

A Study On Customer Satisfaction Towards Mobile Network Providers In Kottayam District

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Abstract

India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone). It has one of the lowest call tariffs in the world enabled by the telephone network and hyper competition among them. It has the world's third largest internet user base. According to the department of telecommunication of India (DOT), as on march 2015 India has 302.35 million internet connections. Major Tele sectors of the Indian telecom industry are telephone internet and broadcast industry. DTH a relatively new broadcasting technology has attained significant popularity in the television segment.

A sharp increase of mobile phone usage as well as internet usage the mode of communication changed. It also results to the exponential growth in the number of mobile network providers. The present study aims to analyse the customer perception of the mobile telecom service industry and perception of consumers towards various mobile network providers .The study also examine the various factors influencing the customers to choose a particular network.

Key words: *Telecommunication network, DTH, Voice call and talk time offer, Customer satisfaction*

INTRODUCTION

Telecommunication services are those that are provided by a communication company that offers voice and data services over a large area. The most common form of telecom service is phone service especially mobile phone service. In India first mobile phone service started on non-commercial basis on August 1995 in Delhi and also in August 15 1995 the internet introduced in India. India has the world's second largest mobile phone user base with over 300 million as on June 2015. Telecommunication has supported the socio economic development and also has helped to

increase the transparency of governance with the introduction of E- governance in India .The government has pragmatically used modern telecommunication facilities to deliver mass education programmes for the rural folks of India.In India there are 14 big and small network operators offering prepaid and post paid services. The important players in mobile telecommunication industry are Bharti Airtel, Vodafone India ,Idea cellular ,Reliance communications, Reliance Jio and BSNL

STATEMENT OF THE PROBLEM

A sharp increase of mobile phone usage as well as internet usage the mode of communication changed. It also results to the exponential growth in the number of mobile network providers. The present study aims to analyse the customer perception of the mobile telecom service industry and perception of consumers towards various mobile network providers .The study also examine the various factors influencing the customers to choose a particular network.

OBJECTIVES OF THE STUDY

1. To identify the factors influencing the selection of a particular Mobile network
2. To understand the level of awareness of customers in respect of various mobile services
3. To examine the customer satisfaction towards mobile network providers.

HYPOTHESIS OF THE STUDY

H₀: There is no significant difference in the level of awareness in respect of mobile services among male and female respondents.

H₁: There is significant difference in the level of awareness in respect of mobile services among male and female respondents.

RESEARCH METHODOLOGY

For the study both primary and secondary data are used. **Primary data** has been collected through structured questionnaire. Samples were selected through judgement sampling method. The sample frame is prepared and 25 customers from each mobile network providers were selected. **Secondary data** collected from the various sources such as books, business journals, annual reports, a lot of data are also collected from the official website of companies.

Sampling:

Mobile users in Kottayam district is chosen as sampling unit in this research.

Sample size is the individual pieces of data collected for the study. Sample size in this research is limited to 100 respondents from Kottayam district. These 100 respondents include subscribers of major mobile network providers, Airtel,BSNL,Idea,Vodafone,Reliance Jio and Reliance communications. The data for the study is collected through a structured questionnaire.

Tools and technique:

For the analysis of data, various statistical tools are used. They are: Percentage analysis, Composite index, Mann-Whitney U Test

DATA ANALYSIS

1.Age wise classification

Out of the 100 respondents ten are below the age of 20years,47 students belongs to the age category of 21-30 years, 20 students come under 31-40 years and the remaining 23 respondents are above the age of 40 years. It is clear that majority of the respondents are between the age of 21 to 30 years

2. Gender wise classification

Out of the 100 respondents 41 respondents are male and the remaining 59 are female. It reveals that the number of female respondents are out numbering of male respondents.

3. Factors influencing selection of mobile network

The selection of a particular mobile network depends on a number of factors. The factors identified by the researcher are network coverage/signal quality, service charges, initial subscription cost, Brand image, Recharge facility and Advertisement.

