

# **CUSTOMER SATISFACTION ON MOBILE SERVICE**

**(With References to Nepal Telecom and Ncell)**

**A Thesis**

**By**

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**April, 2019**

## **RECOMMENDATION LETTER**

It is certified that thesis entitled Customer Satisfaction on Mobile Service (With References to Nepal Telecom and Ncell) submitted by Ram Baniya is an original piece of research work carried out by the candidate under my supervision. Literary presentation is satisfactory and the thesis is in a form suitable for publication. Work evinces the capacity of the candidate for critical examination and independent judgment. Candidate has put in at least 60 days after registering the proposal. The thesis is forwarded for examination.

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## **APPROVAL SHEET**

We, the undersigned, have examined the thesis entitled Customer Satisfaction on Mobile Service (With References to Nepal Telecom and Ncell) presented by Ram Baniya, a candidate for the degree of **Master of Business Studies** (MBS) and conducted the viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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### **Certification of Authorship**

I certify that the work in the thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the reference section of the thesis.

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## Abbreviations

4G	Fourth Generation
CDMA	Code Division Multiple Access
CRBT	Caller Ring Back Tone
Govt.	Government
GPRS	General Packet Radio Service
GSM	Global System for Mobile
Ltd.	Limited
MIS	Management Information System
MMS	Multimedia Message Service
NTC	Nepal Telecom
Pvt.	Private
SMS	Short Message Service
SNPL	Spice Cell Nepal Private Limited
SPSS	Statistical Package for Social Science
VMS	Voice Mail System
WLL	Wireless Local Loop

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## ABSTRACT

*The study seeks to identify the customer satisfaction on mobile services with references to NTC and Ncell users within Kathmandu valley. Customers are satisfied when their needs, wants, desires and expectation are fulfilled by any brand, used by them. In case of different brands of cellular network like NTC and NCELL, factors like price, service quality and customer service play an important role in customer satisfaction. This research has examined the service provided by employee to its customer. Apart from that it also focus on the network performance and tariff rates of those service providers. For this research study, sample is taken from Kathmandu valley. The sample consists of NTC and NCell mobile service user. The sample respondents are selected through convenience sampling technique which is one of the non-probability sampling techniques. The sample size is 200. The analysis of the data has been done through spreadsheet software. The study has examined the factors which influence more customers satisfaction. The study shows that NTC users are satisfied more in terms of employee response whereas NCell customers are satisfied with network coverage but employee have dissatisfaction on tariff rate of NCell in comparison to NTC.*

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

With the unprecedented innovations in the field of telecommunication services and rapid telecommunications development in the world, it has become necessary to bring with the same pace development and expansion in this sector in Nepal also. Keeping in harmony with the currently evolving new technological developments, the emerging craze for globalization and liberalization of market economy concept, it is felt that the resources and efforts of Nepal government alone cannot fulfill the steadily increasing demand of the telecommunication services in a competitive environment. Even though the private sector entrepreneurs are interested in investing in the novel sectors, flow of private sector capital in productive areas could not be made effective due to unfavorable environment and lack of opportunities. Taking this scenario into account, the National Communication Policy 1992 envisaged the concept of encouraging the private sector participation for providing telecommunication services to the public and to assist to the extent possible as is deemed necessary in an easily available, simple and well planned manner for the development, expansion and operation of this sector inside the Country of Nepal as well as abroad.

With this concept, using liberalization policy and involving the private sector in a competitive environment for the development and expansion of telecommunication sector in Nepal, His Majesty's Government of Nepal's (cabinet's) decision dated December 25, 1995 has initiated the involvement of the private sector in the development of the telecommunication services. Nepal Telecommunications Authority as an autonomous regulatory body has been established on March 4, 1998

as stipulated within the framework of the Telecommunication Act 1997 and Telecommunication Regulation 1998 to make this work more systematic and regular.

### **Gothel (2016)**

In the context of the difficult geographical terrain of Nepal, telecommunications infrastructure is seen as more important than others are. New opportunities are being seen in the telecom sector due to the rapid development of technology and continuous changes in the infrastructures. Nepali citizens can also benefit from the worldwide trend in the reduction of tariff in the telecommunications sector. In this context, by utilizing the achievements gained in the telecom sector for maximum benefits and to use the possibilities and opportunities that might come in future for the greater benefit of the Nepali people, the necessity of an appropriate and up to date policy has been felt. Hence, His Majesty's Government of Nepal has passed the Telecom Policy, 2004 replacing the older Telecom Policy, 1999 by the decision of the cabinet on March 8, 2004.

The monopoly of limited telecom industries, curious and capacity of Nepalese people towards telecom services and a new innovative topic in the field of marketing build keen interest upon the topic. The frequent discussion, team of research project co ordinate bring closer for the development of interest. The development of IT world and curious world make closer with this topic

Nepal is considered to be economically less privileged and less developed among the countries in the world with around per capita income of US \$240. Recently Nepal has adopted the path of economic development through liberalization for the economic growth of nation. The overall development of a nation largely depends on

its economic development. Thus, the primary goal of any nation, including Nepal, should be rapid economic development to promote welfare of the people and nation as well. Thus, for the overall development of the country, many private as well as public enterprises have been established and they all are performing on their own way to make better Nepal.

Mainly, public enterprises are established in a view to build up the infrastructures for development. However, in Nepal, many others have also been established for providing basic needs (goods and services) of people. While the private sector enterprises are established solely with business motives and they provide basic and other types of needs of the society. In the context of Nepal, government utility service organization like Nepal Telecom and Ncell is playing major role in the development of country.

However, whichever the type of enterprises; either public or private, various activities such as finance, marketing, production etc. should be performed for smooth running. Each activity plays its own vital role for better operation. The achievement of the business organization largely depends on how much these activities are integrated and coordinated in the business system and here one can see the importance of marketing. It is the area of business enterprise, on which all other functional areas are directly related. It is the means of integrating and coordinating such functions in the business organization.

As being an important aspect, the business organization should always be sincere for its management. The success and failure of an organization mainly depends upon its marketing strategy. Therefore, the marketing personnel should

analyze the strategy in a timely manner. It is concerned with analyzing the different marketing tools and action plans that are being applied for products and services of the enterprise. The real picture of marketing performance is disclosed after thoroughly analyzing these tools and action plans.

The focus of the study is in the determination of the level of customer satisfaction of mobile phone services of Nepal Telecom and Ncell based on surveys and interviews with customer.

### **1.1.1 Nepal Telecom**

In Nepal, operating any form of telecommunication service dates back to 94 years in B.S. 1970. However, formally telecom service was provided mainly after the establishment of MOHAN AKASHWANI in B.S. 2005. Later as per the plan formulated in First National Five year plan (2012-2017); Telecommunication Department was established in B.S.2016. To modernize the telecommunications services and to expand the services, during third five-year plan (2023-2028), Telecommunication Department was converted into Telecommunications Development Board in B.S.2026. After the enactment of Communications Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company Limited from Baisakh 1, 2061. Nepal Doorsanchar Company Limited is a company

registered under the companies Act 2053. However, the public knows the company by the brand name Nepal Telecom as registered trademark.

Nepal Doorsanchar Company Ltd. Popularly known as Nepal Telecom is state owned telecommunication service provider in Nepal with 51.49% of the government share. The company was a monopoly until 2003, when the first private sector operator United Telecom Limited (UTL) started providing basic telephony services. The central office of Nepal Telecom is located at Bhadrakali Plaza, Kathmandu. It has branches, exchanges and other offices in 184 locations within the country.

It is the sole provider of fixed line, ISDN and leased-line services in Nepal. Following the entry of Ncell (previously called Mero Mobile) into Nepal's telecommunications industry in 2005, it is no longer the only provider of GSM mobile service. With more than 5,400 employees, it is one of the largest corporations of Nepal. It has a total of 262 telephone exchanges in various parts of the country serving 603,291 PSTN lines, more than 5 million GSM cellular phones and more than a million CDMA phone line as of July 2011. According to recent data, there are about 10 million users of Nepal Telecom including all those of fixed landline, GSM mobile, CDMA and internet service. Nepal Telecom Launched 4G LTE Service on 1 January 2017. It is the first operator to provide 4G LTE service in Nepal on technology neutral frequency band of 1800 MHz as standard for 4G in Nepal. till the date 4G is only available in Kathmandu and Pokhara.

Nepal Telecom has always put its endeavors in providing its valued customers a quality service since its inception. To achieve this goal, technologies best meeting the interest of its customers has always been selected. The nationwide reach of the



organization, from urban areas to the economically non- viable most remote locations, is the result of all these efforts that makes this organization different from others.

Definitely, Nepal Telecom's widespread reach will assist in the socio-economic development of the urban as well as rural areas, as telecommunications is one of the most important infrastructures required for development. Accordingly in the era of globalization, it is felt that milestones and achievements of the past are not adequate enough to catch up with the global trend in the development of telecommunication sector and the growth of telecommunication services in the country will be guided by Technology, Declining equipment prices, market growth due to increase in standard of life and finally by healthy competition.

Converting NT from government owned Monopoly Company to private owned, business oriented, customer-focused company in a competitive environment, Nepal Telecom invites its all-probable shareholders in the sacred work of nation building.

### **1.1.2 Ncell**

Ncell Pvt. Ltd. has been working in Nepal since 2004 as the first private mobile operator in the country. We are committed to being the best local mobile network for the people living in the country. We provide services of international quality with a local touch. Most of our employees are Nepali and our services are designed to meet the needs of the local society.

It is constantly working towards our goals of connecting everyone in Nepal through our Ncell network, providing high quality, modern and cost effective services

and creating value for our customers and partners. Ncell is part of the Axiata Group Berhad, one of Asia's leading telecommunications group.

Axiata operates in ten countries with 25,000 employees and serves approximately 290 million subscribers. With a diverse portfolio in mobile, network operations, communications infrastructure services and digital services, the Group pieces together the best in connectivity, technology and people in its vision of Advancing Asia. Together with Axiata, Ncell contributes to the development of the country's economy and infrastructure, building best-in-class networks and bringing people in the remotest areas of Nepal within the reach of communications.

Ncell 4G. Do more, faster. Ncell 4G is now available in 21 cities across Nepal – Kathmandu, Lalitpur, Bhaktapur (including Nagarkot), Banepa, Dhulikhel, Pokhara, Damauli, Birtamode, Dharan, Biratnagar, Damak, Birgunj, Hetauda, Bharatapur, Butwal, Bhairahawa, Nepalgunj, Kohalpur, Birendranagar, Dhangadhi and Lahan. Coming to your cities soon.

First of all, you need to have a 4G supported SIM card. Type Q and SMS to 324 to know if you have a 4G supported SIM card. If you have a 4G SIM card, you are one step ahead. If not, please visit your nearest Ncell Centre with the SIM owner's citizenship and upgrade the SIM card for Re. 1 and also get 1 GB 4G data valid for 3 days.

Once you have the 4G supported SIM, you now need a 4G supported handset. Check if your handset is 4G supported or not and the steps to setup 4G from. With the 4G enabled SIM and handset you can now experience Ncell 4G in 21 cities across

Nepal, Kathmandu, Lalitpur, Bhaktapur (including Nagarkot), Banepa, Dhulikhel, Pokhara, Damauli, Birtamode, Damak, Biratnagar, Dharan, Birgunj, Hetauda, Bharatapur, Butwal, Bhairahawa, Nepalgunj, Kohalpur, Birendranagar, Dhangadhi and Lahan. It will be available in other cities soon.

## **1.2 Focus of the Study**

This study is mainly focused on measuring the level of satisfaction of Nepal Telecom and Ncell users. The main theme is to find out the services that have been provided by Nepal Telecom and Ncell to its customers and analyze them briefly and compare whether it is aligned with customer satisfaction or not. The study is concerned with finding out the degree of awareness that the user of Nepal Telecom and Ncell holds about the brand name Nepal Telecom and Ncell.

## **1.3 Statement of the Problem**

Nepal Doorsanchar Company Ltd popularly known as Nepal Telecom is state owned telecommunication service provider in Nepal with 91.49% of the government share. The company was a monopoly until 2003, when the first private sector operator UTL started providing basic telephony services. Nepal Telecom Launched 4G LTE Service on 1 January 2017. Nepal Telecom And Ncell Company is operating, as governmental organization for providing communication services to all over the country. Since the 77 percent of total areas are high hills and snowcapped mountains and only 23 percent is the flat land of terai, such extreme topography and weak infrastructure have made task of providing basic telecommunication facilities more difficult.

GSM Mobile Service Nepal Telecom offers various data packages on the occasion of Maha from Magh 1 2073, NT has revised its dedicated internet and intranet lease tariff Nepal Telecom is launching its 4G Network from Jan 1st, 2017 NT Subscribers can now, renew telecom services online via various banks. However, the top most priority of Nepal Telecom and Ncell is to provide basic telecommunication facilities to the public at reasonable prices, in the present context it has also to cope with the demand of customer for better and new services. The rural people in one hand wishes to have services in their villages, and on the other hand the urban people expect the new service to land at their doorstep. In recent years, the telephone demand has swollen-up rapidly in the cities as well as the villages directed towards the urbanization.

Since the world today is using very new and recent technologies in the field of communication service, Nepal too is not exception to this. Thus in recent years the people of few cities specially Kathmandu, Biratnagar, Birgunj, Pokhara etc., due to extensive urbanization as well as the cities being hub of all economic activities are demanding advanced communication facilities. In the context of fulfilling such demands, Nepal Telecom and Ncell have launched “Mobile Service” as a government and private sector service respectively in telecommunication in Nepal.

To know how much quality service is being rendered by Nepal Telecom and Ncell is very difficult to draw conclusion. This has become a problem and matter of confusion till now. This study aims to know the reality of this questions and problem. Addressing the key issues, the present study tries to answer the following questions:

1. Are Nepal Telecom and Ncell's customers satisfied with the services being offered by employee to them?
2. Are Nepal Telecom and Ncell's customers satisfied towards the services of Nepal Telecom and Ncell on network performance?
3. Do customers are satisfied with Tariff rates offered by Nepal Telecom and Ncell?

#### **1.4 Objectives of the Study**

The general objective of this research is to assess the expectations and areas of satisfaction of Nepal Telecom and Ncell customers. The specific objectives of this research are as follows:

1. To explore customer satisfaction with regard to services offered by employee of Nepal Telecom and Ncell.
2. To make an assessment to satisfaction of customers on network performance.
3. To analyse the customer satisfaction on tariff rates offered by Nepal Telecom and Ncell.

