

## SERVICE QUALITY PREFERENCE OF CELLULAR MOBILE SERVICE- AN OVERVIEW

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### Abstract

To better understand how Indian consumers choose their cellular mobile communications service providers, a research study was done. Customers' perceptions of communication quality, call service, facilities, pricing, customer service, and service provider characteristics vary greatly. The results of this study demonstrate a well-integrated framework to comprehend the interactions between various aspects. The main intention of the article is to overview the service quality preference of cellular mobile service. The survey demonstrates that while choosing a telecommunication service provider, pricing and communication were the most important and preferred aspects. However, product availability and quality have a big influence on how consumers feel about choosing a cellular mobile service provider.

*Keywords: Service Quality Preference, Cellular Mobile Service, Customers and Satisfaction.*

### Introduction

It might be challenging to anticipate customer needs and create mobile content offers in an industry that is rapidly expanding. When expressing their wants for novel services, people often struggle. Mobile services have historically been targeted at entrepreneurs, subject-matter experts, and those who want to keep current on new technologies and working practices. However, customer demands and goals vary, so information that appeals to one group may not, in fact, appeal to another. To reach the majority of client markets, services should be distinctive and aimed at the right consumer groups who use mobile content for a specific reason and hence

consider the service as valuable. According to some experts, loyal customers are the best source for learning about the potential benefits that a service may offer to its users and are the best people to ask about these benefits when it comes to enhancing service quality and promoting new services. The market for mobile services today is also highly homogeneous, with several businesses providing similar services. Customers use the services of several suppliers concurrently as a consequence, which decreases their loyalty to a particular brand or provider. As a result, there is more rivalry and lower profit margins for suppliers. Marketing communication is essential in the effort to target the right customer groups since it attracts those who are most likely to use the services frequently in the future, increasing revenue per user. When the correct value propositions are presented to the right customers, it should lead to a committed, devoted customer base that regularly employs a service provider's mobile services. Happy consumers are with mobile services has a big impact on how valuable they think those services are to them. In other words, customer satisfaction is a positive emotional and intellectual condition that results from a client's evaluation of the service they get.

### **Background of Literature Review**

Mobile telecom companies have been pivotal in recent years in improving social ties between and among individuals, communities, organizations, and the government, which has ultimately led to the development of a robust global environment network. However, service providers need to make sure they not only meet but also exceed the expectations of their customers and consumers if they hope to retain their subscribers and maintain the profitability of their company. The concept is all-encompassing and applies to a wide range of service industries; yet, customers' expectations change over time and are influenced by their encounters with various service providers. The extent to which telecommunications businesses live up to the expectations of their customers regarding a particular service provider is a critical research need. The thesis's opening section defined the area of study that would be the subject of the in-depth literature review that followed. For the literature review, it was therefore necessary to comprehend notions like "service quality" (more particularly, desired service expectations and perceived service quality) and "behavioural intentions" (the consequence of client behaviour). The major emphasis of this researcher was the cellular mobile service industry, in addition to the research papers that were gathered to grasp the many ideas and interrelationships (which covered

other industries as well). In order to better understand cellular mobile services, both worldwide and in India, the researcher read research articles in the fields of service quality and behavioural intentions. The general articles from the various industries were chosen because of their relevance to the thesis's subject. Additionally, theoretical understanding, fresh perspectives, and most crucially, popularity, all contributed to the decision-making process (as indicated by the times the research paper was cited by others, in their research papers). Every single article relating to service quality in cellular mobile services was considered for the aim of this literature review. In addition to the important findings that were reported in the study papers, this researcher carefully noted the sample size, data collection techniques, and data analysis procedures that were used when analysing the research publications.

For an organization's proposition to reach the final client, service is crucial. Because different industries provide different services, the type of product or industry dictates the sort of service to be provided. Researchers and academics have come up with several definitions of service. For instance, defined service as any intangible provision made to customers by a service provider with the intention of satisfying their requirements and wants in a way that has financial relevance. It is also described as any intangible offers made by one party to another without regard to a tangible good. Manusamy, Chelliah, and Mun all shared the idea that services are basically intangible processes or activities. Nimako defined service as acts, procedures, and manifestations. In this regard, services are offered to the customer through problem-solving activities, client meetings, phone calls thereafter, and reporting, all of which together make up a service of actions, procedures, and performance.

