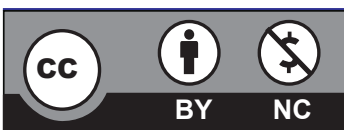


## Analysis of Service Preferences for NTC and NCELL Among Students and Parents at Myanglung Campus, Tehrathum

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**Date of Submission**  
June 14, 2024

**Date of Acceptance**  
August 06, 2024

### Abstract

This study examines the usage patterns, preferences, and satisfaction levels of Nepal Telecom (NTC) and NCELL services among students and parents at Myanglung Campus, Tehrathum, Nepal. A mixed-methods approach was employed, utilizing both surveys and interviews to collect comprehensive data. A total of 176 participants were included in the study, comprising 88 students and 88 parents, selected through convenience sampling. Data were gathered using structured questionnaires and semi-structured interviews to explore mobile usage patterns, satisfaction levels, and factors influencing mobile operator choice. Quantitative data were analyzed using statistical methods, while qualitative data were examined for recurring themes. The results indicate distinct preferences between students and parents. Students exhibit a strong preference for data services and promotional offers, reflecting their digital lifestyle and need for constant connectivity. They are more critical of customer service, with many expressing neutral or dissatisfied sentiments. Conversely, parents prioritize network coverage and customer service, valuing reliable communication channels and traditional voice services. Parents generally report higher satisfaction levels, potentially due to their lower expectations regarding data speed and innovation. Both groups agree on the importance of network coverage and service quality, albeit with varying degrees of emphasis. This study contributes to the understanding of mobile telecommunications preferences in a rural and semi-urban context in Nepal, providing valuable insights for service providers and policymakers to improve telecommunications services and customer satisfaction.

**Keywords:** NTC, NCELL, mobile telecommunications, service preference, students, parents, Myanglung Campus

## Introduction

Communication is the process of expressing feelings distinguish human apart from another animals. The significance of communication in all situations including emergency management to education through all mode from sign to calls cannot be overstated. It serves as a foundational element that supports effective interaction, enhances accessibility, and ultimately contributes to the development of more resilient and inclusive communities in Nepal (Shah and Mishara, 2018; Pandey et al. (2023). Telecommunication plays a pivotal role in the economic and social development of Nepal, particularly in enhancing connectivity and access to information. As highlighted by Mishra and Pokharel (2023), the advancement of telecommunication infrastructure is essential for the successful implementation of projects like the Smart Village initiative in rural municipalities, which aims to improve the quality of life for residents through better access to services and information. The integration of telecommunication technologies not only facilitates communication but also supports various sectors, including agriculture, education, and health, thereby contributing to overall economic growth.

Furthermore, Rajat Pokharel et al. (2021) emphasize that effective telecommunication services are crucial for fostering e-governance and improving public service delivery in Nepal. The ability to communicate efficiently enhances transparency, accountability, and citizen engagement, which are vital components of a functioning democracy. The implementation of e-governance services relies heavily on robust telecommunication networks, enabling citizens to access government services remotely and efficiently.

Moreover, Bhagat et al. (2022) discuss the significance of telecommunication in facilitating the adoption of e-government services in developing countries like Nepal. The availability of reliable telecommunication services can bridge the digital divide, ensuring that marginalized communities have access to essential services and information. This is particularly important in rural areas, where traditional infrastructure may be lacking.

Nepal Telecom, officially known as Nepal Doorsanchar Company Limited (NDCL), is a state-owned telecommunication service provider in Nepal. It is the largest telecommunications company in the country, offering a wide range of services, including fixed-line telephony, mobile services, broadband internet, and enterprise solutions. As a government-owned entity, Nepal Telecom plays a crucial role in the country's telecommunication infrastructure development, connecting millions of Nepalese to voice and data services. NCELL, a leading private telecommunications company in Nepal, is renowned for its robust mobile services and innovative offerings. As a subsidiary of Axiata Group Berhad, a major telecommunications conglomerate based in Malaysia, NCELL has established itself as a significant player in Nepal's telecom market since its inception. The company provides a wide array of services, including voice calls, SMS, data services, and enterprise solutions, catering to both individual and business customers across the nation. In Nepal's evolving telecommunications sector, understanding consumer preferences is crucial for providers seeking to improve services and customer satisfaction. Nepal Telecom (NTC) and NCELL are the primary service providers competing for market dominance. This study focuses on evaluating the preferences and satisfaction levels of students and their parents at Myanglung Campus, Tehrathum. By understanding these preferences, the study aims to provide actionable insights into consumer behavior and service improvement. The findings of this study will not only benefit NTC and NCELL in tailoring their services to meet the needs of their target audience but also assist Myanglung Campus in enhancing the overall educational experience for its students. The gathered data will identify strengths and weaknesses, guiding strategic decisions and resource allocation. Ultimately, the study aims to cultivate an informed and satisfied consumer base, boosting loyalty and market share for service providers.