#### **1.5 Significance of the Study**

Since the subscribers or users of mobile telephone can take many facilities than the ordinary telephone subscribers, the importance of mobile phone is continuously increasing. The number of Nepal Telecom and Ncell users within this short time frame is increasing in large number. The increasing demand and popularity of mobile phone is attracting the attention of investors to invest in these areas.

Analysis of marketing position is a crucial part of decision-making process of a business enterprise. Poor management affects adversely on profitability of

organization. Nepal Telecom and Ncell is an enterprise of great national concern. Thus, this study is made to evaluate the marketing position of Nepal Telecom and Ncell. Nepal Telecom and Ncell is service oriented business enterprise. So, it should provide better services as well as make profit for the sake of expansion of its services, adoption of new technologies, repair and maintenance to keep its services update/intact. Due to changing scenario of the economy and the current political situation, the private sector companies are discouraged to run an organization smoothly. However Nepal Telecom and Ncell is effectively operating its activities in distributing the new communication services to fulfill the growing demands of customers and on the other side, many services have been launched by other parties . Therefore, it is sure that Nepal Telecom And Ncell will have to face cutthroat competition with outside competitors in coming future.To get success in such situation, this study provide valuable guidelines to Nepal Telecom And Ncell in making their new strategy in providing qualitative services. It has given valuable insights and references to the scholars and researchers who are interested in conducting further researches on the field of communication service.

### **1.6 Limitations of the Study**

This research is the requirement for the partial fulfillment of master's degree in management. The researcher being a student and having a limited time and resources, this research work is not free from limitations. A research is a full blaze and vast investigation study for the settlement of the problems. It needs full time, adequate amount of money, and authentic information. Therefore, these factors are assumed the limitation of this study. Some other limitations that are considered while performing research are as follows:

1. Although customers of Nepal Telecom and Ncell users are spread all over the country, but the customer's opinion, market response and customer profiles are collected/made only from Kathmandu valley.
2. This study is only focused on user of mobile telephone services of Nepal Telecom and Ncell.
3. This study contains primary, thus the limitations of the secondary data may exist.

### **1.7 Organization of the Study**

This study has been organized under five chapters. The first chapter contains introduction i.e. background, statement of the problem, objectives of the study, rational or significance of the study and limitation of the study.

The second chapter is designed to examine the review of literature especially the historical background of telecommunication services, its development in Nepalese context, the recently available communication services and few past researchers conducted by the scholars.

The third chapter describes the research methodological aspects of the study and it contains research design, sampling plan, and nature of sources of data, data collection procedure and method of analysis.

The fourth chapter is the main body part of the study in which data presentation, analysis and their interpretation is included. Major findings of the study are also presented in this chapter.

In fifth chapter a summary, conclusions and some valuable recommendations are presented in fifth chapter. References and appendix have also been incorporated at the end of the study.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The main purpose of performing review of literature in this study is to improve telecommunication products and services in timely basis for customer satisfaction in telecommunication industry.

#### **2.2 Theoretical Framework**

Satisfaction is an important element in the evaluation stage. Satisfaction refers to the buyer's state of being adequately rewarded in buying situation for the sacrifice s/he has made. Adequacy of satisfaction is a result of matching actual past purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motives. (Loudon and Bitta, 1993:579)

After consumers obtain and use a product or service, they will tend to develop feelings of satisfaction or dissatisfaction toward it. Consumer satisfaction has traditionally been defined as "the evaluation rendered that the experience was at least as good as it was supposed to be." This definition was developed around the predominant model used to explain post purchase satisfaction in the 1970s the expectation disconfirmation model. However, varieties of additional theoretical approaches have been used to explain the formation of consumer satisfaction. Because of accumulating evidence that consumer satisfaction is more than just, the disconfirmation of an expectation revised definition of the concept is proposed. Consumer satisfaction consists of general feelings that a consumer has developed about a product or service after its purchase. As such, satisfaction is a type of

consumer attitude. Feelings of consumer satisfaction may result from expectancy disconfirmation as well as from other process, such as equity, attribution, performance evaluation and affect formation (Mowen, 1990).

### **2.2.1 Concept of Customer Satisfaction**

Customers are user of products and services. They purchase goods and services from the organization or seller. Customers are the king of the market. Customers are the critical success factors of an organization. "Satisfaction refers to the buyer's state of being adequately rewarded by the purchase decision" (Koirala, 2007). Thus, satisfaction is a type of customer attitude. Customers have certain prior or pre-purchase expectations from a product or service. They compare the product or service's performance to their prior expectations. If they find the performance higher than their expectations then they are satisfied and if they find the performance lower than their expectations than they are dissatisfied. Advertising has the major role to play in forming the expectations. When they use or consume the products, they compare the actual performance to their expectations. The interaction between the expectation and the actual performance produce satisfaction or dissatisfaction. The confirmation process determines the level of satisfaction or dissatisfaction. "Customer satisfaction is a customer's feeling of pleasure or disappointment regarding the performance of the product s/he consumes. If the products fulfill his/her expectations, s/he is said to be satisfied; but if his/her expectations, are not fulfilled s/he is said to be dissatisfied or disappointed." (Shrestha, 2008)

Customer should be satisfied by the firm's offering: products and services. A customer is most important person in any business organization. No marketing can be

done without customers. Customers are the person who brings the firm their wants. It is the firm's job to fulfill those wants. "Customers are the life blood of every business" (Shrestha, 2004). Therefore, the firm must try to satisfy them. Customer satisfaction is the fulfillment of needs and wants of customers. Satisfaction is a person is feeling of pleasure or disappointment, resulting from comparison related to his/her expectations. Therefore, customer's satisfaction is a function of the products perceived performance and the consumer's expectation. Satisfaction is often a subjective phenomenon and depends on the consumer's state of mind both at the time of purchase and more importantly at the time of consumption. It is important because some degree of post purchase dissonance is evident among consumers. The satisfied consumers have a significantly positive impact. They tell many others and will have some degree of influence over them. Therefore, satisfied consumers are sound investment and some companies clearly understand their impact. Many companies are aiming at high satisfaction because consumers who are just satisfied find it easy to switch when a better offer comes along. Those who highly satisfied are much less ready to switch. In fact, emphasis has shifted from more satisfaction to delight of customers. High satisfaction or delights create an emotional affinity with the brand and the supplier, not just a rational preference. The result is high customer's loyalty. It is essential for companies to periodically assess customer satisfaction levels and take remedial action if needed. Continuous improvement in goods and services is the secret for minting customer's satisfaction.

When a customer gets what s/he has expected from a product, s/he confirms that the product's performance is equal to his/her expectations. This leads to

satisfaction. When a customer does not get what s/he expected from the product it leads to a situation of disconfirmation that leads to dissatisfaction.

When a customer receives more than his/her expectations, it leads to positive confirmation. Positive confirmation is a state of emotional satisfaction or delight. When a customer receives less than his/her expectation, it leads to negative disconfirmation or dissatisfaction. The output of the customer's net experience with a product works as a feed-back in the pre-purchase evaluation process. Several correlates of satisfaction and dissatisfaction have been noted down in various researches. Some of the correlates are presented here:

1. Older consumer has lower level of expectations and tends to be more satisfied.
2. Higher education level is associates with lower satisfaction.
3. Men tend to be more satisfied than women.
4. Higher confidence level and competency in purchase leads to higher satisfaction.
5. When a consumer perceives that other people are satisfied they also tend to be satisfied.
6. Consumers who are satisfied with their life tend to be satisfied with products.

### **2.2.2 Methods to Assess Customer Satisfaction**

The study found that measures of CS/D were directly influenced by the affective feelings of the consumers. There is a relationship in which the purchase leads to affective reactions, which in turn lead to feelings of CS/D.

Thus, in addition to the cognitive knowledge that expectancies were disconfirmed, the feelings that surround the post-acquisition process also appear to affect the satisfaction with a product (Mowen, 1990).

Some of the following methods can be applied to assess customer satisfaction.

### **Complaint and Suggestion System**

To assess the customer's satisfaction, company can use complaint and suggestion system. Restaurants and hotels provide forms on which customers can check off their likes, dislikes and suggestion. Many Companies set up customer hotlines with toll-free numbers to make it customers to inquire, suggest or complaint. Some customer-centered companies are P&G, General Electric, Whirlpool, etc. They establish hot lines with tool free numbers. Companies are also using website and emails for quick, two-way communication. They help the companies to generate good ideas for improved products and services.

### **Customer Satisfaction Surveys**

The Companies can take direct measures of customer satisfaction by conducting regular surveys. They can send questionnaires or make telephone calls to customers to find out how they feel about company's products, services and performance. Studies show that although customers are dissatisfied with one out of every four purchases, less than 5 percent will complain. Most customers will buy less or switch suppliers. Responsive companies measure customer satisfaction directly by conducting period surveys. While collecting customer satisfaction data, it is also useful to ask additional questions to measure repurchase intention and to measure the likelihood or willingness to recommend the company and brand to others.

### **Ghost Shopping**

It is also a way of assessing customer satisfaction. Under this, company can hire some people to pose as potential buyers to report on strong and weak points experience in buying the companies' and competitor's products. This mystery shopper can even test how the company's sales personal handle various situations. Managers themselves should leave their offices from time to time, enter company and competitor sales situations where they are unknown, and experience firsthand the treatment they receive. A variant of this is for managers to phone their own company with questions and complaints to see how the calls are handled.

### **Lost Customer Analysis**

Another useful way of assessing customer satisfaction is to contact customers, who have stopped buying, or those who have deflected to a competitor, and learn why this happened. Company can recapture a substantial proportion of lost customers simply by contacting them, listening to their concerns, and making a sincere effort to correct the problem.

#### **2.2.3 Symptoms of a Satisfied Customer**

A satisfied customer may have the following symptoms:

1. Becomes loyal towards company and its products for a longer period.
2. Buys more when the company introduces new products.
3. Talks favorably about the company and its product.
4. Pays less attention to competitors' advertisements and brands.
5. Becomes less sensitive to competitors' price and other offers.
6. Provides ideas to the marketer to improve the product and its offers.

7. Becomes less costly than the servicing of a new customer.

#### **2.2.4 Total Customer Satisfaction**

Whether the buyer is satisfied after performance falls purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

If the performance falls short of expectations' the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations' the customer is highly satisfied or delighted. Although the customer-centered firm seeks to create high customer satisfaction, that is not its ultimate goal. If the company increases customer satisfaction by lower profits, the company might be able to increase its profitability by means other than increased satisfaction (for example, by improving manufacturing processes or investing more in R&D). Also, the company has many stakeholders, including employers, dealers, suppliers, and stockholders. Spending more to increase customer satisfaction might divert funds from increasing the satisfaction of other "partners". Ultimately, the company must operate on the philosophy that is trying to deliver a high level of customer satisfaction subject to delivering acceptable levels of satisfaction to the other stakeholders, given its total resources.

#### **2.2.5 Measuring Satisfaction**

Many companies are systematically measuring customer satisfaction and the factors shaping it. For example, IBM tracks how satisfied customers are with each

IBM salesperson they encounter, and makes this an each salesperson's compensation. A company would be wise to measure customer satisfaction regularly because one key to customer retention is customer satisfaction. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products and is less sensitive to price, offers product or services ideas to the company, and costs less to serve than new customers because transactions are routine. The link between customer satisfaction and customer loyalty, however, is not proportional. Suppose customer satisfaction is rated on a scale from one to five. At a very low level of customer satisfaction (level one), customers are likely to abandon the company and even bad-mouth it. At levels two to four, customers are fairly satisfied but still find it easy to switch when a better offer comes along. At level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delights creates emotional bond with the brand or company not just a rational preference. Xerox's senior management found out that its completely satisfied customers were six times more likely to purchase Xerox products over the following 18 months than its "very satisfied" customers.

When customer rates their satisfaction with an element of the company's performance say delivery-the company needs to recognize that customers vary in how they define good delivery. It could mean early delivery, on-time delivery, order completeness, and so on. The company must also realize that customers can report being "highly satisfied" for different reasons. One may be easily satisfied most of the time and the other might be hard to please but was please on his occasion.



A number of methods exist to major customer satisfaction. Periodic surveys can track customer satisfaction directly. Respondents can also be asked additional questions to measure repurchase intention and the likelihood or willingness to recommend the company and brand to others. Paramount attributes the success of its five theme parks to the thousands of web-based guest surveys it sends to customers who have agreed to be contacted. During the past year, the company conducted more than 55 web-based surveys and netted 100,000 individual responses that described guest satisfaction on topics including rides, dining, shopping, games, and shows.

Companies can monitor the customer loss rate and contact customers who have stopped buying or who have switched to another supplier to learn why this happened. Finally, companies can hire mystery shoppers to pose as potential buyers and report on strong and weak points of experience in buying the company's and competitor's products. Managers themselves can enter company and competitor sales situations where they are unknown and experience firsthand the treatment they receive, or phone with their own company with questions and complain to see how the calls are handled. For customer satisfaction surveys, it's important that the companies ask the right questions.

Frederick Reichheld suggests that perhaps only one question really matters. "Would you recommend this product or service to a friend?" He maintains that those marketing departments typically focus surveys on the areas they can control, such as brand image, pricing, and product features. According to Reichheld, a customer's willingness to recommend to a friend results from how well the customer is treated by

front-line employees, which in turn is determined by all the functional areas that contribute to a customer's experience.

In addition to tracking customer value expectations and satisfaction, companies need to monitor their competitor's performance in these areas. One company was pleased to find that 80 percent of its customers said they were satisfied. Then the CEO found out that its leading competitor had a 90 percent customer satisfaction score. He was further dismayed when he learned that this competitor was aiming for a 95 percent satisfaction score.

For customer-centered companies, customer satisfaction is both a goal and a marketing tool. Companies need to be especially concerned today with their customer satisfaction level because the internet provides a tool for consumers to spread bad word of mouth as well as good word of mouth to the rest of the world. On websites like [troublebenz.com](http://troublebenz.com) and [lemonmb.com](http://lemonmb.com), angry Mercedes-Benz owners have been airing their complaints on every-thing from faulty key fobs and leaky sunroofs to balky electronics that leave drivers and their passengers stranded.

Companies that do achieve high customer satisfaction ratings make sure their target market knows it when JD power began to rate national home mortgage leaders. Countrywide was quick to advertise its number-one ranking in customer satisfaction. Dell computer's meteoric growth in the computer system industry can be partly attributed to achieving and advertising its number-one rank in customer satisfaction.

