



## INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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**MOBILE SERVICE PROVIDER – A STUDY WITH SPECIAL REFERENCE TO NAWARAS LLC**

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**ABSTRACT**

Mobile service providers investing billions of dollars in order to enhance the hardware and software program around the globe. The advent of computer based communication technologies and networks have become important factor in global interactions. Telecommunication industry in Sultanate of Oman is the fastest growing sector, especially in mobile market. This development has contributed much to the economic development of a country. The satisfied customer spreads positive words of mouth, which is very effective for attracting new customers. This study would definitely facilitate the service provider to enhance customer services. This study is significant that the findings would reveal the mobile communication behaviour of the respondent and problems they encounter in their use of mobile network. This helps in reducing uncertainty and customer irritation. It is also suggested that the efficient management system and service recovery strategies can be really helpful in retaining customers.

**KEYWORDS**

Mobile network, service provider, Nawras LLC, Employees and Customers.

**INTRODUCTION**

The advent of computer based communication technologies and networks have become important factor in global interactions. Telecommunication industry in Sultanate of Oman is the fastest growing sector, especially in mobile market. This development has contributed much to the economic development of a country. The growth rate in telecommunication has increased tremendously, especially in the increasing number of telephone subscribers. As the competition increasing among the companies, it is necessary to know about the customers perception about price, promotion, product, service quality and other important factors that play in a vital role to choose the telecommunication service providers. It is important to retain the customers by providing latest and technologically developed services. This study also helps to find the discrepancies in providing services to the customers and resolve them to the best satisfaction. This research study helps to identify the personalised services which attract the mobile subscribers.

**STATEMENT OF THE PROBLEM**

Mobile service providers investing billions of dollars in order to enhance the hardware and software program around the globe. The service provider should analyse its operational process in order to identify and remove any inefficiencies and bottlenecks. An existing service person who knows his job well can be very helpful in overcoming any negative effects of uncertainties. The Challenge of service provider is not only to provide services which satisfy customers but also to produce delighted and loyal customers. The satisfied customer spreads positive words of mouth, which is very effective for attracting new customers. This study would definitely facilitate the service provider to enhance customer services.

**NEED AND IMPORTANCE OF THE STUDY**

In the era of competition it is very much important that service providers are to be understood that acquiring the customer is not sufficient but to keep them satisfied. The main objective of the study is to examine the factors that affect the customer perception to choose mobile telecommunications service, particularly in Sultanate of Oman. This study is significant that the findings would reveal the mobile communication behaviour of the respondent and problems they encounter in their use of mobile network. It is believed that these would assist service providers and telecommunication authorities to improve on the quality of their service delivery. The research study is useful for service provider to understand the expectations and requirements of customers and can service them in a better way.

**RESEARCH METHODOLOGY**

The present study had adopted analytical methodology. As the study is based on satisfaction of mobile service provider, the measurement of service levels with respect to various service ingredients is taken up in the research. The study has adopted the well known branch of multivariate techniques using SPSS 11.5 package, in order to get interpretable solutions clearly. One sample t-test is applied to identify the nature of responses on the customers of Nawras Mobile service provider. The application of one way analysis of variance (ANOVA) is ascertained for establishing the significant relationship between various factors.

**T-Test**

**MOBILE SERVICES PROVIDER WITH REFERENCE TO NAWRAS LLC**  
**CHOOSING MOBILE NETWORK**

**TABLE NO.1.1**

Variables	Mean	Std. Deviation	Std. Error Mean	-values	Sig. (2-tailed)
Good Network Coverage	1.91	1.100	.064	-17.112	.000
Call rates	3.27	1.149	.066	4.020	.000
Customer Services	2.14	1.174	.068	-12.688	.000
Internet Services	1.97	.905	.052	-19.719	.000
Brand Image	1.86	.603	.035	-32.823	.000
Innovative Schemes	3.21	.848	.049	4.365	.000

Source: Computed Data

From the table No.1.1 it is found that the mean values of 6 statements are 1.91, 3.27, 2.14, 1.97, 1.86 and 3.21 significantly. The standard deviation also ranges from .603 to 1.174 for all the 6 statements respectively. From the one sample test table it is found that the t-values are -17.112, 4.020, -12.688, -19.719, -32.823 and 4.365 statistically significant at 5% level with respect to the test value 3.

