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A study on consumers preference and satisfaction level towards various mobile network operators with special reference to erode district

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ABSTRACT

A research study was conducted with an objective to understand the Erode consumer's preference and satisfaction choice in selecting various cellular mobile network operators. Consumer's satisfaction and preference is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes. A structured questionnaire was developed to collect the required primary data from the consumers. Collected data were analysed, reliability and factor analysis were carried out. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows consumer's preference and satisfaction were most influential and most preferential factors in selecting various cellular mobile network operators. However, networks quality and availability has a significant impact on consumer's preference and satisfaction.

LINTRODUCTION

The technology that gives a person the power to communicate anytime anywhere has spawned an entire industry in mobile telecommunication Mobile telephones have become an integral part of the growth success and efficiency of any business/economy.

The most prevalent wireless standard in the world today, is GSM (Global System for Mobile Communications) was introduced in 1987 to promote and expedite the adoption, and evolution of the GSM standard for digital wireless communications. Global System for mobile communications as it is achieved the status of a worldwide standard GSM is today, the

world's leading digital standard accounting for 68.5% of the global digital wireless market.

The Indian Government when considering the introduction of cellular services into the country made and mark decision to introduce the GSM standard leapfrogging obsolescent technologies/standards.

Although cellular licenses were made technology neutral in September 1999, all the Private operators are presently offering only GSM based mobile services.

II.IMPORTENCE OF CONSUMER STISFACTION

The needs to satisfy customer for success in any commercial enterprise is very obvious. The income of all commercial enterprise is derived from the payments received for the products and services supplied to its customers. If there is no customer there is no income and there is no business. Then the core activity of any company is to attract and retain customers. It is therefore no surprise that Peter Drucker the renowned management Guru, has said "to satisfy the customers is the mission and purpose of every business".

Satisfaction of customer is essential for retention of customer's and for continuous sales of the products and services of the company to customers. This establishes the needs for and the importance of customer satisfaction. The satisfaction of consumers is different from one to another. Became, each consumer has the different behaviour in their life. So, the marketer satisfies the consumer, he must very well know the behaviour of consumer.

III. Telecommunication

The Indian telecommunication sector in India is the third largest sector across the globe and the second largest among the emerging economies of Asia. This rapid growth has been possible due to various proactive and positive decisions of the Government and contribution of both the public and the private sector. The rapid strides in the telecom sector have been facilitated by liberal policies of the Government providing the telecom equipment's an easy access to the market and a fair regulatory framework for offering telecom services to the Indian consumers at affordable prices.

The sector also witnessed a substantial change in terms of mobile versus fixed phones and public versus private participation. The preference for use of wireless phones has also been predominant in

the sector. Participation of the private entities in the telecom sector is increasing rapidly, alongside, giving

rise to enormous growth opportunities. There is a clear distinction between the Global Satellite Mobile Communication (GSM) and Code Division Multiple Access (CDMA) technologies used within the Indian telecom sector.

