MRP

by Vishaka Kumari

Report on

Measuring and Assessing the impact of Perceived service quality on customer intentions to switch in Telecom Industry in India

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CERTIFICATE

This is to certify that the project entitled "Measuring and Assessing the impact of Perceived Service Quality on Customer Intentions to switch in Telecom Industry in India" submitted by 'Vibhor Khar' and 'Vishakha Kumari' in partial fulfillment for the award of Master of Business Administration; University School Of Management & Entrepreneurship is their original work and does not form any part of the projects undertaken previously.

Also it is certified that the project represents the original work on the part of the candidate.

Place: New Delhi

Date: 27/05/19

Signature of the Director

DECLARATION

To,

The Director,

University School of Management & Entrepreneurship,

Delhi Technological University,

Vivek Vihar Phase 2, Delhi -110095

Respected Sir,

We Vibhor Khar and Vishakha Kumari hereby declare that the project report entitled "Measuring and Assessing the impact of Perceived Service quality on Customer Intentions to switch in Telecom Industry in India " is an original work developed and submitted by us under the guidance of Asst. Professor Harleen Kaur.

The empirical findings in this project report are not copied from any report and are true and best of my knowledge.

DATE: 27/05/19

PLACE: NEW DELHI

Vibhor Khar(2K17/MBA/756)

Vishakha Kumari(2K17/MBA/760)

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Signature of Student   Signature of Student

Vishakha Kumari   Vibhor Khar

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Thanking you.

Vishakha Kumari

Vibhor Khar

ABSTRACT

The purpose of the study is to investigate first, the relationship between the perception of service quality and brand switching in telecom industry in india . it is a common saying that customers compare their expectations with the actual product performance. The customers will not be satisfied. They will look for other alternatives, including switching to the competitive brands. The impact of different variables on customer satisfaction has been researched and became an important subject when related to marketing techniques and strategy. In different countries around the world, lacking customer satisfaction induce the customer to change the brand.

All people are becoming busy and more professional than previous. The business world and general life is becoming more complex day by day. They need to share more information to each other because of globalization. Mobile phone has introduced a tremendous change in the Communication sector in all over the world.. Customer loyalty is important for both the firm and the customer. As regards the firm, loyal customers are willing to make repeat purchases in the business that delivers value beyond their expectation. Loyal customers often will, over time bring substantial revenues and demand less attention from the firms they patronize. The determinants of customer loyalty such as service quality, perceived service value, customer satisfaction, customer trust and commitment. Several researchers suggest using a theoretical approach to develop a much deeper insight into key marketing constructs such as service quality, customer perceived value, customer satisfaction, perceived switching costs, corporate image, and customer loyalty is of vital to the different industries in the market.

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1. INTRODUCTIONS

Telecommunication is one of the fastest growing and the prime support services needed for rapid growth of any developing economy. Mobile phones services is exclusively held by every persons have become personal equipment closely integrated into everyone's daily life and relatively more frequently used than other devices. Telecommunication sector in India can be divided into two sectors: Fixed service providers and Cellular service providers.. Fixed line services consist of basic services like national domestic long distance and international long distance services. Cellular services can be further divided into two segments: global system for mobile communication (GSM) and the other is Code division multiple access (CDMA). The GSM sector is dominated by Airtel, Vodafone and Idea , while CDMA sector is dominated by Reliance and Tata Indicom. A years ago, India was at the bottom of the pyramid in the world telecom market. But after opening of the telecom sector for competition, through liberalization, disinvestments, privatization and demonopolisation initiatives adopted by the govt. of India, the industry, especially the mobile segment is experiencing a tremendous growth and now we are the second largest telecom market in the world. The no. of telephone connections was 892.02 million at the end of march 2013, as compared to 41 million in the end of December 2000. The overall tele- density in India has International Journal of Sales & Marketing Management Research and Development (IJSMMRD) by Meera Arora has reached 72.90% The urban tele-density is 146.15% and rural tele-density is 40.81%. The composition of the telecom sector has witnessed a structural change, with the private sector accounting with 88 % of the total connections.