## Factors Influencing Consumer Preferences

### *Price*

The cost of the service is often a primary determinant in consumers' decision-making

processes. Competitive pricing can attract cost-conscious consumers, while premium pricing might appeal to those who associate higher prices with superior quality (Zeithaml, 1988).

### **Quality**

The perceived quality of a service, which encompasses factors like reliability, responsiveness, and assurance, plays a crucial role in shaping consumer preferences. High-quality services often lead to increased customer satisfaction and repeat patronage (Zeithaml & Berry, 1985).

### **Brand Reputation**

A well-established brand with a positive reputation often enjoys a preference among consumers due to perceived trustworthiness and reliability. Brand reputation can mitigate perceived risks associated with purchasing decisions (Kotler & Keller, 2016).

### **Customer Service**

Excellent customer service can differentiate a service provider from its competitors and foster customer loyalty. Factors such as responsiveness, empathy, and support quality are critical in influencing service preferences (Bitner et al., 1990).

### **Convenience**

The ease and accessibility of obtaining a service are pivotal in shaping consumer preferences. Convenience factors include location, operating hours, and the availability of online services (Berry et al., 2002).

### **Personalization**

Customizing services to meet individual consumer needs can greatly impact service preferences. Consumers often prefer services that acknowledge their unique requirements and offer personalized solutions (Peppers & Rogers, 1997).

### **Technology and Innovation**

The adoption of cutting-edge technology and innovative service delivery methods can attract consumers looking for modern and efficient solutions (Rust & Oliver, 1994).

## **Rational of the Study**

The significance of telecommunication in Nepal extends beyond mere connectivity; it is a

fundamental driver of economic development, social inclusion, and good governance. By investing in and enhancing telecommunication infrastructure, Nepal can unlock new opportunities for growth and improve the quality of life for its citizens. The telecommunications sector in Nepal is characterized by intense competition between Nepal Telecom and NCELL. Understanding consumer preferences is essential for these providers to enhance service delivery and customer satisfaction. By focusing on key factors such as price, quality, brand reputation, customer service, convenience, personalization, and technology, both companies can better align their offerings with consumer expectations. The insights gained from this study will not only inform strategic decisions for NTC and NCELL but also contribute to improving the educational experience for students at Myanglung Campus.

## **Objective of the Research**

The main objective of this study is to analyze the preferences for NTC and NCELL services among students and parents at Myanglung Campus, Tehrathum, and to identify key factors influencing their choice of mobile operator. Additionally, the study aims to assess satisfaction levels with current services to provide actionable insights for service improvement.

## **Methodology**

### **Research Design**

This study employs a quantitative research design, utilizing structured questionnaires to gather data from 176 respondents, comprising 88 students and 88 parents. The questionnaires are designed to collect information on participants' preferences for mobile services, the factors influencing their choice of mobile operator, and their satisfaction levels with the current services provided by NTC and NCELL. The quantitative approach facilitates statistical analysis of the data, enabling the researchers to draw meaningful conclusions. By understanding the preferences and satisfaction levels of both students and parents, service providers can tailor their offerings to better meet the needs of their

customer base, ultimately leading to increased loyalty and market share.

**Sampling**

A convenience sampling method was employed to ensure representative samples from parents and newly enrolled students in the Bachelor Level 2080 batch. The sampling process is outlined as follows:

**Students**

A total of 88 students enrolled in the Bachelor Level First Year Programs for the 2080 batch at Myanglung Campus were selected. This group represents the primary user demographic of mobile services among the student population.

**Parents**

An additional 88 parents, who are residents of Tehrathum and come from varied socio-economic backgrounds, were included in the study. This diversity allows for a comprehensive understanding of the factors influencing mobile service preferences across different household contexts.

