



"A STUDY ON THE FACTORS THAT IMPACT THE SHIFT OF MOBILE NETWORKS" A SPECIAL REFERENCE TO KURNOOL DIST. ANDHRA PRADESH.

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ABSTRACT

From generation 1G to 2.5G and from 3G to 5G this world of telecommunication has seen a number of improvements along with improved performance with every passing days. An Indian mobile network has witnessed a dramatic growth. Low price mobile handsets, affordable airtime rates, low initial cost and affordable monthly rentals made it easy for anybody to go mobile. This fast revolution in mobile computing changes our day to day life that is way we work, interact, learn etc. Mobile networks markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile networks. On this basis, this article deals with consumers' choice criteria in mobile networks markets by studying factors that. Customer satisfaction is a collective outcome of perception, evaluation, and psychological reactions to the consumption experience with a product or service. This research article investigated the attitude of customers to mobile communication. All the customers of mobile networks in Kurnool dist. (Andhra Pradesh) constituted the population. Airtel, Vodafone, Idea, and BSNL are the four companies which are included in study. Every company is provide more offers to the customers,

KEYWORDS : 1G TO 2.5G, 3G to 5G, Mobiles, Networks, Customer, Market

Introduction

Organizations need to retain existing customers while targeting non-customers. Measuring customer attitude provides an indication of how successful the organization is at providing products and/or services to the marketplace. Businesses monitor customer attitude in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Customer attitude in turn hinges on the quality and effects of their experiences and the goods or services they receive. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit.

Attitudes determine what each individual will see, hear, think and do. They are rooted in experience and do not become automatic, routine conduct. Furthermore, "attitude" means the individual's prevailing tendency to respond favorably or unfavorably to an object (person or group of people, institutions or events) (Morris & Maisto, 2005). Attitudes can be positive (values) or negative (prejudices). According to Lord (1997) and Kreitner and Kinicki (2007), there are three components of attitudes: affective, cognitive and behavioral. The affective component is a feeling or an emotion one has about an object or situation. The cognitive component is the beliefs or ideas one has about an object or situation, whereas the behavioral component of attitude reflects how one intends to act or behave towards someone or something (Kreitner & Kinicki, 2007).

The present cell mobile networks have it all. Today phones have everything ranging from the smallest size, largest phone memory, speed dialing, video player, audio player, and camera and so on. Recently with the development of Pico nets and Bluetooth technology data sharing has become a child's play. The Brand Image which depends upon the company's communication and positioning strategies and perception of the customers. Looking at the importance of these factors, services providers should concentrate on them as they are indirect components of brand buildings and strongly influence a customer's choice. „Service Charge and Plan is the second important factor. This factor is mainly influenced by the external environment of the firm. Despite this, the company should take care of charges by offering new and better schemes at lesser cost.

With the advent of communication technology, the whole world has

come under one umbrella. Next to internet; mobile network has changed the life style of people and business persons in Particular. The mobile network has become an indispensable tool for one and all. Right from a School going child, a house wife to a servant, the cell phone has its major impact on their lives. Several studies have shown that mobile network in various communities has positive as well as Negative influence on Society. The mobile network is the need of every one. It is for the fact that Now- a- days, having a mobile network is a sort of necessity and it is an inevitable truth that the Mobile industry is taking every one by the storm. In spite of its advantages, there are also some Disadvantages of mobile networks. So it all depends on the user how he makes use of it for better Living.

LITERATURE REVIEW

Consumer choice of multiple mobile networks services is examined from the larger discipline of consumer behavior these authors defined consumer behavior in slightly deferent but similar meanings. Blackwell et al. (2001) identified consumer behavior as activities people undertake when obtaining, consuming and disposing of products and services. Beckman and Rigby (2003) see consumer behavior as consisting of activities of individuals in obtaining, using, and disposing of goods and services, including the decision processes that precede and follow these actions. Solomon et al. (2003) suggested that consumer behavior is the process that individuals or groups go through to select, purchase, and use goods, services, ideas, or experiences to satisfy their needs and desires. Turkwell (2004) sees consumer behavior as "the acts of individuals in obtaining goods and services, including the decision processes that precedes and determine these acts". An organization must have a firm understanding of how and why consumers make purchases decisions so that appropriate marketing strategies are planned and implemented.

Customers from all age groups start developing their preferences at a very early stage. Since in every product/service category the consumers have more choices and more information, it is essential for marketers to understand the choice of an individual. From the marketing perspective, the consumer's choice can be studied by the classical five steps (Need - Information - Search - Evolution of alternative - Purchase - Post-Purchase evaluation) (Kotler and Keller, 2006). The model is usually suitable for consumer decision making. A study conducted by Kim et.al. (2004) for Korean mobile communication services, revealed that the customer satisfaction towards MSP is strongly supported by call quality, value-added

services and customer support. It shows that these factors are very important while choosing service operator. Consumers value personal time planning properties in the choice of new mobile networks. New technical properties increase consumer willingness to acquire new phone models.