### 2.3 Review of Related Studies

Customer satisfaction is relatively a new area of study so there are not sufficient books, journals and articles, however, available resources are quite useful while conducting a research. Researcher has tried to consult as many resources as possible among which some mentionable are described below:

**Alison, (2012)** study on *the contribution of emotional satisfaction to consumer loyalty*. Many customer satisfaction studies have concluded that there is a significant relationship between customer satisfaction and loyalty, but this finding has been questioned in that most of the studies focus on measuring the cognitive component of customer satisfaction. This study includes the cognitive component, but focuses on the affective component. It explores the role of emotions in satisfaction, and then compares the predictive ability of the cognitive and affective elements. Key findings are that both positive and negative emotions and the cognitive component of satisfaction correlate with loyalty. Regression analysis indicates that the affective component serves as a better predictor of customer loyalty than the cognitive component. Further, the best predictor of both overall loyalty and the most reliable dimension of loyalty, positive word of mouth, is positive emotions. The theoretical and practical implications of these findings are discussed.

**Fornellet, et. al. (2013)** study on *“The American Customer Satisfaction Index: Nature, Purpose, and Findings.”* And according to them ‘satisfied customers may be the most consequential of all economic assets; indeed, they may be proxies for all other economic assets combined.’ Firms that are unable to satisfy customers can

expect to lose market share to rivals offering better products and services at lower prices. As a result, it is important for firms to understand what they can do to improve their provision of customer satisfaction. Examples of firms that led their respective industries with high ACSI scores in 2003 are Dell (78), Cadillac (87), Google (82), Heinz (88), Kenmore (84), Southwest Airlines (975) and Yahoo! (78).

**Athanussopoulos et. al., (2014)** have studied on “*Behavioral response to customer satisfaction. Employee Competence affects consumer behavioral responses.*” The more “exotic” side of customer satisfaction, statistically valid in the measurement model of customer satisfaction proved to have significant effects on consumer’s behavioral, responses. In highly interactive service environment such as that of retail banking, consumers determine very often their position concerning the bank from their attitudes towards staff competence.

**Simon et. al. (2015)** study on “*Employee Attitudes, Customer Satisfaction, and Sales Performance: Assessing the Linkages in US Grocery Stores.*” They found that satisfied customer is critical to a firm’s success. They examine the linkages between employee attitudes, customer satisfaction, and sales performance. They conclude that employee attitude affects customer satisfaction. In particular, as employee attitudes improve customer satisfaction with services levels increases. Moreover, this improvement in customer satisfaction with service drives higher sales. They had suggested that HRM program should be viewed as investment in delivering better customer service rather than simply as costs to minimize.

**Shrestha and Maharjan (2016)** in their article *Customer’s satisfaction with service division system in Nepal Telecom*” said that customer satisfaction is the function of

process and quality of service, speed of services, price of services, and staff attitudes.

They summarized the whole definition into one function i.e.

$$\text{Customer's satisfaction} = f(\text{process, timeliness, price, staff behaviors})$$

The main theme of this article was to explore the public about the level of satisfaction that the majority of individuals who are using the service are receiving.

They also said about the effects of CRM and its implementation to increase the customer value.

**Michel, (2017)** studied on *Service Quality Perceptions and Customer Satisfaction*.

The authors examine the influence of culture on the measurement of service quality and satisfaction in dentists' office settings. Respondents from the United States, Canada, and Japan participated in a 2×2 factorial experiment in which the authors manipulated both expectations (high/low) and service performance (high/low) in a series of scenarios. With partial metric invariance, latent mean comparisons revealed that regardless of expectations, Japanese respondents reported lower quality perceptions, satisfaction ratings when performance was high, and higher satisfaction ratings when performance was low than did their U.S. and Canadian counterparts. Thus, there is some evidence that Japanese consumers are more conservative in their evaluations of superior service but are less critical (or more forgiving) of inferior service. The authors also discuss managerial implications and future research directions.

**Marnik, (2017)** studied on *The Effect of Customer Satisfaction on Consumer Spending Growth*. Predicting aggregate consumer spending is vitally important to

marketing planning, yet traditional economic theory holds that predicting changes in aggregate consumer spending is not possible. Previous attempts to predict consumer spending growth using standard macroeconomic predictor variables have met with little success. The authors show that the lagged change in customer satisfaction, which contributes to future demand, has a significant impact on spending growth. However, this impact is moderated by increases in consumers' debt service ratio, a key budget constraint that affects consumers' ability to spend. Using an asymmetric growth model, more than 23% of the variation in the one-quarter-ahead spending growth is explained, which represents a notable improvement over prior specifications.

**Ezzat, (2018)** studied on *An international index for customer satisfaction in the construction industry*. In a competitive business environment, like construction, achieving customer satisfaction has been identified as a key measure for the success of construction projects and an effective tool for sustaining competitive advantage. This perspective emerges from the crucial role played by customers as the core of the construction industry and a driving force for improvement. Traditionally, customers are excluded from the design and construction process and decisions are made on their behalf. Organizations, which fail to take account of their customers' needs and satisfaction, encounter the risk of losing their customers. In spite of the contribution of the national customer satisfaction, barometers and indices that have been developed worldwide, these have their own limitations and shortcomings that hinder their adoption and application globally. Hence, this paper aims to develop an international index of customer satisfaction in the construction industry. To achieve this aim, a research methodology consisting of a literature review, case studies and a survey questionnaire was designed to accomplish four objectives. Firstly, the literature

review is used to investigate the concept of customer satisfaction and identify the drivers that lead to customer satisfaction in the construction industry. Secondly, 30 case studies are collected and analyzed to validate the drivers identified in literature review and add new insights. Thirdly, the identified drivers are classified into two categories based on the different phases of the project life cycle and the construction industry's contribution as product-related and/or service-related drivers. Finally, an international survey questionnaire is conducted with a sample of members of the Co-operative Network for Building Researchers (CNBR) to quantify the identified drivers and define the most important ones.

**Dahal (2009)** conducted a research study on "*Pattern of consumer decision making process while purchasing high involvement goods in Nepal*".

The main objectives of the study were to find consumers decision making strategies while making sales of durable goods. and evaluating alternatives with them.

The major findings from the study shows that • Size of choice set. Decision making criteria and rules are employed in evaluation of alternatives. Similarly Patterns of decision making strategies consumers utilize while making sales of durable goods. Moreover the level of resale's consumer seeking information and their correlates.

**Sapkota (2013)** had carried out a research on, "*Customer Satisfaction in Service Sector*". The major objectives of this study were to investigate the level of satisfaction as customer with Nepalese joint venture commercial banks. Similarly, to identify the

reasons/factors responsible for customer satisfaction or dissatisfaction was also another important aspect of objectives. In order to understand the growth of communication services, present status of telecommunication services and other information about the telecommunication facilities, the researcher found a very few researches that have been completed on “*Telecommunication Services on Nepal*”.

The main objectives of the study were to study the background of the CRM in Nabil Bank Limited. Moreover it also analyzes effectiveness and problems of CRM.

The major findings relating to satisfaction of customer reveals that most of the customers are satisfied with the service system of the bank. Whereas some have a bit negative feeling of bank activities blaming that these are not directed towards poor and needy people. However They are almost satisfied with employee behavior but in some banks, employee behavior is a bit poor.

**Bajracharya (2014)** researched entitled “*Customer Relationship Management in Nabil Bank Limited, Issue and Problem*” and concluded that CRM is the most prioritized tools and techniques to be followed in any organization.

The main objectives of the study were to study the background of the CRM in Nabil Bank Limited. It also analyzed the effectiveness and problems of CRM. Based on study researcher has also provided suggestions and recommendations for management for making effective CRM policies and practices. Moreover it examine the contribution of CRM in the economic development of the bank.



The major findings shows the scenario of customer relationship management trend is normally satisfactory. CRM is considered as one of the most vital management tool to be implemented in an organization. CRM leads to increased efficiency.

During the decade about ten years the Ncell phone users have increase along with the total expressed demand. However, the exchange capacity has increased relatively at a lower rate than the total expressed demand.

**Pradhan (2015)** had conducted a study entitled “*Customer Satisfaction: A General Guide to Nepalese Business*” and has highlighted the following objectives and findings of the study:

The major objectives of the study were to identify the major in-depth know how of customer satisfaction and other related tools which works in conjunction with business mechanism. It also assess and explore the pros and cons of customer satisfaction and its implementation. The current perspective of customer satisfaction and its impact on Nepalese business is also identified.

In this research the descriptive statistics are used such as mean, frequencies, percentage, etc. Also inferential tests are used like null hypothesis for tenability or non-tenability. It also incorporates the use of chi-square test.

The major findings of the study portrays the level of customer satisfaction in Nepal is not up to mark while comparing with international standards. There is a need of CRM

in every business organization in Nepal. Customer satisfaction must not only be taken as a tool to success but it should also be considered as a business strategy to cope with the changing environment.

Thus, the possibility of differential tariff rates for peak and off-peak hours need to be examined. As per the study more and more Ncell phone users are from the remote areas, and hence the demand for Ncell phone is the highest from this sector.

**Gothel (2016)** had conducted a research entitled “Customer Satisfaction on Services of Nepal Telecom (Nepal Telecom And Ncell)” and has highlighted the following objective and findings of the study.

The major objectives of the study were to analyze the services being provided by the Nepal Telecom and Ncell. Moreover customer satisfaction from the services provided by the Nepal Telecom and Ncell is also studied. It evaluates the customer satisfaction from the behavior of the employees of Nepal Telecom and Ncell.

The major findings display that most of the respondents may switch to a competitor due to higher tariff rate. Employees of the Nepal Telecom And Ncell seems to be helpful. In addition to this most of the respondents are satisfied with the statement of the call clarity on the Nepal Telecom and Ncell network.

Total customer of Nepal Telecom And Ncell is rapidly increasing over the study period. The existence of higher demand and a relatively lower supply of service facility have resulted in the extensive bad condition in the market of telephone users.

Both from the point of view of Ncell and social welfare maximization this trend is harmful. In case of Ncell phone, there is inverse relationship between the increase in telephone tariff and deterioration in the grade of service.

The grade of service reaches its lowest point when the phone tariff reaches its highest point, i.e. during the day. This shows that the system is nearing its potential capacity during certain hours of the day.

In Nepal, telecommunication facilities were started in 1913 as a luxury of Rana rulers. But concerned efforts to develop telecommunications were undertaken only in the 1970's. At present the arrival of Ncell provides expanded telecommunications facilities for both domestic and international usage.

**Manandhar (2017)** had conducted a study in entitles "Customer's Attitude Towards Nepal Bangladesh Bank". The researcher has focused the research to examine the customer's attitude towards the banking environment. Customers have used the bank to deposit as well as to borrow the money to invest in the business.

The major objectives of the study were to examine the trend of deposits, loans and advances of bank. The major performance indicator of bank. It also analyzes the expectations of existing general customers from bank

The major findings shows the image of NB bank among the public is not so good. The liquidity position of bank is more. Therefore, NB bank should search for the new area of investment to reduce in surplus cash balance.

Based on analysis of total deposits and its component, she has concluded that saving

and current deposit was satisfied than the fixed deposit account holder. She has concluded that the marketing strategies should be innovative that would attract and retain the customer. NB should formulate a competitive strategy. It is needed that to know by NB what position they have in competitive environment. The bank should motivate to the staff. There should be effective communication among the staff. Bank's every staffs should know new technology and new schemes. The bank should be mainly focused the customer's attitude and wants to facilitating services. Bank concentrates about the customer's facility and to develop the other technical equipment for providing services fruitfully. Bank can improve the level of communication for understanding the staffs and customer participation of banking activities.

**Gautam (2018)** in this research entitled *Customer Satisfaction in Nepalese commercial Banks*.

The major objectives of the study were to assess the commercial bank's performance in terms of customer satisfaction .It also investigate the level of satisfaction moreover it analyze the reasons behind customer's satisfaction of dissatisfaction

The major findings found out that customers were more satisfied with the second-generation joint-venture banks. The more specific, customers were found satisfied with those banks were customers had to spend less time on waiting and the employees' behavior was good.

Thus it is concluded that second-generation banks are more successful in their customer satisfaction performance than the first generation and non-joint venture banks. But however, they have less ability to serve Nepalese people and were also

found less reliable for future. First generation bank like Nepal Bank Limited and Rastriya Banijya bank were found strong on reliability ground and they are also serving the poor Nepalese people.

**Dahal (2018)**, in his study of “*Performance Evaluation of Chaudhary Group for customer satisfaction in instant noodle*” has made remarkable efforts for evaluating Chaudhary Group on the customer satisfaction in instant noodles.

The major objectives of the study were to find out the produce according to test and want of customer. It find out the earn profit in competitive market.

The major findings shows customer satisfaction specially noodles products produced by Chaudhary Group. Researcher focused on his report writing that customer is the king of market, product should be produced according to test and want of customer, and then only company can earn profit in competitive market. Goods should be produced as per above provision and after sale service should be provided and lastly the customers feedback about the sold products should be responded. The company should focus on customer test and satisfaction rather than prizes and schemes, expand its new market area and expand its product line with the test and want of customer.

## **2.4 Research Gap**

In such a circumstance, an attempt has been made in this research to study the areas of customer satisfaction on mobile telephone service by connecting it with customer response. The underlying objectives of the study are to assess the expectations and area of satisfaction of mobile phone users, to assessment the customer satisfaction with regard to tariff rate, network performance and services.

There is gap between the present research and previous researches in terms of some objectives, tools used for analysis, period of data collection and so on. This topic is also considered as the difference between the previous researches and the current research. The main objective here is to draw a genuine conclusion about the level of customer satisfaction regarding the service of Nepal Telecom and Ncell, considering the previous studies. In this context, the previous studies can't be ignored because they provide the foundation to present study. Thus, to complete this research work, many books, journals, articles and various published and unpublished dissertations are followed as guideline to make the research effective and smooth through these reference materials. Understanding the market response as well as consumer behavior it has become much more complex because it requires continuous investigation. Neither any scholars nor Nepal Telecom and Ncell itself has conducted such research by giving focus on customer reaction on mobile telephone service.

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Introduction**

“Research Methodology is a way to systematically solve the research problem. It facilitates the research work and provides reliability and validity to it” (Baniya, 1994).

The main objective of this research is to find out the level of customer satisfaction towards the mobile telephone services of Nepal Telecom and Ncell. This chapter looks into the various aspects of research methodology such as research design, nature and sources of data, data collection procedure, etc. By analyzing various aspects, the clear idea of services, network performance and different tariff rate offered by Nepal Telecom and Ncell can be derived.

