

**CONSUMERS SATISFACTION TOWARDS VARIOUS
CELL PHONE SERVICE PROVIDERS IN HUBLI-
DHARAWAD MUNICIPALITY AREA**

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Abstract

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants communicate within a fraction of second at quick speed with clear voice, without any disturbance. Like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business person. This is an information era significance of information cannot be over emphasized. This study attempts to find out the satisfaction of consumer regarding cell phone service providers. This decade, most of the peoples using cell phones. So, service providers are increasing in more level. So service provider are should over come another one's competition. So, it leads to adding new features, schemes, periodical offers to their service. So, the consumers get maximum benefit from their service provider. Marketing decision maker needs Descriptive information about the total potential unit and dollar sales in each segment. Perhaps the most important one is that a seller needs to be aware of the relevant objective and need of consumer and how their objectives might best be served by the products.

Keywords: Satisfaction, consumer's opinion, Service provider, Call tariffs, Brand image, Customers preference

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Introduction

Every human being is a consumer of different products. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business person. According to Philip Kotler consumer satisfaction is defined as, “personal feeling of pleasure resulting from comparing a product’s actual performance in relation to his /her expectations”. Consumer attitude measurements are taken on either potential buyers or existing clients in order to identify their characteristics. Why should the competent market engineer conduct consumer research? Consumer’s surveys can provide the researcher with a wealth of information, valuable to the marketing function.

In India, a number of cellular companies competing to provide efficient and quality services to their customers. Government and private operators are competing at close margins and are trying to provide multiple value added services to people. Hence the cellular operators should strive to provide cost effective quality equipments, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers. The study in hand reveals that consumers prefer a particular mobile phone service provider on the basis of call tariffs, network coverage and value added services. The consumers are highly influenced by their family members, friends and advertisement while selecting or buying a mobile phone service provider.

A STUDY OF CONSUMER’S SATISFACTION TOWARDS VARIOUS CELL PHONE SERVICE PROVIDERS IN HUBLI-DHARAWAD MUNICIPALITY AREA – gives detailed information regarding the customer in a market will provide the basic platform for all marketing decisions. Marketing decision maker needs Descriptive information about the total potential unit and dollar sales in each segment. Perhaps the most important one is that a seller needs to be aware of the relevant objective and need of consumer and how their objectives might best be served by the products.

Objectives of the study:

1. To ascertain the attributer which influenced the customer’s in selecting a particular cell phone services provider.
2. To study the consumer’s satisfaction towards different cell phone service providers in Hubli-Dharawad Municipality Area.

3. To offer valuable suggestions to improve the services of cell phones in Hubli-Dharawad Municipality Area

Need of the study:

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants communicate within a fraction of second at quick speed with clear voice, without any disturbance. Like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Cell phones emerges as a boon quench such a thirst, the by providing facilities, which a common man cannot imagine. Though cell phone industry has its origin in the recent past and the growth has been excellent. Day by day many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the subscribers. Hence in this context, it is important to study the functioning of cellular phone services and the utilization of their services by the telephones.

Research methodology:

In this study primary data are used. The data were collected from the selected respondents through the distribution of questionnaire. This study covers popular cell phone service providers such as Aircel, Airtel, BSNL, Reliance, Tatal Indicom, Vodafone etc. in Hubli-Dharawad Municipality Area only. The sample size of this study is 200 Cell phone users in the study area have been selected. Along with the usual statistical tools such as tables, percentages were used for analyzing the data and arriving at the conclusion.

Results and Discussions:

Table-1 consumer's preference towards cell phone service providers

S. no	Service providers	No. Of respondents	Percentage
1	Aircel	44	22
2	Airtel	100	50
3	BSNL	08	04
4	Reliance	06	03

5	Tata indicom	06	03
6	Vodafone	22	11
7	Others	14	07
	Total	200	100

Table-1 indicates that Most of the respondents are using Airtel (50%) and 22% of respondents are using Aircel. Others are used different cell phone service.

Table-2 Consumer's preference towards cell phone service providers on the basis of age group

Name of the cell phone service provider	Up to 20 years		21 - 30 years		31 - 40 years		41 and above		Total	
	No. of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents
Aircel	10	20	24	20.00	8	80	4	20	46	23.00
Airtel	30	60	68	56.67	2	20	8	40	108	54.00
BSNL	2	4	5	4.17	0	0	2	10	9	4.50
Reliance	0	00	10	8.33	0	0	6	30	16	8.00
Tata indicom	0	00	6	5.00	0	0	0	0	06	3.00
Vodafone	8	16	7	5.83	0	0	0	0	15	7.5
Others	0	0	0	0	0	0	0	0	0	0
Total	50	100	120	100	10	100	20	100	200	100

Table-2 indicates that

- Among respondents up to 20 years of age group majority of them (60%) are using Airtel followed by Aircel users.
- Consumers in the age group of 21-30 years 56.67% of respondents mostly prefer Airtel and 20% of the respondents are using Aircel.
- 80% of consumers are using Aircel who are in the age group of 31-40 years.
- 41 and above -405 of the respondents are using Airtel and 30% of respondents are using Reliance.

