A STUDY OF CUSTOMER APPREHENSION FOR QUALITY IN TELECOM SERVICES *(WITH SPECIAL REFERENCE TO MOBILE CUSTOMER OF AIRTEL AND BSNL IN JODHPUR, RAJASTHAN)*

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ABSTRACT

Customers are the souls of any commerce. Telecommunication being a service-oriented employment constantly puts preeminence to trace out methods of making consumers gratified and delighted. Diagnosing this import, this investigation was steered to delineate what makes customer apprehension towards service quality of Telecommunication Industry. Investigator cramped the study within Jodhpur in Rajasthan. A well-ordered questionnaire contrived, reliant on erstwhile works, was disseminated among 100 customers (50 rural and 50 urban) for the study. A customer apprehension model was devised uniting variables taken from the wide-ranging evaluation of erstwhile literature. Those facets are call rate, VAS, advertisement, sales promotion, recharge facility. The model was substantiated using MS Excel, and traced out personal and market factor, perceived quality, perceived value and statistically weighty company image.

KEYWORDS: Customer expectation, Customer perception, Service quality, Telecommunication

INTRODUCTION

Telecommunication is the prominent and only the underpinning to link the world and the forceful aspect in the progression of social-cultural, commercial and economical doings. The term 'Telecommunication' clinches a very widespread multiplicity of services such as sound, broadcasting and mobile communications etc. Despite of enormous headway of telecom industry in India since independence, the services to carry public and use the same are as much as below the world standards. The Government of India has itemized that telecommunication is one of the topmost set-up sectors of our country. Under the Government program of economic liberalization, denationalization and competition in our country, private sector has been permitted to enter the public telecommunication arena with the objective of making the telecommunication accessible to all the sectors, and to attain universal service covering all settlements with world class criterions. However, the apex Advisory Council for Telecom in India (ACT), an support group on behalf of the Cellular Operators Association of India (COAI) and incumbent service providers— Bharti Airtel and Reliance Jio— has said that the Rajasthan government was exploiting powers to dangle Internet services in a sheer contrast with the Centre's ambitious Digital India program.

REVIEW OF LITERATURE

Expectations show a very imperative role in determining consumer's post ingesting service quality assessments. How quality prospects fluctuate between services? According to **D. Mark (2005)**, service quality and consumer fulfilment has a resilient relationship with each other. For telecom industry, it is indispensable to offer high quality services. "Even as wireless service providers make massive stashes to keep speed with the swift progress in subscriber numbers, poor quality of service is speedily evolving as a concern," according to a **Crisil Survey, 2007, Telecom Services Poor in India, India Economic Times**. According to the

American Interactive Consumer Survey result steered by the **Deiringer Research Group**, three of eight adults in the United States put into use on-line banking by 2009. **Setayesh Sattari (2002)**, carried out the usage of disconfirmation theory on customer gratification determination model in mobile telecommunication: a case of prepaid mobiles in India. **Tarun Narayan & Kristin Dunlap Godsey (2004)** functioned on Designing for Extensibility in Indian Telecom Sector: An action research study of exploiting extensibility by means of design principles. **K.B.Ghosh & S.Basu (2008)** came up with a study on- Is it conceivable to make competition immaterial in a hypercompetitive congregating environment? :-A study of mobile content providers' competitive strategies in India. This theory is exceedingly pertinent in hyper competitive environments such as the mobile industry. The study embraces in-depth interviews with the CEOs from five mobile content providers, as well as a questionnaire for envisaging the companies' strategic profiles exemplified in a strategy canvas.

METHODOLOGY: It is as follows-

STRUCTURED QUESTIONNAIRE

In this study, self-administered, structured questionnaire was put into use to amass data from respondents.

SAMPLING TECHNIQUE: In selecting the sample of hundred (100) respondents, a stratified simple random sampling was put into use. This was done by, first of all, ascertaining each of the two (2) mobile telecom networks, BSNL and Airtel, within the target population as a stratum. Then, the region was further separated into rural and urban areas. Finally, a simple random method was put into use to select respondents for each of the mobile networks.

