Theoretical Framework & Review of Literature

Theoretical frameworks reinforce the subject of this research and elaborate viewpoint on key findings highlighted by researchers. Research objectives are the highest degrees of research value and the extraction of the theoretical framework. Working professionals refers to the available literature on mobile data service customer retention, loyalty and satisfaction also considered. The emphasis is laid on the Indian context by describing the demographic and psychographic profile identification of motives and effectiveness on the working professionals. The research written is useful and theoretical which is relevant, explanatory and descriptive.

Theory of Mobile Data

Singh & Purva (2016) discussed the relationship between service recovery strategies and the quality of services of an organizational functioning variable i.e. conveyed to the customers in the mobile telecom industry explored. The service quality concept in the post-purchase stage includes service recovery, expanded by this study, which is highly neglected aspect of service marketing in India. Customers who had experienced service failure with their telecom service provider among those subscribers’ only one hundred customer data were collected for this study. A very good self-structured and self-administered questionnaire response of the customers was captured in this study. Correlation and Regression Data analysis was done. Feedback, empowerment and atonement, these three strong variables are
correlated with customer satisfaction. Explanations, feedback, empowerment, tangibility and atonement, all are associated with gender; this study further highlights that too. In this study, earnings were linked with measurable descriptions of assessments, redemption of communication empowerment, redemption dimensions of the service recovery strategy and satisfaction, whereas age was associated with measurable endorsement, dimension of service recovery and satisfaction. Hence, these sets of results proved that if properly handled, service improvement strategies should be one of the sources of core competence and inimitability through competitive ambiguity.

Byoungsoo (2010) analyzed the usage and fast advancement of mobile data service and elaborated research into mobile data service (MDS) in the long run which has currently arose as a major concern in information systems and marketing documents. A unified exemplary was formed by this study to anticipate a consumer’s continuous attitude towards mobile data service basis on the expectation-confirmation model and the theory of planned behavior. This analysis discusses that mobile-user satisfaction, benefit anticipated, enjoyment and anticipated charge are very critical portion to form mobile data service performance. The two brunch of the theory of planned behavior, comprehend behavioral and subject norm control also have a major effect on mobile data service’s continuous performance; this study discusses that too.

Nihtirinteenkuja (2009) explored about the large Western-European countries’ mobile operators’ business prospect and its analysis. At the time when voice revenue declined to roll out of latest technologies like 3G, data service would pay back as data revenue by high usage of data used by
users. Data demand of users is increasing day by day, that is discussed in this paper too. This model that insisted of traffic-based charging, simple pulse based rate model blended with an open approach gives much more motivation to deploy rapid developed cellular technologies to the interior area.

Pezeshki Mousavi and Grant (2009) explained the investigation of an asymmetric association among the achievements of service qualities and customer satisfaction, which is the main discussion point of this paper. This paper also discussed the case study of the cellular service providers’ market to prove the significance of the entire service attribute which is a function of the performance of that attribute. Focus on service and achievement of service key qualities and complete customer satisfaction is discussed in this paper.

Harno(2008) investigated and explored in his paper on how the third-generation mobile telecommunication systems are spreading more widely and the challenges where massive mobile data service usage is yet to upgrade. Western-European countries’ large incumbent mobile operator business prospects are discussed and analyzed in this paper. Rollout and implementation of the advanced and available third-generation technology (3G) are implemented to pay back to service providers via more Internet service usage at the time when the voice revenue is declining. Charging of data services in flat rate mode that complemented with positive situations support the massive scaling of cellular data services mainly of different pricing models is also discussed and demonstrated in this paper. Boosting of the usage of mobile data services, while providing a long term and competitive
biz model a good challenge for all the telecom operators. These modeling techniques discussed furthermore open access clubbed with simple charging model gives more incitements to launch a fast speed mobile technology to the interior areas than the complex usage-based charging.

Sanjit & Shirshendu (2008) presented data about Indian mobile telecommunication services that observed a high growth over the last few years. Foreign direct investment in the Indian telecom sector makes it largely competitive while maintaining quality. Retaining existing customers as well as attracting new customer acquisition is the main intensified competition among existing players. Identification of service-related factors, which affects the customer satisfaction, repeated buying desire and customer’s tendency to recommend the service to others in this paper for the Indian mobile telecommunication market. More repurchase intention, customer satisfaction and recommendations of services to others subscriber will benefit the cellular service providers to cultivate and boost the mobile service.

