

EMPLOYEES PERCEIVED ON PRICING STRATEGIES OF  
TELECOMMUNICATION SERVICE PROVIDERS IN BATTICALOA



By:

KURUKULASINGAM DINOJAN

REG NO: EU/IS/2014/COM/ 50

INDEX NO: COM/1820

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the Degree of Bachelor of commerce (BCOM).



DEPARTMENT OF COMMERCE

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2020

PROCESSED  
MAIN LIBRARY, EUSL

## ABSTRACT

This study investigates the employee perceived on pricing strategies of telecommunication service providers in Batticaloa. This study was implemented with of four dimensions of pricing strategy, namely cost based strategy, competition based strategy, perceived value based strategy and penetration strategy. And employee perception is as the dependent variable. This study eliminates the empirical knowledge gap in the Batticaloa area regarding this topic. Using a structured questionnaire the data was collected from 100 employees telecommunication service providers in Batticaloa. And the collected data was analyzed by using descriptive statistics.

The findings reveal that the cost based strategy, competition based strategy high level among the respondents. And perceived value based strategy and penetration strategies are in high level among the respondents. And employee perception also high level among the respondents.

**Keywords:** Cost Based Strategy, Competition Based Strategy, Perceived Value Based Strategy, Penetration Strategies, Employee Perception

## TABLE OF CONTENTS

Chapter-1.....	1
INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Problem Statement .....	3
1.3 Research Questions .....	4
1.4 Research Objectives .....	4
1.5 Significance of the Study.....	5
1.6 Scope of the Study .....	5
1.7 The Organization of Chapters.....	6
1.8 Chapter Summary.....	7
Chapter-2.....	8
LITERATURE REVIEW .....	8
2.1 Introduction.....	8
2.2 Telecommunication Service Providers in Sri Lanka.....	8
2.3 Pricing Strategy.....	9
2.3.1 Cost based Strategy/ Economy Pricing .....	10
2.3.2 Competition Based Strategy/ Premium Pricing Strategy .....	12
2.3.3 Perceived Value Based / Skimming.....	13
2.3.4 Penetration Strategy .....	15
2.4 Employee Perception.....	17
2.5 Chapter Summary.....	19
Chapter-3.....	21
CONCEPTUALIZATION AND OPERATIONALIZATION .....	21
3.1 Introduction.....	21
3.2 Conceptualization.....	21
3.2.1 Conceptual Framework .....	22
3.2.2 Pricing Strategies .....	22
3.2.2.1 Cost Based Strategy/ Economy Pricing .....	22

3.2.2.2 Competition Based Strategy/ Premium Pricing Strategy .....	22
3.2.2.3 Perceived Value Based Strategy/ Skimming.....	23
3.2.2.4 Penetration Strategy .....	23
3.2.3 Employee Perception .....	23
3.3 Operationalization .....	23
3.3.1 Summary of Operationalization .....	23
2.4 Hypothesis Studies .....	24
3.4 Chapter Summary.....	25
Chapter-4.....	26
RESEARCH METHODOLOGY .....	26
4.1 Introduction.....	26
4.2 Research Philosophy .....	26
4.3 Research Approach .....	27
4.4 Research Strategy.....	27
4.5 Time Horizons .....	27
4.6 Study Settings .....	28
4.7 Research Design.....	28
4.8 Sampling.....	28
4.8.1 Population of the Study.....	28
4.8.2 Sample Size .....	28
4.8.3 Sampling Design.....	29
4.9 Method of Data Collection .....	29
4.9.1 Personal Information of Respondents.....	29
4.9.2 General Research Information.....	29
4.10 Questionnaire Formation .....	30
4.11 Data Presentation, Analysis and Evaluation.....	31
4.11.1 Data Presentation .....	29
4.11.2 Data Analysis and Evaluation .....	31
4.11.2.1 Methods of Data Analysis .....	31

4.11.2.2 Reliability Test.....	32
4.11.2.3 Univariate Analysis.....	32
4.11.2.4 Regression Analysis.....	33
4.12 Testing Hypothesis.....	34
4.8 Chapter Summary.....	35
Chapter – 5.....	36
DATA PRESENTATION AND ANALYSIS .....	36
5.1 Introduction.....	36
5.2 Analysis of Reliability.....	36
5.3 Data Presentation .....	37
5.3.1 Gender distribution of the Employees .....	37
5.3.2 Distribution of Number of Staff .....	37
5.3.3 Distribution of Monthly Income.....	38
5.3.4 Distribution of Age .....	38
5.3.5 Distribution of Education Qualification.....	39
5.3.6 Distribution of Experience .....	39
5.4.1 Mean and Standard Deviation of cost based pricing strategy, competitive based pricing strategy, perceived value pricing strategy, penetration pricing strategy, employee perception telecommunication service providers in Batticaloa.. .....	40
5.5 Chapter Summary.....	46
Chapter-6.....	47
FINDINGS AND DISCUSSION .....	47
6.1 Introduction.....	47
6.2 Discussion of Research Information .....	47
6.2.1 Discussion -Objective 1 .....	47
6.2.2 Discussion -Objective 2 .....	47
6.2.3 Discussion -Objective 3 .....	48
6.3.4 Discussion -Objective 4 .....	48
6.2.5 Discussion -Objective 5 .....	48

6.3 Chapter Summary.....	48
Chapter-7.....	49
CONCLUSION AND RECOMMENDATIONS.....	49
7.1 Introduction.....	49
7.2 Conclusion.....	49
7.2.1 Conclusion- Objective 1.....	49
7.2.2 Conclusion- Objective 2.....	49
7.2.3 Conclusion- Objective 3.....	49
7.2.4 Conclusion- Objective 4.....	50
7.2.5 Conclusion- Objective 5.....	50
7.3 Recommendations.....	50
7.4 Limitations of the Study.....	51
7.5 Direction for Future Studies.....	51
List of Reference.....	52
Appendix-1.....	60