**QUERIES OF CUSTOMERS**

**TABLE NO.1.2**

Variables	Mean	Std. Deviation	Std. Error Mean	t-values	Sig. (2-tailed)
Enquiries Counters	1.74	.951	.055	-23.018	.000
Attitude of Employees	2.02	1.193	.069	-14.223	.000
Tolerance of Employees	1.99	.782	.045	-22.363	.000
Efficiency of Employees	2.79	.810	.047	-4.560	.000

Source: Computed Data

From the table No.1.2 it is found that the mean values of 4 statements are 1.74, 2.02, 1.99 and 2.79 significantly. The standard deviation also ranges from .782 to 1.193 for all the 4 statements respectively. From the one sample test table it is found that the t-values are -23.018, -14.223, -22.363 and -4.560 statistically significant at 5% level with respect to the test value 3.

**RELATIONSHIP OF NAWRAS LLC WITH THE CUSTOMERS**

**TABLE NO.1.3**

Variables	Mean	Std. Deviation	Std. Error	t-values	Sig. (2-tailed)
Humanity Approach	3.34	.801	.801	7.428	.000
New Schemes and products	3.36	1.187	1.187	5.301	.000
Welcoming New Customers	4.09	1.087	1.087	17.419	.000

Source: Computed Data

From the table No.1.3 it is found that the mean values of 3 statements are 3.34, 3.36 and 4.09 significantly. The standard deviation also ranges from .801 to 1.187 for all the 3 statements respectively. From the one sample test table it is found that the t-values are 7.428, 5.301 and 17.419 statistically significant at 5% level with respect to the test value 3.

**INFLUENCE OF PERSONAL VARIABLES ON THE FACTORS OF CHOOSING MOBILE NETWORK- ANOVA**

**INFLUENCE OF GENDER ON THE FACTORS OF CHOOSING MOBILE NETWORK**

**TABLE NO.2.1: ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Good Network Coverage	Between Groups	97.030	1	97.030	109.230	.000
	Within Groups	264.716	298	.888		
	Total	361.747	299			
Call rates	Between Groups	10.176	1	10.176	7.887	.005
	Within Groups	384.491	298	1.290		
	Total	394.667	299			
Customer Services	Between Groups	188.728	1	188.728	251.760	.000
	Within Groups	223.392	298	.750		
	Total	412.120	299			
Internet Services	Between Groups	14.150	1	14.150	18.288	.000
	Within Groups	230.580	298	.774		
	Total	244.730	299			
Brand Image	Between Groups	.782	1	.782	2.157	.143
	Within Groups	108.055	298	.363		
	Total	108.837	299			
Innovative Schemes	Between Groups	13.184	1	13.184	19.469	.000
	Within Groups	201.117	297	.677		
	Total	214.301	298			

Source: Computed Data

From the ANOVA table No.2.1 it is found that the factors good network coverage (F=109.230, p=.000), Call rates (F=7.887, p=.005), Customer Services (F=251.760, p=.000), Internet Services (F=18.288, p=.000) and Innovative Schemes (F=19.469, p=.000) differ significantly with respect to age at 5% level. This paves the way to explore mean wise comparison of independent variables and their categories.

