

A Study of Customer Satisfaction on Telecom

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Abstract: After two decades of formulation of the National Telecom Policy (NTP) in 1999 The Indian telecom industry is passing through complex times. The mobile phone has transformed into a persuasive medium to deliver information services spanning various usage areas such as governance, commerce, agriculture, education and health. Standing tall by being the second-largest telecommunication market in the world next to China, the industry has now billion plus subscribers. Comprising of major sectors like telephony, internet and broadcasting the industry is contributing significantly in country's GDP and job growth. Lowest tariffs, Mobile portability and various services have resulted in a dynamic and hyper competitive market. With a ferocious battle taking place between the established biggies and the new entrants the study aims to provide a better understanding and analyze the gap in service quality of Telecom sector in terms of customers' expectations and perceptions using the SERVQUAL and other models.

Keywords: Service Quality, Telecom, Telecommunication Industry, Customer Satisfaction, India, Perception and Expectation, Cellular, Customer, Gap Analysis, SERVQUAL.

1. Introduction

This is the era of globalization- age of competition. Not only for the success but for the existence, companies are always struggling here. In this battle for survival, companies are now more concerned about their customers than the shareholders. Moreover, rather than getting new customers, retaining old one satisfied and with the company for long time has been a much greater challenge. On the other hand, competition is not same in all industries. There are only a few industries like telecom industry that is recently undergoing such a fierce competition all over the world.

Everyday more and more people are using telecom services in diverse ways but number of service providers are also growing and they are coming up with innovative ideas to make the competition even bitter (Malik et al., 2012). Telecom industry is now of a paramount importance in developing countries with emerging markets (Arabism & Abdullah, 2013). India is such a lucrative market for telecom service providers. Indian Telecom Industry is the fastest growing and 5th largest in the world at 110.01 million connections. The subscriber base has grown by 40% in 2013 and has reached the expectations of 250 million in 2016. They are not using mobiles just to make calls rather to use it for multiple value-added services like messaging, video-calling, entertainment, financial services, healthcare services, e-commerce and internet browsing. Telecom industry is hugely influencing the growth prospect of India and the government of this country is also encouraging the augmentation of this industry. Mobile is not a device of luxury to the people

To access the needs and expectations of the customers in order to the requirement of their current satisfaction level To understand the performance of different brands in the market on various parameters like Network Satisfaction, GPRS, SMS pack, customer care, free

2. Objectives of Study

Primary Objective

- 1) To study the customer satisfaction towards mobile service providers.
- 2) To study and identify how the customers are benefited.
- 3) To access the needs and expectations of the customers in order to the requirement of their current satisfaction level To understand the performance of different brands in the market on various parameters like Network Satisfaction, GPRS, SMS pack, customer care, free talk time, festival offer, full talk time, free roaming, validity, connection charges, ease of availability of retailers selling recharge coupon, ease of availability of the retailers transferring recharge voucher and online recharge.
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- 7) To access the needs and expectations of the customers in order to the requirement of their current satisfaction level To understand the performance of different brands in the market on various parameters like Network Satisfaction, GPRS, SMS pack, customer care, free
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3. Review of Literature

Robins (2008) this paper is about marketing the next

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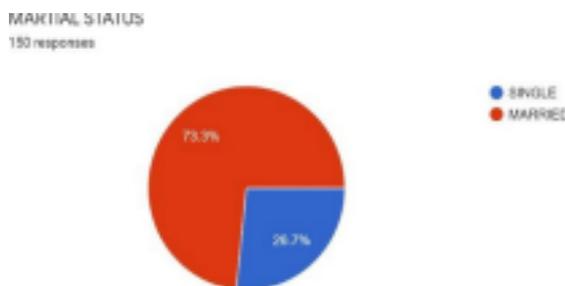
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generation of mobile Telephones. The study is about third generation of cell phone technology, what is usually known as “3G” for short. There are various issues about that new innovative. Kumar (2008), in their study titled “Customer Satisfaction and Discontentment of BSNL Landline Service: A Study” analysed that at present, services marketing plays a major role in the national economy. In the service sector, telecom industry is the most active and attractive. Though the telecom industry is growing rapidly, India’s telecom density is less than the world’s average telecom density as most of India’s market is yet to be covered. This attracts private operators to enter into the Indian telecom industry, which makes the Bharat Sanchar Nigam Limited (BSNL) more alert to run its business and survive in the MARKET Chris (2003) has analysed ‘Telecom advertising in print media.’ This research attempted to investigate why Telecom theme are used in advertisement, and the motives that lead companies and advertisers to use sport celebrities and sport concept in advertisements. From study it has been revealed that the appearance of sport celebrities in advertising endorsement occurred more often in Telecom magazines than in other magazines, because their target group is more acquainted with athletes. The sport celebrities that dominated each printed media are related with their target group chart.

4. Data Analysis Interpretation

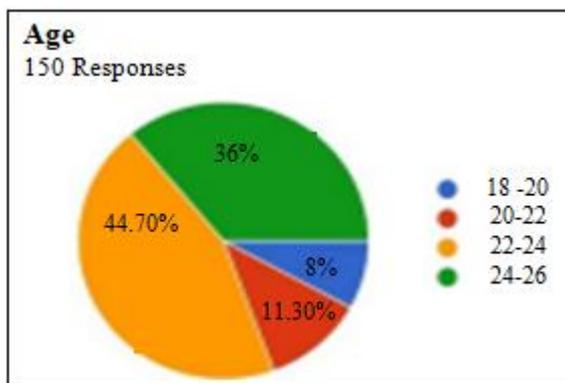
ANNOVA

4.1 Percentage Analysis



Age of the respondent

S. No	Age	No. of Respondents	Percent Age Analysis
1	18 -20	8	8%
2	20-22	11.3	11.30%
3	22-24	44.7	44.70%
4	24-26	36	36%



Marital Status

S.No.	Single	Married	Percentage
1	26.7		26.70%
2		73.3	73.30%

Gender

	Sum of Square	DF	Mean square	F	SIG
Between Group	627	3	209	799	496
Within group	47.394	105	262		
total	48.022	110			

	Sum of Square	DF	Mean Square	F	Sig
Between Group	687	3	547	856	586
Within group	48.394	105	282		
total	49.028	110			

5. Findings

TELECOM has given some economic benefit to our country 5% Contribution, THE LATEST development taking place in telecom Sector in 5g network pricing is a huge difference between India and abroad compared to telecom sector, MAJORITY Expectation towards telecom reduce data cost how Differs from other competitor aggressive marketing.

6. Suggestions

TRY to update latest development in the field Telecommunication more data in less cost so user betterment of product, more awareness should be created among user It will increase usage of the product and more driven in sale4

7. Conclusion

The main aim of this paper was to probe the customers’ satisfaction on cellular services on the basis of some fourteen such service counts that the cellular service providers offered to the customers in the present market scenario. The study indicates that the customers have shown their satisfaction on GPRS service (3.34), festival offer service (3.32), free roaming service (3.29), validity service (3.21), bonus service (3.36) and online recharge service (4.5).

However, the customers have reflected their dissatisfaction with the service quality of network (2.9), customer care (2.94), SMS packs (2.74), free talk time (3.16), connection charges (3.71), Ease of availability of the retailer selling recharge coupon (3.12), Ease of availability of retailers transferring recharge voucher