, connection establishment, connection maintenance has emerged as the core performance indicators in both the network across all mobile service providers.

**The Indian Telecom Services Performance Indicators (2014)** reported that the overall Tele-density in India increased to 75.80 as on 30th June, 2014. Wireless Tele-density has increased to 73.55 at the end of June-14. Total numbers in Internet subscribers has increased to 259.14 million at the end of June-14, Out of which Wired Internet subscribers are 18.55 million and Wireless Internet subscribers are 240.60 million.

The above studies opine the view of researchers, analysts and corporate heads about the scope and development of mobile industry. Various factors that have influential impact on development and issues that create hurdles for mobile industry have reviewed in the above section. The literature review in the above section help in laid down the crucial inputs in the present research that enhance the reliability of research study.

### 2.5 Study Related to Marketing Strategy in Mobile Sector

In the era of digitalization of information, formulation of effective marketing strategies to attract the consumers in mobile sector has proved a tough nut to crack for the corporate. It has become a mandate part of study to investigate the results of various marketing strategies described in the past researches. The following section discuss various marketing strategies adopted by the corporate:
Leonard L. Berry and A. Parasuraman (1991) observed that inspired leadership, a customer-minded corporate culture, excellent service-system design and efficient use of information and technology have proved crucial for achieving superior service quality and service marketing. Superior service quality has proved a vital factor to sustain success. They insisted that customer satisfaction through integration of service quality throughout the system must be the focus of any company.

Bolton and Drew (1991) developed a model of how customers with prior experiences and expectations assess service performance levels, overall service quality, and service value. The model was applied to residential customers' assessments of local telephone service. The model was estimated with a two-stage least squares procedure through survey data. Results indicated those residential customers' assessments of quality and value is primarily a function of disconfirmation arising from discrepancies between anticipated and perceived performance levels. However, perceived performance levels also were found to have an important direct effect on quality and value assessments.

Dirks and Danniel (1991) studied various reasons for developing marketing strategies and found that personal interests and laying down corporate policies are some of the major reasons. The results of study showed that introducing new products or services, expanding into new markets, differentiating products or services, Revitalizing products, services or markets, demarketing of existing product or service, evaluating financial or legal risks of opportunities and enhancing company image, brand or reputation have emerged as crucial factors behind chalk down marketing strategies.

Kotler and Armstrong (1997) gave their approval to the traditional marketing mix as a set of controllable instruments to manage the uncontrollable and dynamic marketing environment and consist of four major element price, product, promotion or marketing communication and place.
Donath (1999) insisted that overemphasis on price and product as marketing instruments and an under emphasis on place and promotion has laid down by the corporate. A danger exists that organizations will there for make a misallocation of organizational resources between the four marketing mix instruments.

Mullins et al. (2002) specified the main components of body of effective strategy. They explained them as What (What is to be accomplished?), Where (The place where product, market, or industries that are to be focused) and How (How resources and activities that have allocated to each market/product to gain sustainable competitive advantage)

Cunningham and Mitchell (2004) described that strategic marketing planning have considered as the detail outline in marketing strategies that help a company, product or brand in accomplishing its overall business objectives.

Vargo and Lusch (2004) explained the differences between the marketing of goods and services. The main arguments laid down by these authors in their research are as follows:

- Material goods are only distribution mechanisms for service distribution.
- Knowledge is the fundamental source of competitive advantage.
- All economies are service economies.
- The customer is always a co-producer.

Nagasimha (2006) focus on marketing aids in the understanding of consumer needs and wants, which have useful to implement profitable exchanges. The applications of relationship marketing have considered crucial in achieving customer satisfaction customer retention and customer acquisition. Relationship marketing outputs have used
as inputs in product design and development, want identification, improving selling systems, pricing strategies.

The above discussed research studies not only explain the significance role of chalk down effective marketing strategies but also highlight the important factors considered while formulating marketing strategies. Relationship marketing strategies have directly connected with customer behavior and their loyalty towards a product and service provider. The above studies helps in understanding mobile phone usage patterns and their socioeconomic impact that further helps policymakers, mobile phone operators, researchers and technology transfer specialists in framing marketing strategies

**Concluding Remarks**

Critical review has made on the basis of available previous research studies. It has observed that all the service providers focused on improving their apple pie in market share by coaxing consumers towards their products. Some important factors in formulating marketing strategies have ignored while chalk down corporate policies. Some major gaps have identified in terms of variables and research approach of researchers, which have discussed in the next chapter. A new approach has discussed to fill the identified gaps and has applied to provide new dimensions to research in next chapters.

**References**


Books