The descriptive table clearly shows that the male respondents (mean=2.34) moderately appreciates the network coverage than the female customers (mean=1.15 of Nawras Company. It can be interpreted that female respondents (mean=3.51) satisfied the call rates than the male customers (mean=3.13). It is also seen that the male respondents (mean=2.73) moderately accepts the services provided by the customer care of the service provider than female customers (mean=1.07). Internet services and innovative schemes provided by Nawras company are satisfied by the female customers (mean=2.26) and (mean=3.50) than male customers (mean=1.81) and (mean=3.06) respectively other factors do not differ significantly

**INFLUENCE OF AGE ON THE FACTORS OF CHOOSING MOBILE NETWORK**

TABLE NO.2.2: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Good Network Coverage	Between Groups	209.471	4	52.368	101.451	.000
	Within Groups	152.276	295	.516		
	Total	361.747	299			
Call rates	Between Groups	185.074	4	46.269	65.123	.000
	Within Groups	209.592	295	.710		
	Total	394.667	299			
Customer Services	Between Groups	169.672	4	42.418	51.612	.000
	Within Groups	242.448	295	.822		
	Total	412.120	299			
Internet Services	Between Groups	92.585	4	23.146	44.879	.000
	Within Groups	152.145	295	.516		
	Total	244.730	299			
Brand Image	Between Groups	41.276	4	10.319	45.058	.000
	Within Groups	67.560	295	.229		
	Total	108.837	299			
Innovative Schemes	Between Groups	35.745	4	8.936	14.714	.000
	Within Groups	178.556	294	.607		
	Total	214.301	298			

Source: Computed Data

From the ANOVA table No.2.2 it is found that the factors good network coverage (F=101.451, p=.000), Call rates (F=65.123, p=.005), Customer Services (F=51.612, p=.000), Internet Services (F=44.879, p=.000), Brand Image (F=45.058, p=.000) and Innovative Schemes (F=14.714, p=.000) differ significantly with respect to age at 5% level. This paves the way to explore mean wise comparison of independent variables and their categories.

The descriptive table clearly shows that the age group of 20-30 years have high perceptions about the network coverage (mean=3.11) and customers services (mean=3.3) of the service provider. It can be interpreted that age group of below 20 years appreciated the call rates fixed (mean=4.17) internet services (mean=2.85) and Brand Image (mean=2.35) of the company than the other age group respondents. Regarding the Innovative schemes of the Nawras company the perception level among the group of respondents in the age levels of 40-50 are high (mean=5.00).

**INFLUENCE OF EDUCATIONAL QUALIFICATION ON THE FACTORS OF CHOOSING MOBILE NETWORK**

TABLE NO.2.3: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Good Network Coverage	Between Groups	167.699	6	27.950	42.202	.000
	Within Groups	194.048	293	.662		
	Total	361.747	299			
Call rates	Between Groups	290.024	6	48.337	135.345	.000
	Within Groups	104.642	293	.357		
	Total	394.667	299			
Customer Services	Between Groups	247.937	6	41.323	73.745	.000
	Within Groups	164.183	293	.560		
	Total	412.120	299			
Internet Services	Between Groups	191.202	6	31.867	174.433	.000
	Within Groups	53.528	293	.183		
	Total	244.730	299			
Brand Image	Between Groups	80.867	6	13.478	141.190	.000
	Within Groups	27.969	293	.095		
	Total	108.837	299			
Innovative Schemes	Between Groups	166.232	6	27.705	168.298	.000
	Within Groups	48.069	292	.165		
	Total	214.301	298			

Source: Computed Data

From the ANOVA table No.2.3 it is found that the factors good network coverage (F=42.202, p=.000), Call rates (F=135.345, p=.005), Customer Services (F=73.745, p=.000), Internet Services (F=174.433, p=.000), Brand Image (F=141.190 and Innovative Schemes (F=168.298, p=.000) differ significantly with respect to age at 5% level. This paves the way to explore mean wise comparison of independent variables and their categories.

The descriptive table clearly shows that the respondents based on their educational qualification of certificate (mean=2.80) and diploma (mean=2.50) express their moderate opinion on good network coverage whereas the graduates and postgraduate respondents deny the same. Higher diploma holders express their high opinion on call rates (mean=4.38), Internet services (mean=4.69) and Brand Image mean=3.00) of the Service provider. Regarding the Customer services of the service provider, respondents who completed their school education (mean=4.65) and post graduation (mean=4.24) expressed their high opinion on customer service and innovative schemes introduced by the Nawras Company.