MEASUREMENT INSTUMENTS

T-TEST: This is a statistical formula that investigates whether a single variable deviates from a specified constant or a cut-off point. The cut-off point may be known population mean or a hypothesized value. It undertakes that the sample is typically distributed. This procedure was deemed fitting because the researcher wanted to find out customers who said they were gratified with the services quality received or at least the service quality was equal to their desire or expectation. One sample T-test was used to test hypothesis and to answer research questions.

LIKERT SCALE: For measuring the responses of the respondents Likert Scale was put into use. A Likert scale is a psychometric scale normally convoluted in research that employs questionnaires. The format of a typical five-level Likert item, for example, could be: strongly disagree, disagree, neither agree nor disagree, agree and strongly agree.

FINDING MEASUREMENT

Five points Likert scale was put into use in the research. The following values were assigned to each type of response: "Strongly Agree" = 1; "Agree" = 2; "Neutral" = 3; "Disagree" = 4; "Strongly Disagree" = 5. Where frequency of usage of a service was calculated the researcher assigned following values to each type of response: "Never" =1, "Seldom" =2, "Often" =3, "Sometimes" =4 and "Always" =5. The researcher formed the following Hypothesis. I Hypothesis: "**Consumer apprehension plays an important role to improve service quality**" and II hypothesis: "**The gap between consumer expectations and consumer experience does exist in telecom services**" were tested using the procedure outlined at the beginning in this study. The results are grouped accordingly which are as follows:

ANALYSIS AND INTERPRETATION OF JODHPUR REGION:

SERVICE USAGE (IN PRESENT)

Type of service (prepaid/postpaid)

Operators/Plan	Urban	%	Rural	%
(A) Airtel	33	66%	25	50%
Prepaid	25	50%	15	30%
Postpaid	8	16%	10	20%
Total	33	66%	25	50%
(B) BSNL	17	34%	25	50%
Prepaid	12	24%	20	40%
Postpaid	5	10%	5	10%
Total	50	100%	50	100%

The above table highlights that majority of the respondents (66%) use Airtel followed by BSNL (34%) in urban area of Jodhpur. 66% is comprised of 50% (prepaid) and 16% (post-paid) whereas 34% is made up of 24% (prepaid) and 10% (post-paid). Majority of the respondents (50%) use Airtel followed by BSNL (50%) in rural area of Jodhpur. 50% is comprised of 30% (prepaid) and 20% (post-paid) where as 50% is made up of 40% (prepaid) and10 % (post-paid).

FACTORS CONSIDERED WHILE CHOOSING MOBILE SERVICE PROVIDER

Factors considered while choosing Mobile Service Provider (Urban)

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Unresponded		Total	
	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%
Brand Image	18	36%	14	28%	6	12%	6	12%	4	8%	2	4%	50	100%
Net Connectivity	23	46%	13	26%	7	14%	3	6%	3	6%	1	2%	50	100%
Call Tariff	28	56%	14	28%	3	6%	3	6%	1	2%	1	2%	50	100%
Service Quality	27	54%	16	32%	4	8%	2	4%	1	2%	0	0%	50	100%
Reliability	17	34%	13	26%	8	16%	8	16%	3	6%	1	2%	50	100%
Advertizement	14	28%	13	26%	9	18%	7	14%	6	12%	1	2%	50	100%
Sales Promotion	18	36%	15	30%	5	10%	7	14%	5	10%	0	0%	50	100%
Availbility & Recharge facility	22	44%	15	30%	5	10%	4	8%	4	8%	0	0%	50	100%
Mouth Publicity	24	48%	15	30%	3	6%	4	8%	4	8%	0	0%	50	100%
Friends/Relatives' Advice	25	50%	14	28%	4	8%	3	6%	3	6%	1	2%	50	100%

The above table shows that 36% urban respondents strongly agree with brand image as the important consideration whereas 8% strongly disagree. In terms of network connectivity 46% respondents strongly agree whereas 6% strongly disagree. 56% strongly agree with tariff call as the important consideration whereas 2% strongly disagree. 54% strongly agree with service quality as the important consideration whereas 2% strongly disagree. 34% strongly agree with reliability as the important consideration whereas 6% strongly disagree. 28% strongly agree with advertisement whereas 12% strongly disagree.

