

# Factors Affecting Customer Satisfaction and Its Level among the Mobile Customers in United Kingdom (UK)

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## Abstract

In the present days of market economy, proliferation of ICT, convergence of technology and perceptual changes in the mind set of the new generations it is becoming crucial to maintain customer satisfaction. The behavioural footing in customer satisfaction management and maintenance it is becoming important to identify the important factors effecting customer satisfaction. In this research I have found that customer satisfaction level varies among brands of mobile operators and it is seen that a significant number of the young and also the matured are using more than one SIM. It is also found that Service quality, Perceived Value, Price Fairness, Customer Service, Complaint Handling, Trustworthiness, Internal Satisfaction, Knowledge on Customer needs and wants, demographics, and image etc. affect customer satisfaction. Customer satisfaction can give loyal customers and helps in customer retention, which ultimately gives profitable customers. Among the respondents female were comparatively higher than male. Among the present network used by the respondents O2 is highest and followed by Vodafone and Orange. 95% were found to be using mobile and 52% of them use more than one SIM. In case of performance the respondents viewed Vodafone as the top performer in case of Service Quality, and Marketing Communication, whereas, Virgin performed best in case of Customer Care. In all the three parameters of Service Quality, Customer Care, and Marketing Communication Orange performed on the second levels than Vodafone and Virgin. O2 performed third in case of Service Quality, and Marketing Communication.

**Keywords:** Customer satisfaction, ICT, Mobile Company, United Kingdom, etc.

## Introduction

### 1.1 Introduction

Telecommunication expertise endows enterprise and industry to augment at a much quicker stride while simultaneously assisting to the financial development (Kramer *et. al.* 2007). A business can runs its different stakeholders dealing with personal conduction. Nowadays rapid change in technological advancement in telecommunication industry has been giving advantages to many businesses for their success and growth. With telecommunication opportunities a customer is conducted by the businesses. The dealings by communication makes the customers or business needs so rapidly which have given an extra role in relational management. Telecommunication infrastructure can be dependable sign of financial development (Hazela, 2005). It works as a component that reproduce financial development by supplying paid work, advancing enterprise effectiveness and assisting in the direction of worldwide investments. Growing customer's desires for bargain, accessible and effective connection modes have produced in to phenomenal development of mobile telephone industry round the world in general and particularly in EU and UK.

This sector is treated as a very comparable industry (McIntosh and Nelson, 2007). Increasing affray as well as moving market dynamics adds new trials to mobile service providers in both evolved and evolving countries. Hence, diverse schemes have been utilised to stay comparable in the market, extending from decreasing operational charges, inserting new goods or services, appealing new customers to sustaining customers' loyalty. Realising it is exorbitant to appeal new customers other than to sustain the living ones, numerous telecommunication businesses yield specific vigilance in the direction of the latter. In other phrases, keeping living customers becomes very critical to double-check survival in their very business. Therefore, telecommunication providers should completely attentive of customers' desires and wants. But regardless, before embarking any schemes to sustain their living customers, it is paramount to correctly measure determinants of customers' satisfaction, loyalty.

The telecommunications industry is one of the very fast increasing businesses in the United Kingdom (UK) (Ofcom, 2010). Not only this, telecom industry is now a foremost financial supplier in the developed part in the UK. The cause for advancing the industry is the altering life method and buyer demand on innovative technology. Consumers habitually have exceptional psychological require to utilize their consumers' utility. Mobile telephone expertise has assisted persons to become wireless while communicative with their gazes and with the increasing convergence in the ICT part at large the Telco part is in boom. The expanded demand of utilizing the mobile telephone expertise in the UK market, buyers now have been glimpsing day by day a distinct kind of new lifetime characteristics in mobile telephone with increased version. With the expanded demand, academics and managerial grade professionals require more foremost aim on the industry for conceiving more demand of innovative expertise which can appeal the imminent demand of customers. In the study, it will be

critically assessed the diverse achievement components portraying in the industry that conceives comparable advantages.

On the other hand, highly persuaded customers makes replicate buys and notify other ones about their good knowledge with the product. The key is to agree customer anticipations with business performance. Smart businesses objective to great delight customers by undertaking only what they can consign, then consigning more than they promise. A dissatisfied customer can notify seven to 20 persons about their contradictory experience. A persuaded customer will only notify three to five persons about their affirmative experience. Thus working out customer's satisfaction its components is vital to maintain comparable benefit in this ever open market economy.

The study is conducted to investigate the mobile telecommunication customers satisfaction influenced with various factors. For the purpose, at first it was identified the scope of the study, research aim and objectives, research problem etc. Secondly, it is intended to review all customer related literatures for identifying the theories and statements involve with the research topic. The literature will help to conclude the research at the end. In third chapter, it will be made a methodological framework by which a research approach, strategy and data collection method and techniques will be identified. In the fourth chapter, it will be investigated collected primary and secondary data for analysis. Those data will guide to conclude the research by the help of literature found in the chapter two. At the end a realistic recommendation will be provided to finish the dissertation report.

## **1.2 Background Of The Study**

The mobile telecommunication market in the United Kingdom is rapidly grown market with addition of many features involve with it. According to the Office of the Telecommunication (Ofcom), it is the highest grown industry in comparison to any other industry in the UK (Ofcom, 2011). The telephone system was not so impressive decades ago while only analogue telephonic system was developed. Now newly added with mobile telephonic system creates a dynamic environment in every section of the society. When it started its journey before 1990, it was only featured with SMS and other normal game option. Now scenario of mobile phone features has been changed with the change of mobile processor system. Every mobile now works as a computer machine in hand for different type work other than calling. The customer requirement and satisfaction level also changed into different level by opportunities of development of consumer electronics. The factors of customer satisfaction is depends on competitive advantages of mobile use by the provider. The study is a great scope to identify the factors affecting to the customers satisfaction with different level in the UK mobile telecommunications market.

## **1.3 Scope of the Study**

The study has enclosed the satisfaction and conclusion producing components of the customers of mobile service. It has enclosed the UK market and the operators without differentiating technological dissimilarities like 2g or 3g. Among the components, merchandise associated, method associated and association associated components were covered. Though satisfaction could have some demographic footing it was not enclosed in the study. That is, no relatedness is assessed and only the occurrence associated data and investigates was done.

The study provided the essential data and delineated the critical components leveraging the developed development through presentation betterment in the UK mobile market. There are numerous mobile phone businesses in the UK such as: Orange, 3, O2, T-mobile, Vodafone, Virgin mobile (Which, 2011). The study enclosed the consideration on customer satisfaction topic between all the mobile telephone businesses in the UK in periods of components mattered. There are numerous criteria by which usually the mobile telephone industry becomes biggest industry in the UK. The study will give suggestion of the components and their significance grade to the customers that can finally boost customer satisfaction in the mobile telecommunication market in UK.

## **1.4 Aim and Objectives of The Study**

The aim of the study is simple and it will involve investigating various customers' satisfaction factors in the mobile telecom industry in the United Kingdom. The aim and objectives of the study will lead the research into fruitful way to get conclusions. The study will explore the satisfaction factors and level of customers in the mobile phone industry. The study will cover up the following specific objectives:

- i) To assess the factors affecting customer satisfaction in the mobile customers
- ii) To look into the level of customer satisfaction in the mobile telecommunication industry
- iii) To identify loyalty level of customers in terms of satisfaction

## **1.5 The Scenario of Mobile Telecom Industry in the UK**

There are many mobile telecom operators or providers in the mobile telecom market in the UK. All are not majors. Some of them are plays a great role in mainstream market and some of them are community market. O2,

Three, T-mobile, Orange, Vodafone are major mobile phone service provider in the UK mainstream market (Ofcom, 2011). The competition in this sector makes the customer satisfaction level very high in according to the dynamicity in every second (Ofcom, 2010). When one mobile company featured as advantage either by network facilities or by contract facilities then another mobile company featured their service with more advantageous features for the customers. The market is not only influenced by mobile provider but also influenced by mobile manufacturer (Mintel, 2010). It is found 40% market share by combined network approach of T-mobile and Orange started from 2008 (Keynote, 2010). According to the Mintel (2010), there are 61.4 million mobile phone users in the UK from its global user of 76.9 million. The users are from different age group people in the society. Mintel (2009) investigated demographic involvement in mobile using. The satisfaction of those customers involve with different socio-demographic and other service factors in the existing situation.

### 1.6 Research Questions

In the telecommunications industry, there are numerous foremost tendencies discovered in relative to the presentation (Gruber, 2003) that nearly associated with satisfaction of the customers. There are numerous mobile businesses in the UK evolving important competitor in the industry. In this lifetime, the foremost tendencies in the natural environment of mobile companies gravitate in the direction of an international scale. With this, mobile companies find them faced with the dispute of making new and better goods at decreased cost and market price. Aside from this, the globalization tendency is furthermore leveraging the way a mobile firm functions in the international market. Additionally, globalization calls for the industry to conceive schemes which will double-check that the biggest scope of merchandise enhancement is taken contain of. With these moves arrive the absolutely crucial and important functions that innovative undertakings play in the organization's administration of its diverse components and presentation in the context of totality reflects not only the presentation of the merchandise or service but furthermore the other proportions and purposeful localities of the association and her communication.

With these tendencies, mobile companies should spark new passions (Jonash, 2000). The natural environment where mobile companies pertains supervise these tendencies through the use of the data expertise scheme and the use of the internet to recognize how these tendencies could influence their mobile business and how they will be adept to contend effectiveness with these trends. Nonetheless, the emergences of distinct mobile telephone providers have influenced the organizational competitiveness of industry like mobile firms. The study will aim to response the next questions:

- i) What is the living position of mobile businesses, expressly in periods of share in customer preference?
- ii) What are the components customers give significance in selecting mobile operators?
- iii) What components sway customers buying conclusion supportive a specific company/brand?
- iv) What is the satisfaction grade of mobile customers

## ■ Literature Review

### 2.1 Introduction

The cause for considering this section is to illustrate the researcher's familiarity with living information of the subject locality and to supply insights in the field. Its prime reason is to clarify the topics of the study beginning with key words. As such, it has been contended that reconsidering the publications is in itself a 'research activity' that can make assistance to information (Easterby-Smith et. al., 2008). More usually, it is glimpsed as a way of evolving a rationale for the implication of the study and significantly where it will lead. A productive reconsider will present the case and the context for the suggested study and it is, thus, 'important to illustrate the connection of the work to preceding study in the area (Lee and Lings, 2008, p78). It will furthermore usually assist in evolving contentions in favour of the study procedure utilized in the study.

The reconsider, although, has reason other than to easily illustrate information of preceding work in the area and the study procedures publications boasts numerous attitudes as to the multiple reasons of the review. For demonstration, exception from supplying the backdrop to the study and recognizing up to designated day arguments, matters and inquiries in the area, it is proposed that it may be utilized to supply delineations to clarify how periods are being utilized in the context of the study and it may be utilized to display how your work expands, trials or locations a gap in work in the area of interest.

There are numerous situations in the area of study to take as a case study or any kind of study strategy. Whatever the case, a well undertook publications reconsider can assist in next significant matters:

- It assists to recount a theme of concern and perfect either study inquiries or main headings in which to look;
- It presents a clear recount and evaluation of the ideas and notions that have acquainted study into the theme of interest;
- It clarifies the connection to preceding study and best features where new study may assist by recognizing study possibilities which have been unseen so far in the literature;

- It reconsiders attitudes and presents insights into the theme of concern that are both methodological and substantive;
- It assists find out schemes and methodologies befitting to the study inquiry and objectives;
- It presents the theoretical and methodological contexts for the suggested study which illustrates why it is significant and timely;
- It illustrates forces of critical investigation by, for conceded assumptions underpinning preceding study and recognizing the possibilities of restoring them with alternate assumptions;
- It supports any new study through a logical critique of what has gone before and illustrates why new study is both timely and important;

The span and pattern of this counts upon if a deductive or inductive study scheme has been adopted.

