

Consumer Behavior Towards new Mobile Connection in Surat city



Management

KEYWORDS : Consumer behavior, Mobile phone usage, Influential factors, India.

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ABSTRACT

In recent years, the adoption of mobile phones has been exceptionally rapid in many part of the world, and especially in India where cellular phones are nowadays almost as common as wrist watches. While mobile phone usage is rather an unexamined genre in academic literature, this study attempts to investigate consumer purchasing motives in cellular phone markets. This paper surveyed 190 consumers and look at their motives to purchase new mobile phones on one hand and factors affecting operator choice on the other. The result indicate that while price and properties were the most influential factors affecting the purchase of a new mobile phone, price , audibility and friends' operator were regarded as the most important in the choice of the mobile phone operator. This paper concludes with a discussion of contributions and proposes ideas for future studies in this area.

INTRODUCTION

The Indian Telecommunications network growing rapidly. The wireless technologies currently in use are Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). There are primarily 9 GSM and 5 CDMA operators providing mobile services in 19 telecom circles and 4 metro cities, covering 2000 towns across the country. For a common man it is very important to exchange their daily information. In the modern world everyone wants to communicate with each other as soon as possible. Even while they are in the lift or somewhere else they want communication within a fraction of second at quick speed with clear voice, without any disturbance. For doing a simple task like calculation or playing games they are using cell phones. Cell phones become back boon for the common man without which the survival of them is not possible. It is necessary for the service provider to satisfy their customers otherwise switching of customer to other service provider is possible. Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behavior they show during searching, purchasing and disposing the products. Before business can develop marketing strategies, they must understand what factors influence buyer's behavior and how they make purchase decisions to satisfy their needs and wants. Buyers are moved by a complex set of deep and subtle emotions The study at hand will throw light on the customer behavior towards purchasing of new cell phone connection.

OBJECTIVE OF THE STUDY

- To ascertain the attributes which influenced the customer's in selecting a particular cell phone services provider.
- To study the consumer's behavior towards different cellular service providers.
- To assess the general problems faced by the cellular service users.

RESEARCH METHODOLOGY

Research Design : Exploratory, Descriptive

Research Instrument : Questionnaire

Data collection methods

Primary data: Primary data was collected by direct from respondents with help of questionnaire.

Secondary data: Secondary data was collected from books, internet, newspaper & magazine etc.

Sample size : The sample size covered for the purpose of this study is 190

Sampling unit: The sampling unit comprises the respondents who are using cell phones in surat city.

Sampling Design: Here non-probability convenience sampling has been used.

FINDINGS

- On the basis of consumer preference, majority of the peo-

ples are preferred Vodafone. On the basis of age group, most of the respondents (40%) are using Vodafone, who are in the age group above 25 years.

- On the basis of marital status unmarried respondents are using more cell connections than married respondents.
- On the basis of educational qualification, most of the graduates are using cell connections.
- On the basis of occupation, majority of employees from different companies are using cell connections.
- On the basis of family income, 27.36% of the respondents are using cell connections, which are getting less than Rs. 5000.
- Majority of the respondents are influence by friends for buying cell connections.
- Majority of the peoples are using cell connections for personal usage as well prepaid scheme
- Majority of the peoples are using cell connections for both incoming and outgoing.
- On the basis of performance, majority of the respondents are highly satisfied with Vodafone.
- On the basis of periodical offers, majority of the peoples highly satisfied with Airtel.

LIMITATIONS OF THE STUDY:

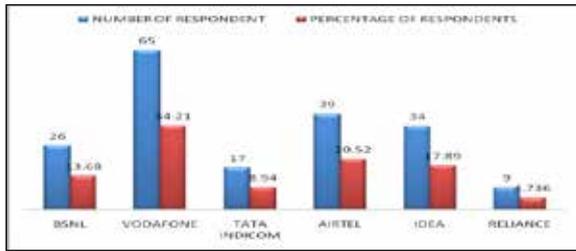
- This study is restricted only to the Surat. So, the results may not be applicable to other areas.
- This study is based on the prevailing customer's satisfaction. But the customer's satisfaction may change according to time, fashion, technology, development, etc.
- As per the population of the study is huge, a sample size of 190 sample respondents is only covered till now.
- Lack of awareness about the Company's products & services among the customers may hamper the primary data collection.
- Data collection of exact data for the research is not possible because there is a gap between what respondent say and what they actually do.
- Information provided by the customers may not be accurate. They may hide some of the information at the time of filling up the questionnaires.

