REVIEW OF LITERATURE ON SERVICE QUALITY PREFERENCE OF CELLULAR MOBILE SERVICE

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ABSTRACT

In today's developed markets, mobile market growth is driven by services marketing innovation. The boundaries between mature and developing markets are vanishing, and even rising countries like China, India and Latin America move immediately to sophisticated mobile services. The emphasis of the mobile market has switched from volume to value, and will be controlled by content-driven usage of services in the future. New technologies are merely facilitators that make it possible for the consumers to pick the service channel via which they choose to communicate with the service provider. Companies with a product- and technology-driven past confront a difficulty of maintaining relationships with consumers who begin and utilize the service through a mobile handheld device without physical interaction with the service provider organization. Due to mobility, the roles of client and supplier have been inverted An attempt has been made to review the related studies undertaken in India

Keywords: *Service quality, Preference of cellular mobile service and Customer*

INTRODUCTION

In a quickly evolving mobile industry, anticipating client wants and delivering mobile content offerings is difficult. People have a hard time articulating their desires for services that are unfamiliar to them. Mobile services have traditionally been aimed towards innovators, specialists in the area, and those who wish to stay up to date on new technology and methods of doing things. Customers' wants and aspirations, however, differ, and information that appeals to one section may not appeal to another. Services should be unique and targeted at the correct consumer groups that utilize mobile content for a specific purpose and so see the service as useful in order to reach the bulk of client markets. Several experts have argued that when it comes to improving service quality and marketing new

services, frequent customers are the finest source for learning about the value that the services may provide to its consumers. Furthermore, today's market for mobile services is very homogenous, with multiple companies offering comparable services. As a result, clients use many providers' services at the same time and are thus less loyal to a brand or provider. As a result, providers face reduced profit margins and greater competition. In the drive to reach the correct client segments, marketing communication plays a critical role in enticing individuals who are most likely to become regular users of the services in the future, resulting in more revenue per user. When the proper value propositions are communicated to the right clients, it should result in a dedicated, loyal customer base that uses a service provider's mobile services on a regular basis. Furthermore,

customers' perceptions of the value of mobile services are largely determined on their level of pleasure with such services. Customer satisfaction, in other words, is a favorable emotional and logical state resulting from a customer's assessment of the service they utilize.

TELECOMMUNICATION IN INDIA

Telecommunications has aided India's socioeconomic growth and has helped to close the digital divide between rural and urban areas to some extent. With the development of e-government in India, it has also aided in increasing governance transparency. The government has made effective use of modern telecommunications to give mass education programmes to India's rural population. Since the 1990s, the Indian telecom sector has experienced rapid market liberalization and expansion, and it is presently the world's most competitive and fastest expanding telecom market. In just 10 years, the industry has risen twentyfold, from under 37 million members in 2001 to over 846 million subscribers in 2011, and 1.1514 billion by the end of December 2019. With 1.1724 billion customers as of December 31, 2019, India's telecommunication network is the world's second biggest in terms of telephone users (including fixed and mobile). Mega telecom operators and hyper-competition among them have enabled it to have one of the lowest call tariffs in the world. With 661.94 million broadband internet members as of December 31, 2019, India is the world's second-largest Internet user base.

The telecom sector in India, like every other industry in the nation, has gone through several stages of development and diversification. Communication has progressed from the telegraphic and telephonic systems of the nineteenth century to modern technologies like as GSM, CDMA, WLL, and the 3G technology used in mobile phones. Both governmental and private entities are continually investing in this area, benefiting the client. Fixed line telephony and mobile telephony are the two main segments of the Indian telecom industry. In all areas, the telecom industry's leading competitors are presently facing strong rivalry. To obtain a competitive edge, major businesses such as BSNL, MTNL, and VSNL in the fixed line sector, and Airtel, Aircel, Vodofone, Idea, Tata, and Reliance in the mobile segment, are introducing new rates

and discount plans. The fixed line and mobile divisions are shared by public and private operators, with the public sector holding more than 60% of the market. With the availability of broadband services in the fixed line segment and GPRS in the mobile arena, both fixed line and mobile segments cover the fundamental demands of local, long distance, and international calls. Cordless and wireless devices have mostly supplanted traditional telephones.

GPRS-enabled multimedia messaging, Internet browsing, and mobile-commerce are also available from mobile phone companies. GSM, CDMA, and WLL mobile service providers are all upgrading to provide 3G mobile services. Along with improvements in communication services, manufacturing has improved as well. Initially, only Siemens cell phones were accessible in India, but today a slew of new handsets, including Nokia's current N-series, Sony Ericsson's W-series, Motorola's PDA phones, and so on, are widely available. Handsets with touch screens and complex features are becoming increasingly popular. Radio services, as well as other features such as a huge memory, multimedia apps, multimedia games, MP3 players, cameras, and so on, have all been integrated into mobile devices. The value added services supplied by mobile service provider's account for more than 10% of overall revenue. The following is a list of Indian telecom firms, some of which are state-owned, some of which are private, and some of which were created in conjunction with other international corporations.

