CHAPTER V

SUMMARY, FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 Summary

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behavior such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products/services against which the customer can compare the organization's products.

Because of basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Techniques or scale. The customer is asked to evaluate each
statement and in term of their perception and expectation of performance of the organization being measured.

The purpose of this study was to investigate the factors influencing satisfaction with cell phone service providers in Coimbatore City, Tamilnadu. The study followed a qualitative approach in which in-depth interviews were conducted with a set well structured interview schedule.

The following are the main objectives of the study:

To study the relationship between demographic factors and brand choice of customers mobile phone service providers, To study different factors considered by the customers in choosing the particular mobile phone service provider, To study the quality of services provided by the service providers, To study the opinion of customers on various services provided by the mobile phone industry and its usage pattern and To study customers satisfaction and displeasures towards cellular service providers.

The current study is both explorative and descriptive in nature. Coimbatore is selected as the field area for primary data collection. Based on mobile subscriber base seven major telecom service providers are selected i.e. BSNL, Airtel, Aircel, Reliance, Vodafone, Idea, Tata Indicom. Cluster based judgmental sampling design had been adopted by the researcher for collection of primary data. A pilot test of the interview schedule was conducted on thirty respondents who were later excluded from the final study. 800 interview schedules were issued equally to North, South, East and West Zones (200 from each zone) of mobile phone users and they were contacted through e-mail, telephone and in person for data collection before the first hand information was collected from them. 800 were collected back. Out of that 770 questionnaire were
found eligible to process the data (response rate of 96.25 per cent). The sample size includes male and female users from different occupation, age, and income groups.

1.2 Findings

The major findings of the study are:

I. Socio-Economic Profile of the Cellular Subscribers

- It has been found that there exists rationality in selection of mobile service users the population of male and female subscribers are equal at 50 per cent. Out of 770 respondents’ surveyed 35.58 per cent graduates and 68.60 per cent of the cellular users surveyed are unmarried. It is inferred from data analysis that 64.70 per cent of the surveyed population has 2-4 members in their family.

- It has been found that most of the i.e., 35.84 per cent sample consist of student population and 35.32 per cent of the sample are private sector employees’. According to survey report majority of the mobile users are holding three to four mobile connections and minimum one to two.

- It could be inferred that the Airtel holds maximum number of customers (49.40 per cent), followed by Aircel (17.70 percent), BSNL (10.40 per cent) and with an equal share of customers for Reliance and Vodafone cellular connections at 9.60 per cent.

- It was stunning to note 50.50 per cent of the customers were holding basic model hand sets of Nokia and 15.70 per cent are using high end technologically advance Nokia branded instruments. The remaining 33.80 per cent of the respondents were
using Samsung, LG, MOTOROLA, and Sony Ericson handsets, of which 17.80 per cent are base model users and rest of the 16 per cent technological savvy customers

- The Digital camera facility has largely attracted with the Samsung brand of 26.50 per cent, 22.30 per cent of the customers of LG handset have opined that their handset was supporting Digital camera, 32 per cent of the customers of Samsung and Sony Ericson have opined that they were using those handset for clarity, and the least of 3.30 per cent were using MOTOROLA and other handset.

II. Factors Influencing

- The service features have been the prominent inducer of the selection provider. The factor of network quality, customer care services and tariff plan has induced the customers to a maximum extent by bagging the first, second and third ranks respectively with an average mean of 4.27, 3.79 and 3.78. The value added service and billing integrity factors have secured the fourth and fifth ranks with an average mean of 3.59 and 3.25 respectively.

- As far as BSNL is concerned, public opine that it offers excellent network service i.e., as per the opinion of 78.94 per cent of service users. 70.89 per cent has opined that BSNL enjoys good brand reputation being the single public sector organisation in the large market of private telecom service providers.

- Out of the 770 respondents surveyed it is observed that 380 i.e., 49.40 per cent of the respondents are Airtel customers. Of which 78.88 on an average (3.94 high mean score) have opined that they were highly impressed by the brand reputation enjoyed by Airtel.
• 70.68 per cent of (3.53 on mean score) of the respondents surveyed have opine that its dealer availability as good schemes and offers, services quality and advertisement and communication are placed in fourth.

