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## **Behavior Intensions of customers towards Telecom Service Providers in Himachal Pradesh**

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### **Abstract**

Mobile services are in high demand as a means of communication, making this market the most logical one in the telecoms industry. The most central part of the link between service providers and customers is that the service providers are short on an in – depth insight into consumer preferences. If the customers are not satisfied, they will not make a repeated purchase and also inform others regarding their negative experiences. This will generate problems for telecom companies. Besides, there was no particular study on 4 G companies in Himachal Pradesh. The aim of this study was to understand the behavior intentions of customers towards Telecom service providers in Himachal Pradesh. Behavioral intention is a measure to determine if a person will acquire the service or not. The survey to understand the behavior intentions of customers towards 4G services showed that the participants were satisfied with the 4G services and would most likely refer the services to other people. Overall, the participants did not have any negative feedback or complains about the 4G service providers.

### **INTRODUCTION**

The term "customer behaviour" describes a person's purchasing patterns, including societal trends, recurring patterns, and environmental influences on those decisions. Businesses analyse client behaviour to comprehend their target market and develop more alluring offers for their goods and services. Today companies face their toughest competition. Moving from a product and sales philosophy to a marketing philosophy, however, gives a company a better chance of outperforming competition. Customer centered companies are focus on building customer relationships, not only products. They are skilled in market engineering, not just product engineering. In the present market, we see every business always starts and closes



with customers and so the customers must be treated as the King of the market. All the business development, profit, status, public image, market image, share market, turnover etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and make sure that they are satisfied customer. Mobile services are in high demand as a means of communication, making this market the most logical one in the telecoms industry. Known as 4G, the fourth-generation of mobile communications, a mix of high-definition image and video transmission in addition to 3G technology for television (Velmurugan & Velmurugan, 2017). Information and communication technology is one of the sectors of the Indian economy that is expanding most quickly. (ICT). Through private sector involvement, India's telecom sector is being liberalised with the goal of enhancing connectivity, accessibility, availability, and reliability while also bringing about a much-needed increase in service quality. Both the modern world and the commercial world are extremely complex. The development of computer-based communication technologies and worldwide communication networks has become crucial to intercultural dialogue. For instance, the telephone serves as the fundamental link for interpersonal communication as well as the ties that bind nations together. Modern communication technology ignores international boundaries and turns the world into a "Global Village." The information infrastructure can now communicate all types of information material thanks to improvements in communication technologies. Consequently, the telecommunications network has evolved into the electronic foundation for the transmission of all types of information, including voice, data, graphics, video, and music. Around the world, it is a form of communication that is expanding quickly. As a result of the sector's liberalisation and privatization, which increases competition among service providers, the telecommunications industry has seen a tremendous change on a global scale. Additionally, it gives consumers more options to choose from. The aim of this study was to understand the behavior intentions of customers towards Telecom service providers in Himachal Pradesh.

## REVIEW OF LITERATURE

Ishfaq Ahmed et al in 2010 conducted a study in the telecom sector (only cellular companies) of Pakistan, concluded that if companies want to retain their customers and their future positive repurchase intentions, they have to satisfy their customers at first preferences (Ishfaq



Ahmed et al, 2010). Dwivedi et al in 2010 established that there are approximately 11.05 million internet subscribers in India (Dwivedi, 2010). This number will keep on increasing as the coverage of telecom will keep on expanding. Introduction of the latest technology will also enhance awareness about the internet and its use. Mobility and Data exchange can change their life. This is only possible when we can explore and understand the role of niche operators in providing telecom services in rural areas. Kazi Omar Siddiqi in 2011, conducted a study in Inter relations between service quality attributes, customer satisfaction and customer loyalty in the Retail Banking Sector in Bangladesh (Kazi Omar Siddiqi, 2011). The purpose of this study is to find the interrelationships between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh. Kajale in 2012 focused on understanding consumer needs and wants with the help of relationship marketing (Kajale, 2012). Relationship Marketing helps in understanding customers and thus aids in customizing products and services from them. It helps in handling unpredictable demands of customers. It is one of the most powerful strategy to upbeat competition. The most central part of the link between service providers and customers is that the service providers are short on an in – depth insight into consumer preferences. If the customers are not satisfied, they will not make a repeated purchase and also inform others regarding their negative experiences. This will generate problems for telecom companies. Besides, there was no particular study on 4G companies in Himachal Pradesh. This study will cover a lot of information about the 4G telecommunications in the areas of Himachal Pradesh and also help us to understand the behavior intentions of customers towards 4G service providers.

