



ORIGINAL RESEARCH PAPER

Management

A STUDY ON FACTORS INFLUENCING THE VARIOUS DIMENSIONS OF PERSONALITY SCALE TOWARDS MOBILE PHONE SERVICE PROVIDERS

KEY WORDS:

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INTRODUCTION

Mobile phones have become part and parcel of everybody's life. The Mobile phones occupied the pockets of rich people in the early days; whereas they are found in the pockets and purses of the middle and low income groups in the recent days. Mobile phone services are provided by various service providers like BSNL, Airtel, Vodafone, Reliance Jio, Tata Docomo, Idea, etc. These service providers are regulated by the Telecom Regulatory Authority of India (TRAI). The main function of TRAI is to monitor and regulate the tariff rates fixed by the mobile phone service providers. With the increasing number of mobile phone service providers, the customers are able to enjoy the competitive advantage. At the same time, the selection of a particular service provider becomes the greatest challenge to the customers. In this competitive environment, the service providers also have to face a lot of challenges in augmenting new customers and retaining the existing customers. They announce newer plans quite often for survival in the market.

Review of Literature

Selvaraj V. M. and Ganesan Malathi (2005) in their study, "A study on consumer behaviour towards cell phone users in Thuthookudi City" concluded that the existing customers were satisfied with the cellular service and there were good prospective customers for cellular services. They have suggested that by creating more awareness, providing better coverage, providing wide connectivity and introducing new schemes the prospects for cellular service can be increased. **BangaGagandeep, Kumar Babita and Dhingra (2012)** have undertaken a study to understand and compare the preference and satisfaction of rural and urban consumers towards mobile service providers. The study was conducted by selecting company outlets of five mobile service providers, one each of Airtel, Idea, Reliance, Vodafone and BSNL, from both urban and rural areas of Ludhiana district on convenience basis. Further 20 customers from each company outlet were selected on random basis. Thus, 100 customers from urban and rural were selected for the study. The primary data were collected with the help of structured and non-disguised schedule. The results showed that both rural and urban respondents consider economical calling, network coverage and customer service as the most important factors influencing their choice of mobile service providers. Urban respondents also considered roaming services as one of the factors influencing their choice of mobile service providers. It was also found that 69 and 56 percent

of rural and urban respondents would recommend others to subscribe to their mobile service provider. **Kumar Ratnesh and AmitKansal (2013)** have studied the Indian telecom industry by concentrating on mobile service providers, and observed that there is high competition among the players in the industry. All the players were giving special offers and schemes as per the market conditions to maximize their subscriber base. Competition in telecom industry was heating up, now it's time for Indian telecom players to align up in the new dynamic business environment. According to the results, the most important determinants for consumers' satisfaction and their foster recommendation (positive word of mouth) to others were Customized VASs, Convenience, Network Coverage and Call tariff. **Indal Kumar (2014)** in his study analysed the satisfaction of rural customers towards mobile phone service providers in Allahabad. He found that network coverage, billing services, customer care and value added services emerge as major service parameters. He has concluded that these parameters have strong association with the customer satisfaction.

Objectives of the study

To study the relationship among dimensions of personality scale towards mobile phone service providers.

METHODOLOGY

The study is basically an empirical one based on data gathered from the customers of mobile phone service providers in Madurai city. A sample of 540 customers has been chosen for the purpose of the study. The primary data was gathered using the questionnaire method administered by a prefixed schedule in person with each respondent. For this study, the researcher used a well-structured questionnaire to collect the data from the respondents. The questionnaire related to dimensions of personality scale in mobile phone service providers. The researcher used Correlation analysis to identify the factors of Personality scale. IBM SPSS 21 version was used for statistical purpose.

RESULTS AND DISCUSSIONS

Relationship among Five Dimensions of Personality Scale

In this study, Personality Scale consists of five factors that measure Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness.

H₀: There is no relationship among five dimensions of personality scale.

Table 1: Relationship among Five Dimensions of Personality Scale

Personality Scale	Neuroticism	Extraversion	Openness	Agreeableness	Conscientiousness
Neuroticism	1.000	0.296**	0.143**	0.049	0.030
Extraversion		1.000	0.116**	0.009	0.324**
Openness			1.000	0.071	0.113**
Agreeableness				1.000	0.435
Conscientiousness					1.000

** .Correlation is significant at the 0.01 level (2-tailed).

From the above table it can conclude that the correlation coefficient for Types of Personality scale is positive. Hence it can be concluded that Neuroticism has positive and strong relation with Extraversion (29.6%), Openness (14.3%) and Conscientiousness (3.0%). Neuroticism has negative with Agreeableness (4.9%). Extraversion has positive and strong relation with Openness (11.6%) and Conscientiousness (32.4%), Extraversion has

negative with Agreeableness (0.9%). Openness has positive and strong relation with Agreeableness (7.1%) and Conscientiousness (11.3%). Agreeableness has positive and strong relation with Conscientiousness (43.5%).

CONCLUSION

From the entire analysis, it is concluded that personality scale of the

customers with various services of mobile phone service providers is significantly and positively influenced by the mobile phone service providers' in Madurai city.

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