



Subscribers Confusion In Selecting Mobile Network Service With Special Reference To Coimbatore City Tamilnadu

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ABSTRACT

The implementation of LPG developed the entry of foreign countries and the life style of the people. The development increases the needs of mobile telecom service considerably in India and India plays the role of second largest network in the world. In the competitive world the development and survival is depending on various features provided by service provider to connect anyone at any time at any place. The various factors are considered by subscribers before selecting network service provider and they are comparing the features between different service providers to get the best one at cheapest cost. As there are number of players in the market coming out with innovative service strategies the customers face confusion in selecting the mobile network service. So the study aims to examine the subscriber's confusion in selecting mobile network service.

Keywords : subscriber's confusion, mobile network service, confusing factors

Introduction

India liberalized the telecommunication service in 1992 to bridge the gap and make telecom service available. License granted to operate cellular service in Delhi, Kolkata, Mumbai, and Chennai by government of India in 1994. In Calcutta Modi Telstra's Mobile Net service inaugurated the first mobile network service in 1995. The usage of mobile network increased between subscribers by reducing the tariff from Rs to paisa increased the subscriber's base and India touches the 939.57 million as on Aug 2012. According to the recent survey report world telecommunication industry concur India overtake the china and becomes leading mobile users in 2013 with 1.200 billion users. The tougher competition between different network service providers made them to go with different offers, value added service etc to avoid the competition mean time it creates the confusion between subscribers in selecting the mobile network. By knowing the factors creating confusion between subscribers they can take remedial measures to overcome the confusion

Mobile network service providers in India

Airtel

In 1992 owned a bid to build cellular network and established the business in 7th July 1995 and commenced the business in 18th July 1996. Various offers provided by airtel

5% cash back on airtel postpaid

Super value talk time

HFZ Prepaid Plan: MRP - 40.00 Local SMS: 1.00 Local Calls: 1.2 Paise per Sec STD Calls: 1.2 Paise per Sec

Freedom 3 Plan: MRP - 99.00 Local SMS: 1.00 Local Calls: 1.2 Paise per Sec STD Calls: 1.2 Paise per Sec

Freedom 2 Plan: MRP - 48.00 Local SMS: 1.00 Local Calls: 1.2 Paise per Sec STD Calls: 1.2 Paise Per Sec

Freedom 1 plan: MRP - 33.00 Local SMS: 1.00 Local Calls: 1.2 Paise per Sec STD Calls: 1.2 Paise Per Sec

FFCO Plan: MRP - 25.00 Local SMS: 1.00 Local Calls: 1.2 Paise per Sec STD Calls: 1.2 Paise per Sec

Freedom 249 plan: Mobile internet

BHARAT SANCHAR NIGAM LIMITED

In the year 2000 the telecom service was provided by Bharat Sanchar Nigam in India. The function of BSNL is under the protection of ministry of communication, telecommunication department, and government of India. Various plans provided by the BSNL

Plan: 99

Plan: 225

Plan: 325

Plan: 725

Plan: 150

Plan 175

Home Unlimited

Reference Tariff Plan

Talk More Postpaid Plan

Vodafone

Racal Electronics plc's subsidiary Racal Strategic Radio Ltd along with Millicom and the Hambros Technology incorporated Vodafone in 1982 by joint venture in the ratio 80%, 15% and 5%. Various offers provided Vodafone

