



SMART PHONE USERS PERCEPTION AND SATISFACTION TOWARDS 4G MOBILE PHONE SERVICES (A STUDY WITH SPECIAL REFERENCE TO COIMBATORE CITY)

Dr.S.M.Yamuna

Head, Department of Commerce (U/A Day), PSG College of Arts and Science, Coimbatore

R.Shiji

Research Scholar, PSG College of Arts and Science, Coimbatore

ABSTRACT

In this paper 4G technology with respect to the Indian market are analyzed using advantages, benefits, constraints and disadvantages. The different challenges include backhaul, voice over LTE, Regulatory challenge, Ecosystem related challenges, return on investment, chipset compatibility. 4G wireless technologies provides a wide variety of services, which includes improved bandwidth, advanced personalization or customization, high speed HD video and multimedia services. With the deployment of 4G technology Indian Telecommunication industry and Information technology witnessed massive significant transformations.

KEYWORDS :

INTRODUCTION

The rapid growth of the telecommunication industry along with wireless technology and internet created a new wireless communication channel named as 4G or fourth generation technology with characteristics has customised or personalised services, interactive multimedia, IP telephony, interactive games, high definition mobile TV, high speed broadband internet. In a simple way 4G is successor of third generation (3G) mobile communication technology standard with higher capacity and performance. The International Mobile Telecommunications Advanced (IMT-Advanced) specifies 4G, in terms of different features as speed of 100 Mbit/s or more while travelling and 1 Gbit/s while stationary, channel bandwidths of 5-20MHz or sometimes even up to 40MHz, all-IP based packet switching network and able to switch over multiple heterogeneous networks simultaneously.

REVIEW OF LITERATURE

1. Monika M. (2016) internet is a bustling industry, spurred by various internet service providers in India. In a brief period, it has ended up hard to envision a world without constant access to the web. In the present scenario, people have become more sophisticated and they want internet facilities at all places. Thus, the demand for wireless internet has increased since it provides mobile internet connectivity. Many players have entered the dongle market and the level of competition is continuously increasing. The objective of this study is to examine the customer perceived value towards various 3G and 4G wireless internet service providers especially dongles. This study focuses on different attributes that contribute to the customer perceived value and to focus on building market share with special reference to Bharti Airtel Ltd.

2. Ramadhani et.al (2015) study aimed to understand the interplay of factors involved in the adoption process of 4G technologies in Rwanda. This study was conducted on 150 consumers, who are 3G technology users, a cross sectional data was collected through structured questionnaire using interview method. The study findings revealed that they underlying factors like perceived benefits, perceived usefulness and perceived ease of handling, affects the adoption of 4G technology in Rwanda consumers.

3. Uddin et al., (2014) while purchasing the mobile phone; customer is influenced by different factors which ultimately affect the purchase decision. Most important factors which charging and functional facilities, size and weight, recommendations by friends, neighbors, colleagues and pricing.

4. Vikram.K and Ramanathan .K.V (2015) study aimed to find out consumer behaviour of Smartphone buyers in Indian Market. The research was also aimed to found out that why do people desire to purchase a Smartphone, what influence people in purchasing a

smart phone and what motivate them in making the purchase decision. The study found that different consumers have different characteristics in their life that also influences their buying behaviour. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behaviour in making final decision. Nowadays cheaper smart phones are also available in the market.

STATEMENT OF THE PROBLEM

Smart phone has become very popular these days due to less prices and cheaper internet plans. India has the one of the highest smart phone market growth rate which is more than China, and the average Indian uses around two hours and 45 minutes each day on the smart phone, while one in the average US uses two hours and 27 minutes. In short, from the above discussion it has been understood that mobile network service plays an important role in human being life by connecting others any were in the world. The mobile network service providers are facing tough competition in term of service offering. In order to avoid the competition, the service providers should have greater knowing about their customer preference, perceptions and satisfaction, these elements are very essential for entire network of service providers for the future survival in the market, competitive growth and sustainability.

