

# Measuring Customer Satisfaction of Mobile Phone Users: A Comparative Study between Grameen Phone and Teletalk Based on Khulna City, Bangladesh

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## Abstract

The present study is basically an attempt to examine the customer satisfaction toward the existing attributes of Grameen phone and Teletalk based on Fishbein's Multi-Attribute Attitude Model. Twenty factors have been considered for justifying the result of this study. The research is based on the primary data. 200 respondents have been selected randomly from different areas of Khulna City in Bangladesh. In this study, the hypotheses were developed in the light of objectives of this study, where,  $H_0$  = there is no difference between mean of each attribute of Grameen phone and Teletalk, and  $H_1$  = there is difference between mean of each attribute of Grameen phone and Teletalk,. It has found that overall customer attitude toward Grameen Phone is 166.1923, whereas Teletalk is 78.939. In most of the cases (17 out of 20), customers show positive attitude towards Grameen Phone than that of Teletalk.

**Key Words:** Customer Satisfaction, Multi-Attribute Attitude Model,

## 1. Introduction

In almost every industry, customers are becoming ever more demanding, and in most cases they have more options to choose from than ever before. Thus every brand is facing intense competition that induces the brand manager to measure the customer satisfaction (Fornell, 1992). Specifically, the expansion of cell phone, along with customized services, has created a severe implied competition in this sector and like other industry measuring customer satisfaction of mobile industry becomes an important issue to achieve ultimate goals of this sector in Bangladesh. There are six mobile companies operate in Bangladesh presently. The competition among all the companies in Bangladesh within this industry is increasing day by day. The scenario is proved from the following table.

### Insert Table 1 here

GrameenPhone is the market leader with approximately 46% market share based on customers (<http://press.telenor.com>). From the market share and technical capability point of view, GP is clearly ahead of other competitors. Although Banglalink was the challenger but its activities was not so much threat for GP. Since the market payers designed their strategy with traditional armors therefore, the culture and practice of innovation was not appropriately nurtured in this industry. The competition among the industry is escalating day by day because Robi, Citycell, Airtel and Teletalk are trying to increase their customer. The study actually conducted between Grameen Phone and Teletalk (government own mobile company in Bangladesh) because of increasing the competition among the firms within this industry in Bangladesh.

## 2. Literature Review

Customer satisfaction is the post consumption feeling or attitude of a consumer toward a product/service (Metawa et al.; 1996). In case of services, customer satisfactions is often related to service quality and service features such as convenience, competitiveness, and location of service provider (Naser et al.; 1999).

Though customer satisfaction is the parameter whether customers will leave or stay with the organization, Reichheld, (1996) suggest that dissatisfied customers do not leave the organization if they do not expect to receive better service elsewhere as well as satisfied customers may look for other providers if they believe they might receive better service elsewhere. But keeping customers with the firm depend on a number of factors such as wider range of product choices, greater convenience, better prices, and enhanced income (Storbacka et al., 1994). Moreover, only the satisfied customer is converted as loyal customer (Fornell, 1992), in his study, remarks that although customer satisfaction and quality come out to be important for all firms, satisfaction is more important for reliability in industries such as mobile phones, insurance, mail order, and automobiles. Increasing customer satisfaction has been found to direct to higher future profitability (Anderson et al.; 1994), lower costs related to substandard goods and services improved buyer readiness to pay price premiums, provide referrals, and use more of the product (Reichheld 1996; Anderson and Mittal 2000), and higher levels of customer preservation and loyalty (Fornell 1992; Anderson and Sullivan 1993; Bolton 1998). Increasing loyalty, in turn, has been found to lead to increases in future profits (Fornell 1992; Anderson et al., 1994) and reductions in the cost of future dealings (Reichheld 1996; Srivastava et al.,1998). All of this experiential data suggests that customer satisfaction is valuable from both a customer goodwill viewpoint and an organization's monetary perspective.