36% strongly agree with sales promotion whereas 10% strongly disagree. 44% respondents strongly agree with availability and recharge facility whereas 8% strongly disagree. 48% strongly agree with mouth publicity as the important consideration whereas 6% are neutral. Lastly, 50% strongly agree with friends/ relatives' advice as the important consideration whereas 6% strongly disagree.

Factors considered while choosing Mobile Service Provider (Rural)

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Unresponded		Total	
	Rur	%	Rur	%	Rur	%	Rur	%	Rur	%	Rur	%	Rur	%
Brand Image	20	40%	14	28%	7	14%	5	10%	3	6%	1	2%	50	100%
Network Connectivity	25	50%	14	28%	3	6%	3	6%	4	8%	1	2%	50	100%
Call Tariff	15	30%	17	34%	7	14%	4	8%	5	10%	2	4%	50	100%
Service Quality	17	34%	17	34%	5	10%	5	10%	5	10%	1	2%	50	100%
Reliability	10	20%	12	24%	12	24%	10	20%	6	12%	0	0%	50	100%
Advertizement	10	20%	12	24%	7	14%	11	22%	10	20%	0	0%	50	100%
Sales Promotion	15	30%	16	32%	6	12%	6	12%	5	10%	2	4%	50	100%
Availbility & Recharge facility	16	32%	18	36%	5	10%	7	14%	4	8%	0	0%	50	100%

The above table shows that 40% urban respondents strongly agree with brand image as the important consideration whereas 6% strongly disagree. In terms of network connectivity 50% strongly agree whereas 6% disagree. 30% strongly agree with tariff call whereas 8% disagree. 34% strongly agree with service quality as the important consideration whereas 10% disagree. 24% respondents are neutral with reliability whereas 12% strongly disagree.

24% agree with advertisement as the important consideration whereas 20% strongly disagree. 32% agree with sales promotion as the important consideration whereas 10% strongly disagree. 32% agree with availability and recharge facility as the important consideration whereas 10% are neutral.

ARE COMPANY REPRESENTATIVES

Ranking of Customer care services (Urban)

Are company representatives-	(1)		(2)		(3)		(4)		(5)		Unresponded		Total	
Urban	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%
Easily available	3	6%	5	10%	5	10%	18	36%	18	36%	1	2%	50	100%
Polite/soft spoken	4	8%	6	12%	4	8%	16	32%	20	40%	0	0%	50	100%
Complete solution	4	8%	5	10%	5	10%	17	34%	19	38%	0	0%	50	100%
Total ranking	3	6%	4	8%	3	6%	16	32%	23	46%	1	2%	50	100%

The table shows highlights that 36% urban respondents think that the company representatives were easily available and they have given 5 out of 5 to this attribute and 6% respondents have given 1 out of 5 to the same attribute. 40% have given 5 out of 5 to the characteristic of being polite and soft spoken and 32%, 8%, 12% and 8% respondents have given 4, 3, 2 and 1 respectively to this attribute. 38% think that the company representatives were able to deliver complete solution and they have given 5 out of 5 to this attribute and 8% have given 1 out of 5 to this attribute. 46% have given 5 out of 5 as a total ranking to different attributes of company representatives and 32 %, 6 %, 8 % and 6 % respondents have given 4, 3, 2 and 1 respectively to the same where 5 is considered the best and 1 is the worst.

Ranking of Customer care services (Rural)

Are company representatives-	(1)		(2)		(3)		(4)		(5)		Unresponded		Total	
Rural	Rur.	%	Rur.	%	Rur.	%	Rur.	%	Rur.	%	Rur.	%	Rur.	%

Easily available	3	6%	3	6%	10	20%	19	38%	15	30%	0	0%	50	100%
Polite/soft spoken	2	4%	3	6%	14	28%	15	30%	15	30%	1	2%	50	100%
Able to deliver complete solution	5	10%	5	10%	8	16%	14	28%	18	36%	0	0%	50	100%
Total ranking	2	4%	3	6%	9	18%	18	36%	17	34%	1	2%	50	100%

