

“Study of Customer Satisfaction With Respect To Age of Customers in Mobile Industry”

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ABSTRACT: Customer Satisfaction has always remained the focal point of every company and it is more so for the service providers of highly competitive mobile telephone industry. This paper attempts to understand the varying nature of customer satisfaction with respect to age of customers. Data was collected from 530 mobile users in Gwalior region whose age ranged from 15 to 80 years. Findings suggest that level of customer satisfaction varies with age.

KEY WORDS: Customer Satisfaction, ANOVA, Scheffe’s Post hoc Test

Date of Submission: 05-02-2018

Date of acceptance: 23-02-2018

I. Introduction:

India has emerged as the fastest growing telecom industry in the world. In September 2017 it had over 1200 million telecom subscribers out of which 500 million subscribers resided in rural India only. Today India stands out as the second largest country in terms of number of telephone connections. The teledensity too has increased to 93.4 % (Urban-173.15% and Rural 56.71%).

Competition has intensified because of presence of so many service providers and it has forced every company in the industry to pay attention to improve customer satisfaction. The present research is an attempt to Age related attitude towards customer satisfaction.

II. Objectives:

The objectives of this research paper are:

1. To define Customer Satisfaction
2. To study Customer Satisfaction in respect of Age of customers.

III. Review Of Literature

Concept of Customer satisfaction:

Oliver (1997) defined Customer satisfaction as Consumer’s fulfillment response. It is consumer’s judgment that a particular product or service is providing pleasurable level of fulfillment, though, it could be under or over fulfillment. Over fulfillment provide pleasure by delivering additional unexpected pleasure and underfulfilment provides pleasure by providing greater pleasure than one anticipated.

Westbrook and Oliver (1991) described customer satisfaction is a post choice evaluative judgment concerning a specific purchase selection. Oliver (1987) examined whether satisfaction was an emotion and concluded that satisfaction is a summary attribute phenomenon coexisting with other consumption emotion

Rust and Zahorik (1993) Studied Customer Satisfaction in retail banking sector and developed a mathematical model to determine which customer satisfaction component has greatest impact and how much money should be spent to maximize customer satisfaction.

Measuring Customer satisfaction has a critical role in bringing service improvement. It allows an agency to understand what its customer’s value, how values vary between different types of customers, and where the agency can take action to improve service delivery.

Lawler Edward (1995) explained that companies are successful which possess quality service in the top of their vision list. These companies measure customer satisfaction and identify the most common reasons behind customer dissatisfaction and then they attempt to eliminate them.

The expectancy disconfirmation theory proposes that consumers make satisfaction judgments by evaluating actual product/service. Four psychological theories were identified by Anderson that can be used to explain the impact of expectancy or satisfaction: 1. Assimilation Theory 2. Contrast Theory 3. Generalised Negativity Theory 4. Assimilation-Contrast Theory

Deyong (1994) came up with a methodology to identify conceptual links between customer satisfaction dimensions and process performance metrics. Their methodologies indicated a link between the customer satisfaction dimensions and process performance metrics.

Brown & Swartz (1989) found that when a service is given, the personal relationship that gets established between employees and customers will be extremely important in determining the service quality perception. In turn, the perception of the quality offered by the organization on the part of the employee has an impact on the real quality offered.

IV. Research Methodology

4.1. Data Collection

Data was collected from 530 mobile users of different whose age ranged from 15 to 80 years.

4.2. Research Instrument Design

A structured questionnaire was developed and responses from customers were measured on 5- point Likert type scale. The questions in the scale were carefully chosen after thorough and extensive literature review

4.3. Measurement Scale

Customer Satisfaction was measured with the help of 5 item scale based on work of Hellier et al. (2003). The Scale items are listed below:

1. Overall I am happy with my mobile service provider.
2. Services given by my mobile service provider are close to my expectation.
3. My decision to use the services of my mobile service provider is wise one.
4. My present mobile service provider can be compared to an ideal service provider.
5. I would positively recommend the services of my mobile service provider to others.

