

Consumer Preference Utilizing Mobile Communication Service Providers in Coimbatore District

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ABSTRACT: Marketing is a total system of business activity designed to plan price, promote and distribute wants satisfying goods and services to the benefit of the present and potential customers to achieve organizational objectives. In this study we considered six companies such as Aircel, Airtel, Idea, BSNL, Reliance, Tata-Docomo. In this study used both primary data and secondary data. The data was collected from 100 prepaid and postpaid connection customers by questionnaire method and also interview schedule method. Simple percentage analysis is used in the study for the purpose of analysis, Garrett ranking techniques was used to rank the preference of the respondents on different aspects of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrett, Chi square (χ^2) test and AVOVA to testing hypothesis. It is found that majority of the customers are aware of mobile services through television advertisements. It is recommended to the service providers to make a periodical review of such an offer and introduce the changes wherever necessary. This study reveals that majority of the respondents prefer to use Airtel service because of reasonable charges, proper coverage, and better schemes. Hence, the providers shall pay special attention on these factors to make their business more successful and satisfying the consumers.

KEY WORDS: Customers, preference, satisfaction, service, service providers,

I. INTRODUCTION

Marketing involves a wide range of activities marketing, to a great extent, helps in the development of the standard of products and services and increase the standard of various fields. Marketing is a total system of business activity designed to plan price, promote and distribute wants satisfying goods and services to the benefit of the present and potential customers to achieve organizational objectives.

II. STATEMENT OF THE PROBLEM

Public relation and personal selling are tools that may not provide direct impact but will bring a positive psychological reaction of consumers towards the product. Particularly the cellular services that are using promotional tools may experience the potential use of these tools as a means of creating impact on the consumers. From this, it may be useful to make a study on promotional tools of cellular services to analyze the customer attitude and their satisfaction towards these services.

III. OBJECTIVES OF THE STUDY

- 1) To find out the consumer preference and satisfaction on mobile communication service providers
- 2) To find out reason for consumer preference and satisfaction
- 3) To find out the level of consumer preference and satisfaction.
- 4) To analyze the satisfaction of mobile holders regarding customer care service.
- 5) To study the factor that influences the mobile holder for selecting that particular mobile communication service provider.
- 6) To offer suggestions for future development.

IV. SCOPE OF THE STUDY

The present study aims at understand the level of customer satisfaction regarding mobile communication service providers. Even though there are many mobile networks, only few companies are able to establish the market and earn profit. So the research has developed and interest to study the reasons behind their success. It was found that majority of the customers are satisfied with the selected mobile network. This study was confined to Coimbatore city in Tamil Nadu.

V. METHODOLOGY OF THE STUDY

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problems.

Area of the study: The area of the study refers to Coimbatore city.

Sources of Data: The study used both primary data as well as secondary data. The data was collected from 100 customers by questionnaire method and interview schedule method.

Sample and Size: The study uses primary data collected from 100 customers who using both prepaid and postpaid cards. In the selection of respondents, convenient sampling method is used.

Statistical tools used: Simple percentage analysis is used in the study for the purpose of analysis.

Tools for Analysis: The Following statistical tools were used in this study.

- i. Simple percentage Analysis
- ii. Chi-square Analysis
- iii. ANOVA
- iv. Garrett Ranking Technique

VI. LIMITATIONS OF THE STUDY

- 1) The study is conducted only in Coimbatore district.
- 2) The interpretations cannot be generalized.
- 3) The sample customers in relation to the total customers are comparatively less.

ANALYSIS AND INTERPRETATION OF DATA

S.No	Source	Factors	No . of respondents	%	Total
1	GENDER	Male	66	66	100%
		Female	34	34	
2	CLASSIFICATION ON AGE GROUP	upto 20 years	20	20	100%
		21 years- 30 years	39	39	
		31 years- 40 years	25	25	
		above 41 years	16	16	
3	OCCUPATION OF RESPONDENTS	Business men	22	22	100%
		Professional	28	28	
		Agriculture	20	20	
		Employed	30	30	
4	SOURCE OF AWARENESS	Through advertisement	37	37	100%
		Through friends & relatives	55	55	
		Through agent	08	08	
5	MOBILE PHONE SERVICE USING	Aircel	32	32	100%
		Airtel	49	49	
		Idea	02	02	
		BSNL	06	06	
		Reliance	05	05	
		Tata-Docomo	06	06	
6	TYPE OF CONNECTION	Prepaid	78	78	100%
		Postpaid	22	22	
7	REASON FOR USING PREPAID	Cost control	16	21	100%
		Balance enquiry facility	32	41	
		Quick recharge	30	38	
8	REASON FOR USING POSTPAID	Monthly bill	12	55	100%
		Less usage charge	07	32	
		Roaming facilities	03	13	
9	PURPOSE OF USING MOBILE PHONE	Business use alone	06	06	100%
		Personal use alone	31	31	
		Both	63	63	
10	OPINION ABOUT MOBILE SERVICE	Excellent	47	47	100%
		Good	44	44	

