

# Wireless Internet Service and Customer Satisfaction: A Case Study on Young Generation in Bangladesh

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## ABSTRACT

As a developing country, Bangladesh has done remarkably well in last couple of years in case of adopting internet technology. This study examines whether there is difference in satisfaction between male and female youngsters in respect of 14 variables. To achieve this objective total 100 youngsters have been considered. The difference in satisfaction is determined by one-way ANOVA analysis. The findings reveal that there are only three variables in which there is difference in satisfaction between male and female youngsters.

**Key-words:** Wireless internet, Customer satisfaction, Variables, Male, Female.

## 1 INTRODUCTION

There are two basic types of wireless Internet: a wireless Internet connection through a device called a router (this type of wireless Internet is called WiFi), and then there is wireless Internet access through the cell phone network. Wireless routers are very common in homes, offices, and "wireless hotspots" is found at coffee shops, airports, and elsewhere. These are basically just small electronic "boxes" that hook up to Internet connection so people can share the connection between several computers, or simply to give the freedom to place computer wherever people want, and not just next to the cable or phone outlet. The cell phone data network (wireless Internet through the cell phone network in other words) of course is very widespread -- pretty much everywhere where people can get a cell signal -- and can be used not only with a cell phone but also with a growing number of computers. Now if people want to get really technical, these two types of wireless Internet work differently. But in a general sense, if people simplify things and explain them in a basic way that will make sense to the average person, they both work along the same general lines. With a portable phone, something most of us have in our home, the phone has two parts: a handset and a cradle. The cradle gets plugged into the phone line -- the connection to the phone network -- and takes that connection and broadcasts it via radio waves more or less in all directions. If the handset is within range of the signal, it picks up this signal and relays the telephone connection so you can make or receive a call. Wireless Internet, whether its via a cell network or a wireless router, works the same basic way: people have a connection to the Internet, which is sent out wirelessly

to a receiver of some sort, very much like a portable phone cradle sends out the telephone connection to the handset. The broadcast can come from a wireless router hooked up to a cable or DSL Internet connection, or the broadcast can be from a cell phone tower hooked into the cell phone network and relaying the Internet connection. On the other end people have a "handset", which is a receiver in a computer, smart phone, or other device. This could be a WiFi card in a laptop or desktop computer for the one type of wireless Internet, or a receiver in a cell phone or laptop using the cell data network.

Researchers have focused on antecedents of customer satisfaction because customer's satisfaction is generally assumed to be a significant determinant of repeat sales, positive 'word-of-mouth', and consumer loyalty (Bearden and Teel, 1983). Although the subject of satisfaction has been discussed extensively in the literature of information systems, e-commerce and marketing (DeLone and McLean, 1992; Liu et al., 2008), the exploration of antecedents to customer satisfaction with wireless internet service is still in its infancy. Unfortunately, there has been very little research on overall consumer's satisfaction of the wireless internet service market of Bangladesh. The purpose of this study is to explore the difference in satisfaction between male and female youngsters about the wireless internet service in Bangladesh.

## 2 Review of the Literature

Services have been studied extensively since 1980s. The idea of linking service value and customer's satisfaction has existed for a long time. Customer satisfaction has been studied and recognized as an important factor in the management literature for the past few decades. Studies indicate that there are links among customer satisfaction, customer loyalty, and profitability. During recent years, there have been studies that have established mechanisms that attempt to link customer's satisfaction and customer loyalty. Many studies additionally attempt to establish connections between service quality, customer satisfaction, customer loyalty, and profitability (Grönroos, 1978, Grönroos, 1980, Grönroos, 1982, Parasuraman et al., 1985, Reichheld and Sasser, 1990, Sewell and Brown, 1990, Jones and Sasser, 1995, Heskett, 1997, Anderson and Mittal, 2000).

Customer satisfaction generally means customer reaction to the state of fulfillment, and customer judgment of the fulfilled state (Oliver, 1996). In this paper, we borrow this definition of customer satisfaction. There are many benefits for a company from a high customer's satisfaction level. It heightens customer loyalty and prevents customer churn, lowers customers' price sensitivity, reduces the costs of failed marketing and of new customer creation, reduces operating costs due to customer number increases, improves the effectiveness of advertising, and enhances business reputation (Fornell, 1992). The main factor determining customer satisfaction is the customers' own perceptions of service quality (Zeithamal & Bitner, 1996). In this study, we shall define service quality as the customers' satisfaction or dissatisfaction formed by their experience of purchase and use of the service (Parasuraman, Zeithamal, & Berry, 1994).

