A Study Of The Factors Influencing The Acquisition And Retention Of Customers In The Indian Telecommunications Industry: Systematic Analysis Using The SPSS Model

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Abstract

The purpose of this article is to discover the important factors that influence the acquisition and retention of clients of Indian telecommunications carriers. The survey has been conducted to 54 respondents across Delhi NCR in line with the objective of the study has been conducted from 31 variables identified from various literature reviews. The 31 variables have been categorized into six factors such as service, support, CRM, price, network, and regulatory. Survey-based questionnaires were used to collect data for 54 respondents using Google Form. The study finds out that value added services, reliability of service factor, commitment of support factor, call rates and offers of pricing factor, network quality of network factor and telecom policy of regulatory factor significantly influencing customer acquisition and retention of Indian telecom companies. This study is of great benefit to university researchers, managers, and telecommunications practitioners.

Keywords: Acquiring and retaining customers, telecommunications, and mobile connections.

INTRODUCTION

Since 1991, the Indian government has brought globalization, privatization, and liberalization to India to reform many sectors to enhance our country's economic growth. In the late 20th century, developing countries like India became aware of the importance of the telecommunications sector, which is the backbone of communication with industry, people and individuals. In the 21\(^{st}\) century, telecommunication and internet are the backbone of digital transformation of the process of business, enterprises, organization, government and institutions towards the growth, enhancement of processes and sustainability.

NASSCOM Report (2020) states that most of the India’s sectors such as enterprise, fintech, health care, EdTech, industry, manufacturing, government, business, and startups are adopting digital technology (Cellphone connection, Internet, Artificial Technology/AI, Machine Learning/ML, Internet of Things/IoT,
Block Chain, Robotics, 3D Printing, Augmented Reality/AR, and Virtual Realty/VR) as platform to enhance the business activity for emergence and growth. Telecommunications and the Internet are the backbone of emergent technologies. The main application areas of high-tech technologies or enterprises, health, technology, HR technology, industry, real estate, fintech, etc. Figure-1 shows the deep-tech technology growth rate in Indian startups. Source: NASSCOM-Startup-Report-2020.pdf

**Figure-1 , Deep-tech technology growth rate in key application areas**

TRAI Report (2021) declared that the total number of wireless and wire-line subscribers of our country till 31st January 2021 stood at 1163.41 million and 20.08 million with monthly growth rate from previous month (December 2020) at 0.84% and 0.13% respectively and the total number of subscribers including wireless, and wire-line stood at 1183.49 million. Thus, the total growth rate of subscribers, including wireless and wire-line services, was 0.82% over the previous month (December 2020).

The net addition of wireless and wire-line subscribers from the previous month was 9.64 million and 0.03 million subscribers, respectively. The number of wireless and wire-line subscribers in urban area was 634.97 million and 18.32 million subscribers and the total number of subscribers combining both wireless and wire-line in urban area stood at 653.29 million. The net addition of wireless and wire-line subscribers from the previous month was 5.30 million and 0.09 million and with this data, total net addition subscribers including wireless, and wire-line stood at 5.39 million.

The monthly growth of wireless and wire-line subscribers from the previous month was 0.84% and 0.48% and the total monthly growth rate of wireless and wire-line subscribers stood at 0.83% from the previous month. The rural subscribers in wireless and wire-line at the end January 2021 was 528.44 million and 1.75 million subscribers respectively, with total number of subscribers combining both wireless and wire-line in urban area stood at 653.29 million. The net addition of wireless and wire-line subscribers from the previous month was 5.30 million and 0.09 million and with this data, total net addition subscribers including wireless, and wire-line stood at 5.39 million.

The overall tele density of wireless and wire-line was 135.35% and 3.91% at the end of January 2021 with a total overall tele density including both wireless and wire-line was 139.25% at the end of January 2021. The share of urban subscribers in wireless and wire-line was 54.58% and 91.27%, respectively, with a total share of urban subscribers from both wireless and wire-line was 55.20% at the end of
January 2021. The share of rural subscribers in wireless and wire-line was 45.42% and 8.73% respectively at the end of January 2021 with a total share of rural subscribers from both wireless and wire-line was 44.80% at the end of January 2021. TRAI Report (2021) also indicates that 7.63 million subscribers have submitted mobile number portability requests. With these data, MNP’s cumulative applications rose from 544.61 million subscribers (31/12/2020) to 552.24 million subscribers (31/01/2021). Figure 2 shows the total number of phone subscribers in late December 2020 and January 2021.

