

## **A Study On Customer Complaint Behavior Of Mobile Services At Hyderabad City**

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### **Abstract**

*At present marketing highlights thrust on customer needs and delights. An understanding of the motives original to consumer behaviour helps the firm to seek enhanced and more successful ways to gratify its customers. Today, mobile services have become an essential part of personal possessions and life. Customers life-styles are changing, consumption patterns are changing, buying habits are changing. The whole mobile market is undergoing revolution as company's lay special emphasis on consumers in building these brands. The purpose of this paper is to attempt to understand the impact of buyer behaviour of mobile service and the results of the same will be concluded*

**Originality/value** – *An attempt has been made to examine the impact of specific demographic variable on buyer behavior of mobile service*

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**Keywords** *consumer behaviour, mobile, customer, lifestyle, motive, firm*

### **Introduction**

Consumer behaviour is not only the study of what people consume but also 'where', 'how', and 'under what conditions' the same is consumed. In view of the dynamic and complex nature of the consumer behaviour many social scientists of different disciplines have attempted to formulate theories drawn from their disciplines based on their fields. They viewed the consumer behaviour hand explained from different angles. Each observer seemed to view the situation from his own perspectives and stating a cause for behaviour, while there is some justification in all; by itself none is a totally adequate explanation of behaviour. Decision process approach in understanding consumer behaviour provides that purchase is one activity in course of action taken by the consumer. To understand that stage, it is necessary to understand what precedes and what follows that state. Industry retention surveys have shown that while price and product are important, most people leave any service because of dissatisfaction with the way they are treated. They would not be looking around if they were happy with their current provider, its service and employees

## Review of literature

**Agyeman (2013)** conducted a research on 375 customers that conclude the staff and students of the institution to find out whether the social class, gender, and sub cultural factors influence the purchase of a mobile phone. The study revealed that the maximum respondents use the mobile phones with multi functions. The residential area has the minimum influence on the purchase decision of the consumers where as income is an important factor as higher the income higher will be the spending level. In respect to sub cultural factors, religion and language are not an important factor to effect the purchase decision where as work side colleagues, peers and friends have influence on the purchase decision of the consumer.

**Chandragupta (2013)** conducted a research on Changing Consumer Behaviour for Mobile Phones in Rural India and concluded that village demography includes a very good number of literates and there is high growth rate in the number of consumers of mobile phones. Importantly that they are not using the phones with fewer features but they use the phones having many multimedia features as they not only use the phones for calling purpose but they use the phones for entertainment purpose also.

**According to Kotler and Armstrong (2001)**, e consumer behaviour as 'the process and activities people engage in when, searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires'.

### Objectives of the study:

1. To study the conceptual aspect of consumer behaviour
2. To study the demographic factor( occupation) on customer complaint behavior

### Hypothesis

**H<sub>0</sub>**: There is no significant difference in factors that influencing customer complaint behavior of different occupational groups

**H<sub>1</sub>**: There is a significant difference in factors that influencing customer complaint behavior of different occupational groups

### Methodology of the study

**Design of the Study:** Descriptive method of research was used to know the influence of demographic factor on the customer complaint behavior of mobile users in Hyderabad

**Population and Sample Size:** The term research population refers to all members of the group of interest to the researcher. The population of the present research are the customers who are using mobile services. The sample is randomly drawn from the Hyderabad vicinity. It consisted of 511customers. The questionnaire has been personally administered to all selected respondents

### Limitations of the study

- This study includes studying the demographic aspects of mobilebuyer behaviour

- The study will be confined to Greater Hyderabad city only.

**Data analysis and interpretation**

**Table:1**  
Occupation

	No of respondents	%of respondents
Business	39	7.6
Employed	252	49.3
Free Lancer	3	.6
Student	133	26.0
Home Maker	44	8.6
Others	40	7.8
Total	511	100.0

Source: from report compiled primary

**Interpretation:** From the above occupation’s frequencies table and bar chat, it is resulted with the maximum portion of respondents are from employed occupation with the frequency of 252 at a percentage of 49.3. It indicates that half of the responses are taken from the employed respondents only. Secondly, students are more number in the sample after employed with the frequency of 133 at a percentage of 26. The least numbers of respondents from the free-lancer occupation with the frequency of 3 only.