#### **3.2 Research Design**

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. The plan is the overall scheme or program of research. It includes an outline of what the investigator has been done from writing the hypothesis and the operational implications to the final analysis of data. For exploring sources of information about different aspects of consumer satisfaction on mobile telephone, primary information has been generated through sending questionnaire to mobile phone users. The study is therefore analytical as well as descriptive in nature. To generate primary data, a survey research design has been applied in the study. The analysis of this research is based on certain research design keeping in mind the objective of the study. Generally, research design

means definite procedure and technique, which guideline studying profound ways for researcher's ability.

The main objective of this study is to find out the level of customer satisfaction towards the mobile telephone services of Nepal Telecom and Ncell. For this purpose, the research design of the study has been used for analytical as well as descriptive methods of collected data. This study has been given some valuable suggestions to strengthen the marketing policy of Nepal Telecom and Ncell as far as possible.

### **3.3 Sources of Information/Data**

The study has been based on primary sources of information/data. Researcher has collected primary sources of data through the people who are using mobile telephone service provided by Nepal telecom and Ncell.

### **3.4 Sampling Design**

The collection or the aggregate of objects or the set of results of an operation is called universe or population and a representative part of universe, which is selected for the purpose of investigation, is called sample. The points below describe how the sampling design has been done with respect to unit, technique and size of the sample.

#### **3.4.1 Population/Sampling**

The total number of people using mobile telephone service of Nepal Telecom and Ncell represents the population of the study. Sample of the study comprises the individual users who use Nepal Telecom and Ncell services. Since the population of



customers, using mobile phone services is more than 500 million. Therefore, it is not possible to study individually. So, a sample of 200 mobile phone users has been selected to attain the desired objectives and goals of the research.

### **3.4.2 Sampling Technique**

Based on convenient sampling from the different cross section of the society for the study with referring the convenient sampling techniques considering the gender, age group and address the major factor with selection of at least 30 samples from each group has been selected. The sample data has been collected within the Kathmandu valley to study the whole customer satisfaction level of Nepal Telecom and Ncell service users. Even though the sample size is very small in comparison to the population, sufficient efforts have been made to make the sample truly representative of the population and thus present the specific characteristics of the population. Therefore, the data collected is comprised of different address and equally of both genders.

### **3.4.3 Sample Size**

The sample size of 200 samples is considered for research process. Major factor like gender, age group and address are considered to do comparison between other variable to bring good result. Selection of at least 60 or more sample from each group is considered.

### **3.5 Data Collection Procedure**

For collecting primary data, the above mention population has been question aired by sending the prepared questionnaire to customers. In addition, few copies of

questionnaire have been distributed to them. Sample of questionnaire has been presented in appendix.

### **3.6 Methods of data Processing**

The collected data has been thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. Analysis has been done descriptively as well as statistically.

### **3.7 Tools for Analyzing**

In this study, percentage, Multiple bar diagram, is used to analyze the collected data. Likert Scale is used to collect the primary data from respondents.

- **Percentage:**

A percentage is defined as a number represented as a fraction of 100. Percentages are used to express numbers between zero and one. It is used to compare things and used in ratios. It is denoted by the symbol %.

$$\text{Percentage} = (\text{Value} / \text{Total Value}) \times 100$$

- **Bar Graph / Diagram:**

A bar graph is a chart that uses either horizontal or vertical bars to show comparisons among categories. One axis of the chart shows the specific categories being compared, and the other axis represents a discrete value. Some bar graphs present bars clustered in groups of more than one (grouped bar graphs), and others show the bars divided into subparts to show cumulate effect (stacked bar graphs).

## **CHAPTER IV**

### **RESULTS**

#### **4.1 Introduction**

This chapter deals with presentation and analysis of data, collected from primary data collection by the researcher as well as from the respondents and interpreted according to the objectives of the study related to customer satisfaction of Nepal Telecom and Ncell services.

As mentioned in the research methodology 200 samples have been collected more than 60 each from different cross section of the society. The samples are derived from gender group, age group and permanent address. A list of 20 questions has been distributed as presented in the appendix. The data collection has been conducted as per the questionnaire survey by meeting the respondents after having them exposed to the objective of the survey and necessary concepts provided to them.

#### **4.2 Analysis of Primary Data**

Primary data is original research that is obtained through first-hand investigation, while secondary details research that is widely available and obtained from another party. Primary data includes information collected from questionnaires sent to Nepal Telecom and Ncell users.

##### **4.2.1 Respondents' Profile**

A total of 200 questionnaires were administered and collected in three different areas of age group, gender and address from different categories of people. The data collected was analyzed with the spread sheet software. The individual demographic variable of age group, gender and address are shown with their individual division of frequency and percent those who are the customer of Nepal Telecom and Ncell mobile users.

The age groups profile of respondents is given the following table.

**Table 4.1 Respondents' Profile**

<b>Variables</b>	<b>Description</b>	<b>Respondents No. of NTC Users</b>	<b>Respondents No. of Ncell Users</b>
<b>Age</b>	Below 15	6	20
	15-30	65	50
	30-50	24	20
	50 Above	5	10
<b>Gender</b>	Male	62	65
	Female	38	35
<b>Address</b>	Kathmandu Valley	65	70
	Outside Valley	35	30

Source: Field Survey 2019

Table 4.1 presents the descriptive statistics (frequency statistics) of the independent variables (demographics) and their individual percentage also. The survey was conducted to 200 individuals out of which 62 were male who use Nepal telecom service and 65 use services provided by NCell. Similarly 38 respondents were female who use Nepal telecom service and 35 use services provided by Ncell. Further, the individuals were divided into different age groups so that a clear picture can be drawn to know the interest and behavior of different age group individuals. Similarly, they were also sub categorized under the address to know the reaction of individuals living in Kathmandu valley .

#### **4.2.2 Customer Satisfaction with Regard to Services**

The second objective of the study is concerned with the services that are provided by Nepal Telecom and Ncell phones to the customer for their satisfaction level. Due to the emerging challenge position of Nepal Telecom and Ncell it has to develop new product and services.

For this immediate response, call-handling ability, timely and consistently handling, calling line identification, ability to problem solution, overall customer care, network availability, billing and validity period and other services have been considered as tools to assess.

Responses provided by Nepal Telecom and Ncell regarding on customer queries deals with the behavior and the attitude of the staff of Nepal Telecom and Ncell towards the customers. How does the Nepal Telecom and Ncell staff behave with the customer while queries are presented to them?

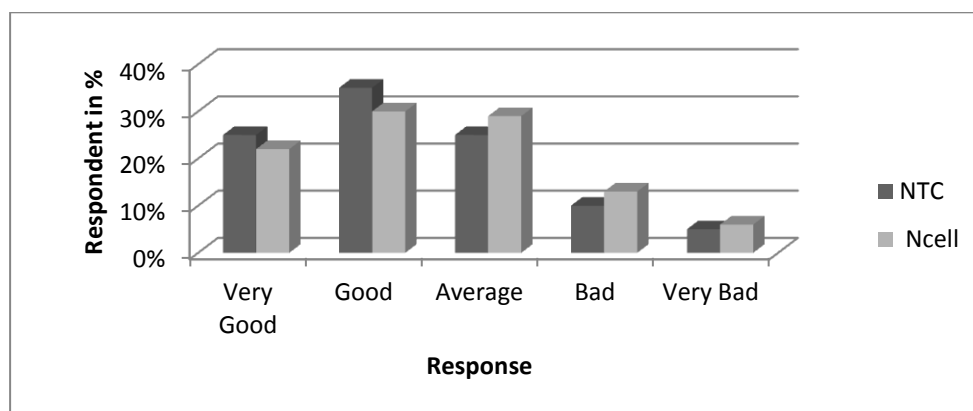
**Table 4.2 Customers Response about Immediate Response**

<b>Response</b>	<b>Respondents Review about Nepal telecom</b>	<b>Respondents Review about Ncell</b>
Very Good	25	22
Good	35	30
Average	25	29
Bad	10	13
Very Bad	5	6

Source: Field Survey 2019

Customers Response about Immediate Response about NTC and Ncell is shown in figure 4.1 with the help of multiple bar diagram.

**Figure 4.1 Responses Provided Regarding Customer Queries**



Source: Table 4.2

According to the above table 4.2 and bar diagram the customer service facilities provided by Nepal Telecom with immediate response is that 60% of the customer decide its good 25% of customer said its average and very few people said it's very bad. Whereas , Ncell users response is that 52% of the customer decide its good 29% of customer said its average and very few people said it's very bad.

Therefore, we can conclude that most of the customers are satisfied with the services provided by Nepal Telecom compared to Ncell. Time is one of the important factors for every person.

Timely responses mean the facility provided by Nepal Telecom and Ncell towards its customer. Timely responses to customers by Nepal Telecom and Ncell is categories into five option from very good to very bad as shown in the below figure.

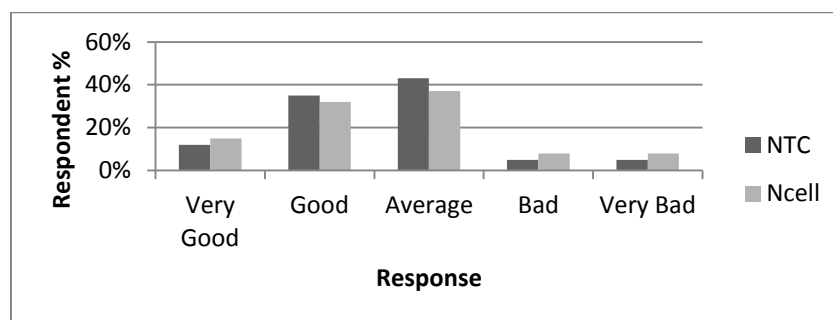
Timely Responses to Customers by Nepal Telecom and Ncell can be shown in following table.

**Table 4.3 Timely Responses to Customers**

Response	Respondents Review about NTC	Respondents Review about Ncell
Very Good	12	15
Good	35	32
Average	43	37
Bad	5	8
Very Bad	5	8

Source: Field Survey 2019

**Figure 4.2 Timely Responses to Customers**



Source: Table 4.3

78 NTC users and 69 Ncell users response falls under average category of timely handling the calls of the customer to provide customer service facility and least respondent's falls under bad and very bad category. So the above Bar Diagram shows that in case of timing both Nepal Telecom come and Ncell falls under average category to handle the customer service facility.

The calling line or the tower level shown in Nepal Telecom come and Ncell mobile is identified by providing multiple options to the customer. It talks about whether the customers are satisfied with the calling line identification of Nepal Telecom come and Ncell services.

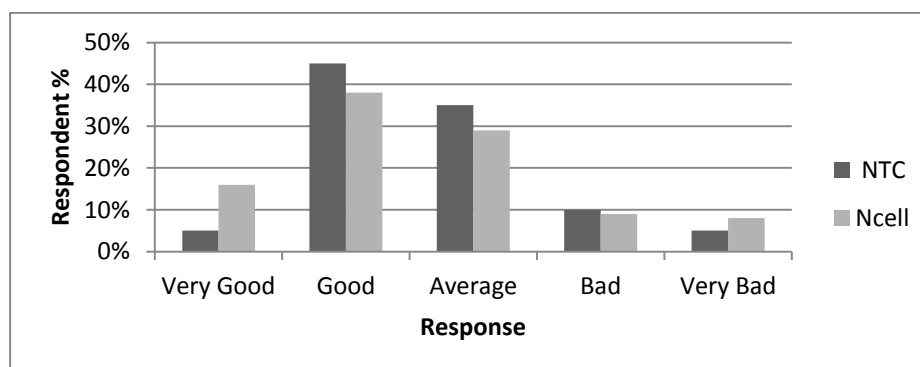
The Calling Line Identification of Nepal Telecom come and Ncell Services can be shown in following table.

**Table 4.4 The Calling Line Identification**

<b>Response</b>	<b>Respondents Review about NTC</b>	<b>Respondents Review about Ncell</b>
Very Good	5	16
Good	45	38
Average	35	29
Bad	10	9
Very Bad	5	8

Source: Field Survey 2019

**Figure 4.3 Calling Line Identification**



Source: Table 4.4

The above table 4.4 shows that the calling line identification of Nepal Telecom comes And Ncell service is fair. The tower level of Ncell is good enough to make calls compared to Nepal Telecom. Majority of people voted that its good and very few said it's bad. Therefore, in conclusion it can be said that calling line identification of and Ncell is good compared to Nepal Telecom.

Customer satisfaction regarding network availability talks about the possible network condition in different parts of the country so that the customer can be satisfied to use the mobile properly. The following table makes it clear and shows the level of customer satisfaction regarding the availability of network in different parts of the nation.

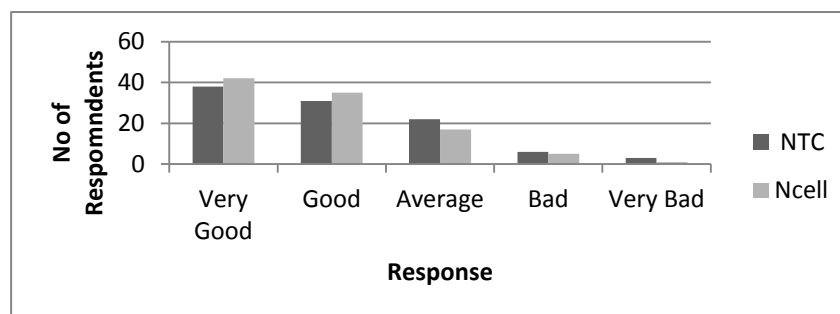
Customer Satisfaction Regarding Network Availability profile of respondents is given in following table.

**Table 4.5 Customer Satisfaction Regarding Network Availability**

Perception	Frequency of NTC	Frequency of Ncell
Very Good	38	42
Good	31	35
Average	22	17
Bad	6	5
Very Bad	3	1
Total	100	100

Source: Field Survey 2019

**Figure 4.4 Customer Satisfaction Regarding Network Availability**



Source: Table 4.5



Among various aspects of Nepal Telecom mobile phones regarding satisfaction of services, 38 of the respondents have exposed very good, 31 good, 22 average, 6 bad and 3 very bad. Likewise Ncell mobile phones regarding satisfaction of services, 42 of the respondents have exposed very good, 35 good, 17 average, 5 bad and 1 very bad. Therefore, it can be concluded that most of the Ncell customers are satisfied with the network availability provided by Ncell which is a bit less on regard of Nepal Telecom users.

Customer's attitude towards billing system talks about the charges deducted by Nepal Telecom and Ncell with regard to the services provided by Nepal Telecom and Ncell. Here the measurement of behavior or the expression shown by the customer with the services regarding billing system of Nepal Telecom and Ncell is done.

