ROMANIAN MOBILE TELECOMMUNICATIONS CLIENTS' CONSUMPTION BEHAVIOUR WITHIN THE CURRENT ECONOMIC-FINANCIAL CRISIS

Marcu Nicu
University of Craiova
Faculty of Economics and Business Administration

Meghisan Georgeta-Madalina
University of Craiova
Faculty of Economics and Business Administration

The paper will analyze the consumption behaviour of the Orange mobile telephony company's clients towards its services' characteristics within the current economic financial crisis, taking into consideration the following elements: the low tariffs (for calls/ subscriptions/ other services), the quality of calls/ of sound, the network coverage within the territory, the company's reputation, the negotiated offer, the quality and availability of the customer care service, the diversity of the auxiliary services, the range and prices of the mobile telephones, the costs that pay those who make calls towards this network, the loyalty programs, the usage of a last generation technology, the friends have subscriptions in the same network and the promotional offers. For a thorough research we will divide the operator's clients into natural persons clients and legal persons clients, each group having its specificities. The data gathering method was the questionnaire sent by post office to all the Orange Romania branches (a total of 225 branches). We received a number of 64 responses, what means a responses rate of 28.4%, which were analyzed using the SPSS informatics program focusing on the correlation analysis and factor analysis. The main results emphasize the fact that the fight to attract clients becomes more and more powerful. The very competitive market leads to the growth of the importance of the price in choosing a provider. The operators' short term gains from the clients that prefer low prices represent a long term risk of image. Choosing some services packages is sometimes very difficult due to the complexity of the offer. The clients expect the service to work, be simple and easy to use. They want to benefit from rapid and efficient assistance if errors occur and the operator respects the clauses of the contract. The results obtained through this study, allowed us to make an opinion on the perspective that the operators have on the mobile telecommunications market from Romania. The authors' contribution consist in making a research in a specialised field covering both the natural persons clients and the legal persons clients of the mobile telephony operators from Romania..
Keywords: consumer behaviour, mobile telecommunications industry, economic-financial crisis
JEL Classification: M31, G01

Introduction

The current research is based on the intersection of the theoretic element (that of the methods, techniques and instruments of marketing) with the development of the mobile telecommunications companies that are present on the Romanian market within the context of the economic-financial crisis. There comes the need for the analysis of this extremely competitive sector. The main research direction can be defined as follows: *How do the mobile telecommunications companies' clients behave in choosing the providers' services within the economic-financial crisis environment?* The results obtained through this study, allowed us to make an opinion on the perspective that the operators have on the mobile telecommunications market from Romania.

Literature review

Stopka (1996, p. 72) analyzes the demands of three groups of consumers: *natural persons, legal persons – small and medium businesses, legal persons – big businesses.* **The business clients** represent the most important part of the telecommunications' services clients. The new technologies and services' success is due to the business market (McGinty, 1997). The spread of new technologies in the business sector is sustained, firstly, by the high financial resources of the companies and, secondly, by the rational decisions of obtaining a competitive advantage. The natural persons users are not preoccupied by the competitive advantages and, thus, they will adopt the new technologies within a longer period of time. (Seufert, 1996).

An approach in two stages is made for the *segment of the natural persons clients*. Within the first stage, the different groups of consumers from this segment are described, allowing the identification of the most attractive and valuable clients for the operators from the local sector. Within the second stage, the factors needed for the competition's existence on this segment are analyzed. The amount of money that the natural persons clients spend on telecommunications services depends on a diversity of factors. The most influential factors are: the incomes, the technology and the socio-demographic repartition of the population or the households. (Langen Windler, 1997, p. 91). The income factor is determined by the amount that a household can spend on telecommunications services. The households with high incomes can use last generation telecommunications equipments. Thus, we can say that the higher the incomes of the households are, the higher the amount of money spent on telecommunications is. The telecommunications services for the natural persons consumers are seen as homogeneous goods for which the subscribers pay the lowest possible price. The natural persons clients represent almost 60% of the operators' total incomes. They also represent the demand services at low prices. The natural persons' clients are more homogenous regarding their needs than the business clients. They can use the basic telecommunications service and network services with added value. The access technology and services are less sophisticated than those for the business consumers. Thus, the owner of an access network to telecommunications can offer a standard service, from which the subscribers can choose the wanted services. In exchange, a connection for a natural person client needs high costs and, due to the low turnover, the return of investment period is very long.

