

Assessing Customers' Perceived Service Quality of Mobile Service Provider: A Comparative Study of Young Adults in West Bengal and Chhattisgarh

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Abstract: Assessing customer's expectation and experience is an important factor of all service organization. It is very much true for mobile service operators operating in Indian market. In the present study we have done a comparative study on perceived service quality of customers of mobile service provider of young adults in West Bengal and Chhattisgarh. Study address six questions to address customers' expectation and experience from various dimensions regarding mobile service of young Indian of West Bengal and Chhattisgarh. Total 617 participants have been taken as sample. Statistical analysis included descriptive statistics, Paired Sample t-test, One-way ANOVA and Two-way ANOVA, Kruskal Wallis Test and Wilcoxon Signed Rank Test used for study. The study uncovers significant issues relating to the perceptions of mobile services among young adults and provides abundant directions to service providers to improve their offerings to this very significant segment of mobile users. It also reveals several interesting trends and findings for academicians and researchers and presents them with abundant opportunities to delve deeper into several areas through additional research.

Keywords: Perceived service quality, Expectation, Experience, Mobile service, ANOVA

1. Introduction

Marketing is a societal process which fulfills human and social needs. Only development of products and their market does not always serve the purpose of marketing and along with this other factors such as

service of the product is same important. It is an established fact that day by day the importance of services is gaining more importance as compared to products. Marketers are trying to develop their USP by providing superior service value to the customers'. There are a few industries like telecommunication, banking, health care, hotel industry etc. where major focus have been given importance on service and they always measure customer satisfaction by focusing providing expected service. If expectation is greater than experience, customers are more satisfied and it develops strong positioning of the company in the market. Improvement of service quality is a crucial part of many organizations and it denotes their success or failure (Thompson, Green & Bokma 2000). For the service oriented firms, customer retention and market growth depends on the quality of services they provide to their customers (Slu & Mou 2003). SERVQUAL is a popular model used by the service firms to measure customer satisfaction from service point (Zeithaml et al 1988). This model stated that to measures the difference between customer expectation and perception, firms need to access some important characteristics of service quality parameters and these are tangibility, reliability, responsiveness, assurance and empathy (Bitner et al ., 1990; Parasuraman et al 1985).

After liberalization and internationalization, we observed significant changes in the telecommunication sector, it is become important sectors where service quality has been measured in a very high level and corporate all the time measured different dimension to evaluate customer satisfaction because it strongly related to success of the organization. For that most of the company use SERVQUAL model to assess their customer satisfaction in terms of service provided (Yavas, Bilgin, Semmuel 1997). In India, we observed a significant growth of mobile sectors in terms of user and revenues and now the growth not only restricted to urban market, it spread over to rural market with a high volume. With the increasing demand of this sectors develop strong competition within the major players and all of them are struggling to increase their customer base and association with customers. In this sense it is very much important to measure the service quality to minimize the gap of customer expectation and experience. It is noted from various studies that that among the various dimensions, there are 22 dimensions marketers give more importance before measuring performance of service quality by the firms and these are reliability, responsiveness, competence, accessibility, courtesy, communication, credibility, security, understanding, tangibles, contents, efficiency, fulfillment, privacy, assurance empathy, convenience and few others (Parasuraman et al., 1985; Zethamal et al., 1988; Joseph et al. 1999; Zethamal et al., 2002; Yang& Fang., 2004). Mobile service provider get huge importance in connection with other services like banking, hospitality etc. it is a services where consumers and corporate both are using for solving their purpose and in the present context mobile service act as necessary components of everyone life.

Uses of mobile devices is increasing from customer and company perspective and most of the business are operating of their various activities through mobile or other instrument but all of them take the help of mobile service providers. The shifting of market conditions from traditional view point to modern viewpoint and it further moves to digital market. For that uses of internet or wifi are increasing because of rapid growth of information and communication technology (Wu and Wang, 2005). The invention may cause of development of mobile commerce which is most lucrative force in the present day marketers and customers (Lu et al., 2009). Most of the companies providing e-commerce service only with depend on mobile service provider and gaining competitive advantages in the market and develop a good market response and consumers also trying to shift themselves from traditional method to digital. The process is only possible because of invent of mobile communication services (Tureland & Serenko, 2006).

