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A Study of Mobile Manufacturing Companies-Pre Sales and Post Sales Services in the Context of Customer Satisfaction in Gujarat State

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Abstract: Customer satisfaction is the prime need of today's competitive market. As we had seen that the satisfaction leads to organization's growth & profit. To meet the customer satisfaction pre and post sale service providers have to meet the service quality from the customer perception point of view. Further the service expectations are dynamic & changes from person to person. So the researcher has identified those required pre and post sale service parameters from customer perception and has gathered the customer expectation on those service parameters, which they want from their respective mobile phones. Through this survey the researcher is trying to help compare mobile industries and understanding pre and post sale service of customer expectation with respect to their perception, so that the customer satisfaction regarding service can be increased.

Keywords: Mobile, Satisfaction, Customer, Service, Pre & Post Sales.

I. INTRODUCTION

The booming revolution in Information Technology sector has pushed the India's telecom market significantly. India has shown tremendous growth in past few years in terms of mobile phones. Since past few years consumers prefer wireless mode of telephone services to wire line services. According to "Indian Telecom Analysis (2008-2012)", mobile telephony continues to fuel growth in the Indian telecom sector with mobile subscriber base projected to grow at a CAGR of around 6.6% during 2012-12 - 2014-15. Other segments like Internet are also anticipated to witness strong growth in terms of both subscriber addition and network infrastructure deployment during the forecast period. Moreover, with the launch of 3G services, the country is expected to witness rapid surge in the broadband subscribers' base during the coming years.

At the end of 2012, there were 6 billion mobile subscriptions, estimates The International Telecommunication Union (2012). That is equivalent to 87 percent of the world population. And is a huge increase from 5.4 billion in 2010 and 4.7 billion mobile subscriptions in 2009.30 percent of the world's mobile users live in India and China. Subscribers in each country are rapidly approaching 1 billion. China: 963 million subscribers (71 percent of population) in November 2012,118 million of these are 3G users. India: 884 million subscribers (73 percent of population) in November 2012, up 154 million from November 2010. (TRAI, Jan 2012). 66 percent of mobile subscribers are urban dwellers.USA: 322.9 million subscribers (102.4 percent of population) in June 2012 (CTIA).Mobile phones are a vast improvement over the telecommunications technology of the past, and now become an important asset in today's busy life. Mobile phones have become the necessity in today's competitive environment to meet the emerging global economy.

II. BASIC OF MOBILE PHONES

Mobile phones, also known as cell phones or wireless phones, are hand-held phones with built-in antennas. They can be carried out anywhere any time. Mobile phones are actually two-way radios, much like the walkie-talkies of the past, When someone talk into Mobile phones receiver, it registers voice and converts the sound waves into radio waves. These waves travel through the air & reaches to a receiver, which is usually found at a base station. This base station will then send your call through a telephone network to the actual destination.

Mobile phone generation

- The first generation (1G), wireless mobile communication systems, was introduced in the early 1980s and completed in the early 1990s. 1G wireless was analog and supported the first generation of analog cell phones with the speeds up to 2.4kbps.
- The second generation (2G), system, fielded in the late 1980s and finished in the late 1990s, was planned mainly for voice transmission with digital signal and the speeds up to 64kbps.
- The third generation (3G), wireless system, was developed in the late 1990s and might be well-done in the late 2000s. 3G is not only provided the transmission speeds from 125kbps to 2Mbps, but also included many services, such as global roaming, superior voice quality and data always add-on.
- The fourth generation (4G) is a conceptual framework and a discussion point to address future needs of a high speed wireless network that can transmit multimedia and data to and interface with wire-line backbone network perfectly just raised in 2002. The speeds of 4G can theoretically be promised up to 1Gbps. The beyond will be 5G with incredible transmission speed with no limitation for access and zone size.
- 5G (Real wireless world): The idea of WWW, World Wide Wireless Web, is started from 4G technologies. The following evolution will based on 4G and completed its idea to form a REAL wireless world. Thus, 5G should make an important difference and add more services and benefit to the world over 4G; 5G should be a more intelligent technology that interconnects the entire world without limits.

