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# The Impact of Satisfaction, Value and Loyalty on Customers in Indian Mobile Telecom Sector

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## Abstract

*Telecommunication is such a sector which being dynamic in nature is one of the fastest growing sectors in India. It is dynamic in nature because of the freedom the consumer got to customize the whole service delivery and the mobile number portability which has made the competition even more intense. In this scenario the organization inflict switching costs on their customers, to inhibit them from defecting to new service providers and this also plays a part in maintaining a good satisfaction rate among the customers. Customer satisfaction is a key issue for every company wishing to increase customer loyalty and there by create a better business performance. An important question is therefore: What is the relationship between customers satisfaction, perceived value and loyalty? The purpose of this paper is to answer this question and to investigate the above an empirical study was conducted on customers of various telecommunication firms. The results, evoked from the survey of service users, indicate that companies that strive for customer satisfaction should focus primarily on loyalty and perceived value. There is a strong relationship that exists between Perceived Value, Loyalty and Customer Satisfaction and this has been depicted in the model which shows the link between them. Even though the customers are happy the companies need to improvise on their tactics which can help in improving customer retention rate.*



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**Keywords:** *Customers, Loyalty, Relationship Satisfaction, Value*

## 1. Introduction

Communication plays a very important role in human life. In the earlier day's communication was very difficult due to the lack of proper means of communication. If anybody wanted to convey a message to a person who is living far away, that message used to be sent with the help of human being only. For a longer distance and more detailed message pigeon post was used. These all means were very costly, uncertain and time consuming also. Because of all these reasons there was a great need of efficient means of communication to save time and money and challenging work. On March 10, 1876, in Boston, Massachusetts, Alexander Graham Bell invented the telephone. After more than a century telecommunication has becomes an integrated part of society. With efficient use of telecommunication, one can remove various constraints of all the sectors in the economy resulting into increased productivity and better administration. Effective controlling mechanism can be possible only through better communication and with better use of telecommunication equipment's. Currently telecommunication industry is one of the quickly growing industry in the globe. India has the second largest telecommunication users in the world. Telecommunication industry captures largest market share and gives the much accessible services to the customers (Premkumar et al. 2017). Telecommunication sector has made life easier for people in many fronts namely banking, tourism, ticket booking etc.

In the current scenario due to the advent of modern technologies functions of various gadgets are being clubbed together into single devices which is supported by these telecom firms. Because of these reasons more people from every corner of our country have started to rely on them and this increased penetration in the market has made it a compulsion for them to study the customers. The success of every firm depends on the customers and their level of satisfaction.

## 2. Theoretical Background


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Relationship between customer satisfaction and service quality are one of the important factors that determines about the company's sustainability in the market. Success of any company will be based on its product or services and how customer accepted the product or services. If the product or services is not up to the mark, then customer will show a negative feedback about the product. Customer Satisfaction will be derived based on customer's perception about the product. The promises that company does will create a standard perceived value in every customer's mind, such that the customer will have a positive feedback before purchasing the product. When they consume the product or services the post-purchase behavior will result the actual perception of the product.

The blind promises will bring a temporal customer rather the loyal one. The marketer needs to be concentrated on customer's retention than making high profit. To retain the customer marketer, must be more conscious about customers' expectations. Customer always concentrate on numerous factors in each product, such as, quality, price, reliability, market conditions, etc. So, to be create much potential customer all these factors need to understand (US Mishra et al. 2016, Haruna et al. 2016).

## 2.1Variables selected for the study:

### 2.1.1 Commitment:

Commitment consist of how the customer of a company dedicated to the product or services, commitment level of the customer towards a company will be decided how the company is. Basically, loyalty has been measured considering commitment level of a customer.

### 2.1.2 Behavioral Factors:

Behavior of a customer towards a product or services of a company is very important in considering the satisfaction level of the customer. Customer will behave in different manner according to their interest in the product or services. Behavioral factors lead a company to


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success in the market place. As a customer accepts the product or services means he is satisfied. That means customers behavior will change from dislike to like.

### 2.1.3 Intention:

If a customer has an intention to continue to consume product or services in the future is purely because of the satisfaction, he experienced about the product or services. What customer perceived and what he is experienced may be same, so that he will show interest to continue using the services from the same company in the future.