Sulaimon Olanrewaju et al.(2016) stated that the mobile telecommunications industry has grown over the course of a decade, and one of the top concerns for service providers is to get more customers while also keeping the ones they already have and preventing some of them from leaving. This study examined consumer preferences and levels of satisfaction with the mobile telecommunications industry in Nigeria using descriptive statistics, correlation analysis, and regression modelling. In order to gather the primary data for this study, 200 mobile network users in the state of Osun who were enrolled in higher education were requested to complete a series of well-structured questionnaires. The findings show that the great majority of respondents are influenced by the service quality, promotional activities, price/billing, customer care service,

and overall satisfaction levels of the various mobile service providers. The results of the regression analysis demonstrated that the availability of telecom services has an impact on how well consumers perceive their requirements to be satisfied, which in turn influences their choice for and continued use of telecom service providers. Customers' levels of satisfaction are positively impacted by the coefficient's value for the quality of the services they receive. Customers were more satisfied since the values of the correlation coefficients for service quality, customer care service, promotions, and price/billing were positively connected with the purchase decisions made by subscribers. In order to expand their market share by attracting new clients and keeping their current ones, GSM service providers should improve the quality of the goods and services they supply and set their rates at a level that is competitive

Melody (2001), when there is a lot of demand for a good or service that the general public is believed to need but the supply situation prevents the general public from receiving adequate service at a fair price. Telecommunications in Nigeria have developed beyond the provision of basic phone conversations and text messages since they first started in 2001. Mobile customers anticipate extra services from the firms who provide them with mobile phone service in addition to being able to make and receive calls on their mobile phones. Experience and research show that determining and evaluating a customer's purpose and their ability to make a decision are extremely difficult tasks. Dick and Basu (1994) proposed that a favourable attitude and the desire to make recurring purchases were necessary components of patronage or intention-to-use. "Intention-to-use" or "intention-to-buy" refers to a clear desire to keep a business relationship with a certain service provider (Czepiel & Culmore, 1987). The capacity of a service provider to apply responsiveness, assurance, and empathy in defining, creating, and providing services, on the other hand, will most likely raise consumers' views of those services' value, which may result in better levels of customer satisfaction.

### **Objectives of the study**

The main intention of the article is to overview the service quality preference of cellular mobile service

### **Theoretical Foundation**

Chinnadurai (2006) examined the escalating degree of competition in the mobile phone service sector, as well as the fluctuating preferences of clients situated all over the world and the changing tastes of mobile subscribers. Businesses are being pushed to modify their customer-focused advertising strategies as a result of these circumstances. Research has shown that commercials are crucial in the process of persuasion; nonetheless, the great majority of consumers believe that cellular firms' marketing tactics are more concerned with maximizing profits than meeting their customers' requirements. To be more precise, the objectives of any promotional strategy are to increase sales, maintain or improve market share, create or improve brand recognition, create a favourable environment for future sales, inform and educate the market, and create a competitive advantage in comparison to the goods or market positions of competitors. Additionally, any promotional strategy aims to increase promotional efficiency.

Amstrong (2010) According to one definition, promotion is the process through which companies inform, persuade, or remind customers and the general public about their services. Every company should invest some time and money in advertising, but this is especially important when expanding into new areas and bringing on board new customers. They further describe it as the activities that convey information about the goods or services and their potential benefits to the target customers, ultimately persuading them to buy the goods or services. Mobile service providers provide a range of promotional incentives to entice customers, including free mobile calls, SMS offers, temporary free internet access, different ring tone services, dialer tone services, and other incentives. Prepaid top-up deals, E-recharge mobile top-up vouchers for prepaid connections, recharge top-up, bonus cards, phone alert, call management services, caller ringtones, free mobile calls, and more are among the promotions included in this list.

Kollmann, (2000). Price is a crucial consideration in the telecommunications business, especially for mobile telecoms service providers. In addition to the price of a SIM card, this price also includes the price of a recharge voucher, the cost of a call, the cost of sending and receiving SMS messages, the cost of accessing the internet, the cost of phones, and so on. It includes not only the price of purchase but also the costs required by the business to keep ties with the service supplier. When a mass market is priced competitively and is controlled by price, customers are often given more alternatives and opportunities to compare the pricing structures of various

service providers. A company that offers discounted rates may be able to attract more customers who would commit to utilizing the telephone networks, which might result in a significant increase in "call minutes."