Prepaid offers on top up charge	3GSUPERCOMBO499
E recharge mobile top up vouchers for prepaid connection	All share 499
Chota Recharge top up	Rgarp499indtn
Bonus Cards	Simply Unlimited 599
Recharge with e Top Up	Reliance899 Unlimited
Call Management Services	Reliance 1299 Unlimited
Tunes and downloads	Reliance Totally Unlimited @1499,
Mobile Number portability	Review of Literature
New Super Talk More (Per Minute)	A review of previous studies has supported the researcher to conduct the present study. The previous study was examined and certain area which requires more attention has been considered in the present study.
New Super Combo – High	
New Super Combo – Low	Jacoby et al., (1974) , in his study he revealed that the confusion create the feeling best buy not acquired and the another one was better.
New Super Talk More (Per Second)	
Vodafone delight	
Reliance In Delhi the reliance communication is incorporated in the year 2002 and major role played by reliance in telecommunication. Various tariff plan from Reliance.	Malhotra (1982) , in his study he explains decision quality blow on high level of information. The study supports the simple rules and choices and heuristic consumers' decision to accomplish the purchase objective.
Simple 99	Mitchell et al., (1999) , in his research he observed the information processing and decision making affected by the effect of confusion. So the consumer may be conscious or unconscious of confusion.
Rgsimplespl99	
Simple125	Kohli et al., (1997) , in his study he examined the branding consumer goods insight from theory and practical. The study reveals the consumers pick and choose the parallel names, as a replacement for of target names
Simple125	
6AS45NEW_Joy149	Peter W. Turnbull (2000) , examined the customer confusion: the mobile phone market. It results in mobile phone market the confusion exists between customers. He suggests brand image and word of mouth referred as important point for consumers and by reducing call charges, maintaining service quality retain the customer and it does not bring loss on the market.
5NE45-Newjoy149	
Simpleppm149	OBJECTIVES OF THE STUDY
Simpleppm149	Primary Objectives To study the factors creating confusion in selecting mobile network service.
Rgnj199soho	Secondary Objectives To study the respondents confusion in selecting mobile network service provider.
Rgsimplepps199n	To study the respondents confusion in getting information from Sources of awareness.
Simplepps199n	To study the Respondents confusion in selecting type of network connection.
3G Super combo 199	RESEARCH METHODOLOGY:
3G Super combo 199	Redman et al (1923) defines research as the new information is gathered by regulating the attempt.
3G Super combo 199	Primary Data The structured questionnaire is used to collect the primary data through personal interview.
3G Super combo 199	Secondary Data Secondary data is collected by referring related books, journals, websites and magazines.
Simplepps199_1.2N	Sample size and design The sample size of 200 respondents selected by using Non
Rgplatinum 225	
Rg Nj249k	
Special249	
SimplyUnlimited299	
Simplefv399	
Simplefv399	
Spunltdonnet 440	

probability convenient sampling.

HYPOTHESIS

The following hypothesis is created to test the variables

H0: There is no significant relationship between gender confusion and factors confusing selection of mobile network service.

TOOLS FOR ANALYSIS AND INTERPRETATION

The data were analyzed with help of statistical tools like Percentage analysis, and weighted average method.

Table 1 Respondents based on gender

Gender	Male	Female	Total
Respondents gender	115 (57.5%)	85 (42.5%)	200 (100%)

Source: Primary data

The above table shows on the basis of the gender it is observed (57.5%) of the respondents are males and (42.5%) of the respondents are females.

Table 2 Respondents confusion in selecting network connection based on age

Age	Respondents gender		
	Male	Female	Total
<20	31 (15.5%)	21 (10.5%)	52 (26 %)
20- 30	38 (19%)	25 (12.5%)	63 (31.5%)
30-40	27 (13.5%)	23 (11.5%)	50 (25%)
Above 40	19 (9.5%)	16 (8%)	35 (17.5%)
Total	115(100%)	85 (%)	200 (100)

Source: Primary data

The above table shows the classification of the respondent's confusion in selecting network connection on the basis of age. It is observed that majority of the respondents (31.5%) belong to age group 20-30, which have been contributed by 19% of male and 12.5% of female respondents. 9.5% of male and 8% of female respondents totaling to (17.5 %) belong to age group Above 40. Rest of the respondents belong to <20, 30-40 age group.

Table3: Respondents confusion in selecting network based on occupation

Occupation	Respondents gender		
	Male	Female	Total
Government employee	20 (10%)	12(6%)	32 (16%)
Private employee	37 (18.5%)	35 (17.5%)	72 (36%)
Business	46 (23%)	29 (14.5%)	75 (37.5%)
Retired persons	12 (6%)	9 (4.5%)	21 (10.5%)
Total	115(57.5%)	85(42.5)	200 (100%)

Source: Primary data

The Majority of respondents running their own business need a network service with attractive value added service at cheapest cost for their business development. From the above table it is observed that (37.5%) of the respondents running their own business getting confuse in selecting network service segmented as 23% male and 14.5 % female respondents. The retired persons are depending on their

pension so they expect special offers and some important factors to prefer the network service. 6% of male and 4.5% of female respondents totaling (10.5%) are retired persons getting confuse in selecting network. Under various occupation government employees, Private employees, scholars are getting confusion in selecting network.

Table 4: Respondents confusion in selecting type of network connection

Confusion in Selecting Network Connection	Respondents gender		
	Male	Female	Total
Prepaid	24 (12%)	24 (12%)	48 (24%)
Post paid	91(45.5%)	61 (30.5%)	152(76%)
Total	115(57.5%)	85 (42.5%)	200 (100%)

Source: Primary data

The above table exposes (76%) of the respondents getting confuse in preferring post paid connection segmented as 45.5% male and 30.5% female respondents. Rest of the respondents getting confuse in preferring prepaid connection.