Scope of the study

When choosing between different mobile phone models, consumers value larger screen size but the whole phone should be small enough and light to carry in pocket. When choosing between different mobile phone models, consumers value familiar brands. Examines consumers' preferences about mobile networks purchasing in a focus group setting. Focus group method was chosen because of the fresh nature of the phenomenon and to serve as a starting point to the survey. Focus groups produce data that are always biased by other respondents but also provide important data based on group interaction and give insights that are less accessible with other interviewing methods

Measuring customer attitude provides an indication of how successful the organization is at providing products and/or services to the marketplace. Now a days everybody easily change mobile network because of number of networks available in the market, the customers is also thinking who is the low cost network providers, and somebody choose speed and quality network, and which is the no.1 network in the market at the network easily porches the customers, And otherwise to family members, friends and relative suggestions is more impotent to the customers.

High speed, high capacity, and low cost per bit. It Support interactive multimedia, voice, streaming video, Internet, and other broadband services, more effective and more attractive, Bidirectional, accurate traffic statistics the technology is expected to support virtual private networks and advanced billing interfaces. With 5G Enabled phone, you might be able to connect your phone to your laptop to get access to broadband.5G technology is providing large broadcasting of data in Giga bit which supporting almost 65,000 connections.

Objective of the study:

Customer attitude survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an organization and implementing attitude survey is a management information system that continuously captures the voice of the customer through the assessment of performance from the customers' point of view. The setting of objective is the core stone of a systematic study. The study will be fruitful one when the basis laid down is a concrete one they represent the desired solution to the problem and help in proper utilization of opportunities.

- To compare efficiency and quality of the service providers.
- To find out the market share of major service providers.
- To know the features that attracts the customer to subscribe to service providers.
- To know the level of satisfaction of customers towards service provides.
- It is the male and female using mobile phones.
- It is the age groups of various people using the mobile phone.
- Correlation between the utilization of mobile phone with regard to the occupation of all Sectors of people.
- Correlation between the maximum mobile usages of various brands by maximum Number of people.

Analysis of data interpretation:

- The Brand Image which depends upon the company's communication and positioning strategies and perception of the customers. Looking at the importance of these factors, services providers should concentrate on them as they are indirect components of brand buildings and strongly influence a customer's choice.

- „Service Charge and Plan is the second important factor. This factor is mainly influenced by the external environment of the firm. Despite this, the company should take care of charges by offering new and better schemes at lesser cost.
- Network quality emerges as the third important factor and could be improved by proper investment and fortification of the infrastructure.
- An individual customer not only keeps in mind. The indicates the response of respondents towards motivators. It clearly shows that a majority (53%) of the respondents have preferred recommended by Family Members, Friends and Peers who motivate respondents to choose Mobile Service Provider.
- It is because they are already aware about the MNP and its services so that they go with Family member, friends and peers are the motivators. The next category accounts for 23% respondents have preferred service operators only because their family members, relatives and close friends are using same operator.
- Approximately 21% of the respondents are motivated by retailer's recommendation. Reveals that 3% of the respondents use the services of particular service operator because of corporate connection.

Subscribers preferring the type of service provider.

Table 1:

S.No	Category	prepaid	postpaid
1	Vodafone	550	120
2	Airtel	380	120
3	Idea	350	140
4	BSNL	120	220
	Total	1400	600

Table 1: showed that 70% respondents are using pre-paid, 30% respondents are using postpaid. From this we can conclude that most of the respondents prefer pre-paid service than to postpaid. Expect respondents of BSNL those prefer postpaid service only.

How do you find the packages offered by the Mobile networks.

Table 2:

S.No	Category	Excellent	Good	Average	Poor	Total
1	Vodafone	120	432	78	40	670
2	Airtel	106	264	80	50	500
3	Idea	79	331	50	30	490
4	BSNL	80	208	32	20	340
	Total	385	1235	240	140	2000

Table 2: Showed that 64.55% of respondents of Vodafone expressed that the packages offered by Vodafone is Good; and 52.77% of respondents of Airtel expressed that the packages offered by Airtel is Good; and 67.74% of respondents of Idea expressed that the packages offered by Idea is Good; and 61.11% of respondents of BSNL expressed that the packages offered by BSNL is Good. Totally, 60.5% of respondents of mobile networks companies are expressed that the packages offered are good.

How is the customer care consumer feedback of mobile networks?

