Customer Satisfaction of Mobile Phone Service Providers: A Study of Students at the University of Delhi, India

Dr. Manju Khosla

Associate Professor, Gargi College University of Delhi

ABSTRACT

Customer satisfaction is one of the most significant elements for all types of businesses. In today's competitive era, this is very difficult for a business to satisfy and retain customers, so the only way is to satisfy your customers. The purpose of the study is to identify the level of satisfaction among the Students at the University of Delhi (India), with special reference to Airtel, Vodafone Idea and Reliance JIO mobile service providers. The purpose of the study is to find out the level of satisfaction with the help of 26 variables and analyse data by using IBM SPSS Statistics 22. The data used for the study were obtained by using a structured survey questionnaire through Google form and collected responses through an online platform. The findings of the study show that the majority of the respondents were satisfied with their service provider and the study will also be helpful for these three companies.

Keywords – Customer satisfaction, Retain customers, Mobile service provider.

1. INTRODUCTION:

Telecommunication in India is growing fast because of demand in society. People are very much dependent on technology. Modern Telecommunication is a need of today's generation because of many reasons. It is also helpful in mass education for the development of socioeconomic development India is the second largest in the world by number of telephone users. Mobile downloads are more speedy than before and the downloading speed will improve in coming years. This is because of the demand for customers as well as cyber security and the rise of artificial intelligence (AI). It also helps to increase the transparency. The future of the telecom industry is very exciting & challenging.

2. RESEARCH OBJECTIVES:

The following are the main objectives of the study:
➢ To examine the most preferred facts in selecting a particular mobile service provider.
➢ To analyse the satisfaction level of customers towards various services offered by mobile service providers.
➢ To assess the most common problem faced by customers regarding their mobile service providers.
➢ To provide measures for improving the level of satisfaction among customers.

3. **RESEARCH METHODOLOGY:** The study covered the population of the current users of selected mobile service providers. The total number of respondents is 225 and the tool which is used for analysis is IBM SPSS Statistics 22.

4. **DATA COLLECTION:** The data collection consisted of Primary as well as Secondary data. Primary data was collected by Structured Questionnaire for the Customers. The Secondary data consisted of research papers, websites and books. The questionnaire was divided into two parts. Through Part I– I. personal information of the respondent, such as age, sex, academic qualification e.t.c was collected. Part – II being the very heart of the questionnaire, contained questions all relating to the various aspects of customer service.

5. **LITERATURE REVIEW**

Prakash Pahari, Deepa Guleria, Ranbir Singh (2017) - The work of this paper "Customer Satisfaction towards Mobile Service Provider: An Empirical Study in Pokhara, Nepal" focuses on customer satisfaction towards mobile service providers of Pokhara City, Nepal. The objective of the study is to identify the most preferential and problematic attributes together with satisfaction levels toward various services offered by service providers. The sample size of the study is 206 and the data analysis is done by using SPSS version 21 with two major service providers. Data is collected through a structured questionnaire. The finding of the study indicates that the major problem was network congestion faced by users of mobile service providers. But overall customers are satisfied.

Dr Sohail Imran khan, Dhuha Saad Ismael and Rohat zada (2020) - "Drivers of Customer Satisfaction for Mobile Service Provider in Maharashtra (India)". This study revealed customer satisfaction towards mobile service providers. This study found that customer retention and holding are possible through these three drivers - Competitive, Trustworthy and Network Coverage. For this study data was collected through a questionnaire and a Random sampling technique was used to reach the respondents and a total of 140 questionnaires were distributed. The respondents were from the different parts of Maharashtra state. For the analysis of data, SPSS 23.0 Windows was used. The findings indicate that mobile companies have occupied a strong market share with cut-throat competition. The limitation of the study is that it is limited to Maharashtra state only.

Ms. K. Renuka, and Ms. G.Arutgeevitha (2018)- entitled "A study on customer satisfaction of telecom services with special reference to Sathyamangalam in Erode district, TAMIL NADU" concluded with the expectations of customers towards the telecommunication industry. The study is based on the data collected by personal interview from 200 respondents and a random sampling technique was used. The limitation of the study was that it was restricted to Sathyamangalam town.

Niranjan Baig Meerja (2014) – "A Study on Customer Satisfaction on Mobile Service Providers concerning Select Companies". The study explains that mobile telecommunication is a rapidly growing sector in India it also provides services to all sections of society.

Dinesh Kumar Pandiya, Dr Brajesh Kumar & Mazahidul Haque Choudhury (2014)- "A Study of Customer Satisfaction on Telecom Service Providers" analysed the market scenario of Telecom

Services. The major players in the market are (i) BSNL (ii) Airtel (iii) Reliance (iv) Vodafone (v) Aircel and (vi) Idea. Limitations of the study were related to the respondents because they were busy and not interested in responding correctly and few had very little knowledge about various facilities that are provided by the company, so they were unable to provide the right information.

Saleh Saad Alqahtani and Hassan Al Farraj(2016)- "Customer Satisfaction with mobile services in telecommunication companies". The study analysed the level of satisfaction and loyalty among the users of mobile phones.

C.Aruljothi & N.Pavithra (2017) – "A study on customer satisfaction towards service quality of various mobile phone network service providers". This study examined customer satisfaction towards the quality of network availability, communication quality, service providers, customer care, and tariff plans. The data was collected from 100 respondents and analysis was done through statistical tools.

6. IMPORTANCE OF CUSTOMER SATISFACTION- The customer is the oxygen of a business; he is the hero of all business operations. The customer is the pivot around which the whole business activities rotate. "Concerning the definition of business purpose and business mission, there is only one such focus, one starting point. It is the 'customer'. The customer defines the business. A business is not defined by the company's name, statutes or Articles of Incorporation. It is defined by the way of the satisfaction of the customer when he/she buys a product or service. To satisfy the customer is the mission and purpose of business." – by P. F. Druker. The famous views of Mahatma Gandhi on customers – "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider to our business. He is a part of it. We are not doing him a favour by serving him. He is doing you a favour by allowing us to do so:

7. MEASUREMENT OF CUSTOMER SATISFACTION

7.1. As an initial step towards measuring the customer satisfaction possessed by the sample respondents of the study area, 20 variables are used to know the best mobile service provider. They are:

➢ Total GB given by your service provider.
➢ The plan validity expiry
➢ Total amount of your pack
➢ With the additional benefits (if any)
➢ Network accessible in your college
➢ With the speed of your network
➢ With the network security
➢ With the data backup plan
➢ With toll-free number services
➢ With solutions given by customer care executive
➢ Resolving problems by customer care executives
➢ E-Service quality of customer care executives
➢ With live streaming
➢ With NETFLIX and OTT

➢ Mobile money and M-commerce-based services.
➢ Online Gaming
➢ Concerning the connectivity
➢ Concerning the NET Surfing and downloading
➢ Provided services at your doorstep
➢ Followed Covid - 19 Protocols

8. RESULTS AND INTERPRETATION

Section 1: Demographic Profile of Respondents

Table 8.1: Statistics of Demographic Profile Gender_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Female	203	90.2	90.2	90.2
	Male	22	9.8	9.8	100.0
	Total	225	100.0	100.0	

Table 8.2: Demographic Profile of Respondents

This section consists of a brief profile of mobile users. The Demographic attributes consist of course, year of college, age and mobile operator.

Stream_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Commerce	126	56.0	56.0	56.0
	Humanities	82	36.4	36.4	92.4
	Science	17	7.6	7.6	100.0
	Total	225	100.0	100.0	

Table 8.3: Frequency Table based on Year of College

Year_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	1st Year	79	35.1	35.1	35.1
	2nd Year	120	53.3	53.3	88.4
	3rd Year	26	11.6	11.6	100.0
	Total	225	100.0	100.0	

Sources Survey Interpretation

Table 8.4 Frequency Table based on Age

Age_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	20 – 25	58	25.8	25.8	25.8
	Less than 20	167	74.2	74.2	100.0

	Total	225	100.0	100.0	

Table 8.5 Frequency Table based on mobile operator

MSP_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Airtel	80	35.6	35.6	35.6
	Reliance JIO	117	52.0	52.0	87.6
	Vodafone India	28	12.4	12.4	100.0
	Total	225	100.0	100.0	

Table 8.6 Frequency Table based on plan record Plan_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Member of a family plan	26	11.6	11.6	11.6
	Post-paid plan	25	11.1	11.1	22.7
	Pre-paid plan	174	77.3	77.3	100.0
	Total	225	100.0	100.0	