Table-3 Composition of respondents on the basis of marital status

S. no	Marital Status	Number of Respondents	Percentage of Respondents
1	Married	70	35.00
2	Unmarried	130	65.00
Total		200	100

Table-3 revealed that the married respondents are using cell phone in 35% but the unmarried respondents are using cell phone in 65%.

Table no: 4 Composition of respondents on the basis of Education qualification

S. no	Educational Qualification	Number of Respondents	Percentage of Respondents
1	Up to HSC	64	32.00
2	Graduations	125	62.5
3	Professional	11	05.5
4	Other	0	0.00
Total		200	100

Table-4 indicated that the majority of the respondents 62.50% (graduates) are using cell phones and 32.00% (up to HSC) respondents are using cell phones.

Table no: 5 Composition of respondents on the basis of Occupation

S no	Occupation	Number of Respondents	Percentage of respondents
1	Business	32	16.00
2	Professional	4	2.00
3	Employee	62	31.00
4	Home maker	14	7.00
5	Student	86	43.00
6	Other	2	1.00
	Total	200	100

Table-5 -The students are using cell phones in 43% and the employees are using cell phones in 31.00% only.

Table no: 6 Composition of respondents on the basis of Family Income (per month)

S no	Family Income	Number of Respondents	Percentage of Respondents
1	Less than rs.5,000	60	30.00
2	Rs.5,001 to 10,000	98	49.00
3	Rs.10,001 to 15,000	22	11.00
4	Above 15,00	20	10.00
	Total	200	100

Above table-6 shown that 49% of respondents are get monthly income of Rs.5, 000 – Rs.10,000, and 30% of respondents are get monthly income as less than Rs.5,000.

Table no: 7 Table showing various factors inducing to purchase the cell phones

S. No	Influencing Factor	Number of Respondents	Percentage of Respondents
1	Family members	80	40.00
2	Neighbors	4	2.00
3	Relations	11	5.50
4	Friends	79	39.50
5	Advertisements	9	4.50
6	Dealers	10	5.00
7	Others	7	3.50
	Total	200	100

Table-7 - On the basis of purchasing the cell phones 40% of the respondents are inducing by family members, and respondents are only inducing by dealers (5%) and others (3.50%).

Table no: 8 Compositions of respondents on the basis of purpose of purchase of the cell phones

S no	Purpose	Number of Respondents	Percentage of Respondents
1	For business	28	14.00
2	For personal	172	86.00
	Total	200	100

Table-8 indicates that 14% of respondents are using cell phones for their business, and 86% of respondents are using cell phones for their personal usage.

Table no. : 9 Consumer's preference towards cell phone service provider on the basis of scheme

S no	Service Providers	Prepaid		Post paid		Total	
		No. Of respondents	Percentage of respondents	No of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents
1	Aircel	42	24.85	2	6.45	44	22.12
2	Airtel	92	54.44	10	32.25	102	50.96
3	BSNL	4	2.37	4	12.90	8	3.85
4	Reliance	14	8.28	2	6.45	16	7.69
5	Tata indicom	2	1.18	4	12.90	6	2.88
6	Vodafone	15	8.88	9	29.03	24	12.50
7	Others	0	00	0	0	0	0
	Total	169	100	31	100	104	100

Table-9 indicates that In prepaid, majority of the respondents are using Airtel (54.44%), 24.85% of the respondents using Aircel, 2% of the respondents are only using Tata indicom. In post paid, majority of the respondents 32.25% are using Airtel, and 6.45% of respondents are using Reliance and Aircel.

Table no: 10 Compositions of respondents on the basis of usefulness of Cell phones.

S. no	Usage	Number of Respondents	Percentage Of Respondents
1	Incoming	34	17.00
2	Outgoing	4	2.00
3	Both	150	75.00
4	SMS	12	6.00
	Total	200	100

Table-10 indicates that 75% of the respondents are using cell phones for incoming and outgoing, but 6.00% of respondents are only using cell phones for SMS.

Table no: 11 Table showing the number of respondents on the basis of wariness of various services provided by the service providers.

