



## A study on customer experience and its relationship with repurchase intention among telecom subscribers with special reference to MDN digital networks

Mr. DAYANANTH S R<sup>1</sup>, Mr. J. ABHISHEK NARAYAN<sup>2</sup>

<sup>1</sup> Student, School of Management Studies

<sup>2</sup> Assistant Professor, School of Management Studies

KARPAGAM COLLEGE OF ENGINEERING  
COIMBATORE-641032

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**ABSTRACT:** *This study was carried out to understand the customer experience and its relationship with repurchase intention among telecom subscribers. Customer experience is the overall interaction that the customer has with the company when utilize any products or services at all the stages of customer travel. The customer experience is not only the set of action, it also focuses on the feelings of the individual customer towards the brand. The research design that had been used for the study is Descriptive research. The sampling unit chosen for the study were the customers of Modakurichi Digital Network, erode who had been utilizing the service from MDN for the past 6 months. The sampling size for the study was selected using the demorgan's table with the population of 300 customers for the last six months and the sample size is 169. The reliability of the overall customer experience is 0.985. The findings of the study are, there is a strong relationship between customer experience and repurchase intention of the service and both the factors or positively associated. The positive influence of the customer experience over the service would be helpful in maximizing the productivity, the increased scale of customer engagement and satisfaction, also the loyal customer who stays for the products or services for a long period of time.*

**KEY WORDS:**

Customer experience, repurchase intention, telecom subscribers, customer satisfaction.

### I. INTRODUCTION

Telecommunication services also called as telecom services, which serves the job of exchanging information's over small and large distance, irrespective of the distance. It is a biggest field which includes a large network of connects but the basic elements are the transmitter and a

receiver. The signal transferring medium can be through fiber, electromagnetic field, cable and light etc. One of the best examples of telecom service is Internet which can be categorized into LAN (Local Area Network), WAN (Wide Area Network) etc. Theses telecom services are protected by Telecommunication act of 1996. This act makes the service for the public with most affordable and reduced rate.

### CUSTOMER EXPERIENCE

Customer experience in telecom refers to the fulfillment that the servicer provides the customer. It starts from advertising the product or service to the selling and delivering the product properly and also retaining the customers. This is mainly intent to satisfy the customer need based on the necessity or status or luxury patterns.

### REPURCHASE INTENTION

Repurchase intention in the telecom sector refers to the interest or inclination of the customers to continue using the service provided by present telecom service provider. This repurchase intention also refers that the customers need or demands are met at a point with the services or offers that they were provided by the telecom service provider and satisfies the customer. Repurchase intention are the outcome of satisfaction and the loyalty of the customer towards the service.

### INDUSTRY PROFILE

MDN digital networks comes under telecommunication sector and it is kind of service providing company. The most influencing companies in this sector are the telephone operators which includes both wired and wireless services, internet service, satellite companies etc. in many countries the government monopolies had been



privatized which leads to the opportunities for the new competitor companies.

### COMPANY PROFILE

Modakurichi Digital Network was founded in June 2021 to service the localities of Modakurichi and the villages around. The owner of MDN is Mr. Chinnusamy. They connect the communities with the best services and options and excel with the best service delivery to the customer and satisfy their needs. The company's ultimate aim is to serve the customer and connect them with the most reliable internet service.

## II. REVIEW OF LITERATURE

David Havir (2017) added up the inquiries on client experience, compared the colorful confines of client experience explained in seven abstract models and findings from 17 exploration systems carried out after the time 2010. Eventually, the confines and the factors described in the inquiries and also the parallels set up in them were grouped into several groups with the end of working the fragmentation issue.

Preethi Subramanian and Dr. Sellappan Palaniappan (2016) explored the colorful factors that affect client experience in the telecom assiduity by performing confirmational factor analysis. Data was collected from 518 mobile guests in Malaysia through structured questionnaire. Random slice system was espoused to collect data by using touch point check fashion and snowball slice fashion. The tools used for analysis includes Statistical Packages for Social lores SPSS 21 and Analysis of Moment Structure AMOS 21. The study concludes that factors like pricing of the driver, billing issues, inner and out-of-door network content, signal quality, call and data connectivity, value as a client, friendly client care, knowledgeable and responsive client care, proud to use a brand, brand image and positive hype of the brand determines the client experience in Telecom assiduity.