Source: The above data were collected from a telecommunications subscription report by 31 January 2021 and the release date is 17/03/2021. website: www.trai.gov.in

THE TELECOMMUNICATIONS INDUSTRY OF INDIA

(TRAI – 2020) observed that India’s telecommunications market had grown dramatically and that younger generations were increasingly interested in its products and services. The total number of subscribers in India rose from 1,168.66 million in 2019 to 1,173.83 as of the end of December 2020. The industry recorded a growth rate of 0.44% relative to 2019. This number may seem insignificant, but this growth has been achieved during a pandemic, which is indeed a good indicator. Telecom density in India increased from 86.22% in September 2020 to 86.38% in December 2020. Subscriptions in urban areas went up by 647.91 million in December 2020. Urban tele density increased to 138.34% for the three-month period ending December 2020. Rural subscriptions had increased to 525.92 million by December 2020. Rural tele density has increased to 59.05% by the end of this quarter.

When we investigate the above latest information, it is evident that telecommunication industry has very good market potential in rural areas of India. The urban tele density and its growth have been slower during the pandemic times. The Indian telecommunication companies must focus more on rural markets and provide quality services which would ensure the growth and development of this industry.

The year to year urban and rural subscriptions in December 2020 was – 2.20 and 3.12%. The tele density growth of urban and rural areas had increased two -11.47% and 4.20%. It is evident from the above information that
the subscriptions and tell density has been very marginal when compared to rural areas. Indian telecom companies must devise more appropriate strategies to effectively increase urban tele density and subscriptions which is very vital.

**Average revenue per user:** (Bhati, 2020) report had found that the average revenue per user in Indian telecommunication industry is Rs.90/-. It has reached these levels after 12 quarters. Figure 1: Average revenue per user.

Source: (Bhati, 2020)

It is also estimated that the average revenue per user would increase to Rs.96/- by 2021. During this period there was a tremendous increase in usage of data all over India. The average data usage among Indian consumers touched a new height of 12.2 GB by June 2020. There was a tremendous increase in online usage, work from home and digital applications during these pandemic situations. Revenue from data usage has increased to the extent of 77% from subscribers in June 2020. The industry performance indicators are provided below: Table 1: Industry performance indicators.

<table>
<thead>
<tr>
<th></th>
<th>Q1FY20</th>
<th>Q1FY21</th>
<th>% change (y-o-y)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average outgo per GB data (in Rs.)</td>
<td>7.7</td>
<td>10.6</td>
<td>37.0</td>
</tr>
<tr>
<td>Average data usage per subscriber per month-GSM (in GB)</td>
<td>9.8</td>
<td>12.2</td>
<td>24.4</td>
</tr>
<tr>
<td>Telephone subscribers base (as on August 2020) (in million)</td>
<td>1192</td>
<td>1168</td>
<td>-2.0</td>
</tr>
<tr>
<td>Broadband subscribers base (as on August 2020) (in million)</td>
<td>615</td>
<td>716</td>
<td>16.5</td>
</tr>
</tbody>
</table>

Source: (Bhati, 2020)

It is found that the revenue from an increase in GB usage has increased to Rupees 10.6. The total number of telephone subscribers in the industry has risen to 1168 million in the first quarter 2021 which was 1192 million first quarter 2020. The broadband subscribers have also increased from 615 million during first quarter 2020 to 716 million during first quarter 2021. The industry has progressed, and it has positively contributed to Indian GDP and has made social, economic contributions to the country in terms of employment, income generation, growth and development.

**Subscribers mix: 2020.**
In the year 2019, it was found that 2G subscribers accounted for 33% of the total base, 11% of 3G and 56% of 4G. It is estimated that 4G users would increase to 82% by 2025.

Figure 3: Subscribers mix: 2020.

![Subscribers mix: 2020](image)

Source: (Bhati, 2020)

It is also estimated that 3G and 2G subscribers would shrink to 6% and 5% respectively. It is estimated that another 7% of users would be added with infusion of 5G technology in India.