Therefore, we can comments from the above discussion that mobile service takes an important part of every business operations. It is itself a service provider and strongly associated with all other service and nor service operator firms for their business operation. It is such as service which gain importance from both customers and marketers point of view. Looking into the fact the present study was trying to evaluate service quality of major service provider in two high cultural zones that is Kolkata and Chhattisgarh.

2. Literature Review

Marketers evaluate their service quality on the basis of customers' assessment to the service and the way it is utilized (Eshghi et al., 2008). For that most of the companies try to deliver high quality service which is in integrated nature and also cover various aspects required by the customers' for fulfilling their need. It also develops customer retention with all round satisfaction towards service provider (Ghylin et al., 2008). Marketers consider few important characteristics like "intangibility, heterogeneity and inseparability" at the time of measuring service quality (Parasuraman et al., 1985, Ladhari, 2008). This is most common method to measure service quality. In marketing, customer satisfaction gets prime importance for sustaining a business. On the same contrary in service, if marketers able to provide high quality service where performance of the service is greater than customer expectation that service quality be prove to be high if not than customer become dissatisfied and marketers need to take care where it fails and service quality become low (Asubonteng et al.,1996). Marketers try to understand customer need and wants before designing their service quality parameters and its linkage with. In case of mobile service provider this tendency is quite higher because here customers instantly evaluate the performance of the service provider in comparison with their expectation (Parasuraman et al., 1988). When we talk about perceived service quality, it is nothing but service outcome assess by the customers on the various proposition of the service provided by the company (Gronroos, 1984). It is psychological dimension of the customers' comes from their experience from a service provider and they evaluate with their expectation. If experience is bigger than expectation then customers become satisfied with the service provider (Cronin & Taylor, 1992). It is overall evaluation of service experience in evaluation of all the expectation (Jones & Suh, 2000). Organizations who constantly measure service quality and satisfy their customers, enjoy higher retention level of the customers which turns into more return of investment in terms of profitability and increase high level of customer loyalty (Wicks & Roethlein, 2009).

There is a common approach used by marketers to measure service quality that is, SERVQUAL. The SERVQUAL (Parasuram, 1988) model consists of five important dimensions had mentioned to access service, these are (a) tangibles, (b) reliability, (c) responsiveness, (d) assurance, and (e) empathy. In case mobile services, it is quite higher degree of contact shown by the customers. Product quality can be easily measured than service quality. Perceived service quality is the result of attitudinal changes of the customers' comes from their experience and expectation with performance of service provider turn to superiority or deficiency (Parasuraman, Zeithaml and Berry, 1988; Kahn, Strong and Wang 2002; Angell, Heffernan and Megicks 2008).

It came out from the research result that in composition of expectation and perception, which is more important that is customer satisfaction that has direct relation with purchase intention or behaviour to that

service. In case of mobile operating we found that customer buying intention depend how customer satisfied with the service provider. If customers are not satisfied they switch over. In the present day, it is easier job for the customer because in TRAI mentioned that a customer can change service provider without changing their number and switching cost are very low. There for mobile service operators customer satisfaction decided their customer retention (Cronin & Taylor, 1992).

Measuring service quality is a common practice followed by services firms as well as product oriented firm. In the present context most of the firms are using SERVQUAL model to measured service quality. Telecommunication and mobile service industries evaluate this model in a regular mode because here customers have a higher tendency to change service provider (Negi, 2009; Van der Wal, Pampalis and Bond 2002; Wang and Lo 2002; Leisen and Vance 2001; Ward and Mullee 1997). In the new rule of TRAI, it is quite easy for the customer to changes service provider without changes basic content. Mobile service operators constantly follow the customer trends and change their service operation procedure looking into various segments (Leisen and Vance 2001). They design different path of services in different time to attract and retain customers (Kim, Park and Jeong 2004). Therefore it is imperative that SERVQUAL model is an important tool to assess mobile service provider to measured perceived service quality (Wang and Lo 2002; Van der Wal, Pampalis and Bond 2002). In the present research we are trying to measure perceived quality of mobile service operator of West Bengal and Chhattisgarh using SERVQUAL model assessment.

