

**CONSUMER PREFERENCE AND SATISFACTION TOWARDS MOBILE  
PHONE SERVICE IN PONDICHERRY TOWN**

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**ABSTRACT**

*The Telecom industry is one of the leading and fastest growing in the world as communication plays a vital role in the world and especially in India. It acts as a major catalyst for the economic growth. A total of 200 samples have been collected by using the simple random sampling method. For the study, both the primary and secondary data is collected. The primary data for the study is collected directly from target Respondents through structured questionnaire. The present study reveals that Airtel is the dominant leading mobile service provider in our puducherry town and other service providers to improve their services among the mobile users. The overall mobile users' attitude towards mobile services is that they are satisfied with the existing services but they still they want more services to be provided.*

**Introduction**

The Telecom industry is one of the leading and fastest growing in the world as communication plays a vital role in the world and especially in India. It acts as a major catalyst for the economic growth. "The Indian telecom sector, seen as providing the most affordable services in the world, has grown by leaps and bounds in the last decade. This remarkable journey to 850 million consumers today is a testament to the vision and commitment of various Telecom service providers setting benchmarks with the best in the world.

**Objectives of the study:**

1. To evaluate the awareness level of consumer's of various services available regarding their mobile phone service provider in the study area.

2 .To study the consumer's satisfaction towards different Cell Phone Service Providers Puducherry Town.

### **Hypothesis of the study**

On the basis of review of previous studies and on the basis of observation made during our collection of data, the following null hypothesis was framed.

1. Ho1=There is no significant association between demographical variables such as age, gender, educational qualifications, monthly income, and marital status, size of the family and consumer awareness level of different cell phone services providers
2. Ho2There is no significant association between demographical variables and level of satisfaction on various services of cell phone services providers.

### **RESEARCH METHODOLOGY**

A total of 200 samples have been collected by using the simple random sampling method. For the study, both the primary and secondary data is collected. The primary data for the study is collected directly from target Respondents through structured questionnaire. The secondary data for the study is collected from different sources such as related journals, articles, newspapers, magazines, internet, periodicals, books, reports, publications of associations related to mobile phone service providers

### **Statistical tools**

The collect primary data are subject to various statistical techniques from descriptive statistics like Mean, Standard deviation and co-efficient of variation, chi-square test.

### **Period of the Study**

The survey was carried out for a period of 6 months from November 2013 to June 2014.

### **REVIEW OF LITERATURE**

**Requelme(2001)**<sup>1</sup> examined how much self knowledge consumers have when choosing between different telecom service brands. The study was built upon six key attributes ( service features, connection fee, access cost, cell to cell phone rates, call rates and free calls )related to mobile. The 97 research showed that consumers with prior experience about a product can predict their choices relatively well , although Respondents tended to overestimate the importance of features, call rates and free calls and underestimate the importance of a monthly access fee , mobile to mobile phones rates and the connection fee. Mobile phone choice and use has also been found to be related to prior consumption style.

**Videsh Sanchar Nigam Limited (VSNL) 16th Annual Report (2002)**<sup>2</sup> India like m the problems faced by the customer with Reliance postpaid services and consumer preferences any other countries has adopted a gradual approach to telecom sector reform through selective privatization and managed competition in different segments of the telecom sector. India introduced private competition in value-added services in 1992 followed by opening up of cellular and basic services for local area to competition. Competition was also introduced in National Long Distance (NLD) and International Long Distance (ILD) at the start of the current decade.

**Chris (2003)**<sup>3</sup> has analyzed ‘Telecom advertising in print media.’ This research attempted to investigate why Telecom theme are used in advertisement, and the motives that lead companies and advertisers to use sport celebrities and sport concept in advertisements. From study it has been revealed that the appearance of sport celebrities in advertising endorsement occurred more often in Telecom magazines than in other magazines, because their target group is more

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<sup>1</sup> **Heman Requelme (2001)**, “ Do consumers know what they want? “, Journal of consumer marketing, Vol.18,Iss-5,pp 437- 448.

<sup>2</sup> **VSNL 16TH** annual report 2002

<sup>3</sup> **Chris and Kambitsis**, “Telecom advertising in print media”, Journal • The Indian Telecom Industry, IIM Calutta, 2003

acquainted with athletes. The sport celebrities that dominated each printed media are related with their target group characteristics.

**Aoki and Downes (2004)**<sup>4</sup> focused on the behavioral and psychological aspects of cell phone usage among college students. They tried to find the reasons behind why a technology is adopted in a particular way. They identified several attitudinal factors based on the exploratory study including, necessity in modern times, cost efficiency when compared to landline phone, safety or security, and dependency. The study also endeavored to look at the motivational and behavioral characteristics of mobile phone usage.

