

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 1771 Cities in 148 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ONLINE COMMUNITY IDENTIFICATION AND CITIZENSHIP BEHAVIORS: INVESTIGATING THE EFFECT OF PERCEIVED VALUE <i>KUANG-WEN WU, MAY-CHING DING & YUAN-SHUH LII</i>	1
2.	THE IMPACT OF GLOBAL FINANCIAL CRISIS ON AUDITING PRACTICES IN THE COMMERCIAL BANKS OF JORDANIAN <i>DR. BADI SALEM ALRAWASHDEH</i>	7
3.	FINANCIAL DIAGNOSIS: A CASE STUDY OF LANKA ALUMINIUM INDUSTRIES PLC IN SRI LANKA <i>ARULVEL, K.K, BALAPUTHIRAN, S & DR. B. NIMALATHASAN</i>	10
4.	DETERMINANTS OF BASIC SCHOOL TEACHERS' LEVEL OF COMPUTER LITERACY IN GHANA <i>PAUL DELA AHIAATROGAH & ELISHA D'ARCHIMEDES ARMAH</i>	14
5.	DATA MINING IMPACTS ON HIGHER EDUCATION <i>ROY MATHEW</i>	19
6.	CHALLENGES OF INTERNAL AUDIT FUNCTION IN PUBLIC SECTOR GOVERNANCE: EMPIRICAL EVIDENCE FROM ETHIOPIA <i>AGUMAS ALAMIREW MEBRATU</i>	23
7.	AN EXAMINATION OF LEADERSHIP STYLES OF SENIOR AND MIDDLE LEVEL MANAGERS IN SELECTED ORGANISATIONS IN MUSCAT, SULTANATE OF OMAN <i>NEELUFER ASLAM & KUSUM LATA MISHRA</i>	33
8.	KNOWLEDGE AUDIT AS A SUCCESS FACTOR FOR KM IMPLEMENTATION <i>DR. C. S. RAMANI GOPAL & DR. G. PALANIAPPAN</i>	37
9.	MEASURING THE LEVEL OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN BANKING AND INSURANCE SECTOR IN INDIA: A COMPARATIVE STUDY <i>CHARU UPADHYAYA & DR. V. K. JAIN</i>	43
10.	A STUDY ON RETAIL SERVICE QUALITY SCALE (RSQS MODEL) APPLICATION WITH REFERENCE TO RELIANCE FRESH IN CITY OF BHAVNAGAR <i>DR. K. S. VATALIYA, KIRAN SOLANKI & MALHAR TRIVEDI</i>	49
11.	ONLINE BUYING BEHAVIOUR OF CUSTOMERS: A CASE STUDY OF NORTHERN INDIA <i>VINOD KUMAR, DR. VERSHA MEHTA & DR. ALKA SHARMA</i>	54
12.	DEALERS AND CONSUMER DURABLES (A STUDY BASED ON DEALERS PERCEPTIONS AS REGARDS SAMSUNG COLOUR TELEVISION) <i>DR. R. SAVITHRI</i>	61
13.	A STUDY ON THE INDIAN SMALL CAR MARKET AND FACTORS INFLUENCING CUSTOMERS' DECISIONS TOWARDS PURCHASE OF SMALL CARS' <i>THAMARAI SELVI N & NITHILA VINCENT</i>	65
14.	LEAN MANUFACTURING SYSTEM: AN EFFECTIVE TOOL FOR ORGANIZATIONAL MANAGEMENT <i>S. K. RAJENDRA, R. SUPRABHA & V. M. AKSHATHA</i>	70
15.	CUSTOMER SERVICE MANAGEMENT IN SELECT PUBLIC SECTOR BANKS IN RURAL VILLAGES IN SALEM DISTRICT, TAMIL NADU <i>DR. A. JAYAKUMAR & G. ANBALAGAN</i>	75
16.	REVISITED 'THE IRREGULARITY OF INDIAN STOCK MARKET: AN OCTOBER EFFECT ANALYSIS' <i>RAJESH KHURANA & DR. D. P. WARNE</i>	78
17.	ICT ENABLED DELIVERY SYSTEM AND CHALLENGES IN PUBLIC HEALTH SERVICES MANAGEMENT <i>GANESHKUMAR HIREGODDAR & DR. H. RAJASHEKAR</i>	81
18.	SOCIAL MEDIA MARKETING AND BOLLYWOOD: RECENT TRENDS AND OPPORTUNITIES <i>DEEPMALA JAIN & SONIA GOSWAMI</i>	86
19.	EFFECT OF FACEBOOK ON PURCHASING BEHAVIOR OF YOUTH <i>PREYAL DESAI, PRATIMA SHUKLA & NIKUNJ THAKKAR</i>	93
20.	RESEARCH & DEVELOPMENT IN MANAGEMENT <i>DR. PULI. SUBRMANYAM & S. ISMAIL BASHA</i>	98
21.	TREND IN EXPORT OF LEATHER PRODUCTION IN INDIA <i>DR. P. CHENNAKRISHNAN</i>	105
22.	CONCURRENCY CONTROL MECHANISM IN DBMS <i>GEETIKA</i>	109
23.	A STUDY ON OPERATIONAL CONSTRAINTS INVOLVED IN STEVEDORING TECHNIQUES AT SEAPOL LOGISTICS PVT. LTD., TUTICORIN <i>DR. A. MERLIN THANGA JOY</i>	111
24.	IMPACT OF MERGER AND ACQUISITION ON THE FINANCIAL PERFORMANCE OF SELECT PUBLIC SECTOR BANKS IN INDIA <i>DR. V. MOHANRAJ</i>	119
25.	NEUROMARKETING: INNOVATIVE FOCUS ON THE FEMALE BUYING BRAIN <i>DEEPA KEDAR RELE</i>	122
26.	CONSUMER SATISFACTION IN INDIAN CELLULAR INDUSTRY USING SERVICE QUALITY MODEL- AN EMPIRICAL ASSESSMENT <i>DR. MANMATH NATH SAMANTARAY</i>	126
27.	SECURITY STANDARDS IN SERVICED APARTMENTS – WITH SPECIAL REFERENCE TO BANGALORE AND CHENNAI (SOUTH INDIA) - AN ANALYSIS <i>DR. LEENA N. FUKEY</i>	130
28.	TO DISCUSS THE EFFECT OF SUPPLIERS' INVOLVEMENT, OPERATIONAL CAPABILITIES & SOURCING PRACTICES ON SUPPLY CHAIN FLEXIBILITY <i>PARDEEP SINGH BAJWA, KANWARPREET SINGH & DOORDARSHI SINGH</i>	136
29.	INFORMATION AND COMMUNICATION TECHNOLOGY (ICT): NEW DEAL FOR INTERNATIONAL DEVELOPMENT SMEs SERVICES <i>VAHID RANGRIZ</i>	141
30.	HUMAN RESOURCE MANAGEMENT: BROADENING THE CONCEPT OF HUMAN RESOURCES <i>VISHU AGRAWAL & DISHA AGRAWAL</i>	148
	REQUEST FOR FEEDBACK	153