3. Objectives of the Study:

1. To determine whether there is any significant difference in the expectation and experience of young adults.
2. To identify the difference in the expectation and experience of service providers with respect to each of the domains of customer's perception of quality of service providers.
3. To assess the expectation and experience regarding mobile service of young Indian of West Bengal and Chhattisgarh.
4. To examine whether there is any difference among young Indian adults in their expectation and experience of service providers.
5. To examine whether there is any gender differences among young Indian adults in their expectation and experience of service providers.
6. To examine whether there is any significant interaction effect between gender and location in affecting the expectation and experience of young Indian adults.

4. Method:

4.1. Participants: Participants were 617 young adults (Mean age=23.21, SD=2.70; Male=67% and Female=33%) using mobile phones at least for 2 years duration.

4.2. Tool: Customer expectation and perception was done using SERVQUAL Model.

4.3. Procedure: Data were collected from 221 customers from Chhattisgarh and 400 customers from West Bengal by administering a questionnaire with two sections, each containing 24 items on the expectation and experience of customers. After data collection, the data were scored and cleaned. Finally data were analyzed using parametric and non-parametric techniques.

4.4. Statistical Analysis: Statistical analysis included Descriptive statistics, Paired Sample t-test, One-way ANOVA and Two-way ANOVA, Kruskal Wallis Test and Wilcoxon Signed Rank Test.

5. Results:

5.1. To examine whether there is any significant difference in the expectation and experience of young adults

Paired Sample t-test was done to check significance of differences in the expectation and experience of young adults from their mobile service providers. Results indicated that there does exist significant differences in the expectation and experience of customers as indicated by significant t-value [t (420) = 24.16, $p < 0.0001$]. The mean values indicated that the experience of the customers is much less than their level of expectations from the service providers (Table 1).

Domain wise analysis for the difference in the expectation and experience also revealed significant differences for all the domains that is, Tangibles [t (420) =16.70, $p < 0.0001$], Reliability [t (420) =20.41, $p < 0.0001$], Responsiveness [t (420) =8.67, $p < 0.0001$], Empathy [t (420) =22.98, $p < 0.0001$], Product [t (420) =16.12, $p < 0.0001$] and Assurance [t (420) =2.54, $p < 0.01$]. That is, the customers' expectation and experience significantly differs with respect to their perception of tangibility, reliability, responsiveness and empathy of the service providers as well as in the assurance and product quality provided by them. In all cases, their expectation is found to be higher than their experience, as indicated by the mean values (Fig. 1). That is, the service provider is not being able to fulfill the expectation of the customers in reality.

Table 1. Descriptive statistics and Paired sample t-test statistic for assessing the differences in expectation and experience of young adults (n=421)

	Mean	SD	t-value	df	p-value
Expectation	147.82	15.82	24.16	420	0.0001
Experience	128.86	17.14			

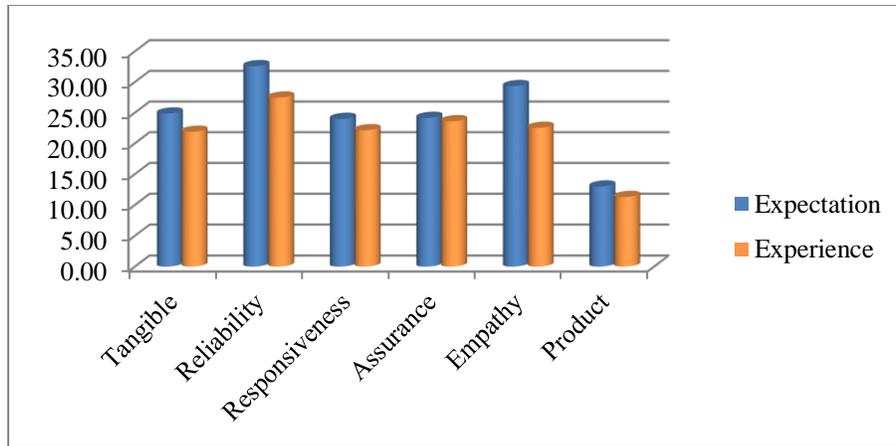


Figure 1. Mean values of the Expectation and Experience of customers with respect to the sub-domains (n=421)