III. LITERATURE REVIEW

The prime need is to understand the basic customer requirements. Customers often do not know, or cannot communicate effectively, their actual needs and requirements. This is one of the major challenges which mobile Industries facing today. This needs the more creative methods for understanding customer requirements effectively. Voice of the customer (VOC) is such a technique to find the customer's need effectively. VOC is a term used in business to Abstract of the study describes the process of capturing a customer's requirements. The Voice of the Customer is a market research technique that produces a detailed set of customer wants and needs in meeting customer's requirements and measuring customer satisfaction indexes, customer perception should be a key consideration.

Since the customer perception with respect to different mobile phone may differ from person to person. so needs to be measured through survey corresponding to different factor affecting its. The key parameters upon which customer satisfaction is measured through this survey are:

Pre-Sales Service	Post-Sales Service
Factor 1: Information About Product	Factor 5: Technical Support
Factor 2 : Product Demonstration	Factor 6: Replacement
Factor 3 : Creation of Marketing Documents	Factor 7: Warranty
Factor 4 : Solution Preparation	Factor 8: Service Center

Many researchers have shown that Customer satisfaction is multidimensional. Generally, delivering customer values is a key means for marketers to satisfy customer needs. The factors of pre and post sale service might affect customer satisfaction will be discussed in the research.

Presales is a process or a set of activities normally carried out before a customer is acquired, though sometimes presales also extends into the period the product or service is delivered to the customer.

After sale of product providing support for that product or services related to that product which generate the revenue is called as post-sales.

Following points to be cover In Pre- sales and Post-sales services of mobile phone in the research.

1. **Information about Product:** Relates to technical information about mobile, determining its price and comparing its performance with a set of alternatives defined by a customer.
2. **Product demonstrations (or "demo" for short):** Relates to promotion where a product is demonstrated to potential customers. The goal of such a demonstration is to introduce customers to the product in hopes of getting them to purchase that item. Various technique for demonstration like, in-store, home, trade show, roadside, and video.
3. **Creation of Marketing Documents:** The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.
4. **Solution Preparation:** To solve all queries on customer minds relates to mobile phone.
5. **Technical Support:** technical support services attempt to help the user solve specific problems with a product—rather than providing training, customization, or other support services. Most companies offer technical support for the products they sell, either freely available or for a fee.
6. **Replacement:** Relates to provide replacement service to specific problem in mobile phone.
7. **Warranty:** The warranty period starts at the time of Product's original purchase by the first end-user. The Product may consist of several different parts and different parts may be covered by a different warranty period. The different Warranty Periods for mobile device, batteries, chargers, desk stands, headsets, cables, covers, software and accessories.
8. **Service Center:** Relates to provide all services relate to mobile instrument.

A summary of previous research papers on country-of-origin.

Review of Literatures within India

Author/Year	Tital	Findings
Mrs. Aruna A. Deoskar(2009)	A study of mobile services from customer's perspective	To meet the customer perception & customer expectation this research findings will provide some base to raise the customer satisfaction level by understanding the impact of basic service parameters
Prof. Richa Mishra , New Delhi(2004)	A vdynamic decade of mobile phone services in India	The variety and the development of innovation in the mobile service industries
Mrs. Alka, Assistant Professor, Noida, Uttar Pradesh(2010)	Mobile phones to ring louder in Rural India	To analyze the penetration of the mobile phones in the rural market and the strategies adopted by the telecom companies to enter the Indian Rural Market
Dr. P.K. Pandey, Tripura(2012)	Protection of right of mobile phone users in India : a critical analysis	Rights of mobile phone users are dealt in the light of rules, regulations and laws

