

The Relationship between Customer Loyalty and Value Added Services in Mobile Telecommunication Service Industry in Sri Lanka

Madushani Y.B.N

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

H. M. R. P Herath

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

The objective of this study is to examine the relationship between Value Added Services and Customer loyalty in mobile telecommunication industry in Sri Lanka. The research was carried out as a descriptive study. As a pre approach to the research a comprehensive literature has been introduced in the second chapter. According to literature reviewed, a conceptual frame work has built for the study. The third chapter is describing how the whole research has been carried out.

This study was conducted in five mobile telecommunication network in Sri Lanka. Data were obtained from questionnaire from a convenience based chosen sample of selected 75 subscribers of the mobile telecommunication industry in Sri Lanka. In this descriptive study, the researcher described the degree and type of value added services adopted by the mobile telecommunication service and degree of relationship between customer loyalty and value added services developed by the mobile telecommunication service providers in the Sri Lanka. The findings indicate that results could statistically confirm there is relationship between the Value Added Services and customer loyalty and Value added services most important to the customers for their lifestyle.

Keywords: Value Added Services, Customer Loyalty, Mobile Communication