Jeon (2008) explored in his paper about the mobile Internet service spread and rapid development of mobile technologies specifically customers’ perspective on mobile Internet, this angle is mainly discussed in this paper. Service operations management is the primary context and attribute of performance risk satisfaction literature on service and persistence intention as service operations management research domains were re-discussed. Ubiquity, localization, personalization, reachability, convenience and instant connectivity are the six parameters of mobile Internet service that were identified.
Liu, Yu and Wang (2007) discussed the rapid growth of data services via wireless and mobile devices in China. It also discussed the trust awareness personal innovativeness of IT, the influence of technology, the social environment and the facilitating conditions.

Hunchoi (2007) explored the impact on mobile data services by technological innovations and mobile computing on the overall standard of living in Korea influenced by mobile data service and user’s satisfaction with mobile data services was found to affect the quality of life in Korea. This mobile data service performance has huge contributions that in turn influenced the overall Korean lifestyle.

Yaipairoj (2007) studied on mobile services of the large and non-homogeneous set of users with often-dissimilar interests and keep the fast pace of innovation and ensure their long-term survival. Network operators are able to efficiently allocate the network resource for the mobile services in a way that are very persistent and strong in the presence of self-seeking users. In reality, the bandwidth and the frequency spectrum of mobile networks are limited due to limited commercial radio spectrum.

Minkyung & Jinwoo (2006) analysed the mobile data service’s rapid spread in lieu of technological innovations, which made mobile computing a fact of every day’s life. Mobile computing heavily impacts quality of life, which is discussed and understood in this paper. A theoretical model proposed by this study in the background of cellular service provides the link of user satisfaction, which is a conventional result and influences the standard of living. This is a new direction for mobile computing in a range of life by
employing the satisfaction hierarchy model and bottom-up spillover theory. This model validated and tested through three empirical studies organized in Korea. Eleven life domains are affected by mobile data service of user satisfaction and the contribution in quality of life. This mobile data performance influenced the overall domains and quality of life. Lastly, it discussed and mentioned the study’s implications and limitations.

Perambur, et al. (2015) explained evolutions of rational strategy and prescribed a performance scale on the widespread mobile phone services. Discussing platforms categorically support emerging smart devices, concurrent sessions and traditional features’ cell phones. It is a stimulated effort to sensibly incorporate the economics-related characteristics in combination with technology-specific details. Deduce a united performance metric so that it can be compared with the modern mobile phone services and all associated operations. Present strategies on such performances, comparisons of mobile services are done purely on the basis of technology-dictated characteristics on the speed of cellular mobile traffic. This present study is done to illuminate a consistently strong technology-cum-economics based characteristic metric on mobile services in trend. A techno-economic characteristic is designated thereof and is coined as the relative techno-economic performance index (RTPI).

Yaipairoj (2006) explains a new platform for computation and communication for the emergence of mobile technologies, which has been endowed to the progress and deployment of the new mobile services. Spurred by almost insatiable user demand, such mobile services must support a large
and non-homogeneous set of users with different interests. To retain the fast pace of innovation and ensure their continual endurance, its essential that mobile operators are able to efficiently allocate the network resource for the mobile services in the way that is robust in the presence of self-interested users. In reality, the bandwidth and the frequency spectrum of mobile networks are limited due to limited commercial radio spectrum. The known technical approaches taken to alleviate this scarce network resource do not suffice to handle a complete range of incoming traffic scenarios resulting in performance degradation during peak hours. This paper proposed pricing models that improve the performance of mobile services in various aspects such as call, accommodation, system utilization and mean system delay. The investigation of various scenarios in applying such pricing mechanisms has been addressed. Such scenarios are the use of pricing mechanisms in circuit-switched and packet-switched mobile services that take account of the satisfaction of users based on their pricing preferences and various quality of service (QoS). Pricing mechanism can be used in the absence of accurate demand estimation and the pricing model for the mobile networks integrates with other wireless operators.

