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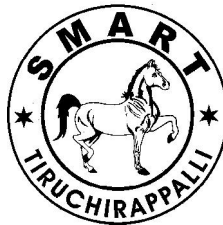
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EXPECTATIONS, PERCEPTIONS AND SATISFACTION OF CELLULAR SERVICE CONSUMERS ON 7Ps OF SERVICE MARKETING (A CASE STUDY OF TATA INDICOM IN CHITTOOR DISTRICT OF ANDHRA PRADESH)

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Abstract

Right from its inception in 1996 till today, the Indian Cellular Services Market has been exposed to several mega trends in terms of zooming number of customers, competitors, mergers and takeovers, and TRAI Regulations. At this juncture, the Author of the present research -based article highlights the level of customer expectation and perception of and satisfaction with Tata Indicom's Cellular Services on 7Ps of Service Marketing. This was measured through a survey on various parameters. The Author has also suggested measures to improve the same amidst cut-throat competition from major players around it in the Indian Cellular Services Market.

Key words : Cellular Services, Customer Expectations, Customer Perceptions, Customer Satisfaction, 7Ps of Services Marketing.

Introduction

India's Digital Cellular Service Network is one of the third largest in the world after China and USA, with nearly 300 million connections. Telecommunication Sector in India can be divided into two segments- Fixed Service (land line) Providers, and Cellular Services. Cellular Services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM Sector is ruled by Airtel, Vodafone, and Idea Cellular while the CDMA Sector is dominated by Reliance and Tata Indicom. Other major players include BSNL, MTNL, Spice, and VSNL. There are primarily 9 GSM and 5 CDMA Operators providing mobile services in 23 telecom circles and 4 metro cities (categorized as A, B, and C), covering 3500 towns across the country.

Profile of Tata Teleservices

The Tata Group's Tata Indicom telecom initiatives are currently spread over four enterprises: Tata Teleservices and its subsidiaries: Tata Teleservices (Maharashtra), VSNL and Tata Power Broadband, a division of Tata Power. Tata Teleservices (TTSL), a part of the Rs. 96,723 crore Tata Group, was incorporated in 1996. Starting with the major acquisition of Hughes Tele.com (India) Limited, now renamed Tata Teleservices (Maharashtra) Limited in December 2002, is targeting to achieve 100 million subscribers by 2011. The company launched mobile operations in January 2005 and today it enjoys its presence in India's 22 telecom circles. Tata Teleservices was the first to launch CDMA mobile services in India with the Andhra Pradesh Circle as the launching pad. Tata Teleservices has partnered with

Motorola, Ericsson, Lucent and ECI Telecom for the deployment of a reliable, technologically advanced network. The product profile of Tata Indicom includes: 1) Mobiles, including prepaid and post paid mobiles, 2) Walky, 3) Landline, 4) Postpaid Indicom 10, 5) eCentrex, 6) Broadband, 7) Personal Calling Card, including India Calling and Global Calling Card. It has entered in to an agreement with Quippo Telecom Infrastructure Ltd, owned by SREI Group and Singapore Government in January 2009, to merge its mobile tower company WTTIL with Quippo to erect and maintain signaling towers in India.

Review of literature

Perceived performance of a service is called Expectation. Perception is an opinion or belief by a person towards certain service or product (Bitner et al., 1997). Customer, while evaluating the quality of service, compares the service they expect, with the perception of it they actually receive (Gronroos, 1982). Satisfaction refers to the customer's positive perception (Zeithamal and Bitner, 2000).

Service Quality has Relationship to Costs (Crosby, 1979), Profitability (Buzzell and Gale, 1987; Zahorik and Rust, 1992 and Rust and Zahorik, 1993), Customer Satisfaction (Bolton and Drew, 1991 and Boulding et al., 1993), Customer Retention (Reichheld and Sasser, 1990), Behavioral Intention and Positive Word-of-Mouth.