Telecom service providers have been seeking for other opportunities to increase their business revenue. In order to do so mobile value added services are increasing day by day. These value added services are the digital services which are added to mobile phone networks other than voice services in which the contents included can be either self produced by telecom service providers or provided with through strategic alliances with content providers. These services includes games, icons, ringtons, messages, web

browsing, SMS(Short Message Services) coupons, and electronic transactions. They bring five core value of the consumers are as follows- time critical needs and arrangements, spontaneous needs and decisions, entertainment needs, efficiency needs and ambitions, and mobility-related needs.

Thus, mobile value added services will become new opportunities for telecom services provider, however these value- added services provided by telecom service providers are being classified into four types, namely information, communications, transactions, and entertainments and these classification is applies to almost all the providers.

Although new services are being released at all times, whether they are appealing to consumers and can induce positive post purchase intention that the consumer are willing to go on with the services or it can induce negative post purchase that they are switching the telecom services provider i.e. Customer intentions to switch.

1.1 Industry Profile

Telecommunication has been recognized around the world as an important tool for socio-economic development for a nation and plays a phenomenal role in the growth and modernization of various sectors of the economy. Over the last few decades, Indian telecom market has shown a tremendous growth, thanks to our domestic demand, policy initiatives undertaken by the govt. and admirable efforts by the players of the indian industry and in the process, has managed to emerges as one of the youngest and fastest growing economies in the world now. Many factors like regulatory liberalization, structural reforms and competition has played a very important part in this rapid transformation. The fact that India is one of the world's fastest growing telecom markets in the world is because it has acted as the primary driver for foreign and domestic telecommunication companies investing into this sector. It is recognized as one of the most profitable markets globally, resulting in massive investments being made in both the sector that is private and government sector in the last decade. The telecom industry has witnessed a significant growth in the subscriber base over the past few years, with

increasing network coverage and a competition-induced decline in tariffs acting as intermediary for the growth in subscriber base. The growth story of the telecom service provider and the potential have also served to attract newer players in the industry with the result that the intensity of competition has kept increasing. Liberalization of the sector has not only led to rapid growth but also helped a great deal towards the maximization of consumer benefits, evident from a huge fall in the tariffs. Telecom sector has witnessed a consecutive rising trend in the total number of telephone subscribers. From a merger of 22.8 million telephone subscribers (wireless plus wire line) in 1999, it has grown to 926.53 million at the end of December, 2010, reaching teledensity of 76.86 %. The total number of urban subscribers today is now stand at 611.19 Million (65.59 %) and rural subscribers at 315.33 Million (34.41 %). Wireless telephone network connections have contributed to this growth as the number of wireless connections rise from 35.61 million in 2004 to 893.84 Million at the end of December, 2013. Also, the broadband segment has been seen significant growth with the total internet subscribers reaching upto 20.99 million in September, 2011, which includes 13.30 broadband subscribers. The industry has now touched new heights with the rollout of newer circles by operators, successful auction of fourth-generation (4G) and broadband wireless access (BWA) spectrum, network rollout in semi-rural areas and increased focus on the value added services (VAS) market. Meanwhile, the introduction to the Mobile Number Portability (MNP) in India has made the Indian Telecom market more dynamic and more competitive, in terms of service offerings and quality. With lower voice tariffs and lower ARPUs in India, emergence of new technologies and advancements towards 4G amongst others are reasons for motivating operators to shift their focus on VAS. Particularly, the past few years have been quite revolutionary for the industry, as it witnessed the emergence of smartphones, GPS enabled sets, and 4G handsets. Initiatives to connect the rural masses are already visible with service providers they tie up with the content providers for services related to agriculture, weather and livelihood. The emergence of the mobile has benefited people across the

world. Moving forward, it is expected to play a significant role in bridging the digital divide between the poor and rich, between far and near, thus in connecting the nation. It has not only become the primary communication medium for the people, but is also finding the numerous uses across various domains. Today, it is used in banking transactions, making payments, acting as an educational and multimedia tool, etc. However, the urgent need is to deliver services that could enable efficient day to day life for the larger masses efficiently. It can be use as an efficient mode for spreading governance, and can also be used across verticals such as agriculture and healthcare. The rapid rise of high-end mobile phones (smartphones) and iOS has enabled the customers to access and utilize numerous software applications as an utility or for entertainment. The rapid growth in telecommunications makes it necessary to develop India as a Global manufacturing hub. With its proven milestone in the skill-intensive industries and the global trend to manufacture and source products in low cost countries, India is well placed, because it emerge as one of the leading hub for manufactured exports. With the liberalization of the Indian economy, the telecom sector has become the most attractive center for mergers and acquisitions. M&A in India is subject to various laws and the principle of being in The Companies Act 1956, Income Tax Act 1961 and the Takeover Code (for public listed companies) is very important. Regulatory considerations are also equally very important to take note of in telecom M&A.

