

Customer Satisfaction: A Gender Based Study of Mobile Industry

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ABSTRACT

With almost hundred percent teledensity, telecom market in India has matured. In this hyper competitive telecom market the strategy to survive has changed from increasing customers' base to retain the already acquired existing customers. To stay profitable companies in mobile industry are doing everything to keep their customers satisfied.

Higher levels of service quality is considered obvious determinant of higher customer satisfaction but telephone companies are keen to understand the construct of customer satisfaction in absolute totality. The present study tries to decode the impact of human gender on customer satisfaction. The study finds females in general to be more satisfied in comparison to male mobile users.

Keywords: Customer Satisfaction, Independent sample t-test

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1. INTRODUCTORY NOTE:

Hyper competition is the right term that defines the telecom scenario of India. With almost hundred percent teledensity and a zero sum game phenomena it is damn difficult to expand market share for any company. In such circumstances increasing attention on customer satisfaction becomes plausible solution to survive in the market. The present study is an attempt in the direction of understanding customer satisfaction in respect to human gender. The study is based on data collected from mobile users based in Gwalior region.

In past decade India has emerged as the fastest growing mobile industry in the world. On the basis March 2019 report of TRAI , India has slightly less than 1200 million telephone users out of which 515 million stay in rural India only. Teledensity too has reached 90.11 % (Urban India -159.96 % and Rural India 57.47 %).

The intensity of competition has surpassed all previous standards forcing telecom players to look for innovative ideas to keep customer satisfaction high. This research paper focuses on variations in levels of customer satisfaction between male and female mobile users of Gwalior region.

2. OBJECTIVE OF THE STUDY

The purpose behind this research paper is :

1. To elaborate Customer Satisfaction
2. To measure gender based differences in levels of Customer Satisfaction.

3. REVIEW OF LITERATURE:

Concept of Customer satisfaction:

Oliver (1997) explained Customer satisfaction as Consumer's fulfillment response. The concept of customer satisfaction is about consumer's judgment that a particular product or service is giving pleasurable level of fulfillment, although, it could be under fulfillment or over fulfillment. Over fulfillment affords pleasure by delivering surplus or additional unexpected pleasure and under fulfillment gives pleasure by delivering greater pleasure than one expected.

Westbrook and Oliver (1991) found customer satisfaction as a post choice evaluative judgment concerning a specific purchase selection. Oliver (1987) studied whether satisfaction was an emotion and found that satisfaction to be a summary attribute phenomenon coexisting with other consumption emotion.

Rust and Zahorik (1993) explained Customer Satisfaction in retail banking and developed a mathematical model to ascertain which component of customer satisfaction has maximum impact and how much proportion of money should be spent to provide maximum level of customer satisfaction.

Measuring Customer satisfaction plays a critical role in bringing service improvement. It enables an agency to develop understanding about what its customer's value, how values differ customer to customer, and where the agency can take corrective action to provide better service delivery.

Lawler Edward (1995) propounded that only those companies are successful which have service quality at the top of their vision list. These companies constantly measure customer satisfaction and also attempt to identify the most common causes behind customer dissatisfaction and ways to eliminate them.

The expectancy disconfirmation theory of customer satisfaction theorises that consumers arrive at judgments about satisfaction after evaluating actual products or services. Anderson identified four psychological theories that can be used to explain the impact of expectancy on satisfaction: 1 Assimilation Theory 2. Contrast Theory 3.Generalised Negativity Theory 4. Assimilation-Contrast Theory

Deyong (1994) proposed a methodology to develop a conceptual link between customer satisfaction dimensions and process performance metrics. His methodologies suggested a link between the customer satisfaction dimensions and process performance metrics.

Brown & Swartz (1989) discovered that when a particular service is given, a personal relationship gets established between employees and customers which is extremely important in determining the service quality perception. In turn, the perception of the quality given by the organization on the part of the employee has an impact on the real quality offered.