Difficulties exist due to inheritance of systems that do not support more efficient and automated use of the cellular network (Kim, 2000 and Kim et al., 2004). Still, the problem of movement of customers to providers in search of better and cheaper cellular service (called Customer Churn which is 3-6% per month in India) is on the rise in India, reducing the Customer's Lifetime Value (CLV) to the company (Neslin et al., 2006). However, better customer care services can retain the customers in mobile services (Girish Tajena, 2007) as the switching cost, service quality and customer

satisfaction have positive association with Customer Loyalty (Chadha 2009). Customer Satisfaction functions as an antidote to Customer Churn (opposite of loyalty), resulting thereby in Customer Loyalty (Fornell, 1992).

Research Methodology

The following was the research methodology adopted by the Author in this research based article.

i. Statement of the Problem

Ever since the MNCs have entered into Indian Telecommunication Arena, the need for Customer Satisfaction and Retention have become the dire need of the hour and hence the players felt that the expectations and perceptions of the consumers towards their cellular services must converge. But in practice, it is not so and hence the *Bucket theory of Marketing*, as expressed by James L. Schorr. If the expectations are known even before production and during the after-sales period, the gaps that take place between expectations and perception can be filled and thus Customer Satisfaction can be ensured.

ii. Objectives of the Study

Following are the objectives set by the Authors for this study:

1. To examine the needs and preferences of buyers and consumers of Tata Indicom Cellular Services.
2. To analyze customers' expectations and perceptions towards company's performance on all 7 Ps of mobile services marketing that include: i. Product (hereafter, Tata Indicom Cell Phone Services); ii. Price; iii. Place (distribution); iv. Promotion; v. People; vi. Process; and vii. Physical Evidence.
3. To know the intention level of consumers either to cancel, repeat or replace purchases.
4. To measure the overall satisfaction of consumers towards Tata Indicom Cellular Services.

iii. Hypotheses of the Study

Against this background, 29 hypotheses were formulated for the research study. However, only five important ones, related to 7 Ps of Services Marketing, in aggregate form, were taken for the purpose of the present article.

1. H_0 : There is no significant relation between the Age Groups and the reasons for which Tata Indicom was considered better than other competitive cellular providers.
2. H_0 : There is no significant relation between the various Income Groups of the consumers and their opinion towards prices of Tata Indicom Services.
3. H_1 : There is a significant relation between the Designation of Respondents and their reasons for choosing the Tata Indicom Mobile Phone Service Provider.
4. H_0 : There is no significant relation between the Occupation and the problems faced with Tata Indicom.
5. H_1 : There is a significant relation between their Age Group and the opinion to cancel their usage/contract with Tata Indicom.

iv. Sample Selection

The sample was selected by using Systematic Judgment Sampling. The frequency distribution of the respondents was prepared according to gender, age, education, occupation, and income (**Table-1**).

v. Data Collection

The primary data were collected from the respondents by administering a Structured Questionnaire in the sample area. The secondary data were collected through reports, publications, and websites.

vi. Statistical Tools for the Analysis of Data

Percentages and Chi-Square Test were used for the analysis of data collected from the questionnaires.

vi. Limitations of the Study

The sample was relatively small and drawn from a specific geographical region (Chittoor District in Andhra Pradesh), making generalization from the findings difficult. Further, there might be other factors influencing customer expectation, perception of and satisfaction with Tata Cellular Services.

Results and Discussions

Following are the findings of their research survey:

Table - 2 explains that 60 per cent of sample respondents were using only one brand i.e., Tata Indicom; 32 per cent 2 brands; 8 per cent 3 brands; and nobody was using 4 and above. It is explicit that a majority of the respondents were using only Tata Indicom.

It can be observed from **Table - 3** that 24 per cent of sample respondents were using Airtel before their first Tata Indicom connection; 28 per cent were using BSNL; 14 per cent were using Idea; 20 per cent were using Vodafone; and 14 per cent were using Reliance. It is evident from the Table that a majority of the respondents were using BSNL.

It can be observed from **Table - 4** that there was no significant relation between the Age Groups and the reasons for considering the Tata Indicom to be better than other competitive cellular providers for 18 degrees of freedom. It is inferred that a majority of sample respondents felt that Tata Indicom was better than other competing cellular providers in terms of 'brand loyalty', 'attractive tariff plans', and 'advertisements' respectively.