Source: Survey Interpretation

Histogram
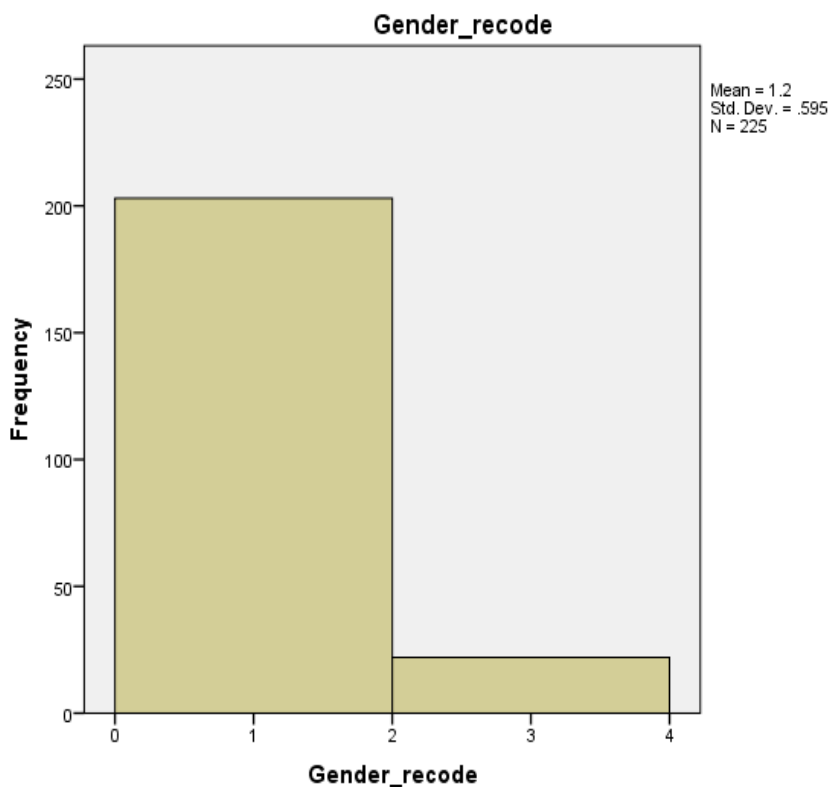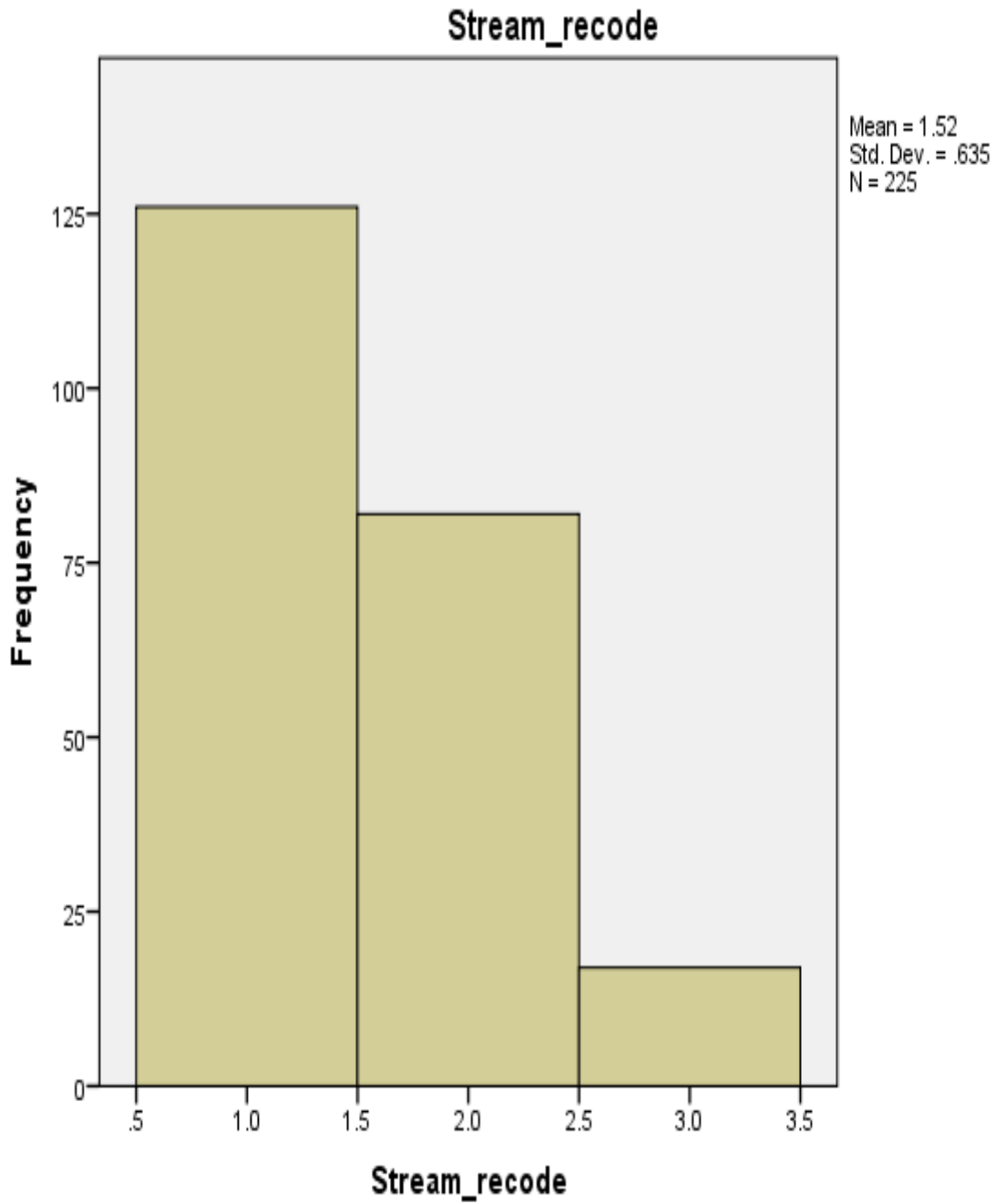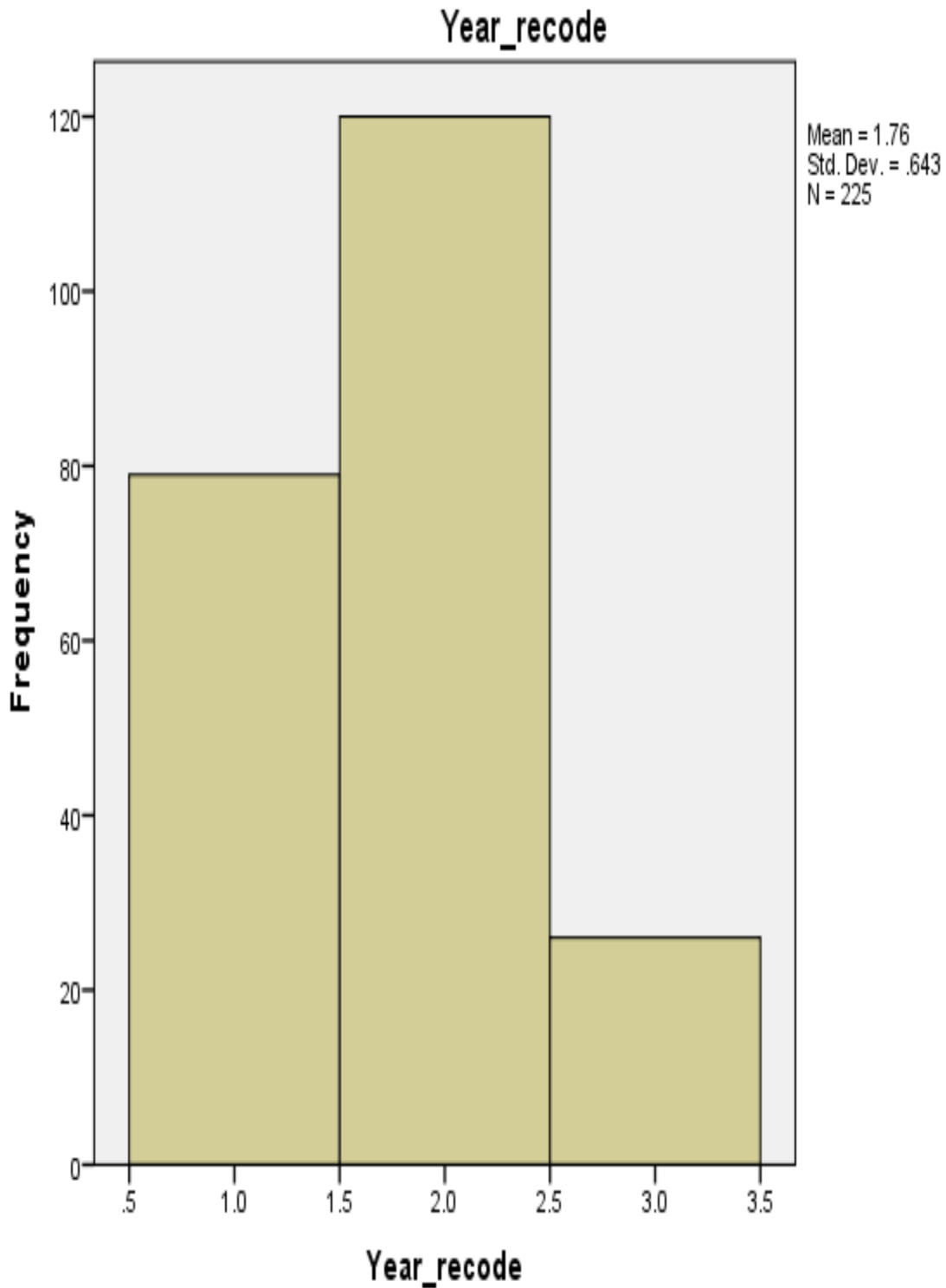