S no	Various Services	Aware	Neutral	Unaware	Total

		No. Of respondent s	Percentag e of responden ts	No. Of responden ts	Percentage of respondent s	No. Of responden ts	Percentage of respondent s	No. Of responde nts	Percentag e of responden ts
1	Scheme of initial purchase	124	62.00	68	34.00	8	4.00	200	100
2	Balance of talk charges	130	65.00	46	23.00	24	12.00	200	100
3	Periodical offers	118	59.00	54	27.00	28	14.00	200	100
4	Call waiting and call diverting option	120	60.00	48	24.00	32	16.00	200	100
5	Modes of payment	126	63.00	38	19.00	36	18.00	200	100

Table-11 indicates that 65% of respondents are aware about their talk charges, 59% of respondents are only aware about various period offers.34% of respondents are less aware about their schemes and 18% of respondents are also less aware about their modes of payments. 18% of respondents are unaware about their modes of payment and 4% of respondents only unaware about their schemes.

Table no: 12 Influencing factors to purchase the cell phone (another view)

S. no	Factors	Number of Respondents	Percentage Of Respondents
1	Deposit amount	24	12.00
2	Brand image	92	46.00
3	Availability	22	11.0
4	Credit facility for Connection	16	8.00
5	Customer care Service	32	16.00
6	Service charges	14	7.00
	Total	200	100

Table-12 indicates that46% of respondents is purchasing the particular service by its brand image, and 16 % of respondents are choosing the particular service provider by their customer care service.

Table no: 13 Consumer’s satisfaction level on the basis of price of the cell phone providers

S no	Name of the cell phone service provider	Highly satisfactory		Satisfactory		Non-satisfactory	
		No. Of respondents	Percentage of respondents	No. Of respondent s	Percentage of respondents	No. Of respondents	Percentage of respondents

1	Aircel	30	15.00	44	22.00	100	50.00
2	Airtel	138	69.00	100	50.00	0	0
3	BSNL	0	0	8	4.00	26	13.00
4	Reliance	0	0	20	10.00	24	12.00
5	Tata indicom	0	0	8	4.00	0	0
6	Vodafone	30	15.00	20	10.00	50	25.00
7	Others	2	1.00	0	0	0	0
	Total	200	100		100	8	100

Table-13 indicates that 69% of the respondents are highly satisfied for the price of Airtel service provider and 15 % of respondents are only highly satisfied for the price of Aircel and Vodafone. 50% of the respondents are satisfied (average) for the price of the Airtel, and 4% of the respondents are satisfied (average) for the price of BSNL and Tata indicom. 50% of respondents are dissatisfied for the price of the Aircel, and no percentage of respondents for the price of Airtel and Tata indicom.

Table no: 14 Consumer's satisfaction level on the basis of performance of service provider

S no	Name of the cell phone service provider	Highly satisfactory		Satisfactory		Non-satisfactory	
		No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents
1	Aircel	34	17.00	54	27.00	40	20.00
2	Airtel	126	63.00	104	52.00	60	30.00
3	BSNL	0	00	0	00	0	00
4	Reliance	0	00	16	8.00	60	30.00
5	Tata indicom	6	3.00	4	2.00	20	10.00

6	Vodafone	34	17.00	22	11.00	20	10.00
7	Others	0	00	00	00	00	00
	Total	200	100	200	100	200	100

Table-14 revealed that 63% of respondents are highly satisfied for the performance of Airtel service Provider, and 3 % of respondents are only highly satisfied for the performance of Tata indicom. 52 % of respondents are satisfied (average) for the performance of Airtel service provider and 2 % of respondent's only satisfied (average) for the Tata indicom service. No % of respondents is dissatisfied in BSNL service.

Table no: 15 Consumer's satisfaction level on the basis of after sales service of the service provider

S no	Name of the cell phone service provider	Highly satisfactory		Satisfactory		Non-satisfactory	
		No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents
1	Aircel	28	14.00	62	31.00	36	18.00
2	Airtel	124	62.00	88	44.00	80	40.00
3	BSNL	4	2.00	8	4.00	12	6.00
4	Reliance	0	0	32	16.00	12	6.00
5	Tata indicom	4	2.00	0	0	24	12.00
6	Vodafone	38	19.00	10	5.00	36	18.00
7	Others	2	1.00	0	0	0	0
	Total	200	100	200	100	200	100

Table-13 indicates that Majority of the respondents 62% are highly satisfied about after sales service and Airtel and no% of respondents are highly satisfied about the after sales service of Reliance. 44 % and 31% of respondents are satisfied (average) about after sales service of Airtel and Aircel. 40% of respondents are dissatisfied about after sales service of Airtel and 6% of respondents are only dissatisfied about the after sales service of BSNL and reliance.