The table highlights that 30% urban respondents think that the company representatives were easily available and they have given 5 out of 5 to this attribute and 6 % respondents have given 1 out of 5 to the attribute of easily availability of company representatives. 30% given 5 out of 5 to the characteristic of being polite and soft spoken and 30%, 28%, 6% and 4 % respondents have given 4, 3, 2 and 1 respectively to this attribute. 36% respondents think that the company representatives were able to deliver complete solution and they have given 5 out of 5 to this attribute and 10% have given 1 out of 5 to this attribute. Lastly 34% given 5 out of 5 as a total ranking and 36%, 18%, 6% and 4% respondents have given 4, 3, 2 and 1 respectively to this attribute where 5 is considered the best and 1 is ranked as the worst.

CONVINCING WITH THE FACTORS OF SERVICE QUALITY

Factors of Service Quality (Urban)

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Unresponded		Total	
	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%	Urb.	%
Net Connectivity	20	40%	15	30%	7	14	6	12%	2	4	0	0%	50	100
Call Rate	28	56%	12	24%	5	10	5	10%	0	0	0	0%	50	100
VAS	20	40%	15	30%	9	18	4	8%	2	4	0	0%	50	100
Advertisement	19	38%	13	26%	11	22	3	6%	3	6	1	2%	50	100
Sales Promo.	19	38%	15	30%	11	22	3	6%	2	4	0	0%	50	100
Recharge Facility	28	56%	15	30%	5	10	1	2%	1	2	0	0%	50	100

In this table, 40% respondents strongly agree with the variable of network connectivity whereas 4% respondents strongly disagree over this variable. 56% respondents strongly agree over call rates and only 10% respondents disagree. 40% respondents strongly agree in terms of value added services and 4% strongly disagree with it. While dealing with advertisement 38% strongly agree whereas 6% strongly disagree. 38% strongly agree with sales promotion whereas 4% strongly disagree in terms of the same. 56% strongly agree with availability and recharge facility whereas 2% strongly disagree.

Factors of Service Quality (Rural)

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Unresponded		Total	
	Rur.	%	Rur.	%	Rur.	%	Rur.	%	Rur.	%	Rur.	%	Rur.	%
Net. Connectivity	13	26%	10	20%	13	26%	6	12%	8	16%	0	0%	50	100%
Call Rate	16	32%	13	26%	9	18%	8	16%	3	6%	1	2%	50	100%
VAS	4	8%	9	18%	6	12%	15	30%	9	18%	7	14%	50	100%
Advertisement	15	30%	16	32%	9	18%	3	6%	5	10%	2	4%	50	100%
Sales Promotion	14	28%	15	30%	12	24%	3	6%	5	10%	1	2%	50	100%
Availability and Recharge Facility	25	50%	13	26%	9	18%	3	6%	0	0%	0	0%	50	100%

The table shows that in rural area, 26% respondents strongly agree with network connectivity whereas 12% disagree. 32% strongly agree over call rates and only 6% strongly disagree. 30% disagree in terms of value added services as one of the factors of service quality and 8% strongly agree. While dealing with

advertisement 32% agree whereas 6% disagree. 30% respondents agree with sales promotion whereas 6% disagree. 50% strongly agree with availability and recharge facility whereas 6% disagree.

NETWORK CONNECTIVITY

P value of Network Connectivity

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	1.909	1.055	33		Airtel	2.400	1.233	25	
BSNL	2.471	1.289	17	-1.549	BSNL	3.040	1.455	25	-1.678
		P Value		0.128			P Value		0.099847

In the table, null hypothesis is that there is no difference in average network connectivity between Airtel and BSNL for urban area. The p value is 0.128, at 48 d.f, which is more than 0.05. Therefore, we accept the null hypothesis in favor of an alternative hypothesis that there is no significant difference in average network connectivity of these two mobile service providers. Whereas in rural area of Jodhpur, the null hypothesis is "there is no difference in average network connectivity between Airtel and BSNL for rural area." The p-value is 0.099847. Therefore, we decide to accept our null hypothesis in favor of an alternative that there is no significant difference in average network connectivity between Airtel and BSNL for rural area.