Service providers and Market reach: 2020: The various telecommunication service providers have increased their market base and revenue during 2020, which is provided as a table below:

Table 2: Service providers and Market reach: 2020

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Subscriber Base (million)</th>
<th>Rate of change (%)</th>
<th>Market share-Sep-20(%)</th>
<th>Market share-Dec-20(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sep-20</td>
<td>Dec-20</td>
<td>Net Addition</td>
<td></td>
</tr>
<tr>
<td>Reliance Jio</td>
<td>2.08</td>
<td>2.75</td>
<td>0.68</td>
<td>32.57</td>
</tr>
<tr>
<td>Quadrant</td>
<td>0.19</td>
<td>0.20</td>
<td>0.02</td>
<td>3.14</td>
</tr>
<tr>
<td>Bharti</td>
<td>4.41</td>
<td>4.57</td>
<td>0.15</td>
<td>3.44</td>
</tr>
<tr>
<td>Vodafone</td>
<td>0.51</td>
<td>0.52</td>
<td>-0.07</td>
<td>-2.34</td>
</tr>
<tr>
<td>MTNL</td>
<td>3.03</td>
<td>3.96</td>
<td>-0.93</td>
<td>-3.05</td>
</tr>
<tr>
<td>Tata Tele.</td>
<td>1.71</td>
<td>1.66</td>
<td>-0.05</td>
<td>-7.39</td>
</tr>
<tr>
<td>BSNL</td>
<td>7.74</td>
<td>7.17</td>
<td>-0.57</td>
<td>-14.65</td>
</tr>
<tr>
<td>Reliance Com.</td>
<td>0.41</td>
<td>0.22</td>
<td>-0.19</td>
<td>-46.45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20.08</strong></td>
<td><strong>20.05</strong></td>
<td><strong>-0.02</strong></td>
<td><strong>-0.12</strong></td>
</tr>
</tbody>
</table>

Source: (TRAI, 2020)

Clearly, Reliance Jio has increased its number of subscribers from 2.08 million to 2.75 million by December 2020. This business's market share grew to 13.74% in December 2020. Bharathi Airtel is the market leader with a 22.77% market share in India. The total subscriber base is 4.75 million by December 2020. BSNL has about 7.17 million followers by 2020. Its market share is 35 per cent in India. This clearly indicates that market preferences are increasing for private players who tend to provide quality services than public sector companies operating in this industry.

Internet services:
The number of Internet service providers rose from 388 in December 2019 to 396. The total number of Internet subscribers in India stood at 795.18 million in December 2020.

Table 3: India's Internet Subscribers 2020.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Wired Subscribers (in million)</th>
<th>Total Subscribers (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sep-20</td>
<td>Dec-20</td>
</tr>
<tr>
<td>Broadband</td>
<td>21.12</td>
<td>22.29</td>
</tr>
<tr>
<td>Narrowband</td>
<td>3.24</td>
<td>3.24</td>
</tr>
<tr>
<td>Total</td>
<td>24.36</td>
<td>25.54</td>
</tr>
</tbody>
</table>

Source: [TRAI, 2020] Performance Indicators Reports | Telecom Regulatory Authority of India (trai.gov.in)

It grew at a rate of 2.41% during the quarter. Of the total 795.18 million subscribers, 747.41 million were broadband subscribers, while 47.77 million were narrowband subscribers.

**CCI report: 2021:** (CCI(CompetitionCommissionofIndia), 2021) had evaluated the Indian telecom market and observed that it has the potential to serve global platforms and markets also. The study states that technology had played a very vital role in transforming the nature and quality of services which are provided in India.

**Industry revenue and trends:** Table 4: Telecommunication Industry revenue and trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Average (%)</th>
<th>Weighted Average (%)</th>
<th>Highest Revenue Growth in the Year (%)</th>
<th>Lowest Revenue Growth in the Year (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>5.49</td>
<td>10.28</td>
<td>56.63</td>
<td>-38.31</td>
</tr>
<tr>
<td>2013-14</td>
<td>9.59</td>
<td>8.67</td>
<td>45.56</td>
<td>-5.79</td>
</tr>
<tr>
<td>2014-15</td>
<td>12.68</td>
<td>13.25</td>
<td>37.10</td>
<td>-10.52</td>
</tr>
<tr>
<td>2015-16</td>
<td>2.51</td>
<td>2.50</td>
<td>14.46</td>
<td>-7.38</td>
</tr>
<tr>
<td>2016-17</td>
<td>-10.55</td>
<td>-7.20</td>
<td>5.35</td>
<td>-68.71</td>
</tr>
<tr>
<td>2017-18</td>
<td>-29.19</td>
<td>-14.15</td>
<td>-12.27</td>
<td>-75.63</td>
</tr>
<tr>
<td>2018-19</td>
<td>-2.82</td>
<td>20.35</td>
<td>92.67</td>
<td>-36.22</td>
</tr>
</tbody>
</table>

Source: (CCI(CompetitionCommissionofIndia), 2021)

Market-Study-on-the-Telecom-Sector-In-India.pdf (cci.gov.in)

It is evident that the year 2018-19 has witnessed the highest revenue growth to the extent of 93% which is very good performance indeed. When we compare with other industries and their performances in India, it could be observed that telecommunication industry has fairly done well during the year 2018-19.

