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## RESEARCH ARTICLE

### An analysis of Receptiveness, Individualisation & Customer Retention (A case of Northern India Telecom Industry)

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#### Abstract

In this study, we report results of a study examining the role of Receptiveness & Individualisation in Customer Retention. This study utilised data collected from the Northern India telecom service users. Individualisation was measured in terms of the feel as a part of organisation, Individual attention to specific needs, courtesy & professionalism shown by the service provider. Receptiveness was measured in terms of Quick, Accurate & Adequate response by the service providers. The specific role of Receptiveness & Individualisation in Customer Retention has been attempted through correlation, chi square & cross tabulation.

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#### Introduction:-

Modern marketers are rediscovering the ancient mantras for success in corporate world and blending them with contemporary marketing practices. Long term survival and competitive advantage can only be attained by establishing an emotional bond with the customers. A shift is taking place from marketing to anonymous masses of customers to developing and managing relationships with more or less well known or at least some identified customers (*Gronroos, 1994*). Customer relationship management (CRM) refers to the practices, strategies and technologies that company use to manage record and evaluate customer interaction in order to drive sales growth by deepening and enriching relationship with their customer. Basically, relationship marketing is the origin of CRM. CRM helps to generate a relationship with the customer. RM concept is a basic theory of CRM that leads researchers to construct the terminology in order to relate the RM with customer management in the organization (*Rababah, Haslina M., Huda I., 2011*). Relationship marketing refers to a wide range of 'relationship type strategies' that have developed over the past few decades in product as well as service markets and in consumer as well as business to business sectors. The antecedents of RM go to Industrial marketing and Services marketing. RM found ready acceptance in a marketing world where it had become obvious that strategic competitive advantage could no longer be delivered on the basis of product characteristics alone and where corporate profitability was beginning to become associated with satisfying existing customers (*John Egan, 2001*). CRM is everything what it is related to satisfaction of customer's needs. It is necessary to start from the review of the following questions: what and how you are ready to present to your customers, what they expect from you and more than expect. Only afterwards it is necessary to choose necessary technologies, which can help you. Technologies are only an instrument, a technical solution, which will automate sales process (*Urbanskienė, Žostautienė, Chreptavičienė, 2008*). CRM represents a strategy for creating value for both the firm and its customers through the appropriate use of technology, data and customer knowledge (*Payne and Frow 2005*).

**Review of literature:-**

In today's competitive and changeable market place, mobile phone service industry is gaining popularity and as mobile usage is growing rapidly; telecommunication marketers are developing new strategies to take advantage of the potential customers (Azila, Noor, 2011). Customer satisfaction is a personal feeling of either pleasure or disappointment resulting from the evaluation of services provided by an organization to an individual in relation to expectations (Oliver, 1980; Leisen, and C. Vance, 2001). CRM can be defined as a 'process that utilizes technology as an enabler to capture, analyze and disseminate current and prospective customer data to identify customer needs more precisely and to develop insightful relationships' (Paulissen et al. 2007). Customer relationship management (CRM) has recently gained widespread popularity in many disciplines and industries. The essence of CRM for a company is the ability to provide differentiated relationship value and to communicate continuously with customers on an individual basis (Park and Kim, 2003). Customer relationship management (CRM) is a concept for managing a company's interactions with customers, clients, and sales prospects. It involves using technology to organize, automate, and synchronize business processes. The objectives of CRM are to enhance profitability, income, and customer satisfaction (Long, Khalafinezhad, Wan Ismail, Abd Rasid, 2013). Customer satisfaction is crucial to the survival of any business organization. However, service failures are often unavoidable due to human and non-human errors. Such failures to perform a service inevitably lead to customer dissatisfaction (Kau, Loh, 2006). CRM's core strength is an ability to glean insights from customer feedback to create enhanced, solid and focused marketing and brand awareness. Customer relationship can be built on, reinforced, and improved through a number of CRM programs, including customization, community building, customer service requirements, rewards programs, and loyalty programs (Winer, 2001).

