

Impact of Service Quality and Promotion & Social Factors on Consumer Buying Behaviour for Telecommunication Networks

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Abstract

India ranks between the top ten telecom networks in the world and the second largest in Asia. Service quality and promotion are playing an important role in the telecom industry. Every customer wants a high-speed internet facility. This paper highlights the insights into the impact of service quality and promotion & social factors that affect consumer buying behavior in the telecom industry. The study carried out exploratory as well as descriptive. An extensive review of the literature has been done by the research on the related topic. There were two hypotheses were formulated. 250 respondents were selected for data collection through an online Google form. In data analysis, Pearson correlation has been used. All two null hypotheses were rejected and all two alternative hypotheses were accepted. Therefore we can say that there is a strong relationship between the service quality of respondents and perception of cellular services and Promotion and Social Factors on consumer buying for Telecommunication networks. This study will further help others researchers and students who want to do research on this topic with different variables and timeframes.

Keywords- *Service Quality, Promotion, Social factors, Consumer Buying Behaviour, Telecom Sector*

1. Introduction

In the last ten years, the mobile revolution has truly changed the socio-economic landscape of India and played a pivotal role in the growth and development of the economy. According to the Cellular Operator Association of India (COAI), India ranks between the top ten telecom networks in the world and the second largest in Asia. India is also one of the fastest-growing markets in mobile communications. In the 21st century, mobile has brought a revolution in the field of communication. In this third millennium, mobile is being seen as an important tool to bring change in the way of governance. Initially mobile was used only as a medium of communication, but today it is being used by government agencies to not only convey important information to the people but also to provide them government services "anytime and anywhere". The purpose is being done. Today, services related to health, education, banking, business, etc. are being provided to people through mobile. According to the Department of Telecommunications and Telecom Regulatory Authority of India, Indian Telecom Sector has registered phenomenal growth during the last few years and today it is the second largest telephone network in the world after China Telecom Regulatory Authority of India's report on Telecom Services Performance (TRAI, 2010) indicates cellular mobile subscriber base touching 635.71 million in June 2010. Growth in India's mobile telephone sector has been nothing short of spectacular in the past few years, aided by higher subscriber volumes, lower tariffs, and falling handset prices. India is home to several global mobile operators working with local companies and the mobile market has consistently experienced very high annual growth rates with the continuous decline in tariffs. The telecommunication sector, especially the mobile phone sector, in India is one of the fastest growing business segments of the country which provide a lot of value addition to society with its service and creation of employment opportunities.

The mobile revolution has really changed the financial scene of India and assumed a critical function in the development and improvement of the economy. As per Cellular Operator Association of India (COAI), India positions between the main ten telecom network on the planet and the second biggest in Asia. India is likewise one of the quickest developing business sectors in mobile communications. Telecom Regulatory Authority of India's report on Telecom

Services Performance (TRAI, 2010) shows cell mobile supporter base contacting 635.71 million in June 2010. Development in India's mobile phone area has been completely stupendous in the previous few years, supported by higher supporter volumes, lower levies and falling handset costs. India is home to various worldwide mobile administrators working with nearby organizations and mobile market has reliably experienced high yearly development rates with the consistent decrease in tariffs.

Mobile Communication Networks (MCN) are a sort of telecommunications networks with an assortment of terminals, elements, and hubs associated with one another through connections that empower telecommunication between the clients of the terminals. The elements speak to individuals utilizing convenient mobile gadgets, and simultaneously, they are speaking with one another by messages or voice call signals. MCN is upheld and offered by numerous advancements, for example, Global System for Mobile Communications (GSM), General Packet Radio Service (GPRS), and Enhanced Data Rates for GSM Evolution (EDGE), Code Division Multiple Access (CDMA), Universal Mobile Telecommunications System (UMTS), High-Speed Downlink Packet Access (HSDPA), and Long-Term Evolution (LTE). Communication networks speak to the way that individuals impart and interface with one another.

Consumer perception is a central point that impacts consumer behavior. Customer perception is where a customer gathers data about an item and deciphers the data to make a significant picture about a specific item. At the point when a customer sees ads, advancements, customer audits, online media input, and so on identifying with an item, they build up an impression about the item. Subsequently consumer perception turns into an incredible impact buying choice of consumers.

2. Review of Literature

Harish (2011) examine the factors in selecting telecommunication service provider. It was found that communication and price increase have most preferential and influential factors. Service quality is significantly related to customer satisfaction, past purchase intention and perceived value. In a study on customer satisfaction in mobile service provider networks in

International Market Research Business, that Airtel is the most excellent and good service provider. Airtel was found to be ahead of others in term of customer satisfaction.

Dr. Arti Gaur, Suman Ghalawat (2012) highlighted that the overall satisfaction level of customers with regards to service providers. An attempt has been made to know various perception of the customer in selecting the mobile service provider and also to comprehend the present mobile market. The study clearly indicated that cell phone users are highly satisfied with the range of network followed by the cost of services and SMS services provided by the service provider. The study, however, revealed that there is no effect of age, gender and education, on the opinion of respondents in terms of satisfaction with mobile service providers also found that mobile users are very much aware of launching of new mobile handsets in the market.

Dr. S.P. Mathiraj et al. (2019), highlight that the Mobile Phone service providers are offering various facilities to attract the customer along with updated technology. The test for the service providers is to discover the basic factors that impact the client inclination. A Customer consistently attempts to purchase an item which has numerous traits satisfying their need. As observation towards quality is more, clients are getting more earnestly to it would be ideal if you more brilliant, additionally requesting, less sympathetic and they are drawn nearer by many service providers with pretty much equivalent offers.