1.2 Objective of the study

1. To explore the factors affecting customers switching behavior in telecommunication sector
2. To examine the attitude of customers regarding the services provided by Telecom operators .

2. LITERATURE REVIEW

Although in telecommunications industry there has been massive change around the world but the impact of service quality in terms of customer dimensions still needs further emphasis in this field . A study conducted by Aali, A. et al. (2011) measured the service quality of mobile phone companies operating in Saudi Arabia by using the SERVQUAL instrument. It was found that there was difference in customers' perceptions in almost all the dimensions . On the other hand, Abdullah, Md. et al. (2011) identified the service quality gaps in external customer services in the baking services of private commercial banks (PCBs) of Bangladesh. Also, the most important dimensions of service quality that affect customer satisfaction in PCBs had been found out . Hirmukhe, J. (2012) investigated the responses of 33 Tehsildars to a SERVQUAL questionnaire and found the gap between expectations and perceptions to provide a way to improve the services. On the other hand, Khodayari, B. et al. (2011) conducted a research to measure the perceptions and expectations of perceived quality in higher education considering the case of Islamic Azad University. The results showed a gap between student`s perceptions and student`s expectations . Chopra, R. et al. (2014) investigated the students' perceptions of service quality in higher education, using the service quality (SERVQUAL) instrument. The study has been done on 500 students of 10 institutions pursuing their post-graduation in management and education streams. A significantly negative gap was found in the expectations and perceptions of the service quality [6]. Chaudhary, A. et al. (2013) identified the major dimensions of Telecom Service Quality. The TOPSIS and AHP method with trapezoidal fuzzy numbers were used to identify the dimensions . On the other hand, Bhargav, A. et al. (2014) investigated the gap between customers' expectations and perceptions of the customers in telecom sector. The primary data was collected with the help of a standardized questionnaire of service quality. Munhurrun, P. R. et al. (2010) analysed the relationship between customer expectations of service and FLE (front-line employees) perceptions of customer expectations in a major public sector department in Mauritius by using

SERVQUAL instrument. Sivanesan, R. (2013) studied the subscribers' attitude and perception on BSNL and AIRTEL services in Kanyakumari district. The researcher also identified the various problems faced by the customers in the district. Arokiasamy, A. R. A. et al. (2013) studied the impact of service quality dimensions on customer satisfaction using the SERVQUAL model. It was found that customer satisfaction was impacted by all 5 service quality dimensions. Katarne, R. et al. (2010) analysed the service quality level of an automobile dealership in an Indian city. A survey of respondents and owners was conducted and results were not found up to the mark . Khan, M. A. (2010) investigated the users' perception of service quality of mobile telephone operators in Pakistan using a questionnaire survey covering SERVQUAL dimensions as well as network quality and convenience as an additional dimensions. Convenience and network quality was found to be relatively most important dimensions. Gunarathne, U. (2014) examined the relationship between Services Quality and Customer Satisfaction in hotel industry of Sri Lanka. It was found that courtesy of attendants, comfort in guest room, cleanliness and environment of hotel have significantly affected the customers' perception. Chelliah, S. et al. (2010) measured the customer satisfaction through delivery of quality service in the banking sector in Malaysia. The study also furnished implications for marketers in banking sector for improvement in delivery of service quality . A research conducted by Dabhade, N. et al. (2013) studied the impact of quality of service on customer satisfaction of mobile users by considering the case of Airtel and identified the factors that affect quality of services. This paper also analyzed improvements and measures which were followed up by the Airtel to enhance satisfaction level of their customer. Patidar, G., et al. (2013) analysed the service quality of government and private banks in Indore by using SERVQUAL model.