Table - 5 reveals that 40 per cent of sample respondents maintained durability, sales service, product quality, product adaptability, supply of undamaged products, product reliability and on time delivery as 'very important'. But in terms of actual performance by the Company, 40 per cent of sample respondents expressed

that Tata Indicom provided 'good service' in terms of on- time delivery, supply of undamaged products, product quality and nearly 30 per cent of sample respondents opined that Tata Indicom provided 'average services' in terms of product reliability, product adaptability, sales service, durability, and product availability.

Table- 6 explains that 43 per cent of sample respondents approximately spent less than Rs. 500 monthly on their mobile bills; 32 per cent spent in the range of Rs. 500-1,000; 10 per cent in the range of Rs. 1,000 - 1,500; and the rest of respondents spent Rs. 1,500 and above.

It may be inferred from the **Table- 7** that there was significant relation between the various Income Groups and the opinion that the Tata Indicom prices were reasonable. It is evident that as much as 82 per cent of sample respondents expressed that Tata Indicom prices were reasonable, and the rest felt that Tata Indicom prices were not reasonable.

From the **Table - 8**, it can be learnt that there was significant relation between the Designation of the sample respondents and their reasons for choosing the current mobile phone service provider. Majority of respondents expressed that 'long term brand reputation', 'recommendation by a friend or family member' and 'sales promotion' were the most important reasons for opting for Tata Indicom.

According to the **Table -9**, nearly 60 per cent of respondents indicated after-sales service and quality of service as 'very important', while nearly 40 per cent indicated availability and timeliness of service, and responsiveness of service representative as 'important'. But in terms of actual performance by the Company, nearly 40 per cent of sample respondents expressed that Tata Indicom provided 'average service' in terms of conditions of service, timeliness of service, quality of service, while more than 40 per cent of sample

respondents expressed that Tata Indicom provided 'good service' in terms of on time delivery, supply of undamaged products, product quality and nearly 30 per cent of sample respondents opined that Tata Indicom provided 'average services' in terms of product reliability, product adaptability, sales service, durability, and product availability.

Table -10 explains that nearly 50 per cent of sample respondents recorded satisfaction that Tata Indicom provided 'good service' in terms of their ability to complete transaction and service representative's efficiency or quickness, and nearly 40 per cent of sample respondents opined that Tata Indicom provided 'average service' in terms of resolving mistakes quickly, service representative having technical knowledge and service representative responsiveness in a timely manner. Twenty per cent of sample respondents felt that Tata Indicom provided 'poor service' in terms of giving importance to the customer values, maintaining long-term relations with them, and after sales service provided by Tata Indicom service representatives. More than 50 per cent of sample respondents indicated employees' product knowledge, company manuals that are easy to follow, maintenance of highest possible standards, and convenient office operating hours as 'very important'. Forty three per cent of them felt that Tata Indicom provided 'good service' in terms of personal attention to customers.

According to the **Table -11**, nearly 30 per cent of sample respondents reported that Tata Indicom provided 'excellent service' in terms of convenient office location and office operating hours, up-to-data technology, and company manuals being easy to follow; and 36 per cent of them, opined that Tata Indicom provided 'poor service' in terms of maintenance of highest possible standards.

Table -12 reveals that there was no significant relation between the levels of

Occupation and various problems faced by Tata Indicom. However, it is evident that nearly 46 per cent of sample respondents reported that they were facing 'service' problems by Tata Indicom, and 27 per cent of them 'billing problems'.

According to the **Table - 13**, there was no significant relation between their Age Group and the opinion to cancel their usage/contract with Tata Indicom. It is also evident that 30 percent of sample respondents opined that 'network functioning' was the most important reason for cancelling their usage/contract with Tata Indicom, while 28 percent, and 20 percent of them expressed that 'product features' and 'customer service' were the reasons respectively for cancelling their usage with Tata Indicom. The customers, who cancelled the usage of Tata Indicom, shifted their loyalty (both Split and Shifting Loyalties) to Reliance, Vodafone, or Airtel.