### 2.1.4 Switching:

Switching is another which is much related to satisfaction and loyalty. Customer will switch form one company to another just because he is not satisfied with the product or services of a company. Even though if satisfied he may not become loyal to the company, that means the satisfaction level is just good, that lies in zone of indifference.

### 2.1.5 Price Sensitivity:

Price Sensitivity is another important variable in considering the satisfaction level of the customer. Satisfaction and price have a negative relationship with each other. In a clear word when price increases satisfaction decreases, viz. That means if satisfaction increases, then loyalty level also increases, viz. So that price highly effects on customer changes in behavior.

### 2.1.6 Functional Value:

Functional values highly impact on loyalty. They create some difference aspects to identify the loyalty level. Simplified functions of the product or services will create a higher functional value.

### 2.1.7 Social Value:

When customers are accepted socially by using any product or services will create high satisfaction. Social values are perceived before experiencing the real fact. When they meet perception and reality it will create high satisfaction and loyalty towards the company.

### 2.1.8 Emotional Value:

How a product or services hits on emotional values of an individual will result in loyal towards the product or services. The emotionally acceptable factors sometimes create high satisfaction in


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the long run. Where customers normally tend to perceive what is going to be happen after the purchase of product or services to their personal factors.

### 2.1.9 Conditional Values:

Some of the conditional factors creates high satisfaction towards the company and creates loyalty in a big way. So, the conditional factors create a more effect on satisfaction level and loyal towards to the product or services.

## 3. Literature Review

Reviewing the studies done reveal that loyalty was much influenced by increase in the customer satisfaction. Some study gave the idea about how perceived value played a key role in customer satisfaction. Perceived value and satisfaction become driving force to achieve the loyalty of the customers.

### 3.1 Customer Satisfaction and service quality:

As per the Chinas mobile phone market priority must be given to reduce customer perceived sacrifice and improve network quality are the key factors to influence their customer value and satisfaction which drive them to make actual purchasing decision (Wang & Lo 2002). Customer satisfaction generally determined by service quality. So effective service quality has positively influence both perceived value and customer satisfaction and meanwhile perceived value positively influences both customer satisfaction and post purchase intention (Kuo et al.2009, Alexandris et al. 2002, Brady et al. 2001). Customer perceived value and perceived price were the two important factors which customer gives important while buying a service operator (Francis et al. 2014). Most effective factor affecting customer satisfaction is customer's perceived emotional value and least effective is customer's perceived social value (Ariff et al. 2012). Attentiveness, responsiveness, care and friendliness are the most predominantly satisfying determinants. on the other hand, reliability, integrity, responsiveness, availability and functionality are the lead to customer dissatisfaction (Johnston 1995). Market expectation for the


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quality of the firm's output positively effects customers overall satisfaction with the firm and these adoptions are largely adoption with small adaptive components (Anderson 1994)

**3.2 Customer satisfaction and Loyalty**

Establishing and maintaining customer loyalty is a strategic mandate in today's service market. Customers who have switched from service providers because of dissatisfaction seem to differ significantly from other customer groups in their satisfaction and loyalty behaviors (Ganesh et al. 2000). When the customer gets all their perceived values, they will be satisfied, and it will create loyalty and customer loyalty should concentrate more on customer satisfaction and perceived value (Zhilin & Robin 2015) and perceived expectation and perceived value were critical factors towards customer satisfaction (Tung 2013). Customer satisfaction has a positively influence on customer loyalty. As the customer satisfaction gets higher, customer loyalty also rises tremendously. Meanwhile perceived value increases customer satisfaction and loyalty. Similarly, corporate image, perceived quality and perceived value are the three driving forces which have highly impact on customer satisfaction. These three factors should be accepted to attain customer satisfaction (Hashed et al. 2012; Hallowell 1996; Reichheld 1996; Wallin & Lindestad 1998a). Improvement of customer loyalty could lead to retain the customers, also brings larger market share and greater profitability (Vuuren 2012). Increase in customer satisfaction will lead to higher customer loyalty (Wahab et al. 2011). Corporate image can have an impact on customer loyalty where it has no impact on satisfaction of the customer (Tor et al. 1998b). Value is found to positively impact on image, Similarly, customer satisfaction and image perceptions are found to impact on service loyalty with satisfaction having a greater influence on loyalty than image The service quality, customer value, customer satisfaction has high influences on future behaviors after the key drivers of customer value and customer satisfaction (Yonggui & Hing 2002). Similarly, the quality of customer service, promotional value, and corporate image are the three most crucial factors that have a positive influence on customer satisfaction. Whereas emotional value has a less influence on customer satisfaction. While social value has no impact on customer satisfaction but couple of decades before on opined service quality has heavy effect


