

“Analyzing Consumers Perception towards Cellular Service Providers: In Indore District”

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Abstract

In the age of competition in every sector of industry, where consumer is aware about his rights and quality of services provided by his provider all firms have to get ready to face competition and try hard if they want to survive. This is a study of the factors that affects the consumer perception for different cellular service providers. The company use consumer perception to figure out what their customers think about them. Customers always evaluate the perceived benefits before they decide to purchase a particular product. They also include costs of usage, the lost opportunity to use other offering, potential switching costs etc. Consumers always value these added benefits when making a purchasing decision. Present study is a study on consumers perception towards cellular services and their providers.

Keywords: Perception, Cellular services, consumers, customer relations,

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Introduction

In the age of competition in every sector of industry, where consumer is aware about his rights and quality of services provided by his provider all firms have to get ready to face competition and try hard if they want to survive. This is a study of the factors that affects the consumer perception for different cellular service providers. The company use consumer perception to figure out what their customers think about them. Customers always evaluate the perceived benefits before they decide to purchase a particular product. They also include costs of usage, the lost opportunity to use other offering, potential switching costs etc. Consumers always value these added benefits when making a purchasing decision.

Therefore Other than Mobile Number Portability the Government of India is also going to apply One Nation One License, in which all the roaming charges will end and all the mobile subscribers have no need to pay any roaming charge on incoming of call and extra charge for outgoing calls which gives relief to customers in roaming anywhere in India with paying as per plan active according to his choice. After 3G many mobile companies announce to bring 4G services soon in the market. Airtel and BSNL had launch 4G services in fixed line services and trying to bring it in mobile sector.

As the Indian telecommunication industry is one of the world's fastest growing industries with more than 90 crores of customers. It is also the second largest telecommunication network in the world in terms of number of wireless connections after China. So all the big players are trying to attract the customers and for this they are consistently doing many things according to customers' preferences and perceptions because today customer is aware about his rights and quality of services provided by his provider.

Literature Review

R.C.S. Rajpurohit & Dr. M.L. Vasita (2011): In the era of information explosion, people are to be provided with quick and timely access to information. In Jodhpur city, Rajasthan. The study conducted on mobile phone users of various mobile phone service providers such as Vodafone, Airtel, BSNL, Reliance, Idea, Tata Indicom and few other players. The results derived from the study indicate that the factor that induces the consumers to buy a particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers.

Rajkumar Paulrajan & Harish Rajkumar (2011): A study was conducted with an objective to understand the Indian consumers' perception choice in selecting Cellular mobile telecommunication service providers. Consumer's perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes. The outcome of this research showed a comprehensively integrated framework to understand the relationships among several dimensions. The study showed communication and price were most influential and most preferential factors in selecting telecommunication service provider. However, product quality and availability has a significant impact on consumer perception choice in selecting cellular mobile service provider.

Neelam Dhanda & Dr Pooja Goel (2010) The tool was administered on a sample of 300 respondents using mobile phone services covering respondents from different age groups, gender, education levels, income and occupation. Mobile phone services are becoming popular day by day services providers are increasing their market shares by attracting new customers India's tele-density has increased tremendously due to mobile phone technology. The conclusion emerged was postpaid connections are more used by working people and post paid connections are popular among the students.

Lilly.J (2010) to move customers from trial of preference, brands, needs to delivered on their value proportion, as well as dislodge someone else from the consumers existing preference set. Preference is a scale, and brands move up, down and even of that scale with and without a vigilant brand management strategy. Pricing, promotional deals and product availability all have tremendous impact on the position of brand in the consumer's preference set. The brand's potential can only be fulfilled by continually reinforcing its perceived quality, up market identity and relevant to the consumer.

Sukalakamala & Boyee(1998) discovered the importance of knowing consumer preferences and observed that demand estimation is essential to success. This research investigated customers preferences perceptions acceptance and expectation. This study was focused related to an authentic Thai dining experience. This research examined the degree of authenticity which customers accept from the dining experience. One of the major goals of this research is to provide facts for managers. There service must be based on customers' expectations for any authentic cuisine experience.

Rationale of The Study

The telecommunication industry is undergoing in a dramatic changes. This study will indicate the consumer behavior in the competitive market. This study provides insights of the factors that affecting the customer perception in choosing their mobile service provider nowadays. This research is done for the contribution that will bring for the family; society, country, and it

also lead us to a better living environment with advanced technology. This strongly needs to study customer's perceptions that what he thinks, what he want, what is going in his mind what is his reactions on company's action changes. From this study we can also find that what changes had been came in customer's perception due to advancement of technology needs, demands, and from entering of many companies with different plans and schemes.

Objective of The Study

1. To analyze the factors affecting customer perception for different mobile service provider on the basis of services and facilities.
2. To measure customer opinion about the services and facilities of cell service providers.
3. To study the factors responsible for stick or switch due to services.