It is evident from the **Table- 14** that 13 per cent of sample respondents were 'very satisfied', considering the features and benefits of the Tata Indicom Products, while 41 per cent, 34 per cent, 7 per cent, and 5 per cent of them expressed that they were 'satisfied', 'neutral/not sure', 'dissatisfied' and 'very dissatisfied' respectively.

Acceptance or Rejection of the Formulated Hypotheses

Table-15 shows the Results of the Test of Hypotheses. It shows that three hypotheses are accepted while the rest are rejected.

Suggestions on 7Ps of Services Marketing Mix: All the suggestions elicited from the sample were integrated under relevant headings to reflect upon the 7 Ps of Service Marketing.

1. Product Mix

a. More number of towers have to be established quickly in collaboration with Quippo Telecom Infrastructure Ltd, Singapore, in order to improve the network functioning

b. It is better if Tata Indicom manufactures the mobiles by improving the product features that can be employed by both CDMA (existing) and GSM Technology.

c. Though 42% of the TTSL's market is youth, different products with relevant features must be offered (for instance, Virgin Brand was introduced in 2009, targeting youth) targeting different segments based on Gender and Income rather than only on age (to corroborate with the results of hypothesis 1);

d. Since 53% of customers were planning to cancel their Indicom Connection, with no significant relation to Age Groups, the networking and customer service should be modified with relevant improvements appealing to different Occupational and Income Groups (as evident from hypothesis 5). Since 30% of customers opined that their cancelling of Tata Indicom usage and switching over to Airtel and Vodafone were due to poor networking, it must improve its networking technology either through JVs or Contract Networking.

2. Price Mix

a. Many customers were dissatisfied with the Mode of Billing by Tata Indicom. Hence reasonable billing procedure may be adopted;

b. Since majority of consumers, irrespective of Income Group, opined that Tata Indicom out-going charges were very high when compared with other cellular connections (as is proved in hypothesis 2), an attempt should be made to reduce the tariffs.

3. Place Mix

a. The Top-Ups and Recharging should be made easy in any bank's ATM;

b. The Tata Indicom should establish as many Call Centers (Outsourcing) as possible for on-time delivery of the service without any delay;

c. Since the customers were not satisfied with the service of representatives,

Franchising should be enhanced for the Delivery of Core Service.

d. Product Quality should be improved and products should be made available as and when the customer requires it even in B (Towns) and C (Rural) Category Circles, besides A (Metros).

4. Promotion Mix

a. It would be better to have Personal Selling to create awareness, explain and demonstrate the benefits of cellular connections to the unknown people, especially in rural areas;

b. Trade Shows and Conventions should be conducted, especially at B and C Category Circles;

c. The youth should be targeted with relevant promotional elements;

e. Co-Branding with motor bike, car, ISPs (Internet Service Providers) and computer manufacturers should be planned to bring in synergic effect in improving its sales and market share;

f. Since employed and self-employed are more influenced by promotion programs (as is proved in hypothesis 3), the Company should study their demographics, psychographics and mediagraphics so as to reach them strategically.

5. Process Mix

a. Tata Indicom should provide very Responsive Service and its quality of service should be improved;

b. Tata Indicom has to improve the After - Sales Service;

c. Media Convergence has to be planned for content creation and delivery of music, television, books, games and magazines publishing, and newspaper publishing and to facilitate the customer to avail these services at reduced cost and enhanced access;

d. WAP (Wireless Application Protocol) has to be made available to facilitate m-

commerce, especially among business executives;

e. As the service and billing present big problems to employed and self-employed, they should be given special care (as is shown in Table - 12 for hypothesis 4).

6. People Mix

a. The service representatives should be responsive to the special needs of customers and also extend their co-operation to its customers in future also;

b. Steps should be taken to motivate the sales force;

c. Sales Force and Front Office should be empathetic towards buyers and customers and knowledgeable about their products, schemes and services. In this direction, Internal Marketing should focus on training them.