Table 3:

S.No	Category	Excellent	Good	Average	Poor	Total
1	Vodafone	100	407	123	40	670
2	Airtel	70	263	117	50	500
3	Idea	76	284	90	40	490
4	BSNL	40	208	72	20	340
	Total	286	1162	402	150	2000

Table 3: Showed that 60.75% of respondents of Vodafone expressed that the Customer Care of Vodafone is Good; and 52.77% of respondents of Air Tel expressed that the Customer Care of Airtel is Good; 58% of Respondents of Idea expressed that the Customer Care of Idea is Good; and 61.11% of respondents of BSNL Expressed that the Customer Care of BSNL is good. Totally, 57.5% of respondents expressed that the Customer Care of Mobile networks are good.

How much do you spending behavior every month for your mobile networks.

Table 4:

S.no	Category	100-200	200-300	300-500	500—1000	Total
1	Vodafone	120	130	320	100	670
2	Airtel	90	120	220	70	500
3	Idea	50	240	110	90	490
4	BSNL	30	160	90	60	340
	Total	290	650	740	320	2000

Table 4: Showed that 49.36% of respondents of Vodafone are spending between 300-500 Rs monthly; and 38.88% of respondents of Airtel are spending between 500-1000 Rs monthly, and 67.74% of respondents of Idea are spending between 200-300 Rs monthly; and 61.11% of respondents of BSNL are spending between 300-500Rs monthly.

Findings:-

- Taken the overall sample size above 70% of the customers prepared the prepaid network. Mainly rural people most of the customers using the prepaid mobile network connection.
- Using factor analysis, it was found that customers are very keen on Service Quality & Brand Image is very important tool for the attracting to the customers.
- Service Charge and Plan is the next most important factor in choice making toward service provider.
- It was observed that Network Quality is the important factor which have been consider by the customers before choosing an MNP.
- It was find that a large proportion of the respondents have chosen an MNP because the operators recommended by family members, friends and peers
- 41% respondents were businessmen, 36% employees, 15% students, 5% professionals, and 3% respondents were other occupations.
- 15.5% respondents are using Idea, 36% Airtel, 39.5% Vodafone, 9% BSNL. From this we come to know that largest segment of respondents are of Vodafone then come Airtel, Idea and BSNL. Hence, the majority of the market share is captured by Vodafone.

Suggestions:

- The Airtel network is good compare to the other service providers in rural and urban areas of Kurnool district. The packages are also good but the packages are attracting business people and the employees only. If Airtel wants to capture the customers they have to give more attracting packages.
- The Vodafone network is good in the urban areas but it is poor in the rural areas of Kurnool district. The majority subscribers of Vodafone are in urban areas only. If they want to increase their subscriber base they have to increase their network in the rural areas. The market share of Vodafone is good when compare to the other players in the market.
- The network of Idea is good in the urban areas but it is poor in the rural areas of Kurnool district. The market share of Idea is also good but the services and packages offered by Idea are not attracting the customers. The market share of Idea is poor. If they want to increase their subscriber base they have to increase their network and they have to give more attracting packages.

- The network of BSNL is excellent in every part of India. But the packages are very poor. The market share is also less when compare to the other players. If they want to increase their market share in the student community they have to give more attracting packages. 5. Customers want more improvement in service.
- Because of stiff competition and fierce price war, every operator offers a virtually similar plan to their customers. So operators should adopt service-centric approach to increase the loyalty and customer base.
- „Rural value added services like mandi rates, soil information and weather forecasts help operators in the revival of revenues.
- Operators should focus on investment to expand their network coverage and connectivity.
- Individual service quality can be improved by immediate of customer complaints feedback and registration of Do Not Disturb (DND).

Conclusion:

This study showed that the level of satisfaction of customers towards "service providers in Kurnool district was good. The main criteria of selecting the mobile network provider is the network and the friend circle if many users in their friend circle people are going to that service provider. The packages are playing vital role in choosing a particular service. In this area packages offered by Vodafone are comparatively better than the other service providers that's the reason market share of Vodafone is more than the others. The network of Vodafone is poor in rural areas they have to improve the network if they want to increase their subscriber base. The customer care of Vodafone is good.

The network and packages of Airtel is good so, it occupies the second place in the market share of customers. The majority subscribers of Airtel are business people the packages and services are more beneficial to them. If Airtel wants to increase their subscriber base they have to give more attracting packages. The customer care of Airtel is good. Idea occupies third place in the market share of customers. The network and packages are average. The customer care of Idea is poor. BSNL occupies fourth place in the market share of customers. The network of BSNL is excellent in every part of Kurnool dist. but the packages and the customer care of BSNL is very poor.

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