5.2. To identify the difference in the expectation and experience of service providers with respect to each of the parameters of customer's perception of quality of service providers

The significance of differences in the expectation and experience of customers were checked for each parameter of customer satisfaction using Wilcoxon Signed Rank Test. This was done after applying Bonferroni correction for the same using the formula ($\alpha/24$) as the differences were checked for all 24 parameters of customer satisfaction. Thus, the alpha level was decided to be 0.0002 (0.05/24) and the confidence interval was fixed to be 99.80%. Following this alpha level, the results indicated that except for the parameter of knowledge of employees ($p=0.622$), there has been a significant difference in the expectation and experience of young adults with respect to all the parameters of customer satisfaction ($p<0.0001$).

Results also revealed that the means for the expectation were higher than the experience, indicating that for almost all the parameters experience of customers were definitely lower than their expectations (Table 2).

Table 2. Wilcoxon Signed Rank test with Bonferroni correction assessing difference in expectation and experience of customers for satisfaction parameters (n=421).

Customer Satisfaction Parameters	p value	Significance Level
Modern equipments of service provider	0.0001	"Significant"
Visually appealing physical facilities	0.0001	"Significant"
Appearance of employees	0.0001	"Significant"
Clean physical environment	0.0001	"Significant"
Execution of promises within deadline	0.0001	"Significant"
Sincerity in solving problems	0.0001	"Significant"
Consistency in service	0.0001	"Significant"

Keeping promises	0.0001	“Significant”
Maintaining records	0.0001	“Significant”
Information easily accessible	0.0001	“Significant”
Prompt service	0.0001	“Significant”
Willingness to help	0.0001	“Significant”
Promptness to respond	0.0001	“Significant”
Good behavior and instilling confidence	0.0001	“Significant”
Safety in transactions	0.0001	“Significant”
Polite behavior	0.0001	“Significant”
Knowledge of employees	0.622	“Significant”
Providing individual attention	0.0001	“Significant”
Convenient operating hours	0.0001	“Significant”
Giving personal service to customers	0.0001	“Significant”
Prioritizing customers’ welfare	0.0001	“Significant”
Catering to specific needs of customers	0.0001	“Significant”
Variety of services	0.0001	“Significant”
Good quality service	0.0001	“Significant”

5.3. To assess the expectation and experience regarding mobile service of young adult customers of West Bengal and Chhattisgarh

One Analysis of Variance was done to assess whether the expectation and experience regarding mobile service of young adults of West Bengal and Chhattisgarh. This was done after randomly selecting 200 sample from the entire data obtained from West Bengal to make the sample size equal to that of Chhattisgarh. Findings revealed significant differences in both the experience and expectation of young adults of both places as indicated by significant ANOVA results, [$F_{\text{Expectation}}(1, 419) = 69.26, p < 0.0001$; $F_{\text{Experience}}(1, 419) = 59.68, p < 0.0001$]. In both cases, young adults from West Bengal scored higher in comparison to those from Chhattisgarh with respect to their experience and expectation from mobile service providers (Table 3).