Table 5: Respondents confusion in selecting network company service

Selecting network company service	Respondents gender		
	Male	Female	Total
Airtel	31 (15.5%)	27 (13.5%)	58(29%)
Reliance	23 (11.5%)	19 (9.5%)	42(21%)
BSNL	32 (16.0%)	20 (10%)	52 (26%)
Vodafone	29 (14.5%)	19 (9.5%)	48 (24%)
Total	115 (100%)	85 (100%)	200(200%)

Source: Primary data

From the above table it is observed that (29%) of the respondents are getting confused in preferring airtel segmented as 15.5 % male and 13.5 % female respondents. 11.5 % of male and 9.5 % of female respondents totaling to (21%) are getting confused in preferring Reliance. Rest of the respondents is getting confused in preferring BSNL, Vodafone.

Table 6: Respondents confusion based on Sources of awareness

Confusion based on Sources of awareness	Respondents gender		
	Male	Female	Total
Friends	32 (16%)	21 (10.5%)	52 (26.5%)
Relatives	22 (11%)	19 (9.5%)	42(20.5%)
Dealers suggestions	28 (14%)	20(10%)	48(24%)
Advertisement	33 (16.5%)	25 (12.5%)	58 (29%)
Total	115(100%)	85(100%)	200 (200%)

Source: Primary data

The above table exposes the segmentation of respondents as 16.5 % of male and 12.5% of female respondents totaling

(29%) are getting confused through advertisement. 11% of male and 9.5 % of female respondents are getting confused with Relatives references. Rest of the respondents are getting confused with their friend's suggestions.

Table 7: Most Important Factor and Least Important Factor confuse the subscribers during the mobile network selection

1- Most Important 7- Least Important

			1	2	3	4	5	6	7	Total	$\frac{\sum fx}{\sum x}$	rank
Customer service	f	M	65	14	12	9	8	4	3	115	8.92	VII
	fx	M	65	28	36	36	40	24	21	250		
	f	F	20	21	15	12	7	6	4	85	9.07	VI
	fx	F	20	42	45	48	35	36	28	254		
Network coverage	f	M	65	13	8	9	10	6	4	115	9.46	V
	fx	M	65	26	24	36	50	36	28	265		
	f	F	28	13	9	13	8	9	5	85	9.35	IV
	fx	F	28	26	27	52	40	54	35	262		
Promotional offers	f	M	59	15	20	8	7	4	2	115	9.07	VI
	fx	M	59	30	60	32	35	24	14	254		
	f	F	32	14	12	10	6	5	6	85	8.5	VII
	fx	F	32	28	36	40	30	30	42	238		
Value added service	f	M	27	30	12	10	12	16	8	115	13.3	I
	fx	M	27	60	36	40	60	96	56	375		
	f	F	22	12	11	9	13	8	10	85	10.6	I
	fx	F	22	24	33	36	65	48	70	298		
Brand Image	f	M	28	30	12	10	12	16	7	115	13.1	II
	fx	M	28	60	36	40	60	96	49	369		
	f	F	22	12	14	9	13	8	7	85	10.2	III
	fx	F	22	24	42	36	65	48	49	286		
Pricing structure	f	M	30	30	12	7	12	16	8	115	13.0	III
	fx	M	30	60	36	28	60	96	56	366		
	f	F	21	11	12	9	13	9	10	85	10.8	II
	fx	F	21	22	36	36	65	54	70	304		
Responsiveness	f	M	32	22	13	18	12	10	8	115	12.9	IV
	fx	M	32	44	39	72	60	60	56	363		
	f	F	20	15	13	16	9	7	5	85	9.8	V
	fx	F	20	30	39	64	45	42	35	275		

The above table shows that value added service (13.3) was given 1st rank by the male respondents considering it as most important factor and the respondents marked 7th rank for customer service (8.92) as least important one confusing the subscribers during the brand preference. Value added service (10.6) was given 1st rank by the female respondents considering it as most important factor and the respondents marked 7th rank for customer service (8.5) as least important one confusing the subscribers during the brand preference.

Table 8: Factors confusing network preference

	Gender	NC	BI	CS	PS	VS	PO	RS	Total
Airtel	M	6	5	3	4	7	5	1	31
	%	19	16	10	13	23	16	3	100
	F	5	5	3	3	6	3	2	27
	%	19	19	11	11	22	11	7	100
Reliance	M	3	3	5	6	2	1	3	23
	%	13	13	22	26	9	4	13	100
	F	2	3	5	3	2	3	1	19
	%	11	16	26	16	11	15	5	100
BSNL	M	3	9	5	3	5	2	5	32
	%	9	28	16	9	16	6	16	100
	F	2	3	4	5	1	3	2	20
	%	10	15	20	25	5	15	10	100