## **2.2 The Mobile Market In The UK**

Now a day's communication industry is a vital and most important industry in the UK. By the passing of the time these sorts of industry increasing gradually from five years. In the year of 2007 the telecommunication company income of 61.5bn and 8% was the outstanding boost. As a result having such a good income like this and by the help of this sort of income in the UK market this industry become one of the largest scale of the industry. In the UK the fund that comes from the mobile phone. So there as an investigation on these sort of all the company about the telecommunication and the result shows that it is the telecommunication which has the high revenue then the other company in the UK. The telecommunication company is the foremost company in the sector of business in the UK. In the United Kingdom BT is one of the leading telecommunication company and in contrast of with the other company BT is now going down and that is happen over the in between the year of 2002-2007. For the telecommunication industry players it has permitted gradually augment in its industry capacity and share. There are various types of the telecommunication company in the United Kingdom and they are able to lead the company very fast. Among those types of company the name of some leading company are given bellow: 1) Orange, 2) Vodafone, 3) T-Mobile, 4) O2, 5) 3, 6) Virgin

### **2.2.1 Industry Competitive Landscape**

In the virgin there is powerful fight or have the ability to provide best service to the customer. Now a days £3 is going to hold a totally dynamics approach with the services of 3G services. Here it is a matter of great importance that in the year of 2007 the industry of the telecommunication increased 4%. Another tremendous change within this time is with a boost in 60% in 2007. The 3G attachments begun to boost in number all through 2007. Mature people are more moved in the bearing of SMS as in assessment to the web middle of the road on the mobile. 59 billion text message were dispatched all through the year in 2007 which was a help by 28% in 2006. O2 took over Vodafone in 2007 as the largest cross section in periods of retail income. The allotments of retail earnings of Vodafone grow to increase in 2007 in assessment to Orange, 3 UK and T-Mobile. In periods of earnings O2, including Tesco Mobile, was proficient to improve £4.1 billion. Vodafone advanced the indistinguishable number while T-Mobile and Virgin Mobile drew up £2.7 (mill/bill) in incomes. Orange expanded from £3.0 to £3.2 in 2007 while 3G bosses 3K had livelihood of £1.1. Middle earnings for every subscription has witnessed a help owed to the 17% support in SMS pay for every connection which can moreover be seen in SMS tendencies regarded ensuing on. Middle livelihood for non SMS information and realities and numbers utilities turned down in 2007 owed to differing unlimited information and certainties and numbers bundles which have been particularly generally enjoyed with the buyers.

The growth in SMS as well as MMS notes was influential in 2007. Add up to number of extroverted notes witnessed a support in 36% with 59.1 billion notes being sent. 1% of these wages run over to MMS while remnant was benchmark quick messages. This is an infrastructure from 17.6 billion in 2002 with the vast-scale jump event from 2006-2007. The figures of subscriptions have besides been extending progressively with a support of 3.7 million subscriptions from 2006. The breakdown of the total subscribers is as follows

- Vodafone: 16.5 million subscriptions
- O2: 20.0 million subscriptions
- T-Mobile: 17.3 million subscriptions
- Orange: 15.7 million subscriptions
- 3UK: 4.0 million subscriptions

Source: Ofcom/operators

### 2.2.2 Telecommunication market developments

Indicators	UK	France	Germany	Italy	USA	Canada	Japan
Telecoms service revenues	£26.9 bn	£24.4 bn	£30.4 bn	£20.5 bn	£133.0 bn	£14.2 bn	£50.4 bn
Telecoms revenues per capita	£443	£382	£369	£353	£442	£432	£395
Fixed lines per 100 population	55.5	45.1	66.0	44.4	53.1	58.3	47.4
Monthly outbound fixed-line minutes per capita	203	138	171	122	223	182	78
Mobile connections per 100 population	121.0	86.9	117.9	154.4	85.3	61.6	78.9
Share of mobile post-pay connections	36%	66%	45%	10%	92%	78%	98%
3G connections per 100 population	20.6	9.2	10.6	41.4	14.0	0.9	65.4
Monthly outbound mobile minutes per capita	136	130	69	136	588	261	103
Broadband connections per 100 population	59.9	58.0	49.8	40.7	61.3	66.1	57.2
DSL as % of broadband connections	77.9	95.2	94.4	96.8	42.1	41.0	46.4

Source: IDATE/Operators/national regulators, The International Communications Market, Office of communications, United Kingdom

The significance of telecommunication part is not tough to glimpse while it has large influence on the humanity and finances of the country. The facts and numbers overhead show that, in periods of income, the telecoms part develops over £350 per head in each of the countries; round three times as much as TV and wireless combined. IDATE approximates that international telecoms service incomes were over £800 bn in 2007 (approximately matching to the GDP of Spain), with a farther L174bn developed by telecoms gear. And of course, these direct incomes are only part of the story; telecommunications are a key enabler for nearly all industry in the world. As 'multiplier' industry, buying into in telecommunications consigns financial advantages in periods of productivity and paid work far after the telecommunications industry (GSMA, 2008). More tough to quantify is the transformative communal influence of expansion in telecommunications; inside the last ten years the most of persons in all of the UK's comparator nations have come by a mobile telephone and started to use the internet, basically altering the world in which persons live. The market organisations, take-up and use of communications technologies over the comparable nations of the UK have been analyzed by Ofcom.

### 2.2.3 Wireless data services: The current challenge

Mobile telephones are progressively impelling the restrict of customary connection capabilities as they now often proceed as wireless multimedia computers. Implementing several characteristics in the mobile telephone endows apparatus manufactures and mobile operators to provide a differentiated goods and services. However, the dimensions of the handset market and the increasing complexity of market segmentation are producing it hard for operators to consolidate their offering. Mobile operators are actually construction their services in the pattern of portals founded on diverse applications; these portals are sensibly chosen to goal distinct buyer groups. At large these are called Value Added Services and it would not be astonishing to find income from VAS may surpass income from general calling services. On the other hand other industry furthermore have positively affected mobile telecommunication sector. Mobile Banking is one of the increasing sub-sectors that are giving another increase in expanding use of mobile communication.

Although operators are buying into hugely in their systems, mobile facts and numbers services and apparatus grants in alignment to supply advancing value of service to their customers, very little has been finished to decrease the gap between the subscriber's charge and services offered. This gap is showed by the adversities came across by the mobile operators when establishing new mobile submissions and services on distinct handsets, organising living services over distinct apparatus in their portfolio and organizing the customer know-how without expanding investments on exorbitant customer care agencies and call centres.

Launches of new services are so far coordinated with sales of new apparatus, which are often very powerfully subsidized. Once these services are commenced, the customer is often left without assist either to

find out any new characteristics or to reconfigure the handset in order that the new services can be accessed. Furthermore, when bugs and handicapping obvious errors happen, the apparatus has to be recalled for exorbitant fix or even replacement, a method that furthermore acquires a decrease of hours/days of airtime when the apparatus becomes disabled.

In this age of convergence one of the major trials in mobile facts and numbers service provisioning is to sustain relentless high value interaction between mobile apparatus and interactive submissions and services. The method of organizing, consigning, establishing, uninstalling and upgrading these submissions and services over a kind of apparatus is founded on applying an ecosystem adept of manipulating distinct kinds mobile programs and firmware assets, as they are dynamically found out or lost throughout mobile interaction. In supplement, operators are progressively requiring larger flexibility from apparatus vendors, as they become keener on customized handsets that persuade explicit obligations configured for exact operators' service portals. Therefore, it is a vendor's proficiency to add flexibility to its apparatus through the use of distinct accessible mobile programs constituents that is evolving a progressively significant trading point.

Mobile programs expertise development is altering very quickly due to the increasing number of submissions sustained by mobile operators' portals. This entails that the complexity of service consignment in the mobile market will boost quickly over the next couple of years. Many mobile operators have discerned that the number of data-capable apparatus forms has tripled inside the last two years (Informa, 2008).

The pace at which the programs expertise has altered in the mobile market in latest years, the variety of OSs, UIs and submission stages vying in this market and the expanding rate at which mobile apparatus are reaching all present operators with several trials, but the most pressing is to find effective modes to organize these apparatus for a better service proposing, a convincing customer know-how, customer satisfaction and churn decrease, as well as optimized operational costs.

Mobile operators will progressively have to handle procedures in a natural environment created of multiple permutations and blends of services, apparatus and fatal programs to appeal customers. Given these spectacular alterations, mobile operators should address several matters associated to service and apparatus management:

- They will have to conclude if they desire to support multiple kinds of apparatus and programs fatal stages (e.g. Java, BREW, Symbian, Microsoft, Linux, Adobe Flash, etc.) or if they desire to standardize on a lone submission stage, OS and U I.
- Operators will have to restrict get access to their services to accepted apparatus only.
- For each fatal programs bundle boasted in their portfolio, operators will require to work out mobile apparatus lifecycles, encompassing functioning scheme support and submission upgrades.

In short, in a natural environment where mobile services were voice and SMS-centric the points overhead did not present a genuine dispute to operators. However, with increasing number of submissions sustained by mobile operators' portals, increased by the emergence of broadband systems such EV-DO, WCDMA and HSDPA, the complexity of service consignment in the Mobile market will boost quickly over the next couple of years. The complexity will be even more spoke with the increase in the number of apparatus programs implementations driven by distinct OSs, submissions stages and UIs carrying operators' facts and numbers portals and services.

#### **2.2.4 Market situation**

In the year 2009 the rate of mobile access rate increase and it is a matter of great success that in the year it goes 126.2% and that is the higher rate. That time the users of the mobile were optimized. From the per customer the income was totally mentionable and in the year 2007 it was £253.6 when in the year of 2008 it was £245.7%. In UK there were more then 30 mobile operators and by given proper service to the customer they are doing well. About to the TV or the mobile TV there have been not so much trail of these sort of TV. Still now they have the proper circulation of this. There was a good comment about the entire mobile from the UK MNOs. Some of the company mentioned about the mobile TV that it was a one type business market. In the year 2009 they started fixed telecommunication for the medium market.

Earlier in that year T mobile and Orange mobile jointly make a venture and make a agreement that they will have the 50 fifty percentages of their profit. Later for those two of the mobile operators the share need to be forward and within 2009, October the subscribes were 20% as well as 21%.

#### **2.2.5 Impact of development of Operating System in Mobile Industry**

History has shown that, in numerous industry, a proceed from proprietary expertise to more open and interoperable expertise has endowed expansion of the market. In the wireless industry, third-party programs and hardware development has conceived many of concern in an open OS. The OSs in the wireless handset market are actually moving from being proprietary stages to more open schemes, with continual enhancement of the submission programming interface (API) and U I.

During the last couple of years, considerable advancement has been made in the development of hardware answers for wireless apparatus, which will undoubtedly boost the development of programs solutions.

Only collaboration between programs answers presents and hardware manufacturers will endow the essential improvement in handsets to be recognized if they are to support future lifetime mobile wireless communications services. Intensifying affray in the wireless OS market has triggered a signal of alterations and expansion amidst players battling in the direction of a widespread aim of being the lone OS that power the next lifetime of wireless phones. The route in the direction of a normalized OS examines ever more perplexing and slower.

Over the next couple of years, smart-phone OS vendors will request to expand their apply as they take benefit of the drop in cost of incorporating sophisticated computing power into handsets and the clear buyer advantages conveyed by native applications. Smartphone OSs will become a comparable alternate to proprietary OS in some characteristic wealthy devices. At the identical time, operators will greeting the adoption of a lesser number of wireless OS stages in order that content can be made accessible to broader audience.

Moreover, while the introduction of Apple has apparently altered the dynamics of the smart-phone market, it is the open OS class that will override smart-phone sales over the next five years. Undoubtedly, the head cause for this is openness. With an open architecture, an OS for example Symbian or Microsoft WM attracts a large developer community, which in turn develops a high capacity of value content accessible for downloads from a broad variety of sources. The dimensions of the developer community and the kind of circulation passages for this kind of apparatus has the result of decreasing charges, which has been intensified by the supplemented decrease in royalty payments. Furthermore, as open smart-phone OSs are not controlled solely by one handset vendor, different that for RIM's Blackberry and Apple's iPhone, their application and their financing for R&D is broader than these 'proprietary' smart-phone OSs. It furthermore permits for larger buyer alternative and operator handset selection. However, numerous players now face an expanding risk from wireless Linux OSs, which have listed an unbelievable development over the last two years. The buzz round Linux come to a new high over the last year, not only be obliged to the development of Linux-powered apparatus from the likes of Trolltech and MontaVista and newcomers for example WindRiver and Access/Palmsource, but furthermore furthered with the creation of three new wireless Linux standardization initiatives. These were granted farther impetus with the origin of Open Handset Alliance (OHA) in November 2007.