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

TECHNICAL ADVISORS

AMITA

Faculty, Government M. S., Mohali

DR. MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CONSUMER SATISFACTION IN INDIAN CELLULAR INDUSTRY USING SERVICE QUALITY MODEL- AN EMPIRICAL ASSESSMENT

DR. MANMATH NATH SAMANTARAY
FACULTY MEMBER
EXAMINATIONS DEPARTMENT
THE FEDERATION OF UNIVERSITIES
HYDERABAD

ABSTRACT

Satisfaction is a major outcome of marketing activity and serves to link processes culminating in purchase and consumption with post-purchase phenomenon such as attitudinal change, repeat purchase and brand loyalty. It is a feeling, which a consumer gets from a process of evaluating what was received against that expected, the purchase decision itself and the fulfillment of needs and want. The key to consumer satisfaction lies in meeting these expectations. Expectations are created in the consumer mind from a variety of causes and reasons like past-experience, promotional claims, word-of-mouth and third party information. Kotler² also noted that satisfaction is a function of perceived performance and expectations that identifies feelings of a person resulting from comparing a products perceived performance in relation to his/her expectations. Consumer satisfaction is a multi-dimensional in nature and lies with multiple experiences with the service provider. This paper presents the results of a service quality gap study designed to measure consumers' expectation and perception of service quality in Indian cellular industry. SERVQUAL model, developed by Parasuraman et al. (1985-88), is the most widely used model for measuring the satisfaction gap, which is objective and quantitative in nature.

