www.irhsr.org

INTERNATIONAL REVIEW OF HUMANITIES AND SCIENTIFIC RESEARCH
By International Scientific Indexing
ISSN (Online) : 2519-5336

CUSTOMERS ATTITUDE TOWARDS MOBILE PHONE NETWORKS SERVICE PROVIDERS IN SALEM DISTRICT

S. GNANALAKSHMI

Assistant Professor, Department of Commerce, Jairam Arts and Science College, Salem -636 008.

ABSTRACT

The information technologies have been successful in building a super highway for communications, knowledge is supposed to be the power generating police communication technologies are found contributing substantially to the development processes. The processes of socio economic and expectation are now considerably governed by the quality of information technologies. The present study was undertaken customers attitude towards mobile phone networks service providers in Salem district of Tamil Nadu. The networks reliance, BSNL, Vodafone & Aircel has to concentrate in wide area and needs to pay more attention towards providing services to the customers in an effective way. The study also authentically proved that all the factors mentioned so far needed to be improved on a continuous basis in order to overcome its competitors.

Keywords: *Mobile Phone, Networks and Customers*

ISSN (Online) : 2519-5336

Introduction

Attitude is also an important construct for information systems research. In the present day world, the information technologies have been successful in building a super highway for communications, knowledge is supposed to be the power generating police communication technologies are found contributing substantially to the development processes. The processes of socio economic and expectation are now considerably governed by the quality of information technologies. The presence of anywhere among the mobile phone means that the market is fiercely competitive with telecom operators all challenging for consumer attention. Given this it is important that mobile operators create competitive differentiation based on services in addition to broadening the variety of handsets they have to offer. This is particularly important today as consumers switch between operators just so they can adopt a particular handset. Costs are also high in the operator market. Customer satisfaction and/or behavioral intentions are valid, and accurate, predictors of actual loyalty behaviors.

Statement of Problems

Mobile phone services contribute significantly to the growth and development of the country whether industrial or emerging economy where they operate (Pyramid Research, 2010). Liberalization, privatization, globalization are the three most spoken words in today's world. These initiatives paved way for all-round reforms, especially in developing economies, like India. These countries realized that development of effective and efficient means of communications and information technology is important to push them onto the path of development. The growth of the telecom sector in India during post-liberalization has been phenomenal. India's telecommunication network is the second largest in the world based on the total number of telephone users. It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper-competition among them. The telecom infrastructure in India is expected to increase at a Compound Annual Growth Rate (CAGR) of 20 percent during the period 2008–2015.

India has over 50 percent mobile only internet users, possibly the world's highest compared to 20–25 percent across developed countries. Increasing demand for smart phones and availability of high speed networks, such as 3G and 4G services, has resulted in the rapid growth of the Indian market, besides offering immense opportunities to players involved in the business. The RNCOS' research study, 'Indian Mobile Gaming Market Forecast to 2017' estimated the market to reach `18.5 billion (US$ 302.28 million) in 2017 and grow at a CAGR of nearly 24 percent during the period 2013–2017. Urban tele density is approximately 4.4 times higher than rural, showing the digital divide that exists in India. There are wide variations in penetration of telecom services across states. States such as Delhi, Tamil Nadu, Kerala, Himachal Pradesh and Punjab have high tele-density. However, states such as Assam, Bihar, Madhya Pradesh, UP, Jammu and Kashmir and the North-Eastern states have relatively low tele-density. The numbers show that tele-density in Delhi is 5.1 times higher than that of Assam.

The present study finds out that perspective of the customer's attitude towards the mobile network service providers. This will forward the issues that focus on the customer's attitude towards the services such as marketing, call costs, message packs, special offers, promotional packs and other festival schemes for the people by the company. This will play a vital role in the customer's attitude. To make a study on the customer's attitude of mobile phone network service

ISSN (Online) : 2519-5336

providers in Salem District with reference to reliance (Jio) Salem which is one of the best network service provider in Salem. This paper aimed at finding the competitive position of reliance the potential and the limitation of its competitors admitting the present level of service provided by the company and identifying the areas which require attention by the company to improve its services. The target respondents were the customers of Reliance, BSNL, Aircel, Vodafone, Airtel and idea networks in a proportionate number. The data was collected using a standardized questionnaire through the interview mode.

Objectives

To prepare a strategy about the customer's thoughts about the various mobile network service providers across the Salem city. This will provide the customer's view on the process of provide the plan to improve the customer's attitude by the service providers easily.

- To find the most preferred service network in Salem.
- To study the consumers satisfaction level towards various services offered by mobile network service providers.
- To assess the problems faced by the mobile phone users regarding their respective mobile phone service providers.

Methods

The data collection can be done by the manual perspective from the customers and the 120 samples can be taken from the customers of various mobile network service providers and although it will be done by a set of specific factors for the study. The customer's attitude can be calculated and estimated by these specifications and the samples at the time of study. Primary data were collected directly from the customer by using a questionnaire help of interview schedule.