• As per the opinion survey CDMA based reliance services enjoys good brand reputation and provides commendable network quality inferred based on 3.77, 3.74 high mean score values.

• Vodafone has be identified to provide unique services to their customer's that are not offered by other six service providers and it is categorized in other extra services, it is valued first with highest mean score of 3.84 (76.89 per cent).

• The primary influencing features of idea is advertisement and communication substituted with high mean score of 3.63 with a mean score of 3.54 service availability is appreciated by a proportionative population of 60 per cent.

• The introspective analysis with the holder's services reveals the fact that majority i.e., 72.54 per cent (3.63 on mean score) are persuaded with brand reputation of Tata Indicom and 3.55 on mean score opine that it offer better other/extra services.

• It has concluded that the selections of service providers (BSNL) by the mobile users are significantly influenced by the purchase decision parameters.
• It has concluded that the selections of service providers (Airtel) by the mobile users are not influenced by the purchase decision parameters.

• It could be that Airtel brand is very popular and major service providers in India (private brand in India in GSM services networking).

• Those two parameter are may not have considered due to majority application of CDMA technology in the mobile phones.

• It has concluded that the selections of service providers (Vodafone) by the mobile users are significantly influenced by the purchase decision parameters.

• It has further noticed that the mobile users are well aware of the brand reputation of Vodafone, its network quality, availability of dealers’ points, free calls/SMS services, schemes and offers and effective advertisements and communication, thus these factors were not taken into consideration for selection of Vodafone service.

• It has concluded that the selections of service providers (Idea) by the mobile users are significantly influenced by the purchase decision parameters.

• Further it has observed the probability values of F test established insignificant influences of these factors: network quality, service quality, availability of dealers, schemes and offers and value added
services on the purchase decision, while selecting the service provider (Tata Indicom).

- It has concluded that in case of BSNL, Reliance and Idea mobile, the hypothesis framed stand rejected and it has concluded that the selections of service providers by the mobile users are significantly influenced by the purchase decision parameters. Whereas, in case of Airtel, Aricel, Vodafone and Tata Indicom, the hypothesis framed stands partially accepted and partially rejected. This could be certain factors like: network quality, service quality, schemes and offers, free calls/SMS, advertisements and communication and others determines their market competitiveness.

- For the same hypothesis the results of Reliability test varies for Reliance, Vodafone and idea mobile. In this case the hypothesis framed stands rejected and it has concluded that Customers attitude towards the selection of mobile phone service are not based on their competitive services features, the customers’ could have influenced in hiring these services, by signing customers/user-friendly contract deals like CUG networking, free call services from one phone to the other, life time validity services etc.

- It has observed that out of 10 variables exhibits high degree of collection and three are least correlated like service quality, free call/SMS and other service. In case of Airtel the customers’ perception are least correlated with five variables like: Schemes & offer, Tariff rates, free calls/ SMS and others. In case of Aircel it has only one defect to be rectified to attract more customers i.e., free call/SMS service offering. Reliance found to have not attracted many customers in term of service quality, availability of dealer
points, Schemes & offer, Tariff rates and other services. Vodafone found to be most effective competitive service provider among the seven sample companies, as the customers perceptions it has to enhance other services to attract more customers. Idea being a successful mobile service provider in the North India, is still in the nascent stages of market position in comparison to other service providers it suffers with teething problems like availability of dealers, lack of attractive schemes & offers, unorganized tariff plans, poor advertisement & communication measures and other, these issues could have prevent the customers’ from selection of this service provider. In case of the Tata Indicom the few variables are observed have least correlation co-efficient values like: Schemes & offer, Schemes & offer and other services.

III. Customers Behavior

- It has been cleared that majority i.e., 58.40 per cent of the customers were getting a bill of below 25 rupees.

- 10.18 per cent of the customers were using the BSNL for a period of 3 – 4 years, 57.63 per cent of the customers were using the Airtel connection for a period of 3 – 4 years, The Aircel brand was used by 22.35 per cent of customers for a period of more than 4 years, Reliance brand, 27.45 customers were using the connection for a period of 3 – 6 months, The Vodafone customers of 14.20 per cent were using the cellular connections for a period of 1 – 2 years and Idea cellular and Tata Indicom were new to Indian market, the customers were holding it for a period of 1 – 3 years.