Bedman (2018) explored 3G cellular data service providers in a nascent market in the region of Africa to the south of the Sahara Desert and described that the mobile industry is impressively spreading over the last ten years. Customer’s determination to stay faithful to their present operator and business model around is also discussed in this paper. Fourth-generation service introduction of mobile data service into the Ghanaian telecom industry has caused tough rivalry among industry players. This paper studied and examined
the factors that urge 3G customer’s faithfulness towards their mobile service provider in fast-growing market scenario. Modeling analysis on structural equation identified the impacts of quality of service (QoS) on trust and satisfaction, which significantly and consequently affected loyalty. This paper mentioned that large corporate house had substantial impact by its image and trusts on satisfaction and loyalty. By improving strategies, mobile data service provider could gain trust and loyalty from customers on customer retention and loyalty in order to grow their market reach and expand business volume.

Xiabing (2018) elucidated that mobile instant messaging of the second generation is a basic necessity, which comes along with smartphones. Networks on a social front support essential roles but that is excluded in this study. This paper studied and incorporated the strength and expectation-confirmation model while offering the survival objective model in the unique context of SMIM while inquiring the user’s satisfaction and potency substantiation of values which may perceived as turning point. The substantiation and sense of pertaining to have the best connection with the power, while the affirmation of the subscriber’s own explanation is the most significant factor of satisfaction. Both satisfaction and observed turning point right away impact to continuance purpose of SMIM users and perceived turning point has a better influence.

Kuan-Yu, Yi-Ting, & Sheila (2017) mentioned and discussed how to be in touch with family, friends and colleagues via smartphones, which has become a critical medium. There are many factors which have been advanced to the fast growth of usage of smartphones. Mobile operating system platform
is the most influential factor among others to choose smartphones. This paper employed a hypothetical framework in accordance with an information systems proven model and verified the parameters that impact smartphone users switching mobile phone operating systems. Mobile user’s preference is admired as a valuable parameter to build a unified research model, which helps researchers to understand why smartphone users are switching mobile phone operating systems.

Yunjin (2017) evaluated the method of customer satisfaction factors for electronic commerce means e-commerce. This paper also forecasts the satisfaction construction framework of electronic commerce consumer of the Korean and United States cultural aspect and lifestyle variations. The technology acceptance model (TAM) and expectation disconfirmation theory (EDT) are also explained in a detail in this paper. The statements are checked and analyzed in a structural equation model for customers in the United States of America and Korea. The outcomes revealed that the model exhibits that both groups suitably fit into the same. Customers of both countries United States of America and Korea when buying products from fashion category from a newly launched e-comm website, the easiness and standard of the e-commerce sites convenience were recognized to be the most important factor in consumer satisfaction and purpose to access the e-commerce website. The little anomaly in the accepted ratio of the two groups is examined while there was no important disparity in the invariance tests and complicated group evaluation model that proves that the facts are significant. It is meant to apply Expectation Disconfirmation Theory and Technology Acceptance model to the daily dealt site settings. The significance of linked attributes can be again
confirmed and understand customer behaviors in much broader way. This research caters new information about customer’s buying pattern that can help business houses when they build new features in the e-commerce segment.

Jeongeun (2017) talked about the Internet of things (IoT) and mobile virtual network operators (MVNOs). Mentioning important particulars of IoT services and implementing state of the art, smart tourism in the tourism sector which is highly impacted by the Internet along with information and communications technology (ICT) in the age of the 4th generation (4G) long-term evolution (LTE) mobile networks. This paper formed the subsequent outcome such as it entrenched a 4G LTE network-based high tech access system which is commercially offered all over the globe and proposed business models highlighting divergent interworking between the network and system through M2V access to 4G LTE as well as the resulting large scale charging computation model according to bandwidth. Findings by the research model both the Korean Government and Government of the other countries can be expected to leading smarter tourism in the coming years by enforce policy and institutional supports that aim to facilitate 4G LTE network-based M2V to assimilate a technological access system and by implementing M2V to make inroads into the tourism industry based on varied business models.

