

# An Empirical Study on Factors Affecting Customers Satisfaction and Behavioural Intentions w.r.t. Mobile Telecom Service Providers

**Ms. Esha Jain**

Assistant Professor, School of  
Management, G. D. Goenka  
University

**Dr. Manish Madan**

Associate Professor, Rukmini  
Devi Institute of Advanced  
Studies

## **Abstract**

### **Aim of Study:**

The aim of the study is basically to explore the factors that affect satisfaction of customers in telecom sector and also this study aims to investigate the relationship between the customer satisfaction and the behavioral intentions of the customers using mobile telecom services in Delhi and NCR.

### **Scope of the Study**

This study investigates the factors which affect the satisfaction of customers and the behavioral intentions of customers using mobile telecom services in Delhi and NCR.

### **Research Objectives**

The broad objectives of study are to explore the various services offered by mobile telecom service providers in Delhi and NCR, to establish a relationship between the perceived value, service quality dimensions and marketing mix with that of the satisfaction of customers and to establish a relationship between customer satisfaction and behavioral intentions of customers.

### **Research Methodology**

The study is exploratory in nature. A systemized and organized study was done to reach the desired objectives of the study. The responses obtained from the respondents i.e. customers using mobile telecom services in Delhi and NCR using various statistical techniques. The importance of this study is that it focuses on identifying the various factors affecting the overall satisfaction of customers using mobile telecom services in Delhi and NCR. Here in this study various independent variables are perceived value, service quality and marketing mix, where the dependent variables are customer satisfaction and behavioral intentions.

### **Significance of Study**

One of the drivers of customer retention is customer satisfaction which is achieved by ensuring that the customer gets need satisfying products and services. It is, therefore, important to understand the needs of the customer and provide solutions in the form of products and services that actually meet those needs.

**Key Words:** Behavioral Intentions, Customer Satisfaction, Mobile Telecom Sector, Telecom services

## Introduction

Alexander Graham Bell in 1876 invented the telephone. As far as the commercial mobile telephony is concerned it was began in 1946 and in the 1995 it was accepted for usage by general public due to its lowering of cost and rich in features. In the past years, telecommunication in some countries and regions have developed from 1G (analog radio signals telecommunication), got through 2G-GSM (global system for mobile), 3G-WCDMA (wide band code division multiple access), and then to 4GLTE (long term evolution). For example, USA, UK, Canada, China, Japan, South Korea, and Singapore have already launched 4G (Curwen & Whalley, 2011). In India the sufficiently large portion of the economy is contributed by the service organization, which resulted in fundamental shift in understanding the role of marketing. Customer switching in the service industry is developed incorporating the elements. This customer switching in the service industry is very much influenced by the perception of customers in terms of attitude, affection, normative and various control factors. Now in this industry the emphasis is being shifted from new customer to the customer retention. In order to understand the concept of customer retention in India in service industry, the telecommunication industry has studied. As telecommunication industry is one of the fastest growing sector in Indian service industry.

## Review of Literature

Customer satisfaction with the service, the overall quality of service perceived by the customer, perceived costs, and attitude towards behavior when a customer thinks about switching service providers, are predominant variables that impact service switching decisions of consumers. Switching means the loss of continuing service customer (Keaveney 1995), customer defections (Reichheld and Sasser 1990), Inter-brand substitutability (Bucklin and Srinivasan 1991), brand changing (Holland 1984), movement of buyer from one product to another (Carpenter and Lehmann 1985), curtailing patronage (Yi 1990), changes in choice (Morgan and dev 1994), Non repeat purchase behavior (Kasper 1988), Inconsistency of brand choice from purchase to purchase (Sambandam and Lord 1995). Customer satisfaction is an evaluative process of perceiving discrepancy between prior expectations and the actual performance of a product/ service after its consumption (Tse and Wilton 1988). Though negative effects of customer switching such as reduced market share, impaired profitability and increased cost has been as area of great concern for service firms (Reichheld and Sasser 1990) Satisfaction. Bedbury (2000) asserts that a brand is not a product but rather the sum total of everything a company