2.1 Customer Satisfaction and Brand Switching

Customer satisfaction has the largest attention when it comes to customer retention and loyalty. Customer satisfaction is a subjective concept, therefore, it is subject to different interpretations. Customer satisfaction is mainly a mental comparison between

expectations and the perceived performance after a specific purchase (Qi, et al., 2012). A study conducted in Korea concluded that customer satisfaction can be considered as an attitude and judgment, meaning that the customer will compare the encounter with the expectations and can have different encounters in different areas of the service leading to dissatisfaction (Lee, 2010).

Therefore, customer satisfaction is considered a positive determinant of how strong is the relationship between the customer and the product provider. Several authors have linked customer satisfaction and customer loyalty together because of the very close relationship between the two variables and dealt with the two concepts as one in some studies (Santouridis and Trivellas, 2010). Actually, one of the models showed that satisfaction leads to loyalty (Santouridis and Trivellas, 2010). Therefore, satisfaction can be considered a more root factor in a considerable number of occasions. Furthermore, dissatisfied customers are more likely to search for what satisfies them in services provided by other competitors and can influence company's revenues more than satisfied customer (Andreson and Sullivan, 1993). In the same line, Chi, et al., 2008 concluded that customer satisfaction is vitally important to the success and profitability for any company. It is considered a part of the company assets and heavily involved in determining the revenue and profits. Customer satisfaction in the product sector can be measured by the performance of the product and more related to the tangible aspects. However, it is more complicated in the service sector and can be considered a continuous process (Woo and Fock, 1999). The mobile-service is a continuous service which means customers are always in a continuous process of comparing expectations and actual and since it is personal and subjective, it is all about the consumer satisfaction of needs and wants. Min and Wan (2009) identified customer satisfaction as one of the major factors of switching brands and described it as a multidimensional. To be more precise, it is within all services provided by the service firms, therefore, lacking satisfaction in an area of the business could lead to dissatisfaction with the whole service, hence, brand switching.

Based on the previous literature reviews, it is a common saying that customers compare their expectations with the actual product performance. The customers will not be satisfied. They will look for other alternatives, including switching to the competitive brands. The impact of different variables on customer satisfaction has been researched and became an important subject when related to marketing techniques and strategy. In different countries around the world, lacking customer satisfaction induce the customer to change the brand. Therefore, investigating the relationship between customer satisfaction and brand switching has a special concern. Accordingly, the first hypothesis of the study is developed as follows:

H1. Customer satisfaction has a significant negative association with brand switching intention.

1) Tangibles: It refers to the appearance of physical facilities, equipment, personnel, documents etc. .

2) Reliability: It is the Ability to deliver the promised service to the customers perfectly and within a predefined time period .

3) Responsiveness: Responding to customer as and when required. In other word it requires Good customer care service with willingness to help .

4) Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence. This builds a tight and positive bonding between the customer and the service provider .

5) Empathy: Empathy means understanding. The service provider must have a clear-cut understanding that what customer requires. Service providers must be caring and should provide individual attention to customers.

3. RESEARCH METHODOLOGY

The purpose of present study was to study the Relationship between Service Quality and Customer Intentions to switch in Telecom Sector in selected telecommunication providers of Delhi NCR. Providers taken for the study were Airtel, BSNL, Vodafone, Idea, Reliance Jio and Others. These six selected service providers have a market share of 98% in the m0bile services in the selected region. To carry out this research study, an systematic model and procedure was developed. The content of this section deals with the method and procedure of the study.

Research Instrument: The data required for conducting this study was collected using self administered questionnaire. Methods of Data Collection: T0 gather the primary data, a face-to-face survey was conducted. Assessment was based on a five point Likert Scale. Secondary data has been collected from the annual reports of the companies, magazines, journals and websites of various national and international institutions.

3.1 Research Model

Service Quality Dimensions
Responsiveness
Reliability
Empathy
Tangibility
Assurance

Customer Intentions to Switch

3.2 Hypothesis

Service quality has no significant impact on customers intention to switch

H1= There is no relationship between tangibility and customers intention to switch

H2= There is no relationship between reliability and customers intention to switch

H3= There is no relationship between responsiveness and customers intention to switch

H4= There is no relationship between assurance and customers intention to switch

H5=. There is no relationship between empathy and customers intention to switch

3.3 Data Collection

The population targeted for this research includes all the people using different service in telecom sector in India. Survey Questionnaire were designed to meet the requirements of the research. By using the sample size calculator. A questionnaires are to distributed by us.

