

Impact of Marketing Strategies on Customer Satisfaction in Mobile Telecommunication Sector : A study with special reference to Badulla region

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The Telecommunication Sector in Sri Lanka is under rapid changes with the increasing of telecommunication operators and their changing strategical perspectives to capture the biggest portion of the market. The scope of their strategies spread from the beating the competitors severely to offering higher value added products and services to the customers. Hence they should highly concentrate on well designing the marketing strategies since they consider customer satisfaction is a fundamental marketing construct. The objective of this study was to identify the relationship between the marketing strategies and customer satisfaction in mobile telecommunication sector in Badulla region. A structured questionnaire was administered to two hundred users and the direct interviews were carried out with every branch manager for the purpose of identifying the existing strategies among mobile telecommunication sector. Both quantitative and qualitative techniques were used to analyze the data. The results indicated a strong positive relationship between the marketing strategies and customer satisfaction. The study concluded that the service providers in Badulla region should highly focus the marketing strategies in order to acquire new customers and to retain the existing customers.

Key words: Marketing strategies, Customer satisfaction