**Data Collection**

Data was collected using a structured questionnaire that included the following key areas:

**Findings and Discussion**

**Table 1**

*Mobile Phone Usage Duration*

Usage Duration	Parents	Students
Less than 1 hour	48.86%	17.05%
1-3 hours	26.14%	39.77%
3-5 hours	18.18%	34.09%
More than 5 hours	6.82%	9.09%

The data from table 1 indicates that students tend to use their mobile phones for longer durations compared to parents. A significant portion of students (39.77%) reported using their phones for 1-3 hours daily, while 34.09% used them for 3-5 hours. This prolonged usage suggests that students rely heavily on their mobile devices for various purposes, such as communication, entertainment, and academic activities.

**Mobile Usage**

Questions regarding the duration and frequency of mobile phone usage among participants to understand their engagement with mobile services.

**Service Preference**

Items assessing preferred services (voice, data, SMS) and the primary mobile operator choice, providing insight into consumer behavior.

**Satisfaction Levels**

Questions evaluating satisfaction with current service provider offerings, which help gauge the effectiveness of existing services.

**Factors Influencing Choice**

Key determinants influencing the choice of mobile operator, such as cost, network coverage, data speed, and customer service, were assessed to identify the most significant factors affecting consumer decisions.

The structured questionnaire was administered to participants, ensuring that data collection was systematic and consistent. The data gathered will be analyzed to identify trends and correlations, ultimately informing recommendations for NTC and NCELL to enhance their service offerings..

In contrast, the majority of parents (48.86%) use their phones for less than 1 hour daily. This conservative usage pattern among parents may be attributed to factors such as age, familiarity with technology, and the need for mobile phones primarily for essential communication rather than extended usage.

**Table 2***Preferred Mobile Service*

Service	Parents	Students
Voice Call	60.23%	22.73%
Data (Internet)	39.77%	75.00%
SMS	0.00%	2.27%

**Preference for Data Services Among Students**

A striking 75% of students expressed a strong preference for data services, indicating a clear shift towards a more digital and connected lifestyle shown in table 2. This trend reflects the necessity for online activities, including academic research, social interactions, and entertainment, which have become integral to students' daily lives. The high reliance on data services suggests that students prioritize internet access over traditional communication methods, underscoring the importance of mobile internet connectivity for their educational and social needs.

**The preference for data services can be attributed to several factors**

*Academic Requirements*

Students increasingly depend on mobile internet for accessing educational resources, conducting research, and participating in online learning platforms. This reliance has been further amplified by the growing trend of digital education, particularly in the wake of the COVID-19 pandemic.

*Social Connectivity*

The rise of social media platforms and instant messaging applications has transformed how students communicate. Data services facilitate these interactions, allowing students to stay connected with peers and family members in real-time.

*Entertainment*

Streaming services and online gaming have become popular among students, further driving the demand for data services. As entertainment options increasingly shift online, the need for reliable and high-speed internet access becomes paramount.

**Preference for Voice Calls Among Parents**

In contrast, 60.23% of parents indicated a preference for traditional voice calls. This preference suggests that parents value direct and personal communication methods, which may be influenced by their generational habits and the nature of their social interactions. The inclination towards voice calls may also stem from a desire for simplicity and reliability in communication, especially for maintaining connections with family and friends.

The disparity in communication preferences between students and parents highlights the differing needs and priorities of these two groups:

*Communication Style*

Parents may prioritize voice calls for their straightforwardness and the personal touch they provide, which is particularly important for family communication. This preference reflects a more traditional approach to communication, where direct conversation is favored over digital interactions.

*Technological Familiarity*

Many parents may not be as familiar with newer communication technologies and platforms as their children, leading them to rely on familiar methods such as voice calls.

**Declining Use of SMS**

Both students and parents showed negligible use of SMS, indicating a declining popularity of this traditional messaging service. The shift away from SMS can be attributed to the advent of more advanced communication platforms, such as instant messaging apps and social media, which offer richer features and greater convenience. This decline underscores the need for mobile service providers to adapt their offerings to align with changing consumer preferences.



