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Item Type	Article
Authors	S., SAKTHIVALRANI;S., KANNAN
Publisher	Ashok Yakkaldevi
Rights	Creative Commons Copyright (CC 2.5)
Download date	2026-11-14 08:05:59
Link to Item	http://hdl.handle.net/20.500.12424/190458

Vol 3 Issue 5 June 2013

Impact Factor : 0.2105

ISSN No : 2230-7850

Monthly Multidisciplinary Research Journal

Indian Streams Research Journal

Executive Editor

Ashok Yakkaldevi

Editor-in-chief

H.N.Jagtap

IMPACT FACTOR : 0.2105

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RNI MAHMUL/2011/38595 **ISSN No.2230-7850**

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

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Indian Streams Research Journal
Volume 3, Issue. 5, June. 2013
ISSN:-2230-7850
Available online at www.isrj.net

ORIGINAL ARTICLE

AN EMPIRICAL ANALYSIS ON MEASURING CUSTOMER SATISFACTIONAND BEHAVIORAL INTENTION TOWARDS MOBILE PHONE SERVICE PROVIDERS

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Abstract:

This study aims to measure the customer satisfaction and behavioral intention towards the mobile phone network service providers. Measurement of customer satisfaction level of the customers is the direct result obtained from the customer after availing the service by the consumer. This study helps the service provider to assess the performance of their marketing strategy and to understand in a better way the relationship between the customer's satiusfaction and Behavioral intention. This survey was done in Tirunelveli District from 200 respondents. A well structured questionnaire was used to collect the primary data from the respondents. The data was processed using computer aided tools such as SPSS frequency tables. The tools used to analyze were data Chi-square, multiple correspondence analysis and descriptive statistics. In this study the researcher has analyzed the opinion of the customers over the attributes offered to them and the customer's motive after consuming the service.

KEYWORDS:

Attitude, behavioral intention, Customer Satisfaction, marketing strategy, service provider.

INTRODUCTION:

Telecommunication service is one of the fast growing industries in the world, particularly India is second largest in the world on the total number of telephone users (Economic times, 2012). Mobile industry in India is in a continuing process of changing into next generation. Since 1990 after liberalization Indian telecom industry experiencing a high pace of growth and now it becomes world fast growing and competitive telecom markets in the world. India is having 79.28% of teledensity and 929.37 million mobile phones users, every year 227.27 million users are applying for new mobile phone additions. Indian telecom sector's total revenue (USD 33,350) grew by 7% in last financial year (TRAI, 2012). Telecom, particularly mobile phone services has maintained socioeconomic development of India and service providers are playing vital role in development of India. Airtel, Aircel, BSNL, Idea, MTS, MTNL, Reliance, Tata DoCoMo, Vodafone, Videocon are the major operators in India. These operators are competing with each other's to the capture market. All mobile operators provide better tariff plans, attractive schemes, availability of recharging options, GPRS, 3G and other value added services.

The improvement of customer service, perceived value and customer satisfaction make sure the customer loyalty and positive behavioral intention. These factors are main source of success and competitive advantage. There are many studies available to measure the service quality and customer satisfaction among the mobile service providers in India, particularly in south tamilnadu. But this study

Title :AN EMPIRICAL ANALYSIS ON MEASURING CUSTOMER SATISFACTIONAND BEHAVIORAL INTENTION TOWARDS MOBILE PHONE SERVICE PROVIDERS Source:Indian Streams Research Journal [2230-7850] S.SAKTHIVALRANI AND S.KANNAN yr:2013 vol:3 iss:5

aims to identify the main factors that affect customer satisfaction and behavioral intention on mobile service providers in South Tamilnadu.

1.2 Objective of the study

To identify the factors influencing customer satisfaction and behavioral intentions.
Identifying the relationship between demographic of the respondents, customer satisfaction and behavioral intentions factors.
Identifying how customer opinion about service providers (technical and non technical factors) affects customer satisfaction and behavioral intentions factors.

2.1 LITERATURE REVIEW

Cell phones may be categorized as most common communication medium for almost 86% of the global population uses. The researcher has collected few literatures from various researches.

2.1.1 Customer satisfaction

Customer satisfaction means that a customer or the user of service is well compete with the performance (Johnson and Fornell, 1991). It can also be stated that the overall evaluation of a customer either positive or negative for the services (Woodruff, 1997). It means keeping customers happy in day to day interactions (Hunt, 1977; Johnson and Fornell, 1991). From many studies it is inferred that, satisfaction is a feeling which results from a process of evaluating what has been received against what was expected, including the buying decision itself and the needs and wants associated with the selecting and buying (Armstrong & Kotler, 1996). Bitner and Zeithaml (2003) stated that satisfaction is the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations. According to Boselie, Hesselink, and Wiele (2002), satisfaction is a positive, affective state is resulting from the appraisal of all aspects of a party's working relationship with another. Previous studies have identified two aspects of customer satisfaction: transaction specific satisfaction and overall or cumulative satisfaction (Andreassen, 2000). According to Wang, Lo and Yang (2004) overall satisfaction has been used more than transaction specific satisfaction in predicting customer behavior and firm performance. This paper has also focused on overall satisfaction of the customers.