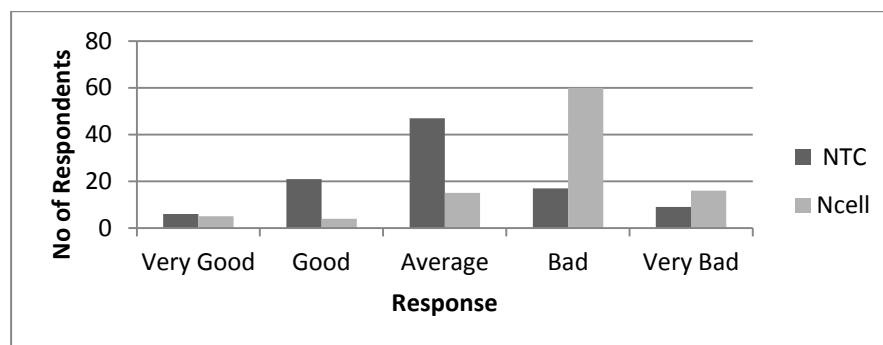
Customer Attitude towards Billing System of Nepal Telecom come and Ncell can be shown in following table.

**Table 4.6 Customer Attitude towards Billing System**

Perception	Frequency of NTC	Frequency of Ncell
Very Good	6	5
Good	21	4
Average	47	15
Bad	17	60
Very Bad	9	16
Total	100	100

Source: Field Survey 2019

**Figure 4.5 Customer Attitudes towards Billing System**



Source: Table 4.6

Among various aspects of Nepal Telecom mobile phones regarding satisfaction of services, 6% of the respondents have exposed very good, 21% good, 47% average, 17% bad and 9% very bad. Whereas Ncell mobile phones regarding satisfaction of services, 5% of the respondents have exposed very good, 4% good, 15% average, 60% bad and 16% very bad. Therefore, it can be concluded that Nepal Telecom customers are in satisfied with the billing services compared to Ncell.

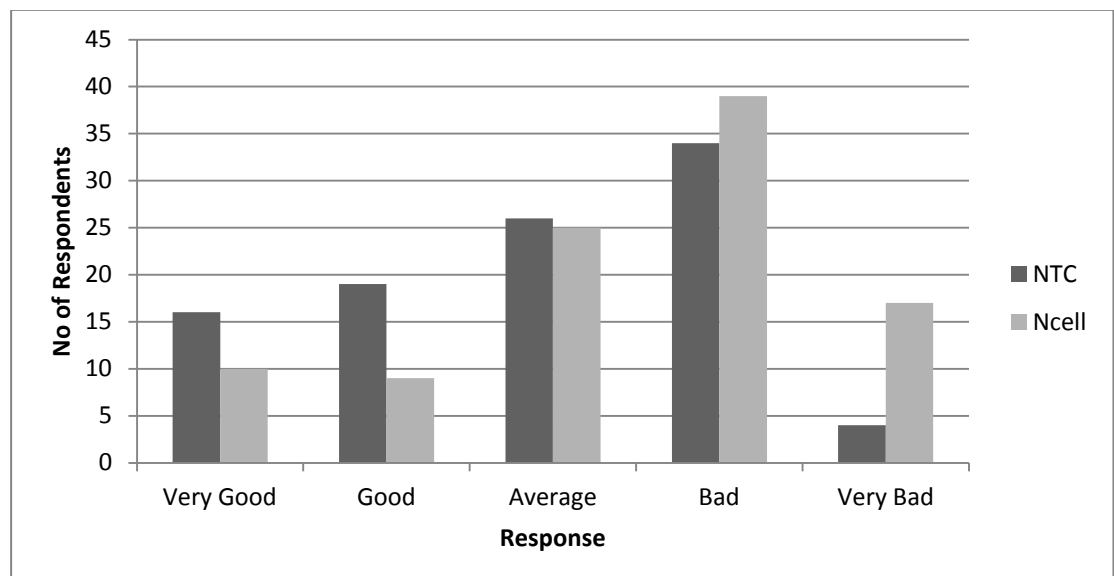
Customer Attitude towards Nepal Telecom and Ncell Services Regarding Validity Period can be shown in following table.

**Table 4.7 Customer Attitude towards Validity Period**

Perception	Respondent No. of NTC	Respondent No. of Ncell
Very Good	16	10
Good	19	9
Average	26	25
Bad	34	39
Very Bad	4	17
Total	100	100

Source: Field Survey 2019

**Figure 4.6 Customer Attitudes towards Validity Period**



Source: Table 4.7

Above table 4.7 shows various aspects of Nepal Telecom and Ncell mobile phones regarding Validity Period of billing. Nepal Telecom users respond that 16%

of the respondents have exposed very good, 19% good, 26% average, 34% bad and 4% very bad. Whereas Ncell users respond that 10% of the respondents have exposed very good, 9% good, 25% average, 39% bad and 17% very bad.

Therefore, it can be concluded that most of the customers are dissatisfied with the validity period service provided by Ncell compared to Nepal Telecom.

#### 4.2.3 Satisfaction of Customer on Network Performance

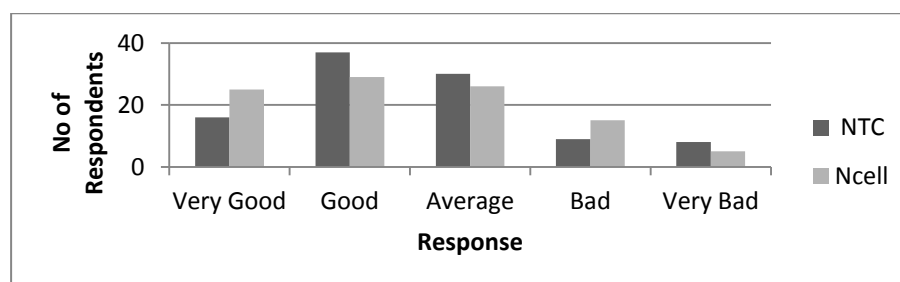
The objective three describes about the satisfaction level of the customers on network performance of the Nepal Telecom and Ncell phones. For this regard, certain components like clarity in sound, tower level, voice quality improvement and location have been considered as tools to assess network performance of the Nepal Telecom and Ncell phones. Customer Satisfaction on Network Performance of Nepal Telecom and Ncell can be shown in following table.

**Table 4.8 Customer Satisfaction on Network Performance**

Perception	Respondents no of NTC	Respondents no of Ncell
Very Good	16	25
Good	37	29
Average	30	26
Bad	9	15
Very Bad	8	5
Total	100	100

Source: Field Survey 2019

**Figure 4.7 Customer Satisfaction on Network Performance**



Source: Table 4.8

Above table 4.8 shows various aspects of Nepal Telecom and Ncell mobile phones regarding satisfaction of network performance, Nepal Telecom user respond that 16% of the respondents have exposed very good, 38% good, 37% average, 30% bad and 9% very bad 8%. Moreover Ncell user respond that 25% of the respondents have exposed very good, 29% good, 26% average, 15% bad and 5% very bad. Therefore, it can be concluded that most of the customers are satisfied with the Network performance in the clarity in sound.

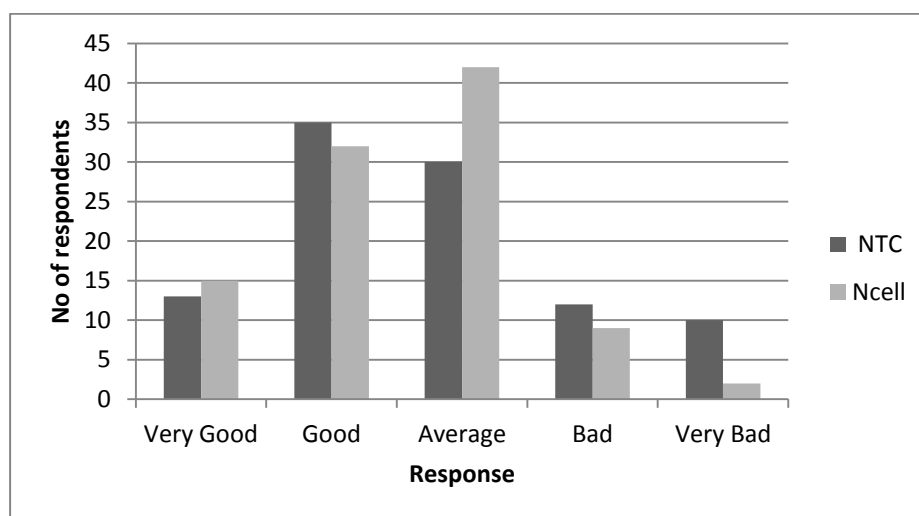
Customer Satisfaction Regarding Network Availability can be shown in following table.

**Table: 4.9 Customer Satisfactions Regarding Network Availability**

Perception	No of Respondent of NTC	No of Respondents of Ncell
Very Good	13	15
Good	35	32
Average	30	42
Bad	12	9
Very Bad	10	2
Total	100	100

Source: Field Survey 2019

**Figure: 4.8 Customer Satisfactions Regarding Network Availability**



Source: Table 4.9

Above table 4.9 shows various aspects of Nepal Telecom and Ncell mobile phones regarding satisfaction of network performance. 13% of the Nepal telecom users have exposed very good, 35% good, 30% average, 12% bad and 10% very bad.

While 15% of the Ncell users have exposed very good, 32% good, 42% average, 9% bad and 2% very bad. Therefore, it can be concluded that most of the customers are satisfied with Network performance of tower level Provided by Ncell phone compared to Nepal Telecom.

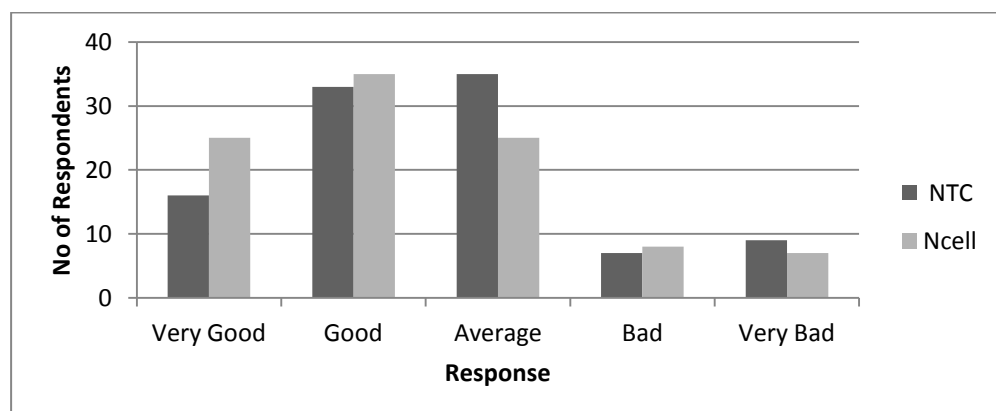
Customer Responses Regarding Voice Quality of Nepal Telecom and Ncell can be shown in following table.

**Table 4.10 Customer Responses Regarding Voice Quality**

Perception	No of Respondent of NTC	No of Respondents of Ncell
Very Good	16	25
Good	33	35
Average	35	25
Bad	7	8
Very Bad	9	7
Total	100	100

Source: Field Survey 2019

**Figure 4.9 Customer Responses Regarding Voice Quality**



Source: Table 4.10

Above table 4.10 shows aspects of Nepal Telecom and Ncell mobile phones regarding satisfaction of Voice Quality. Nepal Telecom user respond that 16% of the respondents have exposed very good, 33% good, 35% average, 7% bad and 9% very bad. Similarly Ncell user respond that 25% of the respondents have exposed very good, 35% good, 25% average, 8% bad and 7% very bad. Therefore, it can be concluded that Ncell customers are satisfied with the voice quality improvement of network performance.

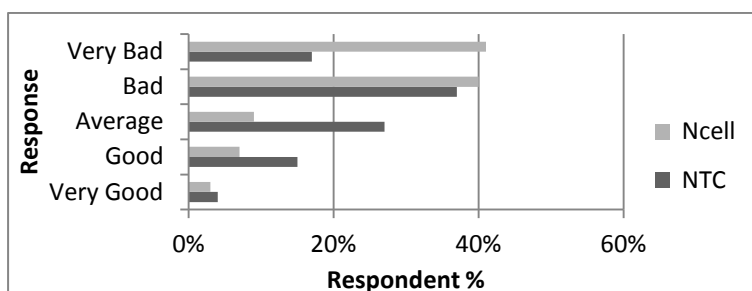
#### 4.2.4 Customer Satisfaction on Tariff Rates

The objective four deals with the current tariff rate that is charged by Nepal Telecom and Ncell regarding various services provided by it. These objectives deal with whether the customer respondents are very high or low charges that are charged by Nepal Telecom and Ncell. For this regard certain components like SMS charge, caller ring back tone and other charges are considered so as to assess the tariff rates offered by Nepal Telecom AND Ncell. The following figure shows how the customer level of satisfaction on tariff rate has been sorted out. Customer Perceptions on SMS Charge can be shown in following table.

**Table 4.11 Customer Perceptions on SMS Charge profile**

<b>Response</b>	<b>Respondents view about NTC</b>	<b>Respondents view about Ncell</b>
Very Good	4	3
Good	15	7
Average	27	9
Bad	37	40
Very Bad	17	41

Source: Field Survey 2019

**Figure 4.10 Customer Perceptions on SMS Charge**

Source: Table 4.11

The table 4.11 shows Customer Perceptions on SMS Charge on which Nepal Telecom user respond that 4% responses among the 100 respondents voted for very good, 15% responses were seen favoring for good, 27% responses were seen favoring average similarly 27% of them voted for bad whereas 37% and very bad 17 % voted for very bad regarding SMS charge. Comparing with Ncell, Ncell user respond that 3% responses among the 100 respondents voted for very good, 7% responses were seen favoring for good, 9% responses were seen favoring average similarly 40% of them voted for bad whereas and 41 % voted for very bad regarding SMS charge.

Therefore, it is clear that the current tariff rate of mobile phone is high which seems to be a weakness component of Ncell. Whereas Nepal Telecom user are more satisfied in regard of SMS charge .