## **METHODOLOGY:**

This was a survey-based study. The participants were customers of 4G service providers- Reliance Jio, Airtel and Vodafone Idea. This is a quantitative study, the Primary data was obtained through a survey designed to understand the customers behavior intentions. Questionnaires were distributed and gathered from various groups of people. Sampling technique adopted for the study will be Non-Probability Purposive and Convenience sampling. Spreadsheet software was used to examine the data that was collected. Age, gender, and address are the specific demographic variables that are displayed together with their respective frequency and percentages of customers of 4G service providers.



## RESULTS

1000 participants of Mean  $\pm$  SD of age  $19.16 \pm 3.19$  years were included in the study. Table 1 represents the classification of respondents on the basis of area, gender to assess the behavioural intentions of 4G service providers. This table represents there is no significant differences in responsiveness between the married and unmarried, and rural and urban participants respondents ( $P > 0.05$ ). There is a significant difference between male and female participants ( $P = 0.002$ ). Table 2 represents the classification of respondents on the basis of age group for assessing the behavioral intentions of 4G service provider. Based on ANOVA statistical test, there is a significant difference within the groups and between the groups ( $P < 0.001$ ).

Table 1 classification of respondents on the basis of area					
	N	Mean	Std deviation	f test	sig.
Rural	701	19.18	3.292	1.627	.202
Urban	299	19.07	3.081		
classification of respondents on the basis of gender					
Male	583	18.74	2.983	9.825	.002
Female	417	19.72	2.983		
classification of respondents on the basis of marital status					
Married	731	19.25	3.250	.406	.524
Unmarried	269	18.88	3.160		

Sources: primary source

Table 2: classification of respondents on the basis of age groups

Ages	N	Mean	Std. Deviation	Std. Error
21-30	320	19.00	3.234	.181
31-40	245	19.21	3.150	.201
41-50	180	19.68	3.216	.240
51-60	135	18.18	3.266	.281
>60	120	19.73	3.111	.284

Sources: primary source



Table 3 represents the qualification wise classification of respondents to assess the behavioral intentions of 4G service provider. Based on ANOVA statistical test, there is a significant difference within the groups and between the groups ( $P < 0.001$ ).

**Table 3: Qualification wise classification of respondents**

Qualification	N	Mean	Std. Deviation	Std. Error
+2	302	19.24	3.246	.187
BA	338	19.22	3.081	.168
PG/PhD	221	19.63	3.458	.233
Dip	139	18.01	2.920	.248

Sources: primary source

**Table 4: Profession wise classification of 4G respondents**

Profession	N	Mean	Std. Deviation	Std. Error
Student	215	19.35	3.087	.211
Private Emp	312	18.72	3.166	.179
Govt.Emp	208	19.33	3.288	.228
Business	199	19.22	3.395	.241
Retired	66	19.73	3.145	.387

Sources: primary source

Table 4, represents the profession wise classification of respondents to assess the behavioural intentions of 4G service provider. ANOVA statistical test, there is no significant difference within the groups and between the groups ( $P > 0.05$ ).