According to Drucker (1954), the principle purpose of a business is to create satisfied customers. Customer satisfaction is merely a response to the value proposition offered in specific products/markets (Reidenbach, 1995). By this view, organizations must determine how customers define value in order to provide value-added services. Reidenbach (1995) argued that customer value is a more viable element than customer satisfaction because it includes not only the usual benefits that most organizations focus on but also a consideration of the price that the customer pays. Customer value is a dynamic that must be managed. Stafford (1994) found that customers want courtesy, friendliness and convenience. But that consumer also views "fair prices, concerned management and institutional stability as integral components of the service process"

The customer handling ability to be simultaneously satisfied and dissatisfied with different attributes of the offering is important to marketers; by understanding the relative importance of attributes, marketers can spend resources on those attributes that increase levels of overall satisfaction while avoiding expenditures on attributes that have little influence on overall satisfaction (Kellar and Preis, 2003) Several studies in the marketing literature have considered the relationship between customer satisfaction and performance at the firm level. Not amazingly, the results generally prove that customer satisfaction provides economic profit to the firm. For example, customer satisfaction has been linked to increased revenues (Fornell, 1992; Gómez, McLaughlin & Wittink, 2004; Rust, Zahorik, & Keiningham, 1995), more inelastic demand (Anderson, 1996), and compact costs for attracting new customers and other costs associated with poor quality, defects and complaints (Anderson, Fornell, & Rust, 1997). Reflecting these benefits, customer satisfaction has been found to positively affect a firm's profitability (Anderson, Fornell, & Lehmann, 1994; Aaker & Jacobson, 1994; Capon, Farley, & Hoeni, 1990), and its market value (Aaker & Jacobson, 1994; Ittner & Larcker, 1998). While extant literature provides evidence for the positive effect of a firm's customer satisfaction, little if any research has considered the effect of rivals' customer satisfaction on a firm's performance. A number of other researches also asserted increasing emphasis on increasing customer satisfaction and customer retention through improved quality of their services (File & Prince, 1992)

From the analysis of literature review, some elements can be taken as the indicator of performance measurement criteria of the mobile company. And these are both main and value added service. The company needs to identify a customer want and desire to fulfill his or her needs.

### **3. Objectives of the study**

The main objective of the study is to compare the level of customer satisfaction between Grameen Phone and Teletalk.

The specific objectives are

- Identify the different attributes of the service of mobile phone companies that influence the level of customer satisfaction
- Measuring the level of customer satisfaction in terms of existing attributes
- More specifically, the hypothesis of this study is as

Ho:  $\mu \text{MAG} = \mu \text{MAT}$

H1:  $\mu \text{MAG} \neq \mu \text{MAT}$

Where, Ho = Null Hypothesis

H1 = Alternative Hypothesis

$\mu \text{MAG}$  = Mean of Attributes of Grameen Phone

$\mu \text{MAT}$  = Mean of Attributes of Teletalk

#### 4. Methodology of the Study

The study is mainly based on primary data that has been collected randomly from a sample of 200 (100 from each mobile company) end users either of Grameen phone or Teletalk through a structured questionnaire with 7 point scale where 1 indicate not satisfied at all (NS), 2 indicate very dissatisfied (VD), 3 indicate dissatisfied (D), 4 indicate neutral (N), 5 indicate satisfied (S), 6 indicate very satisfied (VS), 7 indicate highly satisfied (HS). To make the sample more representing, for each 100 respondents, 15 were service holders, 15 were businessmen, 35 were students, 35 were non-service holders and 10 respondents have been chosen from the employee of Grameen phone or Teletalk.