**Telecom sector: 2020 Vision:** (Bhattacharya, 2020) has provided a vision for telecom sector 2020. The vision 2020 for Indian telecom industry would be an effective combination of IT and telecommunications which leads
to technological convergence. This would lead to effective futuristic strategies for the Indian telecom sector. The visionary telecommunication sector would provide benefits and solutions to the entire market.

LITERATURE REVIEW:

Sreekumar and Menon, D. (2016) discusses about the country’s first state owned telecommunication company of BSNL and how BSNL’s customers are switching from BSNL network to other private network such as Bharti Airtel, Aircel, Reliance Communications, TATA and Idea Cellular. The paper studies that factor such as MNP (Mobile Number Portability) is the reason for the customers to switch their services from BSNL to another network. The paper also finds out that advertising of the private operators, poor customer care of BSNL and poor quality of service provided by the BSNL forced the customers from switching to other operators. Arora, M (2016) finds out that there is always a gap persists of telecommunication service providers towards the customers about the expectation and satisfaction of services provided by the telecommunication companies. The telecommunication company must focus on the services promised to the customers by their representatives and maintain trust and valuable relationship with their customers. Most of the service providers have been rated low rating in customer relationship building and therefore the author recommended that the service should improve customer relationship through direct contact with customers and strong customer knowledge, can be a successful factor to gain the competitive advantage and become a successful telecommunication operator in the market. The paper also recommends that the telecommunication company must focus on an approach like word of mouth with the customer, high service quality, high level of customer care, reasonable prices and creation of consumer panel for customers. Mohanty, A., Das, S. (2018) finds out that the acquisition of a new customer is much tougher than the retain the existing customers. Therefore, the author recommends to the telecommunication companies that they must focus on improvement, retention strategies to retain existing and acquire more new customers through the strategies like continuous investment in customer acquisition program, creative technical innovation to improve services and quality assurance program to resolve customer’s problems or issues quickly. Agrawal, V., Tripathi, V., Tripathi, V. (2013) discuss about the country’s first state owned telecommunication company of BSNL starts providing the telecommunication services including landline phone connection, mobility connections, dial up internet and broadband connections to country and being as a first telecommunication provider in our country has enjoyed market leadership position for longer period from the day, they launched telecommunication services to market. But later, after the telecommunication policy revised had given the opportunity to private operators to enter the market to offer their telecommunication services to the country and this led to a severe competition among the operators and the private companies are churning the services from BSNL to their network. The paper finds out that the losing of loyalty among the customers using services from BSNL is the reason why BSNL lost the customers significantly and the paper further analyses that the customer loyalty is severely affected by the factors such as poor level of trust, image, satisfaction, and customer relation from BSNL towards the customers. Satyanarayana, D. (2017) finds out that the Reliance Jio’s entry into the Indian market has completely disrupted the telecommunication sector by bringing such lower aggressive prices with freebie offers to the customer. This has changed the landscape of telecommunication market to old telecommunication operators such Bharti Airtel Limited, Vodafone, Idea Cellular, TATA, Reliance Communications, MTS, Aircel and others. The old operators have been forced to consolidate with other telecommunication companies like Vodafone – Idea merger, Airtel’s acquisition of Aircel’s 4G network, Airtel’s acquisition of TATA’s mobility business and forced them to change their business strategies to survive in the market. The telecommunication companies like Reliance Communications, Aircel and MTS have been wiped out from the market due to the financial crisis, high operational cost and huge financial losses arising from the competition. Kaur, K., Malhotra, N. (2014) finds out that the telecommunication plays a significant role for economic growth of India. The study reveals that there is a strong impact of telecommunication on various sectors of our country’s economy, such as industry, manufacturing,
service, finance, insurance, real estate, business services, trade, tourism, hotel, community services, social and personal community services. Banik, S., Sinha, P. (2021) states that the various types of digital technologies as a platform, are enabling all business processes for the enhancement, productivity and emergence growth of the enterprises, businesses, organizations, groups, individuals and country. Therefore, telecommunications play a crucial role in transmitting all digital technologies through the telecommunications network.