KEYWORDS

Satisfaction, expectations, perceptions, consumer satisfaction, SERVQUAL model.

1. INTRODUCTION

Telecom has been one of the fastest growing sectors in India. Due to the explosive growth of telephone networks world over, there is a steep increase in the teledensity. With the unification of basic and cellular licenses, the number of mobile service players has leapfrogged. All the cellular service providers are fighting it out for subscriber base. Consumer satisfaction has been a buzzword for most firms that wish to create and keep a competitive advantage in today's highly competitive world.

Consumer satisfaction is a feeling which a consumer gets from a process of evaluating what was received against that expected. Consumer satisfaction for cellular mobile service providers are based on services provided by the operators. The price is nowhere seen as a tool for attracting and retaining consumer, which is at rock bottom. It is time for service providers to look at other determinants to consumer satisfaction for getting competitive edge. The determinants to consumer satisfaction are dependent on service provider's related attributes such as level of service and call charges, over charging by service providers and etc. The effect of product attributes can be moderated by individual consumer differences such as age, gender, education, occupation and consumers' expertise. In cellular market, there exist differences in buying criteria among different gender and age groups.

The rising expectations of the consumers, the explosion in availability and accessibility of technology and increasing pressure from competition is forcing service providers to take a serious look at the enigma, that is consumer. Consumer satisfaction has emerged as the new age mantra to keep the service users hooked to an organization's offering. Now, quality is an important factor in determining the overall competitiveness of the service-providers.

This paper presents the results of a service quality gap study designed to measure consumers' expectation and perception of service quality in Indian cellular industry. SERVQUAL model, developed by Parasuraman et al. (1985-88), is the most widely used model for measuring the satisfaction gap, which is objective and quantitative in nature.

2. INDIAN CELLULAR INDUSTRY

Till early 1990's, India had one of the most backward and stagnant telecom infrastructure facilities though telecommunications came almost at the same time as in other advanced countries. Telecommunication was ridden with ineffective government regulations and inadequate financial resources available and unaffordable for the common man.

In the last decade or so, the scene of Indian telecommunication sector has been changed. Indian telecommunication industry has been emerged as one of the fastest growing telecom markets in the world. India's present telephone network of 846.32 million lines is one of the largest in the world. Initially, Metros and A category circles, which include the circles of Maharashtra, Tamilnadu, Karnataka and Andhra Pradesh, grew at a rapid pace. After NTP'99, action intensified in the B and C circles. NTP'99 led to the reduction in tariffs caused by the migration to the revenue sharing model and the falling prices of cellular handsets.

As in many developing countries, the telecom growth in India has also been witnessed due to growth in wireless subscriber base. The cellular segment began in 1994 with a few subscriber bases of around 17.4 million and has crossed 811.59 million at the end of March 2011. This has included subscriber base for both GSM and CDMA. Private operators who accounts for more than 85% of market share dominate the Indian cellular service market. The market share of the major mobile service providers are like Bharti (24.03%), Vodafone (18.87%), Idea/Spice (16.83%), Reliance (10.77%), BSNL (11.98%), Aircel (7.1%), Tata (6.75%) etc.

3. REVIEW OF THE LITERATURE

Kennedy & Schneider (2000) stated that in the changing economy, knowledge is as important as product/service, which is becoming globally standardized. Companies gain competitive advantage through constant innovation; better targeting consumers and additional services. Consumer satisfaction has been an important aspect for every organization due to constant innovation in components or services. Kotler and Armstrong (1993) stated that consumer/customer satisfaction is determined by the relationship between the consumer's expectations and product's perceived performance.

