

A Study on Consumer Preference of Mobile Phone Networks in Tiruchirappalli City

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Abstract— Every mobile network is trying to satisfy his customers. Nowadays all the organizations satisfy the customers to attain a competitive advantage. Mobile networks companies are face the cut through competition from their rival companies. Every network is trying to recognize the preference of customer consider as the need of hour. So it turns out to be very indispensable factor for the organization to recognize the customer preferences not just by the services but by reaching beyond the expectations of the customers. The present study is an attempt to know the mobile network users preference towards the selected mobile service providers in Tiruchirappalli city. Every organization should strive to make consumer satisfied through their quality services. In order to ensure development of such a quality services, the initiative has to come from the top management who, by their thinking, direction, and action, should convey clear message down the line without any ambiguity. In the mobile network service industry, service differentiation only highlights the company from the rival companies.

Introduction

With the increasing of new technology the way of communication is also changed. In starting days of history, pigeons were used as means of communication. Later, written messages are sent through letters by post. As the time passed, telephone came into usage of communication and today is the era of wireless communication which gives rise to mobile phones. Mobiles are the latest invention and common way to communicate.

The cut through competition in mobile manufacturers has lowered the prices of mobile phones to that extent. In recent days, buying a mobile phone is a day to day activity. Just spend some amount of money and they are proud owner of a mobile phone. It's very hard to find a person who does not own a mobile phone. Small gadgets are necessity of everyday life.

Every persons hand is having with latest smart mobile models and everyone has its own reason to have this magic gadget in his hands. Every day new models of mobiles come replacing the older ones to tempt the users. The interested users especially the young generation is very fond of the latest features provided in new handsets. People like the new song ring tones, hello tunes and artificial wallpapers. With this, mp4 and video recording facilities, voice mail and Internet facilities are attracting the users to mobile world. Mobile users can't even visualize their life without their handset. The importance of mobiles can be predictable by the reaction of people if they are asked to leave their handset separate from them for a day. Their life got a comma if they are keeping a part of their mobiles.

In a world filled with endless consumer choices. Understanding consumer preference is important for any organization before

launching a product and services. If the organization failed to analyses how a customer will respond to a particular product and services, the company will face losses. Consumer preference is very complex because each consumer has different mind and attitude towards purchase, consumption and disposal of product (Solomon, 2009). Understanding the theories and concepts of consumer preference helps to market the product or services successfully. Moreover, studying consumer preferences helps in many aspects. As there is constant change in the living standards, trend, fashion and change in technology; consumer's attitude towards the preference of product and services varies. Understanding these factors is of utmost importance because the marketing of product are largely dependent on these factors. Thus, consumer preferences serve as a successful tool for marketers in meeting their sales objectives.

Review of literature

P. Vijay and Dr. V. Krishnaveni (2016)¹ focus on the customer preferences towards the selected mobile service providers in Coimbatore district. The study was unique in nature by covering the Coimbatore city in five different areas namely East Coimbatore, West Coimbatore, Central Coimbatore, North Coimbatore and South Coimbatore with 100 samples. The number of customers' growth per year up to 2015 was exponential in both the GSM and CDMA networks. The whooping growth was attributed not only in the government policies and need of the people but also to the very

¹ P. Vijay et. al., (2016) "Customer Preferences towards the Mobile Network Service Provider- A Study with the Special Reference to Coimbatore City" International Journal of Management Research & Review, Volume 6(10).

aggressive marketing schemes and policies adopted by the companies. The telephone services which were considered as a luxury, after few years it has become accessible for all class of people.

Zohaib Ahmad and Junaid Ahmad (2014)² in their study titled “Consumer Purchase Behavior in Cellular Service Sector” says that the dominant factors quality, price, promotions, and social factors reflects the latest buying behavior of people or not. The study reveals that the social factor is the most dominating factor which determines the purchase behavior and basically reflects the societal image of the consumers.