Launched in November 2007, the Open Handset Alliance comprises 34 constituents from over the mobile industry worth chain. Android was offered as the OHA's first junction project; the use of Android as a centre fatal programs stage is assisting to unify the OHA, giving it a clear roadmap and boosting a very broad firm promise to the OS framework. Android was based in 2003 and then came by Google in July 2005. While run-time functioning scheme (RTOS) vendors, for example Mentor Graphics and ENEA, take steps to proceed up the OS ladder by supplementing multimedia and submission support to their customary baseband offerings, players higher in the string of connections, for example Symbian and Microsoft, are in turn going down the ladder by incorporating real-time stakes into their OSs. There is a clear require for RTOS vendors to reposition themselves in the worth string of connections and conceive direct connections with operators and handset manufacturers.

### **2.2.6 Telecom — a short story in time**

At the beginning of the 1990s the system of global communication was establish and in short it can be named GSM. Now days the achievement are huge and by the passing of time there has some problem also. After these at the end of the two years there was a bulletin in the news paper saying that for the mobile telecommunication GSM has an abnormal effect to its quality.

At first two G provide their service to their customers giving the opportunity of SMS and the voice and it was in the year of 1990. At that time new voice mail has arrived to the services and with this customers were very happy. With the voce mail if a person send a voice call to another person and at that time if that person busy or unable to receive the call hey may able to send a message of voice and that is called voice mail. After receiving the voice mail when it is possible for that person then it is possible for that person what other person sent him. That is the action about the voice mail. At the beginning of the year 1990 the SMS service was increased and people used to take the opportunity of SMS hugely. But on the other hand the telecommunications were thinking about the invention of the next step about the 3G.

That year all the companies were thinking about the primitiveness of the 3G. in the year 2004 the main invention of three G take place to the telecommunications. There are so many business sector in the around the world and among them recently telecommunication has tremendous change and revolution. Now a days without the telecommunication it is quite impossible even to think the daily life. Now it works as vital issues of the people. As an exhibition, at present in 2000, 500 million SMSs were dispatched each day adjust the universe (climbing to over 1 billion for every day in December 2002). Around that time, each distinctive was occupied advertising 3G and going via auto the charges for its spectrum and the much-foreseed WAP utilities falling short to impact, the industry went into discouragement for a twosome of years, going at once again adjust 2004. These miserable times still torment the portable aids industry and more modest its energy to take potential outcomes and trial revamped things. While this could sound decreasing on any individual's energy, the versatile telecom industry has been skilled to approach an extraordinary number of clients, and these clients not just utilize utilities

like SMS, ringtone and recreation downloads, but they are moreover orchestrated to yield for those utilities. Thusly, the telecom industry today is gigantic in assessment with different industry, for exhibition music.

### 2.3 Customer Satisfaction

There are various idea goes from various types of authors. It is the satisfaction which is the psychological idea and has the idea of delight that comes from any sources. It is one kind of mind set judgement and it is the only outcome of thing and have nothing abnormal of this. Customer satisfaction is one kind of evaluation which is made by the customers (Bruhn, 2003). In an open definition in the year of 1997 Oliver said it is the unit of delight ness that comes from any sort of sources. (Gronroos, 2000)'It is the customer satisfaction what increase the company's value and help to circulate their product worldwide'. It is one type ongoing connection which help to make the people to create attraction on the reason of the satisfaction. Here in this study the satisfaction of the customer designed to only promotion or to provide the best service to the customer (Cronin & Taylor, 1992). There is other way to satisfy the customer and that is the presentation of the product or the service. On the other the company may take this as the vital point to increase the amount of their customers. Customer satisfaction is fully the matter of customer's own view (Vavra, 1997). This is one type of out look about the customer. As a result satisfaction is to way of the success and by the satisfaction of the customer the company may have the opportunity of increase their capital. So the customer satisfaction is very important for the company. Here customer satisfaction is totally conceptualizes as well as this is totally affective. In the sector of buyer it is the customer satisfaction that gives an extra mental stress. It is the customer who should be satisfied by any sources and have the right of the take benefit that provide from the company. Customer fulfilment constitutes a mental organize in buyer brain where anticipation considering a deal or merchandise presentation is executed. A reconsider of publications revealed that not less than two distinct conceptualizing of end user satisfaction assemble exist. Transaction exact conceptualize customer satisfaction as one time mail buy valuation. Another contentious topic in client satisfaction publication is if satisfaction is cognitive or affective. Even though most intellectuals, especially promoters of disconfirmation ideas, outlook satisfaction as a method, but the environment of satisfaction method continues vague. Whereas several writers sustain that satisfaction is a cognitive evaluation engaging a evaluation of product/service offerings from a contributor contrary to anticipations, other intellectuals orate that the sensitivity of satisfaction comprise an affecting or sentimental state of brain that is shaped during the method of service consignment where customers meet service knowledge that sway their feelings. Alternatively, increasing satisfaction mentions to general assessment following usage for a time span of time (Fornell, 1992; Fornell et al., 1996). growing assemble of satisfaction is more applicable to service part, particularly in case of relentless service contributors as is the case in telecommunication. nonetheless, the disagreement in characterising client satisfaction develops farther confrontations in characterizing how to assess it. As to if customer satisfaction is a conclusion or a method, numerous early delineations conceptualized satisfaction as a method which is actually the superior outlook held by nearly every intellectual (Oliver, 1980; Parasuraman et al., 1988). The method viewpoint presumes that consumer satisfaction is a sense of satisfaction that effects from the method of matching seen presentation and one or more analytical measures, for example anticipations or yearns (Khalifa & Liu, 2002). This viewpoint is stranded in the expectancy disconfirmation idea suggested by Richard Oliver (Oliver, 1980) Client is persuaded if the presentation of product/ service is identical to his/her anticipations (affirmative disconfirmation) and he/she is disappointed if the product/ service presentation is seen to be underneath his/her anticipation (negative disconfirmation). If anticipation passes seen presentation, the customer is highly satisfied.

#### 2.3.1 Factors Affecting Customer Satisfaction

There are various factors influence customer satisfaction which is identified through components identification by Taylor and Baker (1994) and Rust and Oliver (1994). Some of them included with clients expectations. The accomplishment of a powerful customer satisfaction is nearly associated to the comprehending customer desires and anticipations. Clients expectation can be divided into several components (Kano, 2001)

- Basic desires — In the Kano model, customer satisfaction is in the quality of products and services. A customer can be dissatisfied if there is presence of lower quality that he/ she expect. However, there is a lacking of satisfaction among the customers.
- Expected needs — expected needs imply expected quality. An expected need is the second stage of customer expectation. It can be described by the augmentation of a service.
- Excitement needs — this can be described by a stage when do not express their needs in words but express in signs or attitudes. Attractive quality is the other state of excitement needs. If a business wants to win customers trust and reliability, they should fulfil all of the above needs. Thus a business can make a large base of customer which will generate business profits in future

Anderson, Fornell and Lehmann (1994) conducted a research with the help of some Swedish companies and concluded that anticipations and customer satisfaction have positive and significant relationship which is an important expects in service industry. Later, they modified their previous conclusion with the light



of previous knowledge, advocacy, words of mouth and media supports. Cadotte, Woodruff, and Jenkins (1987) reported same result before and described there is a considerable relationship between satisfaction and anticipations. A practical view, pre-purchase attitude can be reported by anticipation and an system of measurement of basic satisfaction process. Churchill and Suprenant (1982) conducted a research with various populations such as durable and non-durable products. They found two different types of result. First, according to their result, there is significant relationship between non-durable goods and anticipation but opposite scenario between durable goods and anticipation. In the same fashion, Oliver (1981) researched on retail shops and concluded that satisfaction is directly powered by anticipation. On the other hand, Spreng and Olvshavsky (1993) stated that there is no relationship between two variables. Although customer anticipation is not a part of this study but it has an impact on service marketing because consumers always compare between actual state of anticipation and their expectations.

### 2.3.2 Perceived Value

Zeithaml (1988) stated that perceived value can be measured by the cost a customer pays on the top of other value they charged for. This means a satisfactory level of customer which can be related as a process of evaluation. Furthermore, this author claimed that customers are satisfied if they realise their purchase is valuable than money what they spend.

Anderson et al. (1994) completed a research on mobile phone and commented that suggested that customer satisfaction is highly influenced by the seen value of mobile.

Previous study investigated that there are four characteristics, which are key drivers of the customer worth of cellular services: mesh value, cost, customer care, and individual advantages (Gerpott, 1998).

- The mesh value mentions to very good inside and outdoor treatment, voice clarity, and no attachment breakdowns.
- Price mentions to what is paid to get access to use the network.
- Customer care mentions to the value of the data swapped between customer and supplier or mesh provider in answer the mesh provider, for demonstration production of invoices.
- Personal advantages mention to the grade of insight of the advantages of mobile communications services by one-by-one customers.

Above four factors can be considered in the present study to work out with the satisfaction of the customers. Perceived value is also important to judge customer satisfaction.

### 2.3.3 Service Quality

Service quality is another influential factor which can assist to assist to satisfy a customer. Parasuraman et al (1988) stated that service value is a clear distinction between customer anticipations and insights of service. In other words, it is a difference between satisfaction and dissatisfaction. From a research result, Oliver (1993) service quality works as a catalyst of customer satisfaction. Therefore, service value id examined with the factors of transitional value and customers attitude.

Dabholkar et al. (1996) described the service value is a wall between customer satisfaction and general service quality. However, Fornell et al., (1996) argued that satisfaction is an outcome of service quality. Hurley and Estelami (1998) contended that satisfaction and service value is highly correlated there is causal connection between service value and satisfaction .

Gronroos (1984) asserted customer satisfactions are two types in a service environment such as purposeful and mechanical. On the other hand, functional value is defined by the delivered value of service or products. It is the methods when customer acts as a participant and service provider as a co-producer where business performance is a significant factors (Wiele et al., 2002). However, technical value is a transitional satisfaction that implies what customers get from a service. Purposeful value is interaction satisfaction that is equivalent to what customers get from interaction.

Dabholkar et al.(1996) classified service value into absolutely crucial and subsidiary. This authors also stated that interaction with service provider and customer are crucial with some considerable factors such as timing, flexibility and accessibility. There as some classification which are clearly defined by Parasuraman et al., (1991) as contractual (centre of the service) and the relational (customer-worked relationship) in a Service market.

Zeithaml et al. (1990) suggested a comprehensive insight of value evaluation and asserted that they are other components exception from the proportions of Parasuraman et al. (1988):

- Access — how so straightforward it is to arrive into communicate with the supplier. This is where place, unfastening hours, supplier accessibility, and other mechanical amenities belong.
- Communication — the proficiency to broadcast in an understandable way that is natural to customer.
- Credibility — mentioning to being adept to believe the supplier
- Courtesy — mentions to the supplier's demeanour, for demonstration politeness and kindness

Parasuraman et al. (1988), promise dimension is a blend of the integrity and courtesy proportions of Zeithaml et

al. (1990).

#### **2.3.4 Internal Satisfaction**

Fecikova (2004) undertook investigations on the catalogue procedure for customer satisfaction estimation with seating in Slovakia and described that the satisfaction of interior customers is one of the rudimentary components to persuade the external customer. Thus, she proposed that worker motivation and commitment can be accomplished through:

- Daily authority —Top administration agents inspire other ones through their performance.
- Top administration communicates their anticipations to the employees.
- Development of competencies — response on employees' presentation, work efforts, opening for development and enhancement of competencies.
- Corporation and worker keeping, and
- Good employed conditions

#### **2.3.5 Complaint Management**

Albrecht and Zemke (1985) discovered that of the customers who list accusations, between 54% and 70% will manage enterprise afresh with the business if their accusations are resolved. This number rises to 95% if the customer feels that the accusation was settled promptly. Customers who have deplored to a business and had their accusations satisfactorily settled notify a mean of five persons about the good remedy they received. Hart, et al., 1990, described that when the service provider acknowledges blame and resolves the difficulty when customers deplore, the customer becomes "bonded" to the company.