Review of Literatures Abroad India

Author	Sample/Product/Country of Origin	Principal Findings
Kah-Hin Chai, Yi Ding, Yufeng Xing, Singapore (2009)	Quality and Customer Satisfaction Spillovers in the Mobile Phone Industry	To quality and satisfaction spillover effects between handset manufacturers and network operators
Wei Zhang, Liwen Liu (2009)	Selling Extended After-Sales Service Warranty: the Impact on Channel Cooperation and Consumer Surplus	To study the practice of offering consumers options to buy additional after-sales service warranties and its impact on channel cooperation and consumer surplus
Dr. Yrjö Neuvo, Finland (2001)	Future Directions in Mobile Communications	Key parameters: volume, weight, power consumption and component count.
Biljana Angelova, Jusuf Zekir, Macedonia (2012)	Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model)	To measure customer satisfaction with service quality delivered by the three mobile operators in Macedonia
Sany Sanuri Mohd. Mokhtar, Utara Malaysia (2012)	The Relationship Between Service Quality and Satisfaction on Customer Loyalty in Malaysian Mobile Communication Industry	Customer satisfaction plays an important role to enhance the level of customer loyalty
Alexandra (2008)	Luxury e-service at the pre and post-sale stages of the decision making process	To access and analyze customer pre and post-sale stages of the decision making process
Sophie BISMUT IDATE, Montpellier (2006)	Competition in European Telecom Markets	Telecommunications sector has intensified across all segments and across all countries in Europe
AeRee KIM and Hitoshi MITOMO Waseda University, Tokyo, Japan (2006)	Impact of Mobile Usage on the Interpersonal Relations	How relationships with friends could be affected by dependency on mobile telephones in the context of IT literacy and personal attributes
Ralf Dewenter, Justus Haucap, Hamburg, Germany (2004)	Hedonic Prices in the German Market for Mobile Phones	Volume has a negative effect on the price of a mobile handset, while the number of ringtones and the talk time battery life relative to the handset's weight positively affect mobile phone prices
Liu, Chorng-Jian, Chou, Yuntsai, National Taipei University (2003)	The Public Incumbent's Defeat in Mobile Competition: A Revisited Study of Telecommunication Reforms	Reasons affecting the mobile incumbent's competitiveness against market entrants
Masud Ibn Rahman S. M. Tareq, Bangladesh (2003)	Factors Shaping the Customer's Choice of Brands in Mobile Telecommunication Sector in Bangladesh: An Insight Into Aktel GSM Bangladesh Ltd.	Aktel Mobile Phone Company most important factors are firstly, minimum call charge, secondly, facilities offered by the providers through different packages, thirdly, area under network coverage and access to network and finally, the media advertisement.
Scott E. Masten (2009)	Post-Sale Service and the Limits of Reputation	Effects of post-sale service on the existence of reputational equilibrium

IV. PROBLEM OF STUDY

Customer satisfaction is the prime need of today's competitive market. As we had seen that the satisfaction leads to organization's growth & profit. To meet the customer satisfaction pre and post sale service providers have to meet the service quality from the customer perception point of view. Further the service expectations are dynamic & changes from person to person. So the researcher has identified those required pre and post sale service parameters from customer perception and has gathered the customer expectation on those service parameters, which they want from their respective mobile phones. Through this survey the researcher is trying to help compare mobile industries and understanding pre and post sale service of customer expectation with respect to their perception, so that the customer satisfaction regarding service can be increased.

One case of mobile users face poor sales service of particular mobile company, as per consumer forum: mobile company has cheated me and not giving service for their Mobile hand set under warranty period. I purchased a mobile on May20th 2012 after 2 months I found the problem in the display; it was a horrible when I visit their service center. In fact it is not a service center but only a collection center. After proper inspection they accepted my mobile for service under warranty. I submitted my mobile for service but after 11 days when I contact the center they ask me that this mobile cannot be repair under warranty. They can repair it but without considering warranty so I have to pay a good amount for service. It is a cheating .I asked them to give me the reason in writing so that I can move to consumer court but they refuse in giving in writing. They are only interested to give service when we pay good amount of money.

V. OBJECTIVE OF STUDY

Outcome of the Research will be beneficial to mobile industries to understand pre and post sale service quality parameters from customer perception & expectation point of view. This may help to update the set benchmarks & so can improve the satisfaction level.

Main Objectives of study are:

1. To find the impact of pre and post sale service parameters of mobile companies on customer satisfaction.
2. To comparative analysis of selected mobile companies in Gujarat state.
3. To Develop a Customer Service Metric based Customer Satisfaction Index.

Sub objectives of study are:

To understand the association of eight pre and post sale service factors with the customer satisfaction and to calculate the overall customer satisfaction index following sub objectives are formulated :

1. To find out the association of Information about Product on customer satisfaction.
2. To find out the association of demonstrations on customer satisfaction.
3. To find out the association of Creation of Marketing Documents on customer satisfaction.
4. To find out the association of Solution Preparation on customer satisfaction.
5. To find out the association of Technical Support on customer satisfaction.
6. To find out the association of Replacement on customer satisfaction.
7. To find out the association of Warranty on customer satisfaction.
8. To find out the association of Service center on customer satisfaction.
9. To propose the Customer Service Metric based Customer Satisfaction Index for pre and post sales service of mobile company.

