

## **Measurement of Rural Customers Satisfaction with Special Reference to Mobile Phone Service Providers in Allahabad**

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### **Abstract**

This study has been conducted on the basis of satisfaction of rural customers towards mobile phone service providers in Allahabad. Today's mobile phone service providers are playing a big role for connecting one person to other person. Rural people can know the condition of their relatives/friends within a second, those who is living anywhere in the world but rural customers are suffering with the network connectivity reason behind problem of electricity. The first public phone network was started in Finland 1971. in the first generation mobile phone were introduced with the introduction Of GSM(Global System for Mobile Communication). TDMA (Time Division Multiple Access) and CDMA (Code Division Multiple Access) technologies. There are number of mobile service providers like Airtel, Vodafone, Idea, Uninor, Aircel, DOCOMO, and Reliance. They are providing number of services for the rural customers like; calling services, internet services, value added services (offered supplementary services), customer care (help services), portability services (change one service provider to other service provider)

**Key words: network coverage, billing services, customer care, and value added services, portability.**

### **Introduction:**

If performances match the expectation is called satisfaction. Today's mobile phone service providers are playing a big role for connecting one person to other person. Rural people can know the condition of their relatives/friends within a second, those who is living anywhere in the world but rural customers are suffering with the network connectivity reason behind problem of electricity. The first public phone network was started in Finland 1971. In the first generation mobile phone were introduced with the introduction Of GSM (Global System for Mobile Communication). TDMA (Time Division Multiple Access) and CDMA (Code Division Multiple Access) technologies. There are number of mobile service providers like Airtel, Vodafone, Idea, Uninor, Aircel, DOCOMO, and Reliance. They are providing number of services for the rural customers like; calling services, internet services, value added services (offered supplementary services), customer care (help services), portability services (change one service provider to other service provider)

I have tried to identify the core customer service parameters and study their effect on customer satisfaction. The gap between the services delivered and service received by the customer. Similarly there is understanding about the gap of customer requirements from the service providers and customer perception. Service satisfaction is related with the service quality& service anticipation. But this anticipation is closely related with customer awareness, which changes person to person. A number of service quality standards to get better the service quality and raise the customer satisfaction level, customers are not gaining the desired service. There previous gap between service delivered and service received. It is one of the key challenges which service industries facing today. This needs the more resourceful method for understanding customer requirements effectively. Voice of the customer is such a technique to get the customers need effectively. Voice of customer is a term used in business to describe the method of capturing a customer's requirement and measuring customer satisfaction indexes.

The key parameters which customer satisfaction measured through survey like billing errors, customer care, value added services, network coverage, portability etc.

### **Objectives:**

- ❖ To study the relationship of network coverage on customer satisfaction.
- ❖ To study the relationship of billing services on customer satisfaction.

- ❖ To study the relationship of customer care on customer satisfaction.
- ❖ To study the relationship of value added services on customer satisfaction.
- ❖ To find out the association of portability service of customer satisfaction.

### **Review of literature:**

Quality is associated with customer satisfaction. The impact of Customer satisfaction by the number of errors in services guaranteed by the service provider. Service quality has now become an input factor for any service industry

**Roger Hallowell (1996):** The study has been focused on the relationships of customer satisfaction, customer reliability, and prosperity. In this paper customer satisfaction was measured into two ways. The measurement consists of responses to a single question on the customer satisfaction questionnaire and second indicator of customer satisfaction with service and price. Measure of customer loyalty was selected because they reflected both length (retention) and depth (cross sell) of the bank customer relationship

### **Ah-Keng Kau and Elizabeth Wan-Yiun Lah (2006):**

This study has been focused on the effect of service recovery on consumer satisfaction a comparison between complaints and non-complaints. In this study the service provided by mobile phone service providers in an Asian environment. It also reinforces the significant of identify justice in service recovery and debunk the existence of the recovery paradox effect. The primary objective of this study is to determine the effect s of service recovery on customer satisfaction in the mobile phone service in an Asian country. The study would inspect the awareness of justice in service improvement and now it affects the level of satisfaction. It aims to conclude the effect of satisfaction on behavioral out-comes of the affected consumers. If satisfactory recovery efforts would create greater satisfaction for customers who complained about a service failure compared to those who were satisfied with the service provided in the first place.