### **Service Quality of Cellular Mobile**

The prosperity of the telecoms industry depends on prudent actions and reasonable investments. Service providers are expected to compete on both price and service quality in a market where there is competition. Additionally, they must meet the demands and expectations of the clients in terms of both cost and level of service (Melody, 2001). Academic studies have shown unequivocally that customer happiness, consumer preference, profitability, and competitiveness are all positively correlated with service quality (Kim et al., 2004; Fornell, 1992; Danaher and Rust, 1996). Data from the Department of Telecommunication of the Indian Government shows that commercial carriers are eroding BSNL and MTNL's market share in the mobile phone industry. The combined market share of BSNL and MTNL fell from 17% at the start of March 2008 to 13.6% in August 2009. Comparatively, the private sector's share climbed from 83% to 86.4% within the same time period. Finding the critical factors that influence the clientele's tastes is therefore challenging for Indian mobile service providers. According to research, customer satisfaction has several facets and is influenced by how pleased they are with every connection they have with the service provider. Customer satisfaction is often calculated based on information from all past encounters with the service provider and is a result of those previous exchanges and information (Parasuraman et al., 2000). A vital part of regular communication now is a cellular phone. Customers purchase this product mostly because of the companies' extensive offerings, which include quick communication. Most services depend on a small number of variables, and customers are continuously looking for items with features or variables that meet their demands. Recently, the concept of customer satisfaction has received a lot of attention. Customers in the cellular mobile market have higher expectations for communication from service providers, and if companies can't meet these requirements, customers will take their business elsewhere. Consumer needs and expectations are always shifting, which causes them to set ever-higher standards. In order to implement the customer satisfaction strategy, one must first define the target audience, as well as ascertain their wants, expectations, and perceptions. A strategy aims to do this in order to deliver the appropriate

returns for the company's shareholders and employees. A company's ability to supply customers with higher value than its competitors is the key to its success. (Riggs, 1983).

Banumathy and Kalaivani sought to understand how customers felt about cell phone services. To offer services, many private operators have joined the cellular market. It has significantly increased market competitiveness. In order to create new plans, policies, and promote their services more effectively, they must ascertain the customers' attitudes regarding this service. It is now commonplace to use a cell phone for a variety of reasons. The user chooses a mobile phone since it allows for rapid communication. Customers were questioned about the issues they were experiencing, and solutions were made based on their answers. Customers complained that they had issues with inadequate area coverage, voice quality, connection issues, and other issues. In order to keep clients and deliver better services, the service provider must address the issues right away. To the complete satisfaction of their customers who have reported network coverage issues, service providers should reply promptly.

Amulya and Anand found that telecom links individuals across the country's length and width, regardless of financial level, and it offers various advantages to everyone in society. It greatly boosts India's GDP and especially helps the nation's underprivileged citizens. The Indian economy has been transformed by the advent of the mobile phone since it has allowed for more engagement from the less fortunate segments of society. Small company owners and dealers may conduct their transactions over the phone, which has a significant positive impact on the nation's economic development. The only way BSNL, the country's largest network owner, can perform miracles is if it makes objective judgments when it has to. Delays in decision-making and excessive political involvement are to blame for its losses. Before it results in bankruptcy, now is the ideal moment to reflect and act.

Sivarethina Mohan and Aranganathan to be both a great marketing tool and a very economical communication method. Mobile marketing is becoming an essential part of any brand marketing strategy. To make mobile marketing more popular among Indian consumers, the following factors must be taken into account: marketers must ensure relevancy, perceived customer advantage, engagement, interactions, and most importantly, respect for the consumer. Since changing cultural and personal mind-sets will take some time, a concerted effort is required to convince the audience that the mobile device can offer a better service than the one

now in use. Business operations may consider acting as marketers and ad publishers while exercising discretion to control what is sent to customers, when it is provided, and where it is delivered. Businesses should focus on targeted and non-intrusive mobile marketing.

## Conclusion

Cellular services are becoming more and more significant on a daily basis. With more than five billion subscribers globally in 2010, the number of cellular services used by customers is continuously growing (ITU, 2010). Cellular technology has become an essential part of everyone's life in the last several years, regardless of age, sex, education level, career, caste, or religion. The findings of the biggest worldwide case-control study on this subject, the cellular service study, largely support a rise in the usage of these services because of the benefits that have been noticed across all demographic groups. Additionally, the majority of studies have used self-reported retrospective case-control data on the use of cellular services, which is subject to bias, particularly random reporting bias and differential recall bias for cases and controls, which hinders the advantage estimation and strengthens firm conclusions.

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