does — the good, the bad and even the off strategy — that creates a large context or an identity in the consumer's mind. Further, he explains that a brand is a promise and a mark of trust. In its totality, a brand can be described as a “trademark that communicates a promise (Phillips, 1998). Bolton (1998) suggests that service organizations should be proactive and learn from customers before they defect by understanding their current satisfaction levels. Managers and researchers may have underestimated the importance of the link between customer satisfaction and retention because the relationship between satisfaction and duration times is very complex and difficult to detect without advanced statistical techniques. Consequently, he proposes that, instead of “learning from defections”, service organizations should be proactive and learn from customers before they defect by understanding their current satisfaction levels. Oliver (1980) proposed the theory of “expectation inconformity”, that is the customers will feel satisfied when the services actual performances are beyond their expectation. Oppositely, when the services actual performances are under their expectation, customers will feel dissatisfied. The relationship between customer satisfaction and behavioral intentions has been identified (Bearden & Teel, 1983; Oliver, 1980). It has been proposed that customers satisfaction of service value influences purchase intentions and behavior intentions (Bolton & Drew, 1991), these behavioral intentions may be either positive, for example customer retention, loyalty intention, and word of mouth, or negative, for example, customer defection or switching intention. According to Andreassen and Lindestad (1998), customer perceived value was positively associated with customer satisfaction in the service industries. Patterson and Spreng (1997) also confirmed that perceived value had a positive and direct relationship with customer satisfaction. While it is contended that value has a direct impact on how satisfied customers are with the service supplier (Anderson & Fornel, 1994) and that satisfaction depends on value (Ravald & Groenroos, 1996), little attention has been paid to customer value in evaluating services (Lemmink, Ruyter & Wetzels 1998). It has been proposed that behavioral intentions are determined in part of perceived value (Bolton & Drew, 1991).

## Scope of Study

This research endeavors to study or which factors affecting the customer satisfaction and behavioral intentions in using mobile telecommunication service in Delhi and NCR. To overcome the area of this research, this study scope on mobile telecommunication in Delhi and NCR. The respondents are users of mobile telecommunication services in Delhi and NCR.

## Objectives of Study

*The objectives of study are as follows:-*

- (1) To explore the various services offered by mobile telecom service providers in Delhi and NCR

- (2) To establish a relationship between the perceived value, service quality dimensions and marketing mix with that of the satisfaction of customers.
- (3) To establish a relationship between customer satisfaction and behavioral intentions of customers.

### Hypotheses of Study

The following Hypotheses were formulated as follows:-

#### Hypothesis 1:-

**H01:** There is no significant relationship between perceived value and customer satisfaction in telecom sector services.

**HA1:** There is significant relationship between perceived value and customer satisfaction in telecom sector services.

#### Hypothesis 2:-

**H02:** There is no significant relationship between service quality dimensions and customer satisfaction in telecom sector services.

**HA2:** There is significant relationship between service quality dimensions and customer satisfaction in telecom sector services.

#### Hypothesis 3:-

**H03:** There is no significant relationship between marketing mix and customer satisfaction in telecom sector services.

**HA3:** There is significant relationship between marketing mix and customer satisfaction in telecom sector services.

#### Hypothesis 4:-

**H04:** There is no significant relationship between customer satisfaction in telecom sector services and behavioral intentions of customers.

**HA4:** There is significant relationship between customer satisfaction in telecom sector services and behavioral intentions of customers.

### Research Design

The study is exploratory in nature. A systemized and organized study was done to reach the desired objectives of the study. The responses obtained from the respondents i.e. customers using mobile telecom services in Delhi and NCR using various statistical techniques. This study is restricted to mobile telecom service users. The importance of this study is that it focuses on identifying

the various factors affecting the overall satisfaction of customers using mobile telecom services in Delhi and NCR. Here in this study various independent variables are perceived value, service quality and marketing mix, where the dependent variables are customer satisfaction and behavioral intentions.

### Sources of Data

To cater the need of the research, the researchers have used primary data through self-constructed structured Questionnaire and as far as the secondary data is concerned that was obtained from various reports web sites, and journals etc. to explore the various services offered by the telecom sector companies. The data was collected from customers using mobile telecom services in Delhi and NCR.

### Sampling Technique

Simple random sampling technique was used to gather data from the respondents, because of which respondents diverged from every age group, gender, professions, religions, marital status, countries etc. but were restricted only to customers using mobile telecom services in Delhi and NCR.

### Data Collection Technique

Primary data was collected from various customers using mobile telecom services in Delhi and NCR. There were 486 respondents of which 400 were considered for study as other 86 were summarily rejected due to some unfilled parts. Self-constructed structured questionnaire was used to interview the various customers using mobile telecom services in Delhi and NCR.

