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A Study on Customers Delight towards Mobile Network Service Providers with Special Reference to Coimbatore City

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Abstract: ***In India, the execution of Liberalization, Privatization, and Globalization in 1991 July, considerably increases the huge growth of information technology in recent years which led tremendous transformations in the second largest mobile network role in the universe and also bring incredible changes in the lifestyles of the consumer. Today, the India telecom industry is witnessing the lowest telecom tariff globally and the highest growth rate in terms of connections. The Indian mobile industry is the fastest growing in the world and India continuously adding more mobile connections every month than any other country in the world. As an effect of technological development today people without mobile phones can't be seen as well as the necessity of mobile became as a communication tool at any time anyone can be witnessed. The customers expectation and technological innovation in today's competitive environment differentiate the service leaders from competitors by truly delighting the customers. So it turns out to be very important for the organization to delight its customers not just by their services but by reaching beyond the expectations of the customers. So the study attempts to observe the customers delight towards Mobile Network Service providers.***

Keywords: ***Globalization, Information Technology, Consumer, telecom industry, Mobile communication, Competitors, Service Providers.***

I. INTRODUCTION

Customer delight is the development of ensuring that every customer's interaction constantly proves commitment to exceeding customer's expectations. The 100% satisfaction is delightful (Ngobo, 1999). The only key to survive in today's competitive world is delight (Whittake, 1991).The customers' delight is about representing and providing a set of tangible and intangible benefits outside the functional features, a combination of which provides value beyond what the customer had expected to receive from the brand and it goes one step more than the customers' expectation by giving better service and better quality to position the organization of choice for current and potential customers.

Creating additional and innovative value proposition continuously makes the customer feel delighted. The strong positive emotional response to a service encounter is delighting (Berman, 2005). It has been conceptualized in terms of happiness and surprise (Plutchik, 1980). The surprise takes place when a customer purchases a goods or service (Oliver, Rust, and Varki, 1997). Satisfied customers help the business remain afloat at the same time delighted customers build it growth by leaps and bounds (Chennai, 2007). The satisfaction is getting the projected whereas delight implies getting the unpredicted. The customer satisfaction is a fixed procedure that focus and deals with today's known situation and known variables, but in the dynamic forward looking customer delight primarily takes place in the unexpected value (Chandler, 1989).

II. MEASURING CUSTOMER DELIGHT

Totally or completely satisfied customers are delighted customers (Kumar et.al. 2001). Customer delight is the reaction of positive emotion beyond satisfaction. This emotion is characterized by joy and surprise experienced by the customers towards a company or its products or service in high level. (Kumar, 1996). Today companies give guarantee to customers only based on what they can provide, and then aim to delight the customers by providing more than their guarantee (Kelly. B, 1988).Once the expectation of the customer is raised later satisfying the customer becomes more difficult and it becomes impossible to give same level of experience. In future this will hurt the company's reputation (Rust & Oliver, 2000). On the other hand even though customers are not surprised they feel delighted (Kumar et al. 2001). The customers narrate to anyone listening about really bad or really delightful experiences instead of talking about sufficient service (Paul, 2000).

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The dissatisfied customers become negative word of mouth advertisement for the brand and are more likely to switch the brand. Moreover the dissatisfied customer gripes to 11 people by bad word of mouth around four times faster than satisfied customer who talks to three people with favorable good word of mouth (Walker, 1995) but the positive world of mouth and repeated purchase influences the possibility and profitability of the firm (Dabholkar, Thorpe & Rentz, 1996).

Customer delight is about providing wonderful product and services that stimulates customer preference towards a firm or its services (Paul, 2000). The organizations delight the customer by going beyond their expectation rather than just satisfying (Berman, 2005). The extremely satisfied customers become more loyal than just satisfied customer (Kumar, Olshavsky, & King, 2001). The delighted customer shows evidence of customer loyalty by saying they are delighted and by increasing their payments with the delighting organization. They also attract other consumers to do business with those organizations (Keiningham & Vavra, 2001). It leads to stronger intention of repurchase (Jones & Sasser, 1995).The most powerful weapon which leads the service organization in a competitive environment is service quality; the ability in delivering superior service coupled with the success of the organization (Gale, 1990). The customers expectation and technological innovation in today's competitive environment differentiate the service leaders from competitors by truly delighting the customers (Kandampully, 1997). So today companies understand the importance and effect of customer delight.

