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CONSUMER PERCEPTION TOWARDS VARIOUS MOBILE SERVICE PROVIDERS

Dr. Somabhusana Janakiballav Mishra

Assistant Professor, Amity Global Business School, Bhubaneswar

Debasish Rout

Assistant Professor, Amity Global Business School, Bhubaneswar

Dr. Ashamayee Mishra

Assistant Professor, Amity Global Business School, Bhubaneswar

Mr. Biswajeet Sahu

Student, BBA IV, Amity Global Business School, Bhubaneswar

ABSTRACT

Connectivity with everyone is a crucial element in today's cyber world and mobile service is one among them. In India after globalization the telecom sector was deregulated and today it is one of the fastest growing industries because of stiff competition among different service providers. The telecom service providers are adopting different strategies to woo the customers, but they must customize before designing any service or offer. In this research paper, attempts have been made to find out the factors that customers emphasize more while selecting the service provider. Network quality, customer service, pricing strategies is the major factors. The research was conducted through online with help Google Forms. Data was collected from 112 respondents and further calculated by using techniques such as chi-square, column graphs and bar graphs. It has been found that consumers prefer prepaid plans instead of post-paid plans and all most every customer treat their mobile phone as a necessity. They generally use their mobile phone for their personal use and for both incoming and outgoing calls as well as internet. The study reveals that JIO is the most preferred mobile phone service providers among consumers followed by Airtel and VI. Most of the respondents replied that they are satisfied with the service provided by their mobile service provider. From the analysis, we can conclude that there is no significant association between gender and age with type of plans customers choose. There is a significant association between gender and age with how long the respondents are availing the service of the mobile service provider and also there is a significant association between gender and how much expenditure customers made per month.

Keywords: Network quality, customer service, pricing strategies, Mobile service provider, consumer perception

INTRODUCTION

Mobile Services is one of the fast-moving industries in India. With the economy opening up there is cut-throat competition in this sector. The widespread use of mobile phone has increased over the past decade to the point of becoming an essential part of business, commerce, and society.

Most important mobile phones give access to the world anytime, anywhere and have come to provide great assistance to users. Mobile phones are also economically priced to be affordable by the majority.

The rise in growth and development of information technology and mobile devices has made the Indian mobile phone service markets more and more competitive. It is assumed by all mobile service providers that value added services increases the customer loyalty. But does value added services fulfilling all the customer needs and it is the only factor that influences the loyalty of the customers. Being a buyer's market, the mobile companies must go an extra mile by not limiting themselves to only giving range of offers. Because today's customers are very smart, and they easily understand the techniques of luring them.

Customers are more concerned about the value addition and defect free processes. Especially in the current scenario in the corona outbreak period where they were not able go outside, internet and uninterrupted connectivity with everyone was very crucial. Online academic classes in schools, colleges, universities, work from home for employees, OTT applications, online from the e-commerce sites are some of the frequently done activities of people in the lockdown period. Now in this case those service providers who have given uninterrupted and non-complaining services to people are the most sought after by customers. In addition to the above some of the value added things which customers remember are mobile number portability, voice message, MMS, SMS, unbreakable signals, easy recharging, video calling etc.

Customer perception is the process to assess how customers perceive services, how they assess, whether they have experienced quality service and whether they are satisfied or not. Customer perception is directly related to customer expectation. Due to the dynamic nature of expectation perception of any person may also shift over time, person, place or culture.

Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences. The study will throw light on the customer satisfaction towards different services provided by different service providers.

LITERATURE REVIEW

Deoskar Aruna (2009), in her study "A study of mobile services from customer's perspective", shows the spectacular revolution in information technology happened in India which boosted telecom sector. The main objective is to study the impact of customer service on customer satisfaction and to associate various factors like data coverage, billing facilities with it. The findings gathered by testing data using SPSS states that all the sub parameters like billing service and data coverage has a significant impact on the customer satisfaction influencing customer perception.

Menon (2014) in the study entitled "Customer perception towards A public Sector Telecom Company (BSNL) in Mobile services" focuses on consumer perception about government Indian company BSNL using primary research data. The variables takes here are age groups, Income of the family, qualification, opinions and also studied their correlation in between these factors. The correlation significance between these factors is 0.05 according to analysis.