Following Null hypothesis was proposed to meet the objectives of the study:

H0: There is no significant difference in the customer satisfaction levels of customers of different age groups.

Age of Respondent:

Age of customers play an important role in the determining expectation and perception of customers regarding various aspects of service quality offered by the mobile service providers. It also affects the level of customer satisfaction. Hence, age is included as one of the profile variables in the present study. The data was collected from customers whose age ranged from 15 years to 80 years, as use of cell phone is quite common among the customers of every age.

For the sake of convenience and to derive meaningful conclusions, the customers were grouped into 5 subcategories on the basis of their age.

Group 1 comprised of customers whose age was below 20 years.

Group 2 comprised of customers whose age was between 21-35 years.

Group 3 comprised of customers whose age was between 36-45 years.

Group 4 comprised of customers whose age was between 46-60 years.

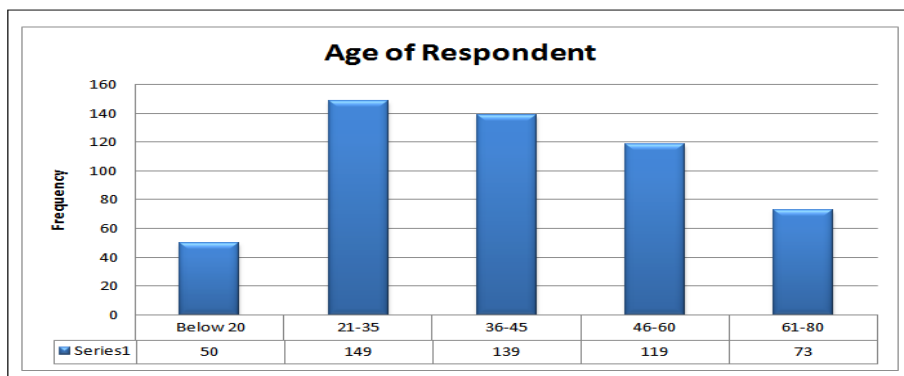
Group 5 comprised of customers whose age was between 61-80 years.

Collection of data from different subcategories is mentioned below.

Age of Respondent

Group	Age	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	Below 20	50	9.4	9.4	9.4
2.00	21-35	149	28.1	28.1	37.5
3.00	36-45	139	26.2	26.2	63.8
4.00	46-60	119	22.5	22.5	86.2
5.00	61-80	73	13.8	13.8	100.0
Total		530	100.0	100.0	

Above table explains that the important age groups are 2, 3 and 4 and they together constitute almost 75% of respondents and include customers between 21 years to 60 years. Almost 10% of customers belong to less than 20 years and around 12% belong to more than 60 years.



V. Data Analysis

Reliability Analysis was carried out for the measurement scales of Customer Satisfaction with the help of SPSS which resulted in following output.

Reliability Statistics: Customer Satisfaction

Cronbach's Alpha	Number of Items
.745	5

The value of Chronbach alfa was more than .7, the value suggested by Nunally(1978) as reference value. After carrying out Reliability test, the Null hypothesis was tested using ANOVA and later on Scheffes's post hoc test was used.

H0: There is no significant difference in the customer satisfaction levels of customers of different age groups.

One way ANOVA is applied to test this hypothesis. The output table generated by SPSS is shown in table below. The table shows the F value of 3.864 which is significant at 5% level of significance as the p-value is .004 which is less than .05. It means that above stated Null Hypothesis cannot be supported and it can be concluded that there is significant difference in customer satisfaction levels of customers of different age groups.