**Table 5 Annual household income wise classification of respondents**

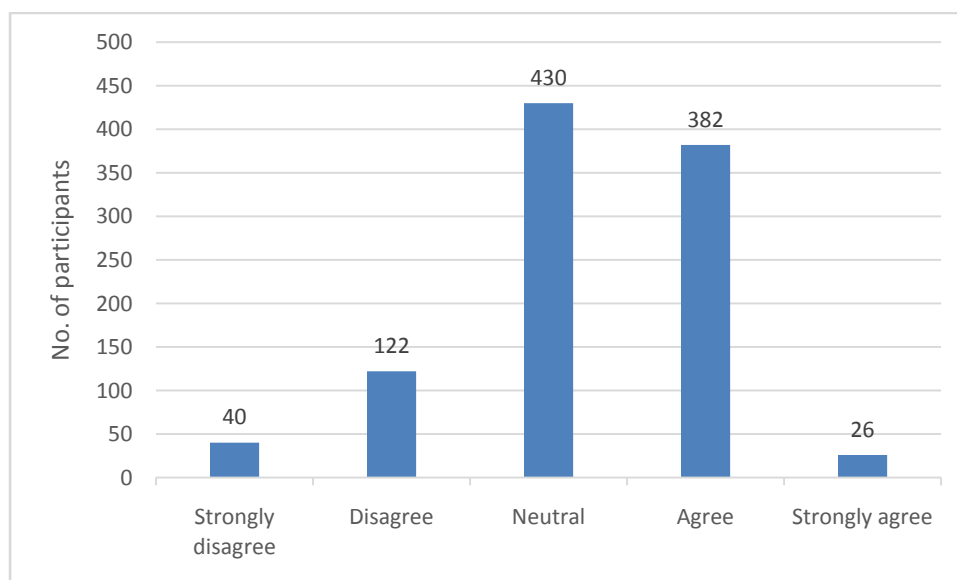
Annual income	N	Mean	Std. Deviation	Std. Error
<2,00,000	224	19.43	3.059	.204
2,00,000-4,00,000	279	18.93	3.181	.190
4,00,000-6,00,000	337	19.09	3.203	.175
>6,00,000	160	19.26	3.575	.283

Sources: primary source

Table 5 represents the annual household income wise classification to assess the behavioural intentions of 4G users. ANOVA statistical test, there is no significant difference within the groups and between the groups ( $P>0.05$ ).

Interpretation of Responses of survey about behavioral intentions of customers:

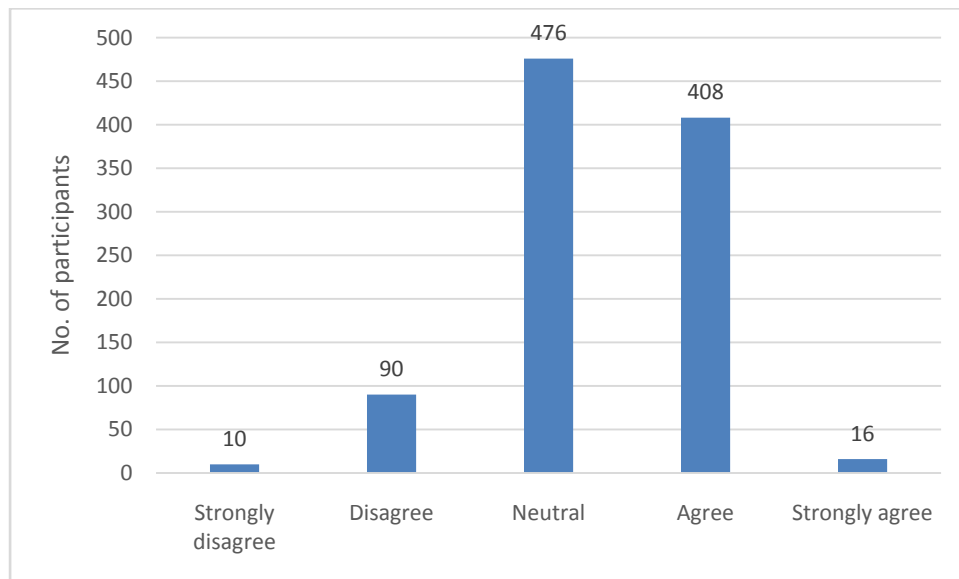
1. I will always say positive thing about 4G telecom service providers Telecom Company.



430 participants gave neutral responses and 382 participants agreed, that they will always say positive thing about 4G telecom service providers Telecom Company.