7. Physical Evidence Mix

a. Since the locations of Tata Indicom Show Rooms are few in number and little away from the main stream, the Company is advised to hire or own locations convenient to the Customer Base;

b. The layout must be designed by taking into account the Science of Ergonomics to facilitate the employees and customers in their transactions.

c. The neon sign boards and glow sign boards have to be established in front of the Show Rooms through Outsourcing.

Conclusion

Higher the insight into Consumer Expectations and Perception, larger would be the edge over the service competitors, and it is not irrelevant for cellular services in its present juncture of zooming pace in terms of customers, competitors, mergers and takeovers and regulations by TRAI. Hence it can be strongly concluded that the Tata Indicom Marketer needs to be wise enough to Modify and Modernize all

the 7 Ps of Service Marketing to appeal to the Expectations and Perceptions of its Customers to survive and grow amidst tough competitors.

Scope for Further Research

There are many emerging areas to do research on because Cellular Service has become the heart of society now. Besides the general nature of the present study, many specific research studies can be conducted across India in relation to the 7 Ps of Service Marketing separately as each and every P is of utmost importance for extending the Growth Stage of its Product Life Cycle. Though this study reflects micro level market, this could help the marketers of Tata Indicom Cellular Services to take steps in the direction suggested by the Authors of the present research article.

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Table - 1: Sample Selection (Total=100)

Selection base	Ranges and the no. of respondents					
1. Gender	Men= 60			Women=40		
2. Age (yrs)	<25 yrs =25	25-35 yrs= 30	35-45 yrs =22		> 45 yrs=25	
3. Education	SSC=14	Inter=16	31=graduates	24=PGs	14=Professional	
4. Occupation	Students=21	Self-employd=37	Employed=37		Professional =5	
5.Monthly income (Rs)	Rs.Zero=21	<Rs. 000=41	Rs.5000-10000=21	Rs.10000-15000=10	Rs.15000-20000=4	>Rs.20000=3

Table - 2 : Use of Other Brands by the Family besides Tata Indicom

Sl. No.	No. of brands	No of respondents	Percentage
1	Tata Indicom alone	60	60.00
2	1 other brand + Tata Indicom	32	32.00
3	2 other brands + Tata Indicom	8	8.00
4	3 and above other brands + Tata Indicom	0	0
	Total:	100	100.00

Table 3: Other Brands in use by the Family besides Tata Indicom

Sl. No.	Brands	No of Respondents	Percentage
1	Airtel	24	24.00
2	BSNL	28	28.00
3	Idea	14	14.00
4	Vodafone	20	20.00
5	Reliance	14	14.00
	Total:	100	100.00

Table - 4: Association between Age Groups and the Opinion about Superiority of Tata Indicom over the Competing Cellular Providers

<i>Sl. No.</i>	<i>Reasons</i>	<i>Below 25%</i>		<i>25-35 %</i>		<i>35-45 %</i>		<i>Above 45 %</i>		<i>Total %</i>	
1	Brand loyalty	2	2.00	12	12.00	5	5.00	6	6.00	25	25.00
2	Coverage	2	2.00	4	4.00	2	2.00	1	1.00	9	9.00
3	Advertisements	8	8.00	4	4.00	4	4.00	4	4.00	20	20.00
4	Customer service	4	4.00	0	0	1	1.00	3	3.00	8	8.00
5	Clarity	0	0	1	1.00	3	3.00	5	5.00	9	9.00
6	Superior Technology	1	1.00	1	1.00	3	3.00	1	1.00	6	6.00
7	Attractive Tariff Plans	6	6.00	8	8.00	4	4.00	5	5.00	23	23.00
	Total	23	23.00	30	30.00	22	22.00	25	25.00	100	100.00

Table - 5: Customer's expectation and perception towards company's actual performance on Product and Place (Distribution) parameters