DATA ANALYSIS AND INTERPRETATION

Table No.-1 Consumer Preference Towards Cell Phone Service Providers

S.NO	NAME OF THE CELLULAR SERVICE PROVIDER	NUMBER OF RESPONDENT	PERCENTAGE OF RESPONDENTS
1	IDEA	26	13.68
2	VODAFONE	65	34.21
3	BSNL	17	8.94
4	AIRTEL	39	20.52
5	RELIANCE	34	17.89
6	TATA INDICOM	9	4.736
	TOTAL	190	100

Figure No.-1 Consumer Preference Towards Cell Phone Service Providers



INTERPRETATION:

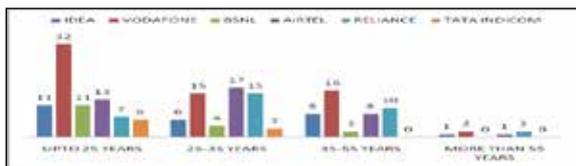
Most of the respondents are using Vodafone (34.21%) and 20.52% of the respondents are using Airtel. About 17.89% are using Reliance, while 13.68% are using Idea. List one is Tata Indicom. Others are using different cell phone service provider.

Table No: 2 Consumer's Preference Towards Cell Phone Service Providers On The Basis Of Age Group

S.NO	SERVICE PROVIDER	UPTO 25 YEARS		25-35 YEARS		35-55 YEARS		MORE THAN 55 YEARS		TOTAL	
		A	B	A	B	A	B	A	B	A	B
1	IDEA	11	13.75	6	10	8	18.18	1	16.67	26	13.68
2	VODAFONE	32	40	15	25	16	36.36	2	33.33	65	34.21
3	BSNL	11	13.75	4	6.67	2	4.54	0	0	17	8.94
4	AIRTEL	13	16.25	17	28.33	8	18.18	1	16.67	39	20.52
5	RELIANCE	7	8.75	15	25	10	22.72	2	33.33	33.33	17.89
6	TATA INDICOM	6	7.5	3	5	0	0	0	0	0	4.736
		80	100	60	100	44	100	6	100	190	100

A= NUMBER OF RESPONDENT
B= PERCENTAGE OF RESPONDENTS

Figure No: 2 Consumer's Preference Towards Cell Phone Service Providers On The Basis Of Age Group



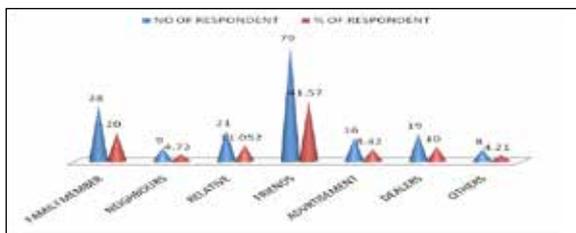
INTERPRETATION:

Among respondents up to 25 years of age group, majority of them are using Vodafone followed by Airtel users (20%). Consumers in the age group of 25 - 35 years 28.33% of respondents mostly prefer Airtel and 25% of the respondents are using Reliance 36.36% of customers, who are in the age group of 35 - 55 years are using Vodafone.