**Table 3***Frequency of Mobile Service Usage*

Frequency	Parents	Students
Daily	81.82%	94.32%
Weekly	5.68%	4.55%
Rarely/Never	12.50%	1.14%

**Daily Usage**

The results show that both students and parents exhibit high daily usage of mobile services, with students demonstrating a notably higher rate of 94.32%. This finding aligns with the students' strong preference for data services and their need for continuous connectivity to support their academic, social, and entertainment activities. The high daily usage among students highlights their reliance on mobile devices as an integral part of their daily lives, reflecting the growing importance of mobile technology in the education sector and among the youth population.

In contrast, parents have a lower daily usage rate of 81.82%, with a higher percentage of weekly usage at 5.68% compared to students at 4.55%. This suggests that parents have a more sporadic need for communication, potentially using their mobile devices for specific purposes or during certain times of the week. The difference in daily usage patterns between parents and students further emphasizes the generational gap in communication preferences, with students demonstrating a greater dependence on constant connectivity to support their daily routines and activities.

**Weekly Usage**

While both groups exhibit high weekly usage, parents have a slightly higher percentage at 5.68% compared to students at 4.55%. This finding suggests that parents may have a more intermittent need for communication, potentially using their

mobile devices for specific purposes or during certain times of the week. The higher weekly usage among parents could be attributed to factors such as work schedules, family commitments, or a preference for face-to-face interactions over constant digital communication.

**Implications for Service Providers**

The significant difference in daily usage patterns between students and parents highlights the importance of understanding and catering to the distinct communication needs of both groups. Mobile service providers, such as NTC and NCELL, should consider these findings when developing targeted strategies to engage with their customers effectively.

For students, service providers should focus on enhancing their data service offerings, ensuring reliable and high-speed internet connectivity to support their academic and social activities. This may include offering competitive data plans, improving network coverage, and providing seamless access to educational resources and communication platforms.

On the other hand, service providers should also cater to the needs of parents by maintaining high-quality voice call services and offering flexible plans that accommodate their more sporadic usage patterns. Additionally, providers could explore opportunities to offer family-oriented features or discounts to appeal to parents and their communication preferences.

**Table 4***Mobile Operator Preference*

Operator	Parents	Students
NTC	78.41%	75%
NCELL	21.59%	23.86%

## Analysis

### Preference for NTC

The preference for NTC is slightly higher among parents (78.41%) compared to students (75%). This difference could be attributed to several factors:

#### Network Coverage

NTC has a strong presence in rural areas, which may appeal to parents who live in or have connections to these regions. The reliable network coverage provided by NTC is likely a significant factor in their choice of mobile operator.

#### Pricing

NTC is known for offering competitive pricing, especially in the voice call segment. Parents, who tend to prioritize voice calls, may find NTC's pricing attractive.

#### Brand Loyalty

As the state-owned telecom provider, NTC enjoys a certain level of brand loyalty among Nepalese consumers. This loyalty may be more pronounced among parents, who have been using mobile services for a longer period.

### Usage Frequency and Satisfaction

Despite the slight difference in preference

between parents and students, both groups exhibit high usage frequency, as shown in Table 3. This finding suggests that both NTC and NCELL are meeting the basic communication needs of their customers, as evidenced by the high daily usage rates. Furthermore, the high preference for NTC among both parents and students indicates a general satisfaction with the services provided by the operator. The reliable network coverage, competitive pricing, and brand reputation of NTC seem to be the key factors driving customer satisfaction and loyalty.

### Implications for Service Providers

The study's findings highlight the importance of network coverage, pricing, and brand reputation in the Nepalese telecom market. As the market leader, NTC has a strong advantage in these areas, which has translated into a high preference among both students and parents. However, NCELL, as the leading private operator, should not be overlooked. The company has been making significant investments in network infrastructure and innovative service offerings to attract customers. By focusing on areas where NTC may be lacking, such as data services and customer support, NCELL can carve out a niche and increase its market share.