Domb et al (2016) tried to find the determinants of client experience for telecom drivers in Indian Telecom Industry. A mark called ACEI score was defined to quantify client experience in Telecom assiduity. An abstract frame was proposed to grease the Communication Service Providers to ameliorate the total client experience in all the touch points of the client's trip with the network driver. Data was collected from further than 5000 repliers in 36

centers each over India. Questionnaire system was used for data collection. Airman study was done with 166 repliers. The study verified that there are six main determinants for client experience in telecom assiduity which includes network experience, service delivery experience, client care experience, brand image, billing experience, store/gallery and website tone- service experience. Also the study linked that the network experience has the loftiest impact on client experience explaining about 51.480 of the total friction in client experience, followed by service delivery experience explaining about 6.453 of the total friction in client experience, third is the client care experience explains about 4.974 of the total friction in client experience, fourth is the brand image explains about 4.478 of the total friction in client experience, fifth is the billing experience 3.233 and last is the store/gallery/web/ tone- service explains about 2.635 friction in client experience.

Dey et al (2016) linked and ranked the antecedents necessary for erecting positive client experience in Indian Telecom Industry. Questionnaire system was used for data collection. Descriptive statistical tools like mean and standard divagation were used for analysis. The repliers of the study were guests of BSNL. Anyone who uses reimbursed, postpaid, broadband or landline services of BSNL were included. The slice area was the Raipur region. Simple arbitrary slice system was used for data collection. The experimenter had taken fifteen antecedents of client experience from literature reviews and ranked those antecedents grounded on the mean score attained. Service quality was ranked first with the mean score of 4.13, next comes Customization (4.01) followed by Marketing Mix (3.92), Service Process (3.87), Speed (3.81), Technology (3.75), Telepresence (3.67), Affordability (3.65), workers (3.62), Online Services (3.57), Convenience (3.46), Trust (3.37), Physical terrain (2.96), Influence of other guests (2.89) and Emotional aspect (2.84). There are colorful studies on antecedents of client experience in telecom sector but there are no studies about the impact of client experience on its behavioral outgrowth like repurchase intention in telecom sector, so this exploration study is accepted with the following objects.

### OBJECTIVES

- To know the demographic profile and usage pattern of the telecom subscribers, and identify



their preference towards various cellular service provided.

- To understand the current situation of customer experience and the way of being repurchase intention among the telecom subscribers.
- To know the relationship between customer experience variables and the way of being of repurchase intention.
- To provide a suitable suggestion for improving the repurchase intention of the telecom network.

### III. RESEARCH METHODOLOGY

#### RESEARCH DESIGN

The research design means the overall pattern which is meant to answer the research questions. It is the framework that points on the theories and models behind the project. A proper and a strong research design gathers a valid answer. The research technique used for this study is descriptive type.

#### SAMPLING TECHNIQUE

Sampling technique is a procedure used for selecting the exactly needed respondents from the large population to get the valid and desired outcomes which has a proper impact of the study. Simple random sampling used for this study.

#### SAMPLE UNIT

The sample unit are simply the subset of the large population, for which the analysis had been gone through. The sample unit of this study is the customers of MDN digital networks for the past 6 months.

#### SAMPLE SIZE

Sample size is nothing but the collecting of respondents those who are going to answer the questionnaire. The sample size had been selected using demorgan's table. The defined population for

the study is around 300 customers and the sample size is 169.

#### STATISTICAL DESIGN

The data gathered from the respondents would be analyzed and would be converted into the readable format for further classifications. The tools used for the study are

- Percentage analysis
- Reliability analysis
- Weighted average
- Correlation analysis

#### PERCENTAGE ANALYSIS

Percentage analysis has been carried out to find out the demographic profile of the respondents for this study.

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

#### RELIABILITY ANALYSIS

The reliability analysis is used to assess the strength of the variables such as brand image, service delivery experience, store experience, billing experience, customer experience and network experience.

#### WEIGHTED AVERAGE

The weighted average method is used to find the ranking of the service provider. The one with more weightage is the highest in ranking.