Levesque and McDougall (1996) in their case study on retail banking discovered out that if a service difficulty or customer accusation is sick or not correctly managed, it has a considerable influence on the customer's mind-set in the direction of the service provider. However, the study did not support the idea that good customer accusation administration directs to expanded customer satisfaction

#### **2.3.6 Customer Services**

Customer service is a scheme of undertakings that comprises customer support schemes, accusation processing, pace of accusation processing, alleviate of describing accusation and friendliness when describing accusation. Customer services are the possibilities for telecom service providers that are supplemented to wireless mesh other than voice services in which contents are either self made by service provider or supplied through strategic compliance with service provider (Kuo, Wu and Deng, 2009). The advanced customer services are the focal issue of the telecom service providers for communal as well as for financial reasons. From a communal issue of outlook, services should be accessible to the customers on sensible terms. As far as financial component is worried, services should persuade the desires of the customers (Turel and Serenko, 2006). For developing fulfillment betwixt clients, the telecom utility suppliers need to be supplemental truly painstaking for the client utilities they give. Fulfillment of client is absolutely unafraid by his assessment of aid supplied by a seal. The investigation of Ahn, Han and Lee (2006) presentations that when the clients, maintain not get their allegations prompted accurately, they begin searching for different marks. It happens since either the client aid cores operate not handle the denunciations or the clients are not skilled to location them respectably. Off and on again, telecom aid suppliers take a step back to determination the troubles such as cross section medicine or call esteem, the clients supervise not defer for extended and along these lines they lose fulfilment with that particular image (Ahn, Han and Lee, 2006). Moreover, the peaceable personality-set and gracious demeanour of the aid representatives at aid communities leaves an agreed impact on the client which advance in the course of client fulfilment.

#### **2.3.7 Price Fairness**

As per Kotler and Armstrong (2010) price is the remittance of dinero attributed for a stock or aid, or the increment of the benchmarks that clients trade for the preferences of having or using the stock or utility while Stanton, Michael and Bruce (1994) portrayed price as the recompense of money or articles needed to get some mix of an additional articles and its accompanying fixes. Price fairness is a very significant topic that directs in the direction of satisfaction. Charging equitable cost assists to evolve customer satisfaction and loyalty. Research has shown that customer's conclusion to accept specific cost has a direct bearing at satisfaction grade and commitment and obscurely.

#### **2.3.8 Trustworthiness**

Morgan and Hunt (1994) theorize that accept is a preeminent part that influences reciprocity firm pledges in continuum insignia accept control to insignia dedication. Consistent with Chauduri and Holbrook (2001) image think is precisely cohorted to both purchase and attitudinal devotion. Trust indicated by the clients is a critical segment that helps the acquaintanceship to keep up even throughout the time of mistrust

##### **2.3.2.8 Image**

Consciously or automatically customers use their preferences to task their own self image. According to the Belk's idea of expanded self, persons characterize themselves by the possessions they have, organize or conceive (Belk 1988). Consumers favour emblems with character traits that are congruent with the character traits that comprise their self schemas (Aaker, 1999) emblem commitment is furthermore leveraged by attractiveness of the

emblem character (Kim et al., 2001) and the span to which it enhances the self likeness (Tidwell and Horgan, 1993). Oliver (1999) contends that for completely bonded commitment the consumable should be part of the consumer's self-identity and his or her social-identity. According to Morgan and Hunt (1994) emblem believe directs to emblem commitment because believe conceives exchange connections that are highly valued. Chauduri and Holbrook (2001) discovered that emblem believe is exactly associated to both buy and attitudinal loyalty.

### **2.3.9 Level of relationship**

Loyalty is an aspiration to keep a precious or significant relationship. (Moorman et al., 1992), in this kind the establishment of commitment is fixed by the significance of applicable relationship.

The implication of customer commitment is that it is nearly interrelated to the company's proceeded reality and future development (Fornell, 1992). Customer commitment is the key attribute that has to be evolved if the businesses desire to mature and to advance its profitability in a saturated environment.

### **2.3.10 Demographics**

Bryant et al. (1996) undertook a study on 400 businesses utilizing the American Customer Satisfaction Index (ACSI) and illustrated that there is important connection and reliable dissimilarities in the grades of satisfaction amidst demographic groups:

- Sex — positively associated to satisfaction and feminine customers are more persuaded than the male customers. Female of all ages are more persuaded than the male. Women are more engaged with the method of buy and probably use the mobile telephone more for relational reasons (social mesh device) while men use it for purposeful reasons (businesses, sales, etc).
- Age — positively associated to satisfaction but the connection is not a directly line. Satisfaction rises with age. The foremost boost in satisfaction is glimpsed inside the age 55 and over.
- Income - the higher the earnings, the smaller the satisfaction grade is.
- In case of Location' (type of area); it is positively associated to satisfaction. Customers dwelling inside metropolitan localities (central town and suburban areas) are less persuaded than those customers in non-metropolitan areas.

## **2.4 Consequences of CS**

Several study works have shown that customer satisfaction is positively affiliated with attractive enterprise conclusions namely; Customer Loyalty, Customer Retention, and Customer Profitability. Gerpott et al. (2001) described that these penalties are significant goals for telecommunications operators to have better financial success.

### **2.4.1 Customer Loyalty**

Coyne (1989) asserted that customer satisfaction has discernable influence on customer commitment in that when satisfaction comes to a certain level; on the high edge, commitment rises dramatically, at the identical time, when satisfaction declines to a certain issue, commitment decreases identically dramatically. Fornell (1992) discovered out that there a affirmative connection between customer satisfaction and customer commitment but this attachment is not habitually a linear relation. This connection counts on components for example market guideline, swapping charges, emblem equity, and reality of commitment programs, proprietary expertise, and merchandise differentiation at the industry level

High grades of satisfaction lead to high grades of attitudinal loyalty. Attitudinal commitment engages distinct sentiments, which conceive a customer's general addition to a merchandise, service, or business (Lovelock et al., 2001). Gerpott et al. (2001) in their study of the German mobile telecommunication discovered that customer satisfaction is positively associated to customer commitment, and both components are significant paraments in the mobile telecommunications industry. Turel and Serenko, 2006, in their study of Canadian mobile telecommunications furthermore verified this finding.

### **2.4.2 Customer Retention**

Several study works have shown that there is affirmative connection between customer satisfaction and customer retention; customer satisfaction has a direct result on customer keeping (Rust and Subramaman, 1992); customer satisfaction is positively associated to customer keeping (Anderson and Sullivan, 1993); to keep a customer, it is essential to persuade him. Satisfied customer is more probable to come back and stay with a business than a dissatisfied customer who can conclude to proceed in another location ; satisfaction directs to keeping and the keeping is not easily because of custom, indifference or inertia ; customer keeping is centred to the development of enterprise connections, and these connections count on satisfaction (Eriksson and Vaghult, 2000); customer satisfaction is an antecedent of customer keeping ; customer satisfaction is a centred determinant of customer keeping (Gerpott et al., 2001);customer satisfaction is positively associated to customer keeping and the result varies by customer dimensions and the customer's present grade of satisfaction (Niraj et al., 2003).

### **2.4.3 Customer Profitability**

Andersson et al., (1994) discovered an important association between customer satisfaction and accounting come

back on assets .Littner and Larckner (1996) discovered that shareholder worth is highly elastic with esteem to customer satisfaction. Fornell et al., 1996, discovered out that customer satisfaction is considerably associated to firms' economic performance. The capacity of enterprise undertook with a firm is exactly associated to customer satisfaction, which in turns sway profitability .

The implication of this sub-section to this study is that it assists to supply better comprehending that customer satisfaction to some span sways commitment which in turn may sway keeping and profitability.

#### **2.4.4 Measurement of Customer Satisfaction**

Pizam & Ellis (1999, p.327) in their work commentary that "while most of these are founded on cognitive psychology, lately many researchers have tried to request CS ideas evolved by behaviourist in some areas. Out of the numerous ideas the most broadly utilized is the disconfirmation ideas and customer satisfaction index." To double-check the consistency of the outcomes, three forms of assessing CS were selected: One satisfaction catalogue, expressly the Minnesota Customer Satisfaction Index (MnCSI), satisfaction assess, and disconfirmation measures. Naumann (1995) conveyed that the causes for assessing customer satisfaction may alter amidst businesses, and the achievement of the estimation counts on if the estimation is integrated into the firm's business heritage or not. However, he proposed five causes for assessing customer satisfaction or five significant functions of customer satisfaction measurement:

- To get close to the customer — this will assist to realize customers more, their desires, the attributes that are most significant, and their result on the customer's conclusion producing, the relation significance of the attributes and the presentation evaluation of the firm consignment of each attribute. This method assists to supply endowing connection with customers.
- Measure relentless enhancement - the significant attributes of customers can be integrated into the interior estimation to assess the value-added method in the company. This method engages matching presentation contrary to interior measures (process command and improvement), and matching presentation contrary to external measures (benchmarking).
- To accomplish customer-driven enhancement — the facts and numbers assembled from customers can be evolved into causes of innovations and this can assist to accomplish customer propelled improvement. This needs a comprehensive database and not just notes of sales. This method assists to recognise possibilities for enhancement (quality costing).
- To assess comparable power and flaws - work out customer insights of comparable alternatives and companies.
- To connection customer satisfaction estimation facts and numbers to interior scheme
- Many associations work out criteria for estimation internally without an unquestionable comprehending of customer main concerns . This estimation is founded on the worth characterized by associations and not by the customers, thereby supplying incorrect information.
- Many businesses manage not assess customer satisfaction as methodical as construct constituent and those who assertion to manage so, present it an insufficient way.
- Difficulty in converting the customer satisfaction facts and numbers into activity inside the association (Wiele et al. 2002)

Feeikova (2004) contradicted with this estimation method in that it is an assess of customer dissatisfaction (no satisfaction) and may supply incorrect data with no likelihood for merchandise or service development and innovation. The criteria for estimation should be customer characterized so as to assemble investigate the befitting facts and numbers and supply applicable information. Thus, to get the right data, efforts should be made to filter out the irrelevant data and focus on the precious dimensions. A befitting device to accomplish this objective is to first perform a straightforward pre-study and from this a more productive study can be created. Therefore, for any business to accomplish factual customer satisfaction there should be:

- Customer-oriented culture
- Customer-centred business
- Employee empowerment
- Process ownership
- Team construction, and
- Partnering with customers and suppliers

He farther conveyed that the estimation study method includes:

- Survey methodologies
- Focus assemblies
- Standardized packages
- Various computer software

However, these usual estimation methods have some difficulties which include;

- Analytical — As this engages methods, prescribed methods, schemes that may alter in their

methodology to provide work comparability, etc

- Behavioural As engages the mind-set, convictions, insights, motivation, firm promise and producing demeanour of the persons engaged in the method that is tough to measure.
- Organizational as engages the organizational structure, data flows, administration method and business heritage it desires administration firm promise, objectivity, and neutrality.

Fecikova (2004) reported that there are other procedures for customer satisfaction estimation and these include;

1. The sign of customer satisfaction level

Hazes (1998) proposed that customer satisfaction could be measured as:

$$ICS = \frac{IRCS}{IOCS} \times 100 \text{ [%]}$$

ICS = increasing customer satisfaction

IRCS = the real value of the customer satisfaction index which is used routinely as a tool of customer satisfaction measurement.

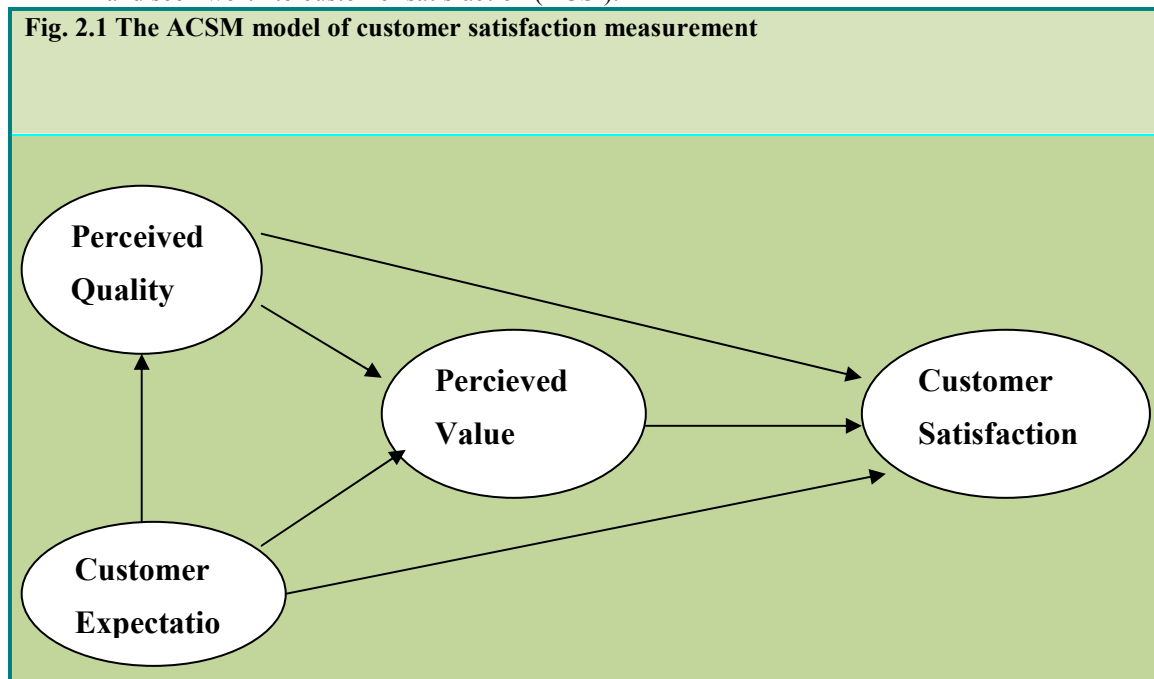
IOCS = the optimum value of such an index.