Kalyani Pawan (2015) in her research study "An Empirical Study on Reliance JIO Effect, Competitor's Reaction and Customer Perception on the JIO'S Pre- Launch Offer" "states the future effects that will be observed after the launch of JIO. The study includes overall scenario of telecom sector, its history and its growth projected. The paper shows the future scope in this sector and different type strategies used by various companies.

Sudheesh et al. (2015) in their study paper “A comparative study on customer satisfaction towards Airtel & Vodafone with reference to Avadi, Chennai” reviews the consumer perception about the two giants in Indian telecom industry; Vodafone and Airtel in city Chennai. The consumers expect different services from networks; this study highlights those services and the importance of the same.

Sugunathi Meena and Shanthi R. (2017) in their research paper conducted a study based on customer opinions about service they are using with parameters responsiveness, reliability, empathy, assurance and tangibility. The factors which matters most are on time and right service when customer expects it.

Debarun Chakraborty (2013), in his research found out that preference of customers are more inclined towards those service providers who has a brand of his own and extends un-paralleled services with respect to wide network coverage, unbreakable signal and connectivity.

Kavitha et al (2013), in their article titled “A study on Customer satisfaction towards Vodafone sim card special reference in Madurai city” determined the consumer satisfaction on Vodafone service providers’ services in Madurai district and to find out the consumers mentality towards using the services.

Lehtinen&Lehtinen (1991) suggested in their research that process and output are complementary to each other as far as quality-of-service provider is concerned. Customers asses the quality from the tangible aspect of the service process without any significant errors.

Wang and Lo (2002) concluded in their findings that of all the factors of influencing the customers, network quality and after sales service of these providers are the deciding factors of survivability.

Ranaweera and Neely (2003) studied and searched that retention of customers is very much dependent on their perception towards price, service, quality of not only mobile service providers but also in fixed line telephone services.

Gopica (2015) in her research paper “Growth and development of telecom sectors in India-an overview” the paper gives an idea about telecom origin and also about the huge evolution that has taken place in this sector. The paper in view of researcher gives an overview about the various authorities like Telecom Regulatory Authority of India also the different networks which are present in this industry.

Dr.K. Moorthy1, K.Selvaraju2, K.Ayiswarya3 (17th Jan 2017)inferred in their research that internet has changed the day to day processes of people as far as their style, nature, socializing aspect, sharing of information, flow of ideas are concerned.In order to make them satisfy the service providers have to cover extra mile to satisfy their needs and wants on their terms.

RESEARCH METHODOLOGY

This research study was based on a survey made online. A structured questionnaire was used for data collection. An online survey on google forms was designed to determine the consumer perception towards various mobile service providers in Bhubaneswar. 112 respondents from various localities of Bhubaneswar were selected as sample. Data is analyzed by simple percentage analysis, cross tabulations, chi-square and charts using Excel.

OBJECTIVES OF THE STUDY

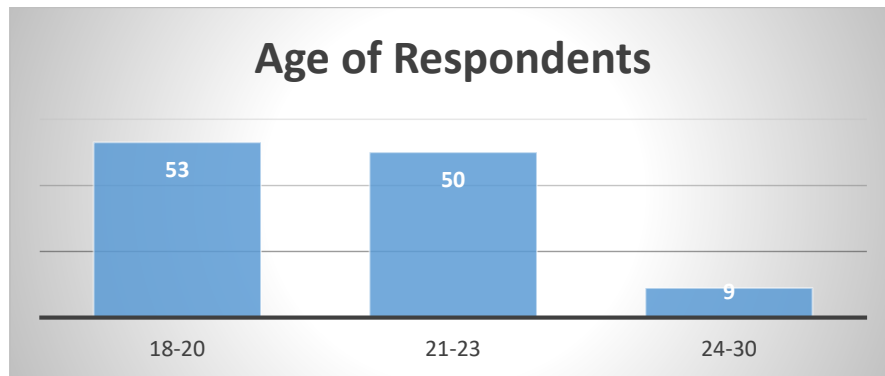
- To find out customers satisfaction towards various mobile service providers.
- To study the association of demographics with the type of plan consumer choose and loyalty
- To study the factors affecting the buying decision of consumers.