III. NEED FOR THE STUDY

Customers are the most valuable persons and their role is inevitable in the mobile network service sector. Expectations of the customers are frequently changing. Fulfilling the expectations of the customers results in satisfying them which normally every mobile network service provider does. Going beyond the expectations of the customers is the order of the day that results in creating customer delightness. It is the parameter to measure the success of any product or service. The present study is mainly focused on identifying customer delightfulness towards mobile network service providers which may help them to increase customer delight, market share and customer service.

IV. REVIEW OF LITERATURE

Barnes et al. (2010) in their study to prove and justify the researcher surveyed the students at a large South Eastern University and identified when the consumers are over rewarded by service providers, consumers reward the service provider with improved loyalty, commitment, repatronage, and willingness to pay Bakhare and Ruhi (2011) in their study titled "The Impact of Employee Satisfaction on customer Delight, Service Quality and Profitability of the Firm" examined the relationships among employee satisfaction, service quality, customer satisfaction, and firm profitability. The study revealed that employee satisfaction is a key factor improves the service quality and employer profitability by the repeated purchase of satisfied customer. Barnes et al. (2011) in their study entitled "Investigating the Key Routes to Customer Delight" was undertaken to examine the greater understanding of the drivers of customer delight from the customer's perspective by addressing three important issues: (1) evaluating the types of employee behaviors in a service encounter that lead to delight, (2) assessing consumers' expectations earlier to their delightful encounter (3) ascertaining the disparity among satisfactory and delightful encounters at the customer level. The result of the study shows that employee affect and employee effort are the strongest factors in producing delight. These factors were both ranked higher than employee skills with regard to delight. Ching Chow Yang (2011) in his study titled "Identification of Customer Delight for Quality Attributes and its Applications" was undertaken to analyze the usage of a customer-delight barometer to develop delight-driver satisfaction' model and a 'competitiveness index'. The study concludes that customer-delight barometer', the delight driver satisfaction model, and the competitiveness index are valuable tools for firms to apply in pursuing customer delight and seeking to attain competitive advantage. Swanson and Charlene (2012) in their study entitled "Delight and Outrage in the Performing Arts: A Critical Incidence Analysis" examined the interpersonal and non-interpersonal factors associated with creating delight or outrage. The result of the study revealed that customer delight and outrage are very much related to positive and negative word of mouth, as well as repurchase and intention of contribution based on the post consumption behavior of customers.

Kim and Mattila (2013) in their study they examined the role of explanations as a solution to control customers ' expectations following a surprise-delight event. Survey of 435 staff members from large state university in the Northeast was selected to examine the function of explanations as a solution to control customers' expectations. The study discovered that providing an explanation assists in avoiding raising customer expectations to unsustainable level and develops customer delight.

Souca (2014) in his study examined the "Customer Dissatisfaction and Delight: Completely Different Concepts or Part of a Satisfaction Continuum". The results explored that there is difference between customer satisfaction and customer delight based on the level and strength of the emotional response of user's experience. Even though there is difference one cannot be reached without another.

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Torres et al. (2014) in their article the authors observed how male and female guests become delighted customers. The study exposed that while men and women approved on most aspects of the service experience that led them to feel delighted, there is dissimilarity in some aspects of the service experienced between the genders in driving the customer delight. The females were more likely to be delighted by employee friendliness and professionalism and males were more likely to be delighted by having their needs of efficiency and timeliness of service, and availability of complimentary amenities or upgrades met.

