

An Empirical Study on Factors Influencing Selection of Mobile Service Providers from the Perspective of Millennials

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ABSTRACT

In the dynamic landscape of telecommunications, the mobile service industry has become a cornerstone of modern connectivity. The millennials and generation X are the kind of generation which has seen land line to smart phone, government networks to private networks desktop to note books and z books, with this transformation, millennials occupy a pivotal role due to their intrinsic connection with digital technology. Taking this in to consideration this empirical study delves into a critical dimension: millennial satisfaction with mobile service providers, exclusively from the millennial perspective. The research explores the intricate facets that contribute to their contentment, spanning network quality, customer service, and socio-cultural influences. With millennials at the forefront of the digital age, this study offers insights into consumer behavior and industry direction. By utilizing an empirical approach—surveys, —the study aims to capture nuanced millennial sentiments. Findings are expected to illuminate strengths and areas for improvement among service providers, bridging academia and practical implications.

Key Words: Millennials, Mobile Networks, Perspectives, Satisfaction.

In the contemporary landscape of telecommunications, the mobile service industry has evolved into a pivotal aspect of modern connectivity. As this evolution continues to shape how we communicate, work, and interact, a specific demographic stands at the forefront of this transformation: millennials. Born into a digital era characterized by rapid technological advancements, millennials have not only embraced mobile services but have become synonymous with their adoption and utilization. Recognizing the centrality of millennials in this paradigm shift, this empirical study delves into a crucial dimension: the satisfaction derived from mobile service providers, examined exclusively from the perspective of millennials. This study embarks on a comprehensive exploration of the factors influencing millennial satisfaction with mobile service providers. By investigating the multifaceted aspects that contribute to their contentment, ranging from network quality, pricing, customer service, and technological offerings, to the influence of social and cultural dynamics, this research seeks to unravel the intricate tapestry of their preferences and experiences. As millennials are poised to be the torchbearers of the digital age and its associated services, understanding their perspectives on mobile service satisfaction not only offers insights into consumer behavior but also provides valuable guidance for the industry's future trajectory. Through a meticulously designed empirical approach, involving data collection via surveys, interviews, and possibly focus groups, this study aims to capture the nuanced nuances of millennial opinions and sentiments. The findings are anticipated to shed light on the areas where mobile service providers excel and the areas where improvement is imperative. By presenting a holistic view of millennial satisfaction, this research not only contributes to academia but also holds practical implications for mobile service providers striving to tailor their offerings to better align with the preferences of their most prominent user base. Ultimately, this study's overarching goal is to provide a robust foundation for enhancing the understanding of millennial satisfaction with mobile service providers. In doing so, it not only enriches our comprehension of this pivotal demographic's consumer behavior but also empowers service providers

and stakeholders with actionable insights to refine their strategies and offerings, fostering a more harmonious and gratifying digital landscape for millennials and upcoming generation.

Review of Literature

As such there is not any fixed and standard meaning of consumer satisfaction in writing since various authors conceptualize the idea in an unexpected way. Khan and Abdullah (2019) found that customer satisfaction and technology are linked with each other. Parasuraman (1988) opined that Satisfaction of consumer is dependent on many drivers related to service quality viz., Trustworthy, Reliability, Price, responsiveness etc. Tahir, Waggett and Hoffman (2013) suggested that consumer satisfaction is a client's perspective dependent on the client's desire and afterward the client's resulting post buy understanding. This suggestion is bolstered by Nguyen (2014), who contended that the clients' degree of fulfillment is a consequence of aggregate customer encounters. Maziriri and Madinga (2015) are of the view that if consumer satisfaction isn't met, the client will encounter purchaser's regret, and this legitimizes the need of consumer loyalty for retailers. Moreover, consumer loyalty is commonly a result of innovation in the product or service (Chuchu and Venter de Villiers, 2019) (Riyadh, Alfaiza, & Sultan, 2019).

A constructive outcome of market image on consumer satisfaction and loyalty was affirmed in a study of customers using cell phone in Turkey (Turkyilmaz, Ozkan 2007).

Service Quality

There are many concepts which explains the definition of service. Kotler and Keller (2009) characterize service as any impalpable demonstration or execution that one group offers to another. Services as indicated by Kotler and Keller don't bring about possession. According to Caruana, A. (2006)., Improving customer support, upgrade market image and promote customer loyalty in the telecommunication sector. He further added that if more features are offered to the customer it will be more fruitful. Kofi, Martin, and Deborah (2014) conducted a survey using 163 respondents on Expresso Telecom in Ghana and found that variables of service quality like trustworthy, Assurance, Cellular quality, Empathy and support are the major factors that leads to customer satisfaction. Kristensen et al. (2000) found that the nature of communication with clients by the executives had an immediate positive effect on faithfulness and customer satisfaction. Taha et. Al (2013), Okazaki and Mendez (2013) Li and Yeh (2010) found that some of the drivers for customer satisfaction with mobile service providers are system quality, customer service, Trust, mobility coverage, convenience, mobile device functionality, features, security and Privacy. They found that these are the prime drivers for customer satisfaction for mobile users. Tamanna, Sadia and Nazmur (2015) concluded in their research work in Bangladesh that Value Added Services (VAS) offered by Cellular Service suppliers can increment both consumer loyalty and all out utilization, which thus can lessen rate of churn, increment in income and repurchase of whole benefits in future. They further added that perceived value and quality, corporate image are the main thrust for accomplishing consumer loyalty in the Bangladeshi mobile services. An investigation carried by Sukumar (2007), on an example of 104 mobile phone subscriber and measure the preference of selection of a mobile service provider. The aftereffects of the investigation found significant measurements as brand picture, care for customer, facility of credit, cellular quality, and costs in a specific order of need.