2.1.2 Loyalty

A loyal customer is who finds overall experience with the service providers and highly satisfied than non loyal customer. Familiarity-liking theory (Rindfleisch and Inman 1998) suggests that an individual's loyalty to a service provider can influence their degree of satisfaction with the service. Many literatures praise the benefits of preventing customers from switching service providers (Ganesh, Arnold and Reynolds, 2000; Keaveney and Parthasarathy, 2001; Reichheld, 1996). For nonstop utilities such as mobile telecommunications, switching is the major threat. Many mobile service operators invested high fixed cost over an installed customer base; it costs more to get new customers than to prevent them from failing (Fornell and Wernerfelt, 1987; B. Mittal and Lassar, 1998; Zeithaml, Berry and Parasuraman, 1996). Customer loyalty and switch are related with behavioral intention determinants (Morgan and Hunt, 1994). There are many determinates that causes consumer to switch like price (Roos, Edvardsson and Gustafsson, 2004), service quality (Jones and Sasser, 1995; Lewis and Bingham, 1991), cost of switching (Jones, Mothersbaugh and Beatty, 2000; Sharma and Patterson, 2000), reference groups influence (Childers and Rao, 1992). Brand equity could also have higher impact on mobile service providers (Degeratu et al. 2000). This study suggests that customer satisfaction and loyalty for service may differ based on their brands. Satisfaction and loyalty are not substitutes with others (Bloemer and Kasper, 1995; Oliver, 1999), because it is possible to be a loyal customer without satisfaction. Many studies have discovered the relationship between customer satisfaction and retention. (Bolton, 1998; Crosby and Stephens, 1987; Gronholdt, Martensen and Kristensen, 2000; Reicheld, 1996; Rust and Zahorik, 1993). These studies reveal that positive impact on customer satisfaction will increase the customer retention.

3.1 METHODS

This research was conducted from a sample size of 200 customers and the sampling method was stratified random sampling. This research was conducted in Tirunelveli district, south Tamilnadu. In this

study primary data were collected by using well structured questionnaire. Research questionnaire consists of four part, first part consist of demographic details of the respondents like age, gender, income, family size and occupation, second part consist of opinion about service providers technical and non technical factors and pattern of usage, third part consist of 20 items related with customer satisfaction and last part consist of 13 items related to behavioral intention attributes like switching, loyalty and willingness to pay more. Reliability test shows that cronbach's alpha value for customer satisfaction is 0.896 for 20 items; cronbach's alpha value for behavioral intention variables is 0.877 for 13 items, which indicates a high level of internal consistency for scale with this specific sample.

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4.1 ANALYSIS

4.1.1 Demographical Discussion:

From the study it is observed that 53% were male and 47% were female respondents. 19% of the respondents were below 20 years age, 59% were between the age of 20 to 30 years, 17% were between 31 to 40 years old and 6% of the respondents were above 40 years. 51% of the respondents were male and 49% were female respondents. It is found that as a majority 29% of the respondents have completed their post graduation, 21% have completed their under graduation. 29% of the respondents were earning between Rs5000 to RS10000 per month, 19% were earning above Rs.15000 per month. Out of 200 respondents interviewed 29% were found to be as students, 18% were found to be as managers / executives and 12% were business people. 30% of the majority customers were availing service from the Airtel, 16% of the respondents were availing service from Aircel, and similarly 14% were availing service from BSNL, 8% from Idea, 11% from Tata Docomo and 9% from Vodafone. 68% of respondents availing prepaid services and 32% of the respondents were availing post paid services.

Table 1: Level of Customer satisfaction towards mobile service providers

Level of customer satisfaction	Frequency	Percent	Mean	SD
Low	57	29	2.00	0.77
Medium	86	43		
High	57	29		
Total	**200**	**100**		

Above table shows that most of the respondents are moderately satisfied with the service providers, with the mean value of 2.00 and the standard deviation of 0.77.

Table 2: Correlation between customer satisfaction and behavioral intentions dimensions

H_0: There is no relationship between customer satisfaction and behavioral intentions dimensions.