3.3a Questionnaire Design

A questionnaire was developed to measure the impact of service quality,on customers intention to switch in telecom sector in india. Five-point likert scale was used where 1 stands for "Strongly Disagree", 2 stands for "Disagree", 3 stands for "Neutral", 4 stands

for "Agree" and 5 stands for "Strongly Agree." The questionnaire was divided into five dimensions which cover the dependent and independent variables of the research.

- Reliability
- Assurance
- Empathy
- Responsiveness
- Tangibility

3.4 Analysis Of Data

To arrive at certain conclusions regarding the hypothesis advanced in the present investigation, the following statistical tools for the analysis of data were employed i.e. Descriptive Analysis, Correlation Analysis, pearson coefficient relation test,two tailed test, Multicollinearity Kruskal-Wallis test. Statistical calculations have been made, making extensive use of Microsoft Excel and SPSS Software Packages on the computer. The present study was designed to investigate the relationship between service quality and behaviour consequences in telecom sectors. In order to study this relationship, the descriptive – survey method of investigation coupled with techniques of correlation analysis and multivariate analysis was used .

3.4a Profile of The Respondents Taken For The Study:

This section of the study deals with the profile of the respondents.

3.4b Customers Profile:

The success of telecom companies in formulating effective marketing strategies largely depends on maintaining up-to-date profile information of the customer in the form of customer-based data. The availability of such a comprehensive profile provides the telecom companies with a strong basis for designing effective plans and programs

regarding the marketing of products and services. The questionnaire included a section on customer's profile. It included customer's age, income, education level, profession and other socio-demographic information. Table No. 3.1 to 3.7 present a comprehensive profile of the telecom customers who had participated in this study. A total of 106 questionnaires were usable for analysis.

Table 3.1 Age Profile of the Respondents

Age	Frequency	Valid Percentage	Cumulative Percentage
Under 20	19	17.92	17.92
21-30	77	72.64	90.57
31-40	10	9.43	100
41-50	0	0	100
Above 50	0	0	100
Total	106	100	100

Table 3.2 Gender profile of respondents

Gender	Frequency	Valid Percentage	Cumulative Percentage
Male	47	44.34	44.34
Female	59	55.66	100
Others	0	0	0
Total	106	100	100

Table 3.3 Educational Profile of the Respondents

Qualification	Frequency	Valid percentage	Cumulative Percentage
School	2	1.89	1.89
Undergraduate	14	13.21	15.09
Graduate	50	47.17	62.26
Post graduate	40	37.74	100
Total	106	100	100

Table 3.4 Monthly Income Profile of the Respondents

Monthly Income	Frequency	Valid Percentage	Cumulative Percentage
Below 10000	8	7.55	7.55
10000-20000	8	7.55	15.19
20000-30000	18	16.98	32.08
Above 30000	10	9.43	41.51
Nil	62	58.49	100
Grand Total	106	100	100

Table 3.5 Professional Profile of the Respondents

Profession	Frequency	Valid Percentage	Cumulative Percentage
Students	68	64.15	64.15
Business	4	3.77	67.92
Service	26	24.53	92.45
Housewife	6	5.66	98.11
Others	2	1.89	100
Total	106	100	100

Table 3.6 Service_Provided for the Profiling of Respondents

Company(s) Name	Frequency(s)	Valid Percentage(s)	Cumulative Percentage
Reliance Jio	38	35.85	35.85
Airtel	32	30.19	66.04
Vodafone	20	18.87	84.91
Idea	8	7.55	92.45
BSNL	8	7.55	100
Others	0	0	100
Total	106	100	100

Table 3.7 Intention to switch of the Respondents

Customer Intention to switch	Frequency	Valid Percentage	Cumulative Percentage
Yes	34	32.08	32.08
No	44	41.51	73.59
Maybe	28	26.42	100
Total	106	100	100

4. RESULT

Here is the outcome of the questionnaire.