Oliver (1999) defined, "Satisfaction as pleasurable fulfillment. Satisfaction is the consumer's sense that consumption provides outcomes against a standard of pleasure versus displeasure. It is judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumer-related fulfillment". Fe and Ikova (2004) added that the perception of the word "satisfaction" influences the activities, which a consumer conduct to achieve it. Researchers have also identified consumer satisfaction as a multi dimensional in nature and viewed overall satisfaction as a function of satisfaction with multiple experiences with the service provider. Tse and Wilton (1988) stated consumer satisfaction as the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption.

Woodside et al (1989) found from the research study that consumer judgment of service quality is positively associated with overall satisfaction with the service encounter. The overall satisfaction varies with the service quality and consumer satisfaction. Overall consumer satisfaction with the service encounter is associated with behavioral intention to return to the same service provider. Now, quality is an important factor in determining the consumer satisfaction. Service quality and consumer satisfaction are important concept as a means of creating competitive advantages and consumer loyalty. According to Berry et al. (1997), service quality has become a significant differentiator and the most powerful competitive weapon, which all the service organizations want to possess.

McCune (1989) suggested that due to increased public desire for improved services with the dramatic growth in the service industry, companies has led to assess quality of service for an increased consumer satisfaction. Service quality and consumer satisfaction are widely recognized as key influences in the formation of consumer’s purchase intentions in service environment. From the study of Taylor and Baker (1994), it appeared that consumer decision-making which included the interaction of satisfaction and service quality provided a better understanding of consumer purchase intentions. Zeithaml et al. (1996) made attempts to understand the characteristics of services and what providers should possess in order to project a high quality service articulated by their consumers. They made a conclusion that consumers’ provided service quality is a different concept from their satisfaction level and service quality can be known by measuring the gaps between consumers’ expectations and their performance.

Cronin and Taylor (1992), however, argued that the conceptualization of service quality as a gap between expectations and performance is inadequate. According to them, the concept of satisfaction defined as a gap between expectations and performance of disconfirmation of expectations. Satisfying consumers is a challenge for any service company. Anderson et al. (1994) stated that when quality and expectations increase, there is a positive effect on consumer satisfaction in the long run, but increased expectations may have a negative impact in the short run. Expectations have a positive effect on consumer satisfaction in the long run because they capture the accumulated memory of the market concerning all past quality information and experience. Wisniewski (2001) found an overall conclusion from the study that SERVQUAL approach was conceptually attractive and operationally useful. It offered a cost-effective way of ensuring that services remained consumer-focused and helped to identify the gap between performance and consumer expectations about a service that resulted in improvement.

4. OBJECTIVES OF THE STUDY

Based on the inputs from the various literature studies, a research study was carried out with the following objectives:

1. To give an overview of growth of cellular industry in India.
2. To find out the demographic characteristics of the cellular telephone use in Hyderabad city.
3. To determine consumer perceived service quality as a role for consumer satisfaction.

5. HYPOTHESIS

The hypothesis that can be established from the research objectives is:

There is a significant difference between average ratings of expectations and perceptions by the cell phone users.

H0: There is no significant difference between average ratings of expectations and perceptions by the cell phone users.

Ha: There is a significant between average ratings of expectations and perceptions by the cell phone users.

6. RESEARCH METHODOLOGY

As satisfaction is basically a psychological state, therefore care should be taken in the effort of quantitative measurement. Parasuraman, Zeithaml and Berry between 1985 and 1988 provided the basis for the measurement of consumer satisfaction with a service by using gap between the consumer’s expectation of performance and their perceived experience of performance. This has provided the way for measuring the satisfaction gap, which is objective and quantitative in nature. Therefore, in addition to consumer satisfaction model measurement, SERVQUAL was also used to measure the satisfaction gap. A structured and standardized questionnaire was used with 22-items SERVQUAL scale for measuring service quality. The items were measured on a 7-point Likert scale ranging from “strongly disagree” as 1 to “strongly agree” as 7. Out of 22-items, there were four items determined tangibility dimension, five items determined reliability dimension, four items determined responsiveness dimension, four items determined assurance dimension and five items determined empathy dimension.

