A STUDY ON CUSTOMER RELATIONSHIP AND SATISFACTION WITH RESPECT TO MOBILE SERVICES

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ABSTRACT:
Associations, both private and open, in the present powerful commercial centres are progressively leaving old-fashioned showcasing ways of thinking and methodologies to the reception of more client driven activities that look to comprehend, draw in, hold and manufacture personal long haul association with productive clients. This article dissected consumer loyalty with the administration conveyance of versatile media transmission arranges in India utilizing a parallel calculated relapse model. Essential information was gathered through survey organization. The elements identified with instalments and reserve funds, (for example, offers, leases, and charges) are the most noteworthy in deciding fulfilment, maintenance, and probability of changing starting with one versatile supplier then onto the next. On the other hand, intercommunication factors, (for example, client administration, agreeable representatives, easy to understand sites) were observed to be the least noteworthy. A critical positive relationship was found among fulfilment and maintenance while a poor affiliation was seen between fulfilment/maintenance and dedication.
Keywords: *customer satisfaction, customer retention, customer loyalty.*

1.0 INTRODUCTION

Customer Satisfaction in Mobile Telecommunication Industry:

Mobile Telecommunication sector or industry is one of the vital key industries that contributed towards the socio-economy development of the developed country like London and Germany, which results the saturated market, deregulation of the industry, increasing number of the key players, enormous technical development and intense market competition.

The benefits of the Mobile Telecommunication Industry and its socio-economic development was supported and motivated by Scholar of Management particularly marketing gurus who were committed and paid their special attention to the industry. Marketing strategies plays a vital role in Mobile Telecommunication Industry due to the fact that, long term relationship between customers and Mobile Telecommunication Operators is very vital towards the profit margin and success of the operators. Therefore the need of the Mobile Telecommunication Operators to form a continuous lasting and good relationship with their customers by

investigating their needs, wants and preferences and provides an avenue to satisfy them adequately cannot be overemphasized.

Survey was done to identify the factors that influencing customer satisfaction, customer loyalty and customer retention in Mobile Telecommunication Industry in India and it was reported that, five hundred and six three of the respondents have had believed that "customer retention cannot be equated with customer loyalty and/or customer satisfaction, rather a two-stage causal link can be assumed in which customer satisfaction drives customer loyalty which in turn has impacts on customer retention". According to, it should be noted that "three factors that are vital for economic success among the Mobile Telecommunication Operators and cannot be neglected".

2.0 LITERATURE REVIEW:

Fisk & Young (1985) where they said that, customers are compare their output and input ratios with those of other and feel equitable treatment. It should be noted that, equity judgment is based on two stages, firstly, customers are used to compare outcome to input and secondly customers are used to conduct a relative comparison of the outcome to other party's outcome. There are two distinct customer satisfaction theories apart from the above mentioned theories which include comparing level theory and generalized negativity theory. Customer satisfaction outcome approach is an end state of the satisfaction resulted from consumption experience. Customer satisfaction outcome approach is an end state satisfaction resulting from consumption experience.

Oliver (1989) "the pleasure resulted from positive reinforcement where the service or product is adding an aroused resting state while customer satisfaction as a relief resulted from negative reinforcement" However, Low arousal fulfilment define as a "satisfaction as contentment" which resulted from products and service that adequately performed in the going passive sense but in other hand high arousal fulfilment defined the customer satisfaction as either positive or negative surprise which would be a shock