2. ACSM procedure of customer satisfaction measurement

The American Customer Satisfaction Model (ACSM) procedure is a set of causal formulas that link:

- ❖ Customer expectations
- ❖ perceived quality,
- ❖ and seen worth to customer satisfaction (ACSI).

**Fig. 2.1 The ACSM model of customer satisfaction measurement**



Source: Fornell et al.1996

Several the evaluation of customer satisfaction grades include: Gerpott et al. (2001) enquired the customer satisfaction grade of 684 residential customers of mobile operators in Germany utilizing the frequency circulation, the outcomes displayed that 28% of the respondents were absolutely persuaded and 6.3% were somewhat persuaded or not satisfied. Turel and Serenko, 2006, considered customer satisfaction grade of 210 juvenile mature individual mobile subscribers in Canada by acclimatizing the American Customer Satisfaction Model, the outcome got was 54.67%. This tally was somewhat reduced in evaluation to the 65% got by ACSI association for the USA in 2004.

**2.4.5 Benefits Of Measuring Cs:**

A research has been conducted by Fornell (1992) on the customer satisfaction and found that 100 companies among 30 industries in Sweden have ability to satisfy customer. Therefore, CS has following advantages i) measuring customer satisfaction can make future customer satisfied and pave the way of trade significantly. This result is highly crucial to the mobile industry because it operates business by long period of time contract with customers.

These advantages make customer satisfaction and its estimation an significant trading assemble, which is particularly absolutely crucial to the mobile telecoms industry in which the long-run connections between

operators and customers are of larger significance to enterprise performance.

In abstract of the publications reconsider we can state that customer satisfaction can be characterized as an "evaluation of the seen discrepancy between former anticipations and the genuine presentation of the product" (Oliver 1999). Customer satisfaction leads to the customer trust and loyalty. This is fully true for any business. Mobile service provider should follow this rule because research shows that customer satisfaction widens money-making doors and business expansion. Anderson, Fornell and Mazvancheryl, (2004) argued that duration of money making process for a company is very industry to industry. However, trust and loyalty customer can guarantee a consistent business. Therefore a firm should focus on the enhancement of service value and ascribe befitting equitable cost in alignment to persuade their customers who would finally assist the firm to keep its customers. It is a widespread occurrence that the services emblem boasts and the cost it alleges really work out the grade of satisfaction amidst its customers, than any other assess (Turel et al. 2006). Customer's engagement is furthermore significant as when purchaser address the merchandise significant and buys into time to request data then it finally enhances the satisfaction grade. This satisfaction may leverage the worried business by repurchase, buy of more goods, and affirmative phrase of mouth and enthusiasm of customer to yield more for the specific brand. Any enterprise is probable to misplace market share, customers and investors if it falls short to persuade customers as competently and effectively as its competitors is managing (Anderson, Fornell, and Mazvancheryl, 2004).

## 2.5 Conclusion:

Literature review chapter always help to identified related theories and information for the researcher by which a research gets its success at the end. It was collected different marketing literatures which were related with various factors of customers and other marketing strategies.

Main marketing situation of mobile phone companies in the United Kingdom were discussed in this chapter along with its marketing theories and literature. The main objectives of this chapter are to identify some literature which will help to identify data collection techniques in according to the research questions.

Customers' satisfaction is long time experiences of customers about the product and services of the customers. It never is assessed from one single day experience. Many factors depend on it. Demographic and market segmentation also helps to make satisfaction the customers.

## ■ Research Methodology

### 3.1 Introduction

A research is conducted with methodological framework where different components interrelated way influenced each other (Saunders *et. al.* 2009). But the process is sequential where one component plays a great role to identify and selection of other components. It is compared with an onion where different layers are different research components (Saunders *et. al.* 2009). The onion layer started with research paradigm in according to different philosophies. The philosophy is involved in research as because without philosophical involvement in a research study, a research cannot be implemented towards ending. That is why, research paradigm of research approach and strategy must be needed to discuss for concluding a research. For the purpose, at first research components in according to the Saunders *et. al.* (2009) will be discussed in this chapter to design of data collection method and techniques.

This part focuses on the study methods engaged in this study. It comprises of study conceive, study community, experiment and trying methods, facts and numbers assemblage devices, management of the equipment, validity and reliability of the study equipment, procedure of facts and numbers investigation and difficulties came across on the area in the course of this study. For the reason of this study, review studies conceive was adopted. This is because review studies conceive assists in assembling facts and numbers from constituents of a community in other to work out their present rank in that community with esteem to one or more variables.

### 3.2 Research Paradigm and Philosophy

Research paradigm referred as research model where views of the researcher plays great role to implement the research towards research approach and strategy. Before conducting a research, it is necessary to set up what paradigm model need to use for the current research study. Research paradigm is mixed with philosophical background (Saunders *et. al.* 2009). It is the model of research by which an individual person's belief is getting influenced. Many scholars stated many ways about research paradigm. From those Gliner and Morgan (2000, p.17) stated as follows: "a way of thinking about and conducting a research. It is not strictly a methodology, but more of a philosophy that guides how the research is to be conducted". It means that a research paradigm is a methodological model which influenced by philosophies of outer world. A full research is influenced by a chosen paradigm. Researcher personal beliefs and experiences also play role towards paradigm. This also influences to select the approach by which an important component of research is getting done. The research

approach determines how a strategy will apply to conduct the research. All necessarily defined interrelated components are discussed in Saunders *et. al.* (2009) defined onion method. The onions layers are defined as comparison to research components.

There are many philosophies may be involved in research study. The main philosophies are positivism and interpretivism paradigm. Those paradigms are dealt with philosophical background to view the research topic. Some topics are qualitative and some are quantitative. The contents also depend in generalisation and non-generalised view of the results. The paradigm also identifies the research sampling to reflect the population. The discussion will be made later in this chapter.

According to Saunders *et. al.* (2009), interpretivism paradigm is a research paradigm which opposite of the positivism paradigm. Zikmund and Babin (2010) stated this paradigm is involved in human opinion to understand the world. The interpretivism paradigm will discuss the research finding in details with small sampled data. The case will be contained with many components of human opinion and personal beliefs which cannot be concluded in generalised form while positivism paradigm do. The study is that's why interpretivism paradigm. The positivism paradigm is suitable for quantitative research where sample size is very big and reflects the total population. The investigation with positivism is not possible with case study strategy as because it is not discussing all sample and data in details. The process is not possible as well to discuss more. This positivism paradigm is applicable to statistical analysis of sample found from probability sampling which directly related with the population and can be reflected those sample in generalised view. But in the human opinion mix with different psychological background and their personal result of interaction, therefore it is possible to conduct a case study strategy for qualitative research with interpretivism paradigm. Later in this chapter, it will be discussed which research approach is suitable for interpretivism paradigm.

### 3.3 Research Approach

Following identification of the research paradigm, a research approach will be identified for selecting a research strategy which will be fruitful for conducting a research study. It is approached a research with two types of research approach: deductive and inductive. In deductive approach, it is formulated some theories as hypothesis in the beginning for testing with the collected data from different sources (Zikmund and Babin, 2010; Saunders *et. al.* 2009). The process is deductive as because the predetermined hypothesis are getting tested with the field data. On other hand, when a field data help to formulate theory which is called as inductive approach. Collected data helps to formulate the theory at the end. In this detail observation is done on sample without generalising the population. The current study will involve identifying the research theory of customer satisfaction in case of mobile telecom industry in the UK. It could be deductive approach but no previous hypothesis will be tested from field data.

### 3.4 Research Strategy

Following to the research approach, it is important to know which strategy is suitable to conduct the research. Walsh and Wiggins (2003) investigated research strategy's dealt in examining of questions of the research. According to the Saunders *et. al.* (2009), there is many research strategies can be applied to the research problem. Survey strategy is suitable for quantitative research where field data were collected as quantity and described analysis is done with statistical analysis of probability. This strategy is suitable for positivism paradigm and deductive approach. On the other hand, only case strategy is suitable for described research approach and paradigm. It is also helpful to work with small sample size where a details analysis is possible about field data. The data are not reflecting population in the case study strategy. Therefore the study will be conducted through an intensive approach of case study strategy for getting data from different sources and making conclusion. The mobile telecommunication industry is a particular industry where marketing strategies influence customers' satisfaction. The satisfaction is non-parametric reactive elements may be found from customers opinion. The study will be investigated in details about the factors of customers' satisfaction in the study with multi-truths and experiences to conclude the topic. That is why; it is suitable way to conduct the research with case study strategy.

### 3.5 Type of Data and Data Collection Methods

In every research, data are media of communicating facts of the research without any biased way. Data are scattered in the real world with many forms (Saunders *et. al.* 2009). All data are not required in particular study. It needs to be organised and methodologically identified what's the sources of that data. Data assemblage procedures are significant as because facts and numbers is giving the message to resolve the title. There are two kinds of facts and numbers causes in the area of knowledge. One kind of facts and numbers currently resides in the area as a publication which desires to be coordinated and balanced is called lesser data. Though causes are data but as it desires to be processed afresh that is why it is called data. Another kind of facts and numbers is prime facts and numbers which are comprised in people's attitude, outlooks, their convictions etc. These facts and numbers require assembling in agreeable process. Both kinds of facts and numbers are recounted below.

### 3.5.1 Secondary Data

Secondary facts and numbers are the facts and numbers from past works, notes of associations, released works, report, data, living facts and numbers groundwork, etc. Other than giving living image on the subject or things of the study lesser facts and numbers are mostly required when study needs investigation of variables on a time span in the past. Time sequence facts and numbers of any variables is an overly utilized demonstration of lesser data.

But it is significant to assess the validity, integrity and suitability of the lesser facts and numbers before use. In latest times as most of the associations are evolving their world broad web occurrence numerous of the lesser facts and numbers now a day can be assembled from the websites and internet.

In this study data from industry commanding administration, associations in addition to organizational yearly accounts was used.

### 3.5.2 Primary data

As its name is primary, it means that the data is raw. Raw means it is unprocessed. Singh and Mangat (1996) recount prime facts and numbers are raw and arrive from exclusive source. It has some benefits for example 1) associated to study inquiry 2) validity and reliability are higher 3) prime facts and numbers can address all kinds of study inquiries on the other hand, it has couple of handicaps like 1) it is costly to assemble facts and numbers 2) some time it can hold up study 3) some kinds of information is required to assemble data. These data are required to process by researcher own initiative to get conclusion along with secondary data. Secondary data might be limited with its collection and resource availability. These primary data also may be full with that kind of limitation but it is required by researcher own initiative.

#### 3.5.2.1 Collection technique

This methods broadly utilized method in qualitative study where one desires to assemble facts and numbers from the respondent in short time span time frame. For getting answers in questionnaire, it was conceived 13 major inquiries where some of them conceived as demographic, some of them conceived as subcomponent of major component. It was utilized two kind of answer procedure in questionnaire such as: obligatory by 'yes' or no' answer and point scale by 'agree' strongly agree' neither acquiesce neither disagree' disagree" strongly disagree' option. The answers will be displayed in graphical representation with their percentages of answers either pie or bar graph. This is due to the reason of the administration of study findings.

The study mostly counts on prime facts and numbers assembled from face to face interview with the mobile users though a semi organized questionnaire. The inquiries were all ranking kinds and yes/no types. It was collected sample from five different places of London such as: Oxford Street, Tottenham Court Road, Holborn, Marble Arch and Stratford International.

#### 3.5.2.2 Source of primary data and collection location

All the mobile users and customers in the UK are the community for the study and the source are determined to be the customers inside all age variety and sex. As the mobile users and customers are the prime users I favoured as discovered to be convenient; Oxford Street, Tottenham Court Road, Holborn, Marble Arch, Stratford International localities for assembling data.