Customer Satisfaction, Retention & Loyalty

Srivastava (2015) described and formed a holistic research structure for investigating the dynamic link between two metrics of business success, customer satisfaction and customer loyalty. This study argued for affirmative relations within customer satisfaction and loyalty. Moreover, various reasons
such as the different status and life stages of a customer or his subconscious processes have been determined as influencers of customer satisfaction and customer loyalty relationship.

Khizindar (2015) aimed in this paper to investigate the association amidst customer satisfaction along with all the functional and technical dimensions on customer satisfaction and loyalty while investigating the role of business skills in mobile service operators (MSO) in Jordan. Data was gathered from one thousand three hundred and fifty mobile phone subscribers from which one thousand and seven were valid for analysis. Organic equality modeling was used to test the suggested model. Conclusions from experimental and substantiating factor analyses indicated that customer satisfaction builds consists of three different dimensions of satisfaction (overall satisfaction, functional satisfaction and technical satisfaction). It indicates that customer satisfaction properties absolutely affect customer loyalty. Technical customer satisfaction and overall customer satisfaction from all angles are the strongest influence on customer loyalty respectively. Relationship and business skills partially mediate the relationship between customer satisfaction dimensions and customer loyalty.

Almossawi (2015) deciphered the significance and outcomes of satisfaction in the aggressive telecom industry of Bahrain. Offers rents and charges are the major factors related to payments and savings, which are the most important factors in determining satisfaction, retention and probability of switching from one mobile provider to another. A significant positive
relationship was found between satisfaction and retention while a poor association was noticed between satisfaction, retention and loyalty.

Jawwad, Mazhar, & Rajput (2015) discussed about Pakistan telecommunication market and analyzed association among consumer satisfaction, consumer trust, portability cost and consumer loyalty in the mobile telecommunication service arena. A research framework is developed on consumer trust and moderation of portability cost with the association of consumer satisfaction and consumer loyalty. The data was collected from Pakistan mobile telecommunication market of five hundred and fifteen customers through convenience sampling. The association between the variables established by data analysis, that is correlation matrix and ordinary least square by regression analyses.

The findings confirm the framework that a customer’s trust partially mediates the association between consumer satisfactions with consumer loyalty. In the mobile telecommunication service market of Pakistan, portability cost has very less effect in determining the association between consumer satisfaction with consumer trust and consumer loyalty. The significance of consumer satisfaction, consumer loyalty, consumer trusts and switching cost for the mobile telecommunication service firms in Pakistan market. In order to gain consumer trust and consumer loyalty; business house must enhance consumer satisfaction, this study suggests the same. Research structure is applicable to the firms of a mobile telecommunication service area of Pakistan and has significant relationships between the two variables.
Wang (2005) explained about customer loyalty in the electronic commerce background. This study described anticipated that benefit, trust, nature and customer satisfaction are the most affecting parameters towards customer loyalty.

Zhilin & Robin (2004) looked into the alleviating impacts of switching costs on customer loyalty by means of both satisfaction and perceived-value measures. Consumer satisfaction and perceived value must be the main focus by business houses that strive for customer loyalty. Consumer loyalty, consumer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average.

Gefen (2002) discussed customer loyalty for the online customer and comparison with traditional offline customer loyalty in comparison with superior service quality and trust. To increase customer loyalty, first dimension means superior service is the first priority, whereas, second dimension means customer trust is the next priority.

Srinivasan, Rolph, & Kishore (2002) investigated the precedents and the outcomes of customer loyalty in an online business-to-consumer (B2C) area. Eight factors mean the 8Cs—customization, contact interactivity, care, community, convenience, cultivation, choice and character, these are the potential factors which affect e-loyalty and develop scales for measurement of these factors.

Lawrence (2001) mentioned in this paper that consumer satisfaction and loyalty play an important role in switching cost. Satisfaction and loyalty moderates the link between switching costs and its level.
Schindler (2000) analyzed that consumer retention (CR), consumer loyalty (CL) and consumer satisfaction (CS) are crucial targets for telecommunication network operators on their way to superior business success in the liberalized German market. This study summarized that consumer retention (CR), loyalty and satisfaction should be treated as distinct constructs which are causally inter-linked.

