Research Paper

Management

A Study on Consumer Attitude Towards Mobile Phone Service Providers in Tamil Nadu

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ABSTRACT

The present study is aimed to determine the consumer attitude and perception of mobile service providers in Tamil Nadu. A descriptive study was conducted to achieve the objectives. In total 200 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services and facilities like, voice clarity, customer care service, mode of connection, call drop, service quality, sales promotion offers, and value added services provided by the service provider. This research aims to recommend that telecom companies should focus on connectivity, call rate, coverage, call drops and network quality.

KEYWORDS | Customer Attitude, Mobile Product, Mobile Services

1.1 Introduction

The Indian telecom industry is characterised with intense competition, and continuous price wars. Currently, there are around a dozen telecom service providers who operate in the wired and wireless segment. The government has been periodically implementing suitable fiscal and promotional policies to boost domestic demand and to create volumes for the industry. The Indian telecom industry has immense growth potential as the teledensity in the country is just 36 as compared with 60 in the US, 102 in the UK and 58 in Canada. The wireless segment growth has played a dominant role in taking the teledensity to the current levels. In the next few years, the industry is poised to grow further; in fact, it has already entered a consolidation phase as foreign players are struggling to acquire a pie in this dynamic industry. The Indian telecom market is regulated by Telecommunication Regulatory Authority of India (TRAI) which acts as an independent regulator was set up in 1997 by the Indian Government. Despite several controversies, the TRAI has earned a reputation for transparency and competency. Today two types of mobile phone service providers operates in the Indian market, they are Global System for Mobile Communications (GSM) Code Division Multiple Access (CDMA). Presently India has nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world. The following telephone network service providers rendering services to Indian telecom sector. They are as follows State owned companies like - Bharat Sanchar Nigam Ltd and Mahanagar Telephone Nigam Ltd, Private Indian owned companies like – Airtel, Aircel, Vodafone, Tata Docomo, Idea, Uninor, Videocon, Reliance, MTS.

1.2 Objective:

To study the consumers' attitude towards various service offered by mobile service provider.

1.3 Review of Literature

Karthik,(2009), in his research," Customer Satisfaction on Mobile Service Provider Networks" aimed at understanding the customer satisfaction in mobile service providers to find out the customer satisfaction level in mobile service provider players in the market and to know the customer perception towards other mobile service providers, this survey was done in twin cities. From the analysis it was found that the choice of mobile handset and services cannot be separated if the customers are classified in to eight groups each with some special requirement service wise and handset s attribute wise. Catoiu

Iacob, Gardan Daniel Adrian, (2010), conducted a research on the topic, "Romanian Consumer Perception towards Mobile Marketing Campaigns". The qualitative research was regarding future trends of mobile marketing and mobile media. According to findings the perception of the Romanian consumers towards specific mobile marketing techniques is influenced primarily by perceptions towards mobile services in general, and there are still no brand images being associated with this new advertising channel. Yet there is consumers' willingness to use new communication channels if the messages are highly personalized and with a great extent of

addressability depending on user characteristics.

1.4 Methodology

In this study both exploratory and descriptive research design were applied. The data were collected through well designed questionnaire schedule and it was processed through tables and by proper structured. There were two method of data collection such as Primary data was collected b personal interview method by using a well designed questionnaire schedule. Secondary data has been collected from company profile, company newsletters, internet, books, news paper and magazine.

Table 1- Respondents on the basis of gender, income

Gender	No. of. Respondents	Percentage
Male	133	66.5
Female	67	33.5
Total	200	100
Income Group		
Below Rs 5000	28	14
Rs 5001- 10,000	31	15..5
Rs 10,001 – 15,000	78	39
Above 15,001	63	31.5
Total	200	100

Table 2 – Attitude towards Service quality, Billing information, VAS services, Mode of connection, Call drop, Customer Care service, Sales promotion offers.

Particulars	Highly satisfied	Satisfied	Neutral	Dis satisfied	Highly Dissatisfied
I. Service Quality					
Airtel	17	10	06	10	05
Aircel	14	11	09	08	10
Vodafone	18	15	11	06	08
BSNL	12	09	10	04	07
Total	61	45	36	28	30
II. Mode of Connection					
Prepaid	35	31	27	24	21
Post paid	25	12	09	08	08
Total	60	43	36	32	29
III. Call Drop					
Airtel	18	08	11	15	08
Aircel	20	07	06	10	09
Vodafone	24	13	07	12	09
BSNL	08	07	04	08	06
Total	60	35	28	45	32
IV. VAS Services					
Airtel	21	08	05	12	08
Aircel	18	07	04	12	10
Vodafone	23	09	06	11	07
BSNL	09	06	04	10	10
Total	71	30	19	45	35
V. Sales Promotion Offers					
Airtel	24	10	06	11	09
Aircel	21	09	06	05	11
Vodafone	22	11	05	06	05
BSNL	15	06	04	05	09
Total	82	36	21	27	34
VI. Customer Care services					
Airtel	13	16	04	08	05
Aircel	27	13	06	09	11
Vodafone	21	14	05	11	08
BSNL	12	08	07	03	05
Total	73	45	22	31	29
V. Voice Clarity					
Airtel	13	11	12	05	05
Aircel	12	15	10	03	05
Vodafone	15	17	12	08	06
BSNL	14	12	08	08	09
Total	54	55	42	24	25

1.5 Findings

In this research 133 respondents are male and 67 respondents are female. The majority of the respondents are in this research of Rs 10,000 to Rs 15, 000 income category. Depends upon the income basis they are using prepaid and post paid connections. Among the respondents Vodafone customers are highly satisfied. Majority respondents are having prepaid sim cards. The respondents feel the poor call drop facility in the Aircel and Airtel network. Customers are highly satisfied with the VAS (Value Added Service) in Airtel and Vodafone network. The respondents satisfied in the good customer care service in Aircel services. Majority of the respondents said that the sales promotion offer were good in Airtel, Aircel and Vodafone. The consumer feel that the voice clarity in Vodafone and BSNL networks.

1.6 Conclusion

This research study aims to point out that four factors, viz., service quality, VAS services, customer care services, sales promotion offers, call drop problems, voice clarity. This is very much played a vital role in the choice of a Mobile Service Providers. Due to stiff competitive pressure, the Indian Mobile market is flooded with variety of plans like, call tariff, and value added service and sales promotion offers should be enhance by the mobile operators to increasing the satisfaction level of the customer. Mobile service provider market is on booming stage and come out with the different plan and scheme with low service charges, which forced customer to thing about initial subscription cost, availability of plans as per requirement and tariff. From the above discussion, it can be conclude that mobile service provider should introduce moderate plans and enhance their services.

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