For this study, present users of cell phone were only considered as respondents. A sample size of 305 respondents from Hyderabad city was interviewed. The researcher followed convenience sampling method because respondents who were seen using or have possession of mobile phones happen to be in right place at the right time (Jain and Hundal, 2006).

Data analysis is a significant function of the study. After the collection of data, it was processed with the help of computer. Data were processed with MS-Excel, which is essentially spreadsheet. But for managing quantum and type of data, SPSS (12.0) package was used to summarize and analyze the responses. Reliability analysis was tested using the Cronbach Alpha coefficient. Paired t-test was used to test whether any significant difference exists between average ratings of expectations and perceptions by the cell phone users.

7. RESULTS

SERVICE PROVIDERS

There are many service providers available in the market and the consumers are using their services. The respondents were asked to indicate their service provider. It was seen that out of 305 surveyed who were current users of mobile services, 30.8% of respondents were using Vodafone services, followed by Airtel services (30.5%), BSNL (11.8%), Reliance (10.5%), Idea (10.2%) and Tatateleservices (6.2%).

DESCRIPTIVE STATISTICS

Vital socioeconomic parameters of interest were investigated to bring to the fore salient characteristics of the respondents. The key demographic characteristics of the consumers shows that 226 (74%) of cell phone users were male followed by female 79 (26%). 150 (49.2%) of the respondents were using cell phone services belong to less than 25 years age group, students comprised the maximum proportion 120 (39.3%) and 104 (34.1%) respondents were working in private sector. Dependent were 123 (40.3%) and 71(23.3%) were earning Rs. 10,000 to Rs. 20,000.

RELIABILITY ANALYSIS

A reliability analysis was performed to test the reliability and internal consistency of the research instrument used in this study. The internal consistency of each scale was quite high as shown in Table: 1. The Cronbach’s Alpha coefficients range from 0.685 to 0.84, which were high. Nunnally (1978) suggested that for early stages of any research, the reliability of 0.50 to 0.60 is sufficient. He also recommended that instruments used in basic research have reliability of about 0.70 or better. Based on the results, the reliability of all value in the study found to be above the standard set by Nunnally. It was concluded that all scales behaved consistently.

TABLE 1: RESULTS OF RELIABILITY ANALYSIS

SERVQUAL Dimensions	No. of Items	Cronbach’s Alpha	
		Expectation	Perception
Tangible	4	0.685	0.765
Reliability	5	0.780	0.838
Responsiveness	4	0.801	0.803
Assurance	4	0.761	0.809
Empathy	5	0.797	0.813

Source: Primary Data

SERVQUAL GAP MODEL

The result of study includes analysis of SERVQUAL gap, which is shown in Table: 2. Means and standard deviation scores are presented for cellular mobile subscriber respondent’s expectations and perceptions. The mean scores ranged from 4.21 (Std. deviation = 1.271) to 5.29 (Std. deviation = 1.353), with an overall mean of 5.02 (Std. deviation = 1.353) for SERVEXP scale and mean of 4.56 (Std. deviation = 1.381) for SERVPERC scale. The total SERVQUAL score is negative (-0.458).

SERVQUAL gap is the difference between the perception and expectation scores. It was found from the calculation that a negative gap showed that respondent's of service in cellular service industry were exceeding the respondent's perceptions. Expectations and perceptions scores were measured on a 7-point Likert scale on which the higher the number the better the expectation/perception about the service.

In the current competitive market, the service quality performance with comparison to consumer's expectation can lead to a satisfied consumer. The average ratings for expectations are higher than the average perception ratings in all dimensions of service quality. This results in a negative total consumer satisfaction gap. The less (more) consumer satisfaction gap reflects consumer is satisfied (dissatisfied) with the service. The widest gaps are those in the dimensions of assurance (-0.556) and empathy (-0.617). Consumers are more satisfied with the appearance of the service provider's physical facilities, equipment, personnel and communication materials, therefore the gap in the dimension of "tangibles" is the narrowest (-0.302). The result of the SERVQUAL model shows that the expectations of consumers are higher than their perception. The present study reveals a satisfaction gap of -0.458. The result of hypothesis showed that there is a significant difference between average ratings of expectations and perceptions by the respondents of cellular subscribers.