. **Fig. 4.1 Correlation- Tangibility and Customer Intentions to Switch**

Correlations

		Physical Facility]	[Appearance of Personnel]	[Equipment used to provide services]	[Physical representation of the services]	Do you want or have any intention to switch?
Physical Facility]	Pearson Correlation	1	.547	.583	.580	-.265
	Sig. (2-tailed)		.000	.000	.000	.006
	N	106	106	106	106	106
[Appearance of Personnel]	Pearson Correlation	.547	1	.340	.646	-.119
	Sig. (2-tailed)	.000		.000	.000	.224
	N	106	106	106	106	106
[Equipment used to provide services]	Pearson Correlation	.583	.340	1	.658	-.295
	Sig. (2-tailed)	.000	.000		.000	.002
	N	106	106	106	106	106
[Physical representation of the services]	Pearson Correlation	.580	.646	.658	1	-.143
	Sig. (2-tailed)	.000	.000	.000		.144
	N	106	106	106	106	106
Do you want or have any intention to switch?	Pearson Correlation	-.265	-.119	-.295	-.143	1
	Sig. (2-tailed)	.006	.224	.002	.144	
	N	106	106	106	106	106

- There is negative relationship between Physical Facility and customer intention to switch.
- There is no significant relationship between appearance of personnel and customer intention to switch
- There is negative relationship between equipment used to provide services and customers intention to switch.
- There is no significant relationship between physical representation of services and customers intention to switch .

Fig. 4.2 Correlation- Reliability and Customer intentions to switch

Correlations

		[Accuracy in billing]	[Keeping records correctly]	[Performing the services at designated time]	Do you want or have any intention to switch?
[Accuracy in billing]	Pearson Correlation	1	.593	.656	-.137
	Sig. (2-tailed)		.000	.000	.161
	N	106	106	106	106
[Keeping records correctly]	Pearson Correlation	.593	1	.637	.122
	Sig. (2-tailed)	.000		.000	.212
	N	106	106	106	106
[Performing the services at designated time]	Pearson Correlation	.656	.637	1	-.162
	Sig. (2-tailed)	.000	.000		.097
	N	106	106	106	106
Do you want or have any intention to switch?	Pearson Correlation	-.137	.122	-.162	1
	Sig. (2-tailed)	.161	.212	.097	
	N	106	106	106	106

- There is no significant relationship between accuracy in billing and customers intention to switch .
- There is no significant relationship between keeping records correctly and customers intention to switch .
- There is no significant relationship between performing the services at designated time and customers intention to switch.

Fig. 4.3 Correlation- Responsiveness and Customer Intentions to Switch

Correlations

		[Immediate mail a transaction slip]	[Quick Customer calling]	[Prompt Services]	Do you want or have any intention to switch?
[Immediate mail a transaction slip]	Pearson Correlation	1	.448	.661	-.043
	Sig. (2-tailed)		.000	.000	.660
	N	106	106	106	106
[Quick Customer calling]	Pearson Correlation	.448	1	.617	.001
	Sig. (2-tailed)	.000		.000	.995
	N	106	106	106	106
[Prompt Services]	Pearson Correlation	.661	.617	1	.088
	Sig. (2-tailed)	.000	.000		.371
	N	106	106	106	106
Do you want or have any intention to switch?	Pearson Correlation	-.043	.001	.088	1
	Sig. (2-tailed)	.660	.995	.371	
	N	106	106	106	106

- There is no significant relationship between immediate mail a transaction and customer intention to switch.
- There is no significant relationship between quick customer calling and quick customer calling.
- There is no significant relationship between prompt services and customer intention to switch.

Fig. 4.4 Correlation- Assurance and Customer Intention to Switch

Correlations		Do you want or have any intention to switch?	[Easy Accessibility of services]	[Less waiting time to grt the services]	[Convenient hours of operations]	[Convenient location of services facility]
Do you want or have any intention to switch?	Pearson Correlation	1	.001	.072	.033	.051
	Sig. (2-tailed)		.994	.466	.740	.605
	N	106	106	106	106	106
[Easy Accessibility of services]	Pearson Correlation	.001	1	.645	.470	.642
	Sig. (2-tailed)	.994		.000	.000	.000
	N	106	106	106	106	106
[Less waiting time to grt the services]	Pearson Correlation	.072	.645	1	.399	.709
	Sig. (2-tailed)	.466	.000		.000	.000
	N	106	106	106	106	106
[Convenient hours of operations]	Pearson Correlation	.033	.470	.399	1	.641
	Sig. (2-tailed)	.740	.000	.000		.000
	N	106	106	106	106	106
[Convenient location of services facility]	Pearson Correlation	.051	.642	.709	.641	1
	Sig. (2-tailed)	.605	.000	.000	.000	
	N	106	106	106	106	106

- There is no significant relationship between easy accessibility of services and customers intention to switch.
- There is no significant relationship between less waiting time to get the services and customers intention to switch.
- There is no significant relationship between convenient hours of operations and customers intention to switch.
- There is no significant relationship between convenient hours of location facility and customers intention to switch.