Research Methodology: The research methodology for this project will be divided into two phases:- The first phase deals with collection of data. The second phase is to analyze the collected data and drawing conclusion out of it.

Population: The target population in this research refers to the customers who are using mobile phone services. The respondents can be any person, having any income level, any occupation and any education level.

Sampling

For this research, non-probability sampling will be used. Zikmund (1997) stated that in non-probability sampling, the probability of any particular member of the population being chosen is unknown. The element in the population does not have any probability attached to their being chosen as sample subjects.

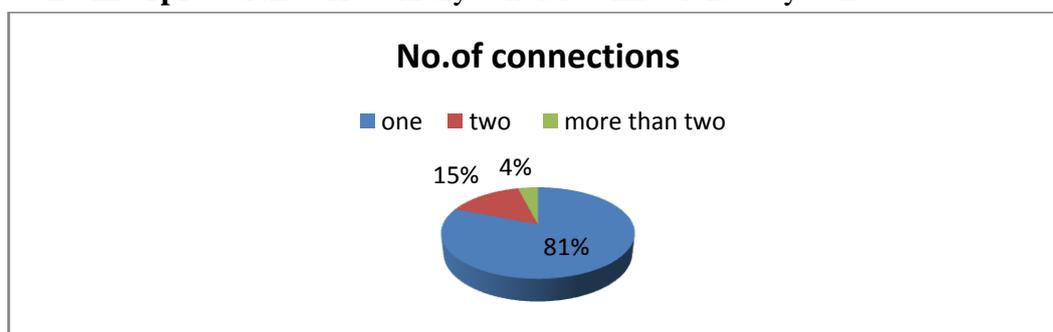
Sample Unit : Mobile Phone Users

Sample Size: A sample of 125 consumers was taken.

Sample Type: Convenience Sampling.

Tools used for data analysis: The collected data will be analyzed and presented through percentage analysis and Pie charts.

Results and Interpretations: How many cellular connections do you have?



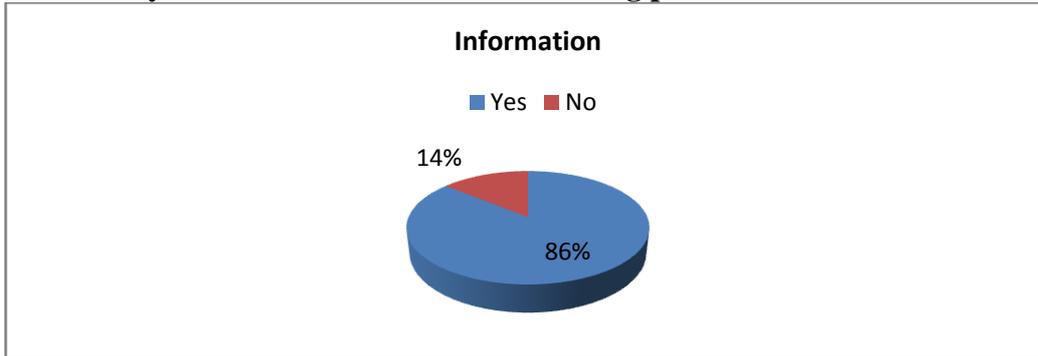
Interpretation

Out of 125 respondents 81% have one mobile phone connection.

15% respondents have two mobile phone connections.

04% respondents have more than two mobile phone connections.

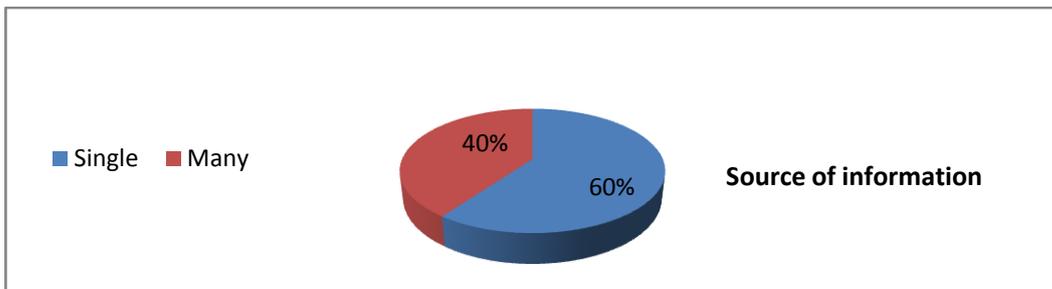
Do you collect any information search before making purchase?



Interpretation

Out of 125 respondent 86% collect information search before making purchase. And 14% respondent not collect information search before making purchase.