**Table 5**

*Satisfaction with Mobile Services*

Satisfaction Level	Parents	Students
Very Satisfied	22.73%	11.36%
Satisfied	37.50%	22.73%
Neutral	36.36%	51.14%
Dissatisfied	3.41%	14.77%

- The higher satisfaction levels reported by parents can be attributed to several key factors:
- **Reliability of Network Coverage:** Parents often prioritize consistent and reliable communication, especially in rural areas where network coverage can be inconsistent. The fact that NTC has established a strong presence in these regions likely contributes to parents' positive experiences with the service.
- **Communication Needs:** Parents may have different communication needs compared to students. For many parents, mobile phones serve as a critical tool for staying in touch with family members, managing work-related communications, and accessing

- essential services. As such, the reliability of NTC's network is likely perceived as a vital component of their satisfaction.
- **Experience and Expectations:** Parents may have more experience with mobile services and a clearer understanding of what constitutes satisfactory service. Their expectations may be more aligned with the performance of NTC, leading to higher satisfaction levels.
  - **Satisfaction Levels Among Students:** In contrast, the satisfaction levels among students present a more complex picture. With over half of the students remaining neutral and a notable percentage expressing dissatisfaction, several factors may explain these trends:
  - **Different Priorities:** Students may prioritize factors such as data speed and availability of digital services over traditional voice communication and network reliability. Their dissatisfaction could stem from NTC's perceived shortcomings in data services, which are crucial for academic and social activities. As digital natives, students may have higher expectations for internet connectivity and speed, which may not be fully met by NTC.
  - **Network Stability vs. Usage Patterns:** While parents may rely on network stability for essential communications, students often engage in more data-intensive activities, such as streaming and social media. If NTC's network does not consistently support high-speed data usage, students may feel less satisfied compared to parents who primarily use voice services.
  - **Neutral Responses:** The high percentage of neutral responses among students (51.14%) may indicate ambivalence towards NTC's services. This could suggest that while students use NTC, they do not feel strongly about their satisfaction, possibly due to a lack of competitive alternatives or because they have not yet fully evaluated their experiences.
  - **Implications for Service Providers:** The contrasting satisfaction levels between parents and students highlight the need for NTC to tailor its service offerings to meet the distinct needs of these two demographic groups.
  - **Enhancing Data Services:** To improve satisfaction among students, NTC should consider enhancing its data service offerings. This could involve investing in infrastructure to increase data speeds and reliability, particularly in urban areas where students are likely to use mobile services more intensively.
  - **Targeted Marketing and Communication:** NTC can benefit from targeted marketing strategies that address the specific needs and preferences of students. By promoting data plans that cater to students' usage patterns and emphasizing the benefits of their services for academic and social connectivity, NTC could potentially increase student satisfaction.
  - **Feedback Mechanisms:** Establishing robust feedback mechanisms to gather insights from both parents and students can help NTC identify areas for improvement. Understanding the specific pain points and preferences of each group will allow the company to make informed decisions about service enhancements.

**Table 6**  
*Customer Service Rating*

Customer Service Rating	Parents	Students
Excellent	34.09%	19.32%
Good	22.73%	42.05%
Average	25.00%	32.95%
Poor	15.91%	5.68%
Very Poor	2.27%	0.00%



**Analysis:**

The study's findings reveal notable differences in how parents and students rate the customer service provided by Nepal Telecom (NTC). While parents are more likely to rate customer service as excellent, students tend to perceive it as good or average, suggesting varying expectations and experiences between the two groups.

**Parents' Perception of Customer Service**

Parents exhibit a higher rating for customer service in the excellent category, indicating that they are generally satisfied with the level of support they receive from NTC. This perception could be attributed to several factors:

***Higher Expectations***

As paying customers, parents may have higher standards for customer service and expect a high level of responsiveness, empathy, and problem-solving from service representatives. Their experience with various service providers may have shaped their understanding of what constitutes excellent customer service.

***Appreciation for Reliability***

Parents, particularly those living in rural areas, may value the reliability and consistency of NTC's customer service, as it helps them maintain essential communication links. The availability of support when needed could be a significant factor in their positive perception of service quality.

***Prioritizing Personal Interactions***

For some parents, the ability to communicate directly with customer service representatives and receive personalized attention may be an important aspect of excellent service. The perception of being heard and having their concerns addressed promptly could contribute to their high ratings.

**Students' Perception of Customer Service**

In contrast, students predominantly rate customer service as good or average, suggesting that their expectations and experiences differ from those of parents. This discrepancy could be influenced by several factors:

***Lower Expectations***

Students, who may not have extensive experience with various service providers, may have lower expectations for customer service. Their perception of good or average service could be influenced by their limited exposure to a wide range of service quality levels.