#### CORRELATION ANALYSIS

The correlation analysis is done between the customer experience and repurchase intention to find the relationship between them. The customer experience is measured using 7 variables.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$



#### IV. DATA ANALYSIS AND INTERPRETATION

##### PERCENTAGE ANALYSIS

##### DEMOGRAPHIC PROFILE

S. No	Demographic variable	Group	No of Respondents	Percentage of Respondents
1	Age(years)	Up to 20 years	31	18.3
		21 – 30 years	120	71
		31 – 40 years	7	4.1
		41 – 50 years	6	3.6
		Above 50 years	5	3
		<b>Total</b>	<b>169</b>	<b>100.0</b>
2	Gender	Male	91	53.8
		Female	78	46.2
		<b>Total</b>	<b>169</b>	<b>100.0</b>
3	Marital status	Married	32	19
		Unmarried	136	80.9
		<b>Total</b>	<b>168</b>	<b>100.0</b>
4	Education	10 <sup>th</sup> & below	10	5.95
		Diploma	11	6.54
		UG	85	50.5
		PG & Above	62	36.9
		<b>Total</b>	<b>168</b>	<b>100.0</b>
5	Profession	Student	76	45
		Housewife	13	7.7
		Business	12	7.1
		Government Employee	1	0.6
		Private company Employee	67	39.6
		<b>Total</b>	<b>169</b>	<b>100.0</b>
6	Monthly Income (Rs)	Up to 10000	11	6.5
		10001 – 20000	26	15.4
		20001 – 30000	36	21.3
		30001 – 40000	9	5.3
		Above 40000	4	2.4
		None	83	49.1

##### INTERPRETATION

From the table, the majority of the respondents age group is between 21-30 years, the majority of the respondents answer for the questionnaire were male, the majority of the respondent's marital status is they are single, the majority of the respondent's educational qualification is PG and above, the profession of the majority of respondents is considered to be student and the majority of the monthly income status is none since majority of the respondents were students.



## USAGE PATTERN

Usage pattern of the respondents

S. No	Usage Pattern	Response	Frequency	Percentage
1	Number of cellular services used by the respondents	1	59	34.9
		2	90	53.3
		3	20	11.8
2	Attitude towards owing a cellular service	Necessity	103	61.3
		Luxury	28	16.7
		Status	28	16.7
		Compulsion	9	5.4
3	Frequency of changing the service provider	Often	22	13.1
		Sometimes	104	61.9
		Never	42	25
4	Type of Connection used by the respondents	Prepaid	144	86.2
		Postpaid	23	13.8
5	4G network used by the respondents	Airtel	64	37.9
		Vi	87	51.5
		Idea	14	8.3
		Jio	4	2.4
6	Usage of the cellular service in years	Less than 1 year	14	8.3
		1 to 3 years	48	28.6
		4 to 6 years	72	42.9
		7 to 9 years	11	6.5
		10 years & above	23	13.7
7	Spending per month for Internet	Up to 399	33	19.8
		499-799	80	47.9
		999-1499	34	20.4
		1799-4799	16	9.6
		Above 4799	4	2.4
8	Network preferred by the respondents	Airtel	69	40.8
		Vi	12	7.1
		BSNL	7	4.1
		JIO	81	47.9

## INTERPRETATION

From the table it is inferred that the majority of the respondents use 2 cellular services, the majority of the attitude towards owing the cellular service is for necessity, the majority of the respondent's frequency of changing the service is sometimes, the majority of the respondents uses prepaid connections, the majority of the respondents uses Vi network, the majority of the respondents uses 4 to 6 years of the service of telecom, the majority of the respondents uses 499-799, the majority of the respondent prefers airtel network.



### RELIABILITY ANALYSIS

Constructs	Cronbach's Alpha	Number of Items
Brand Image	0.928	4
Service Delivery Experience	0.952	7
Network Experience	0.940	6
Customer Care Experience	0.953	5
Store Experience	0.944	5
Billing Experience	0.935	4
Website/Self-service Experience	0.934	4
Overall customer experience	0.985	35

### INTERPRETATION

The reliability test for the variables were measured using Cronbach's Alpha. From the table it is inferred that all the variables possess reliability value  $>0.7$ , this indicates that all the variables are with an acceptable value of reliability. From the table it is inferred that the reliability value of the Overall customer experience factor is  $>0.7$  which means the factor is acceptable and it is reliable. The value of the Cronbach's Alpha is 0.985 which is considered as the factor is excellent in its reliability. The tested items in Overall Customer experience are Billing experience, Network experience, Store Experience, Self-service experience, brand image, customer experience and factors. This reveals that the Billing experience factor reliability is excellent and it is  $> 0.9$ .