As a general rule, customer satisfaction and customer loyalty are very closely related. Customer's satisfaction functions as an antecedent of customer loyalty. It prevents customer churn and consolidates retention, thereby constituting an important cause of customer loyalty (Fornell, 1992; Reichheld, 1996). Further, while affected by market structure, customer type and customers' individual ways of solving problems, the connection between customer satisfaction and customer loyalty is not always a linear relation, although it constitutes a positive relation-ship (Fornell, 1992; Soderlund, 1998).

And when customers switch the service provider, they tend to perceive the burden of risks which becomes the switching barrier that influences customer loyalty.

### 3 Objectives of the Study

The objective of the study is to determine whether there is difference in satisfaction of male and female youngsters in Bangladesh regarding wireless internet service in respect of 14 variables.

### 4 Methodology of the Study

The data has been collected from 100 students (50 female and 50 male) of different universities in Dhaka on random basis using a structured survey questionnaire. The study period is limited to August-October, 2012. The data has been analyzed through one-way ANOVA technique. The secondary sources are different articles, websites and books.

### 5 Empirical Data Analysis

In this study, at first the authors tried to find out from which wireless internet service provider, the customers were taking service previous and are using at present.

Table-1: Previous Internet Service Provider

Internet service provider	Frequency	Cumulative frequency
GP	36	36.0
Banglalink	7	43.0
Robi	3	46.0
Airtel	8	54.0
Citycell	17	71.0
Teletalk	1	72.0
Qubee	15	87.0
Banglalion	13	100.0
Total	100	

Table-2: Current Internet Service Provider

Internet service provider	Frequency	Cumulative frequency
GP	18	18.0
Banglalink	3	21.0
Robi	6	27.0
Airtel	11	38.0
Citycell	9	47.0
Qubee	23	70.0
Banglalion	25	95.0
Ollo	5	100.0
Total	100	

By comparing table-1 and table-2, we find that the number of users of GP, Banglalink and Citycell has decreased whereas the number of customers of Robi, Airtel, Qubee and Banglalion has increased. It is worth mentioning here that the frequency of Teletalk was 1 in previous and at present none is its customer and Ollo is the new addition now.

Table-3: Duration of wireless internet using

Duration of use	Frequency	Cumulative frequency
Less than 6 months	27	27.0
6-12 months	25	52.0
13-24 months	22	74.0
Above 2 years	26	100.0
Total	100	

This table shows that the different duration of using wireless internet is more or less same.

Table-4: Type of wireless

Type of wireless	Frequency	Cumulative frequency
Postpaid	22	22.0
Prepaid	78	100.0
Total	100	

This table illustrates that most of the customers use prepaid option between two options.

Table-5: Device for internet use

Type of wireless	Frequency	Cumulative frequency
Desktop	55	55.0
Laptop	30	85.0
Mobile	15	100.0
Total	100	

This table demonstrates that still now most of the customers are using internet through desktop followed by laptop and mobile.

To determine whether there is difference in satisfaction of male and female youngsters in Bangladesh regarding wireless internet service in respect of 14 variables, the authors set 14 hypotheses which are as given below:

- $H_{A1}$  = There are differences in satisfaction level of network coverage between male and female.
- $H_{A2}$  = There are differences in satisfaction level of upload/download speed between male and female.
- $H_{A3}$  = There are differences in satisfaction level of dropping network between male and female.
- $H_{A4}$  = There are differences in satisfaction level of availability of physical customer care centre between male and female.
- $H_{A5}$  = There are differences in satisfaction level of 24 hours customer care support between male and female.
- $H_{A6}$  = There are differences in satisfaction level of response of staffs to complaints of customers between male and female.
- $H_{A7}$  = There are differences in satisfaction level of home service facility between male and female.