***Prioritizing Efficiency***

Students, who are often tech-savvy and accustomed to quick responses, may prioritize the efficiency of customer service over personal interactions. If NTC's customer service is perceived as responsive and resolves issues in a timely manner, students may rate it as good, even if it does not reach the level of excellence.

***Lack of Investment***

As non-paying customers, students may have a lower level of investment in NTC's services compared to parents. Their perception of customer service quality could be influenced by their role as indirect beneficiaries of the university's services, rather than direct customers.

**Implications for Service Providers**

The differences in customer service ratings between parents and students highlight the importance of tailoring service delivery to meet the distinct needs and expectations of each group. NTC should consider the following strategies to enhance customer satisfaction:

***Personalized Service***

Offering personalized support and maintaining open communication channels can help address the needs of parents who value excellent customer service. Providing dedicated support lines or representatives for specific customer segments could be an effective approach.

***Efficient Response Times***

Ensuring prompt responses and quick issue resolution is crucial for meeting the expectations of students and other tech-savvy customers. Investing in automated systems and well-trained customer service representatives can help streamline the process and improve overall satisfaction.

### Continuous Feedback

Regularly gathering feedback from both parents and students can help NTC identify areas for improvement and tailor its customer service

**Table 7**

*Factors Influencing the Choice of a Mobile Operator*

Factor	Parents	Students
Price of Services	90.91%	79.55%
Network Coverage	79.55%	86.36%
Quality of Services	81.82%	93.18%
Promotions and Offers	94.32%	97.73%
Brand Reputation	45.45%	22.73%
Recommendations	22.73%	11.36%
Customer Service	94.32%	85.23%

### Analysis

The study's findings reveal distinct differences in the priorities and preferences of students and parents when choosing a mobile operator. While both groups agree on the importance of network coverage and customer service, the degree of emphasis varies between the two demographics.

#### Students' Priorities

Students place a strong emphasis on promotions, offers, and the quality of services provided by mobile operators. They are more likely to be attracted to discounts, bundled packages, and value-added services that offer immediate benefits. This preference suggests that students prioritize getting the most value for their money and are willing to switch operators if better deals are available. Additionally, students are more concerned with network coverage compared to parents. Reliable connectivity is crucial for students who rely on their mobile devices for academic, social, and entertainment purposes. Poor network coverage can significantly impact their daily activities and overall satisfaction with the service provider.

#### Parents' Priorities

In contrast, parents are more influenced by the price of services and the brand reputation of the mobile operator. As the primary decision-makers for family plans and budgets, parents are

strategies accordingly. Implementing feedback mechanisms, such as surveys and online reviews, can provide valuable insights into the evolving needs and expectations of different customer segments.

more cautious about spending and prioritize cost-effective solutions. They are also more likely to value the long-term reliability and trustworthiness of the brand, as they seek a service provider that can consistently meet their communication needs. Furthermore, parents place a higher emphasis on customer service compared to students. As paying customers, parents expect responsive and helpful support from their mobile operator. They are more likely to seek out operators with a reputation for excellent customer service, as they value the ability to resolve issues and inquiries efficiently.

#### Generational Gap in Preferences

The differing priorities of students and parents when choosing a mobile operator reflect a generational gap in consumer preferences. While students may be more enticed by promotional offers and discounts, parents are more likely to prioritize long-term reliability and customer satisfaction. This difference in perspective can be attributed to factors such as age, life stage, and financial responsibilities.

#### Balancing Affordability and Quality

Despite these differences, both students and parents ultimately aim to find a balance between affordability and quality when selecting a mobile service provider. They seek a combination of competitive pricing, reliable network coverage, and high-quality services that meet their specific needs and expectations.

### **Implications for Mobile Operators**

To cater to the diverse needs and expectations of their customer base, mobile operators must adopt a multi-faceted approach. They should offer a range of plans and packages that appeal to both students and parents, with options for promotional offers, bundled services, and cost-effective solutions. Additionally, mobile operators should

prioritize network infrastructure investments to ensure reliable coverage across urban and rural areas. Providing excellent customer service through multiple channels, such as online support, in-store assistance, and responsive call centers, can also help build trust and loyalty among both student and parent customers.