**INFLUENCE OF EDUCATIONAL QUALIFICATION ON THE FACTORS OF CHOOSING MOBILE NETWORK**

**TABLE NO.2.4: ANOVA**

		Sum of Squares	Df	Mean Square	F	Sig.
Good Network Coverage	Between Groups	157.198	2	78.599	114.124	.000
	Within Groups	204.549	297	.689		
	Total	361.747	299			
Call rates	Between Groups	122.520	2	61.260	66.854	.000
	Within Groups	272.147	297	.916		
	Total	394.667	299			
Customer Services	Between Groups	232.509	2	116.255	192.236	.000
	Within Groups	179.611	297	.605		
	Total	412.120	299			
Internet Services	Between Groups	80.606	2	40.303	72.933	.000
	Within Groups	164.124	297	.553		
	Total	244.730	299			
Brand Image	Between Groups	55.507	2	27.753	154.563	.000
	Within Groups	53.330	297	.180		
	Total	108.837	299			
Innovative Schemes	Between Groups	68.511	2	34.256	69.550	.000
	Within Groups	145.790	296	.493		
	Total	214.301	298			

Source: Computed Data

From the ANOVA table No.2.4 it is found that the factors good network coverage (F=114.124, p=.000), Call rates (F=66.854, p=.005), Customer Services (F=192.236, p=.000), Internet Services (F=72.933, p=.000), Brand Image (F=154.563 and Innovative Schemes (F=69.550, p=.000) differ significantly with respect to age at 5% level. This paves the way to explore mean wise comparison of independent variables and their categories.

The mean value implies that the respondents of Nawras Company who involved in business (mean=2.93) have moderate opinion on good network coverage of the service and they have high opinion (mean=3.64) on customer services when different customers turns to the office of the service provider. Private employed customers have moderate opinion on call rates (mean=3.99), Internet Services (mean=2.41) and Brand Image (mean=2.15). Employees who are working in the ministry have high opinion on the Innovative scheme provided by the Nawras Company.

**INFLUENCE OF INCOME LEVEL ON THE FACTORS OF CHOOSING MOBILE NETWORK**

**TABLE NO.2.5: ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Good Network Coverage	Between Groups	83.643	2	41.822	44.663	.000
	Within Groups	278.103	297	.936		
	Total	361.747	299			
Call rates	Between Groups	64.706	2	32.353	29.121	.000
	Within Groups	329.960	297	1.111		
	Total	394.667	299			
Customer Services	Between Groups	135.213	2	67.607	72.512	.000
	Within Groups	276.907	297	.932		
	Total	412.120	299			
Internet Services	Between Groups	7.841	2	3.920	4.915	.008
	Within Groups	236.889	297	.798		
	Total	244.730	299			
Brand Image	Between Groups	8.923	2	4.461	13.262	.000
	Within Groups	99.914	297	.336		
	Total	108.837	299			
Innovative Schemes	Between Groups	3.977	2	1.989	2.799	.062
	Within Groups	210.324	296	.711		
	Total	214.301	298			

Source: Computed Data

From the ANOVA Table No.2.5 it is found that the factors Good Network Coverage (F=44.663, p=.000), Call rates (F=29.121, p=.000), Customer Services (F=72.512, p=.000), Internet Services (F=4.915, p=.008) and Brand Image (F=13.262, p=.000) differ significantly with respect to their income at 5% level. This paves the way to explore mean wise comparison of independent variables and their categories.

The descriptive table clearly shows that the respondents based on their income level of below 500 RO express their perception about call rates (mean=4.10), Internet Services (mean=2.27) and Brand Image (mean=2.14) at higher level. Income group of 500 RO to 1000 RO have perceived that the Network coverage is good (mean=2.31) other factors do not differ significantly.

