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A STUDY OF THE IMPACT OF CUSTOMER CARE SERVICES ON CUSTOMER SATISFACTION OF MOBILE PHONE SUBSCRIBERS IN EAST U.P. CIRCLE

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ABSTRACT:
The study cannot be generalized for the whole population of mobile phone users in India since research was conducted in East U.P circle. Telecom circle wise, the results may be different so there is certainly scope for similar researches in other circles of India. The rapid change in technology has changed the subscribers' expectations towards the various quality dimensions. In this competitive environment it has become a necessity for every service provider to satisfy and retain the subscribers after the introduction of MNP in East U.P. circle. Therefore, similar research in future in same geographical location may produce some different results. The research of similar nature can be conducted with large sample size in East U.P circle and other telecom circles. East U.P circle is very large and for this study, the researcher collected the data from four major cities of this circle. By adding the respondents from the other cities of this circle, the research in future may be conducted. Satisfaction of mobile phone subscribers is affected by several factors but the researcher has taken only few factors for this research. In future, the research may be conducted by considering the other factors also.

KEYWORDS: Market, Marketing Relationship, Telecommunication, Costumer Service.

INTRODUCTION

In a very limited period, mobile telecommunications have become an increasingly needed service with a very high penetration rate in India. With the extensive mobile telecommunications usage, the mobile services market is now recognized as the most competitive part of the telecommunications sector. The issue of how to improve customer satisfaction is very important for mobile communications operators. Therefore, it is believed that customer satisfaction plays a significant role in the telecommunications market competition. Telecommunications is one of the prime support services needed for rapid growth of any developing country. Telecommunications is one of the fastest developing sectors in India. The Indian government is concentrating more on this sector, especially in recent years because of the enormous growth of Information Technology (IT) and its significant impact on the rest of the economy. This research is equally important for the academicians as the results from this research indicate how customer's satisfaction determines their decision to use and maintain their relationship with their mobile service provider.

This will provide empirical support for management strategic decisions in several critical areas of their operations, and above all, provide a justifiably valid and reliable guide for designing workable service delivery improvement strategies for creating and delivering customer value, achieving customer satisfaction and loyalty, building long- term mutually beneficial relationship with profitable customers and achieve sustainable business growth East U.P. Circle. To policy makers such as the Ministry of Communications and Telecom Regulatory Authority of India, the findings and results of this study provides invaluable insights and a more reliable guide to evaluate performance of service providers with special reference to customer care services. It will also help the TRAI to ensure that these operators are responsive to customer and community needs, and that customer's interest is protected. To stakeholders like investors, shareholders, employees, pressure groups, consumer associations, etc., the study provides invaluable information that will allow them to provide useful suggestions to the improvement in service delivery of their respective mobile network operators in East U.P. Circle

Thus this chapter covered the conceptual and theoretical framework of the study, overview of mobile service providers in East U.P.Circle, development of telecommunications in India, objectives, scope and importance of the study, role of Telecom Regulatory Authority of India (TRAI), overall provided a context and justification for the study. On these foundations, the thesis proceeds with a detailed review of literature to identify the major research gaps.

CUSTOMER REQUIREMENTS WHILE CONTACTING A CUSTOMER SERVICE[1]:

- **To feel welcome:** Customers want recognition; this sense of interest translates into a feeling that they have a right to be there and to seek help.
- **To be taken seriously:** Customers want to feel that customer care executive will give considerate thought to their questions or issues in all cases.
- **To feel comfortable:** They need to feel that this is an environment where confidentiality can be shared. They need to feel you care about them and you can be trusted to help them.
- **To be understood:** They might have trouble speaking the language; they might not be able to put all the details of their situations easily; they might be missing important facts about the situation; they might have speech impediment or disability. Customers expect service people to go the extra step to make sure they are understood.
- **To feel important:** Customers want to have full attention and all of your company‘s capabilities put to work to resolve their issue.
- **To accomplish their objectives:** Customers contact service departments because they have a goal to be accomplished. When the conversation is complete, they want to know they have attained something tangible, even if it is not a full resolution of their issues.
- **To be handled quickly**: They expect customer service executive to be efficient. They expect service executive to be knowledgeable about their products and services and know how to resolve their issues.