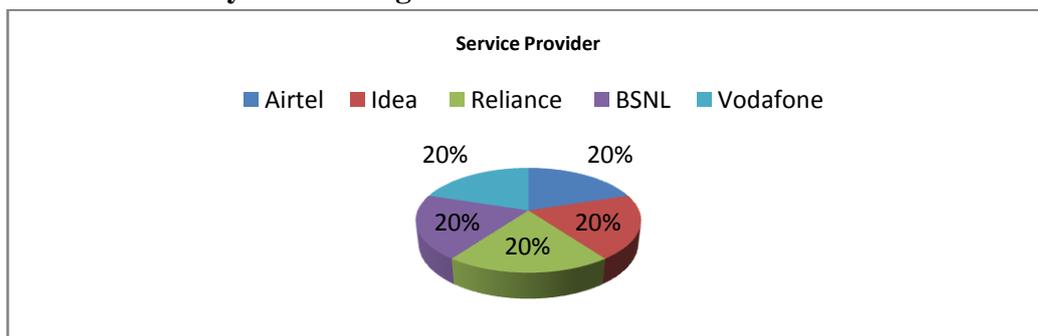
If yes, which sources are used?



Interpretation

Out of 125 respondent 40% collect information from single source. And 60% collect information from more than one source.

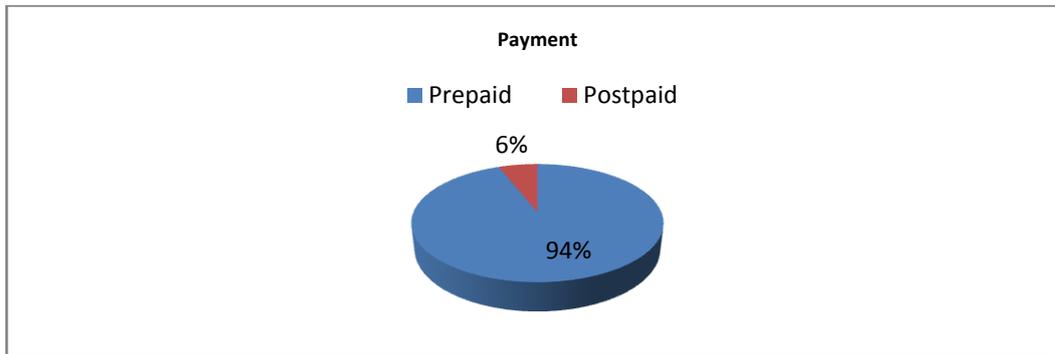
Which cellular service you are using?



Interpretation

Out of 125 respondent taken 20% had been taken from Airtel.
20% respondents from Idea cellular
20% respondents from Reliance
20% respondents from BSNL
20% respondents from Vodafone

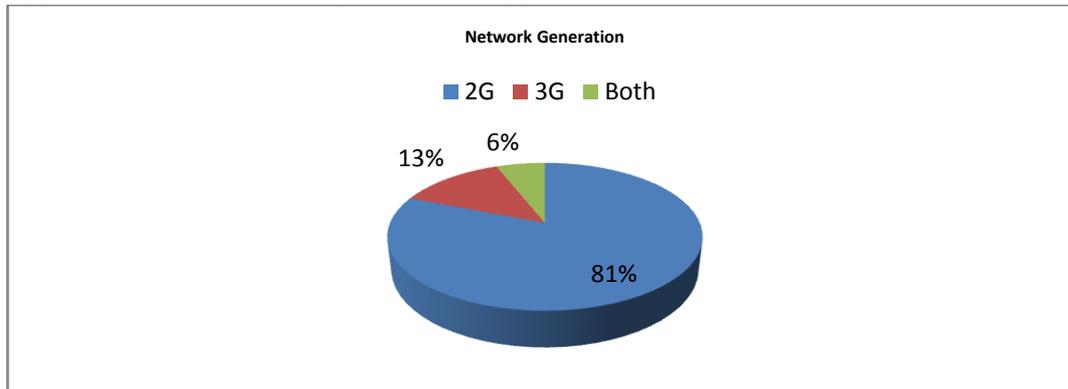
Which service are you using?



Interpretation

Out of 125 respondents 94% using prepaid and Only 06% respondents are using postpaid mobile services.