TABLE 2: SHOWING SERVICE QUALITY GAP

Items	Expectations (SERVEXP Scale)		Perceptions (SERVPERC Scale)		SERVQUAL Gap	Paired Sample t-Value
	Mean	Std. Deviation	Mean	Std. Deviation		
1	5.08	1.25	4.74	1.346	-0.344	-3.805
2	4.84	1.25	4.43	1.309	-0.407	-4.865
3	4.82	1.114	4.55	1.138	-0.266	-3.431
4	4.98	1.267	4.79	1.244	-0.190	-2.113
5	4.82	1.508	4.50	1.426	-0.321	-3.363
6	5.05	1.361	4.60	1.397	-0.452	-4.789
7	4.93	1.431	4.61	1.401	-0.328	-3.523
8	5.28	1.402	4.56	1.506	-0.721	-7.683
9	5.11	1.449	4.70	1.519	-0.407	-4.127
10	5.08	1.284	4.71	1.467	-0.364	-4.029
11	4.97	1.410	4.72	1.330	-0.252	-2.616
12	5.11	1.434	4.61	1.431	-0.502	-5.468
13	4.71	1.592	4.36	1.462	-0.357	-3.355
14	4.98	1.375	4.49	1.313	-0.495	-4.980
15	5.24	1.293	4.61	1.410	-0.630	-6.502
16	5.14	1.28	4.56	1.375	-0.574	-6.077
17	5.29	1.313	4.75	1.420	-0.531	-5.733
18	5.03	1.345	4.34	1.420	-0.689	-7.860
19	5.07	1.387	4.40	1.461	-0.675	-6.520
20	4.92	1.376	4.21	1.271	-0.711	-7.276
21	5.03	1.256	4.47	1.350	-0.561	-5.675
22	5.06	1.398	4.61	1.396	-0.449	-4.766
Overall SERVQUAL Gap = -0.458						

Source: Primary Data

8. CONCLUSIONS AND SUGGESTIONS

As the consumer satisfaction gap found to be narrow, it was found that most of the mobile users were satisfied with the service provider's physical facilities, equipment, technology, personnel and communication materials. Since most of the users were young, they felt the technology and infrastructure should be improved to provide quality service. Most of the user's felt that the service provider should mention the cost of providing service clearly in the brochure to avoid confusion. Service is intangible in nature. This issue should be taken care of by the service providers. Tangibility of service has impact on consumer satisfaction. So to ensure better tangibility of services, service providers has to ensure that the brochure containing information should be appealing and informative in nature and also materials associated with the service are in keeping with the type of services provided to the consumers.

Most of the mobile users felt that to increase the satisfaction level, the service providers should have ability to perform the promised service and priority to resolve problems. It was also observed that users were unhappy about the long waiting hours in resolving problems by the service provider's employees. All these factors accounted for larger negative service gap.

There were some users who expressed their dissatisfaction as for not getting information on the type of service facilities that are provided for the costs incurred at the time of activation of their mobile number. Some users felt that employees of the service provider are neither busy nor willing to help consumers. Therefore, the employees of the service provider should emphasize on the responsiveness.

In the personal interviews with mobile users, it was found that most of the consumers were unhappy with the customer care representative's response towards resolving a problem. The knowledge and courtesy of the service providers' employees and their ability to convey trust and confidence on consumers will result in narrowing the negative gap. The customer care department should emphasize more on providing prompt response to any problem of the consumers. Assurance should be given extra care because in telecommunication service, consumers seek for confirmation that his/ her problem is going to be performed as promised. Consumers need to be assured about uninterrupted service. If bills are paid or recharged in case of prepaid users, mobile should be connected within a very short time, any kind of discrepancy can affect consumer satisfaction as well as the trust of the subscribers on the company.