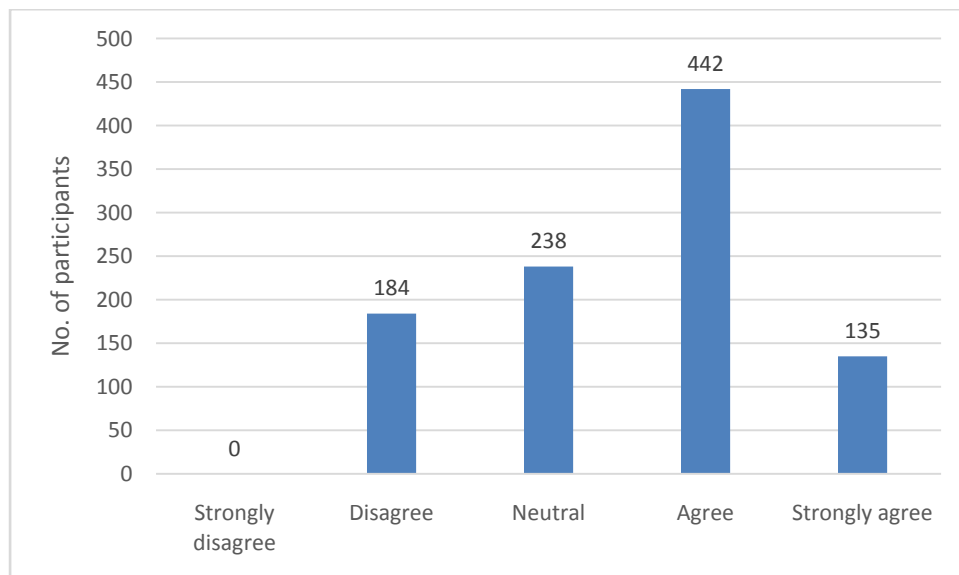


2. I would strongly recommend this 4G Telecom service provider to someone who seeks my advice



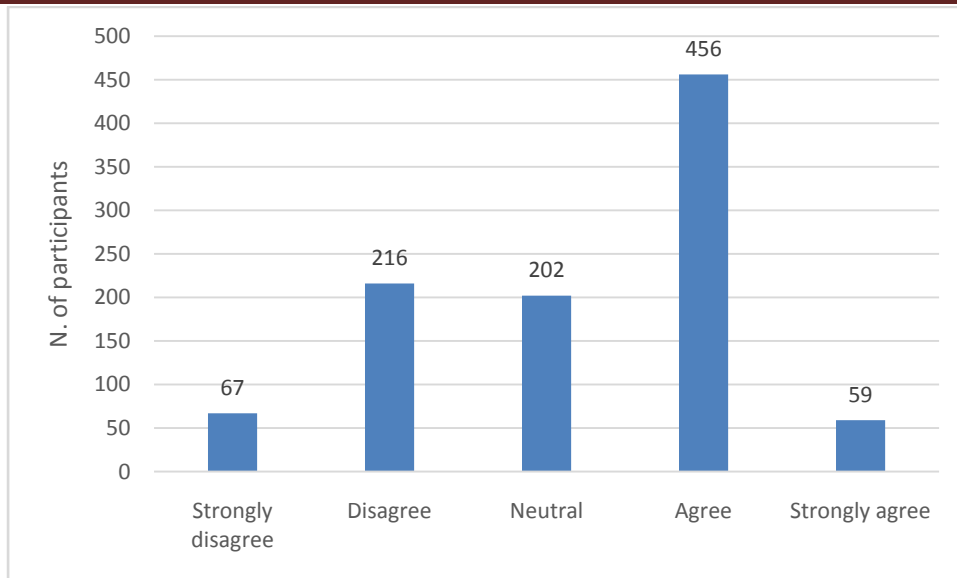
476 participants gave neutral responses and 408 participants agreed that they strongly recommend this 4G Telecom service provider to someone who seeks my advice

3. I would encourage my friends, colleagues and relatives to choose this 4G Telecom service provider



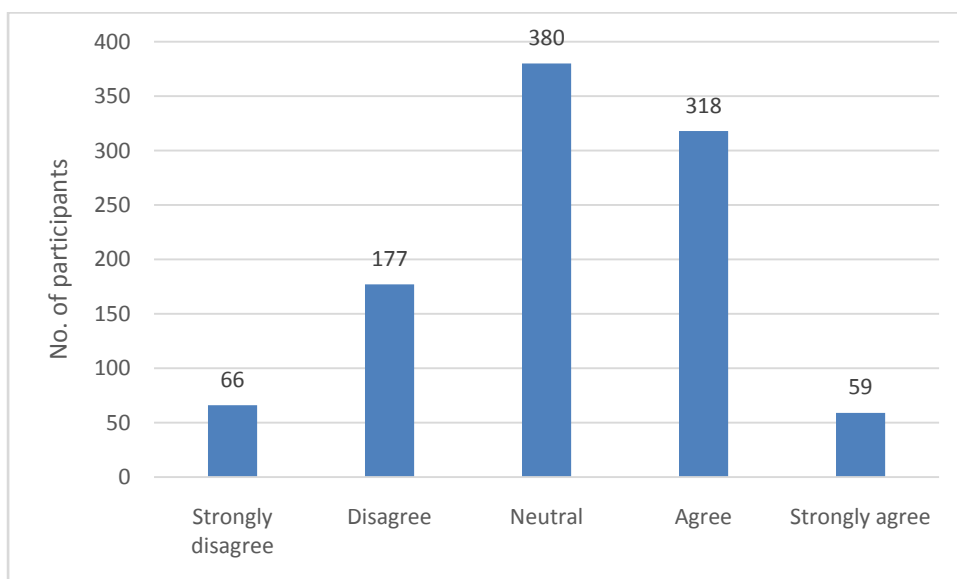
442 participants agreed that they would encourage their friends, colleagues and relatives to choose this 4G Telecom service provider