Moreover, One way ANOVA done with respect to the domains revealed that significant difference exists in all the expectation domains with respect to customers residing in Chattisgarh and West Bengal. That is, customers from both places differ significantly with respect to their expectation of tangibility [$F_{\text{Tangibility}}(1, 419) = 85.86, p < 0.0001$], reliability [$F_{\text{Reliability}}(1, 419) = 163.18, p < 0.0001$], responsiveness [$F_{\text{Responsiveness}}(1, 419) = 8.60, p < 0.004$], empathy [$F_{\text{Empathy}}(1, 419) = 13.11, p < 0.0001$] and product [$F_{\text{Product}}(1, 419) = 168.48, p < 0.0001$] expected from service providers, except for assurance in service [$F_{\text{Assurance}}(1, 419) = 3.17, p = 0.07$].

Significant differences also exist in the domains of experience with respect to customers residing in Chattisgarh and West Bengal. That is, customers from both places differ significantly with respect to their experience of service providers of tangibility [$F_{\text{Tangibility}}(1, 419) = 63.63, p < 0.0001$], reliability [$F_{\text{Reliability}}(1, 419) = 83.45, p < 0.0001$], responsiveness [$F_{\text{Responsiveness}}(1, 419) = 178.61, p < 0.0001$], assurance in service [$F_{\text{Assurance}}(1, 419) = 211.67, p < 0.0001$], empathy [$F_{\text{Empathy}}(1, 419) = 187.65, p < 0.0001$] and product [$F_{\text{Product}}(1, 419) = 82.62, p < 0.0001$] expected from service providers.

Table 3. Descriptive statistics and F values for assessing the differences in expectation and experience of young adults from West Bengal and Chhattisgarh (n=421)

		N	Mean	SD	F-value	df	p-value
Expectation	Chhattisgarh	200	141.56	19.91	69.26	1, 419	0.0001
	West Bengal	221	153.48	7.18			
Experience	Chhattisgarh	200	122.51	21.42	59.68	1, 419	0.0001
	West Bengal	221	134.62	8.71			

5.4. To examine whether there is any difference in the expectation and experience of young adults with respect to the different service providers

Non-parametric Kruskal Wallis Test was done to check if there is any difference in the expectation and experience of young adults with respect to the different service providers. Parametric testing could not be done since the number of users for each of the service provider was not equal. Results revealed that there is significant difference among the users of different service providers with respect to their expectation and experience (Table 4). Thus the customers' expectation and experience differ significantly for all the service providers.

Mean rank indicated that for all the service providers there has been a difference in the expectation and experience with respect to different service providers. Figure 1 indicated that the difference is the highest for Idea and Reliance Jio for all the customers while it is lower for BSNL and Vodafone.

Table 4. Kruskal Wallis Test examining the differences in mean rank of different service providers with respect to the expectation and experience of young customers.

	Service Providers	N	Mean Rank	Chi Square value	df	p-value
Expectation	Airtel	104	212.37	13.93	5	0.02
	BSNL	23	221.28			
	Idea	54	162.40			
	Reliance Jio	186	219.70			
	Vodafone	43	239.21			
	Tata Docomo	11	160.82			
Experience	Airtel	104	216.43	20.60	5	0.001
	BSNL	23	248.00			
	Idea	54	161.50			
	Reliance Jio	186	212.61			
	Vodafone	43	252.63			
	Tata Docomo	11	135.36			

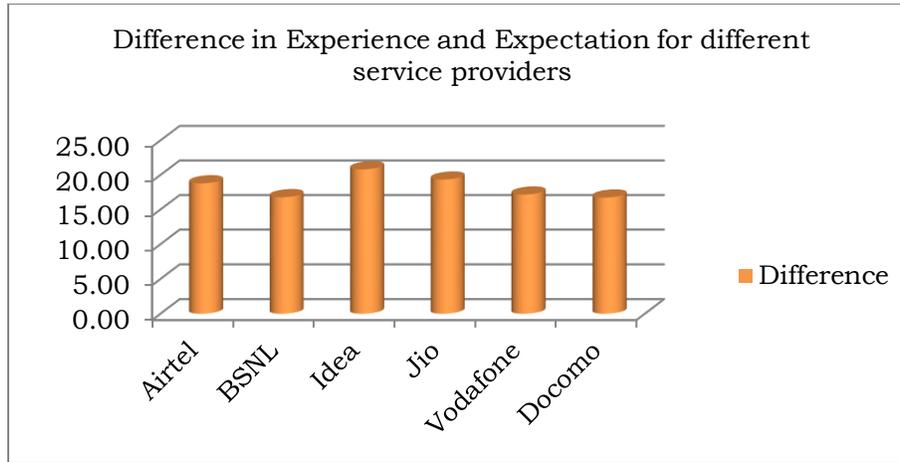


Figure 2. Differences in expectation and experience for different service providers