Research methodology

The data gathering method was the questionnaire sent by post office to all the Orange Romania branches (a total of 225 branches). The addresses of these mobile telecommunications branches were taken from the Internet site of the Orange Romania mobile telecommunications operator (www.orange.ro). We received a number of 64 responses, what means a responses rate of 28.4%, which were analyzed using the SPSS informatics program focusing on the correlation analysis and factor analysis.

The purpose of this research consists in determining the consumer behaviour of the Orange Romania mobile telecommunications operator within the economic-financial crisis. For accomplishing this goal, we formulated a series of questions that we tried to answer through a questionnaire:

-Why do the natural clients choose the mobile telecommunications services of the Orange provider?

-Why do the natural clients choose the mobile telecommunications services of the Orange provider?

Hypothesis no 1: The natural persons clients chose the services of Orange mobile telecommunications operator for: the low tariffs (for calls/ subscriptions/ other services), the quality of calls/ of sound, the network coverage within the territory, the company's reputation, the negotiated offer, the quality and availability of the customer care service, the diversity of the auxiliary services, the range and prices of the mobile telephones, the costs that pay those who

make calls towards this network, the loyalty programs, the usage of a last generation technology, the friends have subscriptions in the same network and the promotional offers.

Hypothesis no 2: The legal persons clients chose the services of Orange mobile telecommunications operator for: the low tariffs (for calls/ subscriptions/ other services), the quality of calls/ of sound, the network coverage within the territory, the company's reputation, the negotiated offer, the quality and availability of the customer care service, the diversity of the auxiliary services, the range and prices of the mobile telephones, the costs that pay those who make calls towards this network, the loyalty programs, the usage of a last generation technology, the friends have subscriptions in the same network and the promotional offers.

Research results

Analysis of the hypothesis no 1. According to the Tables no 1 and 2, the main components analysis attests the one-dimensional nature of this concept. This factor solution explains 57.159% from the total dispersion. The KMO test (0.612) validates the factor solution.

Table no 1. KMO test

KMO test	
Kaiser-Meyer-Olkin measurement	.612

Source: SPSS informatics program data analysis

Table no 2. Explained variation in percentage, number of factors

Components	Total	% dispersion	% cumulate	Total	% dispersion	% cumulate
1	1.715	57.159	57.159	1.715	57.159	57.159
2	0.765	25.513	82.673			
3	0.520	17.327	100.000			

Source: SPSS informatics program data analysis

Here, the quality and the availability of the customer care service, the low tariffs (for calls/ subscriptions/ other services), and the promotional offers are well represented. The quality of the representation for the variable the quality and availability of the customer care service is 0.663. This signifies that a percentage of 66.3% from the variable dispersion is taken into consideration by the extracted dimension. (Table no 3)

Table no 3. Representation quality

Answers	Initial	Extraction
Low tariffs (for calls/ subscriptions/ other services) are preferred by the natural persons clients	1.000	0.623
Quality and availability of the customer relationship service are preferred by the natural persons clients	1.000	0.663
Promotional offers (discounts, gifts etc.) are preferred by the natural persons clients	1.000	0.429

Source: SPSS informatics program data analysis

The results also indicate a correlation. If the coefficient of correlation and significance (Sig.) < 0.05, we can say that there is a correlation between two variables. We can observe that the preference of the natural persons clients for low tariffs (for calls/ subscriptions/ other services) is strongly linked to the preference for the quality and availability of the customer care service

(0.47; p < 0.01). However, their preference for customer care quality and availability is strongly linked to the preference for the negotiated offer – the client negotiated the contract (0.436; p < 0.01). There is also a correlation between the preference for promotional offers made by an operator and that for the usage of the last generation technology (0.432; p < 0.01).