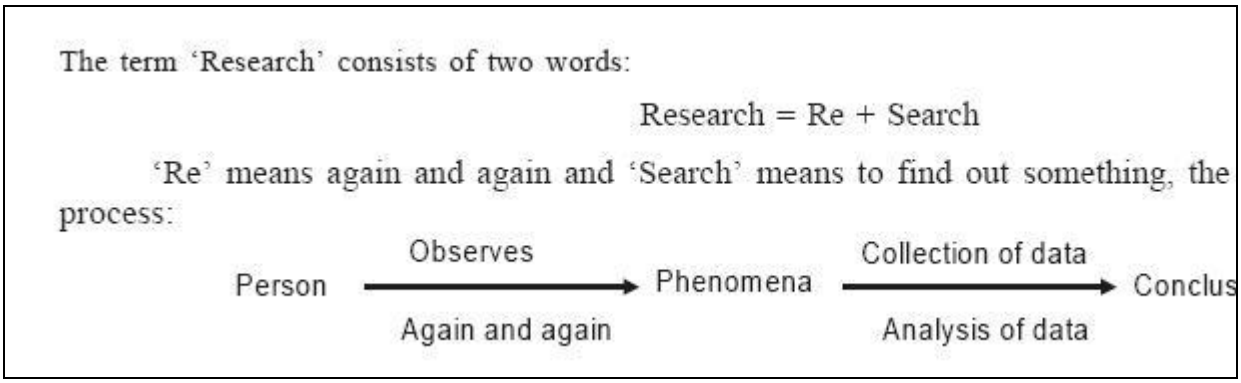
Homburg and Brunn (1998) would be used, who defined as customer satisfaction as "an experience based assessment made the customer of how far his owned expectations about or individual or characteristics features or the overall functionality of the product or service obtained from the supplier or provider has been fulfilled". The relevance of the Homburg and Brunn's customer satisfaction definition to the research indicated that, customer asses the mobile telecommunication products and services considering experience's usage and rating that used to be done with the attributes of the products and service. For the purpose of the this study, customer satisfaction of Nigerian Mobile Telecommunication Industry; as case of Etisalat, Nigeria would be assessed based on customer usage on the attributes of the mobile telecommunication products and service which including Etisalat's billing, validity period, customer support and network quality

3.0 METHODOLOGY:

Research can be defined as a search for knowledge or a systematic or scientific for data or information on a particular issue or topic. It can also be defined as a scientific way of investigation.

Research is systematic effort to acquired new knowledge. "It is an academic activity and the term can be used in technical sense". That "research include defining and redefining problems, formulating hypotheses, proposing solutions, collecting, organizing and evaluating data or information, making deductions, reaching conclusions and testing conclusions to determine when it fit the formulated hypothesis". Figure 1 shows how the term "Research" was derived.

Figure 1 Term Research



Research approaches

There are main approaches of the research namely quantitative approach and qualitative approach.

Quantitative research approach

"The quantitative research approach involves collection of quantitative data which are put to rigorous quantitative analysis in a rigid and formal manner" Saunders et al., (2003). The quantitative research approach further includes inferential, experimental and simulation approaches.

Research design

Research design is the basic recipe or direction for carrying out the research or studies and it can be divided into varous ways. The most widely used methods include Exploratory, descriptive and causal methods.

Research methodology can be defined as a systematic method by which researchers starts their initial identification of the problem to its final conclusions. He added that, the role of the research methodology is to carry on research task in a valid and scientific manner. Research methodology provides the techniques and tools by which the research problem is attacked. Therefore it consists of techniques and procedures for conducting research.

Research methodology involves general task and activities of identifying problems, literature reviews, formulating hypothesis, methods of testing hypotheses, measurement, data collection and analysis as well as interpreting result and drawing conclusions

4.0 DATA ANALYSIS:

Data analysis can be defined as studying the tabulated data in order to determine the inherent meanings or fact. Data analysis involves breaking down existing complex factor into simpler one and putting them together in new arrangements for the purpose of data interpretation.

Data analysis plan can prepared in advance before the actual collection of data and preliminary analysis on the skeleton plan could as the investigation process, develop into a complete final analysis reworked and enlarged when necessary. Data analysis plan process requires an alert, flexible and open mind; therefore caution is necessary at every step.

The primary responsibility of the educational researchers is to make a logical or probability inference that covering the tenability of the testable hypothesis. Acceptance or rejection of the hypothesis determines what contribution that researchers make to the scientific development of the particular area of the research.

Statistical data analysis

Statistics can be defined as body of mathematical process or techniques for collecting, describing and interpreting numerical data. Since this research yield the quantitative data, therefore statistical data analysis will be a basic tool of measurement and research. The researcher use statistics concern with more than manipulation of data, statistical techniques goes back to fundamental purposes of analysis

Analysis of the Customer satisfaction

Customer satisfaction as a dependent variable of the study was also analyzed with the frequency distribution otherwise called descriptive statistics. Table below depicts the result.