**Table 8**

*Importance of Network Coverage, Quality, and Offers*

<b>Importance Level</b>	<b>Parents</b>	<b>Students</b>
Very Important	93.18%	94.32%
Important	6.82%	3.41%
Neutral	0.00%	2.27%

### **Analysis**

The study's findings reveal that both parents and students place a high level of importance on network coverage, service quality, and promotional offers when choosing a mobile operator. A majority of respondents from both groups rated these factors as very important, underscoring their critical role in the decision-making process.

### **Network Coverage**

Reliable network coverage emerges as a top priority for both parents and students. This finding aligns with the earlier discussion on the varying degrees of emphasis placed on network coverage by the two groups. While students prioritize network coverage due to their reliance on mobile devices for academic, social, and entertainment purposes, parents value it for its impact on consistent communication and accessibility.

### **Service Quality**

The quality of services provided by mobile operators is another key factor that both parents and students consider very important. This encompasses aspects such as voice call clarity, data speeds, and overall reliability of the services. Customers expect a certain level of quality from their service provider, and mobile operators must ensure that their offerings meet or exceed these expectations to remain competitive.

### **Promotional Offers**

Attractive promotional offers, such as discounts, bundled packages, and value-added services, are also highly valued by both parents and students. This suggests that customers are actively seeking ways to maximize the value they receive from their mobile service provider. Mobile operators can leverage promotional offers to attract new customers and retain existing ones, provided that these offers are aligned with the specific needs and preferences of their target segments.

### **Implications for Mobile Operators**

The study's findings emphasize the critical importance of network coverage, service quality, and promotional offers in the Nepalese mobile telecommunications market. To remain competitive and meet the demands of their customer base, mobile operators must prioritize investments in network infrastructure, service quality improvements, and the development of targeted promotional offers.

### **Network Infrastructure Investments**

Ensuring reliable and extensive network coverage should be a top priority for mobile operators. Investing in network infrastructure, particularly in rural and underserved areas, can help operators differentiate themselves and attract customers who value consistent connectivity.

### Service Quality Enhancements

Improving the quality of services, such as voice call clarity, data speeds, and overall reliability, is essential for meeting customer expectations. Mobile operators should continuously monitor service performance, gather customer feedback, and implement necessary upgrades to maintain a high level of service quality.

### Targeted Promotional Offers

Developing promotional offers that cater to the specific needs and preferences of different customer segments can help mobile operators attract and retain customers. By understanding the unique requirements of parents and students, operators can create targeted offers that provide value and incentivize customers to choose their services over competitors.

### Conclusion

The data suggests clear distinctions between the mobile service preferences and satisfaction levels of students and parents at Myanglung Campus. Students tend to focus on data services and promotional offers, aligning with their digital lifestyle and the necessity for constant connectivity. This group shows higher usage and is more influenced by service quality and cost-effective data plans. In contrast, parents prioritize network coverage and customer service, reflecting a preference for reliable communication channels and traditional voice services. Their satisfaction levels are generally higher, potentially due to lower expectations regarding data speed and innovation. Parents are more likely to be attracted to well-established brands with a positive reputation, as they value the perceived trustworthiness and reliability of the service provider. Overall, it is evident that there is a clear divide in preferences between students and parents when it comes to telecommunications services. While students prioritize data services and promotional offers to support their digital lifestyle, parents place a higher emphasis on network coverage and customer service for reliable communication. Despite these differences, both groups ultimately seek satisfaction from their respective service providers, albeit through different means. It is crucial for

telecommunications companies to understand and cater to these distinct preferences in order to effectively meet the needs of all their customers at Myanglung Campus. By offering tailored plans and services that address the specific requirements of students and parents, mobile operators can enhance customer satisfaction, increase loyalty, and maintain a competitive edge in the rapidly evolving telecommunications market. To achieve this, mobile operators should focus on the following strategies:

1. Enhancing data services and network infrastructure to cater to the needs of students and ensure reliable connectivity.
2. Offering attractive promotional offers and value-added services to appeal to students seeking cost-effective solutions.
3. Maintaining high-quality voice services and excellent customer support to meet the expectations of parents.
4. Developing targeted marketing campaigns and communication channels to effectively engage with both student and parent segments.

By adopting a customer-centric approach and understanding the nuances of different user groups, mobile operators can create a more inclusive and satisfying experience for all their customers at Myanglung Campus.

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