## INFLUENCE OF MARITAL STATUS ON THE FACTORS OF CHOOSING MOBILE NETWORK

TABLE NO.2.6: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Good Network Coverage	Between Groups	3.244	1	3.244	2.694	.102
	Within Groups	357.666	297	1.204		
	Total	360.910	298			
Call rates	Between Groups	88.387	1	88.387	86.162	.000
	Within Groups	304.670	297	1.026		
	Total	393.057	298			
Customer Services	Between Groups	187.809	1	187.809	250.124	.000
	Within Groups	223.007	297	.751		
	Total	410.816	298			
Internet Services	Between Groups	4.034	1	4.034	4.998	.026
	Within Groups	239.752	297	.807		
	Total	243.786	298			
Brand Image	Between Groups	7.296	1	7.296	21.496	.000
	Within Groups	100.804	297	.339		
	Total	108.100	298			
Innovative Schemes	Between Groups	49.931	1	49.931	90.256	.000
	Within Groups	163.751	296	.553		
	Total	213.681	297			

Source: Computed Data

From the ANOVA table No.2.5 it is found that the factors Call rates ( $F=86.162$ ,  $p=.000$ ), Customer Services ( $F=250.124$ ,  $p=.000$ ), Internet Services ( $F=4.998$ ,  $p=.000$ ), Brand Image ( $F=21.496$ ,  $p=.000$ ) and Innovative Schemes ( $F=90.256$ ,  $p=.000$ ) differ significantly with respect to marital status at 5% level. This paves the way to explore mean wise comparison of independent variables and their categories.

The descriptive table clearly shows that the married customers (mean=3.46) perceived highly on call rates and on Innovative schemes (mean=3.35) introduced by the Service provider. Unmarried customers strongly accepted that satisfaction level on customers services (mean=4.39) provided in different occasions. It is also found that unmarried customers moderately accepts that the Internet services (mean=2.30) and Brand Image (mean=2.30) of the Nawras company and other factors do not differ significantly.

## FINDINGS

It is inferred from the respondents of Nawras Service Provider moderately agree that call rate charges are satisfactory and they often gets innovative schemes to keep their services for long time. They disagree that the customer services of the Nawras Mobile services and strongly disagree that they gets internet services along with their mobile services, network coverage is good. They also strongly disagree that the customers continues in the services with brand Image of the Service Provider. The respondents of the Mobile Service Provider disagree that the employees working in the company are efficient and their attitude compromises the customers who visits the company for their services and complaints. They also strongly disagree that the employees tolerate to the customer queries and clarifications required from their end and enquiries at the counters for various offers, innovative schemes and latest updates which are beneficial to the customer community.

It is derived from the respondents of Nawras Company that they strongly agree that the employees always welcome the new customers to subscribe for their products and services with delight. They also moderately agree that employees of the company are always explains the new schemes and products to all the customers who curiously comes to their point of services. It is also observed from the study that the employees of the Mobile service company approach their customers with humanitarian basis. By comparing the mean values it is found that the female customers possess more awareness in selecting the services of Nawras Company, a Mobile service provider in Sultanate of Oman. It is found that the respondents belongs to the age group of above 50 years does not satisfied with the network coverage. They also expressed that the internet services provided by the Nawras Company are not up to the level of their expectations.

It is found that the influence of education on the various factors of choosing the mobile network shows that the respondents based on their higher educational qualification as though higher diploma and postgraduates possess high perceptions about call rates, internet services, brand image and innovative schemes of the company. It is found that the Ministry employed respondents do not satisfied with the good network coverage, call rates. They also expressed their dissatisfaction on customer services and Internet services and Brand Image of the Service provider. It is revealed from the analysis that the respondents earning above 1000 RO do not satisfied the network coverage, call rates fixed by the service provider and innovative schemes of the company. It is found that the married customers expressed their satisfaction on the call rates and innovative schemes introduced by the service provider with latest technological updates.