Fig. 4.5 Correlation- Empathy and Customer Intentions to Switch

Correlations

		Do you want or have any intention to switch?	[Comfortable services]	[Good information for any changes]	[Good relationship between service provider and consumer]	[Good service for customer]
Do you want or have any intention to switch?	Pearson Correlation	1	.011	.142	.008	.203
	Sig. (2-tailed)		.912	.145	.936	.037
	N	106	106	106	106	106
[Comfortable services]	Pearson Correlation	.011	1	.684	.712	.620
	Sig. (2-tailed)	.912		.000	.000	.000
	N	106	106	106	106	106
[Good information for any changes]	Pearson Correlation	.142	.684	1	.592	.600
	Sig. (2-tailed)	.145	.000		.000	.000
	N	106	106	106	106	106
[Good relationship between service provider and consumer]	Pearson Correlation	.008	.712	.592	1	.568
	Sig. (2-tailed)	.936	.000	.000		.000
	N	106	106	106	106	106
[Good service for customer]	Pearson Correlation	.203	.620	.600	.568	1
	Sig. (2-tailed)	.037	.000	.000	.000	
	N	106	106	106	106	106

- There is no significant relationship between comfortable services and customers intention to switch.

- There is no significant relationship between good information for any changes and customers intention to switch.

- There is no significant relationship between good relationship between service provider and consumer and customers intention to switch.

- There is a relationship between good services for customer and customers intention to switch.

5. FINDINGS AND RECOMMENDATIONS

5.1 Findings

The main findings of the study are as follows

1) The results of the study found that the percentage of female population is 54.7 and male population is 45.3%. The age group of maximum respondents is 81.1% and they are of the age group of 21-30.

2) The most of the respondents are students .

3) 17.92% of the respondents are under 20 years, while 72.64% of the respondents are between the age group of 21 to 30 years. 9.34% of the customers are between the age group of 31-40 years while the 0% of the customers are above 40 years range. These results indicate that customers who are in the above 40 age category may be using less mobile as compared to those who are in less age category.

2) An examination of the Gender profile of the respondents indicates that out of those who use mobile connection 47% are male while 59% are female.

3) The findings of the study showed that 32.08% have the the intention to switch the service providers. 26.62% respondents are maybe in the intention to switch.

6. LIMITATIONS OF STUDY

An attempt has been made to complete the research work in best manner but still there are a few obvious limitations.

1. The limitation concerns the nature of the measure that has been used in attempt to get the desired conclusion . The measures included in this research were all based upon the perceptions of the participating customers. Therefore, the potential for data inaccuracies due to item misinterpretation or predisposition to certain response on the part of the participant does exist.

 2. Responses with respect to behaviour intentions have been solicited from the customers of telecom providers are mostly from the delhi ncr region .

3. Perception of people may vary those living in other parts of India it does vary according to the perceived service acquired by them.

4. Much of current marketing action is based on the assumption that perception of service quality that are being perceived by a consumer is connected to future consumer behaviour. The research measured the strength of behavioural intention regarding a range of future action for telecom service providers. Result indicated that there is a significant relationship exist between perceived Service quality and recommending the telecom provider to other customers in their Switching intentions.

7. CONCLUSION

The study reveals that impact of perceived service quality does play an important role in switching the service provider. As there were several factors or dimensions that determine the impact of service quality like tangibility, responsiveness, empathy , reliability, assurance. It is found that there is a relation between switching the service provider and the factors (tangibility, responsiveness, empathy , responsiveness, assurance). After analysing the findings of the study, we suggest that as according to our study tangibility is playing a major role in making their customers stick to them as there is a significant relationship between both of them . The findings also suggest that managers of these mobile operators should shift focus on improving upon factors like responsiveness, assuring their customers, giving empathy to them , making them more reliable through their services in this industry in order to increase loyalty among these consumers.

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