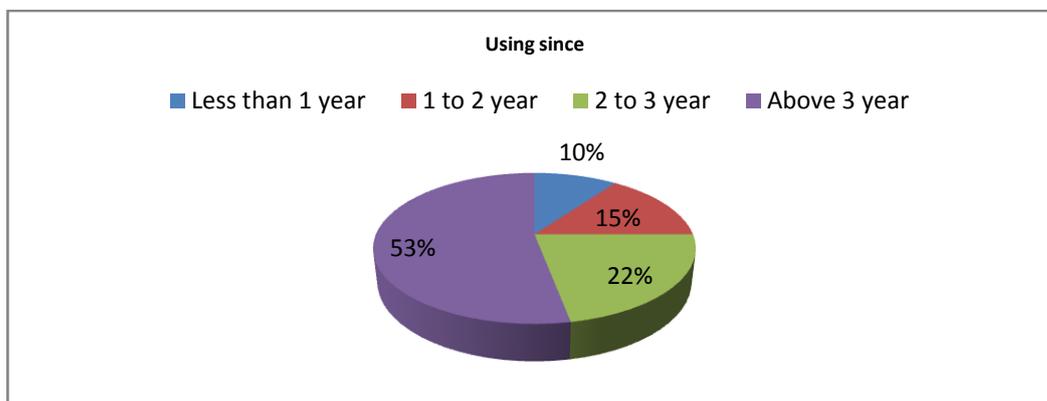
Which generation of network you are using?



Interpretation

Out of 125 respondents 81% are using 2G services. 13% respondents are using 3G services and 06% respondents are using both the services.

From how long you are availing the services of this particular service provider?

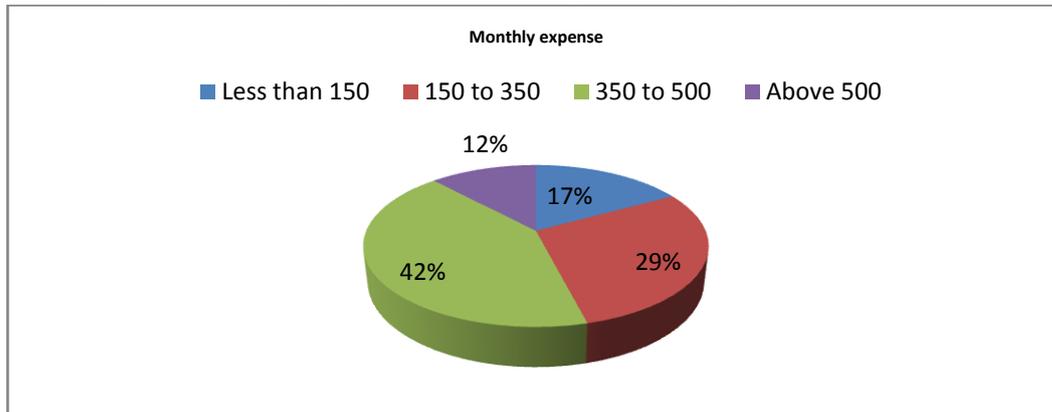


Interpretation

Out of 125 respondents

10% respondents are using mobile services from less than 1 year.
15% respondents are using mobile services from 1-2 years.
22 % respondents are using mobile services from 1-2 year
53 % respondents are using mobile services from more than 3years.

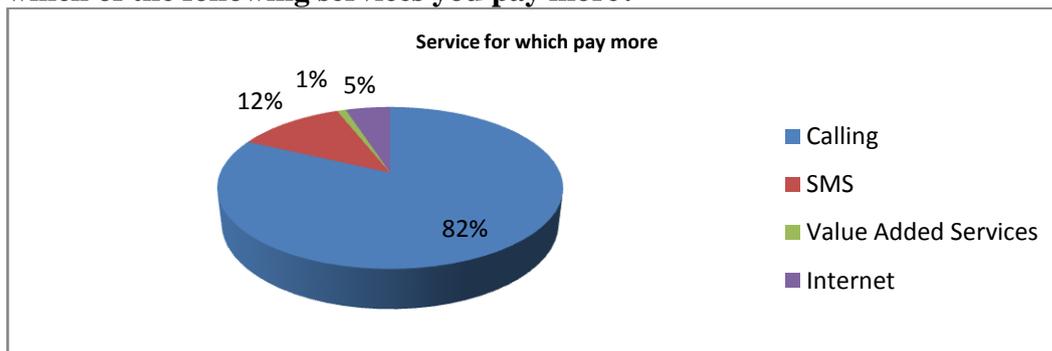
How much is your monthly expenses on mobile phone (in ₹)?



Interpretation

Out of 125 respondents
12% respondents having monthly expense more than ₹500 on mobile phone.
17% respondents have monthly expense less than ₹150 on mobile phone.
29% respondents having monthly expense of ₹ 150-350 on mobile phone and
42% respondents have monthly expenses of ₹350-500 on mobile phone.