HISTORY OF CELLULAR TELEPHONY IN INDIA:

Year	Development of Mobile Telecommunication
1992	Telecommunication sector in India liberalized to bridge the gap through government spending & to provide additional resources for the nation‘s telecom target. Private players allowed participating.
1993	The telecom industry gets an annual foreign investment Rs 20.6 million.
1994	License for providing cellular mobile services granted by the government of India for the Metropolitan cites of Delhi, Mumbai, Kolkata& Chennai. Cellular mobile service to be duopoly (i.e. not more than two cellular mobile operators could be licensed in each telecom circle), under a fixed license fee regime for 10 years.
1995	19 more telecom circles get mobile licenses.
1995(August)	Kolkata became the first metro to have a cellular network.
1997	Telecom Regulatory Authority of India is set up.
1998	Annual foreign investment in telecom stands at Rs 17,756.4 million.
1999	FDI inflow into telecom sector falls by almost 90% to Rs. 2126.7 million.
1999	Tariff rebalancing exercise gets initiated.
1999(March)	National Telecom Policy is announced.
2000(June)	FDI inflow drops further down to Rs 918 million coming.
2000 (January)	Amendment of TRAI Act.

Source: Cellular Operators Association of India.

MOBILE PHONE SERVICE PROVIDERS OF INDIA:

Rank	Operator	Subscribers (in millions)	Ownership
1	Airtel	188.79 (April 2013)	Bharti Enterprises (64.76%) Singapore Telecommunications (32%) Vodafone (4.4%)
2	Reliance Communications	154.11 (September 2012)	Reliance ADAG (67%) Public (26%) Others (7%)
3	Vodafone	153.77 (April 2013	Vodafone (100%)
4	Idea	122.89 (April 2013	Aditya Birla Group Axiata Group Berhad (19.1%)
5	BSNL	97.17 (April 2013	State-owned
6	Tata DoCoMo (GSM & CDMA) Virgin Mobile (GSM & CDMA) Talk24/T24 (GSM)	90.09 (August 2012)	Tata Teleservices (74%) NTT Docomo (26%)
7	Aircel	60.08 (April 2013)	Maxis Communications (74%) Apollo Hospital (26%)
8	Telenor	31.84 (April 2013)	Unitech Wireless Telenor (67.25%) Unitech Group (32.75%)
9	MTS	14.01 (October 2011)	Sistema (73.71%) Shyam Group (23.79%)
10	Videocon	2.13 (April 2013)	Videocon
11	MTNL	4.71 (April 2013)	State-owned
12	Loop Mobile	3.02 (April 2013)	Essar Group (8.0%) Santa Trading Pvt Ltd (85.75%) Others (6.25%)
13	Ping Mobile	1.15 (October 2011)	HFCL Infotel Limited

Source:http://en.wikipedia.org/wiki/mobile_network_operators_of_india

REVIEW OF THE RELATED LITERATURE:

The literature reviewed by the researcher in order to have an insight into the theoretical framework and methodological issues related to the study undertaken. For this purpose, the researcher has reviewed research papers and articles published in both International and National journals and also various books which give broad perspectives on the conceptual framework of the study undertaken. The main objective is to identify the current research situation regarding the study in such a manner that we would be able to identify what research work is already exists and what are the major research gap which would be filled by the current research study. There is a general consensus in the marketing literature about the importance of customer satisfaction in business success. Higher customer satisfaction leads to improved financial performance by lowering customer switching, improving loyalty, reducing price elasticity and transaction cost, promoting positive word of mouth and enhancing firm image and reputation (Garvin, 1988; Anderson, 1988; Kandampully and Suhartanto, 2000; Homburg and Giering, 2001; and Kim et al., 2004).

Since mobile services are continuously provided services, the customer 'provider relationship and relational constructs such as trust become an important consequence of customer satisfaction (Selnes, 1988). Further, Ranaweera and Prabhu (2003), show that customer satisfaction and trust have strong association with repurchase intentions and loyalty.

According to Voice and Data mobile user's satisfaction survey 2008, there was a significant drop in the overall satisfaction of all major service providers against the benchmark set by Telecom Regulatory

Authority of India (TRAI). This is a major cause of concern with Prasanto K Roy, Chief Editor of Cyber Media saying "*We see rapidly declining quality of service stemming from poor network availability and lack of customer care as the top issues for the mobile players*".