5.5. To examine whether there is any difference in the expectation and experience of young adults with respect to their gender

One way Analysis of Variance was done to examine whether there is any difference in the expectation and experience of young adults with respect to their gender. Results revealed that there is no significant difference in the expectation [$F_{\text{Expectation}}(1, 198) = 3.34, P=0.07$] and experience [$F_{\text{Experience}}(1, 198) = 0.045, p=0.83$] of male and female customers. Thus, male and female customers have more or less equal level of expectation and experience from mobile service providers.

However, One way ANOVA done with respect to the domains revealed that significant difference exists in all the expectation domains with respect to gender of the customers. That is, both male and female customers differ significantly with respect to their expectation of tangibility [$F_{\text{Tangibility}}(1, 419) = 3.87, p=0.05$], reliability [$F_{\text{Reliability}}(1, 419) = 6.85, p<0.009$], responsiveness [$F_{\text{Responsiveness}}(1, 419) = 4.73, p=0.03$], assurance [$F_{\text{Assurance}}(1, 419) = 4.13, p=0.04$] and product [$F_{\text{Product}}(1, 419) = 6.97, p<0.009$] expected from service providers, except for empathy in service [$F_{\text{Empathy}}(1, 419) = 0.15, p=0.69$]. Thus, the gender differences exist highly significantly for reliability, and product in service and weakly significantly for tangibility, responsiveness and assurance in service provider.

No significant differences exist in the domains of experience with respect to male and female customers. ANOVA results indicated that both male and female customers have similar experience of service providers of tangibility [$F_{\text{Tangibility}}(1, 419) = 1.19, p=0.27$], reliability [$F_{\text{Reliability}}(1, 419) = 3.03, p=0.08$], responsiveness [$F_{\text{Responsiveness}}(1, 419) = 3.35, p=0.07$], assurance in service [$F_{\text{Assurance}}(1, 419) = 3.67, p=0.06$], empathy [$F_{\text{Empathy}}(1, 419) = 1.14, p=0.29$] and product [$F_{\text{Product}}(1, 419) = 2.50, p=0.12$] expected from service providers.

5.6. To examine whether there is any significant interaction effect between gender and location in affecting the expectation and experience of young Indian adults

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To test this, a 2 × 2 Two-way Analysis of Variance was done with taking gender and location as the independent variable and each of the domains of expectation and experience as dependent variable. Results revealed that significant main differences in location exist with respect to the expectation of tangibility in service as well as a significant interaction effect exist for the same. However, no significant main difference for gender exists in the expectation of tangibility in service. Adjusted R square indicates only 18% of the variance in expectation of tangibility and 13% of the variance in experience of tangibility, is explained by gender and location of customers. In contrast no significant interaction effect exists when comparing the experience of tangibility in service with respect to location and gender. Again, both for expectation and experience of reliability of service provider, only the main effects of location is highly significant; no significant interaction effect could be found. Adjusted R square indicates about 30% of the variance in expectation of reliability while 17% of the variance in experience of reliability, is explained by gender and location of customers. Again, for expectation of responsiveness, a weak difference exists in the main effect of location but no interaction effect could be found, adjusted R square indicating only 3% variance explained by gender and location. For the experience of responsiveness, a significant main location effect exists but no interaction effect could be found, adjusted R square value indicating 30% variance explained by gender and location. For expectation of assurance, a weak significant difference exists in main effects of gender, but not for location or an interaction effect. Only 2% variance in expectation of assurance is explained by the gender and location. Again, for experience of assurance, a significant main effect exists for location but no interaction effect exists, adjusted R square indicating 34% of the variance explained by gender and location. Similarly, for both expectation and experience of empathy and product, significant main effect exists for location only, but no interaction effect exists for any of the cases. Adjusted R square indicates only 3% variance in expectation of empathy, 31% variance in experience of empathy, 30% variance in expectation of product and 16% variance in experience of product is explained by gender and location of customers (Table 5).