ANALYSIS AND INTERPRETATION

On the basis of data collected from 112 respondents from the city of Bhubaneswar the following analysis has been made and we have found that out of 112 respondents 53 belong to 18-20 age group, 50 belong to 21-23 and 9 only belong to 24-30. So mostly the study is made on the youths of the city. Table -1 represents the number of respondents belong to different age groups and the same is also represented in chart-1.

Table – 1 – Age of respondents

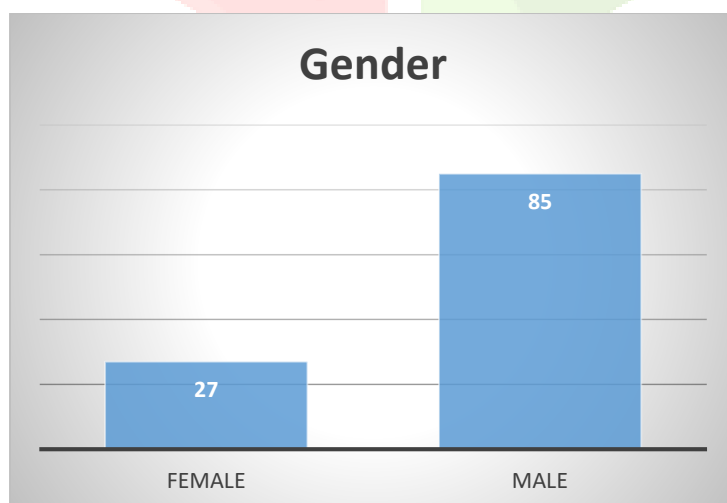
AGE	NO OF RESPONDENTS
18-20	53
21-23	50
24-30	9

Chart – 1 – Age of respondents

It has been found that out of 112 respondents 27 are female and 85 are male. Table -2 below is depicting that. It is also clearly seen from the chart-2 that majority of the respondents are male.

Table – 2 – Gender of respondents

GENDER	NO OF RESPONDENTS
FEMALE	27
MALE	85

Chart – 2 – Gender of respondents

It has been found that (Table – 3) out of 112 respondents 44 are B.Tech followed by 15 BBA. The number of respondents belonging to different educational background can be clearly seen from Chart-3.

Table – 3– Educational qualification of respondents

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS
12TH COMPLETED	12
B.TECH	44
BBA	15
B.SC	9
B.COM	11
DIPLOMA	4
MBA	12
B. PHARMA	3
M.COM	2

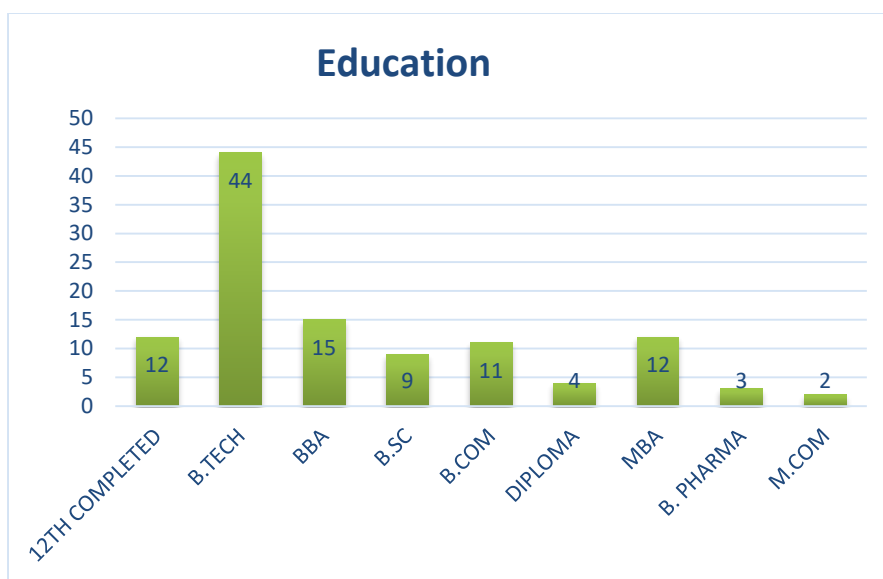
Chart – 3– Educational qualification of respondents

Table -4 shows number of respondents according to their type of mobile connection. The maximum respondents are prepaid users in comparison to Post-paid users. Chart-4 shows that majority of the users are prepaid users.