### 3.6 Sampling

According to the Saunders *et. al.* (2009), when dimensions of the experiment facts and numbers is intentionally decreased for the cause of assembling facts and numbers from subgroup other than all likely situations or components then method is treated as Sampling of data. From the community experiment is taken founded on study objectives. Two kinds of methods for trying in qualitative study are utilized for example i) Probability trying and ii) Non-probability sampling. In this study trying has been finished for i) As community is so large-scale and exorbitant and time spending to get all facts and numbers from the full populations, thus it was finished with sampling. ii) Due to the cross-sectional set about, thus study desires to complete in a specific time and iii) by trying, it got fast result.

The procedures for trying have finished with the non-probability sampling. The cause for selecting that trying is that study inquiries were not responses with statistical investigation of parametric variables (Saunders *et. al.* 2009). Non-probability trying commonly is utilized in the qualitative research. As this study is the constituent of descriptive and not any quantified constituent on it, thus it is utilized non-probability trying in qualitative approach.

#### 3.6.1 Sample Size

The experiment dimensions was furthermore determined founded on convenience and presumed to be non probabilistic. The total respondents were 100 individuals of the Oxford Street, Tottenham Court Road, Holborn, Marble Arch, and Stratford International. From each of the locality identical number of experiment were collected. The questionnaire was pretested amidst 10 trials before genuine facts and numbers collection.



### 3.7 Data Analysis

Data were coded and went into excel to make the descriptive investigates utilizing signify, mode, and percentage of respondents. No accelerate grade statistical investigates were done. Only the identification of components from customers' answer is taken as occurrence of the variable. No relational investigation is done. Neither any estimation of the satisfaction grade is done. But the grade of satisfaction, significance granted to components and variables, and mind-set in the direction of the emblem presentation is approximated as per hundred of respondents.

### ■Data Analysis and Findings

#### 4.0 Introduction

This chapter employs analysis of found data in descriptive statistics. As the customers were source of satisfaction, therefore it was investigated through customers' responses in percentages about the various factors of it. In the study, it is analysed their responses and socio-demographic situation either through 'yes' or 'no' option or likert five scale option. All responses were represented from percentages in the pie or bar graph.

#### 4.1 Findings From Secondary Sources

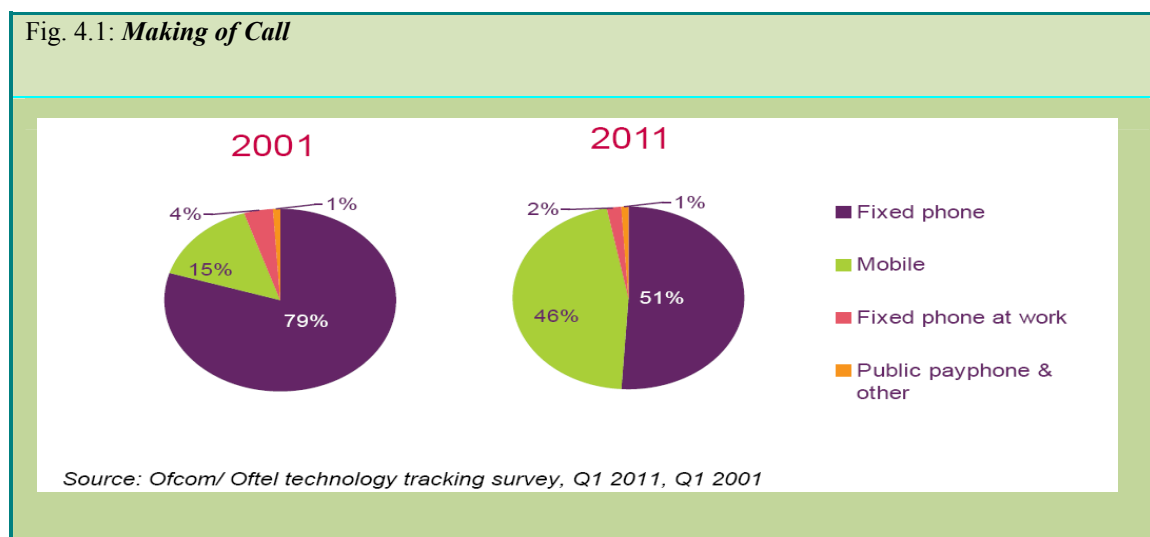
Finding from secondary sources were different recorded data published in different time in respect mobile telecommunication industry in the UK.

**Table 4.1: Basic facts mobile telecom industry**

	2005	2006	2007	2008	2009	2010
Mobile voice call minutes (billions)	71	82	100	111	118	125
Mobile retail revenues (£bn)	13.1	13.9	15.0	15.4	14.9	15.1
Active mobile connections per 100 population	108.8	115.2	120.5	124.5	129.5	130.1

Source: Ofcom (2011)

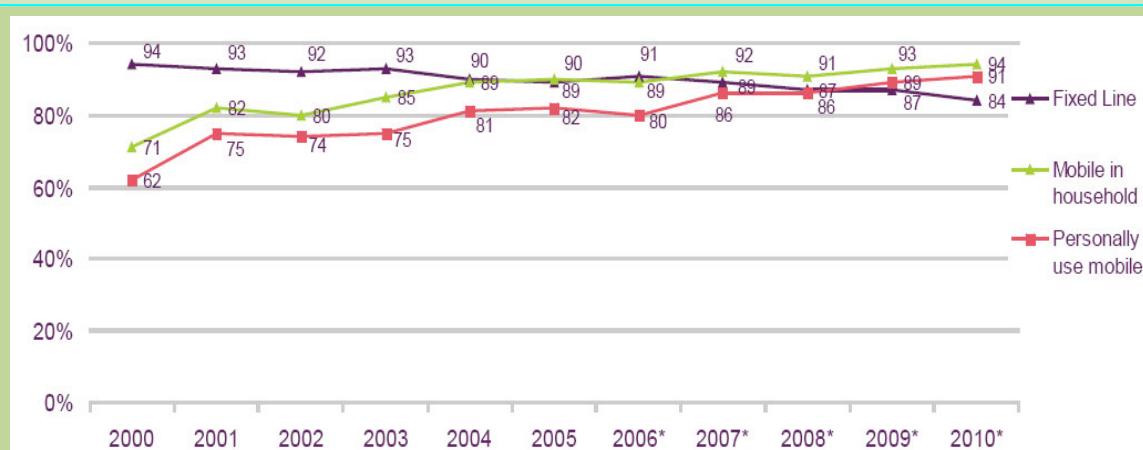
According to the Ofcom (2011) report, it has been increasing mobile call minutes in every year significantly with increased revenues. It is also a concerned issue that all connections are not active though mobile phone was given.



Take-up of mobile services in the chart which is given bellow is showing the tendency of having mobile phone or ownership of the mobile in the UK and it is among the adults as well as the house holder. The meaning of the house hold penetration is minimum or at least one mobile there may have in all the houses in the UK. After that the mobile owner of the adults who have a mobile phone personally or use mobile phone at least monthly will be compared with the householder. Now a day's mobile phone has become a vital element of our daily life. There was a survey in the UK and got the result that more that which extremely needless to say that mobile phone is available more than ninety four per cent of household. Here one thing should be mentionable that now a day's mobile phone is more significant as well as the favour at then the fix land line connection. From that corner more than 84% of the householder have the mobile connection or have the mobile phone. Another

important matter of fact is that in the United Kingdom the mobile phones are used among the adults and it in about the ninety one per cent (91%). The adults are having the majority of holding mobile phone in the UK. All these are clearly showing in the graph which is given bellow.

Fig 4.2: Usage of mobile in the period of 2000 to 2010



Source: Ofcom communications tracking survey

Base: All adults 15+ (Q4 2000, 2133) (Q4 2001, 2159) (Q4 2002, 2138), (Q4 2003, 2150) (Q4 2004,

Some significant highlights of the recent trends in mobile market of UK.

In the country of England and the country of Scotland shows that the user of the personal mobile phone raise up. The ratio shows that in the country England it is 90% and other country Scotland it is 85%. Now a day the use of personal mobile phone is increasing rapidly.

### Multiple SIM

It means having more connection than the other people; today multiple SIM connection is increasing very fast as mentioned before to have the connection. In this section having multiple like having a SIM to the people they used to have another SIM for their work place or used to have another mobile phone connection for work. All the connection was well connected and they are able to have this for the paid beforehand. If we mention to provide an example about multiple SIM than have to say in the United Kingdom where more connection are having to the people and for highest proportion of the mobile connections and more than one connection are remain active to the customers. The multiple mobile connection was totally remain active for all along, and not for a single second the line is not go under dead unless some unexpected events. In the United Kingdom the highest mobile account is being for prepay account. Because, it is safe or to use easy successfully. As it is cutting the highest proportion of the connection it means people are getting or felling comfortable by the use of prepay connection as I mentioned earlier customer can make the connection or it remain the connection active at one time. Another important matter is that there is one reason behind the customers getting highest interest of the prepay connection and this is for the easy to get the connection. Sometimes it happen like this the SIM may be given free of cost and it is not always, just when there is going a promotion or the frequently use or tariffs.

### Contract Package

It is a great and recently the mobile company introduces the SIM contract packages after maintaining some procedure. Procedure means the customer have to provide some information including his age, date of birth, full address etc than the customer may have the SIM after finishing the deeds about that the customer have to pay a certain amount of money every month. This may go up to 24 month. That SIM can be used by n the SIM totally able to perform with any type of the handset to perform with the network.

Consumers sign up to relatively short (from one month) rolling contracts.

At the beginning of the year 2005 the users of the contract packages have been raise very fast. It is because this service has gain the overall minds of the customer as well as customers are very happy with that sort of the packages. It is here mentionable that in the United Kingdom now 44% of the users of the mobile are

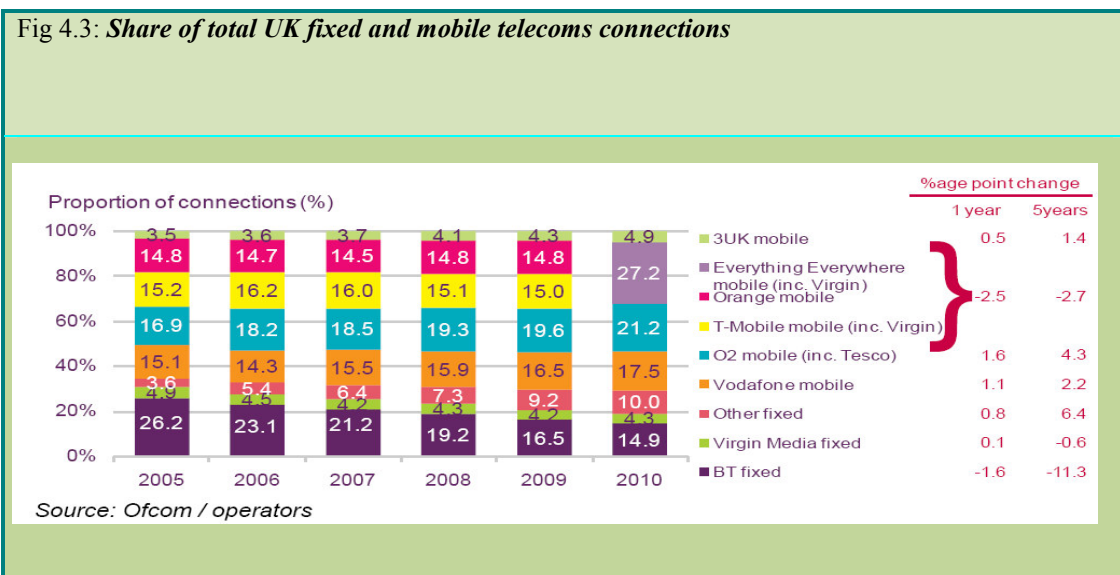
related with the contract packages or services. To pre-pay customers these packages offer benefits particularly attractive. There are other section of the contract and that is only four per cent of the customer have a SIM contract only.

They furnish more terrific adaptability than conventional contract bundles, permitting shoppers to hold some level of control over their spending while feasibly profiting from the more level call accuses partnered of contract telephones.