Table 1
Factors influencing the selection of a particular mobile network

Rank	1	2	3	4	5	6	Composite index
Score	6	5	4	3	2	1	
Factors							
Network coverage/signal quality	56(336)	24(120)	4(16)	4(12)	6(12)	3	499
Service charges and plans as per requirement	9(54)	23(115)	32(128)	17(51)	11(22)	8	378

Initial subscription cost	24(144)	19(95)	11(44)	11(33)	8(16)	4	336
Brand image	-(0)	12(60)	33(132)	33(99)	27(54)	26	371
Recharge facility	7(42)	14(70)	14(56)	14(42)	29(58)	19	287
advertisement	4(24)	8(40)	21(84)	21(63)	19(38)	40	289
Total	100	100	100	100	100	100	

Source: Primary data

Interpretation

The important factors influenced customers in the selection of a particular Network have been studied by arranging and ranking them on the basis of their importance. All the six factors have been considered for analysis and composite index numbers have been calculated. It is clear from the above table is that the most important factor which influenced customers in the selection of a particular network is network coverage or signal quality which scored 499 and second factor is service charges and plans as per requirement which scored 378.the third factor which influenced customer is the brand image which scored 371.initial subscription cost is the fourth factor which comes fourth ranked and scored 336.advertisement is fifth factor which scored 289 and recharge facility which scored 287.

TESTING OF HYPOTHESIS

Analysis of Gender of respondents and their level of awareness in respect of mobile services.

There may be difference in level of awareness of customers in respect of various mobile telecommunication services among male and female respondents. Here an earnest attempt is made to analyse these differences with the help of **percentage analysis and Mann Whitney U test**

To understand the level of awareness of customers in respect of mobile phone services, opinion of respondents on 9 services were obtained on Likert scale ranging from “highly aware” which was ranked 3, followed by “Aware” 2 and “Unaware” ranked 1.

These services are;

Voice call and talk time offers, Internet services, SMS&MMS, Online recharge facility, Mobile balance transfer, Customer care service, Mobile number portability, Mobile wallets, Balance credit facility

The results of analysis is given below,

Services	Sig. Value	Ho Accept/Reje	Result
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Voice call and talk time offers	.168	Accept	There is no significant difference in the customer awareness in respect of voice call and talk time offers among male and female respondents.
Internet services	-1.092	Accept	There is no significant difference in the customer awareness in respect of male and female respondents with regards to internet services provided by mobile network providers.
SMS&MMS	-.906	Accept	There is no significant difference in the customer awareness in respect of SMS & MMS service among the male and female respondents.
Online recharge facility	-.906	Accept	There is no significant difference in the customer awareness in respect of online recharge facility among the male and female respondents.
Mobile balance transfer	-.199	Accept	There is no significant difference in the customer awareness in respect of mobile balance transfer among the male and female respondents.
Customer care service	-.705	Accept	there is no significant difference in the customer awareness in respect of customer care service among male and female respondents.
Mobile number portability	2.463	Reject	There is significant difference in the customer awareness in respect of mobile number portability service among male and female respondents.
Mobile wallets	-2.463	Accept	There is no difference in the customer awareness in respect

			mobile wallets among male and female respondents
Balance credit facility	-1.296	Accept	There is no significant difference in the customer awareness in respect of balance credit facility among male and female respondents.

Source: Primary data

FINDINGS

Following are the major findings of the study,

1. The overall analysis of respondents' demographic profile that, sample is composed of 41 percent of male 59 percent of female. The largest group of respondents(47%) is from the age group of 21 to 30 years. Majority of the respondents (40%) have educational qualification as degree or diploma. among the 100 respondents majority are private employees.
2. It is clear from the study that the most important factor considered by the users before choosing a particular network is network coverage. Recharge availability is the least important factor considered by the customers before selecting a particular mobile connection.
3. Results of analysis reveals that majority of the respondents are aware about call and talk time offers, internet service (2G,3G&4G),SMS & MMS services ,customer care service, mobile balance credit facility, mobile balance transfer facility and mobile wallets .**The test result of hypothesis reveals that male and female mobile subscribers have same level of awareness with regards to mobile services.**Only a small percent of the customers are unaware about these services. Such services includes Mobile Number Portability(MNP),Mobile Wallets, Mobile balance transfer and Online recharge facility.
4. The overall analysis of the study reveals that male and female respondents have same level of awareness with regards to mobile services.

CONCLUSION

The present study clearly points to the fact that the three factors viz, signal quality, brand image and service charges play a vital role in the choice of Mobile Service Provider. The study reveals the level of awareness of consumers with regards to various mobile services. It is clear from the study that most of the mobile subscribers are aware about the mobile services provided by the mobile network operators.

Due to competitive pressure the Indian Mobile Service Providers market is flooded with variety of plans. Service quality should be enhanced by the mobile operators to increase the level of customer satisfaction and network related problems such as poor connectivity, low coverage force, the customer choose according to his preference. Mobile Service Provider market is on booming stage and come out with different plan and scheme with low service charges.

From the above discussion it can be concluded that service operators should create an emotional relationship with the customers through innovative plans and enhance their service quality and brand image, connectivity and goodwill with the customers because the customer always want more from their operator.

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