Grahame & Mark (1997) showed refreshed curiosity in customer loyalty programs and the capabilities of such kind of plans. In established competitive markets where research done on normal patterns of loyalty, in such kind of cases it is tough to attain exceptional advantages through the launch of a loyalty program. Any differential gains diminish by rivalry forces quickly.

Roger (1996) illustrated the association of gains to transitional customer-related conclusions that Product Company can leverage on high priority. It is primarily a general management topic persistent with the Nordic School’s view that services are interdisciplinary. This paper presents an empirical analysis of one retail bank limiting the findings’ generalizability while this theory has been advocated for service firms as a class.

Customer satisfaction $\rightarrow$ customer loyalty $\rightarrow$ profitability.

Dick & Basu (1994) observed that loyalty of a customer depends on individual’s comparable attitude and continuous support. These two factors create a powerful bonding. Factors those interfere in such bonds are situational factors and social norms or procedures. The study identified cognitive, effective and conative antecedents of relative attitude and its contribution to
loyalty along with motivational perceptual and behavioral consequences. The study implied that the major focus of any business is to develop, maintain and enhance customer loyalty towards its products and services.

Sujatha & Chandrika (2013) said that the mobile market in India is very robust and became the second largest cellular marketplace in global ranking by summing up 20 million (approx.) subscribers in a month. This rapid growth in the mobile segment has been driven by an enabling policy framework and intense competition. With up to 12 competing operators in a circle, the tariffs in India are the lowest as compared to global benchmarks. Although in most of the papers consumer satisfaction is generally associated to customer loyalty, however, there are certain steps between customer satisfaction and customer loyalty. There are several literatures on consumer satisfaction and its relation to consumer loyalty however a standard prototype describing the steps among consumer satisfaction and consumer loyalty are not present. It has been cited that consumer satisfaction is needed but at a sufficient condition for developing consumer loyalty. Evidences are there that positive ratings consumer satisfaction companies are losing important consumers of their services and products every day. What is there in the middle, if there is no direct link among customer satisfaction and customer loyalty?

Customer satisfaction does not invariably drive to customer loyalty; how can we describe that? The current work will address these fundamental issues by establishing the relationship within brand loyalty and customer satisfaction switching costs.
Luis (2018) implied that the pricing of mobile data service can be done in literature but rarely can be implemented in practice. Most common practice is Evaluation by simulation. The reaction of users was observed by analyzing demand and utility functions offered by service/products and prices; using traditional and arbitrary functions such as linear exponential logit etc. New approach presented in this article to construct a hands-on model where outcome can be used as another method to create demand is avoiding using arbitrary and predefined demand functions. The study has attempted to explain the disparity between the arbitrary demand functions used and researcher’s approach that come from users’ data. However, it also needs to mention that out of scope in this paper proposes pricing approaches and utilizes them. Eurostat, the primary data point was considered in this paper although different types of data sets could be used. So some demographic and psychographic characteristics of the users such as the utilization of application and usage profiles as parameters are included in the user’s profiles. Users behavior model is influenced by characteristics and usage profiles. A model was developed where in cellular operators can validate their pricing model during soft launch. Model can help operators segmenting users and take useful decisions for operating their businesses. However, the results of this research depend on the set of parameters assigned to characterize each user’s profile.

Cristina (2018) studied to achieve long-term customer loyalty while managing multiple touch points business houses are focusing on Omni channel touch points. Twenty-four important touch points, which contributes to customer loyalty and intentions, are also discussed in this paper. Relationship between touch points was measured by using least squares of
regressions models while considering clustered standard errors besides measuring of exposure with regard to reach frequency, positivity and customer loyalty intentions. A significant relationship of reach was observed with customer loyalty intentions as far as eight touch points are concerned. Positivity was taken as controlling factor. Results of the study were shown as direction for mobile service providers on customer experience and management strategies.

