
Customer Loyalty: A Gender Based Study of Telephone Sector

Anil K. Singh

Associate Professor, IPS College, Gwalior, M.P., India.

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ABSTRACT

With increasing teledensity, the telecom market has become a mature market and the key to survival has shifted from increasing customer base to retain the existing customers. Companies in the telecom sector are leaving no stone unturned to keep their customers loyal towards them. The goal is always elusive but equally worth pursuing as long term survival is possible only by keeping the customers loyal. Besides focusing on service quality and customer satisfaction which are considered obvious determinants of customer loyalty, telephone companies are keen to understand the construct of customer loyalty in absolute totality. The present study tries to decode the impact of human gender on customer loyalty. Data for the study was collected from mobile subscribers in Gwalior region. The study finds females to be more loyal towards the service providers in comparison to their male counterparts.

KEYWORDS: Customer loyalty, Gender, Customers, Teledensity.

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