IV. THE KEY PLAYERS IN THE TELECOM MARKET IN INDIA

1. Airtel
2. Vodafone
3. Idea
4. Reliance
5. Aircel
6. BSNL
7. Tata Docomo

TOP MOBILE OPERATORS OF INDIA AS ON OCTOBER 2016

Operato rs N a m e	Tech nolo gy	Subsc ribers in mil lio n	Owne rshi p	Ma rke t sh ar e
<u>Airtel</u> <u>India</u>	<u>GSM,</u> <u>EDGE,</u> <u>HSPA+,</u> <u>TD-LTE</u>	24 6. 9	<u>Bharti</u> <u>Enterpris</u> <u>es</u> (64) <u>sin</u> <u>gT</u> <u>el</u> (36)	24. 22 %
<u>Vodafon</u> <u>e</u> <u>India</u>	<u>GSM,</u> <u>EDGE,</u> <u>HSPA+,LT</u> <u>E</u>	20 1. 90	<u>Vodafon</u> <u>e Group</u> (10 0%)	19. 16 %
<u>Idea</u> <u>Cell</u> <u>ular</u>	<u>GSM,</u> <u>EDGE,</u> <u>HSPA+,LT</u> <u>E</u>	18 5. 15	<u>Aditya</u> <u>Birla</u> <u>Group</u> (10 0%)	17. 01 %
<u>Reli</u> <u>ance</u> <u>Co</u> <u>mm</u> <u>unic</u> <u>atio</u> <u>ns</u>	<u>CDMA200</u> <u>0, EVDO,</u> <u>GSM, ED</u> <u>GE,HSPA+,</u> <u>WiMAX,</u> <u>TD-LTE</u>	86 .1 6	<u>Reliance</u> <u>ADAG</u> (67%) <u>Public</u> (26%)	9.9 3%
<u>Aircel</u>	<u>GSM,</u> <u>EDGE,</u> <u>HSDPA,</u> <u>TD-</u> <u>LTE</u>	90 .3 4	<u>Comm</u> <u>Ma unicati</u> <u>xis ons</u> (74) <u>sin</u> <u>Sec a</u> <u>dy irti n</u> <u>a es d</u> <u>Investme</u> <u>nts</u> (26%)	8.4 4 %

<u>BS</u> <u>NL</u>	<u>GSM,</u> <u>EDGE,</u> <u>HSDPA,</u> <u>HSPA+,</u> <u>CDMA200</u> <u>0, EVDO,</u> <u>WiMAX</u>	94 .9 5	<u>State-</u> <u>owned</u>	8.2 6 %
Tata	<u>CDMA200</u> <u>0, EVDO,</u> <u>GSM, ED</u> <u>GE,HSDPA</u> <u>, HSPA+,</u> <u>WiMAX</u>	55 .7 0	<u>Tata</u> <u>Teleserv</u> <u>ices</u> (7 4) <u>NTT</u> <u>DoCoM</u> <u>o</u> (26)	5.8 7 %

SouTRAI Reports on
Source: Indian

V.REVIEW OF LITERATURE

A review of previous studies has supported the researcher to conduct the present study. The previous study was examined and certain area which requires more attention has been considered in the present study.

Muzammil Hanif et al., (2010). In his research he observed the factors affecting customer satisfaction with mobile service provider like Mobilink, Telenor, Ufone by examining 150 respondents in Pakistan. The study result suggested that important role is played by independent variable customer service and price fairness. But relatively price equality got the bigger impact on customer satisfaction than customer service. The service providers by charging fair tax with excellent customer service make them time in power for long period.

Olu Ojo (2010) by surveying 230 respondents with research questionnaire and by using three hypotheses He observed the expectations of the customers and the way to meet the Expectation must be initially known by the organization. The Relationship between service Quality and customer satisfaction effects positively through service quality by welcoming customer’s suggestions and designing more programmes to

measure customer satisfaction. Measuring customer satisfaction assists in customer retention and loyalty. It also discovered retaining new customer costs than existing customer retaining. The research cleared that customer service has force on service quality perception and customer satisfaction.

VI. OBJECTIVES OF THE STUDY

- To study the consumer preference and satisfaction in Mobile network.

VII. STATEMENT OF PROBLEM

In the modern world everything becomes close to everyone because of the improvement in the science & technology and also in the research & development. The new innovation changes the life style of common man for the dynamic environment to meet with social needs in every sphere of life. The faster mode of communication that can be provide a solution rapid changes in the business scenario. Before a telephone was considered to be an extra ordinary thing and status symbol; but now most of the people are using basic telephone services which also mobile phone has become a part of day today life. In India cellular phones were introduced and reaches the large section of the society with connected by cellular network including remote villages also. After the inception of liberalization policy, many private operators has played vital role improving the infrastructure facilities and highly focused on the customer need and wants. From the customer point of view has faced many issues relating to coverage, service quality, new tariff plans and value added services attached by the various mobile network operators. The study aims in determining the consumer's preference and satisfaction level towards various mobile network operators covering in the Erode District.