4. RESEARCH MEHODOLOGY:

4.1. Data Collection

Responses were gathered from 530 mobile users belonging to both genders who were questioned to understand pattern of variation in customer satisfaction.

4.2. Research Design

A questionnaire having 5 items was used to collect responses from mobile subscribers which were measured on 5- point Likert scale. Questions used in the scale were carefully chosen after extensive review of literature.

4.3. Measurement Scale

Customer Satisfaction was measured with the help of 5 item scale based on work of Hellier et al. (2003). The Scale items are listed below:

1. Overall I am happy with my mobile service provider.
2. Services given by my mobile service provider are close to my expectation.
3. My decision to use the services of my mobile service provider is wise one.
4. My present mobile service provider can be compared to an ideal service provider.
5. I would positively recommend the services of my mobile service provider to others.

To achieve purpose of this research following Null hypothesis was designed for testing.

H₀: No significant difference in the level of customer satisfaction was found between male and female mobile subscribes

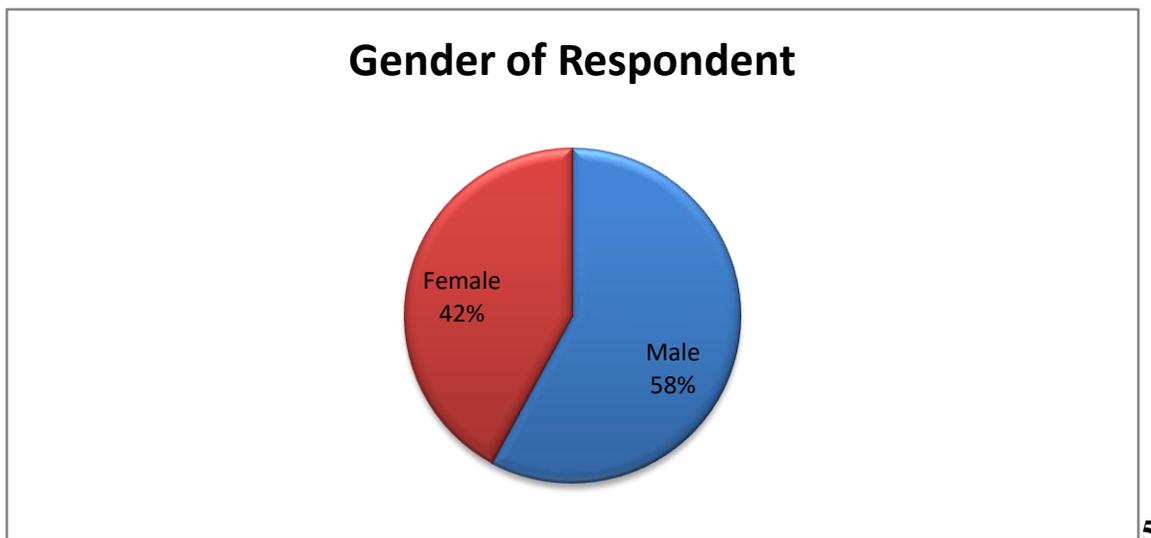
Gender of Respondent:

This study mainly focuses on gender of the customer on one hand and the degree of customer satisfaction on the other hand, the study assumes that customers' gender is likely to have impact on their responses towards items measuring customer satisfaction. Respondents comprised of both male and female mobile users but not in exactly equal proportion. Data collected is shown in table 1.

Table No. 1**Gender of Respondent**

Group	Gender	Frequency	Percentage	Cumulative Percentage
1.00	Male	307	57.9	57.9
2.00	Female	223	42.1	100.0
Garnd Total		530	100.0	

About 60 percent of the total mobile users represented male mobile users and remaining 40% percent represented female mobile users. A pie diagram is used to show graphical presentation of data Figure1.

Figure 1**Gender of Respondent****DATA ANALYSIS:**

Reliability Analysis was done for measurement scales of Customer Satisfaction with the help of SPSS which gave results, shown in table 2.