Theoretical Framework

Customer loyalty comprises of a theoretical approach, which is focusing on a particular sector. “Customer satisfaction and customer loyalty is different altogether”, in detail we can say that consumer satisfaction is an intangible nature of customer loyalty. Loyal consumer is undoubtedly a satisfied customer however this does not qualify that a satisfied consumer is also loyal. As a matter of fact, a satisfied consumer may incline to switch to other brand products. It is always critical to retain and nurture the existing customer through customer grievance handling mechanism in order to build loyalty. It is to believe that customer loyalty creates value and whatever is the problem it needs to be resolved immediately by companies. Price remains the main yardstick of consumer’s needs and this attributes count heavily in building customer loyalty.

Loyalty

Loyalty means actual profit-theory opposed by Reichheld. Profit theory collects the business house’s resources towards one exclusive goal: the creation of profit. In view of Reichheld, loyalty is nothing but a value-creation
theory. The significant target of a business is adept towards the formation of value for the customer and profit becomes aftermath of value formation. Profit creation turns out to be a continuous process rather than an end. Loyalty model developed by this theory is described below. Customer loyalty is not always easy to construct, several definitions have been proposed till date. Let’s first define what customer loyalty is not (Prus & Randall 1995):

Customer loyalty is not customer satisfaction. Satisfaction is not sufficient criterion however necessary. Sometimes customers those whose satisfaction level changes from "very satisfied" to "satisfied" may switch to competitors. Response on trial offers or incentives is not treated as a Customer loyalty. Most often those disloyal customers leave very fast who responded on incentives or schemes. Competitor’s incentives lure these kinds of customers easily. In terms of market share, customer loyalty is not very strong. Major market share can also be influenced by several other factors such as price issues or poor performance by competitors. Repeated buying or habitual buying is not termed as customer loyalty. There are some customers who prefer your products because of their habit and convenience, such customers are tempted to default and defect for any reason. Customer loyalty is reflected by a combination of attitudes of a customer such as intention to buy again, recommending company and product to others, and non-willingness to switch over. So Customer loyalty is a sum total of number of qualities of customers derived from customer’s own satisfaction yet requires nurturing and due care (Prus & Randall, 2012). Customer satisfaction is generally confused with customer loyalty. Satisfaction is an emotional or feeling or a reaction (Westbrook Newman Taylor, 1978). Simply, it is an outcome of a complicated
process that requires the understanding of the psychology of customers. There is endless range of emotions of customers such as contentment, surprise, pleasure, and gap between perceived quality and expected quality known as “expectancy disconfirmation”. The figure below shows the predominant linkage of this process.

Figure 8: Process of Customer Satisfaction

Satisfaction-Loyalty link.

Customer satisfaction was created when high-quality products and associated services designed to fulfill consumer needs. Customer loyalty will increase by the consumer’s high-level satisfaction. According to traditional believe, the link between satisfaction and loyalty is a simple linear relation, but in practicality it’s not correct in exact manner: it is neither linear nor simple. The relation reacts according to time and circumstances differently.
Unless they are totally satisfied there is always a chance that you will see your customers be lured away (Jones & Sasser, 1995).

Figure 9: Customer Satisfaction - Loyalty link

Customer Loyalty

Recent day vital plans concentrate on a targeted profit and work in reverse to reach at much needed cost reduction and revenue growth. Long time researcher, those who are studying loyalty for a long time to evolve a completely different model, convinced Reichheld. The main attraction and feature of this new model is creation of the value for the consumers instead of profit. Investors, customers and employees are the major three forces, which play a crucial aspect in business houses to form the forces of loyalty. After all as correlation among loyalty, value and profits exists, these forces can be
measured in terms of cash flow. "Loyalty is inextricably linked to the creation of value both as a cause and an effect.” (Reichheld, 1996) Whether company has delivered superior value or not as an effect, loyalty measures permanently. Fault or irregularity can undoubtedly be interpreted by absence of value for the consumer. Loyalty builds a chain reaction as a cause.

Reichheld describes it as follows:

Earnings and market proportion flourish as the trusted consumers contributed into the company’s business growth through repeated sales and referrals. These kinds of business houses have a very strong value proposition where they can afford to be more selective in new customer acquisition and concentrate on the same.

