



ORIGINAL RESEARCH PAPER

Management

“A STUDY ON CUSTOMER PREFERENCE AND ATTITUDE TOWARDS DATA CARD SERVICE PROVIDERS WITH REFERENCE TO COIMBATORE

KEY WORDS: .

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ABSTRACT

The important aspect in the marketing field is to analyze the customer needs and thoughts. It is essential to know the customer preference before marketing any product. The main function of marketing is to analyze the customer's mindset and then advertising about the product begins. The customer satisfaction is the fundamental thing in any business organization. The project work “A study on customer preference and attitude towards data card service provider reference to Coimbatore city”, analysis the customer preference and attitude towards data cards especially AIRTEL, BSNL, RELIANCE and MTS. The research design is a descriptive research design and primary data have been collected through questionnaire. The statistical tools used are Simple percentage analysis, Rank analysis, Weighted Mean, Chi – Square and ANOVA. The findings from the analysis were discussed in detail and suggestions have been given.

INTRODUCTION

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants communicate within a fraction of second at quick speed with clear voice, without any disturbance. Like line crossing, out of order, etc. most of which lack in the connection given by the department of tele-communication. Day by day many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges, introduce varieties of data card models a healthy competition that benefits the subscribers. Hence in this context, it is important to study the functioning of data card service provider and the utilization of their services by the customers.

Customer preferences are changing day to day as per their needs. So it is important to analysis the customer preference and attitude to market a product.

REVIEW OF LITERATURE

Mr.S.Catherine rex (2013),“ A study on the customer preference towards BSNL mobile phones as compared to other brands”. The scope of the research is based on the telecom industry and it throws light on the brand preference of mobile phones with respect to BSNL. The result obtained from the study was BSNL got a satisfied mark in all areas, but their competitor Airtel leads them to a very big competition. More and effective way of tariff planning should be made to have a highly satisfied consumer base. Consumers prefer a MNC band due to the quality and technological superior features. Consumers also judge the after sale service availability of the company before Purchasing a mobile.

Dr. Rajesh K. Yadav and Mr.Nishant Dabhade (2013),“ Impact of Service Quality on Customer Satisfaction of Mobile Users – A Case Study of Airtel”. The aim of the study is to analyze the satisfaction level of customers on the basis of Quality of Service provided by Airtel. The customers were highly satisfied with the service quality and it was suggested to improve the after sales – service. There are some additional factors which affect quality of services. These are customer awareness, launch of services by operators, attractive/aggressive tariff plans, AS offerings, time to resolve disputes etc.

Mr. RAMULU BHUKYA and Dr. SAPNA SINGH (2013), “Brand Preference Of Students Towards Choosing Cellular Service Providers In Hyderabad City”. This study was to study the attributes considered by students while choosing a particular cellular service provider and to compare the gender differences while choosing cellular services and to identify the factors influencing the choice of service provider among students. According to the students the important factors are friends

followed by advertisement and family members next only comes in Dealer and Relatives. It is noted that Brand Loyalty is the least considered attributes among students. Marketers should give due importance to Network Coverage and competitive tariff plans along with good customer services apart from offering attractive promotional offers to satisfy subscribers which will constitute brand loyalty and ultimately leads to Brand preference.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- 1) To find out the customer preference towards various data cards
- 2) To find out the customer attitude towards various data cards.
- 3) To find out the most preferred data card of the consumers.

SECONDARY OBJECTIVE

- 1) To Study about the awareness among the customers about internet and data card.
- 2) To Study about purchase decision behavior of the customer.
- 3) To study about the factor influencing the buying of data card.

SCOPE OF THE STUDY

Scope of the study is among the mobile customers of AIRTEL, RELIANCE, BSNL and MTS as they are the leading data card suppliers in Tamilnadu. The growing competition in the global market is showing that it is becoming increasingly important for companies to grow with the expectation of their customers and gain new customers. As data card usage is increasing day to day, gaining knowledge about customers' behavior is substantively important which can only be examined by analyzing the role of various factors affecting purchasing behavior of data card among customers and processes. And also analyzing about the major four data card suppliers in Tamil Nadu it will be easy to find the best data card service provider. This research study will be useful for AIRTEL, RELIANCE, BSNL and MTS to understand the expectations and requirements for customers and can serve them in a better way.

RESEARCH METHODOLOGY

'Research' means a scientific and systematic search for pertinent information on a specific topic. Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

SAMPLING METHOD

The sampling method adopted for the study was non-probability sampling. The respondents were chosen on the basis of convenience. In other words sampling procedure adopted was

non-probability convenience sampling.

SAMPLE SIZE:

The sample size for the study was determined. A sample of 200 respondents was chosen for administering the questionnaire.

SAMPLE AREA:

The area for the study was conducted in Coimbatore city.