VI. RESEARCH METHODOLOGY

- Type of Research : Exploratory Research
- Population : Gujarat state
- Sample unit : Mobile user
- Sampling Method : Convenience Sampling
- Sample Size : 100

Scope of the Study

The scope of this research is Gujarat state geographical limit. The research study group includes all the customers who are currently availing the mobile phones. The users availing mobile phones available in Gujarat are included in this survey. The group consists of both the genders i.e. Male female. Customers were selected belonging to students, businessmen, unemployed persons, corporate employees and Government employees. The researcher interviewed them individually & questionnaires on pre and post sales services of mobile companies in context of customer satisfaction were filled. The research confines the

study of mobile companies from customer's Perspective among top 5 mobiles companies researcher selected for the study (Source: Voice & Data Jun 2012).

Companies	Revenue FY11-12(Crore)	Revenue FY12-13(Crore)	Growth %age	Mkt. share
Nokia	12,900	12,929	0.2	39
Samsung	4,700	5,720	21.7	17.2
Micromax	1,602	2,289	42.9	6.9
BlackBerry	1,210	1,950	61.2	5.9
LG	1,600	1,834	14.6	5.5
G'Five	755	1,326	75.6	4
Karbons	800	1,004	25.5	3
Spice	1,040	920	-11.5	2.8
Maxx	514	745	44.9	2.2
Sony Ericsson	590	690	16.9	2.1

For the purpose of this study, for handset manufacturers, the product refers to the handset while service refers to both pre-sales (e.g. information about product, demonstrations, Creation of Marketing Documents) and after-sales services (e.g. technical support, replacement, warranty) which the customer obtains through such channels as retail outlet, website, customer service hotline.

Factor analysis is done to get the critical factors, which are affecting the customer satisfaction on pre and post sales service of mobile industries. The outcome of factor analysis gave eight major factors from customer perception and expectation point of view, which are : information about product, demonstrations, Creation of Marketing Documents, technical support, replacement and warranty.

VII. FINDING

- 40% of the customers currently have Micromax and china G five mobile had set.
- 70% of the customers are not his first mobile company so there are 2 to 3 mobile had set company change previously.
- There are majority of the customers past mobile company are G five china and micro max mobile had set about 20%.
- There is 50% of the customers' change his mobile had set company for other then pre and post sales services of the company.
- The 20% of the customers first mobile had set companies are Micromax and G five china.
- Most of The customers second mobile had set company are Nokia and Samsung.
- In the research it is found that the 20% customers are civil service men and 25 % businessmen and any other respectively.
- The majority of the customers are considered post sales service of the mobile company.
- In the research most of the customers find the problem of Technical support and Replacement service of the mobile had set company.
- The majority of the companies are provided Technical service to their customers.
- The customers give very good rate for pre and post sales services to their existing mobile company.
- Most of the customers are highly satisfied with their company for providing instrument information services.
- There are more customers are getting had set information though retail shop.
- The majority of the customers are giving very good rate to their mobile company for demonstration activity of the company.
- There are many customers are highly satisfied to their marketing activities of the company.

- The most of the mobile company done Advertising for their marketing activities.
- The majority of the customers are very good rate to their mobile had set company for solution preparation.
- There are many companies providing scheme related solution provided their mobile company.
- 40% customers are highly satisfied their technical support service of the mobile company.
- 50% customers mobile company providing free of cost to their customers.
- Most of the customers are aware about the Replacement services of their mobile company.
- There are many customer face the problem of Replacement service of the mobile company.
- The most 70% customers' mobile company gives 6 month warranty.
- In this research majority of the customers are surely change their service center.
- There are many customers use the service center services provided their mobile company.
- The most of the customers use Gandhi gram service center for service their mobile had set.