Simple random sampling has been used for sampling. Mean score, standard deviation as well as variances have been calculated on the basis of degree of evaluation by the respondents on Fishbein's Multi-Attribute Attitude Model. Moreover, if the calculated value (z) is greater than critical value (zc), then it rejects the null hypothesis and accepts the alternative hypothesis. Model Regarding Customer's Attitude toward the Existing Attributes of Grameen Phone and Teletalk

Fishbein's Multi-Attribute Attitude Model was mainly developed by Martin A. Fishbein in 1963. According to this model, attitudes are viewed as having two basic components. One is the belief about the specific factors of an object and another is the overall evaluation about the specific factors of an object. The factors could be Call Rates, FnF, Pick/off pick hour, SMS, International SMS, Internet SMS, Voice SMS, Call Block, MMS, GPRS/Internet, WAP, Puss-pull service, Instant Recharging, Voice based Service, International Roaming, Economy ISD, Customer care Services, Network, Electronic Payment System, Missed Call Alert. It implies how an individual evaluates the importance of each attribute of the object in satisfying his/her need. Now it can be calculated customer's attitude towards the selected mobile phones companies by using Fishbein's Multi-Attribute Attitude Model. So this model is formulated as follows

$$A_0 = \sum_{i=1}^n b_i.e_i$$

Where  $A_0$  = Person's overall attitude towards the object.

$b_i$  = The strength of one's belief about the attribute (i) or factor of that object.

$e_i$  = the evaluation of feelings of the attribute (i) or factor.

n = the number of salient attributes

#### 5. Findings of the Study

The major findings regarding customer satisfaction between Grameen Phone and Teletalk are given below:

**Insert Table 2 here**

According to the above table that 80% customers are satisfied regarding all the factors of Grameen Phone (where, 23% were satisfied, 27% were very satisfied and 30% were highly satisfied) whereas, 58% customers are satisfied regarding all the factors of Teletalk (where, 21% were satisfied, 20% were very satisfied and 17% were highly satisfied). The mean value of all the factors of Grameen phone and Teletalk are respectively 5.57 and 4.74 which also indicate that consumer are more satisfied on Grameen phone than Teletalk.

**Insert Table 3 here**

The above Table: 3 that 79% customers maintain favorable attitude toward all the factors regarding Grameen Phone (where, 24% were, 28% were and 27% were very strongly believe). Moreover, 12% expressed their neutrality. Furthermore, rests of the 6% expressed disbelieve, 2% very disbelieve and 1% strongly disbelieve toward all the factors of Grameen phone. On the other hand 61% customers are satisfied regarding all the factors of Teletalk (where, 23% were believed, 21% were strongly believe and 17% were very strongly believe). Moreover, 16% expressed their neutrality. Furthermore, rests of the 12% expressed disbelieve, 8% very disbelieve and 3% strongly disbelieve toward all the factors of Teletalk. The value of mean of all the factors of Grameen phone is 5.48% which lies in believe category while mean value of Teletalk is 4.79, which lies in neutral category.

Asking questions regarding evaluation and believe of 20 factors to the customers, it can be found that their overall attitude towards the existing factors of Grameen Phone and Teletalk individually. Now, the overall attitudes of Grameen Phone and Teletalk were shown below in the following table

**Insert Table 4 here**

From the table it can be observed that, the overall attitude of customers towards the existing attributes of Grameen Phone  $A_o = 166.1923$ , whereas, Teletalk  $A_o = 78.939$ . From the above table, it is seen that for most of the factors, customers hold positive attitude towards the Grameen phone such as Pick/off pick hour, SMS, International SMS, Internet SMS, Voice SMS, Call Block, MMS, GPRS/Internet, WAP, Puss-pull service, Instant Recharging, Voice based Service, International Roaming, Economy ISD, Customer care Services, Network, Electronic Payment System, Missed Call Alert but in case of Call Rates, FnF customers hold better attitude towards Teletalk than that of Grameen phone. It is also noted that there is a negative attitude of customer towards the network facilities of Teletalk.