Correlation	1	2	3	4	5	6
Customer satisfaction	1	.853**	.592**	.742**	.662**	.946**
Brand loyalty		1	.536**	.633**	.534**	.860**
Switch to others			1	.217**	.430**	.522**
Willingness to pay more				1	.728**	.692**
External response						.587**
Internal response						1

**.Correlation is significant at the 0.01 level (2-tailed).

Correlation between customer satisfaction and behavior intention dimensions are positively correlated. Customer satisfaction is 85% correlated with brand loyalty, 59% correlated with switching to others, 74% correlated with willingness to pay more, 66% correlated with external response and 95% correlated with internal response. Null hypothesis is rejected at all levels; there exists a strong and positive relationship between customer satisfaction and behavioral intentions dimensions.

Table 3: Chi square analysis between Demographics and customer satisfaction and behavioral intention

H_0: There is no association between demographics and customer satisfaction, behavioral intention dimensions

Factors	CS		BL		S		WPM		ER		IR	
Chi square	^{2}	Sig	^{2}	Sig	^{2}	Sig	^{2}	Sig	^{2}	Sig	^{2}	Sig
Gender	1.84	0.40	0.94	0.62	0.04	0.83	2.68	0.10	2.37	0.31	1.84	0.40
Age	10.17	0.12	6.32	0.39	2.12	0.55	3.77	0.29	5.28	0.15	5.98	0.43
Marital status	10.51	0.01*	14.53	0.00*	0.65	0.42	4.04	0.04*	2.44	0.12	5.64	0.06
Qualification	13.61	0.19	8.10	0.62	1.37	0.93	4.59	0.47	9.25	0.10	10.09	0.43
Income	3.88	0.69	4.40	0.62	7.91	0.05*	1.82	0.61	3.57	0.31	3.24	0.78
Family size	1.17	0.88	1.61	0.81	0.96	0.62	1.69	0.43	0.89	0.64	3.05	0.55
Occupation	22.04	0.04	16.58	0.17	2.71	0.84	7.33	0.29	11.74	0.07	14.48	0.27

Note: CL: Customer satisfaction, BL: Brand loyalty, S: Switch to others, WPM: Willingness to pay more, ER: External response, IR: Internal response.
*.Chi square is significant at the 0.05 level (2-tailed).

Chi square test results that significance of P value is less than 0.05 for marital status. Hence null hypothesis is rejected, there is an association between marital status of the respondents and customer satisfaction and behavioral intention factors like brand loyalty and willingness to pay more. Chi square test results that significance of P value is less than 0.05 for family income. Hence null hypothesis is rejected; there is an association between family income of the respondents and behavioral intention factors like switch to other service providers.

Table 4: Mann Whitney and Kruskal Wallis Test

H_0: There is no significant difference between consumer opinion regarding service providers and customer satisfaction, behavioral intention factors.

Factors	CS		BL		S		WPM		ER		IR	
Mann Whitney	Z	Sig	Z	Sig	Z	Sig	Z	Sig	Z	Sig	Z	Sig
Purpose of usage	-0.24	0.81	-1.06	0.29	-0.75	0.45	-0.28	0.78	-0.68	0.49	-0.68	0.5
Type of service	-0.26	0.8	-1.1	0.27	-1.16	0.25	-0.43	0.67	-0.79	0.43	-0.73	0.46
Network usage	-0.28	0.78	-1.11	0.27	-1.07	0.29	-0.53	0.6	-1.05	0.3	-0.79	0.43
Kruskal-Wallis		**Sig**		**Sig**		**Sig**		**Sig**		**Sig**		**Sig**
Service providers	15.63	0.08	9.92	0.36	8.64	0.47	10.18	0.34	5.09	0.83	10.71	0.3
Influencing factors	83.32	0.00**	95.49	0.00**	41.43	0.00**	43.83	0.00**	17.25	0.00**	83.77	0.00**
Usage period	4.29	0.23	1.39	0.71	4.28	0.23	0.88	0.83	5.37	0.15	1.34	0.72
Problem occurred	29.44	0.00**	26.62	0.00**	16.23	0.00**	17.67	0.00**	7.78	0.100	22.45	0.000*

Note: CL: Customer satisfaction, BL: Brand loyalty, S: Switch to others, WPM: Willingness to pay more, ER: External response, IR: Internal response. ** Significant at the 0.01 level (2-tailed).

Above table results that sig is greater than 0.05 for purpose of using mobile phones, Type of service using and network usage. Null hypothesis is accepted, hence there is no significant difference between opinion regarding purpose of using mobile phones, Type of service using and network usage and customer satisfaction, behavioral intention factors. Above table results that sig is less than 0.05 for influencing factors of purchase and most occurred problems. Null hypothesis is rejected; hence there is a significant difference between opinion influencing factors of purchase and most occurred problems and customer satisfaction, behavioral intention

Table 5.1: Model summary (Regression analysis between customer satisfaction and behavioral intention)

Multiple R value	R Square value	Adjusted R Square value	Std. Error of the Estimate
0.929	0.863	0.862	1.216

Independent variable : Customer satisfaction
Dependent variable : Behavioral intention
Multiple R=0.929, R Square =0.863, simply means that about 86% of the variation in total customer satisfaction is explained or accounted for behavioral intention. Adjusted R square = 0.862.