METHOD OF DATA COLLECTION

- The primary data was collected through questionnaire. The Secondary data refers to the information already collected and available for reference from sources such as Library, websites, journal books etc. Secondary data about the company profile and other details such were collected from the company websites and through personal discussion with the company.

STATISTICAL TOOLS USED IN THE STUDY

The collected data is tabulated and analyzed using

- Chi – Square Analysis
- ANOVA

DATA ANALYSIS AND INTERPRETATION

CHI SQUARE ANALYSIS - 1

CHI SQUARE TEST FOR PERSONAL FACTOR AGE AND MONTHLY AVERAGE HOURS OF INTERNET USAGE

Null Hypothesis:

H₀: There is no significant relationship between age and monthly average hours of Internet usage by the respondents

Alternative Hypothesis:

H₁ : There is significant relationship between age and monthly average hours of Internet usage by the respondents

Levels of Significant: α = 5%

Age\Hours of Net Usage	10 Hrs to 15 Hrs or >500 MB	15 Hrs to 30 Hrs or >500 MB to 1GB	30 Hrs to 45 Hrs or >1 GB to 2.5GB	45 Hrs & above or 2.5 GB & above	Total
15-25	46	33	14	3	96
26-35	28	35	13	2	78
35& above	17	3	5	1	26
TOTAL	91	71	32	6	200

Personal Factor Age & monthly average hours of Internet usage	Chi – Square Analysis (Calculated Value)	P value (Expected Value)	Significant/ Not significant	Hypothesis is Accepted / Rejected
	10.56	12.59	Not Significant	Accepted

INTERPRETATION

It is known from the above table, the calculated value is lesser than the expected value. So the null hypothesis is accepted and alternative hypothesis is rejected.

CONCLUSION

There is a no significant relationship between the age and monthly average hours of Internet used by the respondents.

ANOVA TEST - 1

ANOVA TEST FOR PERSONAL FACTOR AGE AND DATA CARD BRAND

Null Hypothesis:

H₀: There is no significant relationship between age and data card brand used by the respondents

Alternative Hypothesis:

H₁: There is significant relationship between age and data card brand used by the respondents

Levels of Significant: α = 5%

Age\Data Card	Airtel	BSNL	Reliance	MTS	Others	Total
15-25	38	17	13	13	15	96
26-35	20	15	29	11	3	78
35& above	5	3	5	11	2	26
TOTAL	63	35	47	35	20	200

Sources of variation	Sum of Squares(SS)	Degrees of Freedom	Mean Square(MS)	F-Ratio	5% F-Limit
Between Sample	342.66	4	85.66	0.803	3.48
Within Sample	1066.67	10	106.66		

INTERPRETATION

It is known from the above table, the calculated value is lesser than the expected value. So the null hypothesis is accepted and alternative hypothesis is rejected.

CONCLUSION

There is no significant relationship between the age and data card brand used by the respondents.

FINDINGS

FINDINGS OF THE STUDY

- It is inferred that in a month,39% of the respondents are spending Rs.300 to Rs.350 for using internet, 38% of the respondents are spending Rs.350 to Rs.500 for using internet,20.5% of the respondents are spending Rs.500 to Rs.800 for using the internet for and 2.5% of the respondents are spending Rs 800 and above for using internet .
- It is inferred that 48% of the respondents spent Below Rs 1500 for initial setup of data card, 38.5% of the respondents spent Rs1500 to 2500 for initial setup,6.5% of the respondents spent Rs2500 to 3500 for initial setup and 7% of the respondents spent more than Rs 3500 for initial setup .
- It is inferred that 21% of the respondents are using the data card from 1-6 months, 33.5% of the respondents using the data card from 7-12 months, 30.5% of the respondents using the data card from 1-one and a 1/2 years and 15% of the respondents are using the data card for more than one and a 1/2 years.
- It is inferred that there is a significant relationship between the data card brand used by the respondents and the satisfaction level of the data cards.
- It is inferred that there is significant relationship between the data card brand and durability used by the respondents

SUGGESTIONS

- To survive in such a competitive market, knowledge about the product is a must. For this there should be sustained efforts in making the consumer aware about the quality and its benefits. Companies should deliver attractive advertisements which contain information regarding its offers and discounts. Companies got a good tariff plan and other offers comparing with other service providers, but the customers are unaware about it. So effective advertisements only can serve the purpose tariffs.
- The company should provide free gift and some discounts in order to increase the customer preference of the data card.
- The majority of the customers are expecting to reduce the network traffic and to provide high speed for net connection.
- Depending on the market conditions / competition from other brands, there should be flexible pricing mechanism.
- BSNL and MTS have to offer additional features to attract more customers.
- MTS have to improve the customer service provided.

CONCLUSION

From the study it was found that the maximum respondents are using Airtel data card. The prominent factors are signal strength internet speed, tariff plan, easy handling of the internet data card and also the price. Though the airtel has got very good customer services and many attractive factors, it becomes the market leader

in the internet data card segment.

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