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CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTION TOWARDS MOBILE NETWORK SERVICE PROVIDERS

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ABSTRACT

The study aims to understand the customer satisfaction and behavioral intention towards the mobile phone network service providers. Assessing the satisfaction level of the customers is the direct result obtained from the customer after consuming the service of the service provider. Such evaluation helps the service provider to assess the performance of their marketing strategy. Behavioral intention is the attitude and the manner the customer is willing to behave towards the service provider. This survey was done in Tirunelveli District from 153 respondents. The data was processed using computer aided tools such as SPSS frequency tables. The tools used to analyze were data Chi-square, multiple correspondence analysis and descriptive statistics. In this study the researcher has analyzed the opinion of the customers over the attributes offered to them and the customer's motive after consuming the service. Based on the findings derived from the analysis, the researcher has given few recommendations to the service providers.

KEYWORDS: *Attitude, behavioral intention, Customer Satisfaction, marketing strategy, service provider.*