### WEIGHTED AVERAGE ANALYSIS

SERVICE PROVIDERS	RANKING GIVEN BY THE RESPONDENTS				WEIGHTED AVERAGE	RANK
	1	2	3	4		
AIRTEL	50	38	34	47	429	1
VI	18	42	70	39	377	3
BSNL	18	40	53	58	356	4
JIO	50	29	36	54	413	2

### INTERPRETATION

From the table it is inferred that the majority of the respondents ranked airtel as the number 1 network and next majority of the respondents ranked 2 for JIO and the next category of the respondents ranked for Vi and the remaining ranked for BSNL.

### CORRELATION ANALYSIS

Correlation analysis is a type of analysis used to find the relationship between the two variables. Here the two variables are the customer experience and repurchase intention of the respondents. The customer experience variable includes multiple factors such as network experience, store experience, billing experience, service delivery experience, customer care experience and with the repurchasing factor as another factor.



**CORRELATION ANALYSIS TABLE**

		Correlations							
		BI	SDE	NE	CE	STE	BE	SSE	RE
BI	Pearson Correlation	1	.864**	.824**	.768**	.734**	.773**	.757**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	169	169	169	169	169	169	169	169
SDE	Pearson Correlation	.864**	1	.847**	.761**	.772**	.787**	.753**	.856**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	169	169	169	169	169	169	169	169
NE	Pearson Correlation	.824**	.847**	1	.827**	.786**	.770**	.724**	.789**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	169	169	169	169	169	169	169	169
CE	Pearson Correlation	.768**	.761**	.827**	1	.823**	.815**	.797**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	169	169	169	169	169	169	169	169
STE	Pearson Correlation	.734**	.772**	.786**	.823**	1	.833**	.843**	.796*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	169	169	169	169	169	169	169	169
BE	Pearson Correlation	.773**	.787**	.770**	.815**	.833**	1	.828**	.865**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	169	169	169	169	169	169	169	169
SSE	Pearson Correlation	.757**	.753**	.724**	.797**	.843**	.828**	1	.896**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	169	169	169	169	169	169	169	169
RE	Pearson Correlation	.768**	.856**	.789**	.869**	.796*	.865**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	169	169	169	169	169	169	169	169

\*\* . Correlation is significant at the 0.01 level (2-tailed).



### HYPOTHESIS TABLE

Hypothesis	Description	R Value	P Value	Rank	Result
H12, H13	Repurchase Intention – Self-service Experience	.896 <sup>**</sup>	.000	1	H13 supported
H6, H7	Repurchase Intention – Customer Experience	.869 <sup>**</sup>	.000	2	H7 supported
H10, H11	Repurchase Intention – Billing Experience	.865 <sup>**</sup>	.000	3	H11 supported
H2, H3	Repurchase Intention – Service Delivery Experience	.856 <sup>**</sup>	.000	4	H3 supported
H8, H9	Repurchase Intention – Store Experience	.796 <sup>**</sup>	.000	5	H9 supported
H4, H5	Repurchase Intention – Network Experience	.789 <sup>**</sup>	.000	6	H5 supported
H0, H1	Repurchase Intention – Brand Image	.768 <sup>**</sup>	.000	7	H1 supported

### INTERPRETATION

There is a highest positive correlation ( $r=0.896$ ;  $p<.01$ ) between self-service experience and repurchase intention, the next highest positive correlation ( $r=0.869$ ;  $p<.01$ ) between customer experience and repurchase intention, the third highest positive correlation ( $r=0.865$ ;  $p<.01$ ) between billing experience and repurchase intention, the fourth highest positive correlation ( $r=0.856$ ;  $p<.01$ ) between billing experience and repurchase intention, the fifth highest positive correlation ( $r=0.796$ ;  $p<.01$ ) between store experience and repurchase intention, highest positive correlation ( $r=0.789$ ;  $p<.01$ ) between network experience and repurchase intention, highest positive correlation ( $r=0.768$ ;  $p<.01$ ) between brand image and repurchase intention. From the table it is inferred that the factors like brand image, store experience, billing experience, network experience, self-service experience, service delivery experience correlates with repurchase intention.

## V. FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

- 53.8% of the respondents are male respondents and the rest 46.2% of them are female respondents.
- 71% of the respondents are in the age group of 21-30 years, 18.3% of the respondents are in the age group of up to 20 years, 3.6% of the respondents are in the age group of 41-50 years and 4.1% of the respondent are in the age group of 31-40 years and the rest of the respondents are having age more than 50 years and above.
- 81% of the respondents are unmarried respondents and the rest 19% of them are married respondents.
- 6% of the respondents are 10<sup>th</sup> and below qualified respondents, 50.6% of them are under graduates, 6.5% of them are Diploma and majority 36.6% of them have post graduate as their educational qualification.