### Statistical Tools Used

IBM SPSS 20 (Statistical Package for the Social Sciences), for data analysis which include descriptive statistics, multiple regression analysis, and for the reliability the Cronbach's Alpha was calculated and sample adequacy was tested on KMO and Bartlett's Test. Five points Likert's scale is used for measuring responses from strongly disagree to strongly agree.

### About the Questionnaire

A self-constructed well-structured questionnaire is used for the collection of data. It is designed in such a manner to explore the general opinion of various customers using mobile telecom services. The questionnaire was divided into two parts: First part contains questions related to the demographic profile of customers like Gender, Age, Nationality, Educational Background, Occupation and Income etc. Second part contains 45 questions from Measurement, Service Quality, Marketing Mix, Customer Satisfaction and Behavioral intentions. The questionnaire was developed on five point Likert's scale from strongly disagree to strongly agree.

## Data Analysis and Interpretation

**Table 1: Reliability Statistics**

Construct	Cronbach's Alpha	No. of Items
Perceived Value	0.741	3
Service Quality	0.761	15
Marketing Mix	0.829	21
Customer Satisfaction	0.778	3
Behavioral Intentions	0.845	3
Whole Questionnaire	0.791	45

In order to check the reliability of the questionnaire, the Cronbach's Alpha test was applied. The value of Cronbach's alpha is found to be 0.741 in perceived value, 0.761 in service quality, 0.829 in marketing mix, 0.778 in customer satisfaction and 0.845 in behavioral intentions of the questionnaire, which is well above than 0.6. Also

the overall value of Cronbach's alpha is 0.791. As the value of Cronbach's Alpha is more than 0.6, which consider the instrument to be reliable for the study. Therefore, the high Cronbach's Alpha coefficient in this study represents a high consistency and reliability among statements in questionnaire.

### Validity Analysis

**Table 2: KMO and Bartlett's test of Sphericity**

Perceived Value	<b>KMO Measure of Sampling Adequacy</b>		<b>0.842</b>
	<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	8738.741
		Df	205
		<b>Sig.</b>	<b>0.000</b>
Service Quality	<b>KMO Measure of Sampling Adequacy</b>		<b>0.848</b>
	<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	10825.731
		Df	190
		<b>Sig.</b>	<b>0.000</b>
Marketing Mix	<b>KMO Measure of Sampling Adequacy</b>		<b>0.941</b>
	<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	<b>8731.098</b>
		Df	<b>195</b>
		<b>Sig.</b>	<b>0.000</b>
Customer Satisfaction	<b>KMO Measure of Sampling Adequacy.</b>		<b>0.974</b>
	<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	<b>8781.852</b>
		Df	<b>185</b>
		<b>Sig.</b>	<b>0.000</b>
Behavioral Intentions	<b>KMO Measure of Sampling Adequacy.</b>		<b>0.812</b>
	<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	<b>7935.062</b>
		Df	<b>205</b>
		<b>Sig.</b>	<b>0.000</b>

Kaiser-Meyer-Olkin test was done to measure the homogeneity of variables and Bartlett's test of sphericity was done to test the correlation among the variables used. From table 2, it is found that the value for Kaiser-Meyer-Olkin Measure of Sampling Adequacy was more than 0.6 in all the parts of questionnaire, as it is 0.842 in perceived value, 0.848 in service quality, 0.941 in marketing mix, 0.974 in customer satisfaction, 0.812 in behavioral intentions of the questionnaire. Also Bartlett's Test of

Sphericity has significant value less than 0.05 at 5 % level of significance in all the parts of questionnaire. Thus it is concluded that instrument is accepted for the study.

#### Descriptive Statistical Analysis

The data was analyzed on five points Likert's scale and based on the calculations the scores fall between the range of following are considered as follows:-

**Table 3: Mean Range and Level of Agreement**

Mean Range	Level of Agreement
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Data was analyzed and on the basis of the mean and standard deviations, conclusions were drawn. The mean and Standard deviations are as follows:

**Table 4: Descriptive Statistics**

Dimension	Variables	Mean	Standard Deviation	Conclusion
<b>Measurement (M)</b>	Perceived Value	3.483	0.692	Agree
<b>Service Quality (SQ)</b>	Tangibility	3.724	0.728	Agree
	Reliability	3.651	0.624	Agree
	Responsiveness	3.716	0.772	Agree
	Assurance	3.772	0.731	Agree
	Empathy	3.658	0.681	Agree
<b>Marketing Mix (MM)</b>	Product	3.642	0.627	Agree
	Price	3.843	0.724	Agree
	Place	3.773	0.662	Agree
	Promotion	3.482	0.649	Agree
	Personnel	3.551	0.752	Agree
	Process	3.672	0.731	Agree
	Physical Evidence	3.519	0.663	Agree
<b>Customer Satisfaction (CS)</b>	Customer Satisfaction	3.642	0.728	Agree
<b>Behavioral Intentions (BI)</b>	Behavioral Intentions	3.551	0.642	Agree

From table 4 it is found that most of the values of means of all the variables of the dimensions i.e. Measurement, Service Quality, Marketing Mix, Customer Satisfaction and Behavioral Intentions lies in the mean range of 3.41 – 4.20, so it can be concluded that all the values are

considered as agree level.