Table No.- 3 Table Showing Various Factors Inducing To Purchase The Mobile Connections

S. NO	INFLUNCING FACTOR	NO OF RESPONDENT	% OF RESPONDENT
1	FAMILY MEMBER	38	20
2	NEIGHBOURS	9	4.73
3	RELATIVE	21	11.052
4	FRIENDS	79	41.57
5	ADVERTISEMENT	16	8.42
6	DEALERS	19	10
7	OTHERS	8	4.21
	TOTAL	190	100

Figure No- 3 Table Showing Various Factors Inducing To Purchase The Mobile Connections



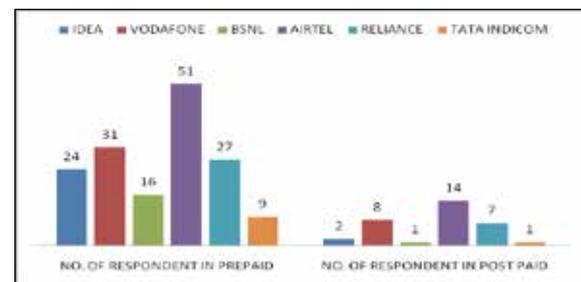
INTERPRETATION:

On the basis of purchase influence the cellular connections 41.57% of the respondents are influence by their friends, and neighbors have the least effect on the respondents (4.73%) in inducing them to buy a particular mobile connection.

Table No.-4 Consumer's Preference Towards Cell Phone Service Provider On The Basis Of Scheme

S.NO	NAME OF THE CELLULAR SERVICE PROVIDER	NO. OF RESPONDENT IN PREPAID	NO. OF RESPONDENT IN POST PAID
1	IDEA	24	2
2	VODAFONE	31	8
3	BSNL	16	1
4	AIRTEL	51	14
5	RELIANCE	27	7
6	TATA INDICOM	9	1
	TOTAL	158	32

Figure No.-4 Consumer's Preference Towards Cell Phone Service Provider On The Basis Of Scheme



INTERPRETATION:

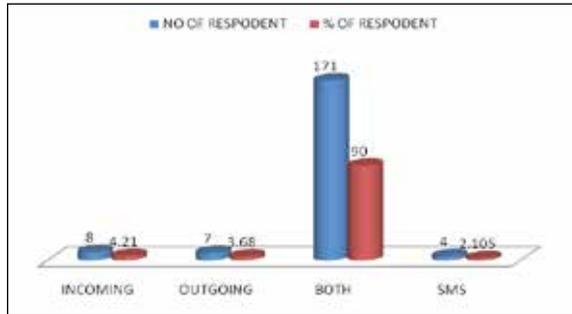
In prepaid, majority of the respondents are using Airtel followed by Vodafone.

Table No.-5 Composition Of Respondents On The Basis Of Usefulness Of Mobile Connections

S. NO	USAGE	NO OF RESPONDENT	% OF RESPONDENT
1	INCOMING	8	4.21
2	OUTGOING	7	3.68

3	BOTH	171	90
4	SMS	4	2.105
	TOTAL	190	100

Figure No.-5 Composition Of Respondents On The Basis Of Usefulness Of Mobile Connections



INTERPRETATION:

Majority of the respondents are using cellular services for both incoming and outgoing calls and very few respondents are using it for other purposes.

Table No.-7 Consumer's Satisfaction Level The Basis Of Periodical Offers Provided By The Service Providers

SR NO	SERVICE PROVIDER	HIGH SATISFACTION		SATISFACTION		LOW SATISFACTION		TOTAL	PERCENTAGE
		A	B	A	B	A	B	A	B
1	IDEA	10	25.64	11	12.35	5	8.06	26	13.68
2	VODAFONE	18	46.15	33	37.07	14	22.58	65	34.21
3	BSNL	5	12.82	11	12.35	18	29.03	34	17.89
4	AIRTEL	3	7.69	21	23.59	15	24.19	39	20.52
5	RELIANCE	0	0	9	10.11	8	12.9	17	8.94
6	TATA INDICOM	3	7.692	4	4.49	2	3.22	9	4.736
	TOTAL	39	100	89	100	62	100	190	100

