



A Study on the Behaviour Pattern Towards Mobile Phone Users in Coimbatore

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ABSTRACT

After the globalization of Indian economy in 1991 the telecommunication sector remained one of the most developing sectors in India. The recent years witnesses rapid and dramatic changes in the field of telecommunications. In the last few years more and more companies both foreign and domestic came into cellular service, service market and offered large number of product and services to the people.

In Coimbatore city the main users of cellular services are students and business people. This mobile phone helps them to carry out their business efficiently and effectively. Many business men in Coimbatore are involved in engineering and textile business, for their businesses the mobile phones are very useful. Hence in this fast moving world cellular services are very essential. This study will be helpful in understanding the behaviour pattern towards mobile phone users in Coimbatore.

KEYWORDS :

INTRODUCTION

Consumer is the pivot which the entire system of marketing revolves. A consumer may be referred to anyone engaged in evaluating, acquiring, using or disposing of goods and services which he expects will satisfy his wants. If any producer makes out the marketing programme ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the consumers convenience rather than his own. A marketer or a manufacturer must know more and more about the consumers so that the products can be produced in such a fashion to give satisfaction to them.

Consumer behaviour refers to the act of consuming goods and services. In the words of Glennwilters, "Human behaviour refers to the total process by which individuals interact with their environment".

Consumer behaviour is the process by which individuals decide whether, what, when, where, how and from whom to purchase goods and services. Knowledge of consumer behaviour would render immense help for planning and implementing what behaviour is.

Consumer behaviour is the act of consuming a good service. In olden days marketer had close and direct contact with the consumer which enabled them to understand consumers. But the growth in the size and firms of market has made it impossible on the part of marketing managers to conduct consumer research to have an idea about the behaviour of consumers. The present study deals with the consumer behaviour towards Mobile phone users in Coimbatore.

OBJECTIVES OF THE STUDY

1. To study the problems faced by the respondents with their mobile service.
2. To study the level of customer satisfaction for mobile phone connections.
3. To study the facilities provided by the manufacturer.

METHODOLOGY

Sample Design

The research is conducted using simple random sampling and questionnaire method is used for collecting data.

Sample Size

200 samples are taken for the study, which includes the mobile users

in Coimbatore. The sampling size includes both male and female users from different occupation, age, religion, income background.

Methods of Data Collection

Primary Data: Data were collected from the customers through structured questionnaire.

Secondary Data: Data were collected from the previous researches, websites, magazines and journals.

Analysis of the Data

Data were analysed and interpreted according to the objectives. The analysis and interpretation was done through simple percentage and chi-square.

REVIEW OF LITERATURE

Mr. K Samuvel has made "Customer satisfaction for cellular services – A study with reference to BPL and Aircel mobile phone services." He has given the following conclusion in his study. A comprehensive plan for ensuring customer satisfaction will be of successful strategy than that of other important issues connected with the industry.

A report on consumer preference for cellular phone services in Coimbatore city presented by Miss B Sri Priya during April 2000 with the objectives to find out the demographic, psychographic and behavioural factors of cellular phone users. Adopting Percentage analysis as statistical tool, the major findings are the service explanations given by the respondents are highly satisfied with the low service charges for extra services.

A study on customer satisfaction with reference to cellular phone services in Coimbatore city presented by Mr. D Ganesh during April 2001 with the objectives to study the special features of service industries, to review the comparative level of customers satisfaction with special reference to (1) Educational qualification (2) Occupation (3) Income level and (4) Brand. The statistical tools adopted are two way table and Chi-square technique. The findings are the non-availability of instalment payment is also an important aspect in the satisfaction list and also the overall services provided by the cellular phone service providers have influenced the satisfactory level.

INTERPRETATION AND ANALYSIS**TABLE NO 1****TABLE SHOWING USE OF THE MOBILE PHONE BY THE RESPONDENTS**

S.NO	PURPOSE	NO. OF RESPONDENTS	PERCENTAGE
1	Personal Use	126	63
2	Business Use	30	15
3	Official Use	19	9.5
4	Others	25	12.55
	Total	200	100

Interpretation:

Out of 200 respondents, 63% of the respondents use the mobile phone for personal purpose, 15% of the respondents use for business purpose, 9.5% of the respondents use for official purpose and 12.5% of the respondents use for other purpose.

TABLE NO 2**TABLE SHOWING MODE OF PAYMENT BY THE RESPONDENTS**

S.NO	MODE OF PAYMENT	NO. OF RESPONDENTS	PERCENTAGE
1	Cheque	13	6.5
2	Cash	182	91
3	Credit Card	3	1.5
4	Debit Card	2	1
	Total	200	100

Interpretation:

The table illustrates the mode of payment, 6.5% of the respondents mode of payment is by cheque, 91% of the respondents pay by cash, 1.5% of the respondents pay by credit card, 1% of the respondents mode of payment is by debit card.

TABLE NO 3**TABLE SHOWING SATISFACTION WITH THE FACILITIES AVAILABLE IN MOBILE CONNECTION BY THE RESPONDENTS**

S.NO	SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	169	84.5
2	No	31	15.5
3	Total	200	100

Interpretation:

From the table we come to know that 84.5% of the mobile phone users are satisfied with the facilities available in their connection, 15.5% of the mobile phone users are not satisfied with the facilities available in the connections.

TABLE NO 4**GENDER AND SUBSCRIPTION**

To test the relationship between gender and type of subscription. The hypothesis is farmed as follows:

GENDER SUBSCRIPTION	MALE	FEMALE	TOTAL
Prepaid	121	40	161
Post Paid	30	9	39
Total	151	49	200

Calculated chi-square value 0.5

Degree of freedom 1

The table chi-square at 5% level of significance 3.841

Result:

The calculated chi-square value (χ^2) is less than the table value at 5% level of significance which reveals that the value is not significant. So null hypothesis is accepted. There is no association between gender and subscription type.

FINDINGS & SUGGESTIONS**Findings:**

- Huge number of respondents is using the mobile phone for personal purposes (63%)
- The highest percentage of the respondents payment mode is cash (91%)
- Majority of the respondents are satisfied with the facilities available in their connection (84.5%)
- Chi-Square Findings: There is no association between gender and subscription type.

Suggestions:

- The sales can be improved by increasing qualities like memory usage, clarity & design.
- Customer can be satisfied only when the companies provide maximum facility with the nominal price.
- Unawareness of the model is maximum amongst the customers. So the companies should appoint the individual sales executive to promote the brand.
- Customer care should be enhanced and friendly relation should be maintained with the user.

CONCLUSION

Along with the mobile phones the mobile communication service providers were also studied to analyse the preference towards the availability of mobile phone communication facilities in the city. Present competition between the service providers makes the customer to get better service. This leads to get more customers to the mobile communication service provider. By creating more awareness, coverage, connectivity and various other schemes, the prospects for cellular services may be increased.

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