**Objectives:-**

The broad objective of the study is to examine the importance of Individualisation and Receptiveness on the differed demographic respondents. Individualisation was measured in terms of the feel as a part of organisation, Individual attention to specific needs, courtesy & professionalism shown by the service provider. Receptiveness was measured in terms of Quick, Accurate & Adequate response by the service providers.

**Hypothesis:-**

*The broad hypotheses of the study are as follows:*

*H<sub>01</sub>: There is no significant association between Individualisation and Customer Retention.*

*H<sub>02</sub>: There is no significant association between Receptiveness and Customer Retention.*

**Research methodology:-**

An exploratory & descriptive research design was followed to carry out the study. The present study is based on both the primary as well as on secondary data. The secondary data was collected from published and unpublished business reports, magazines, journals, books, historical studies, articles, state & central government report and internet. The review of literature for this study is completely based on the collection of secondary data. Primary data was collected on the basis of demographic profile by filling the common questionnaire from all the 600 respondents from different places.

**Sampling procedure:** In this research probability sampling procedure has been used. In order to stratify the heterogeneity of population Stratified Random Sampling was used. Stratified Random Sampling was used to stratify the sample on the basis of various demographic parameters of the respondents.

**Area of Study:** The study was conducted in selected districts of Northern India. The districts of these states were selected on the basis of concentration of Service Providers operation. The Service Providers selected for the study were BSNL, Air Tel, Vodafone, Reliance, Idea & TATA Indicom/ DOCOMO.

**Size of sample:** This refers to the number of items to be selected from the universe to constitute a sample. The sample size for the study comprises of 600 respondents with different age group, as per the concentration of population by stratified random sampling technique. In this research, sample size selected on the basis of population proportion.

**Statistical Tools:** The analysis was based on data as to each aspect/ characteristics in tabulated form. Effectiveness of Responsiveness & Personalisation in the development of customer retention was tested with the help of test of significations besides using various other statistical techniques like correlation, chi-square, cross tabulation, etc

### Analysis & interpretation:-

Proposed Relationship		Karl Pearson's Coefficient of Correlation (r)	Chi- Square ( $\chi^2$ )	Result
Demographic	Individualisation & Receptiveness			
Age	While using product or service you feel part of organization.	-.024	50.649	-Ve, Rejected
	Your service provider gives individual attention to specific needs	-.079	66.628	-Ve, Rejected
	Service provider Courtesy & Professionalism attract you.	-.068	67.263	-Ve, Rejected
	Problem solved by your service provide satisfies you	-.038	40.147	-Ve, Rejected
	Service provider provides you quick and accurate response	-.033	49.395	-Ve, Rejected
	Service provider provide adequate response	.024	78.835	+Ve, Rejected
Gender	While using product or service you feel part of organization.	-.041	11.609	-Ve, Rejected
	Your service provider gives individual attention to specific needs	-.120	20.753	-Ve, Rejected
	Service provider Courtesy & Professionalism attract you.	-.051	22.387	-Ve, Rejected
	Problem solved by your service provide satisfies you	.014	27.340	+Ve, Rejected
	Service provider provides you quick and accurate response	-.106	14.770	-Ve, Rejected
	Service provider provide adequate response	-.034	1.554	-Ve, Rejected
Service provider usage duration	While using product or service you feel part of organization.	-.142	36.399	-Ve, Rejected
	Your service provider gives individual attention to specific needs	-.035	38.321	-Ve, Rejected

	Service provider & Courtesy Professionalism attract you.	-.066	44.437	-Ve, Rejected
	Problem solved by your service provide satisfies you	-.119	68.011	-Ve, Rejected
	Service provider provides you quick and accurate response	-.022	71.205	-Ve, Rejected
	Service provider provide adequate response	-.063	53.937	-Ve, Rejected