<i>Sl. No.</i>	<i>Reasons</i>	<i>Degree of expectation by customers</i>					<i>Degree of perception on company's performance</i>				
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
1	Product Availability	37	35	17	6	5	31	30	21	12	6
2	Sales Service	67	26	7	0	0	9	18	30	23	20
3	On Time Delivery	45	36	19	0	0	18	51	24	6	1
4	Supply of Undamaged Products	47	32	21	0	0	21	46	21	8	4
5	Product Quality	65	20	15	0	0	18	44	27	8	3
6	Product Reliability	47	33	12	8	0	34	31	34	1	0
7	Product Adaptability	50	24	26	0	0	21	26	31	14	8
8	Durability	73	15	12	0	0	28	29	25	14	4

Table - 6: Monthly expenditure on Tata Mobile Service by Respondents

<i>S.No.</i>	<i>Bill amount</i>	<i>No of respondents</i>	<i>Percentage</i>
1	Below 500/-	43	43.00
2	500/- - 1,000/-	32	32.00
3	1,000/- - 1,500/-	10	10.00
4	Above 1,500/-	15	15.00
	Total	100	100.00

**Table - 7: Association between Income Groups
and Opinion about the Tata Indicom Prices being reasonable**

<i>Sl. No.</i>	<i>Response</i>	<i>< 5,000</i>	<i>Rs.5,000-10,000</i>	<i>Rs.10,000-15,000</i>	<i>Rs.15,000-20,000</i>	<i>> 20,000</i>	<i>no income</i>	<i>Total</i>
1	Yes	37	18	8	1	1	17	82
2	No	4	3	2	3	2	4	18
	Total:	41	21	10	4	3	21	100

• $\chi^2 = 15.747$ (5% Significant) df = 5

Table - 8: Association between Occupation and Reasons for Opting for Tata Indicom (Promotion)

<i>Sl. No.</i>	<i>Reasons</i>	<i>Student</i>	<i>Employed</i>	<i>Self-employed</i>	<i>Professional</i>	<i>Total</i>
1	Sales Promotion	7	7	7	2	23
2	Recommended by a Friend/Family Members	5	12	7	0	24
3	Long Term Brand Reputation	1	14	10	1	26
4	Random Choice	1	0	5	2	8
5	News papers and Magazines	2	3	7	0	12
6	Other Reasons	5	1	1	0	7
	Total:	21	37	37	5	100

• Chi-Square = 35.026 (1% Significant) for df=15

Table - 9: Customers' Expectations and Perception of Company's Actual Performance on Process

<i>Sl. No.</i>	<i>Reasons</i>	<i>Degree of importance to customers</i>					<i>Degree of performance that company does</i>				
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
1	Availability of Service	41	49	10	0	0	7	44	28	15	6
2	After-Sales Service	66	30	4	0	0	8	10	32	35	15
3	Responsiveness of Service Representative	43	43	13	1	0	5	30	35	26	4
4	Timeliness of Service	40	48	12	0	0	1	31	43	24	1
5	Usage Experience	40	30	20	10	0	15	29	37	15	4
6	Quality of Service	60	23	10	7	0	9	31	41	15	4
7	Terms and Conditions of Service	43	23	24	10	0	10	24	44	18	4

Table - 10: Consumers' Perception of Performance by Service Representatives (People)

Sl. No.	Reasons	Degree of perception of service				
		1	2	3	4	5
1	Ability to Complete Transaction	12	53	25	8	2
2	Resolving Mistakes Quickly	15	30	40	7	8
3	Giving Importance to the Customer Values and Maintains Long -Term Relations with Them	6	18	30	24	22
4	After Sales Service Provided by Tata Indicom Service Representatives	3	16	27	31	23
5	Service Representative Efficiency or Quickness	15	48	32	5	0
6	Service Representative Responsiveness in a Timely Manner	12	24	38	20	6
7	Service Representative Having Technical Knowledge	14	28	42	15	1
8.	Customers Receive Personal Attention	36	41	22	1	0
9.	Attentive to Customer Complaints	52	35	11	2	0
10.	Having Adequate Product Knowledge	46	24	15	15	0

Table - 11: Customers' Expectations and Perception of Company's Performance on various Parameters related to Physical Evidence