## SUGGESTIONS

There should be a research and development team in the company to get various queries from the customers and to resolve them properly without losing the customers. Unsatisfied customers will try to switch over to some other services where options are open. Queries and quetches are natural part of any service activity as mistakes are unavoidable features of all human endeavour. The customers should know where to raise queries if they feel any inconvenience in getting services from the service provider. The queries need to be dealt quickly, a quicker the complaints are dealt with the higher the customer satisfaction. A service provider who adopts customer focused approach invites suggestions and indicates commitment of resolving problems by its words and actions in all fairness. There should be separate desk to look after the enquiries of the subscribers. This helps to find the root cause of the problem and to fix them forever. There should be a positive attitude from the employee of the service providing organization. The enquires of the customer should be taken as service and they need to resolve them to the best satisfaction of subscribers. This helps in reducing uncertainty and customer irritation. It is not to be unsatisfied when they turn for any type of clarifications in the customer services.

## CONCLUSION

It is proved in the service industry it costs five times more to attract a new customer than retaining one. An existing service provider who knows his job well can be very helpful in overcoming any negative effects of uncertainties. Training and development team should try to make incentives and rewards to employees for providing good service to all customers. Customers at present are becoming harder to please. They are smarter, in short more price conscious, more demanding, less forgiving and they are approached by many more competitors with equal and better services. It is concluded that various strategies such as measuring customer life time value, efficient handling of enquiry at the customer, best attitude tolerance of the employees would be helpful to satisfy the customers. It is also suggested that the efficient management system and service recovery strategies can be really helpful in retaining customers.

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**MOBILE SERVICE PROVIDER – A STUDY WITH SPECIAL REFERENCE TO NAWRAS LLC**

**I. QUESTIONS RELATING TO PERSONAL INFORMATION OF THE RESPONDENTS**

- 1.1 Name (Optional) :
- 1.2 Locality (Optional) :
- 1.3 Gender : Male ( ) Female ( )
- 1.4 Age : Below 20 years ( )  
 20years to 30 years ( )  
 31years to 40 years ( )  
 41 years to 50 ( )  
 Above 50 years ( )
- 1.5 Educational Qualification : School ( )  
 Certificate ( )  
 Diploma ( )  
 Higher Diploma ( )  
 Graduate ( )  
 Post Graduate ( )  
 Others ( )
- 1.6 Occupation : Ministry ( )  
 Private ( )  
 Business ( )
- 1.7 Monthly Income : below RO 500 ( )  
 RO 500–1000 ( )  
 Above RO 1000 ( )
- 1.8 Marital Status : Married ( )  
 Unmarried ( )

**II. QUESTIONS RELATING TO THE MOBILE SERVICE OF THE RESPONDENTS**

- 2.1 What is the nature of Connection do you have : Prepaid ( )  
 Post paid ( )
- 2.2 What is the nature of service do you have : Omantel ( )  
 Nawras ( )
- 2.3 How long have you been using the service : less than six months ( )  
 Six months to 1 year ( )  
 1-2 years ( )  
 2-4 years ( )  
 Above 4 years ( )

**III. QUESTIONS RELATING TO THE FACTORS IMPORTANT FOR CHOOSING MOBILE SERVICE (NAWRAS LLC)**

Please mark the suitable scale against each statement.

SA-Strongly agree. A-Agree. N-Neither agree nor disagree. DA-Disagree

SDA-Strongly disagree.

S.no	Description	SA	A	N	DA	SDA
3.1	Good Network Coverage					
3.2	Call rates					
3.3	Customer services					
3.4	Internet services					
3.5	Brand Image					
3.6	Innovative schemes					

**IV. QUESTIONS RELATING TO OTHER SERVICES OF NAWRAS LLC**

4.1 Do you think the NAWRAS LLC responds to the queries of the customers

S.no	Description	SA	A	N	DA	SDA
4.1.1	Enquiries Counters					
4.1.2	Attitude of employees					
4.1.3	Tolerance of employees					
4.1.4	efficiency of employees					

4.2 In your opinion the relationship of NAWRAS LLC with the customers is

S.no	Description	SA	A	N	DA	SDA
4.2.1	Humanity approach					
4.2.2	Explaining New Schemes and products					
4.2.3	Welcoming new customers					

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