### **Research methodology:**

Data has been gathered through the sources of primary & secondary data collection methods. A survey technique is used in this study, while measuring the customer satisfaction. Questionnaire

is set covering the five major service parameters considered by me in my research study. Quality of a system depends upon several parameters. This study focuses on five basic service parameters: Network coverage, portability services, Value Added Services, Billing information & customer care. Questionnaire has been set covering all these parameters. Survey has been done with these questionnaires from various customers of different service providers in Allahabad. Likert scale is used as the measurement scale on five point ratings scale. For this customer survey has done on: strongly satisfied, Satisfied, undecided, Dissatisfied, strongly dissatisfied. Positive & negative questions are categorized so that proper weights can be assigned. Multiple regression analysis is done with customer satisfaction as dependent variable and network coverage, value added service, customer care, billing services, as independent variable to understand the correlation between satisfaction and factors. T-Test method is used to test the hypothesis.

### **Hypothesis:**

#### **Null Hypothesis**

There is no positive association between the quality of service parameters and customer satisfaction.

#### **Alternative hypothesis**

1. there is no positive association of network coverage with customer satisfaction
2. There is no positive association of billing services of mobile with the customer satisfaction.
3. There is no positive association of customer care of mobile services with customer satisfaction.
4. There is no positive association of portability of customer satisfaction
5. There is no neutral association of value added services with customer satisfaction.

**Test of hypothesis:** using T-Test

#### **Sample:**

Sampling is the process of selecting such set or group from bigger population, with which study can be performed. Stratified Random sampling technique is used for survey.

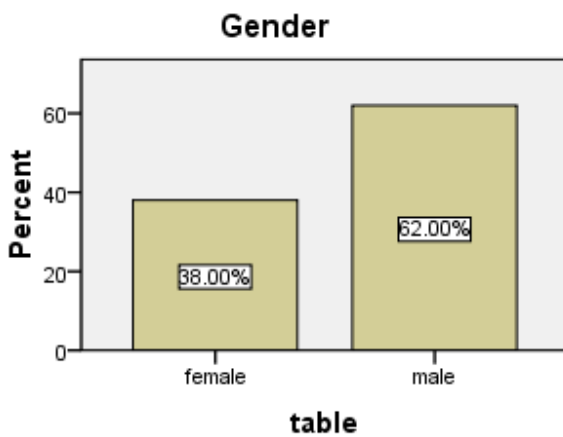
Sample size = 50

### **Data analysis:**

Data has been collected through several customers belonging to Allahabad. The data was gathered from different service providers covering Idea, Airtel, BSNL, Reliance, and Vodafone & DOCOMO. The collected data has been processed & analyzed according to the outline defined in Research Methodology chapter. Hypothesis testing is done through the Chi Square testing. SPSS Package is used to perform T-Test & to get the cross tabulation. The collected data has been edited & then coded to get the required result. Normality test is done through SPSS to check the data accuracy. Satisfaction with the overall value of the service is obtained through customer survey. Based on the five-point-scale the researcher has obtained the Percent of strongly satisfied, satisfied, undecided, dissatisfied, and strongly dissatisfied customers Outcome of this study includes design of the quality metrics and calculation of the overall satisfaction index

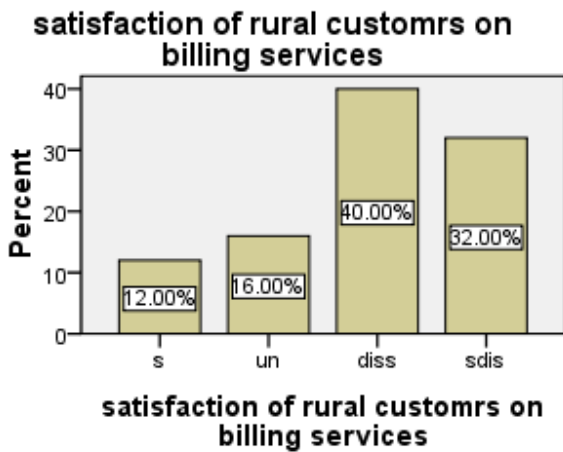
### **Results**

Factor analysis is done to get the major parameters and find - out the satisfaction of rural customers in percentages. It reveals that the network coverage, billing services, customer care, and value added a service emerges as major service parameters. Further these parameters have strong association with the customer satisfaction. Chi-square test was done on individual parameters rating and overall satisfaction.