Myilswamy, Ratheesh Kumar (2013)³ find that the postpaid and prepaid customer prefer to use Airtel mobile service because of the features, Rent, Tower coverage, Talk time, Advertisement and Corporate schemes. Finally the study suggests that by paying special attention on these factors develop the business by satisfying the consumers.

Chintan Shah (2012)⁴ in his study entitled “Consumer Preferences for Mobile Service Provider” investigates the factor considered by the customers to shape their preference for the mobile service provider. For the study 150 mobile users of Bardoli city are surveyed. The researcher find that the service quality and brand image, service charges and plan, and network quality plays a very important role in preferring mobile service provider.

Importance of the study

The mobile network service providers are prepared to serve their users anywhere at any time to retain the existing subscribers to earn a new customers. By knowing the preference and buying behavior of the consumers the mobile network service providers can develop the promotional method to endure in the competitive market. The healthy competition between the different mobile network service providers create the mobile number portability, value added service, voice message, MMS, SMS, unbreakable signals, scheme changes, easy to recharge, other comfortable and satisfactory service to the mobile network subscribers.

Every mobile network is trying to satisfy his customers. Nowadays all the organizations satisfy the customers to attain a competitive advantage. Mobile networks companies are face the cut through

² Ahmad Z, Ahmad J. Consumer Purchase Behavior in Cellular Service Sector of Pakistan. IOSR Journal of Business and Management 2014; 16(5): 62-75.

³ Myilswamy, Kumar R. Consumer Preference Utilizing Mobile Communication Service Providers in Coimbatore District. International Journal of Business and Management Invention 2013; 2(9): 1-5.

⁴ Shah C. Consumer Preferences for Mobile Service Providers: An Empirical Study in Bardoli. International Journal of Marketing and Technology 2012; 2(8): 269-288.

competition from their rival companies. Every network is trying to recognize the preference of customer consider as the need of hour. So it turns out to be very indispensable factor for the organization to recognize the customer preferences not just by the services but by reaching beyond the expectations of the customers. The present study is an attempt to know the mobile network users preference towards the selected mobile service providers in Tiruchirappalli city.

Objectives of the study

The following objectives are framed for the present study

1. To study the consumer preference of mobile networks in Tiruchirappalli city
2. To know the factors influencing consumer preference of mobile networks
3. To offer suitable suggestions to improve the volume of sales of various mobile networks in Tiruchirappalli city

Methodology

The present research work is limited to study the consumer preferences and satisfaction towards various mobile phone service providers in Tiruchirappalli city, Tamilnadu. The researcher is selected the respondents in arts and science college students who are using smart phones. Smart phone users are availing different types of services from the service providers. The sampling is selected for adopting simple random sampling. The researcher select four colleges in Tiruchirappalli city namely Srimad Indiragandhi College, St. Joseph's college, Holy Cross college, Cauvery college. From the above college 30 smart phone users were selected. So the sampling size is confined at 120 respondents.

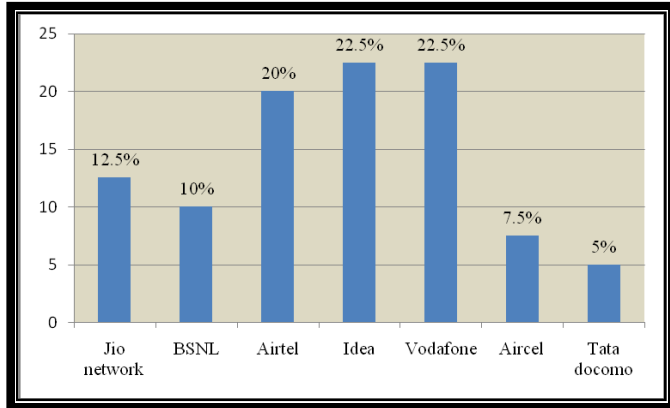
Classification of the respondents about their Preference of the network for Data Usage

S. No	Mobile networks	No. of Respondents	Percentage
1.	Jio network	15	12.5%
2.	BSNL	12	10%
3.	Airtel	24	20%
4.	Idea	27	22.5%
5.	Vodafone	27	22.5%
6.	Aircel	9	7.5%
7.	Tata docomo	6	5%
	Total	120	100%