Statement of the problem: From the review of literature it is clear that many research has been done from the perspective of satisfaction of mobile services providers , customer loyalty of and various other aspects, but no study is found for the millennial customers satisfaction. In this way this study becomes important.

Objective of the Study:

1. The study was conducted to know whether family recommendations are associated with the gender of the respondents
2. To understand the factors influencing the association with mobile network services of millennials.

Limitations of the study: The study may suffer from sampling bias, cultural variation, measurement accuracy limited scope and time. Since the data is collected on random basis it cannot be generalized.

Scope of the study: The study covers the mobile users of Bangalore city only. It covers both the government and private network providers.

Methodology.

A questionnaire consisting of 15 questions were circulated which includes variables of customer satisfaction and network quality. The reason is to collect the raw data. This data was reduced and analyzed whose factor scores were used as dependent and independent variables ie service related variables were used as independent and customer satisfaction was used as dependent variable in the analysis. A pilot study helped in revising the complete survey questions. All the variables to be marked on a Likert scaling ranging from 1 to 5. The questions include demography of the respondents and also the questions related to quality-of-service

providers and the satisfaction derived from that service providers. Random sampling technique was used to reach the respondents. The respondents were from the city of Bangalore. Around 150 respondents were contacted through mail out of which 113 we received. (Usable for analysis). This data is used for analysis in SPSS.

Hypothesis for the study

H₀₁: Gender of millennial respondents is not associated with family recommendations.

The study was conducted to know whether family recommendations are associated with the gender of the respondents. Chi-square test of association was used for the same.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	36.670^a	1	.000		
Continuity Correction ^b	34.346	1	.000		
Likelihood Ratio	45.652	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	36.369	1	.000		
N of Valid Cases	122				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.52.

b. Computed only for a 2x2 table

Gender is taken as predictor variable and Family recommendation is taken as DV. The P-value is less than 0.05, which is statistically significant. Gender is associated with family recommendations. Hence it can be said that gender also has a role to play with respect to family recommendations when it comes to mobile network selection. To know the extent of association, phi-coefficient was studied.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	.548	.000
Cramer's V	.548	.000
N of Valid Cases	122	

The Phi value is 54.8% which is explaining a moderate influence of gender on DV. Also the significant value being less than 5%, enables us to reject null hypothesis and say that Gender and family recommendation are associated with each other.

H₀₂: Being associated with the mobile network services is not influenced by 'Network availability', 'Better quality' and 'Flexibility of services.'

To study the influence of predictor variable on the DV, regression analysis was used.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922^a	.851	.847	.641

a. Predictors: (Constant), Flexibility of service, Network availability, better quality

b. Dependent Variable: Association with your network.

The influence of predictor on the DV is explained by R². It is 85% which is explaining a higher influence of IV on dependent. To know the significance of impact, ANOVA test was used.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	275.551	3	91.850	223.820	.000^b
Residual	48.424	118	.410		
Total	323.975	121			

a. Dependent Variable: Association with your net work

b. Predictors: (Constant), Flexibility of service, Network availability, better quality

The significant value is less than 5% which is explaining a significant impact of predictor on the Dependent. Hence it can be concluded that there is a significant impact of all the predictor variables on being associated with the network. Null hypothesis was rejected for the same reason.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1(Constant)	-.866	.221			-3.926.000
Network availability	.121	.048	.100		2.542 .012
Better quality	.001	.043	.001		.018 .986
Flexibility of service	1.052	.053	.878		19.782.000

a. Dependent Variable: Association with your network.

An equation can be formed to know the impact of each predictor on the DV. The Beta coefficients are used for the same.

Association with the mobile network = $-.866 + .121*(\text{Network availability}) + .001*(\text{Better quality}) + 1.052*(\text{Flexibility of service})$.

H01: Gender and Family Recommendations

A chi-square test is applied to find out the association to determine whether there's a relationship between gender and family recommendations. The p-value is less than 0.05, indicating statistical significance. Therefore, reject the null hypothesis and can be concluded that gender is associated with family recommendations.

The phi coefficient (Φ) is 0.548, suggesting a moderate association between gender and family recommendations. This value indicates that gender has a moderate influence on family recommendations regarding mobile network selection.

H02: Predictors of Association with Mobile Network Services

A regression analysis to study the influence of predictor variables (Network Availability, Better Quality, and Flexibility of Services) on the dependent variable (Association with Mobile Network). The model's R-squared value is 0.851, indicating that around 85% of the variability in the dependent variable is explained by the predictor variables.

The ANOVA test results also show a significant F-statistic with a p-value less than 0.05. This suggests that the predictor variables collectively have a significant impact on the dependent variable, Association with Mobile Network.

Findings.

Looking at the coefficients, each predictor variable impact can be interpreted:

Network Availability: A one-unit increase in network availability corresponds to a 0.121 increase in the Association with Mobile Network score.

Better Quality: Changes in better quality have almost negligible impact on the Association with Mobile Network score as the coefficient is very close to 0 (0.001).

Flexibility of Service: A one-unit increase in flexibility of service corresponds to a significant 1.052 increase in the Association with Mobile Network score.

As per the equation formed it summarizes the relationship between the predictors and the dependent variable:

Association with the mobile network = $-0.866 + 0.121*(\text{Network availability}) + 0.001*(\text{Better quality}) + 1.052*(\text{Flexibility of service})$.

Summary and Conclusion:

The analysis reveals that Gender has a significant association with family recommendations. Network availability and Flexibility of service have significant impacts on the association with mobile network services. Better quality does not have a significant impact on the association with mobile network services, the conclusions are based on the analysis which has been conducted.

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