**Castells and et al (2004)**<sup>5</sup> produced a detailed compilation of existing research evidence of the social aspects of wireless communication technologies including mobile phones. Their findings include the high incidence of phone -borrowing in parts of Europe; impact on trip planning in travelers and mobile workers; popularity of mobile Internet in Japan; mobile phone as extension of personal identity in Japan; and usage of phones for communication and as status symbols by migrant workers in China.

**Kushan Mitra (2005)**<sup>6</sup> analyses various factors contributing to competition to Indian Telecom Industry. Besides lowering of prices, increased efficiency, 80 greater innovation, highly tech industry better quality services are some of the reasons which are boosting competition amongst various telecom service providers.

**Fernandez (2007)**<sup>7</sup> in their study titled “Understanding Dynamics in an Evolving Industry: Case of Mobile VAS in India” analyzed that Mobile Value Added Services (VAS) is a rising star in

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<sup>4</sup> **Aoki, K., Downes, E. J. (2004)**, An analysis of young people 's use of and attitudes toward cell phones. *Telematics and Informatics*, Vol 20 (4), pg 349 -364.

<sup>5</sup> **Castells, M., Mireia, F., Qiu, J., Sey, A. (2004)**, *The Mobile Communication Society*. Research report for the International Workshop on Wireless Communication

<sup>6</sup> **Kushan Mitra (2005)**, *Business Today*, 5 June 2005.

<sup>7</sup> **Fernandez, Fronnie**, “Understanding Dynamics in an Evolving Industry: Case of Mobile VAS in India”, 2007

the fast growing wireless business. In the paper, attempt is made at understanding the strategic dynamics of the evolving environment within which the Indian players are operating, the challenges and structure of the same. Our literature and industry review indicates that - while the value chain of industry is complicated yet one can observe the bipolar nature of bargaining powers between mobile network operators and content aggregators.

**Mariappan (2011)**<sup>8</sup> conducted a study on the sensitive issue of banning of mobile phones within the collegiate premises. A sample of size 1200 Respondents was taken by mixing college students and their parents and teachers. For analysis chi-square, measures of central tendency and coefficient of variation were used. It was found that popular brands among the student Respondents were Nokia followed by Sonny Ericson. 43.42% of the Respondents are accepting the banning of mobile phones within the educational premises as it affects and create a health hazard, waste of money, and leads to addiction etc.

**Sathish et al. (2011)**<sup>9</sup> examined the factors that influence the consumers in switching the service provider. The area covered under this study was Chennai, with a sample size of 112 Respondents. The variables considered for the study were consumer demographics, consumer satisfaction with the existing service provider. Factors influencing the switching behavior and factors that affect the switching behavior of consumers were grouped into customer service, service problems and usage cost. The results from the study revealed that call rates played the most important role in switching the service provider followed by network coverage; value added service and customer care while advertisement played the least important role.

### **Data Analysis**

#### **Level of Awareness of Respondents on various cell phone services**

The Table show that the level of awareness on various cell phone services based on the perception of the entire sample. To measure the level of awareness of various cell phone

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<sup>8</sup> **Mariappan, P. and Elumalai, K. (2011)**, "A Study on Banning Mobile Phone within the Educational Premises", International Conference on Technology and Business Management, pp.229-240.

<sup>9</sup> **M.Sathish, K.Santhosh Kumar, K.J.Naveenand V.Jeevanantham**, A Study on Consumer Switching Behaviour in Cellular Service Provider: A Study with reference to Chennai, Far East Journal of Psychology and Business Vol. 2 No 2, February 2011

services among the Respondents, 12 various cell phone services are included in the questionnaire with measurement values ranging from 1, 2, 3, 4 and 5 against opinion statements ‘not aware’, ‘low’, ‘moderate’, ‘high’ and ‘very high’ respectively.

**Table 1**

**Level of Awareness of Respondents on various cell phone services**

<b>Services</b>	<b>Mean</b>	<b>SD</b>
Call Rate and Tariff	3.87	0.81
Value Added Schemes	3.05	0.91
Customer Care Services	2.24	0.93
Availability of Recharge Coupon	3.06	0.84
Internet Services	2.76	0.97
Activation Time for VAS	1.75	0.83
Free SMS	3.15	0.99
Voice Mail /MMS	1.74	0.97
Caller Tone	3.12	0.96
Special Offer Scheme	2.51	0.86
Roaming	2.12	0.82
3G Usage	2.01	1.19

Source: Compiled from Primary Data

**INFERENCE**

The table infers that Call rate and tariff, free SMS, caller tone, Availability of recharge coupon, Value added schemes and internet services high level of awareness are high level aware the mean scores, which range between 2.76 and 3.87. Special offer scheme, Customer care services are medium level aware the mean scores, which range between 2.24 and 2.74. Roaming, 3G usage, activation time for VAS and voice mail /MMS are low level aware the mean scores, which range below 2.14.