- It has been found that 35.58 per cent of the customer’s usages towards cellular phones were high of nature of usage.
• The billing integrity factor has accumulated good response with BSNL, Airtel and Aircel brands with an average mean of 3.66, 3.41 and 3.36 respectively. The Reliance and Tata Indicom brand has followed it; the Vodafone and Idea cellular have gained its integrity on billing.

• BSNL have been considered competitive in providing effective customer care services and offering billing integrity facilities.

• Airtel is good in providing value added services and billing integrity facilities.

• Reliance is good in proving value-added services.

• Vodafone is competitive in network quality, providing value-added and additional services.

• Idea provides tailor-made tariff plans and good value added services.

IV. Customers Perception (On Service and Usage Patterns)

• The local call facility is ranked as first with an average mean of 4.46 respectively.

• It is concluded that customers believe that their mobile service providers does not provide them competitive services. However, the service feature differences exist between one mobile phone service provider to the others that is exhibited in terms of services like: message sending, picture sending, new alerts, jokes and stock prices.

• Out of the respondents, opinion, it was clear and evident that, a majority of the customers who makes local call have first rank.
V. Customers Experiences with the Service Providers

- The network coverage have first rank with an average mean value is 4.06 respectively.

- It is suggested to the service providers that in modern technically sound work environments, this shortfall has to be noticed at right time and rectified, to stay ahead in the market completion.

- It is concluded that the level of satisfaction derived by the customers in terms of competitive tariff rates, network quality and customer care significantly does not vary from one service provider to other.

- It has been cleared that 60.50 per cent of the customers have not faced any problem.

- 49 percent of the BSNL customers face more problems on contacting customer care officers.

- The Airtel customers of 65 per cent, of which have opined that 60 per cent of the customers have problems on tariff plan, value added service.

- The customers of Vodafone, Idea, Tata Indicom have lot of problems in network quality, tariff plan and value added services and the other problems follow in line.

- It concluded that there exists no correlation between the natures of problems faced by customers of one service provider to the other.
• It has been concluded that majority i.e., 49.60 per cent of the respondents are to speak the customer care at less than 5 minutes.

• The problem on putting on hold was the major problem faced by all type of customers and has been ranked as first with an average mean of 3.36.

• It concluded that there exists similarity in the nature of frustration faced by mobile users.

• It has been found that 74.50 per cent of the respondents are not shifted from one service to the other service.

• The BSNL brand customer have shifted to other brands as because the brand has not provided value added service to meet the expectation of the customer and was inferred by 24 per cent customers.

• 20.69 per cent of the Airtel customers have shifted to other brand because of billing problems.

• 20 per cent of the Aircel customers have shifted to other brands because of not satisfying in the value added services provided by Aircel, 30.18 per cent.

• 35.42 per cent of the customers have shifted to other brands because of better schemes and billing problem with a percentage share of 18.18 and 17.24 per cent respectively.
- 24.24 per cent of the Vodafone customers have shifted to other brands because of getting better schemes.

- 29.04 per cent of the Idea cellular customers have shifted to other brands because of changing their residence to other places and not getting value shifted to other brands for getting better schemes.

- The reason for shifting the brand, 34.52 per cent of the customers have shifted because of not getting good value added and other services. 33.64 per cent of the customers have shifted for getting schemes, good coverage, and service and to get rid of billing problems.

- It concluded that there exists no association in the reason stated by customers for shifting from one mobile service provider to other.

**5.3 Suggestions**

The pressures of global competition and privatization in telecom industry are driving the service providers to improve their products and services. Earlier in the monopolistic environment, quality of services was not the priority for the incumbent service provider and customers had no choice but to accept whatever was delivered to them. With the introduction of full competition in cellular mobile services, quality improvement has become vital to telecom companies trying to thrive in an increasing competitive environment. In this emerging scenario of stiff competition, Cellular Mobile Service Providers (CMSP) is forced to deliver enhanced customer services in order to build customer loyalty and gain competitive advantage.