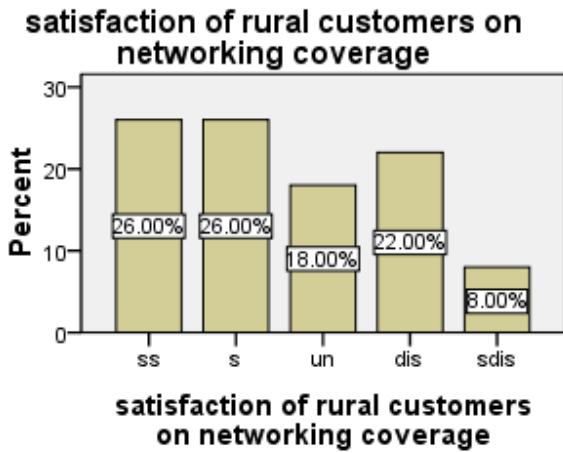
Graph-1

The above graph shows that 38% female respondent and 62% male respondents in this study.



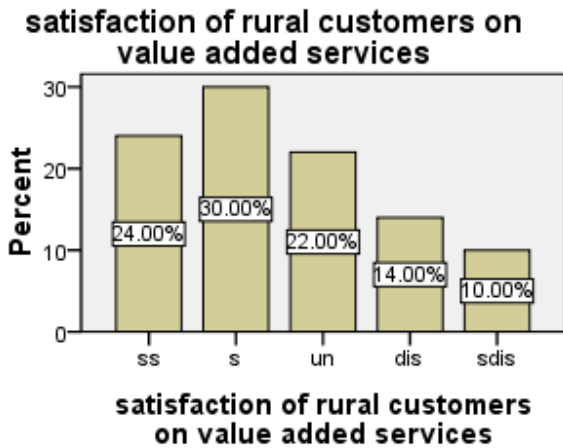
Graph-2

The above graph shows that only 12% rural customers are satisfied with the billing services because number of errors happen at the time bill payment number of extra charges included in post-paid services



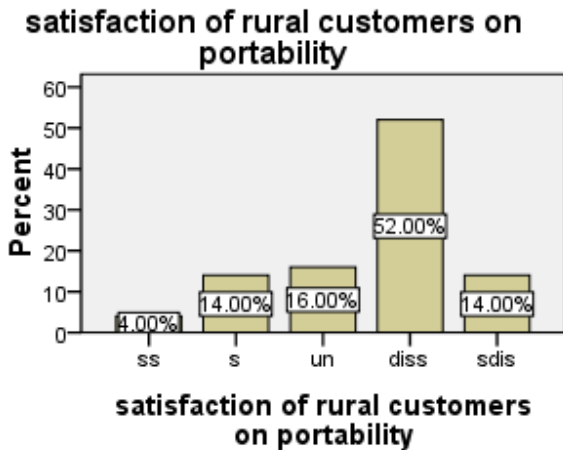
Graph-3

The above graph shows that 26% rural customers are satisfied with the network of mobile phone.



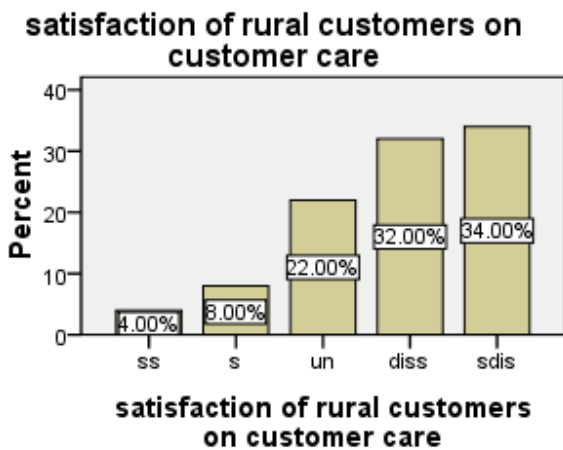
Graph-4

The above graph shows that the 30% rural customers are satisfied with value added services



Graph-5

The above graph shows that the 52% rural customers are dissatisfied with the portability of services because there are number of formalities have to completed and again pay charges at the time of changing services.



Graph-6

The above graph shows that the 34% rural customers are strongly dissatisfied with the customer care (help services) because customer care is not providing proper information to rural customers

**Conclusion:**



It is concluded on the basis of satisfaction of rural customers with mobile service providers in Allahabad. And it has been found in percentage of the satisfaction or dissatisfaction of the rural customers. In this research paper 62% male respondents and 38% female respondents. There is 40% rural customers are dissatisfied with billing service and 26% rural customers are strongly satisfied with network coverage, 30% rural customers are satisfied with value added services, 52% rural customers are dissatisfied with portability services and 34% rural customers are strongly dissatisfied with customer care. From the results obtained the study concludes that the customer awareness and customer hope this research findings will provide some base to raise the customer satisfaction by understanding the basic service parameters. Service providers have to put –up extra hard work to increase the satisfaction of rural customers.

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