Cellular mobile market in India is getting more competitive, therefore, firms expecting to build and maintain competitive advantages in the market, according to the result of the study, must try their best to achieve higher consumer satisfaction and improve service quality. Service providers must pay attention to and invest more on consumer relationship management programs for their consumers to survive in the market. Service providers' priority should be to identify the most important factors in assessing service quality. Service support is an important quality element for achieving high consumer satisfaction level. Problems can happen in the service provision process, service providers should build an efficient service supporting system to resolve the problems quickly and sufficiently based on consumer's inconvenience. Employees who are involved in providing service should be provided with adequate training in order to offer a consistently high standard of service delivery.

REFERENCES

BOOKS

1. Kotler, Philip; Armstrong, Gary (1993), "Principles of Marketing, 8th Edition", Prentice-Hall of India Private Limited, New Delhi.
2. Nunnally, J.C.(1978), "Psychometric Theory", McGraw-Hill, New York.

JOURNALS AND ARTICLES

3. Anderson, Eugene W; Fornell, Claes; Lehman, Donald R (July 1994), "Customer Satisfaction, Market Share and Profitability: Findings from Sweden", Journal of Marketing, Vol. 58, Issue 3, p 53.
4. Cronin, J. Joseph; Taylor, Steven A (1992), "Measuring Service Quality: A reexamination and extension", Journal of Marketing, Vol. 56, pp 55-68.
5. Fe, J; Ikova, C (2004), "An Index method for measuring of customer satisfaction, The Total Quality Management", Vol. 16, Issue 1, pp 57-66.

6. Jain, Abhay; Hundal B S (2006), "Factors Influencing the Adoption of Cell Phone Services in Rural Areas", The ICFAI Journal of Management Research, Vol. 5, Issue 4, pp 22-32.
 7. McColl-Kennedy, J; Schneider, U (2000), "Measuring customer satisfaction: why, what and how", Total Quality Management, Vol. 11, No. 7, pp 883-896.
 8. McCune, Joseph T (1989), "Customer Satisfaction as a strategic weapon: The implications for Performance Management", Human Resource Planning, Vol. 12, Issue 3, pp 195-204.
 9. Oliver, Richard L, Whence Consumer Loyalty, Journal of Marketing, Special Issue 1999, Vol. 63, pp 33-44
 10. Parasuraman, A; Zeithaml, V.A; Berry, Leonard L (1985), "A Conceptual Model of Service quality & its Implications for Future research", Journal of Marketing, Vol. 49, pp 41-50.
 11. Parasuraman, A; Zeithaml, V.A; Berry, Leonard L (1988), "SERVQUAL: A Multiple- item Scale for measuring Consumer Perceptions of Service Quality", Journal of Retailing, Vol. 64, Issue 1, pp 5-6
 12. Parasuraman, A; Zeithaml, V.A; Berry, Leonard L (1994), "Reassessment of Expectations as a Comparison Standard", Journal of Marketing, Vol. 58, pp 111-124.
 13. Tse, David K; Wilton, Peter C (1988), "Models of Consumer Satisfaction Formation: An extension", Journal of Marketing Research, Vol. 25, pp 204-212.
 14. Wisniewski, Mik (2001), "Assessing Customer satisfaction with local authority services using SERVQUAL", Total Quality Management, Vol. 12, Issue 7, pp 995-1002.
 15. Woodside, Arch G; Frey, Lisa L; Daly, Robert Timoth (1989), "Linking Service Quality, Customer Satisfaction and Behavioural Intentions", Journal of Healthcare Marketing, Vol. 9, No. 4, pp 5-17.
 16. Zeithaml, Valarie A; Berry, Leonard L; Parasuraman (1988), "A Communication and Control Processes in the Delivery of Service Quality", Journal of Marketing, Vol. 52, pp 35-45.
 17. Zeithaml, Valarie A; Berry, Leonard L; Parasuraman, A (1996), "The Behavioural Consequences of Service Quality", Journal of Marketing, Vol. 60, pp 31-46.
- WEBSITES**
18. TRAI, Annual Report 2010-11, viewed on January 28, 2012, http://www.trai.gov.in/Content/Annual_Reports.aspx.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