#### Coefficients Of Correlation

Karl Pearson Coefficient of correlation was calculated to find the significant relationships between dimensions.

**Table 5: Coefficient of Correlation of Satisfaction of customers using telecom services**

		M	SQ	MM	CS	BI
Pearson Correlation Coefficient	BI	0.041	0.531	0.031	0.725	1
Sig. (2 – tailed)		0.712	<b>0.048*</b>	0.073	<b>0.000*</b>	-
Pearson Correlation Coefficient	CS	0.542	0.742	0.814	1	0.725
Sig. (2 – tailed)		<b>0.038*</b>	<b>0.000*</b>	<b>0.000*</b>	-	<b>0.000*</b>
Pearson Correlation Coefficient	MM	- 0.312	0.001	1	0.814	0.031
Sig. (2 – tailed)		1.821	1.316	-	<b>0.000*</b>	0.073
Pearson Correlation Coefficient	SQ	0.612	1	0.001	0.742	0.531
Sig. (2 – tailed)		<b>0.016*</b>	-	1.316	<b>0.000*</b>	<b>0.048*</b>
Pearson Correlation Coefficient	M	1	0.612	- 0.312	0.542	0.041
Sig. (2 – tailed)		-	<b>0.016*</b>	1.821	<b>0.038*</b>	0.712

From Table 5, it is quite clear that satisfaction of customers using telecom services in Delhi and NCR is found to be significantly associated with the factors like Measurement, Service Quality, Marketing Mix and Behavioral Intentions. However there is some association in some variables while some have no relationship at all.

#### Hypothesis Testing

##### Hypothesis 1:-

**H01:** There is no significant relationship between perceived value and customer satisfaction in telecom sector services.

**HA1:** There is significant relationship between perceived value and customer satisfaction in telecom sector services.

#### Relationship between perceived value and customer satisfaction

**Table 6: Relationship between perceived value and customer satisfaction**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	$\beta$		
(Constant)	1.872	0.155		11.529	<b>0.000*</b>
Perceived value	0.562	0.042	0.527	11.825	<b>0.000*</b>

Table 6 indicates that the multiple regression analysis identifies that customer satisfaction is positively affected by perceived value. It is clear that the perceived value contributes to the customer satisfaction. Since the positive relationship is found between the both variables

which implies that the greater the perceived value and greater is the customer satisfaction. Since p – value is less than 0.01 that means it is significant at 1% level of significance so the alternative hypothesis is supported that is perceived value is related to the customer satisfaction.

**Table 7: Regression Analysis – Perceived Value and Customer Satisfaction**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	S.E. of estimates	F	Sig.
1	0.542	0.294	0.291	0.6271	137.24	<b>0.000*</b>

a: Predictors: (Constant), Perceived value, b: Dependent variable: Customer Satisfaction

**Table 7 shows** the association between the perceived value and the satisfaction of customers using mobile telecom services in Delhi and NCR. The coefficient of correlation between perceived value and the satisfaction of customers is 0.542 and the value of R square is 0.294. Thus more than one fourth of variation in dependent variable that is customer satisfaction is explained by the independent variable perceived value. Since the Adjusted R square is found to be 0.291 which indicates that 29.1% of the variation in satisfaction of customers is explained by the perceived value. The significant value is found to be 0.000 which is below than 0.05, thus it is significant at 5% level of significance. Thus, null hypothesis is rejected

and alternative hypothesis is accepted. So, there is significant relationship between perceived value and customer satisfaction in telecom sector services.

#### Hypothesis 2:-

**H02:** There is no significant relationship between service quality dimensions and customer satisfaction in telecom sector services.

**HA2:** There is significant relationship between service quality dimensions and customer satisfaction in telecom sector services.