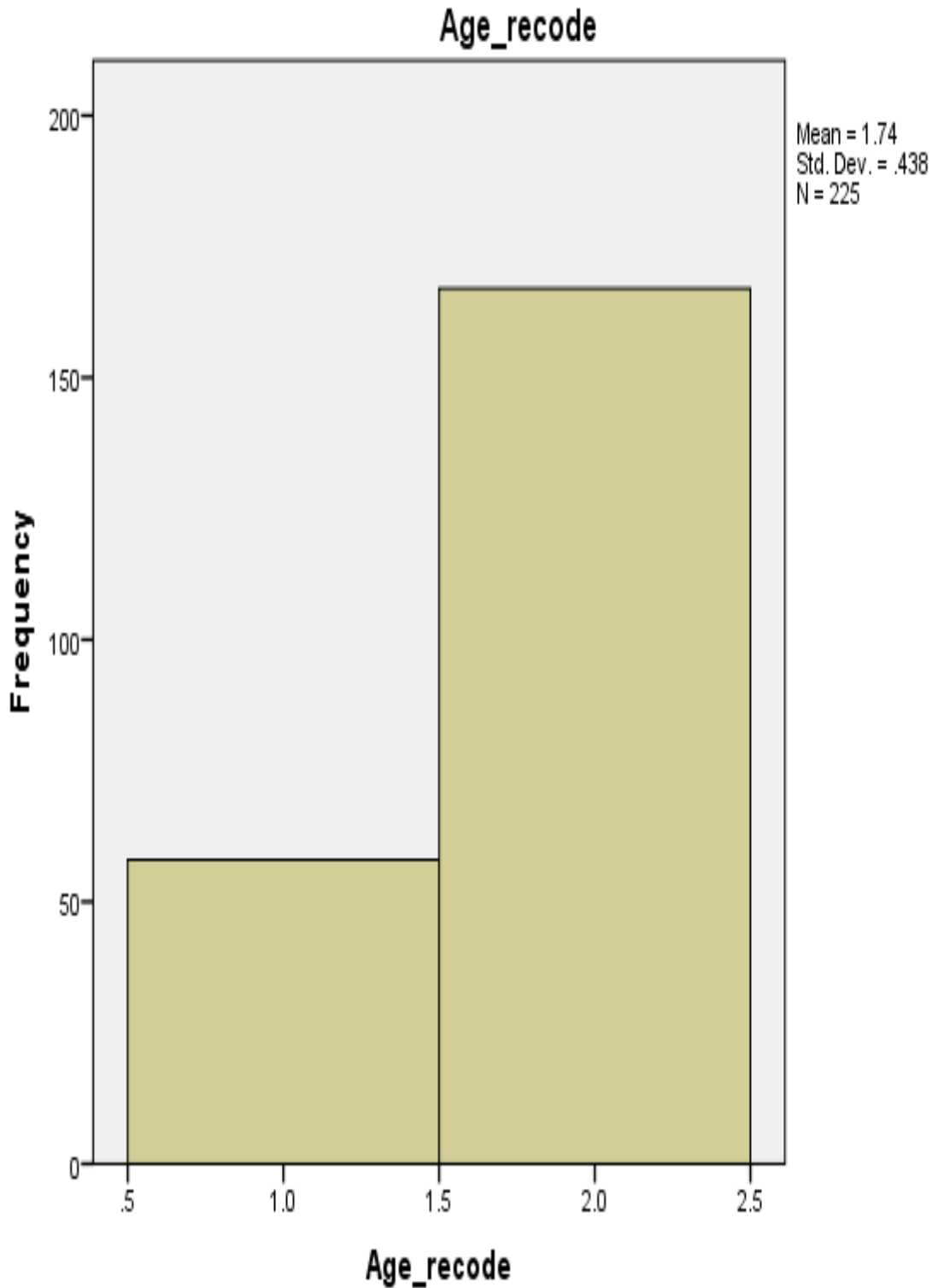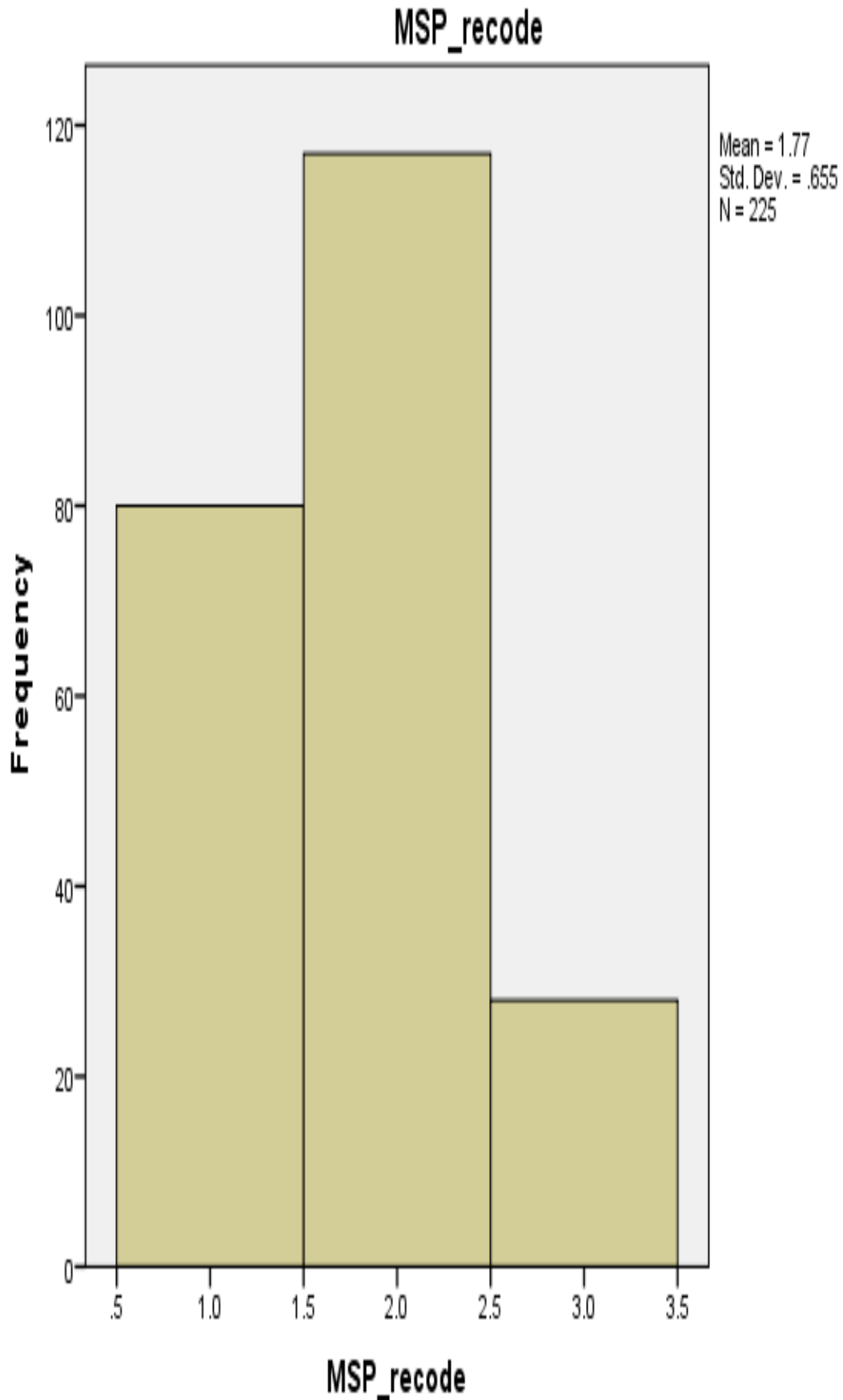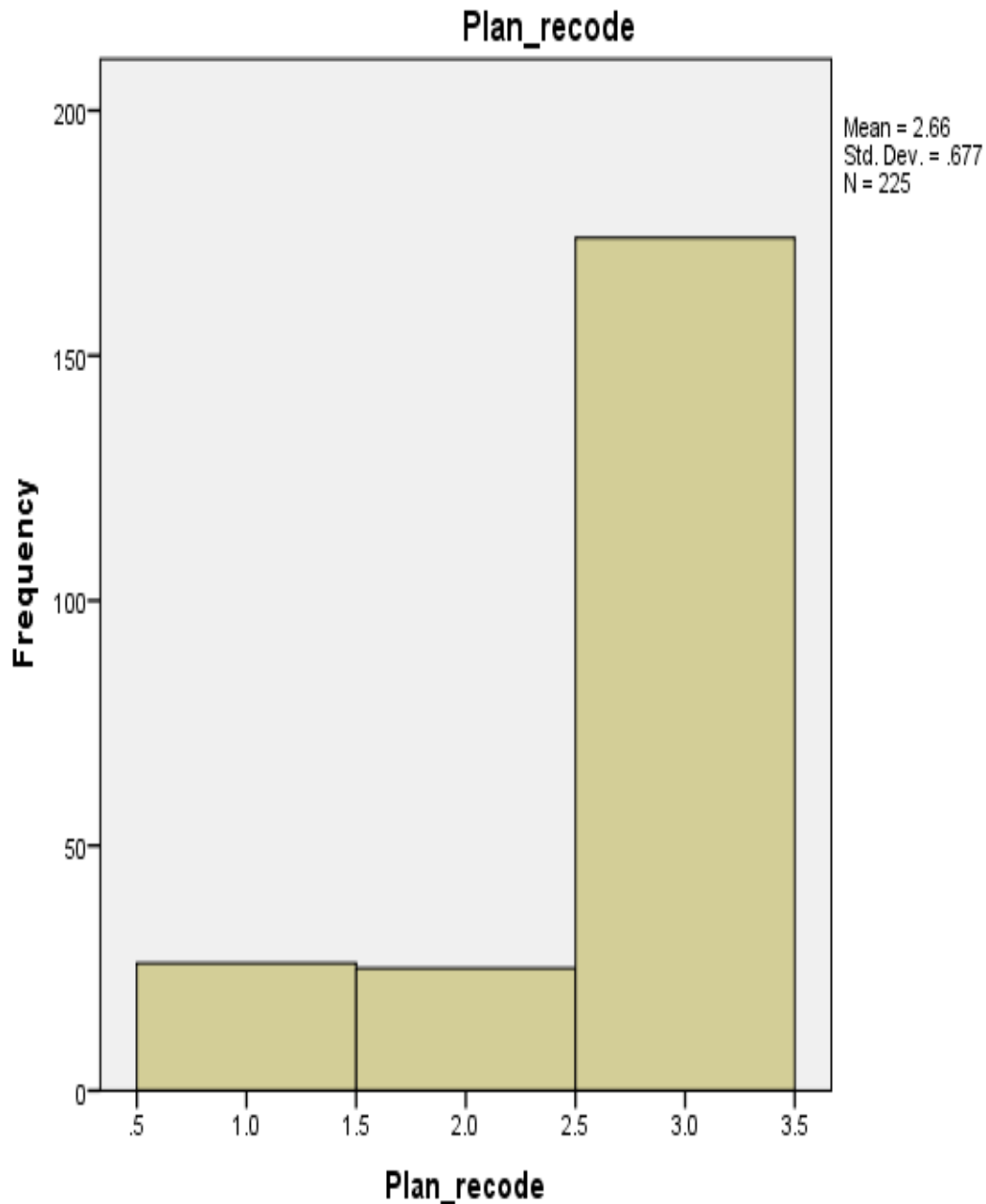
Stream_recode