Table 5. Two-way Analysis of Variance indicating significant differences in expectation and experience of tangibility, reliability, responsiveness, assurance, empathy and product (n=421)

Domain	DV	IV	F value	p-value	Partial eta square (η^2)	Adjusted R square
Tangibility of service	Expectation	Gender	1.06	0.30	~	0.18
		Location	72.92**	0.0001	0.15	
		Gender*Location	4.90*	0.03	0.01	
	Experience	Gender	0.001	0.97	~	0.13
		Location	59.45**	0.0001	0.12	
		Gender*Location	0.031	0.86	~	
Reliability of service	Expectation	Gender	1.82	0.17	~	0.30
		Location	144.66**	0.0001	0.26	
		Gender*Location	1.90	0.17	~	
	Experience	Gender	0.41	0.52	~	0.17
		Location	75.14**	0.0001	0.15	
		Gender*Location	0.48	0.45	~	
Responsiveness	Expectation	Gender	3.67	0.06	~	0.03

of service provider		Location	5.55*	0.02	0.01	
		Gender*Location	1.96	0.16	~	
	Experience	Gender	0.02	0.88		0.30
		Location	171.93**	0.0001	0.30	
Assurance	Expectation	Gender	3.82*	0.05	0.01	0.02
		Location	1.41	0.23		
		Gender*Location	2.68	0.10		
	Experience	Gender	0.06	0.79		0.34
		Location	197.21**	0.0001	0.33	
		Gender*Location	0.07	0.78		
Empathy of service provider	Expectation	Gender	0.000	0.98		0.03
		Location	11.10**	0.0001	0.03	
		Gender*Location	1.32	0.25		
	Experience	Gender	0.43	0.51		0.31
		Location	176.77**	0.0001	0.30	
		Gender*Location	0.46	0.50		
Product	Expectation	Gender	1.94	0.16		0.30
		Location	148.44**	0.0001	0.26	
		Gender*Location	2.90	0.09		
	Experience	Gender	0.16	0.68		0.16
		Location	76.82**	0.0001	0.16	
		Gender*Location	0.00	0.98		

6. Discussion

Several important conclusions can be arrived at after interpreting the results from the various analyses described above. The more important ones are as follows:

- There is a significant gap between customer expectations and actual experience of service quality across the board.
- To make the situation more alarming, the analysis indicates that this gap is present for all the domains of customer's perception of quality apart from the domain of knowledge of employees.
- Young adults from Kolkata had higher expectations as well as experience compared to those in Chhattisgarh with respect to their mobile service providers.
- The customers' expectation and experience differ significantly for all the service providers. However, the difference was found to be the highest for Idea and Reliance Jio for all the customers while it was lower for BSNL and Vodafone.
- There exists a significant gender difference in the expectation of young customers but no difference in the experience of them with respect to the tangibility, reliability, responsiveness, assurance, empathy and product of service providers.

- f) When both gender and location are considered together, a significant main effect exists only for location but not for gender in the expectation and experience of customers. Moreover, no significant interaction effect exists for any of the domains of expectation and experience with respect to the service providers.

The results indicate a worrying trend for mobile service providers, where none of them, in any of the two locations covered by us, meet the customers' service quality expectations. However, the results of the survey can provide them with an indication regarding where they are going wrong as well as the extent of the problem. Compounding the problem for them is the fact that this lack of satisfaction extends across all the domains except for the domain of knowledge of company personnel. This indicates that while the personnel involved in providing the services are knowledgeable, the actual service delivered across domains is below expectations. This is indeed an alarming matter and should be taken as a wakeup call by the service providers.