Table – 4–Type of mobile connection

TYPE OF MOBILE CONNECTION	NO OF RESPONDENTS
POSTPAID	11
PREPAID	101

Chart – 4–Type of mobile connection

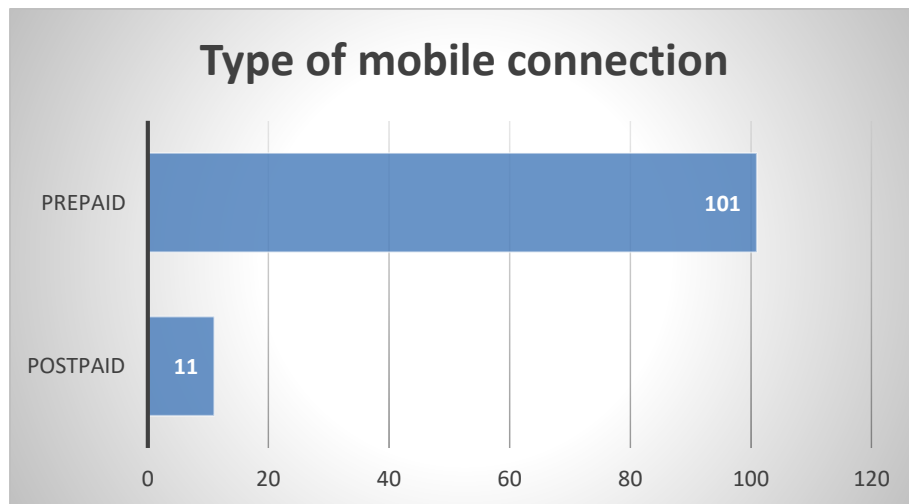
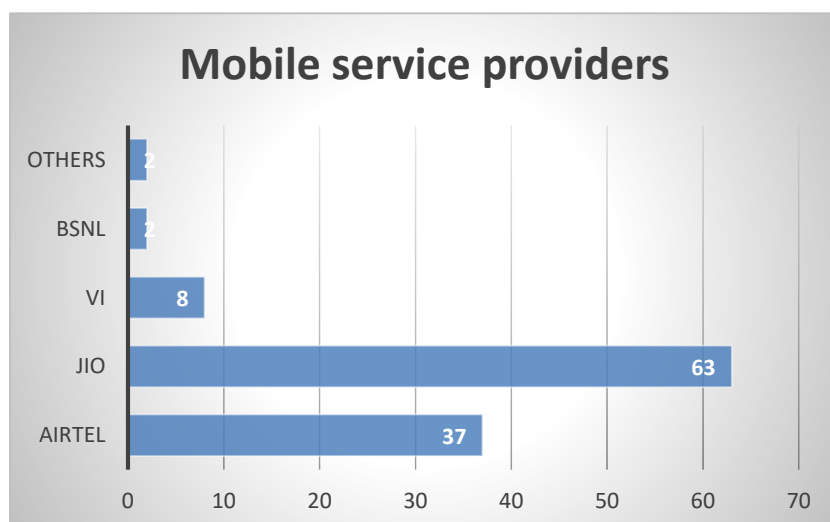


Table -5 depicts the division of the respondents as per their current user of service provider. The maximum respondents belong to JIO followed by AIRTEL. Chart- 5 shows the numbers of respondents belong to different service providers.

Table – 5–Type of mobile service providers

TYPES OF MOBILE SERVICE PROVIDERS	NO OF RESPONDENTS
AIRTEL	37
JIO	63
VI	8
BSNL	2
OTHERS	2

Chart – 5–Type of mobile service providers



It has been found that (Table – 6) out of 112 respondents 94 are satisfied with the service provided by the present mobile service provider they belong to. Chart – 6 represents the same. It can be seen that 18 respondents are dissatisfied with the service provided by their current mobile service provider.