Mean = 1.52
Std. Dev. = .635
N = 225

Year_recode

Mean = 1.76
Std. Dev. = .643
N = 225

Age_recode

Mean = 1.74
Std. Dev. = .438
N = 225

MSP_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Airtel	80	35.6	35.6	35.6
	Reliance JIO	117	52.0	52.0	87.6
	Vodafone India	28	12.4	12.4	100.0
	Total	225	100.0	100.0	

Table 8.7: shows that a maximum number of users belong to Reliance Jio in comparison to Vodafone India and Airtel. What are the reasons behind this we will discuss it with the help of some variables.

Plan_recode

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Member of a family plan	26	11.6	11.6	11.6
	Post-paid plan	25	11.1	11.1	22.7
	Pre-paid plan	174	77.3	77.3	100.0
	Total	225	100.0	100.0	

Table 8.8: shows that a maximum number of users belong to the Pre-paid plan in comparison to the Member of a Family plan and Post-paid plan.

Section II questions related to customer satisfaction

1) Customer satisfaction level with a Tariff plan is one of the variables that is analysed with the help of four sub variables – a) total GB given by your service provider b) the plan validity expiry c) With the total amount of your pack d) With the additional benefits (if any). Each sub-variable has five attributes (Highly satisfied, Satisfied, Neutral, Dissatisfied, Highly dissatisfied).

With the total GB given by your service provider

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	225	100.0	100.0	100.0

Table 8.9: shows that the customers are 100% satisfied with their service providers in terms of GB whether they have Airtel, Vodafone India or Reliance Jio, which shows that there is tough competition in these companies.

With the plan validity expiry

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	40	17.8	17.8	17.8
	Satisfied	11	4.9	4.9	22.7
	Neutral	17	7.6	7.6	30.2
	Dissatisfied	71	31.6	31.6	61.8
	Highly dissatisfied	86	38.2	38.2	100.0
	Total	225	100.0	100.0	

Table 8.10: This shows that the satisfaction level towards the plan validity is not up to the mark. A maximum number of customers are highly dissatisfied with their service providers' plan validity.

With the total amount of your pack

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	54	24.0	24.0	24.0
	Satisfied	11	4.9	4.9	28.9
	Neutral	19	8.4	8.4	37.3
	Dissatisfied	85	37.8	37.8	75.1
	Highly dissatisfied	56	24.9	24.9	100.0

Total	225	100.0	100.0

Table 8.11: Both the variables are correlated with each other if the customers are not satisfied with the plan validity then they will also be not satisfied with the amount of the pack. So, this table shows that a maximum number of customers are highly dissatisfied.

With the additional benefits (if any)

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	32	14.2	14.2	14.2
	Satisfied	16	7.1	7.1	21.3
	Neutral	21	9.3	9.3	30.7
	Dissatisfied	100	44.4	44.4	75.1
	Highly dissatisfied	56	24.9	24.9	100.0
	Total	225	100.0	100.0	

Table 8.12: shows that customers are not satisfied with the additional benefits that are provided by their service providers. A maximum number of customers are showing dissatisfaction.

2) Customer satisfaction level with a Network connectivity is one of the variables that is analysed with the help of four sub variables – a) Network accessible in your college b) With the speed of your c) With the network security d) With the data back-up plan . Each sub-variable has five attributes (Highly satisfied, Satisfied, Neutral, Dissatisfied, Highly dissatisfied).

Network accessible in your college

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	54	24.0	24.0	24.0
	Satisfied	86	38.2	38.2	62.2
	Neutral	7	3.1	3.1	65.3
	Dissatisfied	40	17.8	17.8	83.1
	Highly dissatisfied	38	16.9	16.9	100.0
	Total	225	100.0	100.0	

Table 8.13: this table shows customers (students) are satisfied with the network connectivity of their service providers in their respective colleges, which is a good symbol for any service provider.

With the speed of your network

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	47	20.9	20.9	20.9
	Satisfied	32	14.2	14.2	35.1
	Neutral	11	4.9	4.9	40.0
	Dissatisfied	64	28.4	28.4	68.4
	Highly dissatisfied	71	31.6	31.6	100.0

	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Total	225	100.0	100.0	

Table 8.14: is related to the speed of a network, students are not satisfied with the speed of the network.

With the network security

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	21	9.3	9.3	9.3
	Satisfied	16	7.1	7.1	16.4
	Neutral	12	5.3	5.3	21.8
	Dissatisfied	82	36.4	36.4	58.2
	Highly dissatisfied	94	41.8	41.8	100.0
	Total	225	100.0	100.0	

Table 8.15: Network security is very essential concern and no one can ignore this, but the percentage in this table shows customers are not satisfied with this.

With the data backup plan

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	35	15.6	15.6	15.6
	Satisfied	16	7.1	7.1	22.7
	Neutral	12	5.3	5.3	28.0
	Dissatisfied	96	42.7	42.7	70.7
	Highly dissatisfied	66	29.3	29.3	100.0
	Total	225	100.0	100.0	

Table 8.16: Data backup plan fails to attract customers. The table shows that 42.7 % of customers are not satisfied with the plan.

3) Customer satisfaction level with a Customer care facility is one of the variables that is analysed with the help of four sub variables – a) With toll free number services b) With solutions given by customer care executive c) Resolving problems by customer care executives d) E - Service quality of customer care executives. Each sub-variable has five attributes (Highly satisfied, Satisfied, Neutral, Dissatisfied, Highly dissatisfied).

With Toll-free number services

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	22	9.8	9.8	9.8
	Satisfied	9	4.0	4.0	13.8
	Neutral	20	8.9	8.9	22.7
	Dissatisfied	93	41.3	41.3	64.0
	Highly dissatisfied	81	36.0	36.0	100.0
	Total	225	100.0	100.0	

Table 8.17: Customers are highly dissatisfied with the Toll-free number service facility.

With solutions given by customer care executive

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	16	7.1	7.1	7.1
	Satisfied	11	4.9	4.9	12.0
	Neutral	13	5.8	5.8	17.8
	Dissatisfied	106	47.1	47.1	64.9
	Highly dissatisfied	79	35.1	35.1	100.0
	Total	225	100.0	100.0	

Table 8.18: The table shows customer care is not providing solutions properly, about 47.1% are dissatisfied.

Resolving problems by customer care executives

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	13	5.8	5.8	5.8
	Satisfied	13	5.8	5.8	11.6
	Neutral	16	7.1	7.1	18.7
	Dissatisfied	110	48.9	48.9	67.6
	Highly dissatisfied	73	32.4	32.4	100.0
	Total	225	100.0	100.0	

Table 8.19: Customer care executives are taking so much time to resolve the problems, the table shows 48.9 % of customers are not satisfied.

E-Service quality of customer care executives

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	18	8.0	8.0	8.0
	Satisfied	13	5.8	5.8	13.8
	Neutral	13	5.8	5.8	19.6
	Dissatisfied	109	48.4	48.4	68.0
	Highly dissatisfied	72	32.0	32.0	100.0
	Total	225	100.0	100.0	

Table 8.20: Service quality is also not up to the mark as per customer feedback, 48.4% are dissatisfied with the services and only 8% are satisfied.

4) Customer satisfaction level with Value Added services are one of the variables that is analysed with the help of four sub variables – a) With live streaming b) With NETFLIX and OTT c) Mobile money and M-commerce based services d) Online gaming e) Concerning to the NET Surfing and downloading. Each sub-variable has five attributes (Highly satisfied, Satisfied, Neutral, Dissatisfied, Highly dissatisfied).

With live streaming

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	20	8.9	8.9	8.9
	Satisfied	7	3.1	3.1	12.0
	Neutral	16	7.1	7.1	19.1
	Dissatisfied	88	39.1	39.1	58.2
	Highly dissatisfied	94	41.8	41.8	100.0
	Total	225	100.0	100.0	

Table 8.21: Again live streaming services are not able to satisfy customer's wants. The table shows that 3.1% of customers are satisfied and 39.1% are dissatisfied.

With NETFLIX and OTT

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	26	11.6	11.6	11.6
	Satisfied	9	4.0	4.0	15.6
	Neutral	15	6.7	6.7	22.2
	Dissatisfied	94	41.8	41.8	64.0
	Highly dissatisfied	81	36.0	36.0	100.0
	Total	225	100.0	100.0	

Table 8.22: The table shows the percentage of customer dissatisfaction is more than the customer's satisfaction percentage.

Mobile money and M-commerce-based services.

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	20	8.9	8.9	8.9
	Satisfied	8	3.6	3.6	12.4
	Neutral	20	8.9	8.9	21.3
	Dissatisfied	87	38.7	38.7	60.0
	Highly dissatisfied	90	40.0	40.0	100.0
	Total	225	100.0	100.0	

Table 8.23: Mobile money and M-commerce-based services are also not unable to satisfy customers; only 8.9% of customers are satisfied with the services.

Online gaming

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	25	11.1	11.1	11.1
	Satisfied	16	7.1	7.1	18.2
	Neutral	15	6.7	6.7	24.9
	Dissatisfied	105	46.7	46.7	71.6
	Highly dissatisfied	64	28.4	28.4	100.0
	Total	225	100.0	100.0	

Table 8.24: Online gaming is one of the most demanding services of youth but still mobile companies are not able to satisfy customers.

5) Customer satisfaction level with respect to service quality while attending online classes during the period of COVID -19 is 5th variable, analysed with the help of 4 sub-variables – a) With respect to the connectivity b) With respect to the connectivity c) Provided services at your door step d) Followed COVID- 19 Protocols. And each sub variable have five attributes (Highly satisfied, Satisfied, Neutral, Dissatisfied, Highly dissatisfied).

With respect to the connectivity

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	26	11.6	11.6	11.6
	Satisfied	14	6.2	6.2	17.8
	Neutral	33	14.7	14.7	32.4
	Dissatisfied	60	26.7	26.7	59.1
	Highly dissatisfied	92	40.9	40.9	100.0
	Total	225	100.0	100.0	

Table 8.25: shows customers are not fully satisfied with connectivity during COVID -19

Concerning to the NET Surfing and downloading

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	25	11.1	11.1	11.1
	Satisfied	17	7.6	7.6	18.7
	Neutral	24	10.7	10.7	29.3
	Dissatisfied	76	33.8	33.8	63.1
	Highly dissatisfied	83	36.9	36.9	100.0
	Total	225	100.0	100.0	

Table 8.26: Table shows customers are dissatisfied with the NET surfing and downloading, they are facing this problem because of connectivity issues. Only 11.1% of customers are satisfied.

