

A Study on Consumer Satisfaction about Various Mobile Phone Service Providers in Kanyakumari District

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ABSTRACT - The Indian telecom sector is one of the rapid growing telecom markets in the world. In telecom sector, service providers are the main drivers; whereas equipment manufacturers are witnessing growth and development. In this light, the present study deals with consumer preferences and their satisfaction level towards the mobile phone service providers in Kanyakumari district, Tamil Nadu. The study mainly based on both primary and secondary data. The sample size was fixed at 250. The major objective of the study is to study the consumers' satisfaction level towards various services offered by mobile phone service providers. The major finding of the study is out of 250 respondents, 65.2 per cent of the respondents say that their overall satisfaction towards their mobile phone service provider service is highly satisfied while 2.8 per cent of the respondents say that it is dissatisfied. In case of highly satisfied, Airtel stands first and in case of dissatisfied, Idea comes first.

Key Words: Consumer Satisfaction, Consumer Preferences and Mobile Phone Service

I. INTRODUCTION

In the 21st century the mobile phone support a wide range of services such as text message, business application, advertisement, gaming, sales promotion, short range wireless communication, web etc. First mobile phone launch by Motorola in India. The beginning of mobile phone industry the first generation system used but it could not support to make more effective later 3G and 4G feature came in the market which make the boost in the market. Indian mobile sector is fastest growing in the world. India is the second largest mobile phone market after china. It has the world's third-largest Internet user-base. The Indian market is dominated by various mobile phone service providers such as BSNL, Reliance, Airtel, Tata Indicom, Idea and Vodafone etc.

II. CONSUMER SATISFACTION

Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance in relation to the person's outlooks. This satisfaction level is a function of variance between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or happy. If the performance matches the expectations, the customer is satisfied. If the products performance falls short of expectations, the customer is dissatisfied.

III. OBJECTIVES OF THE STUDY

The important objectives of the study are,

- To find out the costumer most preferred mobile phone service provider in Kanyakumari district.

- To study factors that induces consumers to choose to a particular mobile phone service provider.
- To study the consumers' satisfaction level towards various services offered by mobile phone service providers.

IV. METHODOLOGY

The study is complied with the help of both primary and secondary data. The primary data are collected from the field directly by interviewing the customer in different mobile phone service users from Kanyakumari district. The secondary data are collected from published source like books, various reports, thesis, magazines, journals and internet. The researcher has selected the respondents on the basis of stratified random sampling method. The sample size is determined 250 mobile phone service users. There are different types of statistical tools for analyzing the collected data such as, table, mean square test and ranking method.

V. DATA ANALYSIS AND INTERPRETATION

5.1 MOST PREFERRED MOBILE PHONE SERVICE PROVIDERS:

Table.1 Most preferred mobile phone service providers in Kanyakumari district

Sl.No	Mobile Phone Service Providers	Mean Score	Rank
1	Vodafone	55.8	IV
2	Airtel	63.1	III
3	Reliance	79.6	II
4	BSNL	82.3	I
5	Idea	45.1	V

Source: Primary data

Table.1 reveals that most preferred mobile phone service providers in Kanyakumari district, BSNL with mean score of 82.3 contributed I rank, Reliance with mean score of 79.6 contributed II rank, Airtel with mean score of 63.1 contributed III rank, Vodafone with mean score of 55.8 contributed IV rank and Idea with mean score of 45.1 contributed V rank.