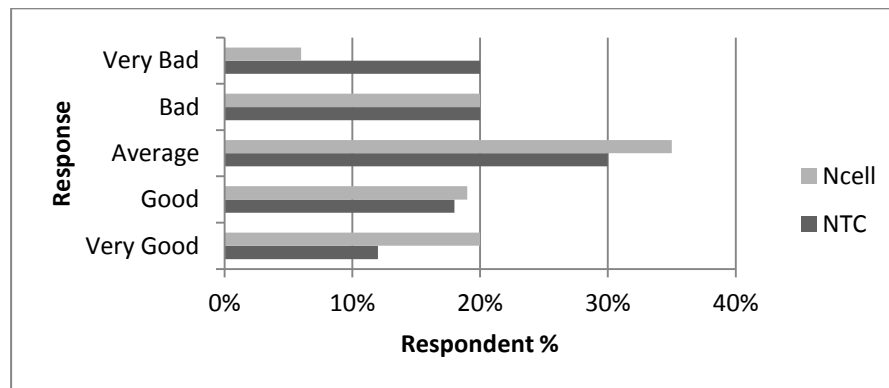
Customer Attitudes towards Caller Ring Back Tone Charges can be shown in the following table.

**Table 4.12 Customer Attitudes towards Caller Ring Back Tone Charge**

<b>Response</b>	<b>Respondents view about NTC</b>	<b>Respondents view about Ncell</b>
Very Good	12	20
Good	18	19
Average	30	35
Bad	20	20
Very Bad	20	6

Source: Field Survey 2019

**Figure 4.11 Customer Attitudes towards Caller Ring Back Tone Charge**



Source: Table 4.12

Table 4.12 show that 12% of NTC customer seems to have realized that their attitude towards call ring back tone is very good, 18% of them say that it's good, similarly 30% of them voted for average whereas, 20% of them voted for bad and the remaining 20% voted for very bad. Whereas 20% of Ncell customer seems to have realized that their attitude towards call ring back tone is very good, 19% of them say that it's good, similarly 35% of them voted for average whereas, 20% of them voted for bad and the remaining 6% voted for very bad.

Thus, in conclusion it is seen that the call ring back tone facility provided by Ncell is functioning properly compared to Nepal Telecom in connection to high cost.

### 4.3 Major Findings

This chapter shows the detail about the data presentation and analysis according to the findings that are generated through questionnaire i.e. the research is thoroughly based on primary data, which has been collected via the help of the questionnaire. Thus, primary data refers to those data that has been collected from firsthand experience. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore, its validity is greater than secondary data. Some of the findings while presenting data and analyzing it are as follows:



- The descriptive statistics (frequency statistics) of the independent variables (demographics) and their individual percentage the survey was conducted to 200 individuals out of which 62 were male who use Nepal telecom service and 65 use services provided by NCell. Similarly 38 respondents were female who use Nepal telecom service and 35 use services provided by Ncell. Further, the individuals were divided into different age groups so that a clear picture can be drawn to know the interest and behavior of different age group individuals. Similarly, they were also sub categorized under the address to know the reaction of individuals living in Kathmandu valley and those who lives outside valley. (Source: Table 4.1)
- The customer service facilities provided by telecommunication network services with immediate response is that 60% of the customer decide its good 25% of customer said its average and very few people said it's very bad. Whereas , Ncell users response is that 52% of the customer decide its good 29% of customer said its average and very few people said it's very bad. Therefore, we can conclude that most of the customers are satisfied with the services provided by Nepal Telecom compared to Ncell. Time is one of the important factors for every person. (Source: Table 4.2 and Figure 4.1)
- 78 NTC users and 69 Ncell users response falls under average category of timely handling the calls of the customer to provide customer service facility and least respondent's falls under bad and very bad category. So the above Bar Diagram shows that in case of timing both Nepal Telecom come and Ncell falls under average category to handle the customer service facility. (Source: Table 4.3 and Figure 4.2)

- The tower level of Ncell is good enough to make calls compared to Nepal Telecom. Majority of people voted that its good and very few said it's bad. Therefore, in conclusion it can be said that calling line identification of and Ncell is good compared to Nepal Telecom. (Source: Table 4.4 and Figure 4.3)
- Among various aspects of Nepal Telecom mobile phones regarding satisfaction of services, 38 of the respondents have exposed very good, 31 good, 22 average, 6 bad and 3 very bad. Likewise Ncell mobile phones regarding satisfaction of services, 42 of the respondents have exposed very good, 35 good, 17 average, 5 bad and 1 very bad. Therefore, it can be concluded that most of the Ncell customers are satisfied with the network availability provided by Ncell which is a bit less on regard of Nepal Telecom users. (Source: Table 4.5 and Figure 4.4)
- Among various aspects of Nepal Telecom mobile phones regarding satisfaction of services, 6% of the respondents have exposed very good, 21% good, 47% average, 17% bad and 9% very bad. Whereas Ncell mobile phones regarding satisfaction of services, 5% of the respondents have exposed very good, 4% good, 15% average, 60% bad and 16% very bad. Therefore, it can be concluded that Nepal Telecom customers are in satisfied with the billing services compared to Ncell. (Source: Table 4.6 and Figure 4.5)
- Nepal Telecom and Ncell mobile phones user regarding Validity Period of billing. Nepal Telecom users respond that 16% of the respondents have exposed very good, 19% good, 26% average, 34% bad and 4% very bad. Whereas Ncell users respond that 10% of the respondents have exposed very good, 9% good, 25% average, 39% bad and 17% very bad. Therefore, it can be concluded that most of

the customers are dissatisfied with the validity period service provided by Ncell compared to Nepal Telecom. (Source: Table 4.7 and Figure 4.6)

- Nepal Telecom and Ncell mobile phones regarding satisfaction of network performance, Nepal Telecom user respond that 16% of the respondents have exposed very good, 38% good, 37% average, 30% bad and 9% very bad 8%. Moreover Ncell user respond that 25% of the respondents have exposed very good, 29% good, 26% average, 15% bad and 5% very bad. Therefore, it can be concluded that most of the customers are satisfied with the Network performance in the clarity in sound. (Source: Table 4.8 and Figure 4.7)
- Customers satisfaction with Network performance of tower level response. Where 15% of the Ncell users have exposed very good, 32% good, 42% average, 9% bad and 2% very bad. Therefore, it can be concluded that most of the customers are satisfied with Network performance of tower level Provided by Ncell phone compared to Nepal Telecom. (Source: Table 4.9 and Figure 4.8)
- Among Nepal Telecom and Ncell mobile phones regarding satisfaction of Voice Quality. Nepal Telecom user respond that 16% of the respondents have exposed very good, 33% good, 35% average, 7% bad and 9% very bad. Similarly Ncell user respond that 25% of the respondents have exposed very good, 35% good, 25% average, 8% bad and 7% very bad. Therefore, it can be concluded that Ncell customers are satisfied with the voice quality improvement of network performance. (Source: Table 4.10 and Figure 4.9)
- Customer Perceptions on SMS Charge on which Nepal Telecom user respond that 4% responses among the 100 respondents voted for very good, 15% responses were seen favoring for good, 27% responses were seen favoring average similarly

27% of them voted for bad whereas 37% and very bad 17 % voted for very bad regarding SMS charge. Comparing with Ncell, Ncell user respond that 3% responses among the 100 respondents voted for very good, 7% responses were seen favoring for good, 9% responses were seen favoring average similarly 40% of them voted for bad whereas and 41 % voted for very bad regarding SMS charge. Therefore, it is clear that the current tariff rate of mobile phone is high which seems to be a weakness component of Ncell. Whereas Nepal Telecom user are more satisfied in regard of SMS charge . (Source: Table 4.11 and Figure 4.10)

- 12% of NTC customer seems to have realized that their attitude towards call ring back tone is very good, 18% of them say that it's good, similarly 30% of them voted for average whereas, 20% of them voted for bad and the remaining 20% voted for very bad. Whereas 20% of Ncell customer seems to have realized that their attitude towards call ring back tone is very good, 19% of them say that it's good, similarly 35% of them voted for average whereas, 20% of them voted for bad and the remaining 6% voted for very bad. Thus, in conclusion it is seen that the call ring back tone facility provided by Ncell is functioning properly compared to Nepal Telecom in connection to high cost. (Source: Table 4.12 and Figure 4.11)

## **CHAPTER V**

### **CONCLUSIONS**

#### **5.1 Discussion**

Nepal Telecom and Ncell has introduced cellular base mobile telephone service to its customers about 7 years ago showing its commitment to bring home one of the latest technologies in the fast changing world of telecommunication. Since it is a service having more facilities than ordinary telephone and having mobility nature, its popularity is increasing day by day as a result of other sector have also shown interest in the field of mobile telecommunication. In present days considering the huge competition, Nepal Telecom and Ncell should realize customer's wants, attitude and behavior and then provide service accordingly to increase best quality of services level from the customers and to attract the potential customers. It should not be forgotten that customer is the king in any business and the success and failure of any business organization entirely depends on customer reaction to its offerings.

Understanding the market response as well as consumer behavior, it has become much more complex because it requires continuous investigation. Neither any scholars nor Nepal Telecom and Ncell itself has conducted such research by giving focus on customer reaction on mobile telephone service.

In such a circumstance, an attempt has been made in this research to study the areas of customer satisfaction on mobile telephone service by connecting it with customer response. The underlying objectives of the study are to assess the expectations and area of satisfaction of mobile phone users, to assessment the customer satisfaction with regard to tariff rate, network performance and services.

In the course of achieving these objectives, a sample of 100 mobile phone users was taken by judgmental sampling from the Kathmandu valley. The sample includes gender, age group and address. They were interviewed with the help of structured questionnaires. The collected data were completely analyzed and interpreted on objective-wise. Table, bar diagram and pie charts are presented as per need.

Nepal Telecom and Ncell has been providing various telecommunication services that vary from other sector telecommunication facilities. While observing the distribution trend of mobile phone, it can be seen that mobile phone users are in increasing order, although the growth rate is not constant. Among various services available on Nepal Telecom and Ncell mobile phones, the basic services like calling line identification, all users use SMS, caller ring back tone. Other most popular services are balance transfer service, and call forwarding service. The various services in mobile phones provided by Nepal Telecom and Ncell seem almost sufficient. Nepal Telecom and Ncell Network satisfy most of the customer with the types of services on Nepal Telecom and Ncell mobile phones and area coverage. Most of the customers' expectations are to improve quality of service and reduce price. Most of the users have felt that the current tariff rate of Nepal Telecom and Ncell mobile phone is high and the differential tariff with respect to time interval is necessary. Some of the users agree that the clarity of sound in voice communication is accurate but majority of them do not agree with that. They feel the sound clarity is poor.

## 5.2 Conclusions

The customer service facilities provided by telecommunication network services with immediate response shows that customers are satisfied with the services provided by Nepal Telecom compared to Ncell. Moreover the maximum number of respondents falls under average category of timely handling the calls of the customer so both Nepal Telecom come and Ncell falls under average category to handle the customer service facility. Apart from that The tower level of Ncell is good enough to make calls compared to Nepal Telecom.

Among various aspects regarding satisfaction of services Ncell customers are satisfied with the network availability provided by Ncell which is a bit less on regard of Nepal Telecom users. In connection to satisfaction of services Nepal Telecom customers are in satisfied with the billing services compared to Ncell.

Most of the customers are dissatisfied with the validity period service provided by Ncell compared to Nepal Telecom. Regarding satisfaction of network performance customers are satisfied with the Network performance in the clarity in sound.

Customers satisfaction with Network performance of tower level shows that the customers are satisfied with Network performance of tower level Provided by Ncell phone compared to Nepal Telecom. Among Nepal Telecom and Ncell mobile phones regarding satisfaction of Voice Quality Ncell customers are satisfied with the voice quality improvement of network performance. Customer Perceptions on SMS Charge shows current tariff rate of mobile phone is high which seems to be a weakness component of Ncell. Whereas Nepal Telecom user are more satisfied in regard of SMS charge . In connection to the call ring back

tone facility provided by Ncell is functioning properly compared to Nepal Telecom in connection to high cost.

### **5.3 Implications**

This research focuses on how different customer is satisfied with the services provided by telecommunication sector in Nepal. In preparing this report numerous lessons were learnt and the in depth expertise of how customer satisfaction can be measured in a precise way. This research also tends to be creating awareness regarding different products and services provided by different telecommunications organization. The study tends to act as a reference to those who further like to do research on the same topic. Different questionnaire are used to collect data, which have been identified, and the basic idea of this report can be used in further elaborating the report in the related topic. From this report various ideas has been generated and implemented in practical life. Nepal Telecom has announced monsoon offer packages for its different services that is being offered since July 17. Though the government hiked the tax on telecom service charge (TSC), NT will be offering its popular services on post budget rates while the company has made price inclusion on other services for customers' convenience. The government hiked TSC on voice services increasing by 11 percent to 13 percent and 13 percent on data services. The government will be implementing the increased rate from July 17. Previously, customers were not charged for TSC for using data services.

This report has been analyzed from different perspective and how different customer behaves and satisfaction level shown by them.



The customer service facilities provided by telecommunication network services with immediate response of Ncell need to be improved. Moreover the maximum number of respondents falls under average category of timely handling the calls of the customer so both Nepal Telecom come and Ncell falls under average category to handle the customer service facility. Apart from that The tower level of Ncell is good whereas Nepal Telecom need to improve network coverage. Likewise various aspects regarding satisfaction of services Ncell customers are satisfied with the network availability provided which is a bit less on regard of Nepal Telecom users which is room for improvement to NTC. In connection to satisfaction of services Nepal Telecom customers are in satisfied with the billing services whereas Ncell need to look back on its billing system and tariffs. Most of the customers are dissatisfied with the validity period service provided by Ncell compared to Nepal Telecom. Regarding satisfaction of network performance customers are satisfied with the Network performance in the clarity in sound.

Customers satisfaction with Network performance of tower level shows that the customers are satisfied with Network performance of tower level Provided by Ncell phone compared to Nepal Telecom. Regarding satisfaction of Voice Quality Ncell customers are satisfied with the voice quality improvement of network performance. Customer Perceptions on SMS Charge shows current tariff rate of mobile phone is high which seems to be a weakness component of Ncell. Whereas Nepal Telecom user are more satisfied in regard of SMS charge . In connecion to the call ring back tone facility provided by Ncell is functioning properly compared to Nepal Telecom in connection to high cost

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# APPENDIX 1

## QUESTIONNAIRE

### Survey Questionnaire for Satisfaction of NTC Services

Dear Respondent,

I am a MBS student of Central department of Management, Tribhuvan University. As the part of fulfillment of my study, I have been assigned to conduct a research on *“Customer Satisfaction of Mobile Services.”* I would like to request you to go through the questionnaire below and answer them all. There are no wrong or right answers. Answers of your experiences will be useful to me. Your personal information will be kept confidential and used only for research purpose in aggregation.

This questionnaire includes only the people who use the service provided by NTC.