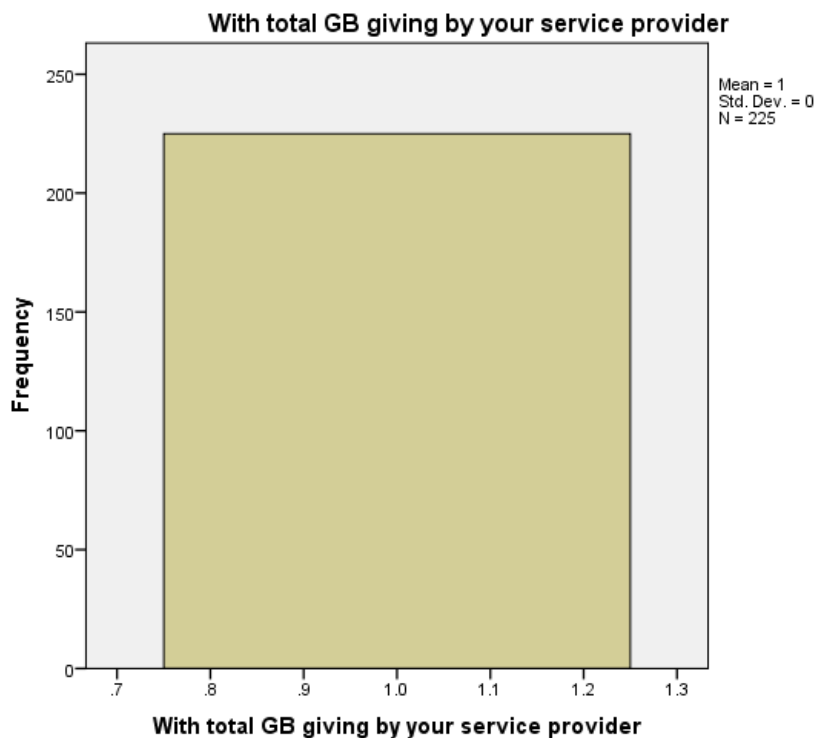**Provided services at your doorstep during COVID – 19**

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	30	13.3	13.3	13.3
	Satisfied	13	5.8	5.8	19.1
	Neutral	19	8.4	8.4	27.6
	Dissatisfied	91	40.4	40.4	68.0
	Highly dissatisfied	72	32.0	32.0	100.0
	Total	225	100.0	100.0	

Table 8.27: The table shows that 13.3% of customers are satisfied with the mobile service providers' services during COVID-19, which is not a poor response during this tough time.

Followed COVID - 19 Protocols

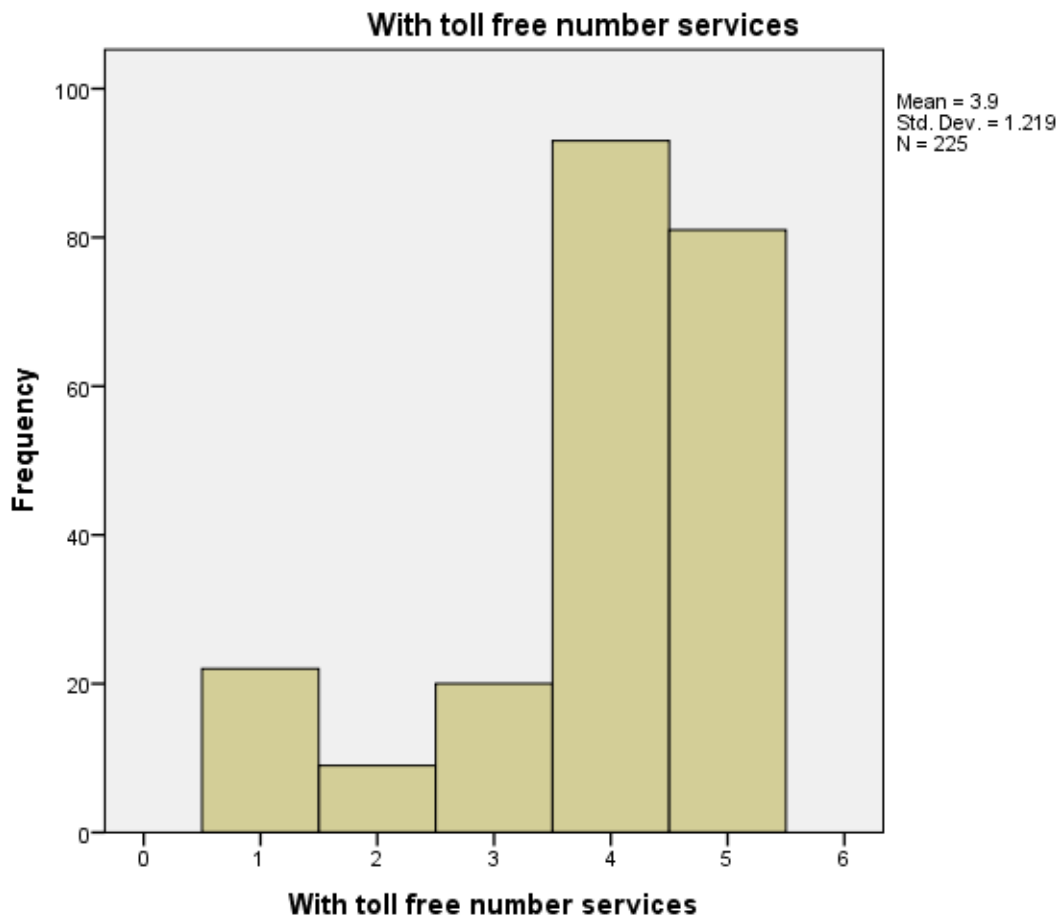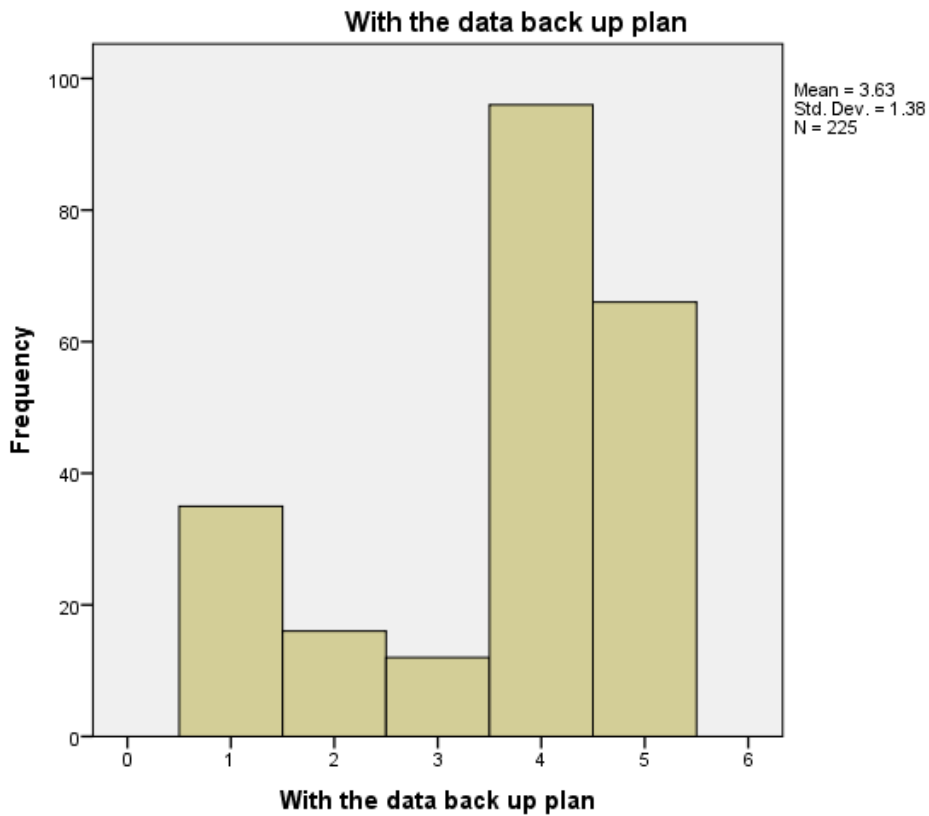|		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Highly satisfied	17	7.6	7.6	7.6
	Satisfied	9	4.0	4.0	11.6
	Neutral	27	12.0	12.0	23.6
	Dissatisfied	78	34.7	34.7	58.2
	Highly dissatisfied	94	41.8	41.8	100.0
	Total	225	100.0	100.0	