OBJECTIVES OF THE STUDY

- To critically examine the 4G services utilisation and practices among the users of smart phones.
- To analyse the consumers level of perception and satisfaction towards the 4G services offered by various service providers.
- To identify the various issues faced by the 4G service users and offer suggestions based on the result of the study.

RESEARCH METHODOLOGY

1. Area of the Study

The study is conducted in the Coimbatore city. Coimbatore city is the largest industrial center next to Chennai. Growing income level, habitat of more migrant population, increase in middle class earning, increasing dual income families and rapid economic changes among the households in predominate in this district.

2. Sampling Framework

Multi-stage sampling techniques have been adopted for the effective conduct to the study. In the first stage of study the number of 4G service providers in the city were counted and listed. At present there are four service providers are functioning in the city who offer value 4G services: Airtel, Vodafone, Idea and Jio. All the four service providers were considered as the sample. In the second stage of research, the study adopted convenience sampling technique. The study was restricted to 100 respondents.

3.Data Source

The structured questionnaire was used to collect the primary data. Secondary data were collected by referring related books, journals, websites and magazines.

STATISTICAL TOOLS APPLIED

The data were analysed with help of weighted arithmetic mean, one-way ANOVA, Chi-Square test and multiple regression.

LIMITATIONS OF THE STUDY

- The study has the basic limitations inherent for primary data and it could have been influenced by psychological feelings of the respondents, this may influence the findings and conclusion drawn by the study.
- The sample size of the study was very small. The data was collected from 100 customers from different parts of Coimbatore using convenient sampling technique. The small sample size may again affect the study findings and conclusion.

FINDINGS OF THE STUDY

I. 4G Services Utilisation Practices among Mobile Phone Users

- The study found that 86.96 per cent of sample subjects have GSM mobile connectivity and 71.30 per cent of smart phone users' have pre-paid mode of mobile connectivity.
- The study observed that 26.09 per cent of smart phone users' have own Airtel mobile connectivity, 60.87 per cent of smart phone users have frequently usage of the 4G services and 87.83 per cent of smart phone users' are conservative users' of 4G services.
- The study observed that the sample customers have been influenced by the Airtel and Vodafone's High-Definition Mobile TV services. On the contrary idea and Jio's customers are influenced by their Media File Sharing features.
- The one-way ANOVA test proved that it has been inferred that there exist difference in the gender and marital status of the customer and their level of awareness towards 4G services. It has been observed that there exist may or may not association between age and occupational status of the customer their level of awareness towards 4G services. Further, the study concluded that the education qualifications and monthly income of the customer and their level of awareness towards 4G services offered by various service providers does not varies.
- The Kendall's Co-efficient test of concordance revealed that influences of various 4G services features on smart phone users varies from one service providers to other.
- The study found that 6.33 per cent smart phone users' have preferred 4G services for instant messaging, Smart phone users preference for 4G mobile phone services various from one individual to other and 33.91 per cent of smart phone users have very easy to understand about the data plan option offered by the service provider.
- The study also found that 42.61 per cent of smart phone users have said that their service provider's data plan usage schemes are very easy to understand.

II. 4G Users Perceptions, Satisfactions and Issues Faced

- The study observed that Airtel and Idea 4G services have higher efficiency in media file sharing and Vodafone and Jio in service affordability.
- The statistical test revealed that Smart phone user's level of perception towards 4G services offered by the service providers varies one to the others.