#### Relationship between Service Quality and Customer Satisfaction

**Table 8: Relationship between service quality and customer satisfaction**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	$\beta$		
(Constant)	0.442	0.174		2.541	<b>0.001*</b>
Tangibility	0.215	0.052	0.172	3.841	<b>0.000*</b>
Reliability	0.192	0.058	0.177	3.385	<b>0.006*</b>
Responsiveness	0.016	0.052	0.018	0.429	0.582
Assurance	0.384	0.068	0.352	6.551	<b>0.000*</b>
Empathy	0.048	0.051	0.052	0.951	0.321

Table 8 indicates that the multiple regression analysis identifies that customer satisfaction is moderately affected by service quality, as three out of five service quality dimensions are found to be significant. It is clear that the service quality dimensions moderately contribute to the customer satisfaction. Since the moderate relationship is found between the both variables which

imply that the greater the service quality dimensions and greater is the customer satisfaction. Since p – value is less than 0.01 in tangibility, reliability and assurance that means they are significant at 1% level of significance but the service quality dimensions responsiveness and empathy are insignificant at 1% level of significance so the alternative hypothesis is moderately supported that is service quality dimension is moderately

related to the customer satisfaction. Thus the multiple regression equation for the service quality dimensions and the customer satisfaction is given as follows:-

**Customer Satisfaction**

$$= 0.442 + 0.215 (Tangibility) + 0.192 (Reliability) + 0.016 (Responsiveness) + 0.384 (Assurance) + 0.048 (Empathy)$$

**Table 9: Regression Analysis – Service Quality Dimensions and Customer Satisfaction**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	S.E. of estimates	F	Sig.
1	0.742	0.551	0.545	0.58521	72.85	<b>0.000*</b>

a: Predictors: (Constant), Service Quality Dimensions, b: Dependent variable: Customer Satisfaction

**Table 9 shows** the association between the service quality dimensions and the satisfaction of customers using mobile telecom services in Delhi and NCR. The coefficient of correlation between service quality dimensions and the satisfaction of customers is 0.742 and the value of R square is 0.551. Thus more than one half of variation in dependent variable that is customer satisfaction is explained by the independent variable service quality dimensions. Since the Adjusted R square is found to be 0.545 which indicates that 54.5% of the variation in satisfaction of customers is explained by the service quality dimensions. The significant value is found to be 0.000 which is below than 0.05, thus it is significant

at 5% level of significance. Thus, null hypothesis is rejected and alternative hypothesis is accepted. So, there is significant relationship between service quality dimensions and customer satisfaction in telecom sector services.

**Hypothesis 3:-**

**H03:** There is no significant relationship between marketing mix and customer satisfaction in telecom sector services.

**HA3:** There is significant relationship between marketing mix and customer satisfaction in telecom sector services.

**Relationship between Marketing Mix and Customer Satisfaction**

**Table 10: Relationship between Marketing Mix and Customer Satisfaction**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	β		
(Constant)	0.152	0.168		0.931	<b>0.3720.000*0.0720.096</b>
Product	0.288	0.047	0.324	7.858	<b>0.4380.2390.000*0.000*</b>
Price	0.082	0.038	0.828	1.612	
Place	-0.005	0.048	-0.004	-	
Promotion	0.038	0.048	0.372	0.0720.862	
Personnel	0.065	0.053	0.062	1.024	
Process	0.284	0.055	0.281	4.628	
Physical evidence	0.286	0.480	0.341	0.6224	

Table 10 indicates that the multiple regression analysis identifies that customer satisfaction is moderately affected by marketing, as three out of seven marketing mix are found to be significant. It is clear that the marketing mix moderately contribute to the customer satisfaction. Since the moderate and positive relationship is found between the both variables which imply that the greater the marketing mix elements and greater is the customer satisfaction. Since p – value is less than 0.01 in

product, process and physical evidence that means they are significant at 1% level of significance but the other marketing mix elements are insignificant at 1% level of significance so the alternative hypothesis is moderately supported that is marketing mix elements are moderately related to the customer satisfaction. Thus, the multiple regression equation for the marketing mix elements and the customer satisfaction is given as follows:-

**Customer Satisfaction**

$$= 0.152 + 0.288 (Product) + 0.082 (Price) - 0.005 (Place) + 0.038 (Promotion) + 0.065 (Personnel) + 0.284 (Process) + 0.286 (Physical Evidence)$$

**Table 11: Regression Analysis – Marketing Mix Elements and Customer Satisfaction**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	S.E. of estimates	F	Sig.
1	0.814	0.663	0.657	0.47661	73.62	<b>0.000*</b>

a: Predictors: (Constant), Marketing Mix Elements, b: Dependent variable: Customer Satisfaction