Table 8.28: Again this table shows only a few customers (7.6%) are satisfied with the service providers during COVID -19. This is not a poor response; the executives are properly following the government protocols.
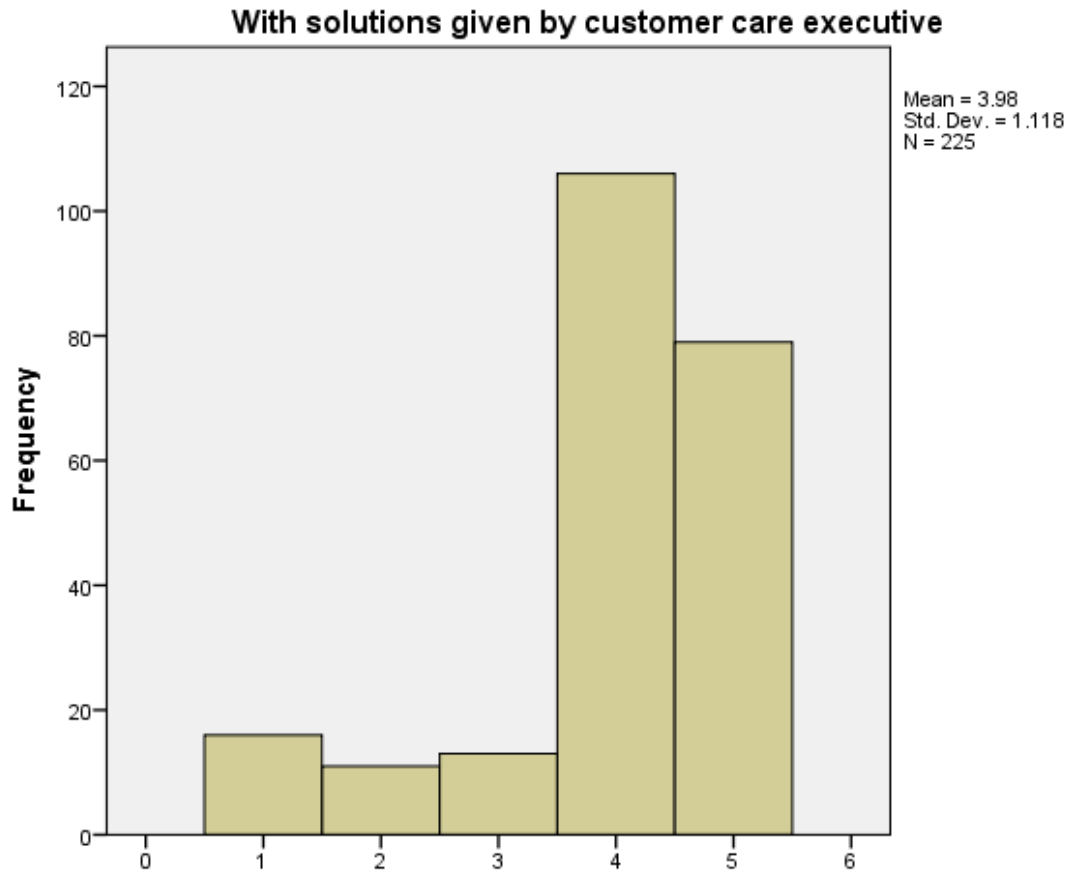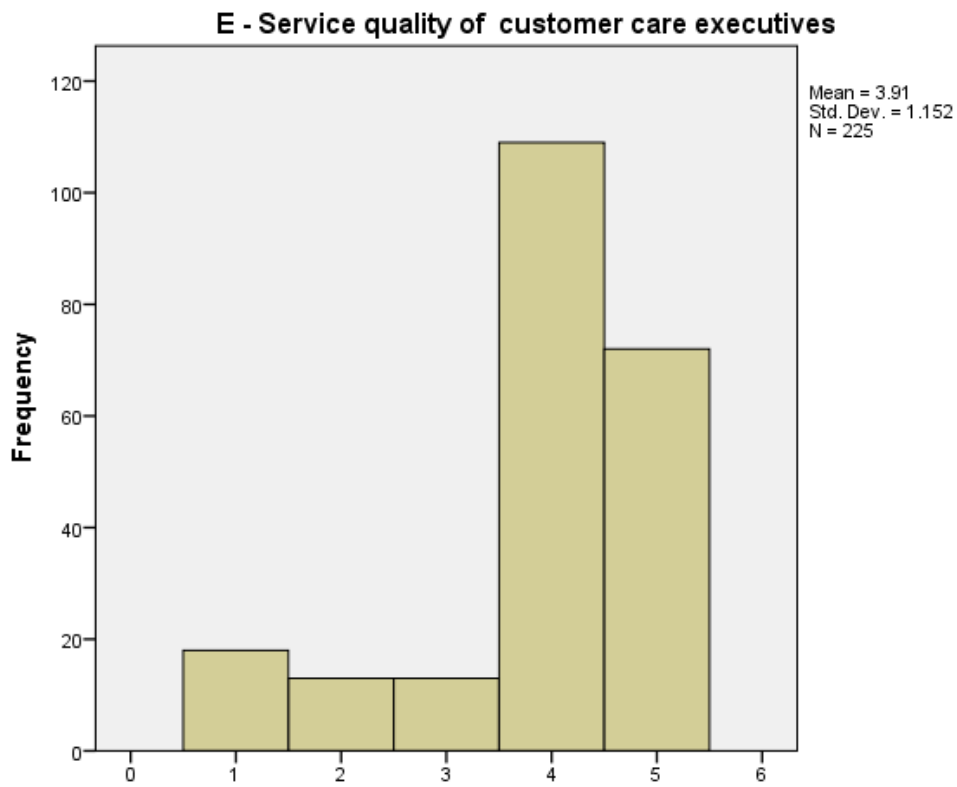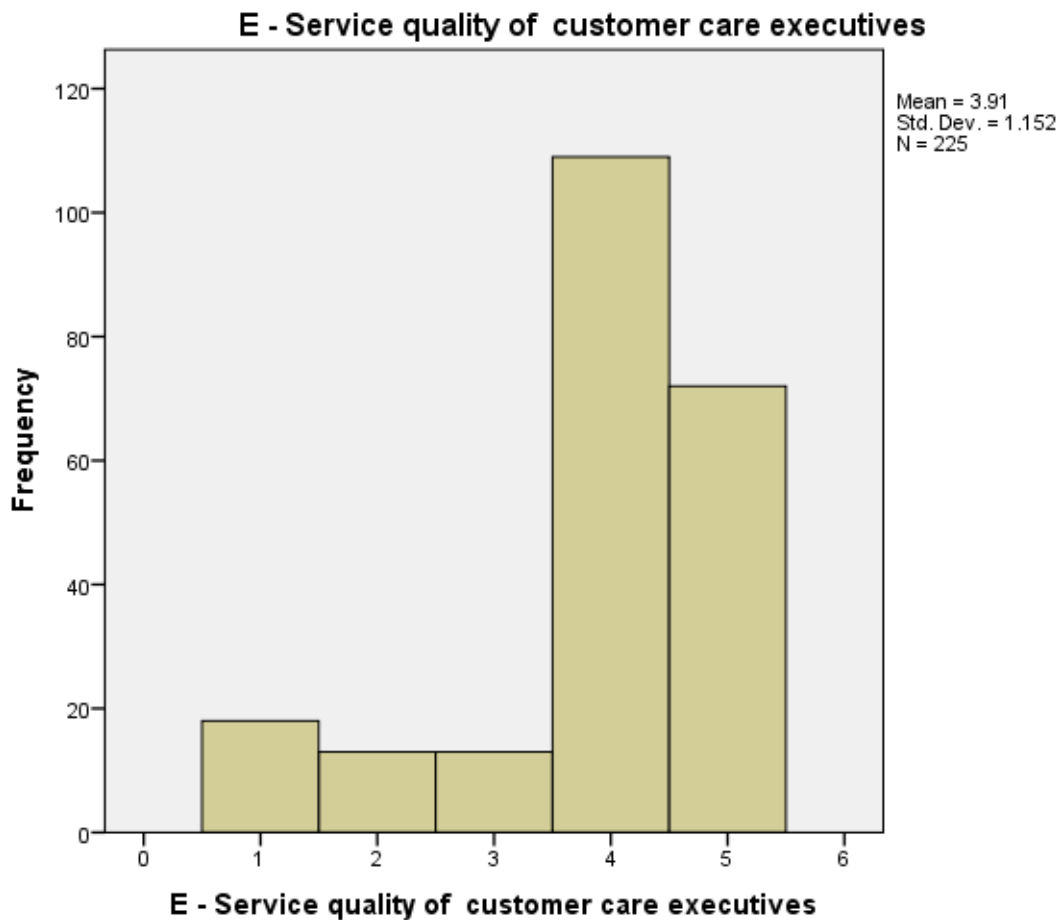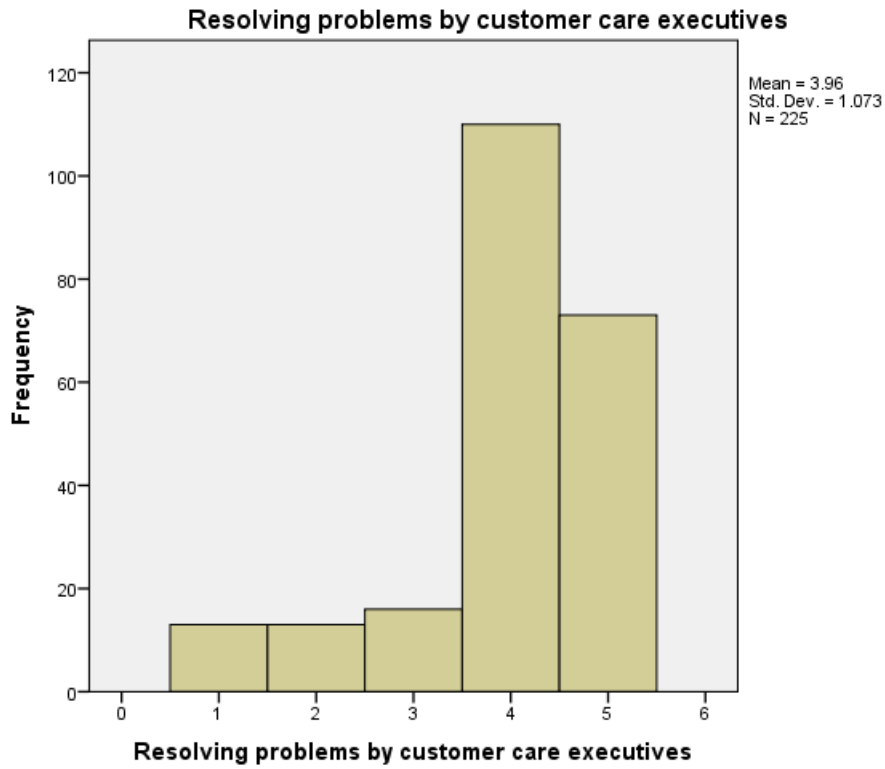

With total GB giving by your service provider

Mean = 1
Std. Dev. = 0
N = 225

With the plan validity expiry

Mean = 3.68
Std. Dev. = 1.469
N = 225

With the total amount of your pack

Mean = 3.35
Std. Dev. = 1.507
N = 225

With the additional benefits (if any)