- The study found that 51.30 per cent of smart phone users have expressed satisfaction towards the 4G services offered by the services provider.
- The results of multiple regression revealed that there exists association between customers' level of level of perception towards 4G services offered by their service provider and their level of satisfaction.
- The study analysis also confirmed that 73.48 per cent of smart phone users' have faced no problems during their usage of 4G services offered by the service provider

CONCLUSION

The count of mobile Internet users in India has been growing at a rate of 27 per cent annually and is expected to reach 300M by 2017. However, so far only limited understanding of whether this rapid growth is happening while also ensuring that good QoS (quality of service) is provided to users especially the 4G services offered by the various telecommunication service providers. The detailed empirical study revealed that 53.04 per cent of smart phone consumers' surveyed are male and 86.96 per cent of smartphone users have GSM mobile connectivity. Further, it was observed that 85.65 per cent of sample respondents have gathered information about 4G services from their mobile phone service provider. The study observed 26.09 per cent of smart phone users' have own Airtel mobile connectivity and majority of the smart phone users' are well aware of the Wi-Fi Connection offered through 4G networks of Airtel, Vodafone, idea mobile and Jio. The study confirmed that majority of the sample customers have been influenced by the Airtel and Vodafone's High-Definition Mobile TV services. On the contrary idea and Jio's customers are influenced by their Media File Sharing features. The study concluded that that smart phone users preference for 4G mobile phone services various from one individual to other. The study observed that Airtel and Idea 4G services have higher efficiency in media file sharing and Vodafone and Jio in service affordability. The study observed that 51.30 per cent of smart phone users have expressed satisfaction towards the 4G services offered by the services provider. The study concluded by stating that 73.48 per cent of smart phone users' have faced no problems during their usage of 4G services offered by the service provider.

REFERENCES

Books

1. Gupta S.P (2001), Statistical Methods, 30th Revised Edition, Sultan Chand & Sons Publications New Delhi.
2. Liisa Ndapewa Kuapanda (2012), An evaluation of factors determining the selection of mobile telecommunications service providers in the north region of Namibia. 3rd International conference on business and economic research (3rd ICBER2012) proceeding, golden flower hotel, Bandung, Indonesia ISBN: 978- 967- 5705 – 05 – 212-13 March.

Journals

3. Malviya S., Saluja M., Thakur A. (2013), A study on the factors influencing consumers purchase decision towards smartphones in Indore, International Journal of Advance Research in Computer Science and Management Studies, Volume. No.1, Issue. No.6, PP.14-21.
4. Monika M. (2016), A Study on Customer Perceived Value towards 3G and 4G Dongle Market Service Providers With Special Reference To Bharti Airtel in Thanjavur District, International Journal of Innovative Research in Management Studies (IJIRMS) ISSN (Online): 2455-7188, Volume. No. 1, Issue. No. 4, May.
5. Nshakaband Ramadhani, Prashant B. Kalaskar and Vaishali B. Satpute (2015), A Study on Consumer Perception towards Adoption of 4G Mobile Technologies in Rwanda, American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS), Volume.No.14, Issue.No.2, ISSN (Print) 2313-4410, ISSN (Online) 2313-4402, PP:187-197.

Web-sites

6. Abhishek Kumar Singh and Malhar Pangrikar (2013), A Study Report, to Salman (2016), 702 Mn Smartphone Users in India Will Account For 85% of Mobile Data Traffic by 2020 CISCO, Featured India, Report, 6th February, [http://dazeinfo.com/2016/02/06/smartphone-users-india-mobile-data-lte-4g-2015-2020-cisco-report/](http://dazeinfo.com/2016/02/06/smartphone-users-india-mobile-data-lte-4g-2015-2020-cisco-report/Find out Market Potential for 4G Businesses in Pune, Global Journal of Management and Business Studies, Volume. No. 3, Issue. No.2, ISSN 2248-9878, PP: 81-9)
7. Evalueserve (2012), The growth phase of 3G in India. Uptake of 3G Services in India (2012-16). http://sandhill.com/wp-content/files_mf/evalueservewhitepaperthegrowthphaseof3ginindia.pdf <http://dazeinfo.com/2016/02/06/smartphone-users-india-mobile-data-lte-4g-2015-2020-cisco-report/>