The above table shows that maximum 22.5% of the respondents prefer Vodafone and Idea mobile networks for their internet Data usage. 20% of the respondents prefer Airtel mobile networks for their internet Data usage. 12.5% of the respondents prefer Jio mobile networks for their internet Data usage. 10% of the respondents prefer BSNL mobile networks for their internet Data usage. 7.5% of the respondents prefer Aircel mobile networks for

their internet Data usage. Remaining 5% of the respondents prefer Tata Docomo mobile networks for their internet Data usage.

Classification of the respondents about their Preference of the network for Data Usage



Classification of the respondents about their Preference of the network for voice call

S. No	Mobile networks	No. of Respondents	Percentage
1.	Jio network	18	15%
2.	BSNL	15	12.5%
3.	Airtel	21	17.5%
4.	Idea	24	20%
5.	Vodafone	21	17.5%
6.	Aircel	15	12.5%
7.	Tata docomo	6	5%
	Total	120	100%

The above table shows that maximum 20% of the respondents prefer Idea mobile networks for their voice call usage. 17.5% of the respondents prefer Vodafone and Airtel mobile networks for their voice call usage. 15% of the respondents prefer Jio mobile networks for their voice call usage. 12.5% of the respondents prefer BSNL and Aircel mobile networks for their voice call usage. Remaining 5% of the respondents prefer Tata docomo mobile networks for their voice call usage.

Karl Pearson co-efficient correlation Test

Sl.No.	Statement	Mean	Standard deviation	R value	Statistica I inference
I.	The cost of recharge	2.20	1.436	.039	0.435>0.05 Not significant
II.	Value added services	1.96	1.372	.160**	0.013>0.05 significant

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III.	Customer care services	3.18	1.464	-.025	0.622>0.05 Not significant
IV.	Response of customer care executive	3.04	1.188	.104*	0.038>0.05 significant
V.	Recharge plans and offers	3.40	1.236	-.164**	0.001>0.05 significant
VI.	Availability of networks	2.98	1.243	-.036	0.467>0.05 Not significant
VII.	Company brand name	3.36	1.261	-.107*	0.023>0.05 significant
VIII.	Customer friendly procedures	2.98	1.289	.148**	0.033>0.05 significant
IX.	Overall perception about customer preference of mobile network service providers	48.3000	5.89975	.189**	0.181>0.05 Not significant

Research hypothesis

There is a significant relationship between gender of the respondents and their overall perception about customer preference of mobile network service providers

Null hypothesis

There is no significant relationship between gender of the respondents and their overall perception about customer preference of mobile network service providers.

Statistical tools

Karl Pearson co-efficient correlation Test was used for the above table

Findings

The above table reveals that there is no significant relationship between gender of the respondents and their overall perception about customer preference of mobile network service providers. Hence, the calculated value is greater than table value ($P > 0.05$). So the research hypothesis is rejected and the null hypothesis is accepted

Suggestions

- Customer Care service should be taken to improve the service efficiency that leads to retain the existing customers.
- Mobile service providers give more offers in the data usage and voice call tariff. It helps to attract new customers and increase sales volume of the company.
- Youngsters are changing networks rapidly for reason of unbreakable service in data and voice call. So the authorities consider while designing tariff and plans for youngsters preferences.
- Marketing of offers and service quality is essential for any successful business. So mobile network providers must take effort to popularize the service, service differentiation through appropriate publicity measures.

Conclusion

Every organization should strive to make consumer satisfied through their quality services. In order to ensure development of such a quality services, the initiative has to come from the top management who, by their thinking, direction, and action, should convey clear message down the line without any ambiguity. In the mobile network service industry, service differentiation only highlights the company from the rival companies. Now-a-days even they try to enchantment the customers. This plays a very vital role, because one satisfied customer will bring many other customers. In the recent development of media world one can take up many promotional methods. For any brand a satisfied customer is the best brand ambassador because of the trust factor.

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