**Table 11 shows** the association between the marketing mix elements and the satisfaction of customers using mobile telecom services in Delhi and NCR. The coefficient of correlation between marketing mix elements and the satisfaction of customers is 0.814 and the value of R square is 0.663. Thus, more than one half of variation in dependent variable that is customer satisfaction is explained by the independent variable marketing mix elements. Since the Adjusted R square is found to be 0.657 which indicates that 65.7% of the variation in satisfaction of customers is explained by the marketing mix elements. The significant value is found to be 0.000 which is below than 0.05, thus it is significant at

5% level of significance. Thus, null hypothesis is rejected and alternative hypothesis is accepted. **So, there is significant relationship between marketing mix elements and customer satisfaction in telecom sector services.**

**Hypothesis 4:-**

**H04:** There is no significant relationship between customer satisfaction in telecom sector services and behavioral intentions of customers.

**HA4:** There is significant relationship between customer satisfaction in telecom sector services and behavioral intentions of customers.

**Relationship between Customer Satisfaction and Behavioral Intentions**

**Table 12: Relationship between Customer Satisfaction and Behavioral Intentions**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	0.624	0.148		4.285	<b>0.000*</b>
Customer Satisfaction	0.826	0.042	0.724	21.284	<b>0.000)</b>

Table 12 indicates that the multiple regression analysis identifies that behavioral intention is positively affected by customer satisfaction as it is found to be significant. It is clear that the customer satisfaction positively contribute to the behavioral intention. Since the positive relationship is found between the both variables which imply that the

greater the customer satisfaction and greater is the behavioral intention. Since p – value is less than 0.01 that means it is significant at 1% level of significance so the alternative hypothesis is positively supported that is customer satisfaction is positively related to the behavioral intention.

**Table 13: Regression Analysis – Customer Satisfaction and Behavioral Intentions**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	S.E. of estimates	F	Sig.
1	0.725	0.526	0.523	0.56923	438.24	0.000*

a: Predictors: (Constant), Customer Satisfaction, b: Dependent variable: Behavioral Intention

**Table 13 shows** the association between the satisfaction of customers and behavioral intentions of customers using mobile telecom services in Delhi and NCR. The coefficient of correlation between the satisfactions of customers and behavioral intention is 0.725 and the value of R square is 0.526. Thus more than one half of variation in dependent variable that is behavioral intention is explained by the independent variable customer satisfaction. Since the Adjusted R square is found to be

0.523 which indicates that 52.3% of the variation in behavioral intention of customers is explained by the customer satisfaction. The significant value is found to be 0.000 which is below than 0.05, thus it is significant at 5% level of significance. Thus, null hypothesis is rejected and alternative hypothesis is accepted. **So, there is significant relationship between customer satisfaction and behavioral intentions of customers in telecom sector services.**

## SUMMARY OF HYPOTHESIS

**Table 14: Summary of Hypothesis**

S. NO.	HYPOTHESIS	NULL HYPOTHESIS	ALTERNATIVE HYPOTHESIS
1.	Perceived Value and Customer Satisfaction	Rejected	Accepted
2.	Service Quality and Customer Satisfaction	Rejected	Partially Accepted
3.	Marketing Mix and Customer Satisfaction	Rejected	Partially Accepted
4	Customer Satisfaction and Behavioral Intention	Rejected	Accepted

## Conclusion

The main aim of the study was to find out the factors affecting the satisfaction of customers and the behavioral intentions of customers using the mobile telecom services in Delhi and NCR. It was found that there is a positive association between the perceived value and satisfaction of customers using mobile telecom services in Delhi and NCR. It was also found that there is a positive association

between the service quality dimensions and satisfaction of customers. Service quality consists of five dimensions i.e. tangibility, reliability, responsiveness, assurance and empathy. The service quality dimensions tangibility, reliability and assurance have the significant relationship with that of the customer satisfaction while the service quality dimensions responsiveness and empathy have no such positive impact on the customer satisfaction. It was observed that there is a significant relationship between the marketing mix and

customer satisfaction. But the marketing mix consisting of seven factors, different factor has different effect to customer satisfaction. Out of seven marketing mix elements, only three i.e. product, process, and physical evidence have significant relationship with customer satisfaction while other marketing mix elements are insignificant to the customer satisfaction in mobile telecom services. There is also the significant relationship between the customer satisfaction and behavioral intention of the customers using mobile telecom services in Delhi and NCR.

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