Mean = 3.59
Std. Dev. = 1.32
N = 225

Network accessible in your college

Mean = 2.65
Std. Dev. = 1.444
N = 225

With the speed of your network

Mean = 3.36
Std. Dev. = 1.552
N = 225

With the network security

Mean = 3.94
Std. Dev. = 1.265
N = 225

With the data back up plan

Mean = 3.63
Std. Dev. = 1.38
N = 225

With the data back up plan

With toll free number services

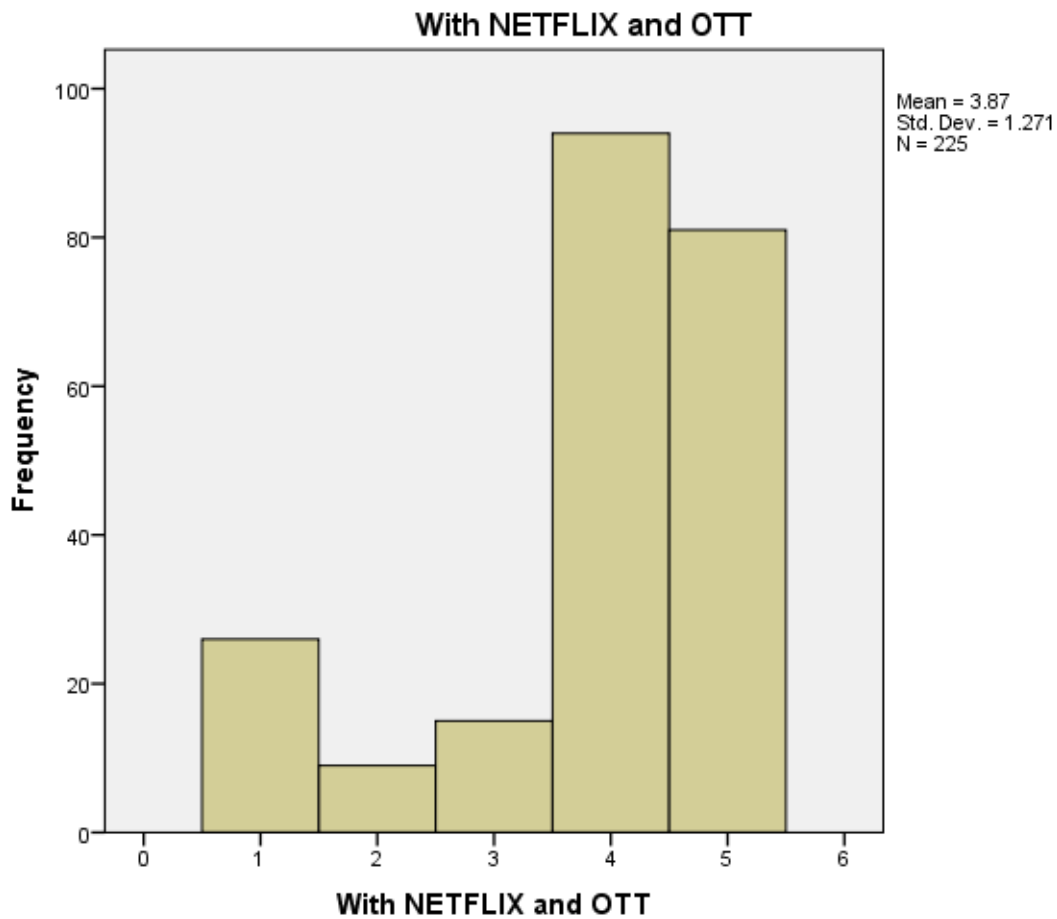Mean = 3.9
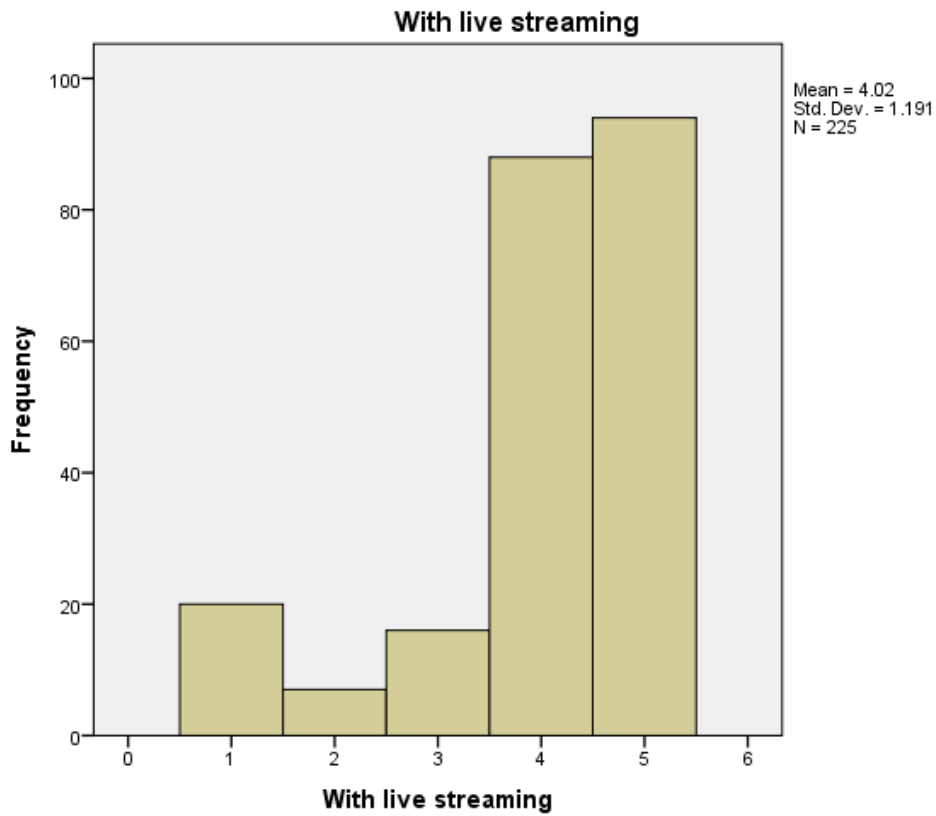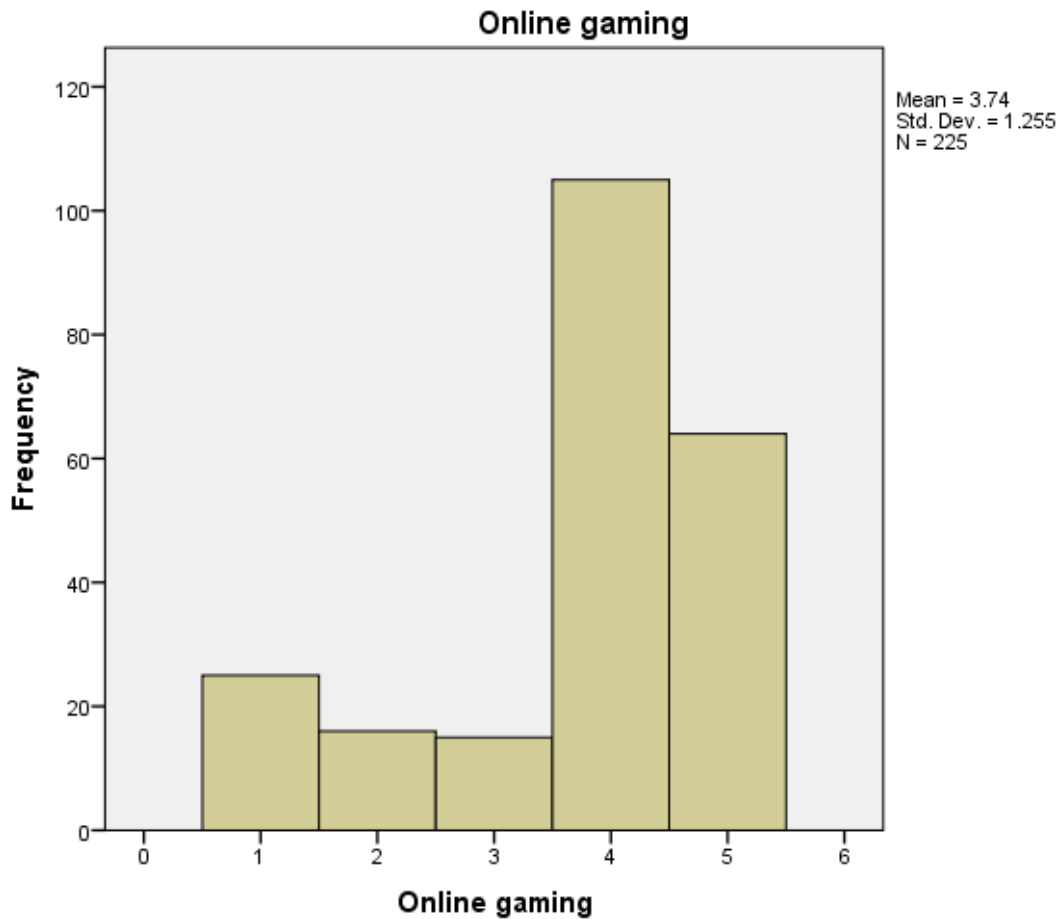Std. Dev. = 1.219
N = 225

With toll free number services

With solutions given by customer care executive
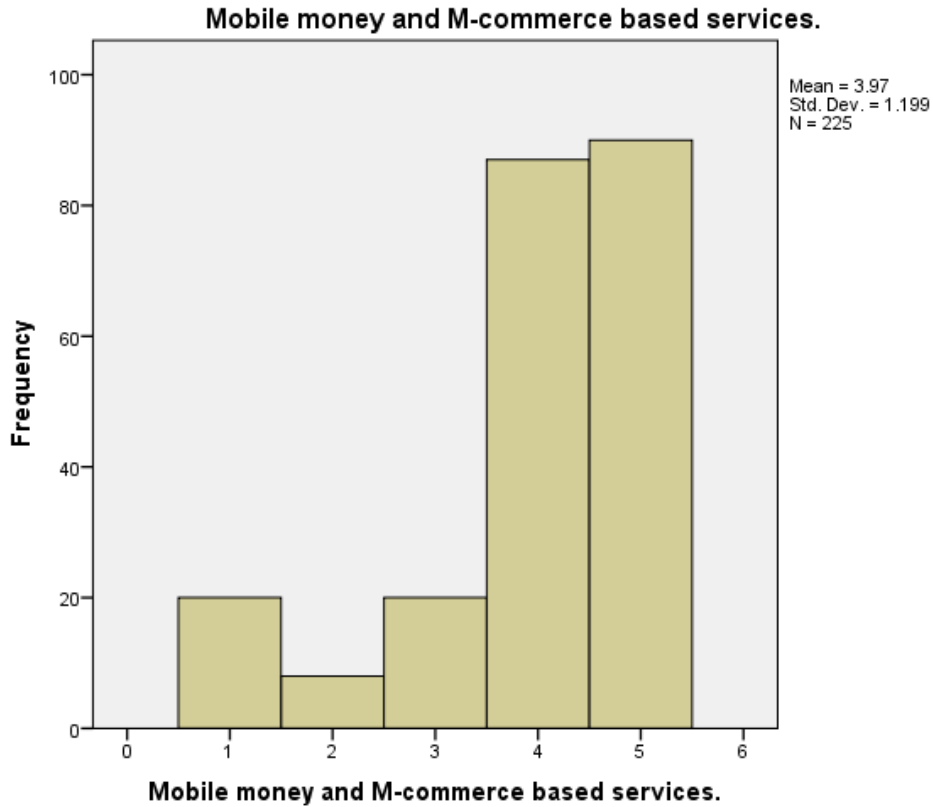