According to ClaesFornell, "*satisfied customers represent a real, albeit intangible, economic asset that generates future income streams for the owner of that asset*".

In 1994 government had issued licenses for cellular mobile services only for metropolitan cities: Delhi, Mumbai, Kolkata & Chennai. India has shown tremendous growth in past few years in telecommunication sector. The change in technology has changed the consumer mind. From fixed lines to wireless lines the numbers of subscribers have shown remarkable growth.

Earlier the concept of quality was very limited and was restricted to manufacturing & production industries only. The goal was maximum production. With change in technology, approach, customer perception and with industrial growth the quality concept was incorporated even with service industry also. Authorities have framed several quality standards in order to meet the quality of delivered service. With the awareness of quality, today's customer is more demanding and the change in technology has brought the quality awareness among customers.

In India, rapid diffusion of telecom, at least in the urban areas, has been progressing, thanks to the hyper-competitive telecom markets with the post-liberalization entry of several Indian and global private players. In such a competitive environment, survival and success of the telecom players will depend on competitiveness. The existing level of competition has forced the mobile service providers to focus on various customer centric strategies wherein the service providers concentrate on acquiring the new customers. There is cut-throat competition among the mobile service providers.

The concept of customer care has its significance in mobile telecommunication services as it involves huge set of customer base. One outcome of good customer service, which depends on the service quality of the telecom providers, is customer satisfaction. Due to the nature of competition in East U.P.circle, service providers should evaluate their performance time to time for retention of their existing subscribers because MNP has given freedom to subscribers to select the best service provider while retaining their existing number. So it is important to identify the major critical areas for the service providers of East U.P.circle so that the necessary recommendations can be made.

The findings and results of this study will provide invaluable insights and a reliable guide to evaluate performance of service providers of East U.P.circle. Also, the Telecom Regulatory Authority of India can ensure that these operators are responsive to customer and community needs, and that customers' interest is protected. The next chapter provides the valuable insights about the background of the study.

MARKETING:

Marketing has been viewed traditionally as a business activity. Business organizations exist to satisfy human needs, especially material needs. Consequently, one way to define marketing is from the business perspective. For instance, marketing has been defined as the "delivery of a higher standard of living."Other definitions refer to marketing as an exchange process. This process involves at least two parties: buyer and seller. Each party gives up something of value and receives something of value. Noted marketing scholar Philip Kotler defines marketing as "a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."Because marketing activities bring about exchanges, marketing is an essential function in an economic system. In a free-enterprise economy, resources are allocated by die interaction of supply and demand in die marketplace. Marketing activities and institutions provide, the framework and mechanisms for this interaction and their after.

By including exchange as a part of the definition, the AMA has expanded the marketing process to include all types of organizations. This broadened or generic view of marketing recognizes the importance and application of marketing to not-for-profit organizations and situations. As in for-profit businesses, a carefully planned and coordinated marketing program can help a not-for-profit organization reach its goals, whether they are to attract more members, to increase donations, or to provide better client services. In the 1950s the *marketing concept* emerged. As a business philosophy, the marketing concept is aimed at orienting a firm completely toward its customers. As such, a customer focus should permeate every department from production to finance to human resources. All major decisions should be based on the relevant market considerations. This does not, of course, mean that other activities in the organization must be completely subordinate to marketing. What it does mean is that managers should not make important decisions in any area without taking marketing implications into account.

RELATIONSHIP MARKETING:

The 1990s extended the marketing concept even further. Knownas *relationship marketing*, this view assumes that an organization wants to form long-term relationships with its customers. Therefore, the focus of an organization's efforts is not on creating transactions, but rather on satisfying and retaining customers, based on developing a relationship with the customer over time. The customer is viewed as a partner who will help the organization achieve its goals. One of the proponents of this approach, international marketing consultant Regis McKenna, emphasizes that "marketing is everything."A firm must use all of its knowledge and experience to adapt its goods and services to the unique needs of its customers. In this way, it will be able to develop mutually beneficial relationships with them. To implement relationship marketing, many companies, who in the past relied on mass marketing, are using more targeted and individualized means to communicate with their customers.

