

**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION OF
MOBILE PHONE COMMUNICATION SERVICES OF DIALOG
GSM AND AIRTEL COMPANY
(SPECIAL REFERENCE TO VAVUNIYA DISTRICT)**



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ABSTRACT

While customer satisfaction in regards to physical goods and some services have been studied to a great extent in marketing and information systems research, there is little research on these factors with respect to mobile telecommunications services. Furthermore, there is no standard measure for satisfaction with these services.

Recent years the mobile phone usage is increasing in Sri Lanka, and this becomes as an essential service to the people in all the sectors. Dialog and Airtel companies are the two leading mobile phone network operators in Sri Lanka. They play a vital role in the mobile phone service industry in the country. Therefore, I have started to do a research study on title "a comparative study on customer satisfaction of Mobile phone Communication services of Dialog GSM and Airtel Company special reference to Akkaraipattu Division of Ampara District.

The objective of this study was to determine the level of customer satisfaction of the mobile services of the service providers and examine about the customer relationship management. For this study, the conceptualization framework consists of Five Variable as Product, Price, Place, Promotion, and Customer relationship management.

Primary and Secondary data were used this research. The primary data were collected from the Administrated Closed-ended questionnaire. Totally 200 respondents were randomly selected that was 100 customers from each company as a sample in Akkaraipattu Division, and the Questionnaires were issued to them to collect the data. The collected data were analyzed using the univariate analysis and used SPSS package. The data collected were presented in the form of tables and bar charts.

The overall research finding indicates that the customers were marginally satisfied with the services of Dialog GSM and Airtel Company. The customer satisfaction was greater regarding the Product and customer relationship management of these two companies. But most of the customers dissatisfied with the call rates of Dialog Company at the same time most of the Airtel customers were dissatisfied with availability of services and net work coverage of the Company.

Hence, several ways have been suggested as at the end of the research to further development of their services.

CONTENTS

Page

Acknowledgement	i
Abstract	iii
Contents	iii
List of table	vii
List of figure	viii
CHAPTER 1: INTRODUCTION	1-6
1.1. Background of the study	01
1.2. Problem Statement	02
1.3. Research questions	03
1.4. Objectives of the Research	03
1.5. Assumptions of the Research	03
1.6. Scope of the study	04
1.7. Conceptual framework for market of mobile phone service	04
1.8. Limitations of the research	05
1.9. Method of the data collection	05
1.10. Research company details	05
CHAPTER 2: LITERATURE REVIEW	6-28
2.0. Introduction	06
2.1. General view of marketing	06
2.1.1. Definitions of Marketing	06
2.1.1. The importance of marketing	08
2.2. Service Marketing	09
2.2.1. Services	09
2.2.2. Services Marketing Mix	10
2.3. Service Quality	14
2.3.1 Dimensions of service quality	15
2.4. Customer Expectation	16
2.4.1 Expectation Gaps	16

2.5. Customer Satisfaction	18
2.5.1. Three aspects to Customer satisfaction	19
2.6. Customer relationship Management	21
2.6.1. Customer Relationship Marketing	21
2.6.2. Relationship marketing	22
2.6.3. Benefits of Relationship marketing	23
2.7. Organization introduction	23
2.7.1 Dialog GSM	23
2.7.1.1 History of Dialog GSM	25
2.7.2 Airtel Company (pvt) Ltd	27
2.7.2.1 History of Airtel Company	28
2.8. Summary	28

CHAPTER 3: CONCEPTUALIZATION AND OPERATIONALIZATION 29-36

3.0. Introduction	29
3.1. Conceptualization	29
3.1.1. Product	30
3.1.2. Price	31
3.1.3. Place	31
3.1.4. Promotion	32
3.1.5. People	32
3.1.6. Process	33
3.1.7. Physical evidence	33
3.1.8. Customer Relationship Management	34
3.2. Operationalization	34
3.3. Summary	36

CHAPTER 4: METHODOLOGY 37-43

4.0. Introduction	37
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4.1. Study setting, Design, and Method of Survey	37
4.2. Sampling	38
4.3. Data Collection	39
4.3.1. Types of Data	39
4.3.2. Method of primary data collection	39
4.4. Method of Measurement	41
4.5. Type of analysis, Evaluation, and presentation	41
4.5.1. Data analysis	41
4.5.2. Data presentation	42
4.5.3. Method of Evaluation	42
4.6. Summary	43

CHAPTER 5: DATA PRESENTATION AND ANALYSIS **44-63**

5.0. Introduction	44
5.1. Personal Information	44
5.1.1. Occupation	45
5.1.2. Monthly Income	45
5.1.3. Primary use of Mobile phone	46
5.1.4. Service using Duration	47
5.1.5. Type of Mobile services use	47
5.1.6. Monthly Expense for Mobile phone	48
5.2. Research Information	49
5.2.1. Product	49
5.2.2. Place	51
5.2.3. Price	53
5.2.4. Promotion	55

5.2.5. Process	57
5.2.6. Physical Evidence	58
5.2.7. People	59
5.2.8. Customer Relationship Management	60
5.2.9. Overall level of customer satisfaction	62
5.3. Summary	63

CHAPTER 6: DISCUSSION **64-75**

6.0. Introduction	64
6.1. Discussion of Findings	64
6.1.1. Occupation	64
6.1.2. Monthly Income	64
6.1.3. Primary use of Mobile phone	65
6.1.4. Service using Duration	65
6.1.5. Type of Mobile services use	66
6.1.6. Monthly Expense for Mobile phone	66
6.1.7. Product	67
6.1.8. Place	68
6.1.9. Price	70
6.1.10. Promotion	71
6.1.8. Process	73
6.1.9. Psychological Evidence	73
6.1.10. People	74
6.1.11. Customer Relationship Management	74

6.2. Summary	75
CHAPTER 7: CONCLUSION AND RECOMMENDATION	76-81
7.1. Conclusion	76
7.2. Recommendation	79
7.3. Implications	80
REFERENCES	82
APPENDICES	
Appendix -01	
I. Questionnaire	83-86

LIST OF TABLES

	Page
Table 2.1 Dimension of Service Quality	15
Table 3.1 Operationalization Statement	34
Table 4.1 Sample procedure	38
Table 4.2 Decision attribute of univariate analysis	43
Table 5.1 Occupation	45
Table 5.2 Monthly income	45
Table 5.3 Primary use of mobile phone	46
Table 5.4 Service using duration	47
Table 5.5 Type of mobile services use	48
Table 5.6 Monthly expense for mobile phone	48
Table 5.7 Overall range of data and statistics for Product	50
Table 5.8 Statement for Product	50
Table 5.10 Overall range of data and statistics for Place	51
Table 5.11 Statement for Place	52
Table 5.13 Overall range of data and statistics for Price	53