Vodafone	M	5	3	2	4	6	8	1	29
	%	17	10	7	14	21	28	3	100
	F	2	2	3	2	1	6	3	19
	%	11	11	16	11	5	31	15	100

NC: Network coverage, BI- Brand image, CS- customer service, PS-Pricing structure, VC - Value added service, PO- Promotional offers, RS- Responsiveness

23% of male respondents are getting confused with value added service of airtel. 22% of the female respondents are getting confused about network coverage of airtel. 26% of male respondents are getting confused with pricing structure of Reliance, 26% of the female respondents are getting confused with customer service of Reliance. 28% of male respondents are getting confused with Brand image of BSNL, 25% of female respondents are getting confused with pricing structure of BSNL. 28% of the male respondents are getting confused with promotional offers of Vodafone, 31% of the female respondents are getting confused with promotional offers of Vodafone.

Table 9

Ho: There is no significant relationship between gender confusion and factors confusing selection of mobile network service.

NC- Network coverage, BI- Brand image, CS- customer service, PS-Pricing structure,

VC - Value added service, PO- Promotional offers, RS- Responsiveness

Gender confusion/ confusing Factors	NC	BI	CS	PS	VS	PO	RS	Total
Male	14	12	16	15	22	24	12	115
Female	8	6	9	11	21	19	11	85
Total	22	18	25	26	43	43	23	200

Factor	Calculated chi square value	Table value	Degree of freedom	Remarks
chi square value	1.2026	12.592	6	Significance at 5% level

Calculated value (1.2026) is less than table value (12.592) so there is no significant difference between Gender confusion and factors confusing preference of network. Therefore Null Hypothesis is accepted.

FINDINGS

- Majority of the respondents (57.5%) are male.
- It was found that 19 % of the male respondents are from age group 20-30 and 12.5 % of the female respondents are from the same.
- It was observed that 37.5% of the respondents running their own business was segmented as 23% male and 14.5 % female respondents getting confused in selecting the network connection.
- Majority of the respondents (45.5% male and 30.5% female) respondents are getting confused in preferring post paid connection.
- Most of the respondents (29 %) are getting confused in preferring Airtel segmented as 15.5 % male and 13.5 % female respondents.
- 16.5 % of male and 12.5% of female respondents totaling to 29% are getting confused with advertisement.
- Value added service (13.3) was given 1st rank by the male respondents considering it as most important factor confusing the subscribers during the brand preference.
- Value added service (10.6) was given 1st rank by the female respondents considering it as most important factor confusing the subscribers during the brand preference.
- 20% of male respondents are getting confused about value added service of Vodafone and 20% of the female respondents are getting confused about network coverage of Vodafone. 26% of

male respondents are getting confused with pricing structure of BSNL and 26% of the female respondents are getting confused with customer service of BSNL. 28% of male respondents are getting confused with Brand image of reliance and 25% of female respondents getting confuse about pricing structure. 28% of the male respondents are getting confused with promotional offers of airtel and 26% of the female respondents getting confuse about airtel customer service.

- Chi square test was applied to know the impact of gender confusion on factors confusing preference of mobile network.

SUGGESTIONS

- The majority of them under the age category 20- 30 are getting confused in selecting the mobile network service. By clearing their confusion the service provider can make them to select the network service easily promotes the business.
- Occupation leads to income. Income leads to usage of network service. Majority of the respondents are running their own business and they are depending on network service for business development. By realizing the service provider must provide detail information about the various factors to clear the confusion running in the mindset of subscribers.
- Most of the respondents getting confuse in preferring postpaid connection. So the service provider need to explain about post paid connection and mean while by explaining various benefits value added schemes of post and prepaid connection assist the service provider to earn equal subscribers for both post and prepaid connection.

- Respondents getting more confuse in preferring airtel mobile network service when comparing with other service providers. So the airtel service provider must take necessary steps to create the clear information about the service provided by them mean while the other service provider need to take necessary steps to avoid the confusion arising between the subscribers.
- Advertisement is the power weapon to attack the subscribers mean while the different advertisement from different network service provider confusing the subscriber. By following a clear strategy of advertising assist the service provider to avoid the confusion arising between the subscribers and assist them to meet a healthy competition.
- Most of the respondents are getting confused in utilizing promotional offers from network service providers. The service providers must develop promotional methods to reduce the confusion arising in promotional offers.

Conclusion

The network service providers are facing heavy and stiff competition. To overcome the competition and to ensure their survival in the market, the service providers are offering different and attractive features in their service at various times. This in turn creates confusion and difficulty among the subscribers in selecting their network service. The service providers should concentrate on the reach of their special features and benefits to their customers rightly to avoid confusion and covert them as a loyal customer. Stop misleading them to avoid confusion.

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