**Table-2**  
ANOVA-OCCUPATION

		Sum of Squares	df	Mean Square	F	Sig.
Network Busy	Between Groups	8.395	4	2.099	1.279	.278
	Within Groups	470.934	287	1.641		
	Total	479.329	291			
Call Drop	Between Groups	14.003	4	3.501	2.275	.061
	Within Groups	435.497	283	1.539		
	Total	449.500	287			
Voice Clarity	Between Groups	19.855	4	4.964	<b>3.415</b>	<b>.010</b>
	Within Groups	406.952	280	1.453		
	Total	426.807	284			

No Coverage Area and Poor Signals	Between Groups	33.715	4	8.429	<b>5.077</b>	<b>.001</b>
Within Groups	473.181	285	1.660			
Total	506.897	289				
Unable to Receive / Make Calls	Between Groups	23.815	4	5.954	<b>3.641</b>	<b>.007</b>
Within Groups	452.897	277	1.635			
Total	476.713	281				
Echo Sound on ongoing call	Between Groups	28.201	4	7.050	<b>4.825</b>	<b>.001</b>
Within Groups	406.224	278	1.461			
Total	434.424	282				
Failing of DND Services	Between Groups	19.014	4	4.754	<b>2.868</b>	<b>.024</b>
Within Groups	449.189	271	1.658			
Total	468.203	275				
Low Speed Internet Connectivity	Between Groups	31.994	4	7.999	<b>5.050</b>	<b>.001</b>
Within Groups	437.116	276	1.584			
Total	469.110	280				
Slow Buffering while net usage	Between Groups	29.217	4	7.304	<b>4.927</b>	<b>.001</b>
Within Groups	409.160	276	1.482			
Total	438.377	280				
Cross Call Connection	Between Groups	12.449	4	3.112	1.780	.133
Within Groups	477.267	273	1.748			
Total	489.716	277				
Excessive Billing	Between Groups	12.075	4	3.019	1.862	.117
Within Groups	447.455	276	1.621			
Total	459.530	280				
High Pricing (Call & SMS)	Between Groups	15.202	4	3.801	2.254	.064
Within Groups	463.766	275	1.686			
Total	478.968	279				

Bill Plan Changed without notice	Between Groups	13.128	4	3.282	1.829	.123
Within Groups		486.206	271	1.794		
Total		499.333	275			
Unsubscribe services amount deduction	Between Groups	30.594	4	7.649	<b>4.194</b>	<b>.003</b>
Within Groups		483.291	265	1.824		
Total		513.885	269			
No Bill Alert information	Between Groups	21.293	4	5.323	<b>3.115</b>	<b>.016</b>
Within Groups		461.376	270	1.709		
Total		482.669	274			
Limited Calling & Data Usage	Between Groups	27.961	4	6.990	<b>4.238</b>	<b>.002</b>
Within Groups		453.625	275	1.650		
Total		481.586	279			
Lack of support from the service provider	Between Groups	22.219	4	5.555	<b>3.189</b>	<b>.014</b>
Within Groups		471.984	271	1.742		
Total		494.203	275			

Source: primary data

From the above statistical table, it has been depicted as follows:

- Significant Factors:** The F-value of Voice Clarity is 3.415 with sig value of 0.010, No Coverage Area and Poor Signals is 5.077, with sig value of 0.001, Unable to Receive / Make Calls is 3.641 with sig value of 0.007, Echo Sound on ongoing call is 4.825 with sig value of 0.001, Failing of DND Services is 2.868 with sig value of 0.024, Low Speed Internet Connectivity is 5.050 with sig value of 0.001, Slow Buffering while net usage is 4.927 with sig value of 0.001, Unsubscribe services amount deduction is 4.194 with sig value of 0.003, No Bill Alert information is 3.115 with sig value of 0.016, Limited Calling & Data Usage is 4.238 with sig value of 0.002, Lack of support from the service provider is 3.189 with sig value of 0.014. These factors' significant values are lesser than the significant value  $p = 0.05$ . Hence null hypothesis is rejected and alternative hypothesis is accepted.
- Insignificant Factors:** The F-value of Network Busy is 1.279 with sig value of 0.278, Call Drop is 2.275 with sig value of 0.061, Cross Call Connection is 1.780 with sig value of 0.133, Excessive Billing is 1.862 with sig value of 0.117, High Pricing (Call & SMS) is 2.254 with sig value of 0.064, Bill Plan Changed without notice is 1.829 with sig value of 0.123. These factors' significant values are higher than the significant value  $p = 0.05$ . Hence, the null hypothesis is accepted.

## Conclusion:

- Majority of respondents are from employed occupation these respondents are delighted customers and are loyal as such strategies to be developed in order to enhance this segment through customer empower schemes to delight these customers.. Secondly, the students segments. TAs freelancers have been found only meager percentage they must be increased with the benefits suitable to them and continuous encouragement to add values to this segment of customers for a positive behavior.
- **Significant Factors** : It has been concluded from the above study there is a significant difference in Voice Clarity, No Coverage Area and Poor Signals, Unable to Receive / Make Calls, Echo Sound on ongoing call, Failing of DND Services, Low Speed Internet Connectivity, Slow Buffering while net usage, Unsubscribe services amount deduction, No Bill Alert information, Limited Calling & Data Usage, Lack of support from the service provider factors that influencing customer complaint behavior with respect to different occupational groups. These factors are shown statistically significant difference.
- **Insignificant Factors**: It has been concluded from the above study there is no significant difference in Network Busy, Call Drop, Cross Call Connection, Excessive Billing, High Pricing (Call & SMS), Bill Plan Changed without notice factors that influencing customer complaint behavior with respect to different occupational groups. These factors are not shown any statistically significant difference.

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