**PROBLEM STATEMENT:** It is tough to acquire and retain customers as customer churn from one telecom service provider to other telecom service provider which is a great concern for now in Indian telecom companies.

**Objective of the study:**

1. Identify factors affecting the acquisition and retention of Indian telecom company customers.
2. Uncover important factors in customer acquisition and retention.

**RESEARCH METHODOLOGY:**

**Identification of variables from literature review**

<table>
<thead>
<tr>
<th>Outcome of Study</th>
<th>Research Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 variables reduced to 6 factors. The significance of factors on customer acquisition and retention was identified using regression.</td>
<td>Research Design- Exploratory research and Target Industry- Indian Telecom companies. Target respondents- Individual mobile connection users</td>
</tr>
<tr>
<td><strong>Questionnaire Design:</strong> Questionnaires based on 31 variables identified using the 5-point Likert scale, a pilot study using 54 samples.</td>
<td><strong>Method of collecting data:</strong> Online survey and Data Analysis: Factor analysis, Descriptive Analysis, Correlation and Linear regression for hypothesis testing and Software tool: SPSS</td>
</tr>
</tbody>
</table>

**Demographic analysis:** The sample has been collected from 54 respondents through online google form from national capital region, delhi based on the variables identified from the journals and then these variables are further grouped into six factors such as service factor, support factor, customer relationship management factor, pricing factor, network factor and regualltory factor. The measurement of the sample has been done in 5 point Likert scale. 50% respondents are using mobile connections from Airtel (27 respondents), 31% respondents are using mobile connections from Vodafone Idea (17 respondents) and 19% respondents are using mobile connections from Reliance Jio (10 respondents). 5 respondents are within the age group of 18-24 years old, 15 respondents are within the age group of 25-34 years old, 23 respondents are within the age group of 35-44 years old, 7 respondents are within the age group of 45-54 years old, 3 respondents are within the age group of 55-64 years old, and 1 respondent is within the age group of 65-74 years old. Majority of respondents are doing services or professionals (70.4%). Majority of the respondents are the master’s degree (66.7%) and graduate degree (18.5%) holders. The statistical analysis has been conducted through principal component analysis (PCA), cronbach’s alpha test, descriptive statistic, correlation followed by linear regression on IBM SPSS.

**Figure-4** shows KMO and Bartlett’s test for sample adequacy.
<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>0.89</td>
<td>5</td>
</tr>
<tr>
<td>Support</td>
<td>0.864</td>
<td>6</td>
</tr>
<tr>
<td>CRM</td>
<td>0.896</td>
<td>7</td>
</tr>
<tr>
<td>Pricing</td>
<td>0.905</td>
<td>5</td>
</tr>
<tr>
<td>Network</td>
<td>0.782</td>
<td>4</td>
</tr>
<tr>
<td>Regulatory</td>
<td>0.853</td>
<td>4</td>
</tr>
</tbody>
</table>

**Reliability statistics:** The reliability test of the statement-based questionnaire is reliable based on Cronbach’s alpha test since the score is greater than 0.7 in each factor, namely service, price, customer relationship management, network, support, and regulation. The results are consistent internally with each factor and their respective variables. The above Cronbach alpha test conducted on IBM SPSS. **PCA analysis shows that the eigen value of seven variables are greater than 1 which represents 76% of total variance. In PCA analysis, the total the extraction value of all variables in this data set is greater than 0.4 and positive. Hence these are good extraction values and positively correlated with the construct.** The variables in this data set contribute well to measure construct and are also highly correlated with the construct. **Figure-4 shows the KMO (KAISER-MEYER-OLKIN) value is 0.783 (greater than 0.6) and the significance level of Bartlett’s test is below 0.05 (<0.001) which represents that there is a high correlation relationship in the data which indicates that sampling is adequate and accepted.**

**Descriptive statistics, correlation, and regression test of service:** The mean value of the satisfaction level of all independent variables under service factor for customer acquisition and retention is good (The mean score is greater than 3). There is a positive relationship between all independent variables of service factor and customer acquisition and retention, and it has also been found that there is strong positive relationship between customer service experience, value added service, reliability and customer acquisition and retention. The regression result finds out that value added service, p-value=0.019 which is less than 0.05), reliability (p-value=0.014 which is less than 0.05) of service factor is the significant influencing customer acquisition and retention.