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on loyalty (Leelakulthanit et al. 2011; Lee 1970). Both customer perceived value and customer satisfaction has an impact on customer loyalty, but not as much as service quality. Studies further emphasized on service qualities service in which quality have a positive relationship with customer satisfaction (Saeed 2009).

## 4. Need for Study

Mobile communication is such a sector which is changing in such a rapid pace that the concept of loyalty and satisfaction is always very vague. Customers always want something different and when it is offered, they are ready to change their loyalty, so the impact of loyalty in this sector is completely different. For the foresaid reasons this is the most apt sector which can be studied and analyzed to understand the customers in this market.

## 5. Objective of the Study:

i. To identify the level of satisfaction towards mobile Telecom service providers.
ii. To identify the relationship between customer satisfactions, perceived value and loyalty towards the service providers.
iii. Identify the factors which determine the customer loyalty.

## 6. Research Methodology:

The study "Relationship between Customers Perceived Value, Satisfaction and Loyalty" will be conducted in Karnataka state of India. The researchers propose to conduct an empirical investigation using a structured questionnaire. Considering the total number of questions in the questionnaire (46), the sample size shall be 400 which are proportionately distributed among different districts of the state. The research is diagnostic in nature and proposes to identify parameters that lead to customer satisfaction. The researcher has formulated and tested various hypotheses that are framed based on the topic of study. T-Test Regression and Correlation with percentage analysis has been used for analysis.

## 7. Analysis


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**Table 1: Demographic Variables**

| | | | | | | |
|---|---|---|---|---|---|---|
| **GENDER** | **MALE** | **FEMALE** | | | | |
| | 88% | 63% | | | | |
| **AGE** | **Below 18** | **18-23** | **23-30** | **30-40** | **40-50** | **Above 50** |
| | 4% | 42.67% | 31.33% | 19.33% | 1.33% | 1.33% |
| **OCCUPATION** | **Student** | **House wife** | **Employed** | **Business** | **Professional** | **others** |
| | 39% | 14% | 19% | 13 | 14% | 1% |
| **INCOME LEVEL** | **Below 1 lakh** | **1-3 lakh** | **3-5 lakh** | **Above 5 lakhs** | | |
| | 72% | 22.67% | 2.67% | 2.67% | | |
| **MARITAL STATUS** | **Married** | **Single** | | | | |
| | 41% | 59% | | | | |
| **QUALIFICATION** | **SSLC** | **PUC** | **Graduate** | **PG** | **Others** | |
| | 7% | 17% | 49% | 21% | 5% | |

From the Table1 we can infer that majority of the respondents are youngsters, which is dominated by more male respondents than female and by analyzing the qualification it can be found that irrespective of their qualification, people use mobile phones and there are not confined to a certain set of people.

**Table 2: Nexus Between Customer Satisfaction, Perceived Value and Loyalty**

| | **STATEMENTS** | **MEAN** | **SD** |
|---|---|---|---|
| **Commitment** | I consider this service provider my first choice to order mobile services | 3.86 | 1.11 |
| | I am proud to use this service provider | 3.79 | 0.95 |
| | I am a loyal customer of this service provider | 3.94 | 0.93 |