OBJECTIVES OF THE STUDY

To identify the various literature study on service quality preference of cellular mobile service providers

REVIEW OF LITERATURE

Quality perceptions are crucial in mobile services, just as they are in every other industry. According to surveys conducted in 2004, a percentage of US mobile users were considering switching to a different mobile service provider (Lim et al., 2006)[1]. These findings indicate that mobile service providers must seek out new approaches to improve service quality and consumer happiness. Researchers often

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[1]Lin, H. H and Wang, Y. S. (2006), An examination of the determinants of customer loyalty in mobile commerce contexts, Information and Management, pp.271-282

employ existing service quality measures to measure mobile service quality, as discussed previously in relation to electronic service quality (Negi, 2009)[2].

For a long time, this has been the reason for the lack of a proper scale to directly measure mobile service quality. Because mobile services have their own characteristics such as mobility, anytime and anywhere computing, and social conditions, it could have been considered a deficiency (Lu et al., 2009)[3]. The research by Lu et al. (2009), which utilized Brady and Cronin's dimensions for mobile service quality, was one of the first to construct an m-service quality scale used a multidimensional and hierarchical technique to assess the quality of m-services, using a mobile brokerage service as an example. They took into account the specific peculiarities of mobile services, as well as the fact that no one approach for measuring properly in every business exists.

There are three key dimensions, according to their study including interaction quality, environment quality, and result quality. Attitude, expertise, problem solving, and information for interaction quality, equipment, design, and scenario for environment quality, and timeliness, tangibles, and valence for result quality are among the sub-dimensions. Shin and Kim (2008)[4] define various metrics for assessing the quality of mobile services. Quality, price structure, mobile devices, value-added services, procedure simplicity, and customer assistance are the dimensions.

Shin (2010)[5] emphasized the significance of service quality, particularly in mobile services, because customers may be hesitant to utilize mobile services if they face delays in response, disconnections, lack of access, or inadequate security. Lim et al., (2006) lists the characteristics that customers will use to assess the quality of mobile services. Pricing plans, network quality, data services, message services, entertainment services, locator services, billing system, and customer service are some of these characteristics.

Banumathy and Kalaivani (2006) in their study have tried to identify the customer's attitude towards cell phone services. To supply services, many private operators have joined the cellular market. It has created a lot of rivalry in the market. They must determine the customer's attitude about this service, which will help them design new plans, policies, and better promote their services. Having a cell phone for multiple purposes has become a reality nowadays. The user enjoys using a mobile phone since it allows for rapid communication. Customers were asked for their feedback on the difficulties they were having, and solutions were made based on their responses. Customers have complained about issues such as low coverage, voice quality, and trouble connecting, among others. The authors concluded that the service provider must address the issues as soon as possible in order to retain clients and deliver better services.

MakamBalaji (2009) in his study investigated the antecedents of customer satisfaction with Indian mobile services. The ACSI (American Consumer Satisfaction Index) model is used to investigate the causal link between customer expectation, quality, value, satisfaction, and loyalty. A systematic questionnaire was used to obtain responses from 199 post-paid mobile customers in a major Indian metropolis. The findings of the structural equations modality reveal that perceived quality is a key predictor of consumer happiness, which leads to trust, price equilibrium, and customer loyalty. The findings provided there is a significant difference between customer happiness and loyalty management. Future research in India or elsewhere is invited to repeat or extend the study to include various service industries.

Sivarethina Mohan and Aranganathan(2011) in their article stated that the mobile phones can be an extremely cost effective communication channel as well as an efficient way of delivering marketing methods. Today, mobile marketing has become an important aspect of every

[2] Negi R. (2009), User perceived service quality of mobile communications: experience from Ethiopia, International Journal of Quality and Reliability Management, 26(7), pp.699-711.

[3] Lu Y, Zhang L. and Wang B (2009), A multidimensional and hierarchical model of mobile service quality, Electronic Commerce Research and Applications, 8(5), pp.228-240

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brand's marketing strategy. In order to make mobile marketing popular with Indian clients, marketers must consider the following factors: relevancy, perceived consumer advantage, engagement, interactions, and, most importantly, consumer respect. It will take time for people's cultural and personal mindsets to shift, and it will need a deliberate effort to persuade them that the mobile phone can provide a better service than the one they are presently using. Enterprises should concentrate on focused and non-intrusive mobile marketing; operations could explore acting as marketers and advertising publishers while exercising discretion to manage what is delivered to customers.

Joy et al (2011) defines the service quality collective effort of service performance, which determines the degree of satisfaction of user of all the services. The degree of consumer satisfaction bears a direct relation with quality of service where good quality of service gives better customer satisfaction and bad quality of service lead to dissatisfaction of the customers. In a monopoly situation, a customer has no choice but to accept the quality of service of whatever level of standard that the monopoly operator provides

CONCLUSION

This study was undertaken to examine and understand various literature study on service quality preference of cellular mobile service providers. Consumers' perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's quality. The literatures revealed many aspects about perceived value of mobile phone users, service quality of mobile phone service providers and underlying dimensions of service quality, customer satisfaction as well as the relationship between service quality and customer satisfaction. The role of socio-demographic characteristics of customers on their selection of mobile phones services is also elicited from the reviews. From the reviews, it is understood that the service quality is nothing but the gap between perceptions and expectations of the services among the customers.

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