### Mobile operators

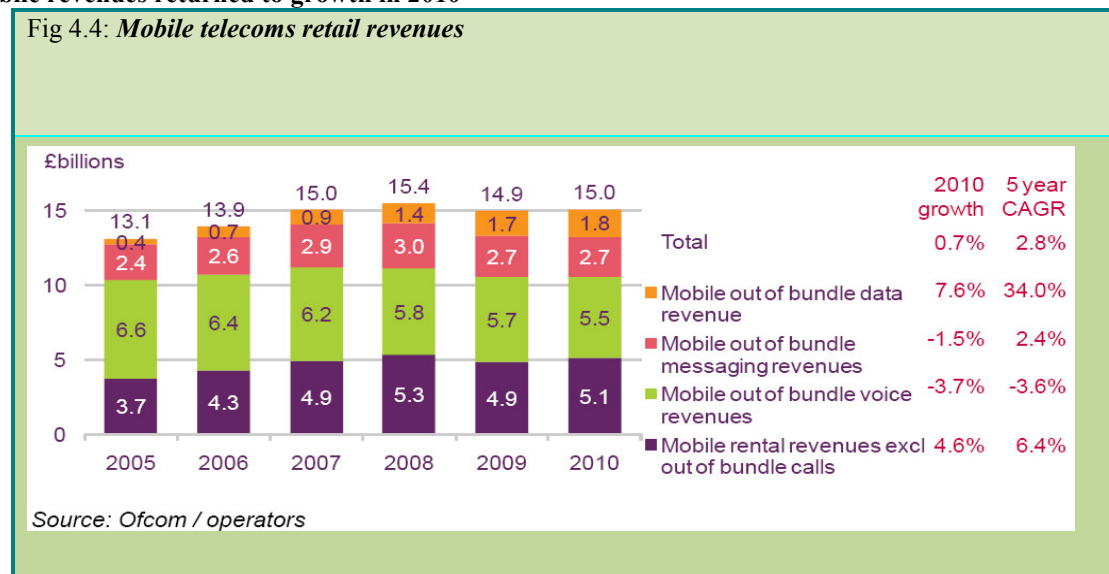
There are now four portable lattice specialists (MNOs) offering portable utilities on a far-reaching premise, taking after the merger of Orange and T-Mobile in 2010 (which shaped a newfangled team called Everything Everywhere Ltd.). The alternate lattices have a place with Vodafone, O2 and 3. Likewise there are around 100 virtual versatile lattice specialists (MVNOs) and versatile utility suppliers. A MVNO or versatile aid supplier is an outfit that purchases broadcast appointment from one of the five lattice drivers and resells it under an unexpected mark name. For instance, Virgin utilizes the T-Mobile lattice and Tesco Mobile utilizes the O2 lattice. From ethnic and foreigner assembles a unique run of MVNOs and utility suppliers has freshly started, offering specialty utilities for example level-expense global calls to clients.

Fig 4.3: *Share of total UK fixed and mobile telecoms connections*



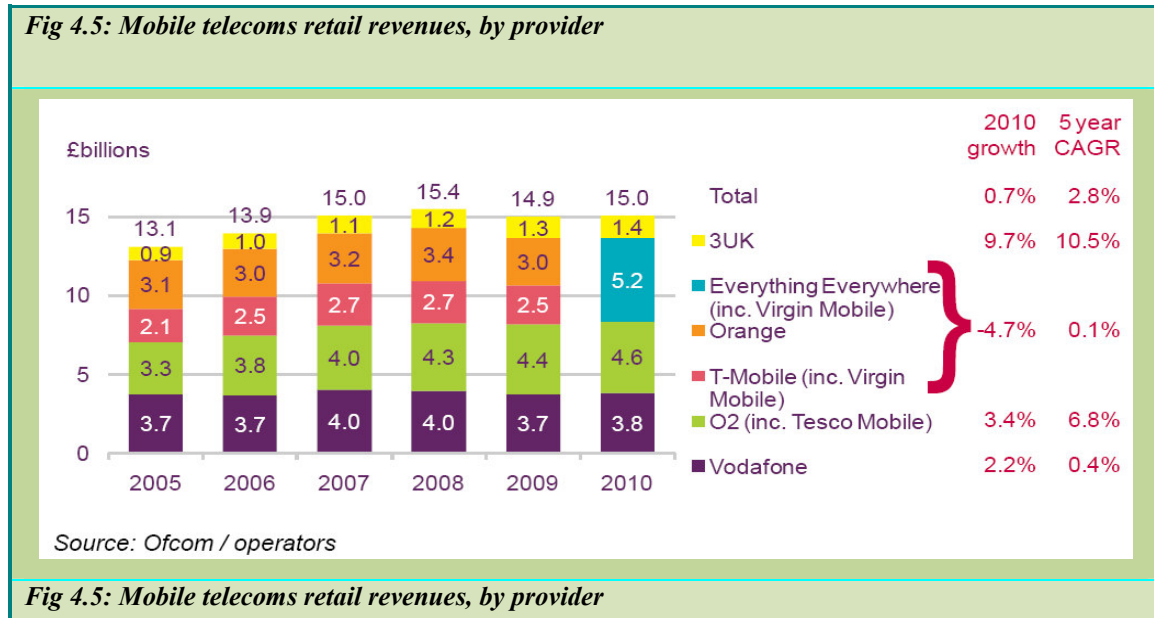
### Mobile revenues returned to growth in 2010

Fig 4.4: *Mobile telecoms retail revenues*



Having fallen by 3.3% in 2009, versatile incomes came back to development in 2010, granted that the rate of build (0.7%) was a quarter the 2.8% midpoint over the five years to 2010. The most impressive income build was in rental incomes, which developed by £0.2bn as the proportion of portable subscribers with post-pay contracts expanded. Yet, incomes from out-of-pack utilities fell as a higher proportion of users accepted voice, informing and information stipends. The one special case to this was out-of-pack information income, which expanded by 7.6%, doubtlessly as an effect of development in the utilization of sharp telephones, absolutely right around pre-pay users, and more minor information stipends/capricious levels of information utilize around buyers.

**Fig 4.5: Mobile telecoms retail revenues, by provider**



**Fig 4.5: Mobile telecoms retail revenues, by provider**

#### 4.2 Findings from Primary Sources

The primary sources are the mainly customers opinion. At first, demographic questions were designed in questionnaire technique by which customers' personal socio-economic situation and circumstances were explored. Then it was designed factors of customers satisfaction related questions which were mainly related to research questions. These answers will be found in percentages of descriptive or qualitative contents of the research. These will help to conclude the research with concentrated form responses.

##### 4.2.1 Demographic profile of the respondents

Following tables show the demographic profile of the respondents under the study. The demographic situation is dependent on the customers own age, gender, job status etc. These will help to identify the nature of the customers respondents own position in socio-economic conditions.

**Table 4.1: Respondents age group**

Age Group	% of respondents
Under 18	4%
18 – 25	26%
25 – 34	30%
34 – 44	25%
44 +	15%
Total	100%

In Fig 4.1, it shows that majority of the respondents were from age between 25 and 34 years old. Next major percentages were between age 18 and 25 followed by age group 34 and 44. Majority of the respondents can be said to be young to middle age (other than the last two age groups) and they were 60% among the total respondents. Middle age group people have fascination about mobile using as because mobile holding is a consumers electronics product. The tendency of getting a product is not similar in all age group people in the market. It is necessary to know how customers respondents in according to their age.

##### 4.2.2 Age and gender

In Fig 4.2, it was concentrated on age demography along with their gender participation. Majority of the

respondents were found from female gender group. However, it was also differentiate with percentage in according to the age in relationship with their gender. It can be seen that respondents have quite an equal representation in terms of gender though female are a bit higher with 4% than male. Again, the females are more concentrated on the 'below 18' and '34 to 44' age group.

Mobile use status	% of respondents
Yes	95
No	05
Total	100

**Table 4.2:** Age and gender (% of respondents)

Age	Male	Female
Under 18	75%	25%
18 – 25	38%	62%
25 – 34	47%	53%
34 – 44	64%	36%
44 +	33%	67%
Total	48%	52%

#### 4.2.3 Findings from questionnaire questions

##### 4.2.3.1 Status of mobile use

In response to question no 4 "Do you use Mobile?" 95% are found to be using mobile. Mobile is necessary for daily life in any part of the world. It mixed with our daily life. The main opportunity of mobile using is anytime a person can communicate with other person.

**If 'yes' in above question, which is your first network provider?**

**Table 4.3:** Frequency in according to network provider

Brands	Frequency
Vodafone	22
O2	27
T-Mobile	21
Orange	18
3UK	7
Total	95

In Fig 4.6, it shows that the distribution of mobile brand share. Among the first network providers of the respondents O2 holds highest percentage (29%) share followed by Vodafone and T-Mobile.

##### 4.2.3.2 Customers network provider

There are many network provider provide network service for mobile phone user. Among them major provider are Vodafone, O2, T-mobile, Orange, 3UK. The frequencies of uses were not same which are as follows:

**Table 4.4:** Customer network provider

Brands	Frequency
Vodafone	24
O2	26
T-Mobile	18
Orange	19
3UK	8
Total	95

Among the present network used by the respondents O2 is highest and followed by Vodafone Orange.

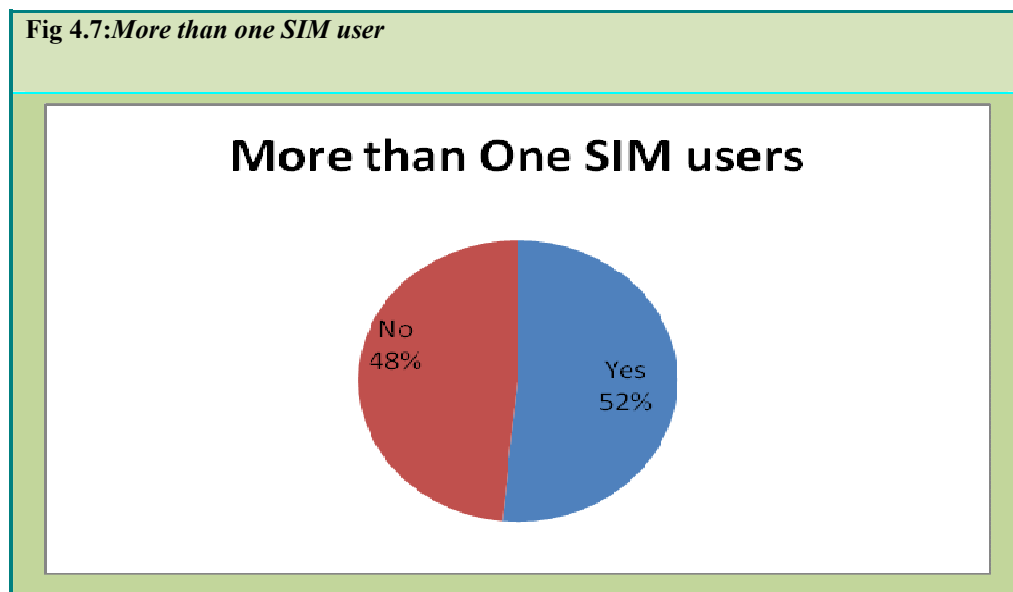
##### 4.2.3.3 Number of mobile SIM use

Many users are using mobile SIM more than one. It was found similar proportion of mobile phone user with more than one SIM. Almost of half of the respondents use more than one SIM among the respondents.

**Table 4.5:** Number of SIM user in according to mobile connection

Use of more than one SIM/Mobile Connection	% of respondents
Yes	52%
No	48%
Total	100

**Fig 4.7: More than one SIM user**



#### 4.2.3.3.1 Age group wise more than one SIM users

It was also investigated mobile SIM users in according to their age in different age group.

Age Group	Mobile Users	More than one SIM holders among Mobile Users
Under 18	25%	0%
18 – 25	96%	68%
25 – 34	97%	66%
34 – 44	100%	36%
44 +	100%	27%
Overall	95%	52%

With an overall Mobile Users of 95% among respondents, it is seen from the above table that young (from 18 to 25 and 25 to 34 also) are a significant portion of mobile users who use more than one SIM. In overall almost half of the responding mobile users use more than one SIM.

#### If Yes to above; how many?

How Many SIM/Mobile Connection	% of respondents
2	84%
More than 2	16%
Total (Among 49)	100%

Most of the users (84%) who use more than one SIM use actually two SIM and 16% of the respondents use more than two SIM.

#### 4.2.3.4 When you buy the mobile connection or choosing the operator which information you have considered and with what importance level?

