



Perceived Satisfaction of Mobile Prepaid Users and demographic factors

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ABSTRACT

This paper studies the perceived satisfaction of mobile prepaid users based on various factors in Gujarat. It evaluates the difference of satisfaction for some demographic groups of mobile prepaid users. A sample of 216 consumers was personally surveyed using structured questionnaire. Using statistics like descriptive analysis, t – test and ANOVA test the hypotheses were tested. The t – test and ANOVA test were applied for different demographic groups. Significant difference of satisfaction is found out in education groups while there are no significant differences found in gender, age or income groups. The findings may be useful for decision makers and further researchers to serve to different demographic groups.

Keywords : Mobile user; Consumer Satisfaction; Demographic factors; Prepaid card; Gender; Age; Education; Income

1. Introduction.

Mobile i. e. cellular phone is an instrument which is well known than any other electronic instruments today. It became a part of necessity goods today.

Although aggressive pricing strategy is employed to enhance consumer satisfaction but, it is apparently seen that it has failed to maintain consumer satisfaction.

2. Review of literature.

The paramount goal of marketing is to understand the consumer and to influence buying behaviour. One of the main perspectives of the consumer behaviour research analyses buying behaviour from the so-called "information processing perspective" (Holbrook and Hirschman 1982).

The demographics and consumer satisfaction in general is related as observed by several researchers in services marketing (Badiyani, 2009). Gender is not found very much impacting factor in adoption of technology in general (Taylor and Todd, 1995) but when we talk of technology, men found more likely to adopt the technologies (Gefen and Straub, 1997). Adoption of innovation is directly related with education and income (Karjaluoto, Mattila and Pentto, 2002).

It is examined that attitude of the respondents using mobile phones was not influenced by either education or occupation and income (Nandhini, 2001). It is found that advertisements play a vital role in influencing the customers but most of the customers are of opinion that promotional strategies of mobile companies are more sales oriented to customer oriented (Kalpana and Chinnadurai, 2006). It is suggested that service quality, price, product quality and availability and promotional offer play a dominant role during the time to choose mobile provider (Haque et al. 2007). It is observed that most of the respondents consider size, quality, price, instrument servicing are important factors for selecting the handset while majority of the respondents are satisfied over the quality of services, payment system, coverage area and the process of attending the complaints regarding the service provider (Samuel, 2002).

3. Objectives and hypotheses.

The objectives of the study are

1. To identify
- 1) the difference of perceived satisfaction between male and

female.

- 2) the difference of perceived satisfaction among different age groups.
- 3) the difference of perceived satisfaction among different education groups.
- 4) the difference of perceived satisfaction among different income groups.

From the objectives, following are the hypotheses framed.

- Ho1 : There is no significant difference of perceived satisfaction between male and female.
 Ho2 : There is no significant difference of perceived satisfaction among different age groups.
 Ho3 : There is no significant difference of perceived satisfaction among different education groups.
 Ho4 : There is no significant difference of perceived satisfaction among different income groups.

4. Research methodology.

4.1. Data collection, sample and tool.

The first concern here is to identify key factors for selection and use of cellular networks. The 9 factors for cellular network usage is taken here for the purpose. Through a structured questionnaire data were collected for final analysis. Out of total 300 questionnaires administered, 216 questionnaires were found valid for analysis. Sampling technique used here is convenience sampling. Survey questionnaire included a number of questions related to cellular network users' satisfaction and the responses have been recorded on five point likert type scale The questions related to demographic profiles of the respondents such as gender, age, education and income were also included.

4.2. Data analysis.

Data collected were analysed through MS Excel and SPSS. Data analysis methods included are t test, ANOVA test and median ranking.

5. Data Analysis and Discussion.

Satisfaction of each of 16 factors is measured on five point likert scale. The reliability analysis is done for 9 factors and the cronbach alfa found is 0.8056. Comparison of observed satisfaction is also made on the basis of various demographic factors which is shown below.

5.1. Respondents' profile.

The respondents' demographic profiles are shown in table 1.

Table 1.
Demographic profile of consumers.

Gender groups	%	Education groups	%		
Male	119	55.09	Upto schooling	52	24.07
Female	97	44.91	College graduate	118	54.63
Age groups (years)		Post graduates or more	46	21.30	
Less than 18	33	15.28	Income groups (p. a.)		
18 – 40	89	41.20	Less than 1,00,000	45	20.83
Above 40	94	43.52	1,00,001 – 3,00,000	84	38.89
			Above 3,00,000	87	40.28

5.2. Comparison of satisfaction through different demographic factors.

Various factors are considered for comparison like gender, age, education and income.

5.2.1. Gender wise analysis.

Table 2.

t test for gender wise analysis.

Gender.	No. of respondents.	Mean	Std. Deviation	t.
Male.	119	27.5882	5.9595	0.858
Female.	97	26.8969	5.8086	

From the above table, it is clear that the t value for this set of sample is not significant at 0.05 level. So, null hypothesis is accepted. Thus, it is believed that there is no significant difference in observed satisfaction between male and female respondents.

5.2.2. Age wise analysis.

Table 3.

One way ANOVA for age wise analysis.

Age groups.	No. of respondents.	Mean	Std. Deviation	F
Less than 18	33	28.1818	6.3809	0.586
18 – 40	89	26.8876	5.8726	
Above 40	94	27.3298	5.7518	
Total	216	27.2778	5.8886	

From the above table, it is clear that the F value for this set of sample is not significant at 0.05 level. So, null hypothesis is accepted. Thus, it is believed that there is no significant difference in observed satisfaction among different age groups.

5.2.3. Education wise analysis.

Table 4.

One way ANOVA for education wise analysis.

Education groups.	No. of respondents.	Mean	Std. Deviation	F
Upto schooling.	52	27.6731	6.0414	5.148
College graduate.	118	26.2627	5.7400	
Post graduates or more.	46	29.4348	5.5684	
Total	216	27.2778	5.8886	

From the above table, it is clear that the F value for this set of sample is significant at 0.05 level. So, null hypothesis is not accepted. Thus, it is believed that there is significant difference in observed satisfaction among different education groups. To know that which group has more differences, Tuckey HSD test is carried out as given below.

Table 5.

Multiple Comparisons Tuckey HSD for education groups.

Education groups.	Education groups.	Mean Difference (I-J)
Upto schooling	College graduate	1.4104
	Post graduates or more	-1.7617
College graduate	Upto schooling	-1.4104
	Post graduates or more	-3.1721*
Post graduates or more	Upto schooling	1.7617
	College graduate	3.1721*

* The mean difference is significant at the .05 level.

5.2.4. Income wise analysis.

Table 6.

One way ANOVA for income wise analysis.

Income groups.	No. of respondents.	Mean	Std. Deviation	F
Less than 1,00,000	45	28.8222	6.4254	2.654
1,00,001 – 3,00,000	84	26.3452	5.2744	
Above 3,00,000	87	27.3793	6.0506	
Total	216	27.2778	5.8886	

From the above table, it is clear that the F value for this set of sample is not significant at 0.05 level. So, null hypothesis is accepted. Thus, it is believed that there is no significant difference in observed satisfaction among different income groups.

6. Implications and conclusion.

Only education groups have differences of perceived satisfaction while gender, age or income groups do not have significant differences of perceived satisfaction. This shows that decision makers should pay more attention to education groups while studying consumer behaviour, segmentation as well as positioning. Further researchers even can consider this results for further researches like factors analysis or weightages to factors.

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