Table 2
Reliability Study of Customer Satisfaction Scale

Cronbach's Alpha	Number of Items
.798	5

The value of Chronbach Alfa obtained during reliability test was more than .7, the reference value suggested by Nunally(1978) as a standard reference value.

After having done the Reliability test for customer satisfaction , the Null hypothesis was put to test using Independent Sample “ t-test”

Customer Satisfaction and Gender:

H₀: No significant difference in the degree of customer satisfaction was found between male and female mobile subscribes

Hypothesis testing was done using Independent Sample “ t-test” and its output is shown in the table 3. The output shows insignificant Levene’s test as p value is .11 which is more than .05 so equal variance can be assumed in both the groups and the corresponding value of t statistic is -2.33 which is significant at 5% level of significance as p value is .02 which is less than .05, so we can conclude that there lies a significant difference between customer satisfaction levels of male and female customers.

TABLE No. 3
Independent Samples t-Test : Customer satisfaction & Gender

	Levene's Test for Equality of Variances		t-test for Equality of Means			
	F	Sig.	t	df	Sig. (2-tailed)	NS/S
Equal variances assumed	2.50	.11	-2.33	528	.02	S
Equal variances not assumed			-2.36	498.32	.01	

NS-Not Significant, S- Significant

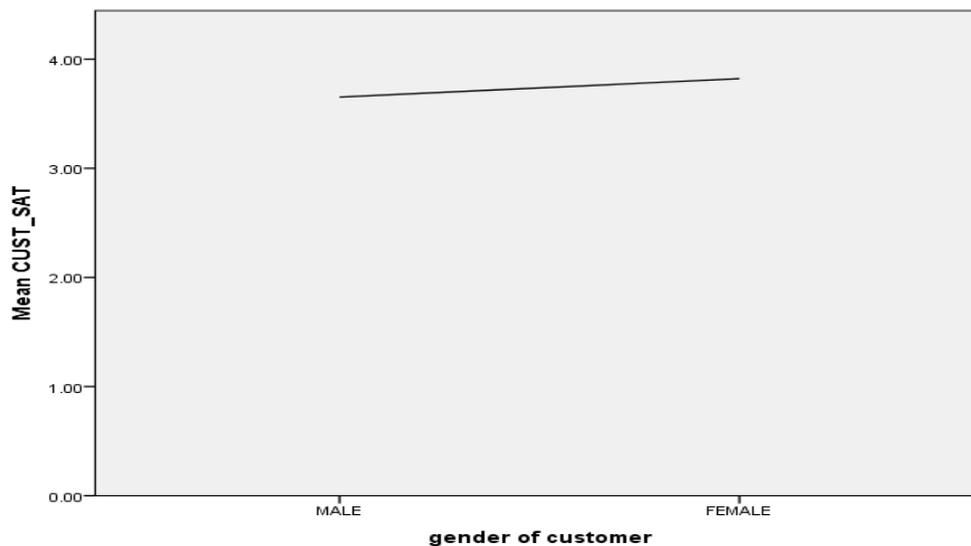
TABLE No. 4
Group Statistics: Customer Satisfaction-Gender

Group	Gender of customer	N	Mean	Std. Deviation	Std. Error Mean
1	MALE	307	3.65	.846	.048
2	FEMALE	223	3.82	.783	.052

Table 4 shows the group statistics in which mean score for customer satisfaction of females is more than relative score of male customers so we can draw a conclusion that females are comparatively satisfied comparison to male customers. The slope of the line shown in figure 2, also endorses the above finding.

Figure 2

Mean Score Line of Customer Satisfaction : Male and Female



6. CONCLUSIVE NOTE :

With regard to customer satisfaction female mobile users were found to be more satisfied in comparison to their male counterparts. The probable logic behind their higher level of

satisfaction could be low levels of expectations as well as lesser levels of awareness about different attractive offers by different service providers and comparatively higher levels of inertia found among females to change their service provider due to their home bound way of life and less exposure to external world.

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