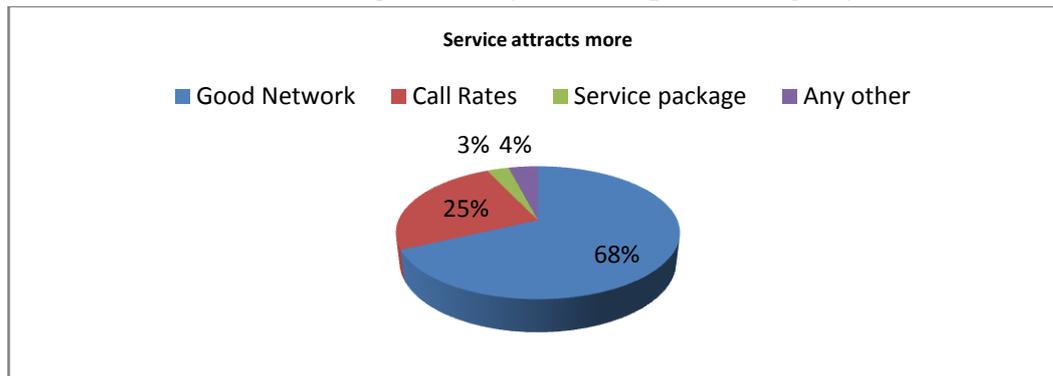
From which of the following services you pay more?



Interpretation

Out of 125 respondents
82% respondents pay more for calling.
12% respondents pay more for SMS.
5% respondents pay more for Internet.
1% respondents pay more for Value Added Services.

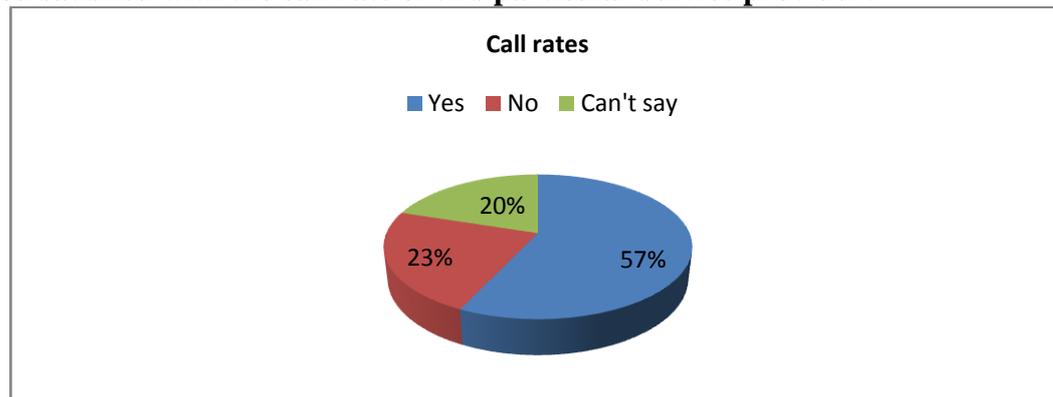
Which of these from the following attracts you while purchasing any connection?



Interpretation

Out of 125 respondents 68% attracts from Good network
25% attracts from Call rates
03% attracts from Service package
04% attracts from any other while purchasing any connection.

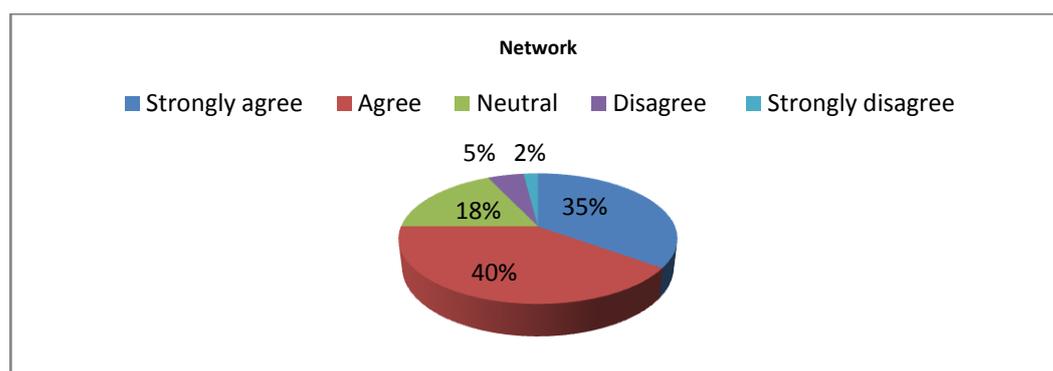
Are you satisfied with the call rate of this particular service provider?



Interpretation

57% Satisfied with the call rates.
23% not satisfied with the call rates.
20% can't Say for the call rates.

Do you agree with the network service of this particular service provider?



Interpretation

Out of 125 respondents

35% respondents are strongly agreed with the network service of this particular service provider.