MARKETING MANAGEMENT:

The long-term success of any organization is determined by the capabilities of its management. Since marketing must be the concern of every executive in an organization, managers at each level must understand the principles of marketing to make profitable decisions within their areas of responsibility. Many founders or CEOs of successful companies take the lead role in marketing their products and companies. The chief marketing executive is responsible for *marketing management*— the planning, implementation, and control of marketing activities. The person entrusted with these broad and complex responsibilities is an important member of the firm's management, and may have a title such as a vice president of marketing, director of marketing, marketing manager, or manager of marketing and sales. The handling of these varied duties is subject to the judgment not only of the company's chief executive, directors, and owners, but also of die firm’s customers and potential customers. The marketing executive’s skills and abilities are proved continuously in the marketplace every time a sale is made or lost.

STATEMENT OF THE PROBLEM:

This study aims to investigate the factors influencing satisfaction, status of the satisfaction of subscribers with services offered by mobile telecommunication service providers in East U.P.circle and to analyse the switching intention of the subscribers. The mobile communication industry, which has been the driving force behind the development of country as a great power in the information and communication industry, has a great influence on the domestic economy. Therefore, this study is intended to examine factors affecting the customer satisfaction, the relationship between the satisfaction/dissatisfaction and the switching intention of subscribers and to evaluate the performance of service providers in highly competitive environment in East U.P.circle.

OBJECTIVES OF THE STUDY:

The present study has been made keeping into consideration the following objectives:

1. To identify the various issues related to customer service and its quality.
2. To analyse and compare the services offered by the mobile phone service providers.

3. To explore various complaints of the customers and to advocate customer centric strategies for service providers.
4. To identify the gaps between expectations of the subscribers and the performance of the service providers.
5. To study and analyse the impact of customer care services on the customer satisfaction.
6. To identify the reasons for switching intention of mobile phone subscribers.

HYPOTHESES OF STUDY:

Considering the research objectives cited above and the review of literature, the following null hypotheses were set:

Hypotheses1: There is no impact of customer care services on overall satisfaction of the mobile phone subscribers.

Hypotheses2: There is no relationship between overall satisfaction and switching intention of the subscribers.

Hypotheses3: There is no relationship between satisfaction with effectiveness of the network and switching intention of the mobile phone subscribers.

Hypotheses4: There is no relationship between the call charges and switching intention of the mobile phone subscribers

Hypotheses5: There is no relationship between satisfaction with multimedia/value added services and switching intention of the mobile phone subscribers.

RESEARCH METHODOLOGY OF THE STUDY:

For any kind of research and that to research in social science the value of research methodology cannot be ignored by researcher. Since the research topic is very challenging is today's marketing context the researcher took utmost caring in selecting the methodology. The detail description of Research Methodology is given below.

RESEARCH PROCESS:

1. **Research Design**: Descriptive & Exploratory research.
2. **Sources of Data**: Primary and secondary sources of data are used.

- **Primary Data** – Data collected through structured questionnaire/ personal interviews with subscribers of mobile phone services in East U.P. Circle. It is basically an empirical study by field survey Method.
- **Secondary Data** – Data provided by the various Telecommunications Players, Government agencies and Regulatory body, published material, data through websites in connection to mobile phone services.

3. **Research Approach**: The study design as depicted in below mentioned includes sources of data collection from both primary and secondary, identification of relevant variables analysis and tabulation of data, their interpretation, review and report writing.
4. **Research Instrument**: Questionnaire
5. **Sampling Plan**: -

i. **Sampling Unit**: Mobile Phone Subscribers of East U.P. Circle.

ii. **Sample Size**: 600 (Data collected from the four major cities of East U.P. Circle- i.e. Lucknow, Kanpur, Allahabad and Varanasi., 150 mobile phone subscribers from each city participated in the study).

iii. **Sampling Procedure**: Judgemental Sampling.

iv. **Contact Method**: Personal.

The proposed study is based on primary as well as secondary data. For the purpose of primary data collection, we selected four major cities of East Uttar Pradesh circle i.e. Lucknow, Varanasi, Allahabad and Kanpur. The rationale behind selecting these cities is that these are the major cities of East U.P. circle and sufficient enough to represent the whole East U.P. circle.