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| | | | |
|---|---|---|---|
| | It is important to me which company offers these services | 2.93 | 1.19 |
| | It would be difficult for me to change to another service provider | 3.59 | 1.08 |
| | It would be difficult for me to order this service via other channels | 2.65 | 1.24 |
| | 2I use the same service via different channels | 3.57 | 1.10 |
| **Behavioural** | Next time, when I need such services, I will choose this service provide | 3.35 | 1.05 |
| | Next time, when I need this service, I will order it via mobile channel | 3.21 | 1.03 |
| **Intention** | I intend to continue ordering from this service provider over the next few years | 3.47 | 3.47 |
| | As long as the present service is offered, I doubt that I would switch service provider | 2.86 | 2.86 |
| | I will order more similar services in the future | 3.59 | 3.59 |
| **Switching** | I will order fewer mobile services in the future | 3.68 | 3.68 |
| | I will order less services from this service provider in the future | 3.46 | 3.46 |
| | I will order some mobile services from another service provider in the future that offers better prices | 2.79 | 2.79 |
| **Price Sensitivity** | I will continue to order services from this service provider even if the prices increase somewhat | 2.65 | 1.08 |
| | I will accept higher prices if this service provider raises its' prices | 2.33 | 1.09 |


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| | | | |
|---|---|---|---|
| | I would pay a higher price for the mobile service than competitors charge for the benefit I currently receive from this service provider | 1.96 | 1.03 |
| **Functional** | Price paid for the mobile service is cheaper than for the service via other channels | 3.41 | 1.22 |
| | Mobile services make my life easier | 4.04 | 1.02 |
| | Mobile services are instant and quick to use | 4.03 | 1.09 |
| | I can do transactions and pay with the mobile phone and do not need cash | 2.85 | 1.33 |
| **Social** | I gain respect by using mobile services | 3.00 | 1.17 |
| | I am appreciated by others when I use mobile services | 3.13 | 1.11 |
| **Emotional** | I enjoy sending emotional messages to my friends | 3.34 | 1.04 |
| | I think that mobile services are very entertaining | 3.89 | 2.59 |
| | I think using mobile services is a pleasant way of spending time | 3.71 | 1.20 |
| **Conditional** | I use mobile services when other media are unavailable | 3.82 | 1.18 |
| | I get access to services independent of time and place | 3.64 | 1.07 |
| | I can access the service independent of location, I do not have to go anywhere. | 3.68 | 1.04 |
| | I can locate nearest service provider with the help of mobile service | 3.29 | 1.07 |
| | I can anticipate conditions with the help of a mobile service | 3.26 | 1.08 |
| | I can get real time information with the help of mobile services | 4.10 | 0.96 |



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From Table 2 Commitment towards any service or product is one of the successful factors in the business. It is a dimension which gives the clear idea about the customer's commitment towards the Service providers and its services. It consists of 7 statements with 5-point scale, in which respondents responded wisely. Analyzing overall commitment of the respondent it is found that 69.52% of respondents are committed towards them

Behavior of a customer will be depending on the satisfaction about the product or services. In this Service providers user's behavioral aspects has been analyzed in a scale of 5. The term consists of two statements to identify the behavioral aspects. Analyzing behavioral aspects of respondents 65.60% are using Service providers for ordering services in the future

Understanding customer's intention to buy the services in the future are discussed here. Where customers see various aspects to continue the service in the future. There are 3 statements with 5-point scale. Analyzing overall intention of the respondents 66.09% respondents are intending to continue ordering from Service providers service in the future.

In most of the cases customers will switch to another service provider due to many reasons. They consider many factors to switch from Service providers to another Service provider, in which main factors are price and type of offers they provide. Switching consist of 3 negative statements (reverse scoring done) which are measured under 5-point scale. Analyzing the overall statements about switching of service provider 66.22% of respondents replied that they will not switch to another service provider inn future.

Price sensitivity clarifies how the customer of the Service providers accepts the changes in price. Customer may not adopt the changes in the prices all the time. The acceptance of price will be detailed by three statements that respondents ranked in 5-point scale. Considering the overall statements with price sensitivity 46.27% of total respondents not ready to accept the rise in price level.

Functional aspects which are adopted by the customers sometimes finds much happiness to use the operator frequently. This has been analyzed in the part using 5-point scale. The overall


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analysis of all the above statement is 71.6% of respondents are happy with functional value of Service providers service provided.

Social factors such as respect in the society create greater impact on individual. Here it is to identify how Service providers help's in bring the social respect to the customer by analyzing 2 statements which is asked to the customers. Analyzing Social Factors 61.33% of total respondents were happy with the organization.