Donald et al. (2016) in their article titled" Multiple paths to customer delight: the impact of effort, expertise and tangibles on joy and surprise" the authors examined the concept of customer delight and search antecedents and consequences of interest to the service firm. The study revealed that needs of value delight to be measured based on market conditions and carefully managed.

Joan Ball and Donald (2017) in their study the author discovered that apart from joy and surprise gratefulness also has a positive impact on customer delight. Moreover psychological sense of brand community and transcendent customer experiences definitely impact the proximal backgrounds of customer delight.

Nadine et al., (2017) they observed that surprise is not a necessary criterion for attaining customer delight, but its presence strengthens the delight experience of the customer, positively impacting customer loyalty intentions. On the other hand, an unanticipated non-occurrence of a predictable delight measure causes irritation, inducing negative word of mouth and reduced repurchase intentions.

V. RESEARCH OBJECTIVES AND METHODOLOGY OF THE STUDY

The study utilizes primary and secondary data. Secondary data were collected from previous studies which were related to customer delight in connection with mobile phone network. Primary data were collected by structured questionnaire survey. The survey was carried out among mobile network users. The study population comprises different mobile network users.

Sampling unit of the study was the customers who were using mobile network service in the Coimbatore city. The Non probability convenience sampling was used to select the respondent of this survey and the sample size was 500 customers from different mobile network subscription. The research and statistical tools used in this study were Percentage Analysis, and Weighted Average Rank.

A. Hypothesis of the study

1) There is no significant relationship between Demographic factor (Gender and age) and delight level of Mobile Network Users.

2) There is significant relationship between Demographic factor (Gender and age) delight level of Mobile Network Users.

B. Limitations of the study

The research is conducted in the Coimbatore city and this may not represent the opinion of customers of other cities in India. The study is mainly based on the information given by the respondents. Most of the respondents were not maintaining proper knowledge of various services provided by their service provider, so they were unable to provide exact information. Some of the respondents were using the service for the first time from their service provider and they were not able to properly differentiate among their services. The liking or loylaty of the respondents to a particular service provider might have made them to respond in a biased manner.

VI. ANALYSIS AND INTERPRETATION

TABLE NO: 1 GENDER

Gender	Number of Respondents	Percentage
Male	276	55.2
Female	224	44.8
Total	500	100

The above table shows that out of 500 respondents 55.2 per cent of the respondents are male and 44.8 per cent are females.

TABLE NO: - 2 AGE

Age	Number of Respondents	Percentage
< 20 years	95	19
21- 40 years	123	24.6
41- 60 years	164	32.8
61 years & above	118	23.6
Total	500	19

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It is found from the above table that 32.8 per cent of the respondents are from the age group 41- 60 years, 24.6 percent of the respondents are from the age group 21- 40 years, 23.6 percent of the respondents are from the age group 61 years & above and 19 percent of the respondents are from the age group < 20 years.

TABLE NO: - 3
Delight Experienced By Mobile Network Users

Delight Experienced	Number of Respondents	Percentage
Brand Image	64	12.8
Call rates	67	13.4
Value added service	77	15.4
Reliability	66	13.2
Customer care service	71	14.2
Promotional offers	63	12.6
Service quality	92	18.4
Total	500	100

It is inferred from the above table that 18.4 percent of the respondents are delighted towards Service quality, 15.4 percent of them towards value added service, 14.2 Percent of them towards customer care service, 13.4 Percent of them towards call rates, 13.2 Percent of them towards Reliability, 12.8 Percent of them towards Brand image and 12.6 Percent of them towards Promotional offers.