Table 5.2: One way ANOVA

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	1840.188	1	1840.188	1243.573	.000[a]
Residual	292.992	198	1.480		
Total	2133.180	199			

This table reports an ANOVA, which assesses the overall significance of our model. As $p < 0.05$ our model is significant. Using the enter method, a significant model emerged $F=1243.573$, $p<0.05$.

Table 5.3: Significant variables are shown below:

	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Behavioral intention	-4.973	0.565		-8.806	0.000**
Customer satisfaction	0.266	0.008	0.929	35.264	0.000**

Note: **p<0.001

From the above table, behavioral intention was a significant predictor for customer satisfaction, in this model.

Table 6: Weighted average for customer satisfaction variables

Customer satisfaction variables	Mean	SD
1. Good tariff plans	4.18	0.74
2. Billing systems	3.96	0.93
3. Waiting time regarding customer problems.	3.91	0.79
4. Internet facilities	3.89	0.88
5. Retail outlets /Dealers behaviors	3.85	0.74
6. Customer care service	3.84	0.89
7. Knowledge towards rate cutter facilities and Promotional activities.	3.82	0.92
8. SMS services	3.78	1.02
9. Availability of recharge cards	3.77	1.02
10. Response to Queries	3.74	1.03
11. Speed of Internet	3.64	1.25
12. Offers	3.62	1.06
13. Advertisements.	3.62	1.05
14. Affordable Roaming charges	3.62	1.09
15. Billing facility	3.55	1.02
16. Opinion on Celebrity endorsement	3.53	0.93
17. Value Added Services like cricket, Horoscope, Weather Report	3.48	0.96
18. GPRS/3G Services	3.45	1.23
19. Knowledge of Dealer/Retailer about product	3.42	0.92
20. Attractive coupons	3.33	1.07

Table 6 shows that top ranked customer satisfaction variables, in that "Good tariff plan given by the service providers" is the top ranked satisfied variables with the mean value of 4.18, "Billing system, Waiting time and Internet facilities" are the next ranked satisfaction variables, Attractive coupons given by the service provider is the last ranked customer satisfaction variable with the mean value of 3.33.

5.1 DISCUSSIONS

Based on the findings many respondents are youngsters and single. Airtel and Aircel are the largest market players in Tamilnadu, and Videocon, MTS are having very less number of customers, and they must do some promotional activities to capture the market, because India is having very huge market for mobile service providers. Most of the respondents using mobile phones for personal uses value added services and availability and network coverage are the main factors that influence to choose the service providers. Network problems are the main issues faced by the customer, network coverage place major role of customer satisfaction. Many respondents prefer single usage and pre paid connections. Most of the respondents are moderately satisfied with the service providers.

As per the above result customer satisfaction and behavioral intention determinates are positively correlated with others, which indicates that customer satisfaction affect the behavioral intention of the customers. Demographic profile like income is associated switching, because cost of switching and price place major role in brand switching (Jones, Mothersbaugh and Beatty, 2000; Sharma and Patterson, 2000). Marital status associates with customer satisfaction, brand loyalty and willingness to pay more, because many service providers providing special value added services for the youngsters like special five and add on services. Customer usage purpose, types of service used by the customers, network usage, service providers and usage period does not have any difference on customer satisfaction and behavioral intention. Most of the service providers provide same type of services, that's main reason for no difference between opinion regarding purpose of using mobile phones, Type of service using and network usage and customer satisfaction, behavioral intention factors.

Influencing factors like network coverage, brand name, value added service and availability are having difference on customer satisfaction and behavioral intention (Degeratu et al. 2000). Issues and

problems faced by the customers also having difference customer satisfaction and behavioral intention. Because when customer experiencing very good network coverage and value added services it leads to reduce the network problems, hence customer satisfaction will increased. Regression analysis reveals that about 86% of the variation in total customer satisfaction is explained by behavioral intention.

6.1 CONCLUSION

This study sheds light on possible influence of customer satisfaction and behavioral intention in mobile phone service industry. This research gives in the stem of service marketing and consumer behavior in terms theory expansion and managerial implication especially in mobile phone service operations industry in growing country like India.

This empirical study shows that customer satisfaction and behavioral intention can be positively influenced. New marketing environment is changing in all functional area, customers also changing their life style, behavioral pattern, attitude, loyalty and marketing offers. By understanding customer's life style, behavioral patterns, mobile phone service providers have to come up with some new value added service, good tariff plans. That affects customer decision making on selecting service providers. The mobile service providers in India can build a large customer base and reduce the cost of access for consumers.

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