		Average	09	09	
		Bad	0	0	
11	OPINION ABOUT RENT	High	49	49	100%
		Moderate	40	40	
		Cheap	11	11	
12	OPINION ABOUT ROAMING CHARGE	High	51	51	100%
		Moderate	35	35	
		Low	04	04	
13	PROBLEM FACING WHILE SENDING SMS	Yes	57	57	100%
		No	43	43	

1. Majority 66% of the respondents are male.
2. Majority 39% of the respondents are their age group between “21years-30 years”.
3. Majority 30% of the respondents comes under employed category.
4. Majority 55% of the respondents came to know the product by friends and relatives.
5. Majority 49% of them are using **Airtel**.
6. Majority 78% of the respondents uses prepaid connection.
7. Majority 41% of the respondents select the prepaid connection because of Balance enquiry facility.
8. Majority 55% of the respondents select postpaid because of monthly bill facility.
9. Majority 63% of them are using for both personal and business purposes.
10. Majority 47% of the respondent’s opinion is Excellent regarding opinion about mobile service.
11. Majority 49% of the respondent’s opinion about rent is high.
12. Majority 51% of them said that roaming charge is high.
13. Among respondents 57% of the respondents had no problem while sending SMS

GARRETT RANKING TECHNIQUE

Factors Considered Selecting Particular Service

S.NO	FACTORS	TOTAL SCORES	MEAN SCORES	RANK
1	Features	5757	57.57	III
2	Rent	5816	58.16	II
3	Tower coverage	5440	54.40	VII
4	Free SMS	5628	56.28	V
5	Talk time	5917	59.17	I
6	Advertisement	5687	56.87	IV
7	Corporate schemes	5585	55.85	VI
8	Free outgoing calls	5135	51.35	VIII

Source: Primary Data

The table shows that the factors considered for selecting particular service. “**Talk time** “was ranked firsts with total score of **5917** and mean score of **59.17**. It can be concluded that talk time was ranked as first.

TESTING OF HYPOTHESIS

Chi – Square Test (χ^2)

- 1) H_0 : There is no significant relationship between the gender &problem while sending SMS
- 2) H_0 : There is no significant relationship between occupation and type of connection

	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULT OF 5% LEVEL
1	3.488	3.841	1	Significant
2	35.426	7.815	3	Not Significant

Source: Primary Data

- 1) Hence the test proved significant relationship between gender and problem while sendingSMS and hence the null hypothesis should be rejected at 5% level.
- 2) Hence the test proved not significant relationship between occupation and type of connection and hence the null hypothesis should be accepted at 5% level.

ANOVA TABLE

Relationship between Age and Opinion Regarding Service

H_0 : There is no significant relationship between age and opinion regarding service

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIANCE RATIO (F-RATIO)	5% FACTOR LIMIT
Between columns	431.5	3	143.83	7.035	3.86
Between rows	75.5	3	25.17	1.230	3.86
Residual	184	9	20.44		

Source: Primary Data

Between Columns: The calculated value of 7.035 is greater than the table value of 3.86at 5% level of significance. So the null hypothesis is rejected.

Between Rows: The calculated value of 1.230 is less than the table value of 3.86at 5% level of significance. So the null hypothesis is accepted.

Relationship between Gender and Opinion Regarding Service

H_0 : there is no significant relationship between gender and opinion regarding service

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIANCE RATIO (F-RATIO)	5% FACTOR LIMIT
Between columns	128	1	128.00	3.121	10.13
Between rows	863	3	287.67	7.016	10.13
Residual	123	3	41.00		

Source: Primary Data

Between Columns: The calculated value of 3.121 is less than the table value of 10.13 at 5% level of significance. So the null hypothesis is accepted.

Between Rows: The calculated value of 7.016 is less than the table value of 10.13 at 5% level of significance. So the null hypothesis is accepted.

SUGGESTIONS

- i. It is found that majority of the customers are aware of cellular services through T.V. advertisements. The cellular companies can also use appropriate strategy to make such advertisements effective to that of popular advertisements
- ii. On the basis of recommendations of consumers, it is brought to attention of cellular companies that the present advertisements need to be changed and modified.
- iii. The study also revealed that the sales promotion offer introduced by cellular companies have influenced the customers to purchase and avail cellular services, it can be understood from the above that the sales promotional offer introduced by cellular companies are more appropriate and relevant in the present marketing context.
- iv. The above reviews have to be carefully taken note of and the cellular companies should take appropriate steps to expose and ensure to face stiff competition with better strength.
- v.

vi. CONCLUSION

Like that of manufacturing organizations, service organizations also face problems of marketing. Hence, service organizations, customers service organizations including cellular companies have to use promotional strategies such as advertising, sales promotion, public relation and personal selling. The use of single promotional tool or combination of tools is normally determined by various factors such as market conditions, market forces, behavioral pattern of consumer etc. The present study reveals that the majority of the respondents prefer to use Airtel mobile service because of Features, Rent, Tower coverage, Talk time, Advertisement and Corporate schemes. So, the service providers shall pay special attention on these factors to make their business more successful and satisfying the consumers.

SCOPE FOR THE FURTHER STUDY

This present study limited to a particular geographic region. Therefore, the author suggests that the scope of study can be enhanced in the future by study conduct at the national / international level, and more consumers from different demographic profile can be involved in the future studies.

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