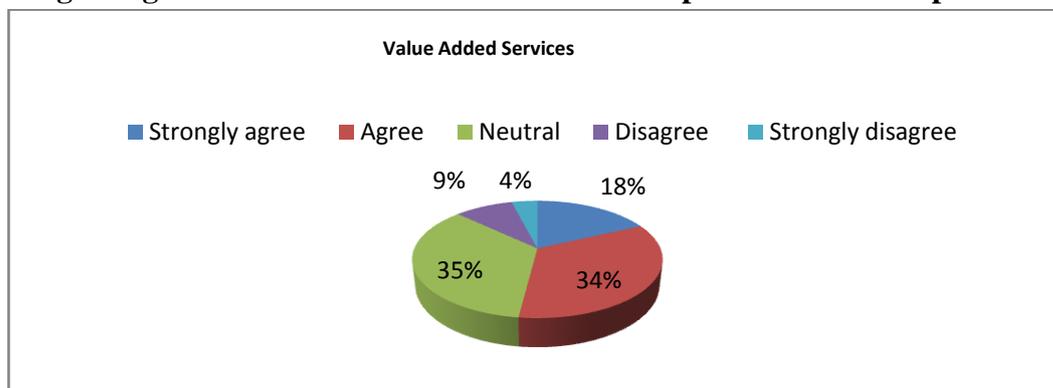
40% respondents are agreeing with the network service of this particular service provider.

18% respondents are neutral with the network service of this particular service provider.

05% respondents are disagreeing with the network service of this particular service provider.

02% respondents are strongly disagreeing with the network service of this particular service provider.

Are you agreeing with the value added services for this particular service provider?



Interpretation

Out of 125 respondents

18% respondents are strongly agree with the value added services

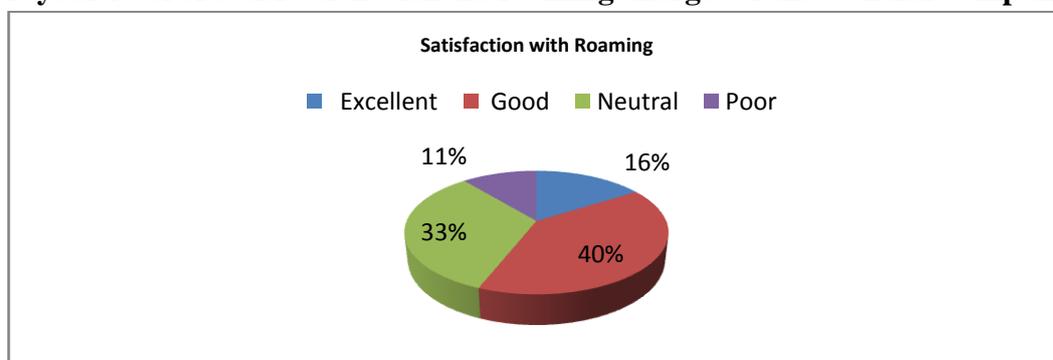
34% respondents are agree with the value added services

35% respondents are neutral with the value added services

09% respondents are disagree with the value added services

04% respondents are strongly disagree with the value added services

What is your level of satisfaction with the roaming charges of that cellular company?



Interpretation

Out of 125 respondents

16% of respondents said that their level of satisfaction with the roaming charges is Excellent.

40% of respondents said that their level of satisfaction with the roaming charges is good.

33% of respondents said that their level of satisfaction with the roaming charges is neutral.
11% of respondents said that their level of satisfaction with the roaming charges is poor.

Please rate the customer care service according to your level of satisfaction?



Interpretation

Out of 125 respondents

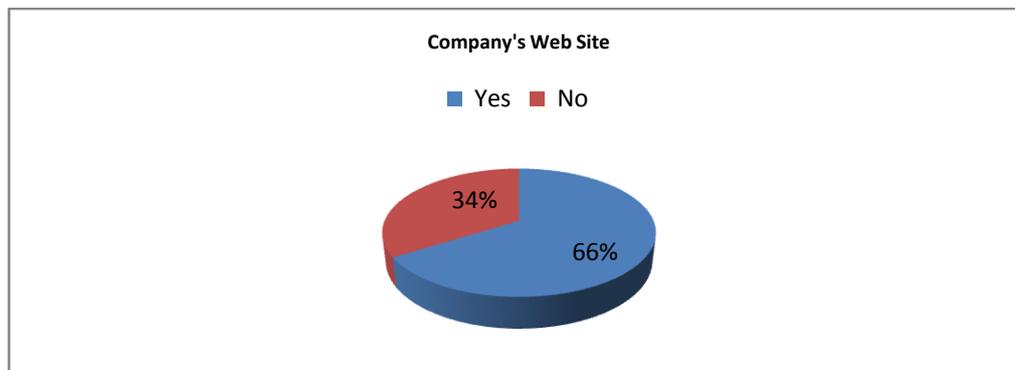
18% of respondents said that their level of satisfaction with the customer care service is Excellent.

46% % of respondents said that their level of satisfaction with the customer care service is good.

21% of respondents said that their level of satisfaction with the customer care service is neutral.

15% % of respondents said that their level of satisfaction with the customer care service is poor.