Customers sometime want entertainment in the way of sending the messages to their closed ones, or they find much comfortable to spend time in mobile. Those emotional factors have been analyzed with 3 statements, which was responded by the customers. Analyzing emotional value 72.98% of respondents are using Service providers for their emotional satisfaction

Conditional factors include variables like getting different information from the service provider across the state i.e. connectivity in all the places. The conditional factor has been assessed using 6 statements with the 5-point scale. Analyzing the above all statements 72.62% of respondents are using the conditional benefits that Service providers provides.

**Table 3: Overall Satisfaction of respondents towards their service provide**

| PARTICULAR | Yes | No | May Be |
|---|---|---|---|
| **Respondents** | 85 | 17 | 48 |
| **Percentage** | 56.67% | 11.33% | 32% |

Understanding the overall satisfaction of Service providers from above chart, 57% of respondents are satisfied with the services and 32% of respondents are undecided regarding the satisfaction. Only 13% of responses are dissatisfied with the service provided. By this we can conclude that even though most of the customers are happy with the service provided but they not very loyal and always are waiting for a better provider to switch to them, the availability of mobile number portability has made it easier of the customers since it reduces the switching cost and risk as well.


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### 7.1 Correlation between factors influencing satisfaction

Analyzing the Table of relationship between different variables, there is a strong positive relationship between the commitment and functional values (r = 0.58768513). Whereas commitment and price sensitivity (r = 0.103000902) has very weak association with each other.

Considering the behavioral factor, which is strongly associated with the social values (r=0.309113025) that customer undergo using the service provider. But behavioral factors are negatively related to emotional values (r = -0.060139381) of the service user. It is clear from the analysis that emotional values do not have any effect on the behavioral factors of the customers of Service providers.

Intentional factors have highly positive interaction with the functional factors (r = 0.44054042) where as they have very weak negative relationship with the price sensitivity (r = -0.0611285) factors. That means customers intention to continue the mobile service is depend on the functional values of the service provider and also the price charged for the services by the service provider.

Switching of the service provider is negatively depends on price sensitivity (r = -0.11816125), that means when service provider rises its price customer+ will not switch to another service provider frequently, flowingly social values (r = -0.10320011) and conditional values (r = -0.03004519) also negatively impact on switching of the service provider. Meanwhile there is a small positive interaction with functional values (r = 0.14869155) with switching, were customers considers it while making decision to switch from the provider.

Price Sensitivity has a highly negative influence on emotional values (r = -0.038738678), whereas a small positive association with conditional values (r = 0.064461896). That means emotional values are depend on the price sensitivity factors.


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Functional values highly associated with conditional values (r = 0.411159118) of the service provider. There is a positive relationship between both. As conditional values become important functional values gains its importance.

Social values have a negative relationship with both emotional values (r = -0.13834) and conditional values (r = -0.02567), whereas emotional values have highly positive association with conditional values (r = 0.390944088).

It is clear from correlation that most of the factors are negatively related to price sensitivity. That means they consider the other factors more important than price, in fact customer are not happy with their respective providers pricing strategy.

**Table 4: Correlation between factors influencing satisfaction**

| | Commitment | Behavior | Intention | Switching | Price Sensitivity | Functional | Social | Emotional | Conditional |
|---|---|---|---|---|---|---|---|---|---|
| **Commitment** | 1 | | | | | | | | |
| **Behavior** | 0.397 | 1 | | | | | | | |
| **Intention** | 0.384 | 0.091 | 1 | | | | | | |
| **Switching** | 0.189 | 0.035 | 0.203 | 1 | | | | | |
| **Price Sensitivity** | 0.103 | 0.178 | -0.061 | -0.118 | 1 | | | | |
| **Functional** | 0.587 | 0.223 | 0.440 | 0.148 | 0.020 | 1 | | | |
| **Social** | 0.245 | 0.309 | 0.009 | -0.103 | -0.038 | 0.251 | 1 | | |
| **Emotional** | 0.278 | -0.060 | 0.236 | 0.021 | -0.038 | 0.355 | -0.138 | 1 | |
| **Conditional** | 0.423 | 0.114 | 0.355 | -0.030 | 0.064 | 0.411 | -0.025 | 0.309 | 1 |


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## 8. Key Observation

### 8.1 **Commitment**

It is clear from the respondents that they compare other service provider with Service providers before purchasing the product and they find difficult to change to another service provider. Commitment has positive relationship with the functional value and negative relationship with price sensitivity.