Sl. No.	Reasons	Degree of importance to customers					Degree of perception of company's performance				
		1	2	3	4	5	1	2	3	4	5
1	Office Location is Convenient	26	38	26	5	5	24	38	21	17	0
2	Office Operating Hours are Convenient	40	25	35	0	0	28	32	31	9	0
3	Technology Used is Up To Date	38	30	22	10	0	16	35	18	22	9
4	Company Manuals are Easy to Follow	48	22	15	15	0	13	29	44	13	1
5	Maintenance of Highest Possible Standards	56	24	20	0	0	5	9	32	18	36

- 1 indicates lowest degree while 5 indicates highest degree of importance and performance on Likert Scale

Table - 12: Association between Occupation and the Problems faced with Tata Indicom Connection

<i>Sl.No.</i>	<i>Problems</i>	<i>Students</i>	<i>Employed</i>	<i>Self-employed</i>	<i>Professional</i>	<i>Total</i>
1	Technical Problems	4 (4.30)	5 (5.38)	6 (6.45)	0 (0)	15 (16.13)
2	Services	6 (6.45)	15 (16.13)	20 (21.50)	2 (2.15)	43 (46.23)
3	Clarity	2 (2.15)	1 (1.07)	3 (3.23)	2 (2.15)	8 (8.60)
4	Billing	7 (7.53)	12 (12.90)	7 (7.53)	1 (1.07)	27 (29.03)
	Total	19 (20.43)	33 (35.48)	36 (38.71)	5 (5.37)	93 (100.00)

• Chi-Square = 12.662 (not Significant) for df =9, * Note: Figures in the parentheses indicate percentages to total.

Table - 13: Association between Age Groups and Reasons for Cancelling Usage of Tata Indicom

<i>Sl. No.</i>	<i>Reasons</i>	<i>< 25 Years</i>	<i>25-35 years</i>	<i>35-45 years</i>	<i>> 45 years</i>	<i>Total</i>
1	Price	1 (1.89)	0 (0)	2 (3.77)	0 (0)	3 (5.66)
2	Product Features	1 (1.89)	3 (5.66)	4 (7.55)	7 (13.21)	15 (28.30)
3	Customer Service	1 (1.89)	6 (11.32)	3 (5.66)	1 (1.89)	11 (20.75)
4	Network Functioning	6 (11.32)	6 (11.32)	2 (3.77)	2 (3.77)	16 (30.19)
5	Tariff Plans	2 (3.77)	1 (1.89)	0 (0)	0 (0)	3 (5.66)
	Total:	12 (22.64)	19 (35.85)	11 (20.75)	11 (20.75)	53 (100.00)

• $\chi^2 = 23.964$ (not significant) for df = 15;
 ** Note: Figures in the parentheses indicate percentages to total.

**Table - 14 : Customer Satisfaction on the Features
and Benefits of the Tata Indicom Product**

<i>Sl. No.</i>	<i>Degree of satisfaction</i>	<i>No. of respondents</i>	<i>Percentage</i>
1	Very Satisfied	13	13.00
2	Satisfied	41	41.00
3	Neutral/Not Sure	34	34.00
4	Dissatisfied	7	7.00
5	Very Dissatisfied	5	5.00
	Total:	100	100.00

Table - 15: Results of test of hypotheses

<i>Sl. No.</i>	<i>Hypotheses</i>	<i>Accepted/ rejected</i>
1.	H ₀ There is no significant relation between the age groups with regard to reasons by which Tata Indicom is deemed better than other competitive cellular providers.	Accepted (see table 4)
2.	H ₀ There is no significant relation between the income groups and their opinion that the Tata Indicom prices are reasonable.	Rejected (see table 7)
3.	H ₁ : There is a significant relation between the designation of the sample and their reasons for choosing the Tata Indicom mobile phone service provider.	Accepted (see table 8)
4.	H ₀ : There is no significant relation between the occupation and the problems faced with Tata Indicom.	Accepted (see table 12)
5.	There is no significant relation between their age group and the opinion to cancel their usage/contract with Tata Indicom	Accepted (see table 13)