

Mathematics for Consumer's Perception Towards Expected Performance of The Mobile Service Provider.

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Abstract

The growth rate is continuing at a fast pace and new value-added services are driving the consumer spending behaviour. Thus, the pressure of worldwide competition impacted each domestic market to an extent that market places were transitioning to demand aspect. As a result, the telecom sector has been faced with intense competition which gave rise to the service providers to focus on Customer Relationship Management (CRM). Thus, this research focus on the impact on Demographic factors on the perception Towards Expected Performance of The Mobile Service Provider. It was found the gender has played a significant role in the same.

Key words: CRM, Mobile Service Provider

Chapter 1 Introduction

Telecommunication service sector in India has witnessed astronomical growth since 1990s. The market carriers in most of the countries are usually affected by competitive policies and laws of the national government. In this situation, making a market differential has become serious challenge to the service providers. Technological advances in the recent times have dramatically changed the dynamics of players involved in the telecommunications services sectors. In current information age, information retrieval is gaining importance, while we still face challenges in terms of integrity and authenticity of the information to be provided, as well as the protection of privacy. These diverse issues are important to the future of telecommunication industry. The growth rate is continuing at a fast pace and new value-added services are driving the consumer spending behaviour. Thus, the pressure of worldwide competition impacted each domestic market to an extent that market places were transitioning to demand aspect. As a result, the telecom sector has been faced with intense competition which gave rise to the service providers to focus on Customer Relationship Management (CRM).

The entry of private service providers brought with it the inevitable need for independent regulation. Thus, to be competitive in market one has to understand and appreciate customer's expectation and solely focuses to fulfil those expectations.

Chapter 2 Research Methodology

2.1 Research Problem

The research problem focuses in understanding the perception of the consumer's demographics factors towards Expected Performance of The Mobile Service Provider.

2.2 Objective of Study

To Study Consumer's Perception Towards Expected Performance of The Mobile Service Provider.

2.3 Scope of Study

The Scope of Study was restricted to four demographic factors and geographically in south Mumbai.

2.4 Sampling Design

Researcher has followed simple random sampling method to collect the data which comprises the sample size of 850. However out of 850 only 824 respondents have giving complete response.

2.5 Research Design

The research design deployed by the researcher is Descriptive as well as Exploratory.

2.6 Mathematical and Statistical Techniques

Curve Fitting and Chi-square test was used to do data analysis so as to reach at the concrete conclusion.

2.7 Hypothesis Formulation

The following Hypothesis was considered based on the objective of study.

H0: There is no relationship between the expected performance of the mobile service provider and different demographic factors.

H1: There is no relationship between the expected performance of the mobile service provider and different demographic factors.

2.8 Limitation of Study

- 1) The study was restricted was only to four demographic factors.
- 2) The study confines to the limited region of Mumbai.
- 3) Time and Cost are the major Limitation.
- 4) Respondent Biasness.

Chapter 3 Data Analysis

3.1 Demographic factor: Gender

H0: There is no relationship between the expected performance of the mobile service provider and Gender.

Table 3.1

Expected performance of the mobile service provider

The performance of your service provider is as per your expectation			Gender		Total
			Male	Female	
	Yes	Count	388	282	670
		% within Gender	83.4%	78.6%	81.3%
	No	Count	77	77	154
		% within Gender	16.6%	21.4%	18.7%
Total		Count	465	359	824
		% within Gender	100.0%	100.0%	100.0%

Source: Survey

Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.187 ^a	1	.074		
Continuity Correction ^b	2.873	1	.090		
Likelihood Ratio	3.167	1	.075		
Fisher's Exact Test				.087	.045
Linear-by-Linear Association	3.183	1	.074		
N of Valid Cases	824				

Findings:

The researcher has used Chi- Square test whether the consumer's perception towards expected performance of the mobile service provider is independent or dependent on Gender of customers. The above hypothesis is tested at 5% LOS, P value = 0.045

Since $p = 0.045 < 0.05$ therefore Null hypothesis is Rejected by the Researcher. Thus, Researcher concludes that the consumer's perception towards expected performance of the mobile service provider is dependent on Gender of customers using cellular service providers.

There is a relationship between the expected performance of the mobile service provider and Gender.

3.2 Demographic factor: Age

H0: There is no relationship between the expected performance of the mobile service provider and Age.