Table –6–Number of customers satisfied with the service

CUSTOMER SATISFACTION	NO OF RESPONDENTS
YES	94
NO	18

Chart –6–Number of customers satisfied with the service

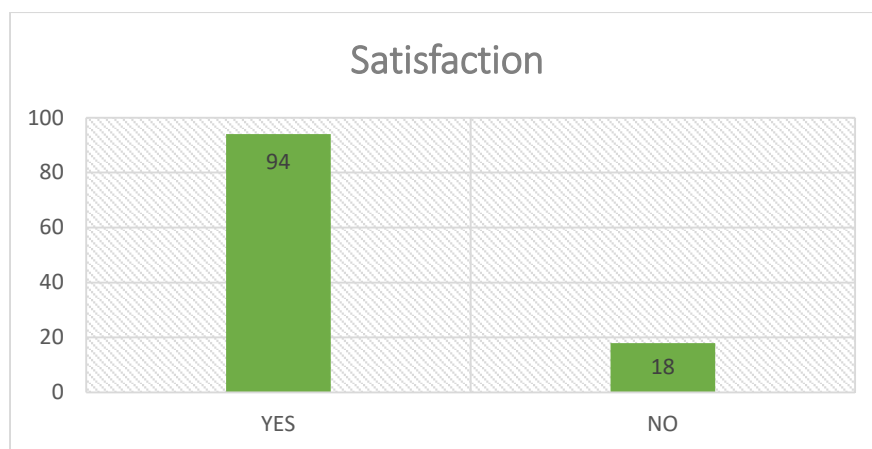


Table- 7 is a cross table that shows the observed value of chi square test which is conducted to know the association between gender and type of plans they choose (Monthly or quarterly). Respondents are categorized on the basis of their chosen plans. There are two types of plans monthly, quarterly.

H01: There is no significant association between gender and type of plans customers choose.

Table – 7–Cross table for gender and type of plans

Count of PLAN	Column Labels		
Row Labels	Monthly plan	Quarterly plan	Grand Total
Female	5	22	27
Male	30	55	85
Grand Total	35	77	112

Table- 8 shows the expected values and the p value of chi square test which are conducted to know the association between gender and type of plans they choose (Monthly or quarterly). The p value here is 0.1 which is greater than 0.05. Hence the null hypothesis is accepted here. So we can conclude that there is no significant association between gender and type of plans customers choose.

Table –8–Chi-square test with p value for gender and type of plans

Count of PLAN	Column Labels		
Row Labels	Monthly plan	Quarterly plan	Grand Total
Female	8.4375	18.5625	27
Male	26.5625	58.4375	85
	p value	0.101354774	

H02: There is no significant association between age and type of plans customers choose.

The following cross Table-9 shows the observed value of chi square test which is conducted to know the association between age and plans customers choose. Respondents are categories on the basis of their chosen plans. Also respondents are categorised on the basis of age i.e. 18-20, 21-23 and 24-30.

Table – 9–Cross table for age and type of plans

Count Plan	Column Labels		
Row Labels	Monthly plan	Quarterly plan	Total
18-20	30	23	53
21-23	18	32	50
24-30	5	4	9
Total	53	59	112

Table- 10 shows the expected values and the p value of chi square test which are conducted to know the association between age and type of plans they choose (Monthly or quarterly). The p value here is 0.09 which is greater than 0.05. Hence the null hypothesis is accepted here. So we can conclude that there is no significant association between age and type of plans customers choose.

Table –10–Chi-square test with p value for age and type of plans

Count Plan	Column Labels	
Row Labels	Monthly plan	Quarterly plan
18-20	25.08035714	27.91964286
21-23	23.66071429	26.33928571
24-30	4.258928571	4.741071429
	p value	0.097903359

H03: There is no significant association between gender and how long the respondents are availing the service of the mobile service provider.

Table-11 depicts the observed value of chi square test which is conducted to know the association between gender and how long the respondents are availing the service of the mobile service provider. We have categorised the data into < 2years, 2—4 years and > 4years.

Table –11–Cross table for gender and how long the respondents are availing the service of the mobile service provider

For how long you are availing with the services of your present service provider?	Column Labels			
Row Labels	Less than 2 years	2-4 Years	More than 4 years	Grand Total
Female	7	12	8	27
Male	52	26	7	85
Grand Total	59	38	15	112

Table- 12 shows the expected values and the p value of chi square test which are conducted to know the association between genders and how long the respondents are availing the service of the mobile service provider. The p value here is 0.005 which is less than 0.05. Hence the null hypothesis is rejected. So we can conclude that there is a significant association between gender and how long the respondents are availing the service of the mobile service provider.

