



DECLARATION

**THE IMPACT OF MARKETING STRATEGIES ON
CUSTOMER SATISFACTION IN MOBILE
TELECOMMUNICATION SECTOR: A STUDY WITH
SPECIAL REFERENCE TO BADULLA REGION**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
Management in Entrepreneurship and Management*

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ABSTRACT

The telecommunication sector in srilanka has been developed rapidly in last couple of years since the deregulation in telecommunication sector in early 1990s.Number of service providers have been increased in advance with in a short period of time.Recently mobile service providers have to be coped with head to head competition to survive in the market.With the expansion of competition the service providers pay special attention to retain their existing customers.Thus to face the competition in the market place the service providers always try to add value to the customers. In the context of adding value they tend to be implemented variety of marketing strategies regard to position the place in the customer's mind.Hence they should highly concentrate on well designing the marketing strategies because they consider customers are the king of their business and the customer satisfaction is a fundamental marketing construct.In this context the objective of this research is to identify the relationship between the marketing strategies and customer satisfaction and the existing strategies which they are practicing.A questionnaire survey was carried out among two hundred users and the direct interview with every branch managers for the purpose of identifying the existing strategies among mobile telecommunication sector revealed that the most important factor determining the marketing strategies was service process to satisfy the customers.The output through the analysis indicated the strong positive relationship between the marketing strategies and customer satisfaction.Through the analysis the

study was concluded that the service providers in Badulla region should rely upon on creating different marketing strategies in order to acquiring new customers and retaining the existing customers from the perspective of rapid growing competition among current competitive rivalry.

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Key words:Marketing Strategies ,Customer Satisfaction,Telecommunication Sector

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