**Insert Table 5 here**

From the above table (table: 5) the hypotheses are tested by using differences between the two means. The calculated 'z' values on above table are determined by using the following formula:

$$Z = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{S_1^2}{n} + \frac{S_2^2}{n}}}$$

Where,

Z = Calculated value

$\bar{X}_1$  = The mean value of the variables of Grameen phone

$\bar{X}_2$  = The mean value of the variables of Teletalk

$S_1^2$  = The standard deviation of the variables of Grameen phone

$S_2^2$  = The standard deviation of the variables of Teletalk

n = Number of respondents

At 5% level of significance, the critical value of z for two tailed test is =  $\pm 1.96$ . If the computed value of z

is greater than +1.96 or less than -1.96, then reject  $H_0$ , otherwise accept  $H_1$ . The above table represents that 3 variables are accepted whereas rest of the 17 variables are rejected i.e. there is a significant difference in terms of the 17 variables whereas, there are no significant differences in terms of the 3 variables (call rate, pick/ off-pick hour, missed call alert).

## 6. Recommendations and Conclusion

At present customer satisfaction is the main factor in choosing the best alternative; customers always consider the different service of a mobile company when they purchase the connection. That means, they expect more benefits than the cost. So the customers want to get more opportunities and attributes from the mobile company to their connection. To add new attributes with the current services and satisfying customers, the manager of Teletalk should improve all the factors and the manager of Grameen phone should reduce call rate and provide better facilities for the customers of other operator.

This study finds that the overall customer satisfaction of Grameen phone is 5.57 and Teletalk is 4.74. However, the customer satisfaction of cell phones is significantly dependent upon call rate, different charges, strong network, customer care centre services and smooth talking. The remaining factors, sms charge, voice sms charge, sms sending and help line charge do not have significant statistical evidence to improve the customer satisfaction of cell phones. Call rate of cell phone is found to be the most relevant with the cell phones' customer satisfaction irrespective to the occupation, age, and gender differences. The customers of Grameen phone is comparatively more satisfied than that from Teletalk as they enjoy low call rate, better customer services, additional benefits, different bonus given by the companies yield higher level of satisfaction. Teletalk, on the other hand, have inadequate benefits, facilities and very poor network, resulting in comparatively lower level of customer satisfaction..

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**Table- 1: The Increasing Scenario of Mobile Phone Users in Bangladesh**

Year	Total number of Mobile Phone Active Subscribers
June 2007	27.72 million
June 2008	43.7 million
June 2009	46.69 million
June 2010	59.98 million
June, 2011	76.434 million

Source: [www.btrc.gov.bd/newsandevents/mobile\\_phone\\_subscribers](http://www.btrc.gov.bd/newsandevents/mobile_phone_subscribers)

**Table-2: Customers' Overall Satisfaction towards the Existing Attributes of Grameen Phone and Teletalk**

Satisfaction Level	Grameen Phone					Teletalk				
	F	Percent	Mean	SD	Var	F	Percent	Mean	SD	Var
NS	0	0	5.57	1.29	1.68	3	3	4.74	1.59	2.53
VD	2	2				8	8			
D	6	6				13	13			
N	12	12				18	18			
S	23	23				21	21			
VS	27	27				20	20			
HS	30	30				17	17			
Total	100	100				100	100			

Source: Field survey

**Table-3: Customers' Overall evaluation about the Attributes as a whole regarding Grameen Phone and Teletalk**

Satisfaction Level	Grameen Phone					Teletalk				
	F	Percent	Mean	SD	Var	F	Percent	Mean	SD	Var
SD	1	1	5.48	1.33	1.76	3	3	4.79	1.58	2.50
VD	2	2				8	8			
D	6	6				12	12			
N	12	12				16	16			
B	24	24				23	23			
SB	28	28				21	21			
VSB	27	27				17	17			
Total	100	100				100	100			