Are you satisfied with information available in company website?



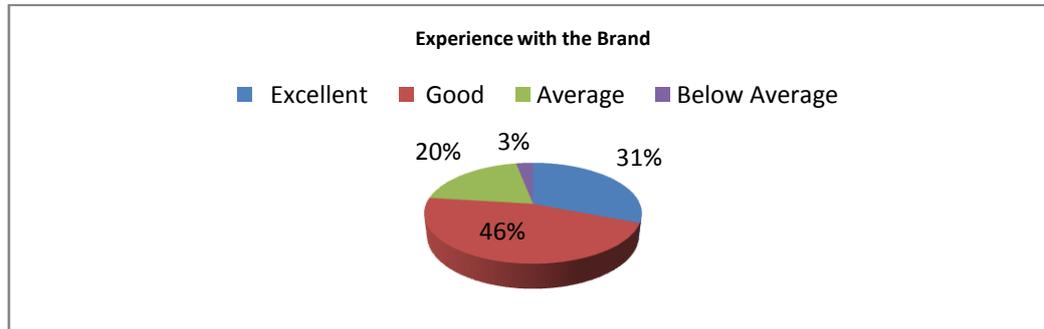
Interpretation

Out of 125 respondents

66% respondents are satisfied with information available in company website

34% respondents are not satisfied with information available in company website.

How would you rate the experience with Brand?



Interpretation

Out of 125 respondents

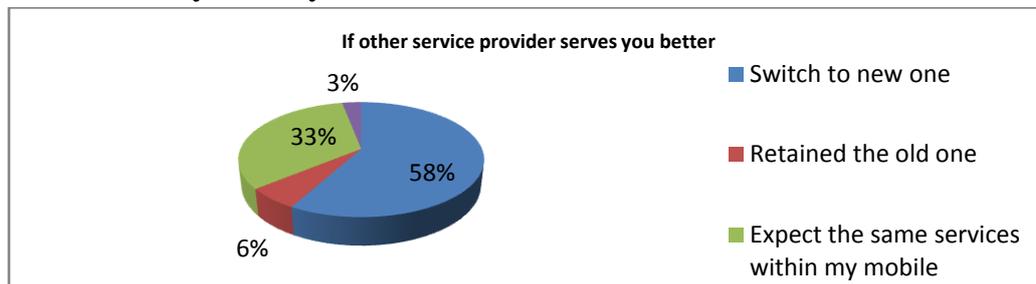
31% of the respondents rate the experience with Brand Excellent

46% of the respondents rate the experience with Brand Good

20% of the respondents rate the experience with Brand Average

03% of the respondents rate the experience with Brand Below Average.

If a new market entrant provides more services as compared to your mobile service provider what you will you do?



Interpretation

Out of 125 respondents

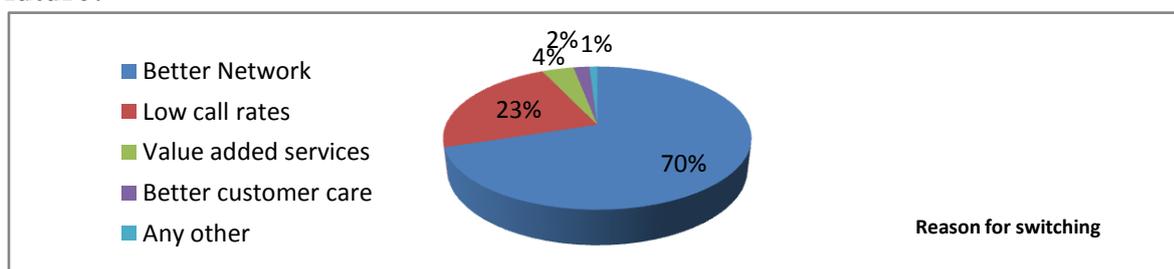
58% respondents will switch to new one if a new market entrant provides more services as compared to their mobile service.

06% respondents remain stick to the old one.

33% respondents expect the same services within their mobile.

03% respondents will give No reaction to it.

Which of these from the following may makes you to switch to other cellular provider in future?



Interpretation

Out of 125 respondents.

70% respondents will switch to new one if they get Better Network from any other service provider.

23% respondents will switch to new one if they get Lower call rates

04% respondents will switch to new one if they get Lower call rates Value Added Services

02% respondents will switch to new one if they get Better Customer care Service

01% respondents will switch to new one if they get Any other service from any other service provider.