CALL RATE

P value of Call Rate

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	1.667	0.876	33		Airtel	2.200	1.095	25	
BSNL	1.882	1.182	17	-0.664	BSNL	2.542	1.384	25	-0.968
		P Value		0.510			P Value		0.337897

In the table, we assume that the null hypothesis is that there is no difference in average call rate between Airtel and BSNL for urban area. The p value is 0.510, at 48 d.f, which is more than 0.05 (5 % confidence level). Therefore, we have to accept the null hypothesis in favor of an alternative hypothesis that there is no significant difference in average call rate of these two mobile service providers. While in rural area of Jodhpur, the null hypothesis is "there is no difference in average call rate between Airtel and BSNL for rural area." The p-value is 0.337897. Therefore, we decide to accept our null hypothesis in favor of an alternative that there is no significant difference in average call rate between Airtel and BSNL for rural area.

VALUE ADDED SERVICES

P value of Value Added Services

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	1.939	1.071	33		Airtel	3.000	1.279	25	
BSNL	2.294	1.176	17	-1.041	BSNL	3.762	1.151	25	-2.214
		P Value		0.303			P Value		0.031613

In urban area of Jodhpur, the null hypothesis is "there is no difference in average value-added services between Airtel and BSNL for urban area." The p-value is 0.303. Our sample difference is clearly quite unlikely given that the null-hypothesis is true; therefore, we decide to accept our null hypothesis in favor of an alternative:

that there is no significant difference in average value-added services between Airtel and BSNL for urban area. In the above table, the null hypothesis is that there is no difference in average value-added services between Airtel and BSNL for rural area. The p value is 0.031613, at 48 d.f, which is less than 0.05. Therefore, we have to reject the null hypothesis in favor of an alternative hypothesis that there is significant difference in average value-added services of these two mobile service providers.

ADVERTISEMENT

P value of Advertisement

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	1.938	1.029	33		Airtel	2.040	0.999	25	
BSNL	2.529	1.334	17	-1.601	BSNL	2.609	1.437	25	-1.625
		P Value		0.116			P Value		0.110712

In the above table, null hypothesis is that there is no difference in average advertisements between Airtel and BSNL for urban area. The p value is 0.116, at 48 d.f, which is more than 0.05. Therefore, we have to accept the null hypothesis in favor of an alternative hypothesis that there is no significant difference in average advertisements of these two mobile service providers. For the rural area, the null hypothesis "there is no difference in average advertisements between Airtel and BSNL for rural area." The p-value here is 0.110712. Therefore, we decide to accept our null hypothesis in favor of an alternative: that there is no significant difference in average advertisements between Airtel and BSNL in rural area.

SALES PROMOTION

P value of Sales Promotion

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	2.000	1.015	33		Airtel	2.120	1.032	25	
BSNL	2.235	1.214	17	-0.685	BSNL	2.667	1.374	25	-1.590
		P Value		0.497			P Value		0.1184

In urban area of Jodhpur, the null hypothesis is there is no difference in average sales promotion between Airtel and BSNL for urban area. The p-value here is 0.497. Therefore, we accept our null hypothesis in favor of an alternative: There is no significant difference in average sales promotion between Airtel and BSNL for urban area. In the above table, we assume that the null hypothesis is that there is no difference in average sales promotion between Airtel and BSNL for rural area. The p value from our test is 0.1184, at 48 d.f, which is more than 0.05. Therefore, we accept the null hypothesis in favor of an alternative hypothesis that there is no significant difference in average sales promotion of these two mobile service providers.

AVAILABILITY AND RECHARGE FACILITY

P value of Availability and Recharge Facility

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	1.515	0.744	33		Airtel	1.720	0.873	25	
BSNL	1.882	1.078	17	-1.258	BSNL	1.880	0.993	25	-0.605
		P Value		0.214			P Value		0.548029

In the table, null hypothesis is that there is no difference in average availability and recharge facility between Airtel and BSNL for urban area. The p value is 0.214, at 48 d.f, which is greater than 0.05. Therefore, we accept null hypothesis in favor of an alternative hypothesis that there is no significant difference in average

availability and recharge facility of these two mobile service providers. In rural area of Jodhpur, the null hypothesis is there is no difference in average availability and recharge facility between Airtel and BSNL for rural area. The p-value is 0.548029. Therefore, we accept our null hypothesis in favor of an alternative. There is no significant difference in average availability and recharge between Airtel and BSNL.