4. I motivate other customers to change (PORT) their numbers into my 4G telecom service provider.



456 participants agreed that they will motivate other customers to change (PORT) their numbers into my 4G telecom service provider.

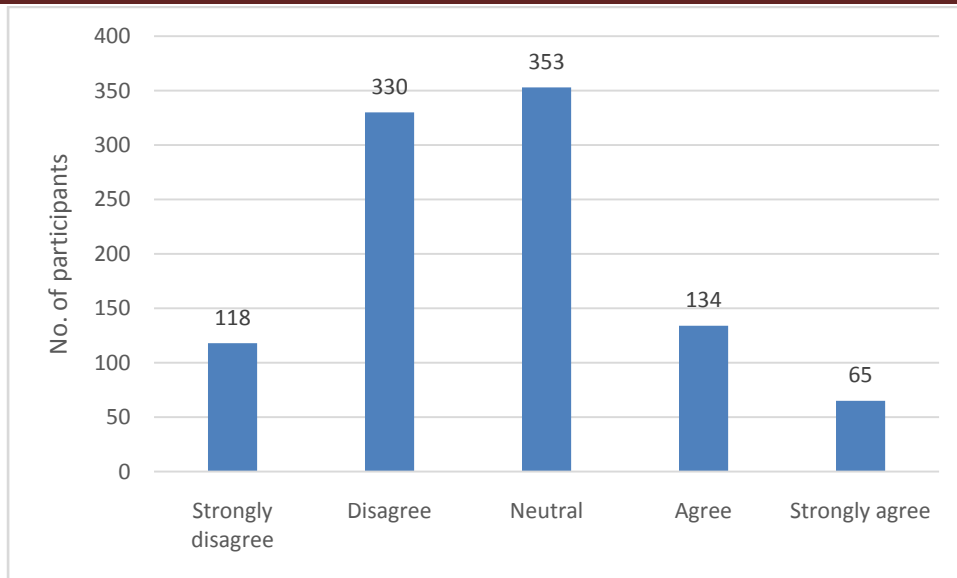
5. I will inform other customers of the 4G service provider about complaints I am facing with 4G services.



380 participants gave neutral responses and 318 participants agreed that they will inform other customers of the 4G service provider about complaints I am facing with 4G services.

6. I will Complaint to some external agency such as TRAI, govt. Authority, Consumer protection council forum etc.





353 participants gave neutral responses and 330 participants disagreed for giving complaint to some external agency such as TRAI, govt. Authority, Consumer protection council forum etc.

### **Discussion:**

Through video conferencing and virtual navigation, which is a remote database containing the graphical representation of streets, buildings, roads, and physical characteristics of a large metropolis around the world, 4G mobile technology offers a wider horizon of its mobile users a "virtual presence," i.e. always-on connections to keep people connected. Behavioral intention is a measure to determine if a person will acquire the service or not. The survey to understand the behavior intentions of customers towards 4G services showed that the participants were satisfied with the 4G services and would most likely refer the services to other people. Overall, the participants did not have any negative feedback or complains about the 4G service providers.

### **Conclusion:**

Customers are viewed as the foundation of the firm in today's cutthroat economy. Customer service is a trained discipline that takes time and effort to master, just like any other part of company. The easiest method to draw clients and keep them coming back is to treat them like friends. The consumer and other options can influence the amount of satisfaction. Customer satisfaction research will be necessary to assist firms in fostering closer connections.



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