#### 1. Personal Information of Respondents

Please tick one  for each criteria group

Gender	Age Group	Permanent Address
Male <input type="checkbox"/>	Below 15 <input type="checkbox"/>	Inside Ktm. Valley <input type="checkbox"/>
Female <input type="checkbox"/>	15 – 30 <input type="checkbox"/>	Outside Ktm. Valley <input type="checkbox"/>
	30 – 50 <input type="checkbox"/>	
	60 and Above <input type="checkbox"/>	

## 2. Customer satisfaction offered by employees of the NTC.

Please tick (√) the mark on rating value.

1=Very Good (VG), 2=Good(G), 3=Average(A) ,4=Bad(B), 5=Very Bad (VB)

	<b>VG</b>	<b>G</b>	<b>A</b>	<b>B</b>	<b>VB</b>
2.1.Immediate response					
2.2.Call handling ability					
2.3.Timely and consistently handling calls					
2.4.Calling line identification					
2.5.Customer attitude towards Billing system					
2.6. Customer attitude towards NTC services regarding Validity period					

## 3. Customer satisfaction on Network performance of NTC.

Please tick mark (√) on rating value.

S.N.		<b>VG</b>	<b>G</b>	<b>A</b>	<b>B</b>	<b>VB</b>
3.1.	Reliability					
3.2.	Signals					
3.3.	Speed					
3.4.	Tower					
3.5.	Clearing in sound					

## 4. The current tarrif rate ( call charge) of mobile telephone.

1= Very high (VH), 2= High (H), 3= Average (A), 4= Low (L), 5= Very Low (VL)

	<b>VH</b>	<b>H</b>	<b>A</b>	<b>L</b>	<b>VL</b>
SMS Charge					
Caller Ringtone back charge					
Voice mail charge					
GSM internet charge					
Other charges					

**Thank you**

# **CUSTOMER SATISFACTION ON SERVICE**

**(With References Nepal Telecom and Ncell)**

**A THESIS**

**SUBMITTED BY**

**Ram Baniya**

**Exam Roll no. 277/014**

**Registration No. 7-2-551-104-2010**

**Central Department of Management**

**Submitted To:**

**Office of the Dean**

**Faculty of Management**

**Tribhuvan University**

*In Partial Fulfillment of the Requirements for the Degree of*

**Masters of Business Studies (MBS)**

**Kathmandu, Nepal**

**November 2018**

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# INTRODUCTION

## 1.1 Background of the Study

With the unprecedented innovations in the field of telecommunication services and rapid telecommunications development in the world, it has become necessary to bring with the same pace development and expansion in this sector in Nepal also. Keeping in harmony with the currently evolving new technological developments, the emerging craze for globalization and liberalization of market economy concept, it is felt that the resources and efforts of Nepal government alone cannot fulfill the steadily increasing demand of the telecommunication services in a competitive environment. Even though the private sector entrepreneurs are interested in investing in the novel sectors, flow of private sector capital in productive areas could not be made effective due to unfavorable environment and lack of opportunities. Taking this scenario into account, the National Communication Policy 1992 envisaged the concept of encouraging the private sector participation for providing telecommunication services to the public and to assist to the extent possible as is deemed necessary in an easily available, simple and well planned manner for the development, expansion and operation of this sector inside the Country of Nepal as well as abroad. With this concept, using liberalization policy and involving the private sector in a competitive environment for the development and expansion of telecommunication sector in Nepal, His Majesty's Government of Nepal's (cabinet's) decision dated December 25, 1995 has initiated the involvement of the private sector in the development of the telecommunication services. Nepal Telecommunications Authority as an autonomous regulatory body has been established on March 4, 1998 as stipulated within the framework of the Telecommunication Act 1997 and Telecommunication Regulation 1998 to make this work more systematic and regular. In the context of the difficult geographical terrain of Nepal, telecommunications infrastructure is seen as more important than others are. New opportunities are being seen in the telecom sector due to the rapid development of technology and continuous changes in the infrastructures. Nepali citizens can also benefit from the worldwide trend in the reduction of tariff in the telecommunications sector. In this context, by utilizing the achievements gained in the telecom sector for maximum benefits and to use the possibilities and opportunities that might come in future for the greater benefit of the Nepali people, the necessity of



an appropriate and up to date policy has been felt. Hence, His Majesty's Government of Nepal has passed the Telecom Policy, 2004 replacing the older Telecom Policy, 1999 by the decision of the cabinet on March 8, 2004. The monopoly of limited telecom industries, curious and capacity of Nepalese people towards telecom services and a new innovative topic in the field of marketing build keen interest upon the topic. The frequent discussion, team of research project co ordinate bring closer for the development of interest. The development of IT world and curious world make closer with this topic Nepal is considered economically less privileged and less developed among the countries in the world with around per capita income of US \$240. Recently Nepal has adopted the path of economic development through liberalization for the economic growth of nation. The overall development of a nation largely depends on its economic development. Thus, the primary goal of any nation, including Nepal, should be rapid economic development to promote welfare of the people and nation as well. Thus, for the overall development of the country, many private as well as public enterprises have been established and they all are performing on their own way to make better Nepal. Mainly, public enterprises are established in a view to build up the infrastructures for development. However, in Nepal, many others have also been established for providing basic needs (goods and services) of people. While the private sector enterprises are established solely with business, motives and they provide basic and other types of needs of the society. In the context of Nepal, government utility service organization like MOBILE PHONE is playing major role in the development of country. However, whichever the type of enterprises; either public or private, various activities such as finance, marketing, production etc. should be performed for smooth running. Each activity plays its own vital role for better operation. The achievement of the business organization largely depends on how much these activities are integrated and coordinated in the business system and here one can see the importance of marketing. It is the area of business enterprise, on which all other functional areas are directly related. It is the means of integrating and coordinating such functions in the business organization. As being an important aspect, the business organization should always be sincere for its management. The success and failure of an organization mainly depends upon its marketing strategy. Therefore, the marketing personnel should analyze the strategy in a timely manner. It is concerned with analyzing the different marketing tools and action plans that are being applied for products and services of the enterprise. The real picture of

marketing performance will be disclosed after thoroughly analyzing these tools and action plans. The focus of the study is in the determination of the level of customer satisfaction of mobile phone services of MOBILE PHONE based on surveys and interviews with customer.

### **1.1.1 Brief Introduction of Nepal telecom and NCELL**

#### **Nepal Telecom**

Nepal Telecom is the first mobile network operator in Nepal. It was founded in 1913 A.D and till date the company is in function. During the time of establishment it was known as Telecommunication Department. Later on 1969 A.D the name was changes as *Telecommunications Development Board*. After the company was formally established as fully-state owned company in 1975 A.D, it was named as *Nepal Telecommunication Corporation*. The company was transformed to a public limited company from state own company on 2060 B.S. On 2061 B.S the company was named as *Nepal Doorsanchar Company Limited*. It is a state owned network provider with 85% of government share. Nepal Telecom is only provider of fixed line, ISDN (Integrated Services Digital Network) and leased-line. Recent data shows us the Nepal Telecom has 10 million users including all GSM mobile, landline CDMA and internet service. The company also claimed to be the first operator to provide 3G service in South Asia. The company carries long history. It's name and status changed with the time and technology. Nepal Telecom provides good service covering all parts of Nepal whether it is urban area or rural area. In Nepal, operating any form of telecommunication service dates back to 94 years in B.S. 1970. However, formally telecom service was provided mainly after the establishment of MOHAN AKASHWANI in B.S. 2005. Later as per the plan formulated in First National Five year plan (2012-2017); Telecommunication Department was established in B.S.2016. To modernize the telecommunications services and to expand the services, during third five-year plan (2023-2028), Telecommunication Department was converted into Telecommunications Development Board in B.S. 2026. After the enactment of Communications Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company

Limited from Baisakh 1, 2061. Nepal Doorsanchar Company Limited is a company registered under the companies Act 2053. However, the public knows the company by the brand name Nepal Telecom as registered trademark. Nepal Telecom has always put its endeavors in providing its valued customers a quality service since its inception. To achieve this goal, technologies best meeting the interest of its customers has always been selected. The nationwide reach of the organization, from urban areas to the economically non- viable most remote locations, is the result of all these efforts that makes this organization different from others. Definitely, Nepal Telecom's widespread reach will assist in the socio-economic development of the urban as well as rural areas, as telecommunications is one of the most important infrastructures required for development. Accordingly in the era of globalization, it is felt that milestones and achievements of the past are not adequate enough to catch up with the global trend in the development of telecommunication sector and the growth of telecommunication services in the country will be guided by Technology, Declining equipment prices, market growth due to increase in standard of life and finally by healthy competition.

Converting NT from government owned Monopoly Company to private owned, business oriented, customer-focused company in a competitive environment, Nepal Telecom invites its all-probable shareholders in the sacred work of nation building.

### **NCELL**

Ncell is one of the most popular mobile network operators in Nepal. It is the first privately owned mobile network operator ever in Nepal and also the first to operate public GSM service. . It was initially known as *Mero Mobile* later on 12 March 2010 it was named as Ncell. Spice Nepal Pvt Ltd use to own Mero Mobile that was established in 2004 later on TeliaSonera (Swedish and Finnish telecommunications company) took control over the company in October 2008 and rebranded the name to Ncell. Recently, on 12 April 20116, Axiata Group Berhad (Malaysian telecommunications group) bought the 80% ownership of Ncell at 1.36 billion US dollars.

The service of Ncell is all over Nepal. Whether it is urban area or rural area the company has nice grip over the people and the costumers are also satisfied with the services provided by company. The subscribers of Ncell have reached to 14 million as of August 2016. Also, you won't be surprise to know that Ncell is the largest ISP (Internet Service Provider) in Nepal and it has more than 3 million subscribers.

A privately owned GSM mobile operator in Nepal, Ncell Private Ltd. popularly known as Ncell is the first private company to operate GSM services in Nepali telecommunications sector. It started with the brand name “Mero Mobile” which was later changed into Ncell in 12 March 2010. It built a new arena in cellular telephone services in Nepal and broke the monopoly of the then state-owned (now public) telecommunication company Nepal Telecom also known as NTC in Nepali telecommunication sector.

Previously known as Spice Nepal Private Ltd., which was established in 2004 with the license issued by Nepal Telecommunications Authority that launched its services on September 17, 2005 in Kathmandu and its neighboring area, the company has spread its services and coverage to 75 districts of Nepal. Now, eighty percent of its ownership belongs to Swedish/Finnish Company, TeliaSonera Holdings and that is when it re-branded itself as Ncell. Ncell is the largest ISP in Nepal as it has the subscriber base of more than 1.9 million users. It provides services like voice call, SMS service, 3G, Ncell Connect-browsing internet through data card, EDGE/GPRS, call waiting, call forwarding, conference call, voice mail, missed calls notification, SMS to email, email to SMS, USSD, mobile internet (GPRS/EDGE), multimedia messaging services (MMS), personalized ring back tones (PRBT) and various other value added services. It has also started international calls without calling card and also international roaming to various countries is available. All these services are available for both, the pre-paid and post-paid numbers. Most of the services it provides were introduced for the first time in the Nepalese Telecommunication market that has re-defined the arena of the Nepali telecommunication.

It has tied up with various operators in more than 125 countries, including 425 operators around the world and has been gradually expanding its roaming partners to provide convenience to its customers. There are around 45 Customer Care Centers and is gradually opening new centers in different parts of the country to extend and improve its services. There are around 4000 outlets in the different parts of the country for distributing unlimited pre-paid and post-paid lines. Also getting a sim card is not as troublesome as it is for other networks. All you need is a couple of passport-sized photo and a copy of your ID card (citizenship card or other student ID card). However, you also need to take the valid ID for reference. It has received “Mobile Operator with Best Consumer Pull in Nepal” and “Most Innovative Mobile Operator

in Nepal” award at the CEO Conclave Award 2006, organized by South Asia’s leading information and communication magazine Voice & Data. The winners were chosen from the best mobile operators in the SAARC region for their contributions in cellular phone development, innovative products introduction and value added services performance in a function held at Colombo, Sri Lanka. It was also awarded as “Mobile Operator with Best Consumer Pull in Nepal 2007” at an event held at Kathmandu. Moreover, it organizes various events and activities like cricket matches, football matches, and musical concerts and also make donations to various charitable trusts and organizations. It goes with the tagline Ncell, *Nepal kai lagi*” (Here for Nepal). The head office of Ncell is located in Krishna Towers, New Baneshwor. Ncell users can reach customer care service center by dialing “9005” on their cell phone.

### **1.1.2 Focus of the Study**

This study is mainly focused on measuring the level of satisfaction of MOBILE PHONE users. The main theme is to find out the services that have been provided by MOBILE PHONE to its customers and analyze them briefly and compare whether it is aligned with customer satisfaction or not. The study is concerned with finding out the degree of awareness that the user of MOBILE PHONE holds about the brand name MOBILE PHONE.

## **1.2 Statement of Problem**

Nepal Doorsanchar Company Ltd popularly known as Nepal Telecom is state owned telecommunication service provider in Nepal with 91.49% of the government share. The company was a monopoly until 2003, when the first private sector operator UTL started providing basic telephony services. .Since the world today is using very new and recent technologies in the field of communication service, Nepal too is not exception to this. Thus in recent years the people of few cities specially Kathmandu, Biratnagar, Birgunj, Pokhara etc., due to extensive urbanization as well as the cities being hub of all economic activities are demanding advanced communication facilities. In the context of fulfilling such demands, MOBILE PHONE has launched “Mobile Service” as a government sector service in telecommunication in Nepal. To know how much quality service is being rendered by MOBILE PHONE is very difficult to draw conclusion. This has become a problem and matter of confusion till

now. This study aims to know the reality of this questions and problem. Addressing the key issues, the present study tries to answer the following questions:

1. Are Nepal Telecom and NCELL's customers satisfied with the services being offered to them?
2. Are Nepal Telecom and NCELL's customers satisfied towards the services of Nepal Telecom and NCELL on network performance?
3. Do customers are satisfied with Tariff rates offered by Nepal Telecom and NCELL?