TABLE NO: - 4
Factors Influencing The Delightness Of Mobile Network Users

Weights	7	6	5	4	3	2	1	Total	Weighted average	Rank
Rank	I	II	III	IV	V	VI	VII			
Factors										
Brand Image	75	43	70	90	87	50	85	500	69.25	VI
	525	258	350	360	261	100	85	1939		
Call rates	80	56	76	65	78	64	81	500	70.67	IV
	560	336	380	260	234	128	81	1979		
Value added service	73	72	83	50	84	68	70	500	72.00	II
	511	432	415	200	252	136	70	2016		
Reliability	63	57	70	87	88	85	50	500	70.17	V
	441	342	350	348	264	170	50	1965		
Customer care service	62	82	75	80	63	64	74	500	71.85	III
	434	492	375	320	189	128	74	2012		
Promotional offers	65	75	40	85	87	76	72	500	68.92	VII
	455	450	200	340	261	152	72	1930		
Service quality	80	90	75	52	60	61	82	500	73.82	I
	560	540	375	208	180	122	82	2067		

1) *Inference:* The above table shows the various factors are identified and the respondents were asked to rank the factors Brand image, Call rates, Value added service, Reliability, Customer care service, Promotional offers and Service quality. Based on the rankings given by the respondents, weights are given to ascertain the factors influencing delightedness of mobile network users. It could be seen that service quality ranked first by the respondents with the score of 73.82, Value added service is ranked second with a score of 72.00, Customer care service is ranked third with a score of 71.85, Call rates is ranked fourth with a score of 70.67, Reliability is ranked fifth with a score of 70.17, Brand image is ranked sixth with a score of 69.25, The lowest priority is given to Promotional offers and ranked seventh with a score of 68.92. It is concluded that majority of the respondents delighted with the factors service quality followed by Value added service and Customer care service.

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A. Demographic factor (Gender and age) and delight level Mobile Network Users

1) H_0*:* There is no significant relationship between Demographic factor (Gender and age) and delight level of Mobile Network Users

2) H_1*:* There is significant relationship between Demographic factor (Gender and age) delight level of Mobile Network Users

HD- Highly delighted D- Delighted N –Neutral

Table NO: - 5

Demographic Factor (Gender and Age) And Delight Level Mobile Network Users

		HD	D	N	Total	Chi square test		
Gender	Male	126	93	57	276	Calculated value	8.2627	Significance @5% level
	Female	95	71	58	224	Table value	5.991	
	Total	221	164	115	500	Df	2	
Age	Up to 20 years	53	28	14	95	Calculated value	11.1935	No Significance @5% level
	21- 40 years	75	36	12	123			
	41- 60 years	102	38	24	164	Table value	12.592	
	61 years & above	84	22	12	118			
	Total	314	124	62	500	Df	6	

a) Inference: The above table presents the relationship between Demographic factor (Gender and age) and level of delight towards the mobile network service providers. The chi square analyses revealed the following results. Calculated value (8.2627) is less than the table value (5.991) so there is significant relationship between gender and level of delight towards the mobile network service providers. Therefore Null Hypothesis is rejected and the alternative hypothesis is accepted. Calculated value (11.1935) is less than the table value (12.592) so there is no significant relationship between age and level of delight towards the mobile network service providers. Therefore Null Hypothesis is accepted and the alternative hypothesis is accepted.

VII.SUGGESTIONS

It is found that customers were more highly delighted with service quality, value added service in relation with factors Influencing the Delight. This shows that the service quality, value added service are comparatively playing vital role in delighting the customers. Hence it is suggested to give utmost importance to all the attributes equally and the service providers needs to focus on improving the services regarding all the attributes invariably by understanding the customers in a better way, providing guarantee for assured services, improving professionalism of service, ensuring Reliability and developing customer loyalty, focusing on augmenting service quality, Retaining customers through better service quality, creating Repurchase intention in the minds of the customers through Reliable quality services, and boosting the overall brand image . By doing so, there is a definite chance to bring the delighted customers into the circle of highly delighted customers.