SATISFACTION WITH SERVICE PROVIDER IN TOTALITY

Scale

Strongly Satisfied		Moderate Satisfied		Satisfied		Little Satisfied		Strongly Unsatisfied		Total	
Urb	%	Urb	%	Urb	%	Urb	%	Urb	%	Urb	%
23	46%	15	30%	9	18%	3	6%	0	0%	50	100%
Rur	%	Rur	%	Rur	%	Rur	%	Rur	%	Rur	%
15	30%	12	24%	13	26%	6	12%	4	8%	50	100%

The table highlights that 46% respondents are strongly satisfied, 30% are moderately satisfied, 18% are merely satisfied, 6% are little satisfied and only 0% are strongly unsatisfied with their service provider whereas in terms of rural area, 30% are strongly satisfied, 24% are moderately satisfied, 26% are only satisfied, 12% are little satisfied and only 8% are strongly unsatisfied with their service provider in totality.

SATISFACTION WITH SERVICE PROVIDER

P value of Satisfaction with Service provider

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	1.697	0.870	33		Airtel	2.120	0.952	25	
BSNL	2.118	0.963	17	-1.511	BSNL	2.760	1.422	25	-1.870
		P Value		0.137				P Value	0.067589

In the table, t- test has been put into action and we assume that the null hypothesis is that there is no difference in average satisfaction between Airtel and BSNL for urban area. The p value is 0.137, at 48 d.f, which is greater than 0.05. Therefore, we accept the null hypothesis in favor of an alternative hypothesis that there is no significant difference in average satisfaction of these two mobile service providers. In rural area of Jodhpur, the null hypothesis is that there is no difference in average satisfaction between Airtel and BSNL for rural area. The p-value is 0.067589. Therefore, we accept our null hypothesis in favor of an alternative: There is no significant difference in average satisfaction between Airtel and BSNL for rural area.

PRESENT SERVICE PROVIDER IN FUTURE

Surely		Probably		Can be		Probably Not		Surely Not		Total	
Urban	%	Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
20	40%	14	28%	12	24%	2	4%	2	4%	50	100%
Rural	%	Rural	%	Rural	%	Rural	%	Rural	%	Rural	%
20	40%	16	32%	10	20%	2	4%	2	4%	50	100%

The table shows that in urban area of Jodhpur, 40% respondents will surely use, 28% respondents will probably use, 24% can use, 4% will not probably use and 4% respondents will not surely use the present service provider in future while in rural area, 40% respondents will surely use, 20% can use, 4% will not probably use and 4% respondents will not surely use the present service provider in future.

TO CONTINUE WITH PRESENT SERVICE PROVIDER

P value of use of Present Service Provider in future

Urban	Mean	Std.Dev	N	T TEST	Rural	Mean	Std.Dev	N	T TEST
Airtel	2.030	1.087	33		Airtel	1.640	0.742	25	
BSNL	2.059	1.056	17	-0.090	BSNL	2.360	1.196	25	-2.558
		P Value		0.929			P Value		0.01374

For the urban area, the null hypothesis that "there is no difference in average usage of present service provider in future between Airtel and BSNL for rural area." The p-value is 0.929. Therefore, we accept our null hypothesis in favor of an alternative: that there is no significance difference in average usage of present service provider in future with other service provider in urban area. In the above table, the null hypothesis is that there is no difference in average usage of present service provider in future between Airtel and BSNL for rural area. The p value is 0.01374, at 48 d.f, which is less than 0.05. Therefore, we have to reject the null hypothesis in favor of an alternative hypothesis that there is significant difference in average usage of present service provider in future with other service provider in rural area.