Table 3.2

Expected performance of the mobile service provider

The performance of your service provider is as per your expectation			Age(years)					Total
			18-24	25-31	32-39	40-46	> 46	
	Yes	Count	218	123	103	128	98	670
		% within Age	83.2%	76.4%	81.7%	81.5%	83.1%	81.3%
	No	Count	44	38	23	29	20	154
		% within Age	16.8%	23.6%	18.3%	18.5%	16.9%	18.7%
Total		Count	262	161	126	157	118	824
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Survey

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.433 ^a	4	.488
Likelihood Ratio	3.304	4	.508
Linear-by-Linear Association	.022	1	.881
N of Valid Cases	824		

Findings:

The researcher has used Chi- Square test whether the consumer's perception towards expected performance of the mobile service provider is independent or dependent on Age of customers.

The above hypothesis is tested at 5% LOS, P value = 0.488

Since $p = 0.488 > 0.05$ therefore Null hypothesis is Accepted by the Researcher. Thus, Researcher concludes that the consumer's perception towards expected performance of the mobile service provider is independent on Age of customers using cellular service providers.

There is no relationship between the expected performance of the mobile service provider and Age.

3.3 Demographic factor: Occupation

H0: There is no relationship between the expected performance of the mobile service provider and Occupation.

Table 3.3

Expected performance of the mobile service provider

The performance of your service provider is as per your expectation			Occupation					Total
			Student	Housewife	Service	Business	Professional	
	Yes	Count	154	121	140	128	127	670
		% within Occupation	79.4%	81.8%	82.8%	79.5%	83.6%	81.3%
	No	Count	40	27	29	33	25	154
		% within Occupation	20.6%	18.2%	17.2%	20.5%	16.4%	18.7%
Total		Count	194	148	169	161	152	824
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Survey

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.604 ^a	4	.808
Likelihood Ratio	1.606	4	.808
Linear-by-Linear Association	.449	1	.503
N of Valid Cases	824		

Findings:

The researcher has used Chi- Square test whether the consumer's perception towards expected performance of the mobile service provider is independent or dependent on Occupation of customers. The above hypothesis is tested at 5% LOS, P value = 0.808

Since $p = 0.808 > 0.05$ therefore Null hypothesis is Accepted by the Researcher. Thus, Researcher concludes that the consumer's perception towards expected performance of the mobile service provider is independent on Occupation of customers using cellular service providers. There is no relationship between the expected performance of the mobile service provider and Occupation.

3.4 Demographic factor: Income

H0: There is no relationship between the expected performance of the mobile service provider and Income.

Table 5.5.4

Expected performance of the mobile service provider

The performance of your service provider is as per your expectation	Monthly Income				Total
	< = 10,000	10,001-30,000	30,001-50,000	50,001-70,000	

	Yes	Count	259	140	131	140	670
		% within Monthly Income	78.2%	86.4%	85.1%	79.1%	81.3%
	No	Count	72	22	23	37	154
		% within Monthly Income	21.8%	13.6%	14.9%	20.9%	18.7%
Total		Count	331	162	154	177	824
		% within Monthly Income	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Survey

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.826 ^a	3	.078
Likelihood Ratio	7.042	3	.071
Linear-by-Linear Association	.372	1	.542
N of Valid Cases	824		

Findings:

The researcher has used Chi- Square test whether the consumer's perception towards expected performance of the mobile service provider is independent or dependent on Income of customers. The above hypothesis is tested at 5% LOS, P value = 0.078

Since $p = 0.078 > 0.05$ therefore Null hypothesis is Accepted by the Researcher. Thus, Researcher concludes that the consumer's perception towards expected performance of the mobile service provider is independent on Income of customers using cellular service providers. There is no relationship between the expected performance of the mobile service provider and Income.

4.0 Conclusion:

Thus, there is a risk of perception that may exist amongst the respondents using the cellular service provider. It is found that males and females' perception of customer service towards expected performance of service provider is significant. 83.4% male and 78.6% females agree that what is expected from service provider and the service delivered is same. But as far as age, occupation and income is concerned they have no impact on perception of customer service towards expected performance of service provider. Thus, there might be other parameters inbuilt in respondents which may govern their perception regarding expected performance of service provider. Thus, the perception of both the male and female towards the customer service, performance of service provider, service provider's reliability in delivering what is promised, mobile service provider's

reliability in delivering quality meeting standard and consumer's perception towards difference between perceived service quality and the actual service quality of mobile service provider are found to be significant.

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