Krishan Kumar (2013) In Indian telecom sector, the Tangibility aspect of service quality is one of the important attributes which includes the appearance of physical facilities, equipment, personnel and communication material.

Suresh A.S. (2011), Highlight That the Mobile Phone Network service has been recognized throughout the world as an important tool for socio-economic development of a nation. As majority of people depend on mobile phone for communication, banking, internet and other activities, Mobile Phone service providers are offering various facilities to attract the customer along with updated technology.

Sreekumar D Menon (2014) in his article entitled, “Customer Perception towards A Public Sector Telecom Company (BSNL) in Mobile Services” has expressed that

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telecommunication service providers are of foremost significance to both created and arising economies in India and the world. With firm rivalry between the providers, consumer loyalty is a vital for endurance on the lookout. Numerous telecommunication service providers are offering different items and services on the lookout.

Paulrajan Rajkumar & Rajkumar Harish (2011) This study makes attempts to study the Indian consumers' perception choice in selecting cellular mobile telecommunication service providers. Consumers' perception varies in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes.

Alphonsa Smitha K.J et. al (2019) in his article entitled, "A Study on Customer satisfaction of BSNL Landline: Special Reference to Kerala" has expressed that BSNL is one of the main telecommunication service providers in Kerala. The vast majority of the examinations directed here demonstrate the investigating advancement of services gave by number telecommunication providers which opened new world to the client around the globe.

2.1 Research Objectives

- To study the impact of service quality on perception of customers towards cellular services
- To study the impact of Promotion and Social Factors on consumers buying behaviour for Telecommunication network.

2.2 Hypothesis-1

Null Hypothesis H₀: There is no significant relationship between service quality of respondents and perception towards cellular services.

Alternate Hypothesis H₁: There is significant relationship between service quality of respondents and perception towards cellular services.

2.3 Hypothesis-2

H₀: There is no significant impact of Promotion and Social Factors on consumer buying for Telecommunication network.

H₁: There is a significant impact of Promotion and Social Factors on consumer buying for Telecommunication network.

3. Research Methodology

Type of Research- Exploratory as well as descriptive

Study Area- Ayodhya

Sampling Technique- Simple Random Sampling

Sample Size- 250

Primary Data- Through Structure questionnaire (Online google form)

Secondary Data- Webistes, Magazines, Books etc.

Statistical Tools- Correlation

Software used- SPSS

4. Data Analysis

H₀₁: There is no significant relationship between service quality of respondents and perception

Table-1 Correlations			
		Service Quality	Perception Towards Cellular Services
Service Quality	Pearson Correlation	1	.812**
	Sig. (2-tailed)		.000
	N	250	250
Perception Towards Cellular Services	Pearson Correlation	.812**	1
	Sig. (2-tailed)	.000	
	N	250	250
**. Correlation is significant at the 0.05 level (2-tailed).			

towards cellular services.

Interpretations- From the above table-1, it is clearly shown that the value of Pearson correlation (p) test is 0.812 and the p-value is 0.000. It indicates that the p value is less than the significance value 0.05, hence reject the null hypothesis “There is no significant relationship between service quality of respondents and perception towards cellular services”, and accept the alternative hypothesis “There is a significant relationship between service quality of respondents and perception towards cellular services”, Therefore, we can conclude that there is a strong correlation between service quality of respondents and perception towards cellular services.

H₀₂: There is no significant impact of Promotion and Social Factors on consumer buying for Telecommunication network.

Table-2 Correlations			
		Promotion and Social Factors	consumer buying for Telecommunication network
Promotion and Social Factors	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.002
	N	250	250
consumer buying for Telecommunication network	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.002	
	N	250	250
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretations- From the above table-1, it is clearly shown that the value of Pearson correlation test is 0.723 and the p-value is 0.002. It indicates that the p value is less than the significance value 0.05, hence reject the null hypothesis “There is no significant impact of Promotion and Social Factors on consumer buying for Telecommunication network”, and accept the alternative hypothesis “There is a significant impact of Promotion and Social Factors on consumer buying for Telecommunication network”, Therefore, we can conclude that there is a strong relationship between Promotion and Social Factors on consumer buying for Telecommunication network, it means most of customers are affected by the promotion and social factors.

5. Conclusion

This study analyzed the impact of service quality and promotion and social factors on consumer purchase behavior for a telecom network in Ayodhya district, Uttar Pradesh. A good effort has been made by the researcher, in which the researcher understood the problems of the consumer well and tried to overcome them through his research. In today's era, every consumer needs a high-speed network, in return for which the consumer is ready to pay more and more provided he should get good quality of service. Highlights insights into the impact of service quality and promotional and social factors influencing consumer buying behavior in the telecommunications industry. The study was exploratory as well as descriptive. The literature has been extensively reviewed by research on a related topic. Two hypotheses were formulated. 250 respondents were selected for data collection through an online Google form. In data analysis, Pearson correlation has been used. All two null hypotheses were rejected and all two alternative hypotheses were accepted. Alternative hypotheses have also been accepted by various researchers. We can say that there is a strong correlation between the publicity and social factors on the service quality of the respondents and perception of cellular services and consumer purchases for telecom networks. This study will help Telecom companies, and the Government of India to make the strategy, as well as this study, will help other researchers and students who want to do research on this topic with different variables and time frames.

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