Among total 600 respondents, there are 460(76.7%) respondents between the age group of 15-30, 109(18.2%) are between the age group of 31-45, 23(3.8%) are between the age group of 46-60 and 8(1.3%) respondents are above 60 age. The value of Karl Pearson coefficient of correlation is  $-.024$  which concludes that there is less significant negative correlation between age group and while using product or service they feel part of organization. The calculated value of Chi-Square for 18 degree of freedom at 5% level of significance is 50.649 and tabulated value of Chi-Square is 28.869. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of different age group regarding the statement while using product or service they feel part of organization. The value of Karl Pearson coefficient of correlation is  $-.079$  which concludes that there is less significant negative correlation between age group and service provider gives individual attention specific needs. The calculated value of Chi-Square for 18 degree of freedom at 5% level of significance is 66.628 and tabulated value of Chi-Square is 28.869. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of different age group on service provider gives individual attention specific needs. The value of Karl Pearson coefficient of correlation is  $-.068$  which concludes that there is less significant negative correlation between age group and service provider courtesy professionalism attracts them. The calculated value of Chi-Square for 18 degree of freedom at 5% level of significance is 67.263 and tabulated value of Chi-Square is 28.869. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of different age group on service provider courtesy professionalism attracts them. The value of Karl Pearson coefficient of correlation is  $-0.038$  which concludes that there is less significant negative correlation between age group and Problem solved by your service provider satisfies you. Calculated value of  $\chi^2$  for 18 degree of freedom at 5% level of significance is 40.147 and tabulated value of  $\chi^2$  is 28.869. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of different age group regarding the statement Problem solved by your service provider satisfies you. The value of Karl Pearson coefficient of correlation is  $-0.033$  which concludes that there is less significant negative correlation between age group & service provider provides quick and accurate response. Calculated value of  $\chi^2$  for 18 degree of freedom at 5% level of significance is 49.395 and tabulated value of  $\chi^2$  is 28.869. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of different age group regarding the statement service provider provides you quick and accurate response. The table depicts that there are total 600 respondents. Among total 600 respondents there are 369 (61.5%) respondents are male and 231 (38.5%) respondents are female. The value of Karl Pearson coefficient of correlation is  $-.041$  which concludes that there is less significant negative correlation between gender and while using product or service they feel part of organization. The calculated value of Chi-Square for 6 degree of freedom at 5% level of significance is 11.609 and tabulated value of Chi-Square is 7.340. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of gender on while using product or service they feel part of organization. The value of Karl Pearson coefficient of correlation is  $-.120$  which concludes that there is high significant negative correlation between gender and service provider gives individual attention specific needs. The calculated value of Chi-Square for 6 degree of freedom at 5% level of significance is 20.753 and tabulated value of Chi-Square is 7.340. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of gender on service provider gives individual attention specific needs. The value of Karl Pearson