Source: Field Survey

**Table 4: Measuring overall customer attitude toward the existing Attributes of Grameen Phone and Teletalk**

S.L	Factors/Attributes	GP			Teletalk		
		ei	bi	eibi	ei	bi	eibi
1	Call Rates	1.16	5.19	6.02	1.73	5.75	9.94
2	FnF	0.74	5.03	3.72	0.86	4.98	4.28
3	Pick/off pick hour	0.88	4.91	4.32	0.61	4.38	2.67
4	SMS	1.29	5.56	7.17	0.5	4.63	2.31
5	International SMS	1.57	5.61	8.80	0.36	4.4	1.58
6	Internet SMS	1.83	5.86	10.72	1.2	4.63	5.55
7	Voice SMS	1.29	5.36	6.91	0.48	4.44	2.13
8	Call Block	1.2	5.57	6.68	0.61	4.86	2.96
9	MMS	1.31	5.46	7.15	0.42	4.08	1.71
10	GPRS/Internet	1.65	5.92	9.76	1.07	4.88	5.22
11	WAP	1.62	5.45	8.82	1.11	5.29	5.87
12	Puss-pull service	1.14	5.24	5.97	0.79	4.5	3.55
13	Instant Recharging	2.27	6.28	14.25	1.44	5.06	7.28
14	Voice Based Service	1.91	5.67	10.82	1.21	5.07	6.13
15	International Roaming	1.81	5.65	10.22	0.92	4.46	4.10
16	Economy ISD	1.02	4.91	5.00	0.52	4.77	2.48
17	Customer care Services	1.64	6.07	9.95	0.4	4.36	1.74
18	Network	2.18	6.21	13.53	-0.63	3.29	-2.07
19	Electronic Payment System	1.4	5.6	7.84	0.86	5.1	4.38

20	Missed Call Alert	1.48	5.71	8.45	1.32	5.35	7.06
Total				166.19			78.93

Source: Field Survey

**Table – 5: Test of Hypothesis**

Attributes	GP		Teletalk		Calculated Z value	5% level of significance Critical value	Result (Ho)
	Mean	SD	Mean	SD			
Call Rates	1.16	1.254751	1.73	0.947154	-3.84128	-1.96	Accepted
FnF	0.74	1.418591	0.86	1.421408	-0.71207	-1.96	Rejected
Pick/off pick hour	0.88	1.531535	0.61	1.548515	1.538455	1.96	Accepted
SMS	1.29	1.313735	0.5	1.609348	4.620687	1.96	Rejected
International SMS	1.57	1.266925	0.36	1.670449	7.060017	1.96	Rejected
Internet SMS	1.83	1.03976	1.2	1.392839	4.039292	1.96	Rejected
Voice SMS	1.29	1.336376	0.48	1.65215	4.685506	1.96	Rejected
Call Block	1.2	1.555635	0.61	1.586789	3.328278	1.96	Rejected
MMS	1.31	1.610559	0.42	1.72731	4.871418	1.96	Rejected
GPRS/Internet	1.65	1.089725	1.07	1.505025	3.600644	1.96	Rejected
WAP	1.62	1.120536	1.11	1.392085	3.217412	1.96	Rejected
Push-pull service	1.14	1.456159	0.79	1.681041	1.976046	1.96	Rejected
Instant Recharging	2.27	0.759671	1.44	1.134196	6.031195	1.96	Rejected
Voice Based Service	1.91	1.049714	1.21	1.491945	4.390757	1.96	Rejected
International Roaming	1.81	1.101771	0.92	1.591729	5.422899	1.96	Rejected
Economy ISD	1.02	1.455885	0.52	1.64	2.841696	1.96	Rejected
Customer care Services	1.64	1.08185	0.4	1.311488	8.015298	1.96	Rejected
Network	2.18	0.804736	-0.63	1.277928	19.47138	1.96	Rejected
Electronic Payment System	1.4	1.456022	0.86	1.618765	3.079543	1.96	Rejected
Missed Call Alert	1.48	1.276558	1.32	1.441388	0.970509	1.96	Accepted