**Relationship between Level of Awareness and different socio-economic factors**

From the null hypothesis framed for find out The Relationship between Level of Awareness of Respondents and different socio-economic factors,

H<sub>0</sub> = there is no relationship among The Relationship between Level of Awareness of Respondents and different socio-economic factors.

**Table 2**

**Relationship between level of awareness of various cell phone service and  
Socio-Economic Status**

<b>Factor</b>	<b>Chi-square value</b>	<b>d.f</b>	<b>Asymp. Sig.</b>
Sex	13.752	11	.290
Age	83.381	44	.000
Marital Status	13.103	11	.264
Occupation	66.723	44	.023
Education Qualification	82.920	44	.000
Period of use	98.483	44	.000
Family Size	15.406	22	.007
Income	62.056	44	.037

Source: primary Data, 2014.

**INFERENCE**

The researcher is interested to know, whether there is any association relationship between level of awareness of various cell phone services and Socio-Economic Status. For this the chi-square test was selected to the test the null hypothesis (H<sub>0</sub>). The above table reveals that the p-value are less than 0.05 such as Age, Occupation, Education Qualification, Family Status, income and Family Size, and the null hypothesis is rejected and other hand the p-value are more than 0.05 such as sex and Marital Status, the null hypothesis is accepted. It is concluded that there is significant difference between Level of Awareness on various service provider and

different socio-economic factors such as Age, Occupation, Education Qualification, Family Status, income and Family Size. Hence it is concluded that is no influence of reason for selection present service provider by sex and Marital Status.

**Relationship between the Levels of Satisfaction on Customer Care Service of Present Service Provider and Different Socio-Economic Factors**

From the null hypothesis framed for find out The Relationship between the Levels of Satisfaction on Customer Care Service of Present Service Provider and Different Socio-Economic Factors

H0 = there is no relationship among the Levels of Satisfaction on Customer Care Service of Present Service Provider and Different Socio-Economic Factors

**Table 3**

**Relationship between the Levels of Satisfaction on Customer Care Service of Present Service Provider and Socio-Economic Status**

<b>Factor</b>	<b>Chi-square value</b>	<b>d.f</b>	<b>Asymp. Sig.</b>
Sex	3.125	4	.290
Age	75.421	16	.000
Marital Status	2.421	4	.452
Occupation	71.321	16	.000
Education Qualification	80.920	16	.000
Period of use	79.652	12	.000
Family Size	4.325	8	.657
Income	51.241	16	.037

Source: primary Data, 2014.

The above table concluded that there is significant difference between the levels of satisfaction on customer care service of present service provider and different socio-economic factors such as Age, Occupation, Education Qualification, and Family Size. Hence it is

concluded that is no influence of the levels of satisfaction on customer care service of present service provider by Marital Status, Family Size and sex.

### **Findings**

- Level of Awareness on various service provider and different socio-economics factors such as Age, Occupation, Education Qualification, Family Status, income and Family Size. Hence it is concluded that is no influence of reason for selection present service provider by sex and Marital Status.
- The Respondents are satisfied with Caller Tone and Free SMS Charges For VAS and Activation Time For VAS (Mean values are in between 2.50 and 3.50, the range for neither dissatisfied nor satisfied) relative to their post-purchase, the Respondents are moderately satisfied and the Respondents are dissatisfied on Internet Services and Voice Mail MMS
- The Respondents are satisfied with Responses Your Call and Problem Solving By Customer Care in the pondicherry town
- 18.56 percent Respondents have been reason for Reasons for willing to change the present mobile connection are High call rate, 15.46 percent Respondents are Additional card closer user group, 14.43 percent Respondents are Influence from friends and relatives
- There is significant difference the level of satisfaction on various schemes of present service provider and different socio-economic factors such as Age, Marital Status, Occupation, and Education Qualification, period of usage, income and Family Size.

### **SUGGESTIONS**

1. The cell phone services should be given low price offer to contact another phone, and also given friends number, they get more sales in the market and to improve more services is better in the marketing.
2. Mobile phone operators should launch some schemes exclusively for senior citizens, housewives and students

3. Airtel connection is preferred by most of the consumers in the study area. It is because of the various schemes introduced by Airtel. To attract the consumers all other cell phone providers should come forward to introduce consumer based services.

## **CONCLUSION**

Today, there are a number of mobile service providers in the market and they offered various services for the purpose of mobile users. But users prefer to avail services from favorite service providers due to various reasons. The present study reveals that Airtel is the dominant leading mobile service provider in our puducherry town and other service providers to improve their services among the mobile users. The overall mobile users' attitude towards mobile services is that they are satisfied with the existing services but they still they want more services to be provided.

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