Analysis of the hypothesis no 2. Regarding the legal persons clients, we can analyze the correlations between the different characteristics of the mobile telephony services. Thus, we can observe the connection between the preferences of the legal persons clients for the diversity of auxiliary services, range and prices of the mobile telephones (0.50; p < 0,01), on one hand, and, on the other hand, the costs that those who make calls towards this network pay for (0.56; p < 0.01). However, between their preferences for the range and prices of the mobile telephones and the customer care service quality and availability is a correlation (0.48; p < 0.01).

Using the exploratory factor analysis, we will identify the main preferences of the legal persons clients regarding the mobile telecommunications services. The KMO indicator (0,747) validates the acceptance of the results of this factor analysis. (Table no 4) The representation quality allows the verification of the initial variables to see if they are taken into consideration in a correct way by the extracted variables.

Table no 4. KMO test

KMO test	
Kaiser-Meyer-Olkin measurement	0.747

Source: SPSS informatics program data analysis

The total dispersion table can explain the two dimensions that summarize the information. (Table no 5) The first dimension allows the explanation of the dispersion phenomenon in a percentage of 30.769% what means that the variables which compose this first dimension synthesises the phenomenon in a percentage of 51.63%. The second dimension explains the dispersion in a percentage of 27.625%. The two dimensions explain the total dispersion in a percentage of 58.394%.

Table no 5. Explained variation in percentage, number of factors

Components	Total	% dispersion	% cumulate	Total	% dispersion	% cumulate	Total	% dispersion	% cumulate
1	2.953	42.186	42.186	2.953	42.186	42.186	2.154	30.769	30.769
2	1.135	16.207	58.394	1.135	16.207	58.394	1.934	27.625	58.394
3	0.837	11.959	70.353						
4	0.791	11.298	81.651						
5	0.532	7.605	89.256						
6	0.392	5.599	94.855						
7	0.360	5.145	100.000						

Source: SPSS informatics program data analysis

The Table no 6 presents the components of the extracted dimension. These are:
The network coverage within the territory;
The quality and availability of the customer care service;

The auxiliary services diversity;
The range and prices of the mobile telephones;
The costs that pay those who make calls towards this network;
The usage of the last generation technology;
The friends are subscribers within the same network.

Table no 6. Components matrix (structural coefficients)

Answers	Components	
	1	2
Network coverage within the territory is preferred by the legal persons clients	0.443	0.551
Quality and availability of the customer relationship service are preferred by the legal persons clients	0.611	0.313
Diversity of auxiliary services is preferred by the legal persons clients	0.789	-0.274
Range and prices of the mobile telephones are preferred by the legal persons clients	0.759	0.065
Costs that pay those who make calls towards this network is an element preferred by the legal persons clients	0.737	-0.252
Usage of a last generation technology is preferred by the legal persons clients	0.602	0.426
Friends are subscribers of this network is an element preferred by the legal persons clients	0.530	-0.639

Source: SPSS informatics program data analysis

The Table no 7 presents the calculation of the alfa Cronbach coefficient. Its value is 0.756. For an exploratory study, a lower value of this coefficient is accepted (0.7), while, in a fundamental research, it has to be higher than > 0,8.

Table no 7. Alfa Cronbach coefficient

Alfa Cronbach	Number of elements
0.756	7

Source: SPSS informatics program data analysis

Conclusion
The hypothesis no 1 is partially verified. The natural persons clients chose the services of the Orange mobile telephony operator for: the low tariffs (for calls/ subscriptions/ other services), the quality and the availability of the customer care service and the promotional offers. Between the preferences of the natural persons clients for low tariffs (for calls/ subscriptions/ other services), the quality and availability of customer care services, the negotiated offer – the client negotiated the contract and the usage of the last generation technology is a correlation.
The hypothesis no 2 is partially verified. The legal persons clients chose the Orange mobile telecommunications operator's services, for: the network coverage within the territory, the quality and availability of the customer care service, the diversity of auxiliary services, the range and prices of the mobile telephones, the costs that pay those who make calls towards this network, the usage of a last generation technology and the friends are subscribers within the same

network. However, there is a correlation between the legal persons clients' preferences for the auxiliary services, the range and prices of the mobile telephones, the costs that pay those who make calls towards this network and the quality and availability of the customer care service.

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