Analyses and Discussion

The distribution of the sample respondents on the basis of their age, sex, literacy level, occupational status and monthly family income is presented in the following tables. The table -1 shows that age of the respondents in Salem city.

Table -1: Age of the Respondents

Age	Frequency	Percent
Below 20	21	18
21-30	76	63
31-40	12	10
41-50	5	4
Above 50	6	5
Total	**120**	**100**

Source: Primary Data

The above table shows that the age of the respondents in Salem district. 63 percent of the respondents are in the age group of 21-30 years, 18 percent of the respondents are below 20 years, 10 percent are 31-50 years, five percent are above 50 years and remaining 4 percent are 41-50 years. It can be understood that mostly 65 percent of the respondents are youth.

Table -2: Gender of the Respondents

Gender	Frequency	Percent
Male	62	52
Female	58	48
Total	**120**	**100**

Source: Primary Data

The above table shows that the gender of the respondents in Salem district. 52 percent of the respondents are male, 48 percent are female.

Table -3: Education of the Respondents

Education	Frequency	Percent
SSLC	19	16
HSC	11	9
UG	35	29
PG	34	28
Others	21	18
Total	**120**	**100**

Source: Primary Data

The above table shows that the education of the respondents in Salem district. 29 percent of the respondents are Under Graduate (UG), 28 percent are Post Graduate (PG), 18 percent are others (ITI and Polytechnic), 16 percent are SSLC and remaining nine percent are HSC. It is observed that all the respondents are literacy.

Table -4: Occupation of the Respondents

Occupational	Frequency	Percent
Government	4	3
Private	52	43
Business	10	9
Professional	5	4
Students	49	41
Total	**120**	**100**

Source: Primary Data

The above table shows that the occupational of the respondents in Salem district. 43 percent of the respondents are worked in private company, 41 percent are students, nine percent are business, four percent are professional and remaining three percent are government. Literacy gives more opportunity to get the job in the study area.

Table -5: Monthly Income of the Respondents

Income (in `)	Frequency	Percent
Below 3000	9	13
3001- 5000	21	30
5001- 10000	15	21
10001- 15000	18	25

INTERNATIONAL REVIEW OF HUMANITIES AND SCIENTIFIC RESEARCH
By International Scientific Indexing
ISSN (Online) : 2519-5336

Above 15001	8	11
Total	**71**	**100**

Source: Primary Data

The above table shows that the income of the respondents in Salem district. 30 percent are `3001-`5000, 21 percent are `5001- `10000, 25 percent of the respondents are in the income of `10001-`15000, 13 percent are below `3000 and remaining 11 percent are above `15001. Only 71 respondents are employees remaining 49 are students in the study area.

Table -6: Reason for Using Network

Reason for network	Frequency	Percent
Business	10	9
Personal	104	86
Social status	6	5
Total	**120**	**100**

Source: Primary Data

Chaterjee and Chaudhuri (2010) identified the factors like good network coverage and family or friends using the same network are of utmost importance to the customers whereas the offer of free connection with the handset being the least important one. The table-6 shows that the reason for network of the respondents in Salem district. 86 percent of the respondents are using the network for their personal, because of 43 percent are worked in private and 49 percent are students, nine percent are business, five percent of the respondents using the network for social status.

Table -7: Recharge Per Month

Recharge Per Month (in `)	Frequency	Percent
Below 100	45	38
101- 500	56	46
501 - 1000	10	8
Above 1001	9	8
Total	**120**	**100**

Source: Primary Data

The above table shows that the recharge per month of the respondents in Salem district. 38 percent of the respondents are in the recharge per month of below `100, 46 percent are `101- 500, eight percent are above `1001 and remaining eight percent are `501-`1000

Table -8: Opinion about Network Service

Opinion	Frequency	Percent
Excellent	30	25
Good	67	56
Average	17	14
Poor	1	1
No commands	5	4
Total	**120**	**100**

Source: Primary Data

The above table shows that the opinion of the respondents in Salem district. 56 percent of the respondents opinion are good, 25 percent opinion are excellent, 14 percent are average, only one percent are poor and remaining four percent are no commands. In the study area, most of the

ISSN (Online) : 2519-5336

respondents are educated also they utilized the service and give command good and excellent about the network.

Table - 9: Facilities Used Mostly

Facilities	Frequency	Percent
Message	54	45
Local call	54	45
STD call	10	8
ISD call	2	2
Total	**120**	**100**

Source: Primary Data

The above table shows that the facilities of the respondents in Salem district. 45 percent of the respondents are used facilities for message, 45 percent are local call, 8 percent are STD call and two percent are used for ISD call. It is noted that 49 respondents are students also

Table -10: Satisfied Service

Satisfied service	Frequency	Percent
Highly Satisfied	33	28
Satisfied	80	67
Dissatisfied	5	4
Highly Dissatisfied	2	1
Total	**120**	**100**

Source: Primary Data

Sahu (2009) revealed that cellular companies can deliver their services till their licenses have validity, and they have to renew them for providing further service. The above table shows that the satisfied service of the respondents in Salem district. 67 percent of the respondents are satisfied by network service providers, 28 percent are highly satisfied, four percent are dissatisfied, only one percent highly dissatisfied. According to Rajpurohit and Vasita (2011), customer satisfaction is the level of a person’s felt state resulting from comparing a product’s perceived performance in relation to the person’s expectations. This means that satisfaction is the gap between what customer is currently enjoying as against its expectations. Butt and de Run (2009) study on modeling customer satisfaction in cellular phone services show that price and network coverage are the most influential factors and next on the rank was customer service and ease of usage.