No.	Information Types	Most important	Important	not so important	Less important	Not important at all
1	service price	25%	55%	14%	4%	2%
2	Voice and sound quality	72%	24%	3%	1%	0%
3.	After sales service	47%	46%	2%	4%	0%
4.	Recommendation from others	15%	22%	31%	20%	13%
5.	Network coverage	38%	46%	5%	7%	3%
6.	Customer Care	61%	34%	2%	3%	0%
7.	Complaint Handling	68%	27%	2%	2%	0%
8.	Additional Benefit	17%	27%	35%	13%	8%
9.	Corporate or Brand Image	9%	33%	46%	9%	2%

From the above table it can be seen that all of the identified factors are more or less used by all of the

respondents except a few cases like ‘Recommendation

from others ‘ (13%), ‘Additional Benefit’ (8%), ‘Same Number Anywhere’ (19%) that were not deemed important at all by the percentage of respondents shown in parentheses that is more than 5% of the respondents. On the other hand, ‘voice and sound quality’ (72%), ‘Complaint Handling’ (68%) and ‘Customer Care’ (61%) were given highest level of importance by highest level of respondents respectively as shown in the adjacent parentheses. In the next level of importance ‘Service Price’ (54%), ‘Value Added Service’ (52%), ‘After sales service’ and ‘Network Coverage’ each with 46% of response were mentioned as important factor of consideration and used information on those factors respectively.

**4.2.3.5 Please tick (✓) the following performance parameters about your mobile operator:**

	Performance parameter	Excellent	Very good	Moderate	Poor	Very poor
a.	Low price promise	12%	24%	47%	13%	4%
b.	Quality of sound	31%	33%	30%	5%	1%
c.	Network Coverage	34%	40%	12%	9%	5%
d.	After sales service	18%	35%	26%	11%	10%
d.	customer service	12%	54%	13%	16%	10%
e.	Fast service at any query	11%	12%	39%	14%	24%
f.	Bill payment Method	24%	42%	13%	21%	20%

From the above table the lead (highest) percentage point on each of the performance parameters and there level of quality are shown in the following table. But if we take only the response rates on different evaluation grades we can see that highest level of response in Excellent category is in favour of Network Coverage and Quality of Sound, whereas, in case of very good Customer Service is the top scorer. In case of Moderate Low price promise, in case of Poor Bill Payment Method and in case of Very Poor Fast Service at Any Query got the highest response.

	Performance parameter	Lead response rate in favour	Quality Attribute of the Performance
a.	Low price promise	47%	Moderate
b.	Quality of sound	33%	Very Good
c.	Network Coverage	40%	Very Good
d.	After sales service	35%	Very Good
e.	customer service	54%	Very Good
f.	Fast service at any query	39%	Moderate
g.	Bill payment Method	42%	Very Good

From the above table it can be said that ‘customer service’ deemed better performed in case of own operators according to the respondents. Bill Payment Method and Network Coverage have the next highest level of response in favor respectively that got evaluation of ‘very good’. On the other hand, Low price promise got the highest level of response in moderate category. The followers are First Service at any query and easiness of operation.

**4.2.3.6 Have you subscribed to company newsletters?**

	Yes	No
Male	16%	84%
Female	38%	62%

This question somewhat reflect interaction level of the customers with the organization and it is seen the level is not so high though more than one third of the female respondent subscribed to the news letter of the service provider. So in respect of increasing customer interaction the companies still need to improve on.

**4.2.3.7 How well did the services you received from your network compare with the ideal/desired set of services?**

Satisfaction Level	% of respondents
a) Much Better than Expected	2%
b) Better than Expected	4%
c) As Expected	14%
d) Lower than Expected	38%
e) Much Lower than Expected	42%

Not many of the customers ( $2+4+14 = 20\%$ ) see the service providers fulfilling their expectations at the ideal level. It gives room for the organizations to think creatively and out of box to come up with quality development to satisfy the customer's dream product or service. Yet we should be cautious as it also may reflect the natural perception of the people about the future and what yet might happen particularly when we are dealing with a technology product.

**4.2.3.8 To what extent have your mobile network services provider take initiatives to meet your expectations?**

Satisfaction Level	% of respondents
a) Much Better than Expected	13%
b) Better than Expected	16%
c) As Expected	25%
d) Lower than Expected	22%
e) Much Lower than Expected	24%

At large, it can be said that a significant portion ( $13+16+25 = 54\%$ ) of the customers feel that their service providers take much better than expected to as expected level of initiatives to meet the customer's expectations.

**4.2.3.9 Do you give importance to brand image in case of purchasing decision?**

(% of respondents)

	Yes	No
Male	86%	14%
Female	94%	6%

Among the respondents female are more brand conscious than male when making purchasing decision of mobile telecom service as can be seen from the above table.

**4.2.3.10 How the following brand performed on the following parameters -10.1, 10.2, 10.3 (give points from 1 to 5 from lowest to highest performance in each of the cases)**

Brand Name	% of respondents		
	Service Quality	Customer Care	Marketing Communication
Vodafone	280	245	262
T-Mobile	269	232	233
O2	272	242	249
Orange	278	248	256
Virgin	220	263	245
3 UK	230	239	221

Response to this question was dealt by summing all the ratings the respondents allocated for each of them. It is assumed that the customers are able to correctly express their rating level thus a total of all rating may well express the actual rating felt by the customers. At the least, it would be close enough to their perception about the brand's performance felt by them. Now, the highest possible rating one can get from all the respondents is  $5*60 = 300$  and can be assumed as a proxy for the expected level of performance whereas, the lowest possible is  $1*60 = 60$ , From the above table based on the total rating one got, the first three performers in each of the category is presented below-

Performance Level	Service Quality	Customer Care	Marketing Communication
1 <sup>st</sup>	Vodafone	Virgin	Vodafone
2 <sup>nd</sup>	Orange	Orange	Orange
3 <sup>rd</sup>	O2	Vodafone	O2

**4.2.3.11 Have you ever lodged any complaints about your operator?**

	Yes	No
Male	26%	74%
Female	19%	81%

It is not to say that the above reflects very good service that so low level of complaints were lodged, because normally it could be people not liking to complain at all. It would be safe to take the above as extreme cases where customers get bound to lodge the complaint. Yet it reflects also that male lodged more complaints than female.



### 4.3 Conclusion

This chapter ensure details analysis and description of findings both secondary and primary data. For the purpose, it was gathered many secondary information from various telecommunications sources. Mobile telecommunication industry is full with various features and option for satisfying customers. Female were found majority of the user. The SIM using tendency for both male and female were not same but they need more than one SIM as because they use in their personal and professional life separately. The age group people were using mobile phone from different age 18 to 34 are significant portion of mobile users who were using more than one SIM. It was found especially set up different indicator parametric factor of customer satisfaction for mobile telephone market which were service price, voice and sound quality, after sales service, recommendation from others, network coverage, customer care, complaint handling, additional benefit and corporate or brand image are important factors for their satisfaction.

## ■ Conclusion and Recommendations

### 5.1 Introduction

A research must be concluding from its findings as integral part of its report. This chapter is necessarily needed to serve the purpose. There are many findings from both secondary and primary sources of the research study. All findings are not going to reflect questions of research as summarise form for readers. That is why, it is necessarily needed to describe the chapter where a full summery related with research questions will be answered as part of mandatory work. The full dissertation was done in five parts from beginning in according to the type of the chapter. The main target was made to conclude the research in according to research aim and objectives. For the purpose, an interpretivism paradigm was selected which is related with inductive research approach. The inductive research approach helped to identify the case study strategy which was fruitful to collect the secondary and primary data from the different sources and customers opinions. Then all primary and secondary data were interpreted and graphically represented (is called descriptive statistics) towards findings of the study.

### 5.2 Findings Evaluation

**Secondary sources:** Mobile telecommunication industry has been growing in the United Kingdom while it has been found that from 2005 to 2010, a significant amount mobile voice call minutes are increasing with total revenues earning. The active connection also increased every year. The adults' people were being very interested for mobile phone using. In the UK, almost all households carry at least one mobile phone. This is due to vital product of customers' daily life. 94% of the UK households use mobile phone. In comparison to the necessity of fixed land line, mobile phone is more essential communication tool for daily life. 91% adults of the UK population are using mobile phone as part of their daily life. It can be said from the findings that using of personal mobile phone is increasing rapidly everywhere in the UK.

With the increased demand of using mobile phone, it is also increasing multiple SIM connection facilities rapidly everywhere in the UK. This is due to two types of requirement of one user. One is personal use and another is professional use.

To satisfy the customers, network provider also introduced SIM contracts package which helps customer to get one without any credit score or any caution procedure. Because, some package of SIM packed with handset which create some complexity to get a contract a phone with optimum credit score. To cancel the contract, customers need to give mobile provider some money for cancelling it.

**Primary sources:** Majority of user found in the study from middle age which was age between 18 to 44 though it was subdivided this age ranged into three parts. Among them female respondents were majority. Almost all respondents were carried at least one mobile phone. Among them O2 user were more and then Vodafone and T-mobile. Among all other network user of mobile phone, O2 network user was highest followed by Vodafone and Orange. Majority of respondents were using more than one SIM in according to mobile connection. Majority of mobile phone user (95%) from the age between 18 to 34 are significant portion of mobile users who use more than one SIM. In overall almost half of the responding mobile users use more than one SIM. Majority of customers were responded that they were using more than two mobile phone. Majority were thinking that service price, voice and sound quality, after sales service, recommendation from others, network coverage, customer care, complaint handling, additional benefit and corporate or brand image are important factors for their satisfaction. Nearly all respondents were responded either with agree or strongly agree option of likert scale. Furthermore, it was asked some essential parameter of satisfaction such as low price promise, quality of sound, network coverage, after sales service, customer service, fast service at any query and bill payment method etc. were performance parameter of customers' satisfaction. Majority of the respondents had given their responses with excellent and very good option of the scale. These percentages were significant in the study. That is why; those factors were taken as true findings of the study.

Among all services provided by network provider, it was investigated the best service in relation with

customer satisfaction. It was set up some indicator like service quality, customer care and marketing communication for investigating performance level of different network provider. Vodafone was number one in service quality and marketing communication followed by orange and O2. Virgin was number one customer care followed by orange and Vodafone. Majority of respondents were not complained to their network provider for their service difficulties or any other things.

### 5.3 CONCLUSION

Customer satisfaction is basic goal for every business. The study was investigated into the mobile telecommunication industry in the UK. The factors are involved to satisfy mobile telecom customers. The examination was normally done with general field of telecommunication sector in the UK. For purpose, it was collected for literature on customer satisfaction which helps to understand the data found both from primary and secondary sources.

Mobile telecom in the UK is the fast growing industry with its nature of competition and dynamicity (Ofcom, 2011). The competition gives good customer facilities in the field. Customers are much desired type to get the satisfaction. The examination was done in concentrated form to know customers fulfilment which is an exceptionally imperative portion for the progress of mobile telephonic businesses.

It is essentially be utilised by telecommunication areas in making customer fulfilment. It infer that by making customers feel fulfilled, by securing great connection with customers through effective customer services could spearhead to mark dependability and basically by keeping the cost equitability of service good to a solid can create lifelong beneficial connection with clients.

There are many factors involve in customer satisfaction. The customers socio-economic situation, buying behaviour, price selection of the product, different features involve in service etc. Not only factors work on the customers' satisfaction simultaneously. Some of them are individually worked on any customer or some of them worked in combined form. But quality is essential component of telecom industry. Without quality of service and network facilities, a customer will not happy at all. Furthermore, a relational customer service also helps to satisfy the customer. The main factor of customer satisfaction comes from quality of service with fair price. This is the main factor in the customer satisfaction in the mobile telecom industry in the UK.

### 5.4 Recommendation

The findings can be practically implemented on service firms and apart from that those business which give due importance to relational marketing. It is suggested to the managers of such firms to have belief in "best customer services and price fairness" for success and growth of business or in making customer satisfied. The buying behaviour and customers segmentation is also necessary to know as because both strategy help to identify the service price to satisfy the customers'. Furthermore, different type of loyalty account can be opened for attracting customers for satisfying them. It also helps to make relationship with customers through CRM. There are various modern software of CRM are used to identify the loyal status of customers. The loyalty discount must be comparatively higher than any other similar network provider.

Our framework suggests the central importance of customer satisfaction in telecommunication sector is Quality of Service in terms of network coverage, sound quality, Cost level, Process level factors are important. It also indicates the probable target actions that can be taken to create satisfaction among customers and how to get benefits out of it. It can be said that there is room for improvements in respect to the level of possibility as perceived by the customers and also permitted by the technological advancement. Particular areas of concern are sound quality and network coverage and bringing in technological superiority. Service level improvements can be made in the area of bill payment, complaint handling and including creative value added services etc.

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