SAMPLE AND TOOLS OF DATA COLLECTION:

A *sample design* is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher adopts in selecting items for the sample. For sample selection, the researcher used non probability sampling i.e. basically Judgemental Sampling to ensure true representation of mobile phone subscribers of East U.P. circle. Judgmental sampling is applied considering the nature of the study and to include subscribers of varying characteristics and availing the services of service providers of East U.P. circle.

The researcher collected the primary data from the four major cities of East U.P. circle i.e. Lucknow, Kanpur, Allahabad and Varanasi. Total 600 respondents i.e. 150 mobile phone subscribers from each city participated in the study. In order to ensure the true representations of mobile phone subscribers, the researcher selected the different locations /areas in each city and then collected the data from such locations/areas. Considering the nature of research, it was decided to collect data from primary as well as secondary sources. Primary Data refers to the data collected through structured questionnaire/ personal interviews with subscribers of mobile phone services offered by various telecom companies. Data provided by the various Telecommunications Players, Government agencies and Regulatory body, published material, data through websites in connection to mobile phone services refer to secondary data.

TOOLS & TECHNIQUES USED FOR DATA ANALYSIS:

It includes the various statistical tools & techniques. Statistical tools help in analyzing the data and the data analysis is helpful in drawing conclusions. Statistical tools are used mainly, to study the relationship between the variables and to perform the hypothesis testing.

LIMITATIONS OF THE STUDY:

1. The research is only limited in East U.P. Circle. Therefore the findings of the study cannot be generalized for the whole population of mobile phone users in India or not applicable for the other telecom circles of India.
2. The sample size is small as compared to mobile phone subscribers in East U.P. Circle.
3. Considering the number of mobile phone subscribers, East U.P. Circle is very large but time constraint did not also allow us to use a larger sample from all the districts of this circle.
4. Since the study was an industry-wide study, all attributes and characteristics of telecommunication service providers related to customer care and customer satisfaction could not be used and emphasized upon.

ANALYSIS, DISCUSSION AND RESULT OF THE STUDY:

The research results are presented and discussed in the following – refers to identification of the mobile subscribers/respondents. It explains the characteristics of the mobile subscribers/respondents - name, place, gender, age, profession monthly income, name of the service provider, duration of services, monthly expenses on services etc.

1.PROFILE OF THE RESPONDENTS: There are 600 mobile phone subscribers/respondents and the researcher collected the data from the four major cities of the East U.P. circle i.e., 25% mobile phone subscribers from each city - Varanasi, Kanpur, Lucknow and Allahabad participated in this study which are given in the table 1.1.

Table No: - 1.1:
City of Respondent(s)

City of Respondents	Frequency	Percentages
Varanasi	150	25.0
Kanpur	150	25.0
Lucknow	150	25.0
Allahabad	150	25.0
Total	600	100.0

2. **GENDER OF RESPONDENT(S):** This study includes both the genders i.e. 63% respondents are male and 37% respondents are female, indicated in table 1.2.

Table No: - 1.2
Gender of Respondents

Gender of Respondent	Frequency	Percentages
Male	378	63.0
Female	222	37.0
Total	600	100.0

3. **AGE GROUP**: As shown in table 1.3, it is observed that maximum respondents (32%) are from the age group 25-35, followed by 24.5% from the age group 45 +, 17.5% from both the age-groups i.e., 20-25 and 35-45 and only 8.5% from the below 20 years age group.

Table No: -1.3
Age Group

Age Group	Frequency	Percentages
Below 20	51	8.5
20-25	105	17.5
25-35	192	32.0
35-45	105	17.5
45 +	147	24.5
Total	600	100.0

4. **PROFESSION OF RESPONDENT(S):** In this study the respondents are from various sections of mobile subscribers. The table 1.4 describe that 33.5% respondents are in the any other category which includes basically students and housewives followed by 26.5% from Government Services and 26% from Private Service while 14% are from Self-employed/Business category.