Continuous and strong growths empower the business houses to retain and attract the finest employees. Persistent performances of high-caliber value to consumers boost employee’s loyalty by giving them satisfaction and pride in their job. Moreover, stable employees get to know about their long-term consumers, they get trained about how to deliver more value which again boosts both customers’ and employee’s loyalties. Stable employees master in the job of how to cut down costs and enhance quality, which again enhances the customer’s value proposition and produces superior productivity. The business house can then use this excess productivity to provide great allowance and effective coaching and tools, which again boosts employee loyalty, growth, compensation and productivity.

It’s very difficult for competitors to match when enhanced productivity bundles with increased efficiency with loyal customers that generate huge cost
advantage. Viable cost dominance bundled with solid growth in the number of loyal customers achieve the kind of profits that are very tempting to investors which makes it effortless for the firm to invite and retain the right investors. Loyal investors act like partners, they secure the system to decrease the cost of capital and assure that relevant amount of capital is reverse back into the business to fund investments that will increase the business houses value-creation potential.

Figure 10: Loyalty-Based Cycle of Growth

![Loyalty-based cycle of growth](image)

Source: Reichheld, 1996

Customer Retention

Customer retention (CR) is a term associated with the maintenance of the business relationship established between a customer and a supplier. There are two ways to attain this relationship. The former ways can be achieved by successive purchases or by contract extension of the supplier with the
customer in a specific time frame. In a different way the plan of the customer
is to make further buying from the same supplier or to refrain from quitting
the contract (ex-ante consideration); (cf. among others (Herrmann & Johnson
1999); (Bliemel & Eggert, 1998); (Mefiert, 1998); (KruKger, 1997); (Peter,
1997); (Diller, 1996). The evaluations of accurate threshold values is not
possible for determining the contract’s purchase continuations frequency or
abandon the intention, which is

“It’s impossible to calculate exact threshold values, either for the
frequency of consecutive purchases the continuation of agreements or the aim
to discard a supplier that could be referred to classify as a consumer as
retained when they were exceeded or not reached. “

The continuous variable has different values over different time frames
that represent the supplier’s retention value of a customer.

A business contract may be involuntarily managed and controlled on
one side; however mobility barriers that occur due to changing suppliers or
dispensing services can easily prevent the customer.

On another side, due to customer’s favorable attitude towards service,
provider ensures to carry out successive transactions that maintain business
relationships, stay good at mutual benefits.

For latter ways, the continuation of business relationships is termed as
Customer loyalty (CL) (Bliemel&eggert ,1998); (Homburg & Bruhn, 1998);
(Weinberg, 1998); (KruKger, 1997); (Diller 1996);(Dick & Basu, 1994).
Besides, from it, the causes of CL may be strongly associated with CR. It also identifies the incompletely congruent existence of mobility, barriers and intensifiers.

Homburg and Bruhn (1998) assumed that the casual link begins with the customer satisfaction, this conceptually specifies the extent of customer satisfaction, based on experience-based assessment, associated to 254 T.J. Gerpott et al./Telecommunications Policy 25 (2001).

The fuel up of services that the provider provides is affected by the individual characteristics and its overall services’ functionality.

The extent of satisfaction depends on the extent of increase in actually provided values or on the shortfall of expected values.

CS is considered as one of the significant factors in identifying the CL, which is not conceptually similar to CL, as the customer’s future condense influences the supplier’s capability and his own sales objects. The CL is also influenced by owner’s assessment by competitor associated with the present vendor’s experience (Herrmann & Johnson, 1999); (Fanacht & Werner, 1999); (Bliemel & Eggert, 1998); (Weinberg, 1998); (Dick & Basu, 1994).

Hypothesis
The hypothesis given in the present section is tested;

Ho1- There is no great significant influence of mobile data services on the satisfaction of customer’s loyalty and retention in the Indian Market.
HA1- The mobile data services has a significant impact on customer satisfaction pertaining to the customer’s loyalty and retention in the Indian market.

Concluding Remarks

A Literature review carried out by the study is covered in this chapter. Various articles, publications, corporate data and statistics from Government authority are the main references of this chapter. Object and focus of study are summarized in each of the papers and publications. Internet, telecommunication and customer behavioral intentions related studies are also reviewed. This study highlights present inconsistency and represents a theoretical framework for proposition of study in this sector basis on this feedback.