### 8.2 **Behavioral**

Most of the respondents use other channels to order services such as paying for parking, buying a metro ticket, etc. and they will use Service providers for ordering the same services in the future. Behavioral factor positively associated with social values and there is weak negative interaction with emotional values.

### 8.3 **Intentional**

Majority of respondents have intention of ordering services from Service providers over the next years. With the current level of services provided respondents will not switch from Service providers and, they are willing to use more of their providers offerings. Intentional factors have highly positive association with functional factors. Price Sensitivity negatively effect on intentional factors.

### 8.4 **Switching**

Most of the respondents agreed that they will order more similar services in the future, but if another service provider gives better offer than then they will order from that service provider in the future. Switching of the service provider is negatively associated with price sensitivity along with social values and conditional values.

### 8.5 **Price Sensitivity**

Most of the respondents are concerned about the price and they are willing to switch to another service provider if others offer lesser price than Service providers for the same services. They will not accept higher price from their provider. Respondents are not ready to pay higher price


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than their competitors offer for the same service. Price Sensitivity have a negative influence on emotional values. That is a negative relationship, were customer's emotional factors does not influence by the price sensitivity factors.

8.6 **Functional Value**

Most of the respondents agreed that price paid for the mobile service is cheaper than other channels. Majority of the respondents said mobile services are quick and instant to use, such that it makes their life much easier. Respondents are not comfortable in doing transaction trough mobile phone; instead they prefer cash transaction in most of the cases. Functional values are highly influenced by the conditional values.

8.7 **Social Value**

Majority of respondents agreed that they gain respect by using Service providers and they are appreciated by others for using the same. Social values associated with emotional values and conditional values. Both are negatively influence on social values.

8.8 **Emotional value**

Most of the respondents enjoy sending messages to their friends and they think mobile services are much entertaining one. Most of respondents spend a lot in using the mobile services and they feel it is pleasant. Emotional values have a positive interaction with the conditional values and emotional values leads conditional values.

8.9 **Conditional Value**

Majority of the respondents agree that they use mobile services when other Medias are unavailable. Respondents agreed that they can access to services at any place and at any time. They no need to go anywhere to access the internet. A greater section of respondents say that they can locate nearest service and they can anticipate conditions with the help of Service provider. It is clear from the substantial number of respondents that they can get real time information's with the help of mobile services.


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8.10 **Satisfaction**

Most of the respondents are satisfied with the Service provider and services provided by them. Degree of influence of variables towards overall satisfaction is commitment (0.70), behavioral (0.66), intentions (0.66), switching (0.66), price sensitivity (0.46), functional value (0.72), social value (0.61), emotional value (0.73) and conditional value (0.73).

## 9. Recommendation

Service providers need to revise pricing of the services or alternatively provide different tariff packs to different category of customers. Many areas are not covered by 3G/4G network, even though advertisements claim the opposite, this will create higher expectation among the customers, and which will in turn become the reason for dissatisfaction. So, to prevent this content advertisement must well drafted to make sure this doesn't arise. Companies need to make different strategies such as providing low price for internet services, roaming free services etc to build a loyal set of customers. Mobile Number Portability (MNP) is one of the drawbacks that all providers are facing as customer will switch to another service provider. So, Service providers need to keep eye on retaining the customers by providing different offers for different customer based on which service customer use the most. Loyal customers are not getting valid offers like inexperienced users. This is the biggest complaints from the customers. Need to extend offers to old customers. Overall satisfaction of the customer is high with regards to network quality and services. So, companies must concentrate on those things to maintain the customers in the future. Providing latest offers and generate new customers to increase market share. It is observed postpaid customers are less in number. Company need to attract customers to get the postpaid services by providing offers. Grievance handling is a major drawback as stated by respondents. So, company need to take regarding the same.

## 10.Conclusion


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Telecommunication industry is a growing industry in a country like India, which is the second largest in cell phone users. The service providers have a lot of scope to do business. Service providers has been a global leader and has the largest market share in wireless connections in India. The strong relationship that exists between Perceived Value, Loyalty and Customer Satisfaction has been elaborately explained and its relevance has been highlighted. The company needs to bring out strategies to improve its customer retention and grievance handling method. Pricing too is a very important dimension to be emphasized keeping cut-throat competition in Mind.

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