5.2 FACTORS RESPONSIBLE FOR CONSUMERS PREFER PARTICULAR BRAND:

Table.2 Factors that induce consumers to choose to a particular mobile phone service provider

No	Service Provider	No. of Respondents					Total
		Call Tariffs & Service Charges	Brand Image	Customer Care Services	Network Coverage	Periodical Offers	
1	Vodafone	8	2	1	3	2	16
2	Airtel	18	17	9	26	7	77
3	Reliance	14	11	4	22	5	56
4	BSNL	19	27	7	16	15	84
5	Idea	5	4	3	3	2	17
	Total	64	61	24	70	31	250

Source: Primary data

Table.2 shows factors that induce consumer to choose particular mobile phone service providers, out of 250 mobile phone users, 64 mobile phone users say that call tariff and service charges, 61 mobile phone users say that brand image, 24 mobile phone users say that customer care services, 70 mobile phone users say that network coverage and remaining 31 mobile phone users say that periodical offers. It is inferred that majority of the mobile phone users say that network is the important factors induce to choose a particular mobile phone service providers.

5.3 CONSUMER OVERALL SATISFACTION:

Table.3 Consumers Overall Satisfaction towards a Particular Mobile Phone Service Provider

No	Service Provider	No. of Respondents									
		H. Satisfied		Satisfied		Neutral		Dissatisfied		Total	
		No	%	No	%	No	%	No	%	No	%
1	Vodafone	2	0.8	11	4.4	2	0.8	1	0.4	16	6.4
2	Airtel	18	7.2	45	18.0	13	5.2	1	0.4	77	30.8
3	Reliance	11	4.4	39	15.6	5	2.0	1	0.4	56	22.4
4	BSNL	17	6.8	58	23.2	8	3.2	1	0.4	84	33.6
5	Idea	1	0.4	10	4.0	4	1.6	2	0.8	17	6.8
	TOTAL	49	19.6	163	65.2	32	12.8	6	2.4	250	100

Source: Primary data

Table.3 shows that out of 250 mobile phone users, 65.2 per cent of the respondents say that their overall satisfaction towards their mobile phone service provider service is highly satisfied while 2.8 per cent of the respondents say that it is dissatisfied. In case of highly satisfied, Airtel stands first and in case of dissatisfied, Idea comes first.

VI. FINDINGS

- ❖ The expresses that most preferred mobile phone service providers in Kanyakumari district, BSNL with mean score of 82.3 contributed I rank, Reliance with mean score of 79.6 contributed II rank and Idea with mean score of 45.1 contributed V rank.
- ❖ The study reveals that factors that induce consumer to choose particular mobile phone service providers, out of 250 respondents, 64 respondents say that call tariff and service charges, 61 respondents say that brand image and 70 respondents say that network coverage.
- ❖ The study shows that out of 250 respondents, 65.2 per cent of the respondents say that their overall satisfaction towards their mobile phone service provider service is highly satisfied while 2.8 per cent of the respondents say that it is dissatisfied. In case of highly satisfied, Airtel stands first and in case of dissatisfied, Idea comes first.

VII. 7. SUGGESTIONS:

- ❖ BSNL and Reliance service provider necessary steps should be taken to solving the problems of poor network, call drop and poor clarity. It is suggested that they should install more towers in order to have large network coverage area which eventually brings lucidity in network area.
- ❖ Each and every mobile phone service providers should introduce additional more and more periodical offers from time to time particularly by BSNL.
- ❖ Customer care services play a significant role in retaining consumers. Therefore, customer care services should be improved and there should be provisions of taking feedback from consumers so that necessary steps can be taken in this direction.
- ❖ Use of SMS, Voice mail and Internet among subscribers is very less and therefore, the use and features of these services should be promoted among subscribers through advertisements.
- ❖ Call tariff is the most influencing factor which induced consumers to buy a particular mobile phone operator. Therefore, call rates should be made competitive and affordable in order to capture more consumers.

VIII. CONCLUSION

In India, Government and private mobile phone service provider are competing at close margin and are trying to

provide good services to customers. The study expresses that consumers prefer a particular mobile phone service provider on the basis of call tariffs, periodical offers and network coverage. The study further reveals that BSNL is the most preferred mobile phone service providers among consumers followed by Airtel and Reliance. The consumers are satisfied with the call tariffs, network coverage and periodical offers except those offered by BSNL and Reliance. The study concluded that consumers are satisfied with the different mobile phone service provider in Kanyakumari district.

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