CUSTOMER INFORMATION

AGE

Information about Customer's Age

Below 18		18-25		25-40		Above 40		Total	
Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
16	32%	18	36%	8	16%	8	16%	50	100%
Rural	%	Rural	%	Rural	%	Rural	%	Rural	%
8	16%	20	40%	16	32%	6	12%	50	100%

The table shows that in urban area of Jodhpur, 32% respondents were below the age of 18. 36% were of the age group from 18 to 25 years. 16% were between 25 to 40 years of age. 16% were above 40 years of age. In rural area, 16% were below the age of 18. 40% were of the age group from 18 to 25 years. 32% were between 25 to 40 years of age. 12% were above 40 years of age.

PROFESSION

Information about Customer's Profession

Student		Professional		Govt. Employee		Self Employed		Other		Total	
Urban	%	Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
12	24%	16	32%	15	30%	5	10%	2	4%	50	100%
Rural	%	Rural	%	Rural	%	Rural	%	Rural	%	Rural	%
6	12%	10	20%	15	30%	14	28%	5	10%	50	100%

The table shows that in urban area of Jodhpur, 24% respondents were students, 32% were professionals, 30% were government employees, 10% were self-employed and 4% were others whereas in rural area of Jodhpur,

12% were students, 20% were professionals, 30% were government employees, 28% were self-employed and 10 % were others.

GENDER

Information about Customer's Gender

Male		Female		Total	
Urban	%	Urban	%	Urban	%
36	72%	14	28%	50	100%
Rural	%	Rural	%	Rural	%
39	78%	11	22%	50	100%

The table highlights that in urban Jodhpur, 72% respondents were male and 28% were female whereas in terms of rural area, 78% were male and 22% were female.

EDUCATION

Information about Customer's Education

Secondary		Senior Secondary		Graduate		Post Graduate		Other		Total	
Urban	%	Urban	%	Urban	%	Urban	%	Urban	%	Urban	%
5	10%	8	16%	23	46%	12	24%	2	4%	50	100%
Rural	%	Rural	%	Rural	%	Rural	%	Rural	%	Rural	%
12	24%	12	24%	25	50%	1	2%	0	0%	50	100%

The table highlights that in urban area of Jodhpur, 10% respondents were having secondary education, 16% were having senior secondary education, 46% were graduate, 24% were post graduate and 4% were having other education whereas in rural area 24% were having secondary education, 24% were having senior secondary education, 50% respondents were graduate, 2% respondents were post graduate.

CONCLUSION

It can be proven that service suppliers should yield a responsive bond with the customers through ingenious plans and amplify their service quality, better connectivity and benevolence with customers because regulars always prerequisite more from their operators. And eventually, this sensitive link sways a customer's choice over Mobile service operator. It is also established that customers pick prepaid plans and almost every user deems their mobile phone as a stipulation. They mostly put into use their mobile phone for their private use and for both inward and outward calls. The study divulges that Airtel and BSNL are the protruding mobile phone service operators among customers dawdled by Vodafone and others.

As pointed out in the above analysis, it has been authenticated that want and expectation play a complimentary part in describing complete customer gratification for service quality. Statistical T-Test unveils the p value

product of different service quality swaying factors like network connectivity, call rate, value added services, advertisement, sales promotion, availability and recharge facility, customer care services, voice clarity, transparency in billing, dealer services and roaming facility while bearing in mind the two telecom outfits viz. Airtel and BSNL.

It is asserted from the study of Jodhpur, Rajasthan that urban customers are perceptive regarding the services offered by their mobile phone providers rather than rural areas. The research also unveils that customers are placated with the services offered by their mobile phone providers with variances. At times, customers face glitches of poor voice clarity, call drop and poor network but inclusively they are delighted with the services offered to them. In this age of ever swelling competition, it is very noteworthy for mobile phone providers to have a perpetual eye on dispositions and behavior of their clients so as to capture the large unexploited market both in rural and urban areas of Rajasthan. Therefore, with 95% confidence level, desire and expectation communally sway overall customer consummation for service quality positively and pointedly. Lastly, it can be asserted that "consumer apprehension plays an important role to improve service quality of telecom products" and "the gap between consumer expectations and consumer experience does exist in telecom services," are accepted.

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