Some of the Valuable Suggestions made in this study are:
Focuses on Implementation of High End IT Tools

With the growing technological sophistication and global marketplace, there is a need to find out innovative ways in which the information systems can be used to provide high quality services in cellular mobile sector. Though there is much talk about using information technology for gaining competitive advantage, yet most of the organizations do not get the expected returns from the IT investment. The biggest challenge for service providers is how to better utilize information systems to respond to customer service needs. There can be an increasing number of contexts in which information system are being integrated to provide excellent services to customers in fields like banking, insurance etc., but the cellular mobile sector is less researched. Further, little attention is given in the academic literature on the use of IT to enhance service delivery and customer care services for achieving competitive position in cellular mobile industry. Thus it is suggested that:

- In today’s scenario, where quality is oriented towards fulfilling the customer needs, IT has a key role in providing faster response to customer queries and complaints, thus improving the service quality.

- Customers can be offered additional or extended services, greater convenience and control. IT based service options may indirectly improve customer service, as this type of service provides the means for gathering customer data, which can be useful in improving operational efficiency and service quality.

- IT can be integrated to improve service delivery process along with the various quality dimensions including Reliability, Responsiveness, Accessibility, Competence, Communication,
Security, Convenience, Flexibility, and Understanding and Efficient service restoration capabilities.

➢ **Rural Development**

Research shows that having access to telecommunications would substantially improve the social and economic conditions of people living in rural areas by improving access to family, education, health and financial services and by enabling the development of non-agricultural economic activity.

- BSNL, Tata Indicom should try to expand their customers network.
- Reliance and Tata Indicom should try to attract the young peoples. (up to 20 years)
- Airtel should try to attract old people also. All the service providers advertiser their service. Because, advertisements are take little part for influencing the consumers.
- All the service providers have tried to increase post paid users.
- 75% of the peoples are unaware about the various services rendered by their service provider. So the service providers try to make awareness of their customer’s services to their customers.
- BSNL, Reliance, Tata Indicom should attract the customers by reducing their price.
- BSNL, Reliance customers are highly dissatisfied about the performance of the service provider. So they should try to add some advanced features towards their services.
• Aircel should try to increase their after sales services.

• Airtel should decrease their dissatisfied customers by providing good after sales services.

• Tata Indicom should give periodical offers to their customers.

• Tata Indicom should decrease their outgoing call charges.

5.4 Conclusion

Telecommunication technology enables business and industry to grow at a faster pace while simultaneously contributing to the economic development. Telecommunication infrastructure can be a reliable indicator of economic development. It works as a factor that multiplies economic growth by providing employment, improving business efficiency and contributing towards international investments. Growing customer’s needs for cheap, accessible and efficient communication modes has resulted in phenomenal growth of cellular phone industry around the world in general and in particular India.

Penetration of mobiles is not uniform across the country. While some areas of the country have experienced exponential growth, the other areas especially economically disadvantaged have low mobile density. This mobile divide is a serious concern for government, policy makers and telecom operators. Predicting growth of subscriber’s base across the regions of the country is critical for all stakeholders. The study aims to better forecast the penetration of services across the region of the country so that their effect on economics development can be further explored and policies can be formulated to reduce the mobile divide.
India has one of the world’s largest telecommunication networks. The telecom story continues to be the best evidence of the efficacy of the reforms process. In just six years, the number of mobile subscribers has gone from just about one million to 752 million, a subscriber base that only second next to China. In this is an information era significance of information cannot be over emphasized. This study attempts to find out the satisfaction of consumer regarding cell phone service providers. Therefore service provider are should over come another one’s competition. They have to strategically introduce adding new features, schemes, periodical offers to their service. So, the consumers get maximum benefit from their service provider.

5.5 Scope for Further Research

There exists an ample opportunity to focus on the following research issues that have emerged from the review.

- Comparative Study between customer loyalty and competitiveness be cultivated on the transactions (Contact) based services.

- The impact of IT based Cellular Services on customer perceptions of service quality, customer satisfaction and loyalty.