VIII. CONCLUSION

On the basis of the analysis made and inferences drawn, the conclusion is that customers are face many problems of pre and post sales service of the current mobile had set company and not satisfied with the services of the company. More than 70% of customers change their had set service centre place. There are many customers says that open the service centre at their own place. Majority of customers' are very satisfied. Customers are mostly going Ahmedabad for service his had set. Sometimes behavior of the retailers is very bad with the customers. Replacement services of the mobile company are very bad. Finally we conclude that the majority of the customers are dissatisfied with the Technical support service and Replacement service of the mobile company. The goal of this research of the company is to providing a better pre and post sales service to the customers.

IX. RECOMMENDATION

- Finally we recommended that the service centre facility of the mobile had set company are open near as possible.
- Company provides more and more pre and post sales services to the customers.
- Mobile hand set company improves its Technical services and Replacement services.
- Company improves Retailers interest for sales mobile hand set because most of the customers getting hand set information by the retailers.
- Most of the customers used mobile phone for essential so company providing more and more service to their existing customers.
- 40% of customers take mobile for business purpose we can say that company more target to the businessmen.
- Customers change hand set for other than pre and post sales services of the customers so the company improve other services of the customers.
- Company must be new service centre for the customers so customers use more and more services of the service centre.
- Company lunch new model of the hand set because most of the customers previously change two of more mobile company.
- Also the customer care executives must take information like number, called party name, date and time and area from where customer has made the call for those customers who complained about hand set.

- Most of the customers know about the hand set model by the advertisement activity of the company so the company more focuses on the advertisement.

X. Managerial Implication

The results of this study can add further insights into customer satisfaction on pre and post sales service of different mobile companies. Another implication of this study can be suggestion to all mobile company for satisfy their customer through different factor of pre and post sale services.

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Appendix

Questionnaire

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Customer Name:

Sex:

Profession:

Address:

Mobile No:

Mobile model:

Part 1 (General information)

(1) Which company's mobile phone you use currently?

(2) Is it your first mobile company?

(2.1) If 'NO' how many mobile companies hand set you had used in the past?

(2.2) If 'NO' which mobile company hand set did you avail in past?

(2.3) why did you change your past mobile company?

(2.3.1) first company mobile hand set? (Please specify name)

(2.3.2) second company mobile hand set? (Please specify name)

(3) Your occupation?

(4) Mobile hand set to you is?

(5) What factor of services do you considered while choosing mobile hand set company?

(6) In which of the following areas do you find the problem?

(7) What are all services provided by your mobile phone company?

(8) How do you rate your mobile phone company on account of pre sales services?

Part 2 (Information about product)

(9) Are you satisfied with the information about instrument provided by mobile company?

(10) You get hand set information through?

Part 3(product demonstration)

(11) How do you rate the product demonstration of the current mobile company?

(12) Are you satisfied with the demonstration provided by your mobile company?

(13) Where you get demonstration of the hand set company?

Part 4 (marketing documents)

(14) Are you satisfied with the marketing activity provided your mobile phone company? (15) Which marketing activity done by your mobile company?

Part 5 (Solution preparation)

(16) How do you rate the solution provided by your current mobile company?

(17) Are you satisfied with the solution provided your current mobile phone company?

(18) What types of solution provided by your mobile company frequently?

Part 6 (Technical Support)

(19) Are you satisfied with the technical support provided your current mobile phone company?

(20) Which types of technical service you used in your current mobile company?

(21) Which types of technical service provided by your current mobile company?

Part 7 (Replacement)

(22) Are you aware about the replacement system of the mobile company?

(23) Are you face the problem of replacement service?

Part 8 (Warranty)

(23) Are you satisfied with the warranty service provided your mobile phone company?

(25) Are you aware about the warranty condition provided by your mobile company?

(26) How many years warranty provided by your mobile company?

Part 8 (service center)

(27) Do you use service center services provided by your current mobile company?

(28) Would you change the service center if given a choice?

AUTHOR(S) PROFILE



Prof. Jignesh R. Vaja, Asst. professor and Head of Department in Sarvoday College of management and technology (MBA/MCA), Limbdi. And perusing Prof. Jignesh has more than 6 years of experience in Education and industry field. He has delivered talk as resource person for several training programmes, refresher courses and workshops. His current research interest includes in Marketing and HR field. He published more than 13 research paper on various areas. He has presented papers on many national and international conferences. He attends more than 15 states, national and international workshop/seminar & Faculty Development Program.



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