Conclusion

Indian telecommunication market is growing very fast not only the customers but mobile service providers are also increasing regularly Customer perception is the whole thing about customer's view of thinking and point of view which gives any mean to him related to expectations on which the selection and rejection of any product and service is fully depended. The study was intended to find out the customer perception regarding to the different mobile service provider what the customer want, what he thinks about the different mobile service providers and what he wants from them, what is the level of his satisfaction, what he expect from his mobile service providers and the whole telecommunication industry. It is very important to know the customer perception to different mobile service providers to find out the expectation of customer and his reactions on company's action from which the company can serve better services to its customer which also make customer stick to it and also new customers attracts from it. To face the cut throat competition with rivals and competitors every mobile service provider must know and regularly watch and keep eyes on the changes regularly occurs in customer perception.

In this study we found that the customers are very conscious with the services provided by their mobile service providers mostly likes good network coverage areas rather than other services which make network coverage area very important. But the customers want many other services also, so the mobile service providers try to give best services at lower price. By asking the consumer to give suggestion regarding the need and wants of their perception regarding to their likings and level of satisfaction, we would be able to find new area of improvement so that various step can be taken as and when required.

FINDINGS

- In this study we found that the most of the respondent approx 80% are using to one and 16% are using two while 04% using to more than two mobile phone connections.
- Most of the respondent collect information before taking any mobile phone connections and rated as Yes 86% and No 14%. And get information 40% from single source and 60% from many sources.
- The service which attracts the most of the respondent is Good Network is 68%, 25% respondents attracts by Call rates, 03% from Service Package and 4% from Any Other.
- Most of the respondent 94% using prepaid and only 06% using postpaid.

- In the survey the users of 2G services are 81%, the users of 3G services are 13% and 6% are using both the services.
- we found that the 10% using mobile Less than 1 year while 15% using from 1 to 2 year, 22% using 2 to 3 year, and 53% using from Above 3 year
- According to analysis we found that the monthly expenses in rupees on mobile phone of 17% respondent was less than 150 while 29% have 150to 350 rupees on mobile, 42% have expense of 350 to 500 and 12% having expense more than 500.
- For analysis we take that the 20% respondent using Airtel, 20% using Idea 20% Reliance, 20% BSNL and 20% using Vodafone.
- Most of the respondent approx 57% satisfied with the call rate 23% not satisfied call rate while 20% respondent can't say about it.
- Out of 125 respondent 35% were strongly agree while 40% were agree and only 18% were neither agree nor disagree and 05% respondent were disagree and 02% were strongly disagree with the statement related to network service of the particular service provider.
- Out of 125 respondent 18% were strongly agree while 34% were agree and only 35% were neither agree nor disagree and 09% respondent were disagree and 04% were strongly disagree with the statement that value added services for this particular service provider is good.
- 16% of the respondents rated excellent, 40% of the respondents rated good, 33% of the nil and 11% of the respondents rated poor for roaming charges.
- 18% of the respondents rated excellent, 46% of the respondents rated good, 21% of the respondents rated neutral and 15% of the respondents rated average for the customer care.
- If we talk about the customer's satisfaction regarding to information available in company web site in the survey I found that 66% of the customer where satisfied and 34% are not satisfied from it.
- Customers of different mobile service providers rated their experiance with brand 31% rated exellent, 46% good, 20% neutral and 3% rated as poor.
- The most important thing which we found that if any new entrant provides more services as compared to present service provider options selected by the respondents approx 59% to switch to that new entrant,6% retained with their present service provider in any condition,32% expect same services within present present service provider and 03% have no reaction.
- The customers of different mobile service providers will may switch to anoyher service provider from present service provider 70% for Better Network 23% for Low Call Rates, 04% for Value Added Services, 02% for Better Customercare Service and 01% for Any Other

Suggestions

Telecom market is quite competitive so mobile service providers should focus on providing better cverage area without any conjection in basements of malls, buildings, interior areas in urben areas as well as on rural areas and highways.

Mobile service providers should provide 3G network in urban as well as in rural areas also at cheaper cost.

Tariff plans of STD and ISD should be reduced.

Mobile service providers should provide web access and GPRS at cheaper cost.

Mobile service providers should also provide better improved and cheap Value Added Services for both 2G and 3G customers specially for youths.

Company should offer more discount on festivals.

Customer care center not providing better services all company should take action.

Most of the customers are not satisfied due to company calls that's why Company should not do more call to customer for advertisement.

Mobile service providers should provide various attractive schemes for existing customers which make them easier to switch with his/her existing service provider.

Limitation of the Research

The study was restricted to Indore city only, so it was difficult to generalize the interpretations would be made out of the findings. Limited Knowledge of the researcher in that field of research may lead to interpretation errors. The sample size of 125 respondents is too small to find out the consumer perception. The research was based on primary collection of data through structured schedule, so there may be chances of human error and biasness.

The research was dependant on the information provided by the respondents who were very reluctant in providing right information and often provides carelessly and results are drawn out by only these information. So, sometimes all effort might fail to find the right result.

As associate with every project, time and money were the major limitations with project.

The conclusions arrived at, are based on a very less experience of the researcher in this field.

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