- 45% of the respondents are students, 7.7% of the respondents are house wife, 7.1% of the are doing their own business, 0.6% of the respondent are government employee and the remaining 39.6% of the respondents were private company employees.
- 49.1% of the respondents are not earning because they may come under student or house category, 15.4% of them are earning between 10,001-20,000 per month, 21.3% of the respondents are earning between 20,001 – 30000, 6.5% of them are earning up to 10,000 per month and above per month, 5.3% of them are earning between 30,001-40,000 per month, 2.4% of them are earning above 40,000 per month.

#### RELIABILITY

- The reliability factor of Brand Image is more than 0.7, and the reliability value of Brand Image is **0.928** and it is above 0.9 which is considered as excellent when associated with strength.
- The reliability factor of Service Delivery Experience is more than 0.7, and the reliability of service delivery experience is value **0.952** and it is above 0.9 which is considered as excellent when associated with strength.
- The reliability factor of network experience is more than 0.7, and the reliability network experience of values is **0.940** and it is above 0.9 which is considered as excellent when associated with strength.
- The reliability factor of customer care experience is more than 0.7, and the reliability customer care experience of values is **0.953** and it is above 0.9 which is considered as excellent when associated with strength.
- The reliability factor of store experience is more than 0.7, and the reliability store experience of values is **0.944** and it is above 0.9 which is considered as excellent when associated with strength.
- The reliability factor of billing experience is more than 0.7, and the reliability billing experience of values is **0.935** and it is above 0.9 which is considered as excellent when associated with strength.
- The reliability factor of self-delivery experience is more than 0.7, and the reliability self-delivery experience of values is **0.934** and

it is above 0.9 which is considered as excellent when associated with strength.

- The reliability factor of overall customer experience is more than 0.7, and the reliability overall customer experience of values is **0.985** and it is above 0.9 which is considered as excellent when associated with strength.

#### WEIGHTED AVERAGE

- The majority of the respondents preferred Airtel as the most preferred and used network in MDN service, Erode.
- The respondents ranking as per their preference are
  - ◆ RANK 1 = AIRTEL
  - ◆ RANK 2 = JIO
  - ◆ RANK 3 = VI
  - ◆ RANK 4 = BSNL

#### CORRELATION ANALYSIS

- ❖ H1 Accepted, there is a significant relationship between repurchase intention of the respondents and brand image of the service provider.
- ❖ H3 Accepted, there is a significant relationship between repurchase intention of the respondents and service delivery experience of the service provider.
- ❖ H5 Accepted, there is a significant relationship between repurchase intention of the respondents and network experience of the service provider.
- ❖ H7 Accepted, there is a significant relationship between repurchase intention of the respondents and customer care experience of the service provider.
- ❖ H9 Accepted, there is a significant relationship between repurchase intention of the respondents and store experience of the service provider.
- ❖ H11 Accepted, there is a significant relationship between repurchase intention of the respondents and billing experience of the service provider.
- ❖ H13 Accepted, there is a significant relationship between repurchase intention of the respondents and self-service experience of the service provider.



### **SUGGESTION**

- It is suggested that the store experience and billing experience of the telecom service could be more reliable and made easily accessible for the customer in all locality.
- Enduring a good customer service would improve the sales pattern.
- Always getting updated to the current technological patterns would attract the customers easily.
- The customer care experience should also be maintained properly.

### **CONCLUSION**

Within the scope of the study, as a result of the regression analysis conducted to examine the relationships between variables, it was concluded that the customer experience has positive and very important and serious effects on the customer experience and the repurchase intention. According to these results, it can be said that as the level of positive customer experience increases, the level of re-visit intention and purchase intention will also increase. In addition, it can be stated that the increase in purchase intention also leads to an increase in the re-visit intention. The relationships between customer experience, purchase intention and re-visit intention were given, and it was stated that positive relationships found between these variables in these studies. So, it can be stated that our study, which is found positive and significant relationships among these variables, is in accordance with other studies in the literature. While the relationships between research variables are examined in the context of traditional commerce in other studies, the examination of these relations in the context of e-commerce in our study constitutes a different aspect of our study.

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