TABLE ANOVA: Customer satisfaction & Age

	Sum of Squares	df	Mean Square	F	Sig.	NS/S
Between Groups	10.272	4	2.568	3.864	.004	S
Within Groups	348.923	525	.665			
Total	359.195	529				

NS-Not Significant, S- Significant

Post hoc test – Customer satisfaction and age: To find out which age group differs significantly from others on the basis of their mean score of customer satisfaction, Post Hoc test was applied through Scheffe method as numbers of customers are different in different age groups. Findings are compared in the below mentioned table.

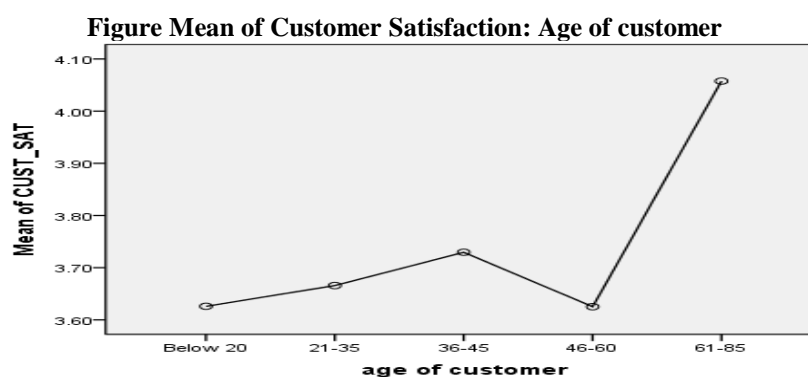
TABLE Post hoc test scheffe method : Customer satisfaction & Age

Dependent Variable: Customer satisfaction					
Independent Variables: Different Age Groups					
(I) age of customer	(J) age of customer	Mean Difference (I-J)	Std. Error	Sig.	NS/S
Below 20	21-35	-.03977	.13324	.999	NS
	36-45	-.10350	.13444	.964	NS
	46-60	.00079	.13739	1.000	NS
	61-85	-.43153	.14966	.082	NS
21-35	Below 20	.03977	.13324	.999	NS
	36-45	-.06372	.09613	.979	NS
	46-60	.04056	.10023	.997	NS
	61-85	-.39176*	.11647	.024	S
36-45	Below 20	.10350	.13444	.964	NS
	21-35	.06372	.09613	.979	NS
	46-60	.10429	.10182	.902	NS
	61-85	-.32804	.11784	.103	NS

46-60	Below 20	-.00079	.13739	1.000	NS
	21-35	-.04056	.10023	.997	NS
	36-45	-.10429	.10182	.902	NS
	61-85	-.43232*	.12120	.013	S
61-85	Below 20	.43153	.14966	.082	S
	21-35	.39176*	.11647	.024	S
	36-45	.32804	.11784	.103	NS
	46-60	.43232*	.12120	.013	S
* The mean difference is significant at the 0.05 level. NS-Not Significant, S- Significant					

The result of the Scheffe's test shows that customers in Age group 5 (61-85years) differs from customers in Age groups 2 (21-35years) and 4 (46-60 years)

Below mentioned figure shows that customers in Group 5 (61 to 85 years) differ significantly from customers in group 2(21-35) and 4(46-60) in terms of their mean scores for customer satisfaction.



VI. Conclusion

Significant difference in customer satisfaction levels were found among the respondents of different age group. Age group 5 which had respondents with age 61- 85 years differs significantly from age group2 (21-35years) and 4(46-60 years).The reason behind this difference could be that people in age group 61-85 years are less aware about latest changes, they are less tech savvy and their use of mobile is basically for voice calling, all this makes them more satisfied in comparison to other age groups.

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Performance Indicators Report, July-September 2017

International Journal of Business and Management Invention (IJBMI) is UGC approved Journal with Sl. No. 4485, Journal no. 46889.

Dr. Anil K. Singh' “Study of Customer Satisfaction With Respect To Age of Customers in Mobile Industry” International Journal of Business and Management Invention (IJBMI) , vol. 07, no. 02, 2018, pp. 85–88.