### **1.3 Objectives of the Study**

The general objectives of this research will be to assess the expectations and areas of satisfaction of MOBILE PHONE customers. The specific objectives of this research are as follows:

1. To explore customer satisfaction with regard to services offered by Nepal Telecom and NCELL
2. To make an assessment to satisfaction of customers on network performance
3. To explore the customer satisfaction on tariff rates offered by Nepal Telecom and NCELL

### **1.4 Significance of the Study**

Since the subscribers or users of mobile telephone can take many facilities than the ordinary telephone subscribers, the importance of mobile phone is continuously increasing. The number of MOBILE PHONE users within this short time frame is increasing in large number. The increasing demand and popularity of mobile phone is attracting the attention of investors to invest in these areas. Analysis of marketing position is a crucial part of decision-making process of a business enterprise. Poor management affects adversely on profitability of organization. MOBILE PHONE is an enterprise of great national concern. Thus, this study is made to evaluate the marketing position of MOBILE PHONE. MOBILE PHONE is service oriented business enterprise. So, it should provide better services as well as make profit for the sake of expansion of its services, adoption of new technologies, repair and maintenance to keep its services update/intact. Due to changing scenario of the economy and the current political situation, the private sector companies are discouraged to run an organization smoothly. Therefore at one side MOBILE PHONE is effectively operating its activities in distributing the new communication services to

fulfill the growing demands of customers and on the other side, many services have been launched by other parties . Therefore, it is sure that MOBILE PHONE will have to face cutthroat competition with outside competitors in coming future. To get success in such situation, this study will provide valuable guidelines to MOBILE PHONE in making their new strategy in providing qualitative services. It will also provide valuable insights and references to the scholars and researchers who are interested in conducting further researches on the field of communication service.

### **1.5 Limitations of the Study**

This research is the requirement for the partial fulfillment of master's degree in management. The researcher being a student and having a limited time and resources, this research work is not free from limitations. A research is a full blaze and vast investigation study for the settlement of the problems. It needs full time, adequate amount of money, and authentic information. Therefore, these factors are assumed the limitation of this study. Some other limitations that are considered while performing research are as follows:

1. Although customers of Mobile Phone users are spread all over the country, but the customer's opinion, market response and customer profiles are collected/made only from Kathmandu valley.
2. This study is only focused on user of mobile telephone services of Mobile Phone.
3. This study also contains primary as well as secondary data, thus the limitations of the secondary data may exist.

### **1.6 Organization of the Study**

This study has been organized under five chapters. The first chapter contains introduction i.e. background, statement of the problem, objectives of the study, rational or significance of the study and limitation of the study. The second chapter is designed to examine the review of literature especially the historical background of telecommunication services, its development in Nepalese context, the recently available communication services and few past researchers conducted by the scholars. The third chapter describes the research methodological aspects of the study and it contains research design, sampling plan, and nature of sources of data, data collection procedure and method of analysis. The fourth chapter is the main body part of the study in which data presentation, analysis and their interpretation is included. Major

findings of the study are also presented in this chapter. In fifth chapter a summary, conclusions and some valuable recommendations are presented in fifth chapter.

## **1.7 Review of Literature**

The main purpose of performing review of literature in this study is to improve telecommunication products and services in timely basis for customer satisfaction in telecommunication industry. For this, the entire work of review of literature will be performed from at least three perspectives as:

## **1.8 Theoretical Framework**

Satisfaction is an important element in the evaluation stage. Satisfaction refers to the buyer's state of being adequately rewarded in buying situation for the sacrifice s/he has made. Adequacy of satisfaction is a result of matching actual past purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motives. (Loudon and Bitta, 1993:579)

After consumers obtain and use a product or service, they will tend to develop feelings of satisfaction or dissatisfaction toward it. Consumer satisfaction has traditionally been defined as "the evaluation rendered that the experience was at least as good as it was supposed to be." This definition was developed around the predominant model used to explain post purchase satisfaction in the 1970s the expectation disconfirmation model. However, varieties of additional theoretical approaches have been used to explain the formation of consumer satisfaction. Because of accumulating evidence that consumer satisfaction is more than just, the disconfirmation of an expectation revised definition of the concept is proposed. Consumer satisfaction consists of general feelings that a consumer has developed about a product or service after its purchase. As such, satisfaction is a type of consumer attitude. Feelings of consumer satisfaction may result from expectancy disconfirmation as well as from other process, such as equity, attribution, performance evaluation and affect formation. (Mowen, 1990) Customers are user of products and services. They purchase goods and services from the organization or seller. Customers are the king of the market. Customers are the critical success factors of an organization. "Satisfaction refers to the buyer's state of being adequately rewarded by the purchase decision" (Koirala, 2007). Thus, satisfaction is a type of customer attitude. Customers have certain prior or pre-purchase expectations from a product or service. They compare the product or service's performance to their prior



expectations. If they find the performance higher than their expectations then they are satisfied and if they find the performance lower than their expectations than they are dissatisfied. Advertising has the major role to play in forming the expectations. When they use or consume the products, they compare the actual performance to their expectations.

### **1.9 Methods to Assess Customer Satisfaction**

The study found that measures of CS/D were directly influenced by the affective feelings of the consumers. There is a relationship in which the purchase leads to affective reactions, which in turn lead to feelings of CS/D. Thus, in addition to the cognitive knowledge that expectancies were disconfirmed, the feelings that surround the post-acquisition process also appear to affect the satisfaction with a product (Mowen, 1990).

#### **Complaint and Suggestion System**

To assess the customer's satisfaction, company can use complaint and suggestion system. Restaurants and hotels provide forms on which customers can check off their likes, dislikes and suggestion. Many Companies set up customer hotlines with toll-free numbers to make it customers to inquire, suggest or complaint. Some customer-centered companies are P&G, General Electric, Whirlpool, etc. They establish hot lines with tool free numbers. Companies are also using website and emails for quick, two-way communication. They help the companies to generate good ideas for improved products and services.

#### **Customer Satisfaction Surveys**

The Companies can take direct measures of customer satisfaction by conducting regular surveys. They can send questionnaires or make telephone calls to customers to find out how they feel about company's products, services and performance. Studies show that although customers are dissatisfied with one out of every four purchases, less than 5 percent will complain. Most customers will buy less or switch suppliers. Responsive companies measure customer satisfaction directly by conducting period surveys. While collecting customer satisfaction data, it is also useful to ask additional questions to measure repurchase intention and to measure the likelihood or willingness to recommend the company and brand to others.

#### **Ghost Shopping**

It is also a way of assessing customer satisfaction. Under this, company can hire some people to pose as potential buyers to report on strong and weak points experience in buying the companies' and competitor's products. This mystery shopper can even test how the company's sales personal handle various situations. Managers themselves should leave their offices from time to time, enter company and competitor sales situations where they are unknown, and experience firsthand the treatment they receive. A variant of this is for managers to phone their own company with questions and complaints to see how the calls are handled. Another useful way of assessing customer satisfaction is to contact customers, who have stopped buying, or those who have deflected to a competitor, and learn why this happened. Company can recapture a substantial proportion of lost customers simply by contacting them, listening to their concerns, and making a sincere effort to correct the problem. A satisfied customer may have the following symptoms. Becomes loyal towards company and its products for a longer period. Buys more when the company introduces new products. Talks favorably about the company and its product. Pays less attention to competitors' advertisements and brands. Becomes less sensitive to competitors' price and other offers. Provides ideas to the marketer to improve the product and its offers. Becomes less costly than the servicing of a new customer.

### **Total Customer Satisfaction**

Whether the buyer is satisfied after performance falls purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations' the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations' the customer is highly satisfied or delighted. Although the customer-centered firm seeks to create high customer satisfaction, that is not its ultimate goal. If the company increases customer satisfaction by lower profits, the company might be able to increase its profitability by means other than increased satisfaction (for example, by improving manufacturing processes or investing more in R&D). Also, the company has many stakeholders, including employers, dealers, suppliers, and stockholders. Spending more to increase customer satisfaction might divert funds from increasing the satisfaction of other "partners". Ultimately, the company must operate on the philosophy that is trying to deliver a high level of

customer satisfaction subject to delivering acceptable levels of satisfaction to the other stakeholders, given its total resources.

## **1.10 Research Methodology**

“Research Methodology is a way to systematically solve the research problem. It facilitates the research work and provides reliability and validity to it” (Baniya, 1994). The main objective of this research is to find out the level of customer satisfaction towards the mobile telephone services of Mobile Phone. This chapter looks into the various aspects of research methodology such as research design, nature and sources of data, data collection procedure, etc. By analyzing various aspects, the clear idea of services, network performance and different tariff rate offered by Mobile Phone can be derived.

### **1.10.1 Research Design**

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. The plan is the overall scheme or program of research. It includes an outline of what the investigator will do from writing the hypothesis and the operational implications to the final analysis of data. For exploring the secondary sources of information about different aspects of consumer satisfaction on mobile telephone, primary information will be generated through interview with mobile phone users. The study is therefore analytical as well as descriptive in nature. To generate primary data, a survey research design will be applied in the study. The analysis of this research is based on certain research design keeping in mind the objective of the study. Generally, research design means definite procedure and technique, which guideline studying profound ways for researcher’s ability. The main objective of this study is to find out the level of customer satisfaction towards the mobile telephone services of Mobile Phone. For this purpose, the research design of the study will be used for analytical as well as descriptive methods of collected data. This study will give some valuable suggestions to strengthen the marketing policy of Mobile Phone as far as possible.

### **1.10.2 Sources of Information/Data**

The study will be based on secondary as well as primary sources of information/data. A secondary data will include various periodicals, annual reports and other MIS reports published by Mobile Phone. Besides, concerned department head will be interviewed for the clarification of data. Primary sources of data will be collected

through the people who are using mobile telephone service provided by Mobile Phone.

### **1.10.3 Sampling Design**

The collection or the aggregate of objects or the set of results of an operation is called universe or population and a representative part of universe, which is selected for the purpose of investigation, is called sample. The points below describe how the sampling design has been done with respect to unit, technique and size of the sample.

### **1.10.4 Population/Sampling**

The total number of people using mobile telephone service of Mobile Phone represents the population of the study. Sample of the study comprises the individual users who use Mobile Phone services. Since the population of customers, using mobile phone services is more than 500 million. Therefore, it is not possible to study individually. So, a sample of 100 mobile phone users will be selected to attain the desired objectives and goals of the research.

### **1.10.5 Sampling Technique**

Based on judgmental sampling from the different cross section of the society for the study with referring the quota sampling techniques considering the gender, age group and address the major factor with selection of at least 30 samples from each group will be selected. The sample data will be collected within the Kathmandu valley to study the whole customer satisfaction level of Mobile Phone service users. Even though the sample size is very small in comparison to the population, sufficient efforts have been made to make the sample truly representative of the population and thus present the specific characteristics of the population. Therefore the data collected is comprised of different address and equally of both genders.

### **1.10.6 Sample Size**

The sample size of 100 samples is considered for research process. Major factor like gender, age group and address are considered to do comparison between other variable to bring good result. Selection of at least 30 or more sample from each group is considered.

### **1.10.7 Data Collection Procedure**

For collecting primary data, the above mention population will be interviewed by self-visiting to the customer with the prepared questionnaire and interviews. In addition, few copies of questionnaire will be distributed to them. Sample of questionnaire will be presented in appendix. Similarly, the secondary data and information will be

collected through research review, publications of Mobile Phone and other reports, other magazines and TU journals at Kirtipur.

### **1.10.8 Methods of data Processing**

The collected data will be thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. Analysis will be done descriptively as well as statistically.

#### **1.10.8.1 Tools for Analyzing**

In this study, percentage, bar diagram, pie chart is used to analyze the collected data. Likert Scale is used to collect the primary data from respondents. A percentage is defined as a number represented as a fraction of 100. Percentages are used to express numbers between zero and one. It is used to compare things and used in ratios. It is denoted by the symbol percentage.  $\text{Percentage} = (\text{Value} / \text{Total Value}) \times 100$  A bar graph is a chart that uses either horizontal or vertical bars to show comparisons among categories. One axis of the chart shows the specific categories being compared, and the other axis represents a discrete value. Some bar graphs present bars clustered in groups of more than one (grouped bar graphs), and others show the bars divided into subparts to show cumulative effect (stacked bar graphs). A pie chart (or a circle graph) is a circular chart divided into sectors, illustrating numerical proportion. In a pie chart, the arc length of each sector (and consequently its central angle and area), is proportional to the quantity it represents. While it is named for its resemblance to a pie, which has been sliced, there are variations on the way it can be presented.

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### **Websites:**

[www.Mobile.gov.np](http://www.Mobile.gov.np)

# APPENDIX 1

## QUESTIONNAIRE

### Survey Questionnaire for Satisfaction of Mobile Services

Dear Respondent,

I am a MBS student of Center Department of Management, affiliated to Tribhuvan University. As the part of fulfillment of my study, I have been assigned to conduct a research on **Customer Satisfaction on Service of Nepal Telecom (With References to Mobile Phone)** I would like to request you to go through the questionnaire below and answer them all. There are no wrong or right answers. Answers of your experiences will be useful to me. Your personal information will be kept confidential and used only for research purpose in aggregation. This questionnaire includes only the people who use the service provided by Mobile.

**Ram Baniya**

**Ram Baniya**

**Class Roll No:**

**Roll No:**

**TU Red No:**

#### 1. Personal Information of Respondents

Please tick one  for each criteria group

Gender	Age Group	Permanent Address
Male <input type="checkbox"/>	Below 15 <input type="checkbox"/>	Inside Ktm. Valley <input type="checkbox"/>
Female <input type="checkbox"/>	15 – 30 <input type="checkbox"/>	Outside Ktm. Valley <input type="checkbox"/>
	30 – 50 <input type="checkbox"/>	
	60 and Above <input type="checkbox"/>	



**2. Customer satisfaction offered by employees of the Mobile.**

Please tick (√) the mark on rating value.

1=Very Good (VG), 2=Good(G), 3=Average(A) ,4=Bad(B), 5=Very Bad (VB)

	<b>VG</b>	<b>G</b>	<b>A</b>	<b>B</b>	<b>VB</b>
2.1.Immediate response					
2.2.Call handling ability					
2.3.Timely and consistently handling calls					
2.4.Calling line identification					
2.5.Customer attitude towards Billing system					
2.6. Customer attitude towards MOBILE services regarding Validity period					

**3. Customer satisfaction on Network performance of Mobile.**

Please tick mark (√) on rating value.

S.N.		<b>VG</b>	<b>G</b>	<b>A</b>	<b>B</b>	<b>VB</b>
3.1.	Reliability					
3.2.	Signals					
3.3.	Speed					
3.4.	Tower					
3.5.	Clearing in sound					

**4. The current tarrif rate ( call charge) of mobile telephone.**

1= Very high (VH), 2= High (H), 3= Average (A), 4= Low (L), 5= Very Low (VL)

	<b>VH</b>	<b>H</b>	<b>A</b>	<b>L</b>	<b>VL</b>
SMS Charge					
Caller Ringtone back charge					
Voice mail charge					
GSM internet charge					
Other charges					

**Thank you**