VIII. RESEARCH METHODOLOGY

Research Design:

The research design indicates the type of research methodology under taken to collect the information for the study. The researcher used both descriptive and analytical type of research design for his research study. The main objective of using descriptive research is to describe the state of affairs as it exists at present. It mainly involves

surveys and fact finding enquiries of different kinds. The researcher used descriptive research to discover the characteristics of consumer's. Descriptive research also includes demography characteristic of various consumer's preference and satisfaction level all over Erode district.

IX. STATISTICAL TOOLS AND TECHNIQUES:

Chi-Square Test

Chi-square techniques at different places are made on the basis of data available and requirements of analysis chi-square test at 5% level of significant.

Chi-square value has been obtained by applying the following formula.

$$\chi^2 = \frac{(O-E)^2}{E}$$

Where,

O = observed frequency.

E = expected frequency.

Expected frequency is calculated

as follows:

$$E = \frac{\text{row total} \times \text{column total}}{\text{Net total}}$$

Degree of freedom = (R-1) x(C-

1)

Where,

R = number of rows.

C = number of column.

ANALYSIS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER OF THE RESPONDENTS * RESPONDENTS OF THE OVERALL SATISFACTION LEVEL	307	96.5 %	11	3.5%	318	100.0 %

AGE OF THE RESPONDENTS * RESPONDENTS OF THE OVERALL SATISFACTION LEVEL	307	96.5 %	11	3.5 %	318	100.0 %
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satisfaction level of respondent toward various mobile network operators.

**AGE OF THE RESPONDENTS *
RESPONDENTS OF THE OVERALL SATISFACTION LEVEL**

Crosstab

Count

		RESPONDENTS OF THE OVERALL SATISFACTION LEVEL			Total
		9-21	22-33	34-45	
AGE OF THE RESPONDENTS	BELLOW 20	16	14	0	30
	21-30	107	82	2	191
	31-40	10	25	0	35
	41-50	14	11	0	25
	ABOVE 51	8	18	0	26
Total		155	150	2	307

**GENDER OF THE RESPONDENTS *
RESPONDENTS OF THE OVERALL SATISFACTION LEVEL**

Crosstab

Count

		RESPONDENTS OF THE OVERALL SATISFACTION LEVEL			Total
		9-21	22-33	34-45	
GENDER OF THE RESPONDENTS	MALE	100	110	1	211
	FEMALE	55	40	1	96
Total		155	150	2	307

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.284 ^a	8	.054
Likelihood Ratio	16.224	8	.039
Linear-by-Linear Association	4.567	1	.033
N of Valid Cases	307		

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.086 ^a	2	.214
Likelihood Ratio	3.077	2	.215
Linear-by-Linear Association	2.177	1	.140
N of Valid Cases	307		

INTERPRETATION:

From the above calculated value is less than the table value so, null hypothesis is accepted.

There is no significant relationship associated between gender of the respondents and

X.INTERPRETATION:

From the above calculated value is less than the table value so, null hypothesis is accepted.

There is no significant relationship associated between age of the respondents and satisfaction level of respondents towards various mobile network operators.

FINDINGS

There is no significant relationship associated between gender of the respondents and satisfaction level of respondent toward various mobile network operators.

There is no significant relationship associated between age of the respondents and satisfaction level of respondents towards various mobile network operators.

SUGGESTIONS

Gender and Age is not a factor of affecting the satisfaction level of the consumers toward various mobile network services. Hence the operator can provide better service to ensure the customers satisfaction with various aspects.

CONCLUSION

Mobile network service plays an important role in human being life by connecting others any were in the world mean time they are facing tight competition in order to avoid the competition knowing about customer preference and satisfaction is very essential for entire network service providers. The customers are confused by various offers by various mobile network service providers at various times. Mutual agreement between various mobile network service providers to offer same sort of benefitable schemes to the customers and not entertaining the customers to switch from one network service to other network service assist all the service providers to get equal benefit mean time the service provider by creating the good imagination between the customers their network service is user friendly to very one assist the network service provider to earn new customer and to retain the existing customers.

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