A=NUMBER OF RESPONDENT
B= PERCENTAGE OF RESPONDENT

Figure No.-7 Consumer's Satisfaction Level The Basis Of Periodical Offers Provided By The Service Providers

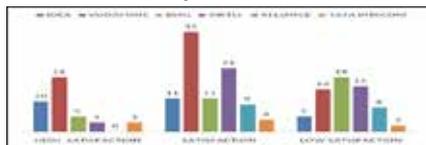


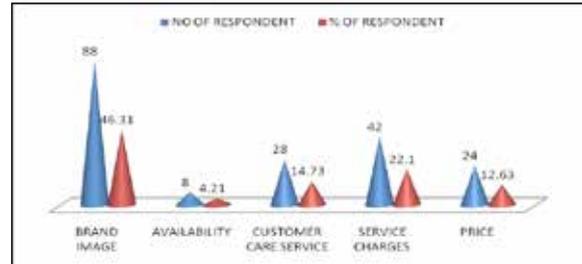
Table No.- 8 Consumer's Satisfaction Level On The Basis Of Outgoing Call Charges Of Service Providers

SR NO	SERVICE PROVIDER	HIGH SATISFACTION		SATISFACTION		LOW SATISFACTION		TOTAL	PERCENTAGE
		A	B	A	B	A	B	A	B
1	IDEA	8	20	11	13.85	7	10.14	26	13.68
2	VODAFONE	15	37.5	28	34.56	22	31.9	65	34.21
3	BSNL	6	15	12	14.81	16	23.18	34	17.89
4	AIRTEL	7	17.5	17	20.98	15	21.73	39	20.52
5	RELIANCE	1	2.5	9	11.11	7	10.14	17	8.94
6	TATA INDICOM	3	7.5	4	4.93	2	2.89	9	4.736
	TOTAL	40	100	81	100	69	100	190	100

Table No.- 6 Influencing Factors To Purchase The Cell Phone (Another View)

S. NO	FACTORS	NO OF RESPONDENT	% OF RESPONDENT
1	BRAND IMAGE	88	46.31
2	AVAILABILITY	8	4.21
3	CUSTOMER CARE SERVICE	28	14.73
4	SERVICE CHARGES	42	22.1
5	PRICE	24	12.63
	TOTAL	190	100

Figure No.- 6 Influencing Factors To Purchase The Cell Phone (Another View)

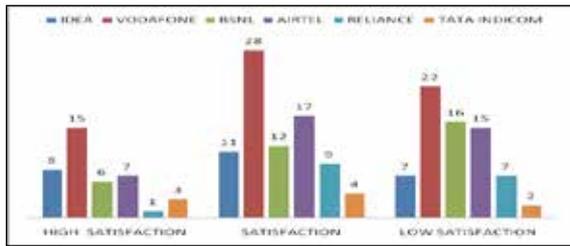


INTERPRETATION:

46.31% of respondents are purchasing the particular service by its brand image, and 22.10% of respondents are choosing the particular service provider by their service charges.

INTERPRETATION:

On the basis of periodical offers 46.15% of Vodafone respondents are highly satisfied.

Figure No- 8 Consumer's Satisfaction Level On The Basis Of Outgoing Call Charges Of Service Providers**INTERPRETATION:**

On the basis of outgoing call charges, 37.5% of Vodafone respondents are highly satisfied and only 2.5% of respondents are

satisfied for the outgoing call charges of Tata Indicom. 34.56% of respondents are average satisfied about the outgoing call charges of Airtel.

CONCLUSION

The study in hand reveals that consumers prefer a particular mobile phone service provider on the basis of call tariffs, network coverage and value added services. The consumers are highly influenced by their family members, friends and advertisement while selecting or buying a mobile phone service provider. It is concluded from the study that consumers prefer prepaid plans and all most every consumer treat their mobile phone as a necessity. They generally use their mobile phone for their personal use and for both Incoming and outgoing calls. The study reveals that Vodafone is the most preferred mobile phone service providers in surat city among consumers.

REFERENCE

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