Table no: 16 Consumer's satisfaction level on the basis of schemes at the time of purchasing the particular cell phone service provider

S no	Name of the cell phone service provider	Highly satisfactory		Satisfactory		Non-satisfactory	
		No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents	No. Of respondents	Percentage of respondents
1	Aircel	54	27.00	42	21.00	36	18.00
2	Airtel	106	53.00	104	52.00	72	36.00
3	BSNL	0	00	12	6.00	00	00
4	Reliance	6	3.00	10	5.00	72	36.00
5	Tata indicom	0	00	6	3.00	18	9.00
6	Vodafone	34	17.00	26	13.00	00	00
7	Others	0	00	0	00	2	1.00
	Total	200	100	200	100	200	100

Table-16 indicates that 53% of respondents are highly satisfied about the schemes at the time of purchasing the Airtel and no% of respondents are highly satisfied about the schemes at the time of purchasing the BSNL and Tata indicom. 52% of the respondents are satisfied (average) about the schemes of the time of purchasing Airtel. And 3% of the respondents are only satisfied (average) about the schemes at the time of purchasing Tata indicom. No% of respondents is dissatisfied about the schemes at the time of purchasing of BSNL and Vodafone and 36% of respondents are dissatisfied at the time of purchasing the Airtel.

Findings

- On the basis of consumer preference, majority of the peoples are preferred Airtel.

- On the basis of age group, most of the respondents (60%) are using Airtel, who are in the category of up to 20 years.
- On the basis of marital status mostly unmarried respondents are using cell phones than married respondents.
- On the basis of educational qualification, most of the graduates are using cell phones.
- On the basis of occupation, the students are only used cell phones in more level.
- On the basis of family income, 30% of the respondents are using cell phones, which are all get family income of less than Rs.5, 000.
- Majority of the peoples are bought the cell phones by influencing their family members.
- 4.50% of respondents are only influenced by advertisements.
- Majority of the peoples are using cell phones for personal usage.
- Majority of the peoples are using prepaid scheme.
- Majority of the peoples are using cell phones for both incoming and outgoing.
- Less than 20% of the peoples are only less aware about services provided by the services provider.
- Majority of the peoples are seeking brand image, for their service provider.
- Majority of the respondents are highly satisfied about the price of Airtel.
- No peoples are highly satisfied about the price of BSNL, Reliance, and Tata indicom.
- No peoples are dissatisfied about the price of the Airtel.
- On the basis of performance, no peoples are highly satisfied in BSNL, Reliance.
- No peoples are dissatisfied about the performance of BSNL service provider.
- On the basis of after sales service, the majority of the respondents are highly satisfied in Airtel.
- No peoples are highly satisfied about the after sales service of BSNL.
- Minority (6%) people are only dissatisfied about the after sales services of BSNL and Reliance.
- On the basis of schemes at the time of the service, 53% of peoples are highly satisfied.
- On the basis of periodical offers, majority of the peoples highly satisfied in Airtel.
- On the basis of outgoing call charges, majority of people are highly satisfied in Airtel.
- No people are highly satisfied about the outgoing call charges of Tata indicome.
- On the basis of consumer's attitude, majority of the people are states that cell phones are necessity to all.

Suggestions:

- BSNL, Tata indicom should try to expand their customer's network.
- Reliance and Tata indicom should try to attract the young peoples. (Up to 20 years).
- Airtel should try to attract old peoples also.
- All the service providers are made good advertisements for their service. Because, advertisements are take little part for influencing the consumers.
- All the service providers are tried to increase post paid users.
- 75% of the peoples are unaware about the various services rendered by their service provider. So the service providers try to make awareness of their customer's services to their customers.
- BSNL, Reliance, Tata indicom should attract the customers by reducing their price.
- BSNL, Reliance customers are highly dissatisfied about the performance of the service provider. So they should try to add some advanced features towards their services.
- Aircel should try to increase their after sales services.
- Airtel should be decreased their dissatisfied customers by providing good after sales services.
- Tata indicom should give periodical offers to their customers.
- Tata indicome should decrease their outgoing call charges.

Conclusion:

This is an information era significance of information cannot be over emphasized. This study attempts to find out the satisfaction of consumer regarding cell phone service providers. This decade, most of the peoples using cell phones. So, service providers are increasing in more level. So service provider are should over come another one's competition. So, it leads to adding new features, schemes, periodical offers to their service. So, the consumers get maximum benefit from their service provider. Now-a-days, cell phones are very necessity to all. Because, it is give safety to the men and women also. And no person are feel cell phones are luxury one. So, most of the persons are also should preferred these cell phones to their children.

In India, a number of cellular companies competing to provide efficient and quality services to their customers. Government and private operators are competing at close margin and are trying to provide multiple value added services to people. Hence the cellular operators should strive to provide cost effective quality equipments, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers. The

study in hand reveals that consumers prefer a particular mobile phone service provider on the basis of call tariffs, network coverage and value added services. The consumers are highly influenced by their family members, friends and advertisement while selecting or buying a mobile phone service provider. It is concluded from the study that consumers prefer prepaid plans and all most every consumer treat their mobile phone as a necessity. They generally use their mobile phone for their personal use and for both incoming and outgoing calls

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