Mean = 3.98
Std. Dev. = 1.118
N = 225

With solutions given by customer care executive

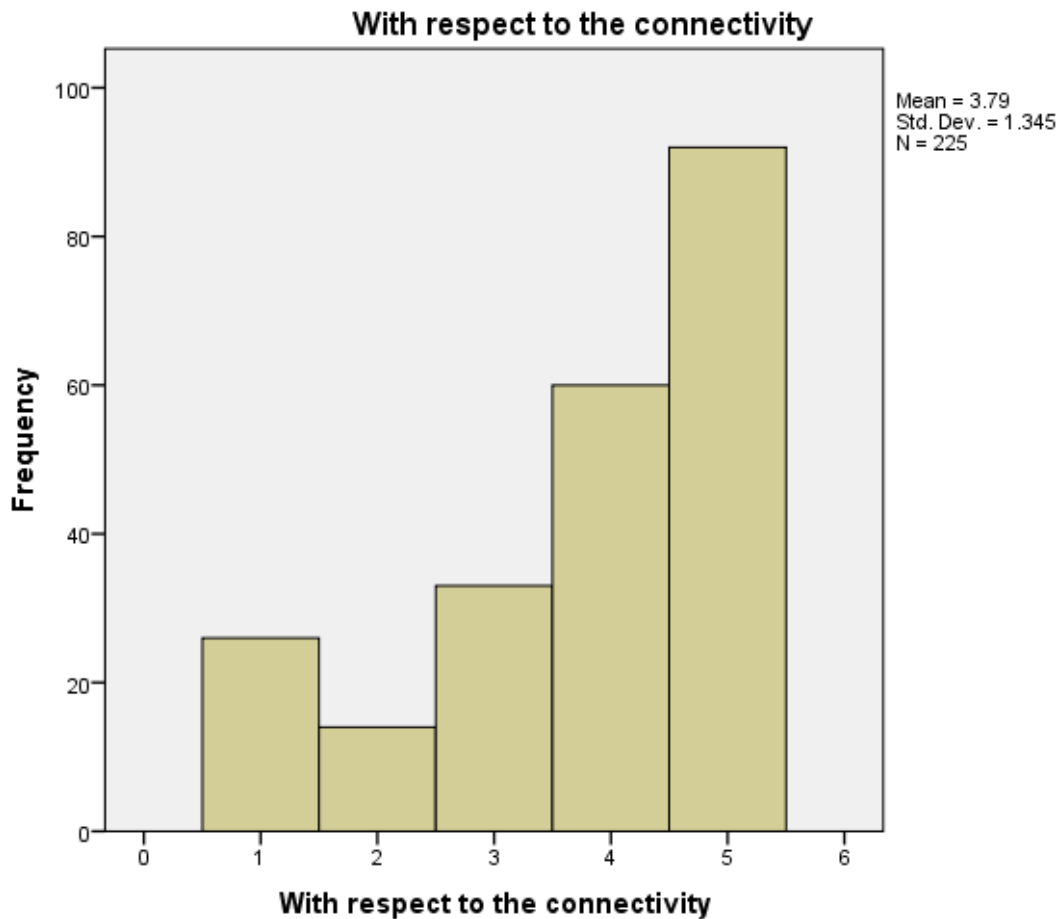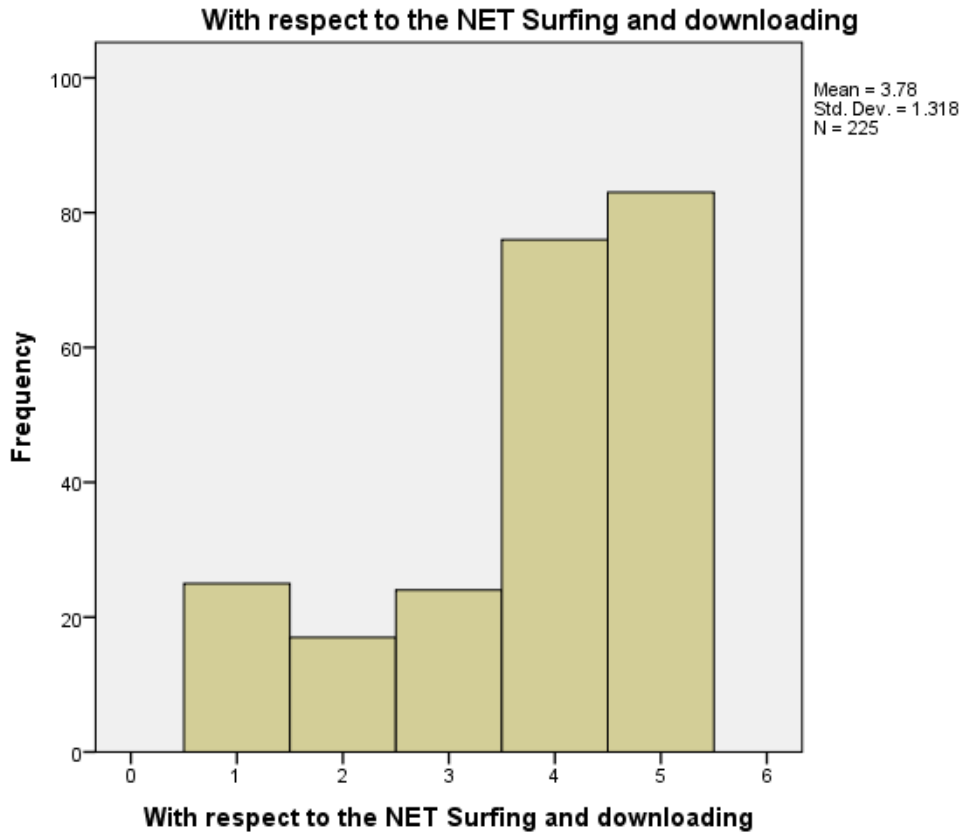**E - Service quality of customer care executives**

Mean = 3.91
Std. Dev. = 1.152
N = 225

E - Service quality of customer care executives

Resolving problems by customer care executives

Mean = 3.96
Std. Dev. = 1.073
N = 225

Resolving problems by customer care executives

E - Service quality of customer care executives

Mean = 3.91
Std. Dev. = 1.152
N = 225

E - Service quality of customer care executives

With live streaming

Mean = 4.02
Std. Dev. = 1.191
N = 225

With NETFLIX and OTT

Mean = 3.87
Std. Dev. = 1.271
N = 225

Mobile money and M-commerce based services.

Mean = 3.97
Std. Dev. = 1.199
N = 225

Online gaming

Mean = 3.74
Std. Dev. = 1.255
N = 225

With respect to the NET Surfing and downloading

With respect to the connectivity

Provided services at your door step

Mean = 3.72
Std. Dev. = 1.329
N = 225

Followed Covid - 19 Protocols

Mean = 3.99
Std. Dev. = 1.176
N = 225

9. CONCLUSION

The present study has been undertaken mainly to help the Mobile Phone Service Providers to take up their policy decisions for the benefit of their customers.

This study has brought to light certain problems faced by the respondents of University of Delhi students. The findings of the study show that the majority of the respondents were satisfied with their service provider and the study will also be helpful for these three companies (Airtel, Vodafone Idea and Reliance JIO). A maximum number of customers belong to the Reliance JIO in comparison to Airtel & Vodafone. They prefer pre-paid plans more. The tariff plan is not up to the mark, as per the students. Network connectivity is a major issue. They are not satisfied with customer care facilities as well as not with Value-added services. During COVID -19 whatever services were provided by Mobile service providers was satisfied.

10. REFERENCES

1. Annual Report 2014-15, Cellular Operators Association of India. Retrieved from: http://www.coai.com/media-room/news..../coai-in.../coai-annual-report-2014-15...
2. Annual Report 2014-15, Department of Telecommunications, New Delhi. Retrieved from: http://www.dot.gov.in/reports-statistics/annual-report-2014-15-0.
3. Pandiya, D. K., Kumar, B., & Choudhury, M. H. (2014). A Study of Customer satisfaction on Telecom Service Providers. Indian Journal of Research, 3(5), 57-60. [37]
4. Pavlickova, M. Evaluation of customer satisfaction using the Quality Function Deployment. In Proceedings of the 2015 16th International Carpathian Control Conference (ICCC). [38] Popli, G. S., & Madan, D. (2013). Determinants of Customer Satisfaction in Telecom Industry-A Study of Indian Telecom Industry. Available at SSRN 2277570.
5. TROI. (2010). The Indian Telecom Services PerformanceIndicators April - June 2010. Telecom Regulatory Authorityof India, New Delhi, India.
6. Chaterjee, D. and Chaudhari, I. (2010).A study of Market Share and factor affecting the choice of cellular service provider among young age group of Kolkata.IUP Journal of Marketing Management, 9(3): 41-56
7. Churchill, G.A. and Surprenant, C. (1982).An investigation into the determinants of customer satisfaction. Journal of Management Review, 19(4): 491-504
8. Hossian, M.M. and Suchy, N.J. (2013). Influence of customer satisfaction on loyalty: A study on mobile telecommunication industry. Journal of Social Sciences, 9(2): 73-80.
9. Palaniappan, G. and Sengottaiyan, A. (2015).Customer perception towards mobile services- A case study of BSNL in Bhavani town. International Research Journal of Engineering and Technology, 2(4): 473
10. Pandia, D.K., Kumar, B. and Choudhury, M.H. (2014).A study of customer satisfaction on telecom service providers. Indian Journal of Research, 3(5): 57-60.
11. Paulrajan, R. and Rajkumar, H. (2011).Service quality and customer preference of cellular mobile service providers. JTMI, 6(1): 38-45
12. Shah, C. (2012).Consumer preferences for mobile service providers: An empirical study in Bardoli. International Journal of Management and Technology, 2(8): 1-20
13. Sivasubramanian, M. (2014).Service quality and its impact on customer satisfaction towards mobile sector of Tamil Nadu. Asia Pacific Journal of Research, 1(17): 139-147