Source: Field Survey



**Table – 6: Survey Data**

SN	Key Issue	Name of Company	Very Strongly Believe (3)	Strongly Believe(2)	Believe (1)	Neutral (0)	Disbelieve (-1)	Very Disbelieve (-2)	Strongly Disbelieve (-3)	Mean	SD	Var
1	Call Rates	GP	12	34	27	15	9	3	0	1.16	1.254751	1.5744
		Teletalk	23	39	26	12	0	0	0	1.73	0.947154	0.8971
2	FnF	GP	13	15	36	17	10	6	3	0.74	1.418591	2.0124
		Teletalk	14	20	33	14	12	4	3	0.86	1.421408	2.0204
3	Pick/off pick hour	GP	16	25	23	13	15	6	2	0.88	1.531535	2.3456
		Teletalk	12	22	21	19	14	10	2	0.61	1.548515	2.3979
4	SMS	GP	20	27	30	13	6	3	1	1.29	1.313735	1.7259
		Teletalk	14	16	23	20	11	12	4	0.5	1.609348	2.59
5	International SMS	GP	30	24	28	11	5	2	0	1.57	1.266925	1.6051
		Teletalk	17	13	14	22	19	9	6	0.36	1.670449	2.7904
6	Internet SMS	GP	32	34	19	15	0	0	0	1.83	1.03976	1.0811
		Teletalk	18	33	19	16	10	3	1	1.2	1.392839	1.94
7	Voice SMS	GP	20	28	31	9	8	2	2	1.29	1.336376	1.7859
		Teletalk	14	18	22	12	19	12	3	0.48	1.65215	2.7296
8	Call Block	GP	25	30	10	15	16	3	1	1.2	1.555635	2.42
		Teletalk	15	18	22	20	12	9	4	0.61	1.586789	2.5179
9	MMS	GP	32	22	18	12	8	5	3	1.31	1.610559	2.5939
		Teletalk	16	18	15	20	11	14	6	0.42	1.72731	2.9836
10	GPRS/Internet	GP	28	25	35	8	4	0	0	1.65	1.089725	1.1875
		Teletalk	22	18	31	12	9	7	1	1.07	1.505025	2.2651
11	WAP	GP	27	29	26	15	3	0	0	1.62	1.120536	1.2556
		Teletalk	20	24	20	23	10	2	1	1.11	1.392085	1.9379
12	Puss-pull service	GP	26	18	16	28	9	2	1	1.14	1.456159	2.1204
		Teletalk	19	23	20	13	11	9	5	0.79	1.681041	2.8259
13	Instant Recharging	GP	45	38	16	1	0	0	0	2.27	0.759671	0.5771
		Teletalk	22	25	33	15	5	0	0	1.44	1.134196	1.2864
14	Voice Based Service	GP	37	29	24	8	2	0	0	1.91	1.049714	1.1019
		Teletalk	26	22	20	18	9	3	2	1.21	1.491945	2.2259
15	International Roaming	GP	35	28	21	15	1	0	0	1.81	1.101771	1.2139
		Teletalk	20	19	30	9	11	8	3	0.92	1.591729	2.5336
16	Economy ISD	GP	19	22	25	16	13	4	1	1.02	1.455885	2.1196
		Teletalk	16	15	22	16	17	11	3	0.52	1.64	2.6896
17	Customer care Services	GP	24	34	28	11	2	1		1.64	1.08185	1.1704
		Teletalk	5	17	26	28	15	7	2	0.4	1.311488	1.72

18	Network	GP	42	35	22	1	0	0	0	2.18	0.804736	0.6476
		Teletalk	0	10	15	22	18	25	10	-0.63	1.277928	1.6331
19	Electronic Payment System	GP	25	35	16	12	6	3	3	1.4	1.456022	2.12
		Teletalk	20	19	26	11	13	8	3	0.86	1.618765	2.6204
20	Missed Call Alert	GP	26	30	18	19	6	1	0	1.48	1.276558	1.6296
		Teletalk	25	27	22	13	8	4	1	1.32	1.441388	2.0776

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