Table -11: Which Network

Which network	Frequency	Percent
BSNL	20	17
Reliance	50	42
Aircel	17	14
Vodafone	18	15
Airtel	8	6
Idea	7	6
Total	**120**	**100**

Source: Primary Data

Sathish et al. (2011) examined the factors that influence the consumers in switching the service provider. Call rates played the most important role in switching the service provider followed by

INTERNATIONAL REVIEW OF HUMANITIES AND SCIENTIFIC RESEARCH
By International Scientific Indexing
ISSN (Online) : 2519-5336

network coverage; value added service and customer care while advertisement played the least important role. The above table shows that which network the respondents selected in Salem district. 42 percent of the respondents are utilized service of reliance network, 17 percent are network of BSNL, 15 percent are Vodafone, 14 percent of the respondents are aircel and remaining six percent are airtel and idea networks.

Table -12: Responds of Networkers

Service helps	Frequency	Percent
Quickly action	79	66
Late action	21	17
No response	20	17
Total	**120**	**100**

Source: Primary Data

The above table shows that the responds to the respondents regarding service in Salem district. 66 percent of the respondents are happy by quickly action taken by service providers, 17 percent are not happy as late action, 17 percent are no response.

Table -13: Methods of Bill Paid

Network bill	Frequency	Percent
Cash	107	89
Cheque	7	6
Online mode	4	3
Cards	2	2
Total	**120**	**100**

Source: Primary Data

The above table shows that the network bill paid by the respondents in Salem district. 89 percent of the respondents are paid bill by cash, six percent are cheque, three percent are online mode and two percent are by cards (credit and debit).

Table – 14: Recharge Services

Recharge coupons	Frequency	Percent
Highly satisfied	44	37
Satisfied	73	61
Dissatisfied	3	2
Total	**120**	**100**

Source: Primary Data

The above table shows that 61 percent of the respondents are satisfied by service of recharge coupons, 37 percent are highly satisfied and two percent of the respondents are dissatisfied.

Conclusion

The study of the customer attitude towards mobile phone networks service providers in Salem city. With special reference to reliance has brought to the surface in many areas where the reliance plays a retail role, it has also revealed certain things which reliance can feel good. Reliance has to mainly focus on improving its customer care, increasing its bill payment centers and implementing verity of new attractive promotional campaigns to attract a huge crowd.

The network coverage, roaming and reliability of reliance have been the mantra of reliance jio services apart from the pricing. The other networks Vodafone. Aircel, airtel and idea have to concentrate in wide area and needs to pay more attention towards providing services to the customers in an effective way. The study also genuinely proved that all the factors mentioned so far needed to be improved on a continuous basis in order to overcome its competitors.

Suggestions

This networks promotional campaign should be made effective. Information about the schemes should reach the public in an easy and attractive way. All networks should expand its coverage area and provide roaming facility throughout India. This network should bring out variety of schemes that would satisfy all segments of the market. Try to improve the area coverage in reliance & Vodafone. SMS charges should be reduced. Variety of value added services should be given to customers at a lower rate. Bill payments should be made easy to customers and bill collection centres should be opened in many areas enabling customers to easy access.

References

Butt, M.M. and de Run, E.C. (2009), **''Modeling Customer Satisfaction in Cellular Phone Services''.** *Jurnal Kemanusiaan bil*, 1-15.

Chaterjee Debarati and Chaudhari Ishita (2010), **"A Study of Market Share and Factor Affecting the Choice of Cellular Service Provider among Young Age Group of Kolkata",** *IUP Journal of Marketing Management*, 9 (3):41-56.

Pyramid Research (2010), **"The Impact of Mobile Services in Nigeria".** How Mobile Technologies are Transforming Economic and Social Activities.

Rajpurohit, R.C.S. and Vasita, M.L. (2011), **''Consumer Preferences and Satisfaction towards Various Mobolie Phone Service Providers''**, *Gmukul Business Review*, 7: 1- 11.

Sahu, A. (2007), **"A Project Report on Comparative Study of the Lifetime Plans of the Cellular Companies in Bhopal",** *Institute of Professional Education and Research*, Bhopal.

Satish et al., (2011), **"A Study on Consumer Switching Behavior in Cellular Service Provider: A Study with Reference to Chennai",** *Far East Journal of Psychology and Business Hong Cong*, 2(2):71-81.