coefficient of correlation is -.051 which concludes that there is less significant negative correlation between gender and provider courtesy professionalism attracts them. The calculated value of Chi-Square for 6 degree of freedom at 5% level of significance is 22.387 and tabulated value of Chi-Square is 7.340. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of gender on provider courtesy professionalism attracts them. The value of Karl Pearson coefficient of correlation is .014.. This concludes that there is less significant positive correlation between gender & problem solved by service provider satisfies them. Calculated value of  $\chi^2$  for 6 degree of freedom at 5% level of significance is 7.340 and tabulated value of  $\chi^2$  is 12.592. Since calculated value of chi-square is less than tabulated value therefore null hypothesis is accepted or it can be concluded that there no effect of the views of respondents of different gender regarding the statement problem solved by service provider satisfies them. The value of Karl Pearson coefficient of correlation is -.106... This concludes that there is less significant negative correlation between gender & service provider provides quick and accurate response Calculated value of  $\chi^2$  for 6 degree of freedom at 5% level of significance is 14.770 and tabulated value of  $\chi^2$  is 12.592. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of different gender regarding the statement service provider provides quick and accurate response. The value of Karl Pearson coefficient of correlation is -.034. This concludes that there is less significant negative correlation between gender & service provider provides adequate response Calculated value of  $\chi^2$  for 6 degree of freedom at 5% level of significance is 1.554 and tabulated value of  $\chi^2$  is 12.592. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is accepted or it can be concluded that there is no effect of the views of respondents of different gender regarding the statement service provider provides adequate response. Among total 600 respondents there are 87(61.5%) respondents use CDMA, 416(38.5%) respondents are those who use GSM only and 97(%) respondents use both i.e., CDMA and GSM. The value of Karl Pearson coefficient of correlation is -.035 which concludes that there is less significant negative correlation between mobile technology preference and service provider gives individual attention specific needs. The calculated value of Chi-Square for 12 degree of freedom at 5% level of significance is 38.321 and tabulated value of Chi-Square is 21.026. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of mobile technology on service provider gives individual attention specific needs. The value of Karl Pearson coefficient of correlation is -.066 which concludes that there is less significant negative correlation between mobile technology preference and service provider courtesy professionalism attracts them. The calculated value of Chi-Square for 12 degree of freedom at 5% level of significance is 44.437 and tabulated value of Chi-Square is 21.026. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of mobile technology on service provider courtesy professionalism attracts them. The value of Karl Pearson coefficient of correlation is -.085 which concludes that there is less significant negative correlation between service provider usage duration and while using product or service they feel part of organization. The calculated value of Chi-Square for 24 degree of freedom at 5% level of significance is 77.891 and tabulated value of Chi-Square is 36.415. Since the calculated value of Chi-Square is more than the tabulated value of Chi-Square therefore null hypothesis is rejected or it can be concluded that there is effect of the views of respondents of service provider usage duration and while using product or service they feel part of organization. The value of Karl Pearson coefficient of correlation is -.038. This concludes that there is less significant negative correlation between mobile technology preference group and problem solved by your service provider satisfies them. Calculated value of  $\chi^2$  for 12 degree of freedom at 5% level of significance is 25.705 and tabulated value of  $\chi^2$  is 21.026. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is rejected or it can be concluded that there is no effect of the views of respondents of mobile technology preference regarding the statement problem solved by service provider satisfies them. The value of Karl Pearson coefficient of correlation is -.076. This concludes that there is less significant negative correlation between mobile technology preference group and service provider provides quick and accurate response. Calculated value of  $\chi^2$  for 12 degree of freedom at 5% level of significance is 28.635 and tabulated value of  $\chi^2$  is 21.026. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is rejected or it can be concluded that there is no effect of the views of different of mobile technology preference regarding the statement service provider provides quick and accurate response. The value of Karl Pearson coefficient of correlation is -.064. This concludes that there is less significant negative correlation between mobile technology preference group and service provider provides adequate response. Calculated value of  $\chi^2$  for 12 degree of freedom at 5% level of significance is 36.592 and tabulated value of  $\chi^2$  is 21.026. Since calculated value of chi-square is more than tabulated value therefore null hypothesis is rejected or it can be concluded that there is no effect of the views of different of mobile technology preference regarding the statement that service provider provides adequate response.



**Conclusion:-**

CRM is the most efficient approach in maintaining and creating relationships with customers. There is less significant negative correlation between age group and while using product or service they feel part of organization. There is effect of the views of respondents of different age group regarding the statement while using product or service they feel part of organization. There is less significant negative correlation between age group and service provider gives individual attention specific needs. There is effect of the views of respondents of different age group on service provider gives individual attention specific needs. There is less significant negative correlation between age group and service provider courtesy professionalism attracts them. There is effect of the views of respondents of different age group on service provider courtesy professionalism attracts them. 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There is no effect of the views of different of mobile technology preference regarding the statement service provider provides quick and accurate response. There is less significant negative correlation between mobile technology preference group and service provider provides adequate response. There is no effect of the views of different of mobile technology preference regarding the statement that service provider provides adequate response. The basic concept of consumer satisfaction is to develop a context-specific definition that will guide the assessment of satisfaction. This measurement process is necessary to move closer to truly understanding customers, and thus, to make better managerial decisions.

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