Table –12–Chi-square test with p value for gender and how long the respondents are availing the service of the mobile service provider

For how long you are availing with the services of your present service provider?	Column Labels		
Row Labels	Less than 2 years	2-4 Years	More than 4 years
Female	14.22321429	9.160714286	3.616071429
Male	44.77678571	28.83928571	11.38392857
	p value	0.00150635	

H04: There is no significant association between age and how long the respondents are availing the service of the mobile service provider.

Table-13 is a cross table that represents the observed value of chi square test which is conducted to know the association between age and how long the respondents are availing the service of the mobile service provider.

Table –13–Cross table for age and how long the respondents are availing the service of the mobile service provider

For how long you are availing with the services of your present service provider?	Column Labels			
Row Labels	less than 2 Years	2-4 Years	More than 4 years	Grand Total
18-20	40	8	5	53
21-23	10	31	9	50
24-30	1	3	5	9
Grand Total	51	42	19	112

Table- 14 depicts the expected values and the p value of chi square test which are conducted to know the association between age and how long the respondents are availing the service of the mobile service provider. The p value here is 0.000 which is less than 0.05. Hence the null hypothesis is rejected. So we can conclude that there is a significant association between age and how long the respondents are availing the service of the mobile service provider.

Table –14– Chi-square test with p value age and how long the respondents are availing the service of the mobile service provider

For how long you are availing with the services of your present service provider?	Column Labels		
Row Labels	less than 2 Years	2-4 Years	More than 4 years
18-20	24.13393	19.875	8.991071
21-23	22.76786	18.75	8.482143
24-30	4.098214	3.375	1.526786
	p value	4.42326E-09	

H05: There is no significant association between gender and how much expenditure is made by the customer per month.

Table-15 is a cross table that shows the observed value of chi square test which is conducted to know the association between gender and how much expenditure customers made per month.

Table –15–Cross table for gender and how much expenditure made per month by the user

monthly expenses on mobile phone	Column Labels				
Row Labels	Less than 200	200-300	300-500	500- 1000	Grand Total
Female	13	6	5	3	27
Male	18	38	25	4	85
Grand Total	31	44	30	7	112

Table- 16 represents the expected values and the p value of chi square test which are conducted to know the association between gender and how much expenditure customers made per month. The p value here is 0.016 which is less than 0.05. Hence the null hypothesis is rejected. So we can conclude that there is a significant association between gender and how much expenditure customers made per month.

Table –16–Chi-square test with p value for gender and how much expenditure made per month by the user

monthly expenses on mobile phone	Column Labels			
Row Labels	Less than 200	200-300	300-500	500- 1000
Female	7.473214286	10.60714	7.23214	1.6875
Male	23.52678571	33.39286	22.7679	5.3125
	p value	0.016366		

CONCLUSION

In India, some of the mobile service providers competing to offer great services to their clients. Government and private operators are competing at near margin and are trying to offer a couple of VAS to people. Subsequently the mobile operators ought to make each effort to provide economical and excellent equipments, less expensive and competitive call tariffs for connectivity at various ranges and custom designed services to be able to fulfil and delight their customers. The research study indicates that customers prefer a particular mobile service provider on the idea of call tariffs, network coverage and VAS. It is concluded from the study that consumers prefer prepaid plans instead of post-paid plans and all most every customer treat their mobile phone as a necessity. They generally use their mobile phone for their personal use and for both incoming and outgoing calls as well as internet. The study reveals that JIO is the most preferred mobile phone service providers among consumers followed by Airtel and VI.

Most of the respondents replied that they are satisfied with the service provided by their mobile service provider. From the analysis, we can conclude that there is no significant association between gender and age with type of plans customers choose. There is a significant association between gender and age with how long the respondents are availing the service of the mobile service provider and also there is a significant association between gender and how much expenditure customers made per month. Service providers

should create an emotional relationship with the consumer through innovative plans and enhance their services quality and brand image, better connectivity and goodwill with the consumer because the consumer always want more from their operators.

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