Table No - 1.4
Profession of Respondent(s)

Profession	Frequency	Percentages
Government Service	159	26.5
Private Service	156	26.0
Self-employed/Business	84	14.0
Any other (student/ housewives)	201	33.5
Total	600	100.0

5. **MONTHLY INCOME OF RESPONDENT(S)**: The table 1.5 explain that in this study maximum mobile users (40.5%) have the monthly income >Rs.30,000 followed by 34.5% users have the monthly income <Rs.5,000 while 13.5% respondents have the monthly income in the range of Rs.15,001-30,000 and only 11.5% mobile users have the monthly income in the range of Rs. 5,001-15,000.

Table No: - 1.5
Monthly Income of Respondent(s)

Monthly Income (in Rs.)	Frequency	Percentages
<-5000	207	34.5
5001 – 15,000	69	11.5
15001 - 30,000	81	13.5
30,001>	243	40.5
Total	600	100.0

6.TELECOMMUNICATION SERVICE PROVIDER: The table 1.6 describe that in this study, the researcher has collected the data from the mobile phone subscribers of all the 9 service providers in the East U.P Circle. 22.8% respondents are the users of Airtel followed by 16.7% users of Vodafone, 14.7% of Reliance and 14%, 8%, 10.7%, 5%, 4.3%, 3.8% subscribers are the users of BSNL, Tata, Idea Aircel, Telenor and MTS respectively.

Table 1.6

Telecommunication Service Provider

Name of the Service Provider	Frequency	Percentages
Airtel	137	22.8
Vodafone	100	16.7
Reliance	88	14.7
BSNL	84	14.0
Tata	48	8.0
Idea	64	10.7
Aircel	30	5.0
Telenor	26	4.3
MTS	23	3.8
Total	600	100.0

7.TYPE OF MOBILE COMMUNICATION: In East U.P. circle, 73.7% mobile phone subscribers are using the prepaid mobile services while 26.3% are using the postpaid services as shown in table 1.7

Table 1.7

Type of Mobile Communication

Type of Mobile Communication	Frequency	Percentages
Prepaid	442	73.7
Postpaid	158	26.3
Total	600	100.0

8.DURATION OF USING THIS CONNECTION: The table 1.8 describe that most of the subscribers (34.2%) are using the services of their service provider for the last 1 to 2 years followed by 24.7% are the new users i.e., using the services for less than 1 year while 23% and 18.2% are using the services for more than 3 years and for the last 2 to 3 years respectively.

Table 1.8

How long have you been using this connection?

How long have you been using this connection?	Frequency	Percentages
Less than 1 year	148	24.7
1 to 2 years	205	34.2
2 to 3 years	109	18.2
More than 3 years	138	23.0
Total	600	100.0

9.MONTHLY EXPENSES ON MOBILE PHONE: It is observed from the table 1.9, that the monthly expenses of maximum subscribers (46.5%) are in the range of Rs.300-500 followed by 31.7% mobile users whose monthly expenses are less than Rs.300 while in case of 11.8% and 10% users it is in the range of Rs.501-1000 and more than Rs.1000 respectively.

Table 1.9
Monthly Expenses on Mobile Phone

Monthly Expenses on mobile phone	Frequency	Percentages
Less than or equal to Rs. 300	190	31.7
Rs 301-500	279	46.5
Rs 501-1000	71	11.8
More than Rs. 1000	60	10.0
Total	600	100.0

This chapter discussed the data analysis of the collected data i.e., profile of the respondents, various problems faced by mobile subscribers, satisfaction level of mobile subscribers with reference to the customer care services and the quality dimensions, the level of overall satisfaction of the mobile phone subscribers with their service providers, awareness about MNP, switching intention and reasons for their switching intention. The data were collected from primary and secondary sources. Researcher analyzed primary data with various statistical tools and techniques and hypotheses testing were done to achieve the objectives of the study. In this backdrop of analysis, the researcher proceeds with major findings, conclusion and recommendations.

CONCLUSION AND RECOMMENDATIONS:

This study was conducted to understand the impact of customer care services on customer satisfaction, the relationship between satisfaction/dissatisfaction and switching intention of the subscribers and what role MNP is playing in the highly competitive mobile phone services in Uttar Pradesh (East) circle. This study evaluated the performance of all the service providers in this telecom circle and comparison of their services is helpful in understanding the nature of competition and satisfaction level of subscribers.