This is even more critical considering the age group which the respondents belong to. These are among the heaviest users of mobile services and in numerical terms dominate the customer base in India. They are expected to dominate the user base in India for the next decade or more and if service providers are unable address the requirements of this key segment, their businesses are bound to suffer.

One of the more interesting aspects is that both expectations and actual experience among such customers in Kolkata is higher than of those belonging to Chhattisgarh. This could be because service providers have better infrastructure in metro areas, which translates into better services and this experience loops back and raises customer expectations in such geographies. It could also be cultural factors which come into play, since there are significant cultural differences between the populations of Chhattisgarh and Kolkata. These reasons need to be explored in greater depth in subsequent studies.

The study examined that significant difference exists the domains with respect to customers residing in Chhattisgarh and West Bengal. Thus the respondents differ significantly with respect to both their expectations and their experience of service providers in each zone. While the differences in quality of service provided and infrastructural support in the two areas (Kolkata being a major metro while Raipur in Chhattisgarh is a much smaller city), it is inconceivable that this can explain the differences in every single domain of service, including people oriented domains such as empathy and responsiveness. Thus, more research is required to unearth the reasons for such difference.

As is only to be expected, certain service providers suffer more from perceived service quality gaps than others. This could be both due to higher expectations and poorer actual experience or a combination thereof. The fact that one of the largest service providers in terms of customer base in India, Reliance Jio is bracketed with Idea which has a much smaller customer base as having the highest service quality gap means that various latent factors are possibly coming into play Thus the reasons for this need to be studied separately to fully understand the issues involved.

Another important trend revealed by the analysis pertains to the differences between the male and female respondents while analysing the various domains of service. These differ highly significantly for reliability,

and product in service and weakly significantly for tangibility, responsiveness and assurance in service provider.

This is supported by past researchers including Meyers-Levy (1989) who pointed out that genders often differ in their purchase behavior. Zeeshan (2013) in his study on gender differences in mobile purchase behaviour found genders have different preferences whenever they avail any mobile service. Thus the results of our study conform to past understanding in this area. However, the interesting part of the results relate to the fact that these differences are highly significant when we study the expectations but the distinctions vanish when the actual experience is taken into consideration. This effect may be caused by the fact that all the respondents involved were young and educated and gender-related socio-cultural factors did not cloud their judgment of actual service proved. Thus, while their expectations may have been different, their evaluations of the reality of the service quality was not coloured by any extraneous influence. However, this opens up a new opportunity for mobile service providers to segment the market by gender and provide appropriate serves to improve their market position.

Overall, the study uncovers significant issues relating to the perceptions of mobile services among young adults and provides abundant directions to service providers to improve their offerings to this very significant segment of mobile users. It also reveals several interesting trends and findings for academicians and researchers and presents them with abundant opportunities to delve deeper into several areas through additional research.

6.1. Practical Implication:

Customers' expectation and experience is the important dimensions to measure service quality. This research will help the service organizer to diagnose the perceived service quality issues. This will help them to design the business strategy for capturing better market. This paper also pointed out which areas marketers should focus to minimize service related issue. This study is also meaningful for new entrants to understand the market conditions and how to build customers' expectation in the new market setting.

6.2. Limitations and future directions

Every piece of scientific research has some limitations, and this study is no exception. Therefore a few limitations of the study can be discussed and future recommendations can be made.

First, the data obtained for the service providers were not equal since it could not be controlled. Therefore a comparison of the customers based on the service provider could be done using non-parametric test only. A more or less equal number of customers subscribing to different service providers could have provided a better opportunity to make a comparative analysis. Second, the present study focused only on the young adult age group. A variation in the age group considered could have provided a better comparison of the expectation and experience of the customers. Third, a measure of the socioeconomic status of the customers could not be taken into consideration for the present study. However, since socioeconomic status determines customers' expectation and experience, considering this parameter could have given a better picture. Finally, the data did not permit the application of multivariate modeling due to lack of normality in most cases. Nonetheless parametric univariate techniques of hypothesis testing could be used as the sample size is quite large.

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