- H<sub>A8</sub> = There are differences in satisfaction level of set-up charge between male and female.
- H<sub>A9</sub> = There are differences in satisfaction level of bill of prepaid or post-paid between male and female.
- H<sub>A10</sub> = There are differences in satisfaction level availability of prepaid card between male and female.
- H<sub>A11</sub> = There are differences in satisfaction level of promotional offer between male and female.
- H<sub>A12</sub> = There are differences in satisfaction level of updated website between male and female.
- H<sub>A13</sub> = There are differences in satisfaction level of different program arrangement between male and female.
- H<sub>A14</sub> = There are differences in satisfaction level of brand image between male and female.

Table-6: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction with network coverage	Between Groups	.090	1	.090	.062	.805
	Within Groups	143.220	98	1.461		
	Total	143.310	99			
Upload/download speed	Between Groups	.010	1	.010	.015	.904
	Within Groups	66.900	98	.683		
	Total	66.910	99			
Frequency of dropping network	Between Groups	.000	1	.000	.000	1.000
	Within Groups	55.440	98	.566		
	Total	55.440	99			
Availability of customer care centre	Between Groups	.250	1	.250	.342	.560
	Within Groups	71.540	98	.730		
	Total	71.790	99			
Availability of 24 hours customers support centre	Between Groups	4.410	1	4.410	6.422	.013
	Within Groups	67.300	98	.687		
	Total	71.710	99			
Customer care stuff response of your complaints	Between Groups	.160	1	.160	.206	.651
	Within Groups	76.000	98	.776		
	Total	76.160	99			
Home service facility	Between Groups	.810	1	.810	1.262	.264
	Within Groups	62.900	98	.642		
	Total	63.710	99			
Setup charge	Between Groups	2.250	1	2.250	3.769	.055
	Within Groups	58.500	98	.597		
	Total	60.750	99			
charge of prepaid /postpaid bill	Between Groups	.040	1	.040	.070	.792
	Within Groups	56.120	98	.573		
	Total	56.160	99			
availability of prepaid card/bill payment system of postpaid	Between Groups	1.000	1	1.000	1.582	.212
	Within Groups	61.960	98	.632		
	Total	62.960	99			

promotional offer of service provider	Between Groups	1.960	1	1.960	2.909	.091
	Within Groups	66.040	98	.674		
	Total	68.000	99			
developed/updated website	Between Groups	1.440	1	1.440	1.988	.162
	Within Groups	71.000	98	.724		
	Total	72.440	99			
Different programme arrangement	Between Groups	.810	1	.810	1.045	.309
	Within Groups	75.940	98	.775		
	Total	76.750	99			
Brand image	Between Groups	1.690	1	1.690	2.179	.143
	Within Groups	76.020	98	.776		
	Total	77.710	99			

This table reveals that there are differences in satisfaction level of availability 24 hours customer care centre at 95% level of confidence, set-up charge and promotional at 90% level of confidence between male and female youngsters.

From their experience (satisfaction level) some of the customers want to change their present internet service provider and some want to remain with present internet service provider. The outcome is as follows:

Table-7: Choice for Future internet service provider

Internet service provider	Frequency	Cumulative frequency
GP	15	15.0
Banglalink	1	16.0
Robi	3	19.0
Airtel	4	23.0
Citycell	7	30.0
Teletalk	5	35.0
Qubee	24	59.0
Banglalion	34	93.0
Olo	7	100.0
Total	100	

This table states that most of the customers want to use Banglalion and Qubee. Their next choice is GP and the choice for other internet service providers is insignificant numbers.

## 6 Conclusion

The present study examines the issues of customer's satisfaction of wireless internet services in Bangladesh. In conducting this research, the researchers have perceived the challenges of evaluating the customer's satisfaction of wireless internet services in Bangladesh because there are not many studies have been conducted in Bangladesh. The results of this study should not be generalized extensively since this study is based on the student of different universities of Dhaka who have higher education level and previous knowledge on internet technology which make data collection more convenient. Future research could be conducted in order to identify the influence factors of customer's

satisfaction on wireless internet services in Bangladesh. Although it seems to be a reasonable conclusion to say that the results of this study serve to provide a considerably more thorough understanding of the current wireless internet service market of Bangladesh.

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