On the basis of responses received from the respondents and the data analysis, following are the major findings of the study:

- In East U.P circle - Airtel is the market leader with marketshare of 22.8%, followed by Vodafone (16.7%), Reliance (14.7%), BSNL (14%), Idea (10.7%), Tata (8%), Aircel (5%), Telenor (4.3%) and MTS (3.8%).
- 73.7% subscribers are using prepaid services and only 26.3% are using postpaid services.
- For mobile phone services, most of the subscribers prefer to have their monthly expenses less than or equal to Rs.500.
- Two major network related problems faced by mobile phone subscribers are Busy Network and call disconnect problem. However Service providers are trying their best to fulfill the minimum requirements/expectations of their respective subscribers.
- More than sixty percent subscribers are of the opinion that call charges of their service providers are economical in comparison to other operators and around forty percent subscribers do not agree with it. However, it is an area of serious concern for the market leader Airtel.
- Mobile phone subscribers are aware about the multimedia/value added services but only few are using such services. Subscribers who are using multimedia/Value added services, most of the them are satisfied with their service providers
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The following points explain the performance of service providers with special reference to dimensions of customer care services.

- Airtel is providing prompt customer services in terms of accessibility of customer care centres and handling of customer complaints however it an area of serious concern for Reliance, BSNL, Telenor and MTS.
- Airtel and Vodafone are rated as the top two service providers in terms of ability of the customer care executives to understand the specific needs of the customers however it an area of serious concern for service providers like Reliance, Tata, Aircel and MTS.

- Airtel and Vodafone are rated as the top two service providers in terms of sincerity, patience and capability of the customer care executives to solve customer problems and service providers like Reliance, BSNL, Aircel and MTS are not able to fulfill their subscribers' expectations.
- Subscribers of Airtel and Vodafone are satisfied with the responses they receive from the customer care executives but it is an area of concern for Reliance, BSNL, Tata and MTS.
- In emergency situations, customer care executives of Airtel and Vodafone have the willingness to help their subscribers but executives of Reliance, Tata, BSNL, MTS and Telenor are not doing well on this parameter.
- Executives of Airtel and Vodafone have customer centric approach and their behaviour is helpful in establishing service confidence but service providers like BSNL, Reliance, Telenor and MTS are not able to fulfill the expectations of their subscribers.
- From the factor analysis, it is identified that all dimensions related to customer care services are focusing on single factor i.e."Rating of Customer Care Services" and based on the performance of service providers with special reference to dimensions of customer care services, it is observed that Airtel and Vodafone are fulfilling the expectations of their subscribers and finally rated by subscribers as the best two services provider in this circle however the other service providers specially MTS, Telenor and BSNL should work hard to address the serious issue of customer care services to satisfy their subscribers.
- On the basis of performance of service providers with reference to various quality dimensions such as network innovativeness, brand image and reputation, loyalty programme and entertainment facilities, Airtel and Vodafone are the leading brands and factor analysis shows that quality dimensions are referring to one single factor i.e., Brand Image and reputation of service provider.
- Most of subscribers of MTS Telenor, Aircel, and BSNL are satisfied with the call charges however it is an area of serious concern for Airtel, Vodafone and Idea.
- Vodafone is the best service provider in this circle on the basis of overall satisfaction level of mobile phone subscribers.
- Most of the subscribers are of the opinion that their respective service providers have few drawbacks.
- In East U.P. circle, forty two percent subscribers have the switching intention.
- It an area of serious concern that except the Vodafone subscribers, more than forty percent of the subscribers of all the other service providers have the switching intention.
- It is certainly a challenge for the service providers to retain their existing customers in this competitive market after the introduction of MNP.
- Airtel and Vodafone are preferred service providers for the subscribers who have the switching intention.
- 45.6 percent of the subscribers who have the switching intention are switching to other service providers for better customer services.
- 24.4 percent of the subscribers who have the switching intention are switching to other service providers for minimum call charges.
- 14.4 percent subscribers are switching for better network connectivity and 15.6 percent are switching due to other factors i.e. for better value added services, multimedia services, billing services/tariff plans, network innovativeness, brand image etc.

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