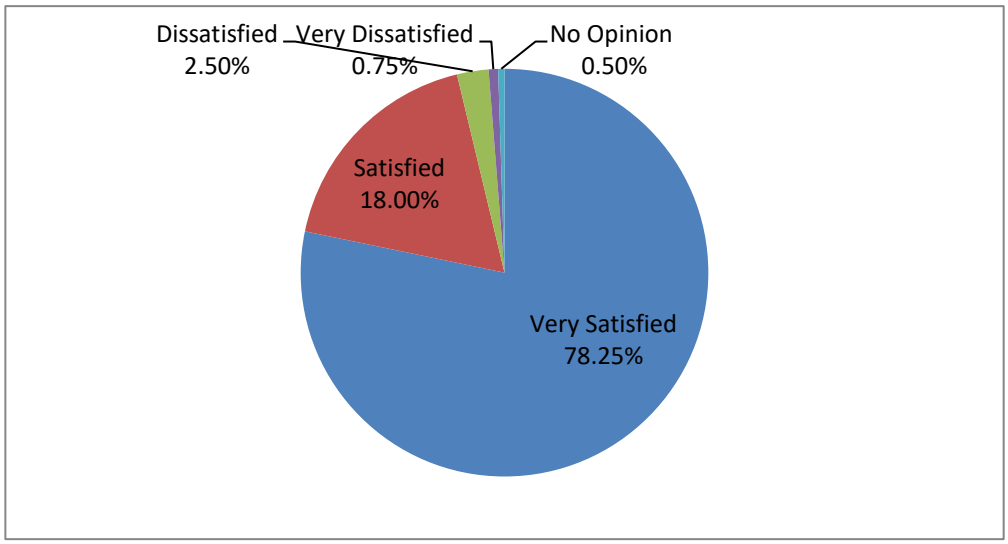
Variables		Frequency	Percentage	Cumulative percentage
Network availability				
	Very Satisfied	81	20.25%	20.25%
	Satisfied	222	55.50%	75.75%
	Dissatisfied	56	14.00%	89.75%
	Very Dissatisfied	34	8.50%	98.25%
	No opinion	7	1.75%	100%
Billing				
	Very Satisfied	34	8.5%	8.5%
	Satisfied	82	20.5%	28.5%
	Dissatisfied	201	50.25%	78.75%
	Very Dissatisfied	83	20.75%	100%
	No opinion	0	0	100%
Validity period				
	Very Satisfied	313	78.25%	78.25%
	Satisfied	72	18.00%	96.25%
	Dissatisfied	10	2.5%	98.75%
	Very Dissatisfied	3	0.75%	99.5%
	No opinion	2	0.50%	100.00%

Chart below is the Network Availability variable Analysis chart which shows that, twenty five percent of the respondents of the questionnaire were very satisfied with availability of the network, fifty five point fifty percent satisfied with the availability of the network, only eight point fifty of the respondents were dissatisfied the availability of the Mobile telecommunication Network while fourteen percent of them are very dissatisfied with the

availability of the Network e and only one point seventy five of the respondent have no opinion as per as the network availability of the concern

Chart 4.7 is the Validity Period of the Analysis chart which shows that, seventy eight point twenty five percent of the respondents of the questionnaire were very satisfied with the validity of the mobile network service, eighteen percent of the respondents were satisfied with the validity of the mobile network service, zero point seventy five were dissatisfied with the validity of the mobile network service and only zero point fifty of the respondent have no opinion as per as the validity of the mobile network service.

Chart 4.7 Validity Period Analysis Chart



Confidence interval: respondents who have had very satisfied with the mobile telecommunication service's validity period

78.25%	= Very Satisfied
18%	= Satisfied
2.50 %	= Dissatisfied
0.75%	= Very Dissatisfied
0.50 %	= No Opinion

5.0 CONCLUSION:

The aim of this research to investigate the customer satisfaction in the Indian mobile telecommunication; a case study of all factors that influencing customer satisfaction and relationship between customer satisfaction and demographic variable. Customer satisfaction can be defined as an assessment of the experience based made by customers on how far their expectation about the functionality of the overall functionality of the products and services, they obtained. With respect to measurement of the customer satisfaction, the result of the study showed that customers of indian people were satisfied with the performance of the mobile telecommunication product and service of the firm.

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