VIII. CONCLUSION

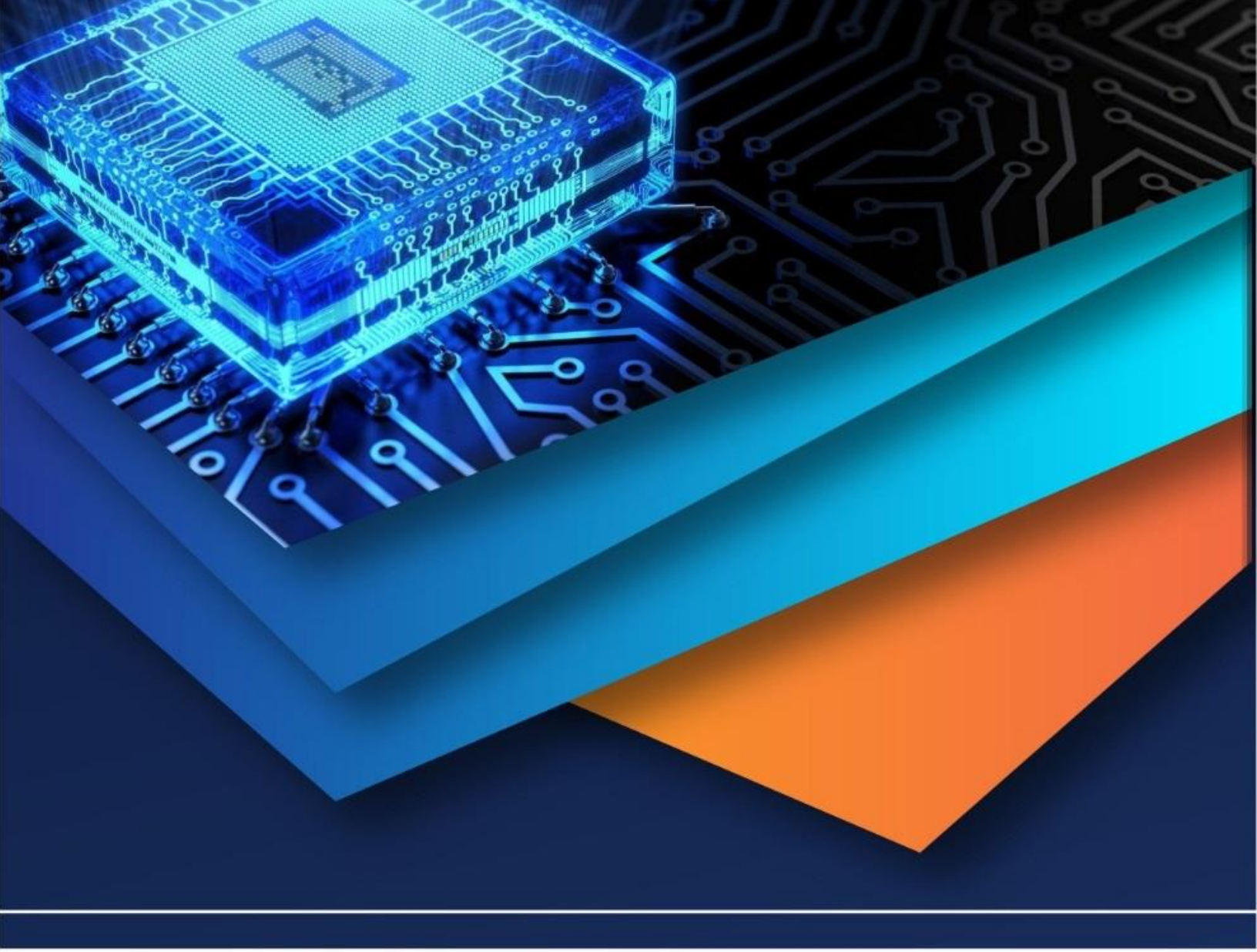
The Indian mobile telephone market has grown at a rapid speed in the last decade. Mobile network service connects between human any were at any time in the globe. Though retaining customers is a challenge task, it is inevitable to the mobile network service providers. Because the customer delight is very essential for entire service providers. The Mobile network service providers should concentrate on the reach of their special features and benefits to their customers rightly to avoid confusion and convert them as a loyal customer. It will facilitate favourableness towards various mobile service providers. Continuous research on consumers will enhance customer delight.

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