**Descriptive statistics, correlation, and regression test of support:** The mean value of the satisfaction level of all independent variables under support factor for customer acquisition and retention is good (The mean score is greater than 3). There is a positive relationship between all independent variables of support factor and customer acquisition and retention. The regression result finds out that only commitment towards the services (p-value=0.045, which is less than 0.05) of support factor is the significant influencing customer acquisition and retention.

**Descriptive statistics, correlation, and regression test of support of customer relationship management:** The mean value of the satisfaction level of all independent variables of CRM factor for customer acquisition and retention is good (The mean score is greater than 3). There is a positive relationship between all
**Independent variables** of CRM factor and customer acquisition and retention. The regression result finds out that variable of CRM factor (p-value is greater than 0.05) is not the significant to the customer acquisition and retention.

**Descriptive statistics, correlation, and regression test of pricing:** The mean value of the satisfaction level of all independent variables of pricing factor for customer acquisition and retention is good (The mean score is greater than 3). There is a positive relationship between all independent variables of pricing factor and customer acquisition and retention, and it has also been found that there is strong positive relationship between attractive offer and customer acquisition and retention. The regression result finds out that attractive offer (p-value=<0.001 which is highly less than 0.05) of pricing factor is the most significant to the customer acquisition and retention.

**Descriptive statistics, correlation, and regression test of network:** The mean value of the satisfaction level of all independent variables of network factor for customer acquisition and retention is good (The mean score is greater than 3). There is a positive relationship between all independent variables of network factor and customer acquisition and retention. The regression result finds out that network quality of network factor (p-value=0.032 which is less than 0.05) is the significant to the customer acquisition and retention.

**Descriptive statistics, correlation, and regression test of regulatory:** The mean value of the satisfaction level of all independent variables of regulatory factor for customer acquisition and retention is good (The mean score is greater than 3). There is a positive relationship between all independent variables of regulatory factor and customer acquisition and retention. The regression result finds out that telecom policy (p-value=0.014 which is less than 0.05) of regulatory factor is the significant to the customer acquisition and retention.

**Hypothesis Test**

**H01**= There is no impact of service factor with its variables to customer acquisition and retention and **H1**= There is an impact of service factor with its variable to customer acquisition and retention.

**Result**= There is a significant impact of value-added service and reliability of service factor to customer acquisition and retention.

**H02**= There is no impact of support factor with its variables to customer acquisition and retention and **H2**= There is an impact of support factor with its variable to customer acquisition and retention.

**Result**= There is a significant impact of commitment towards services of support factor to customer acquisition and retention.

**H03**= There is no impact of CRM factor and its variables to customer acquisition and retention and **H3**= There is an impact of CRM factor with its variable to customer acquisition and retention.

**Result**= There is no significant impact of CRM factor with it’s any variable to customer acquisition and retention.

**H04**= There is no impact of pricing factor with its variables to customer acquisition and retention and **H4**= There is an impact of pricing factor with its variable to customer acquisition and retention.

**Result**= There is a most significant impact of attractive offer of pricing factor to customer acquisition and retention.
**Limitation:** The study limited to time and resource constraint, based on self-administered statement-based questionnaires, and then limited to individual users who are using mobile connections on 2G/3G/4G network.

**Implications:** The study will provide many opportunities for further research in the field of telecommunications. The study will help telecom companies reduce customer churn from one TSP to other TSP, to gain market share and profitability by acquiring and retaining existing customer base.

**Findings and Conclusion:**

(Figure-5)

The various literature reviews have identified the variables i.e. quality of service, actual performance, customer service experience, value added service, reliability, customer care support, customer friendly experience,
response, customer assurance experience, commitment, billing experience, direct mailing, telephonic discussion, face to face interaction, Chabot, data mining technique, brand image, brand awareness, usage, call rates, offers, promotional offers, discount rates, less network outage, activation experience, network coverage, network quality, regulatory interventions, telecom regulation, merger and acquisition and telecom regulation impact which influencing customer acquisition and retention of Indian telecom companies. The KMO Bartlett test shows that there is a high correlation in the data set which represents the sampling is adequate and acceptable. In PCA analysis, it has established that above mentioned variables are highly correlated with respect to each factor such as service, support, CRM, pricing, network and regulatory as mentioned below in the diagram (Figure-5). The regression test finds out that there is a significant impact of value-added service and reliability of service factor, commitment towards services of support factor, attractive offer of pricing factor, network quality of network factor and of telecom policy of regulatory factor to customer acquisition and retention of Indian telecom companies to acquire and retain more customers.

Reference:


