



A Comparative Study on Customer Preference of Mobile Service Providers with Selected Service Providers

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ABSTRACT

The telecommunication is the lifeblood for every business activity. Even in this industry there prevails a stiff competition between the service providers. Since there is a marginal difference between the services rendered by the Cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on his convenience. So it is very essential for the Mobile service provider to understand the customer preferences and the influence of various Demographic variables behind that influence.

Mobile communication a service sector is escalating drastically in Coimbatore and Tiruppur Town. There are a handful of Private (AIRCEL, AIRTEL, VODAFONE, RELIANCE and TATA DOCOMO) and Public (BSNL) players serving the market. In this study the customer preference on mobile communication with reference to service provided by private and public sector are compared. BSNL and OTHERS are selected due to their high competitive nature in providing 3 generation technologies such as GPRS and MMS.

Introduction

Communication would mean the transfer of information from a source to a receiver. The most important type of communication is personal communication. People all over the world feel the need to keep in touch, whether it is business or personal. With the advent of technology though there are several mode of communication like E-mail, Chat, and Video conferencing and so on the Telephone is one of the reliable communication mode. People find it difficult to receive a call or make a call when they are on the move within their house. Hence, the concept of card less



telephone came into the picture. The card less telephone system is meant to use in and around houses. Cellular phones brought to people a whole new way of communicating, without wires. People no longer need to be tied down at one place just for a phone call for fear of missing out important business opportunities.

Using a cellular phone is very much like using a conventional phone. Developed in the early 1980's a cellular mobile telephone enables a person to be mobile, instead of waiting for an important phone call all day long. Through a cellular phone, an individual can make or receive calls. No doubt the introduction of cellular phone has greatly improved communication levels. Basically a cellular telephone is a movable telephone unit. It allows people to communicate over a wide area by using a combination of radio, telephone and computer technology.

The concept of cellular communication was born in the bell laboratories of the USA in the late 1960's. The first cellular system was opened in Nordic countries. Sweden, Denmark, Norway and Finland in the early 1980's. Within two years cellular services were launched in USA using AMPS (Advanced Mobile Phone Services). Over the few years its operation reached every industrialized country in the world. In the fifteen years, the global subscriber base for cellular has risen from zero to 50 million spread in more than 100 countries which is about one tenth of the wire telephone lines. Manufacturers are of the view that there will be 350-400 million in the year 2005. And if the figure continues to grow like this, time is not far when mobile communication will stand at par with fixed telephone installations or even higher.

Scope of the Study

In the present scenario, the telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. In spite of a well-established network and infrastructure supporting it certain service providers weren't able to root their footsteps in the market. Further their promotional initiatives haven't yielded fruitful results. Since there is a marginal difference between the services rendered by the Cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on his convenience. So it very essential for the Mobile service provider to understand the customer preferences and the influence of various Demographic variables behind that influence, the subscribers Pre purchase search and Post purchase behavior to win the hearts of the customers. This study could aid the service providers with respect to their enhancement.

Statement of the Problem

Mobile communication a service sector is escalating drastically in Pudukkottai Town. There are handful of Private (AIRCEL, VODAFONE, RELIANCE and TATA DOCOMO) and Public (BSNL) players serving the market. This is a sector where the customers switch their service providers very often depending upon their convenience. So it's very essential for the Service providers to make their moves by knowing the customer preferences.



The customer preferences changes which is influenced by several factors. Thus a sturdy information base on the customer preferences and the factors influencing that preference is very essential for the Mobile service providers.

Apart from the knowledge base about the influencers of the customers the satisfaction yielded by the customers has to be also studied since only the satisfied customer continues with the same service provider.

Objectives of the Study

Primary Objective

To study the customer preferences with respect to the Mobile service providers and compare the performance of Public (BSNL) and Private (OTHERS) players in Mobile communication sector.

Methodology

Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by a researcher in studying the research problem with logic behind them.

Research Design

The research design adopted for this study has been a Descriptive design. Since the Pre purchase and Post purchase behaviour of the BSNL and OTHERS users as well as the stimulants behind their purchase is described in this study, the Descriptive research design is adopted for this study.

Types of Data

The data for this study are of two types: -

- ❖ Primary data
- ❖ Secondary data

The primary data are collected afresh from the BSNL and OTHER Susers. The secondary data has been collected by referring to various Project works, Articles, Journals and Internet links about Mobile communication.

Data Collection Method

Primary data has been collected through Questionnaire Schedule. Downloading from various Mobile communication links at Internet and referring to Distributors records, Journals, Articles and Project works the secondary data was collected.



Sampling Design

Sampling Unit

Sampling unit deals with persons to be surveyed. The researcher must define the target population. Among the Mobile users customers of BSNL and OTHER Sim Pudukkottai is the sample population for the study. On the basis of clusture sampling the Mobile users are grouped on the basis of geographical area. BSNL a Public sector player and OTHERS a private player is taken to for comparison in order to avoid extreme complications in Analysis.

Sample Size

Once the sampling unit is determined, the sample size has to be fixed. 135 BSNL customers and 135 OTHERS subscribers were chosen for the study.

Sampling Procedure

Clustered sampling is employed in enrolling the BSNL and OTHERS subscribers for survey.

Limitations of the Study

- Among the various private Mobile service providers (VODAFONE, AIRCEL, TATA DOCOMO, RELIANCE, AIRTEL) in Pudukkottai OTHERS is selected on the basis of its wide customer base. Though it could provide an appropriate base for comparing the Private and Public (BSNL) mobile service providers there is a least probability for this selection not representing the entire crew of Private players.
- The study is with specific to Pudukkottai town so the findings landed in this study may not be applicable in other areas where the customer share of the Mobile service providers could vary.
- The sample size is limited due to the confined period of study. This may also contribute to the slight deviation in results landed.

Review of Literature

A brief review of literature would be of immense help to the researcher in gaining insight into the selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. These are

The Hindu, in its "Survey of Indian Industry", "Cellular Telecom", "Mobile telecommunication was introduced several years ago with analog technology. But now it is witnessed that cellular networks for mobile telecom with digital technology with superior services developed by the European countries under global system for mobile communication"



Hutchison's Managing Director Asim Ghosh, says in the article *Telecommunications*, (*Business World*), "Telecom is such a huge sector and it's so easy to be seduced by its different parts, but thankfully we were"

Rajan Nandha, "*Corporate Reports*", *Business India* highlights that with an investment of over Rs200 crore, Escotel is the largest investment, Escorts has made in recent years. This is proof enough to reflect the importance of telecom for them as a core business.

Sunil Mittal, in his article "*Telecom*", (*Business Today*), "A wire-line telephone, will be like a wall clock, where every house will have one. But a cellular phone will be like a wristwatch. Every one will have one"

Manoj Kohil, Chief Executive officer of Escorts says in his article "*Corporate Reports*" (*Business Line*), "It's a great competitive edge to replicate, but the service guarantee underlines the basic soundness and efficiency of operation which are not easy to replicate, definitely not in a short time."

Ramchandra Hegde, (*Business India*), says that the public expect the Indian subscriber base for both wire line and wireless to grow from the current 52 millions to 95.2 million by 2007. We believed that such additions are within the realms of possibility given current low telecom penetration and low telecom spending.

Results and Discussion

All the information collected with the help of questionnaire are tabulated and analyzed using data analysis tools like Simple percentage, chi-square test and Two way table.

Influence of Demographic Variables in the Level of Satisfaction Yielded By the Mobile User

Demographic Variables Involves the Following

- Age
- Gender
- Marital Status

The influence of the above mentioned Demographic variables on the mobile user is determined for both the service providers BSNL and OTHERS separately as well as the cross comparison is made.

Age and Level of Satisfaction

For the purpose of study age has been classified into three categories. The sample consists of 23 respondents belonging to Below 25 yrs category, 35 respondents falling in the age group of 26-35 yrs and 42 respondents in the age group of Above 35 yrs.



AGE AND LEVEL OF SATISFACTION

S.No.	Age	No. of Respondents		%	
		BSNL	OTHERS		
1	Below 25 yrs	34	31	25.0	23.0
2	26 – 35 yrs	42	47	31.0	35.0
3	Above 35 yrs	59	57	44.0	42.0
	Total	135	135	100.0	100.0

Source: Primary Data

Two Way Table

To determine the degree of association between Age and the level of satisfaction by the respondents with respect to their mobile service providers a two –way table was prepared.

AGE AND LEVEL OF SATISFACTION

S.No.	Age	Level of Satisfaction (BSNL)			Level of Satisfaction (others)		
		Lowest	Medium	High	Low	Medium	High
1	Below 25 Yrs	7(21.8)	20(37.7)	7(14.0)	6(18.7)	4(13.0)	21(29.2)
2	26 – 35 Yrs	11(34.4)	8(15.1)	23(46.0)	9(28.1)	16(51.6)	22(30.5)
3	Above 35 Yrs	14(43.8)	25(47.2)	20(40.0)	17(53.2)	11(35.4)	29(40.3)
	Total	32	53	50	32	31	72

Inference

The above table reveals that the level of satisfaction is high in the age group of 26 – 35 yrs (46.0). Most of the respondents in the age group Above 35 yrs have a medium level of satisfaction (47.2). The level of satisfaction is relatively low in the age group Above 35 yrs (43.8). Further the level of satisfaction is medium among the respondents belonging to the age group of Below 25 yrs (37.7). From this analysis it could be concluded that most of the satisfied customers for BSNL belong to the Age group of 26 – 35 yrs. Were as level of satisfaction is high in the age group of Above 35 yrs (40.3). Most of the respondents in the age group 26 – 35 yrs have a medium level of satisfaction (51.6). The level of satisfaction is relatively low in the age group Above 35 yrs (53.2). Further the level of satisfaction is high among the respondents belonging to the age group of Below 25 yrs (29.2).

From this analysis it could be concluded that most of the satisfied customers for OTHERS belong to the Age group of Above 35 yrs.



Chi – Square Test

In order to determine the relationship between the age of the respondents and the level of satisfaction yielded by them with respect to their mobile service providers, Chi –Square test was employed.

Null hypothesis: There is no association between the age of the respondents and the overall level of satisfaction.

Alternative hypothesis: There is an association between the age of the respondents and the overall level of satisfaction.

AGE AND LEVEL OF SATISFACTION

Factor	Calculated χ^2 Value		Table Value		D.F	Remarks
	BSNL	OTHERS	BSNL	OTHERS		
Age	14.28	7.49	9.488	9.488	4	Significant at 5% level

The above table shows that the It is noted from the above table shows that the calculated value is greater than the table value at 5% level of significance of BSNL users. So the alternative hypothesis is accepted “Age, a demographic variable have a significant association in the respondents level of satisfaction”.

If the others that the calculated value is less than the table value at 5% level of significance. So the null hypothesis is accepted “Age, a demographic variable has no significant association in the respondents level of satisfaction”.

GENDER AND LEVEL OF SATISFACTION

S.No.	Gender	No. of Respondents		%	
		BSNL	OTHERS	BSNL	OTHERS
1	Male	101	101	75.0	75.0
2	Female	34	34	25.0	25.0
	Total	135	135	100.0	100.0

Source: Primary Data

GENDER AND LEVEL OF SATISFACTION

S.No.	Age	Level of Satisfaction (BSNL)			Level of Satisfaction (others)		
		Lowest	Medium	High	Low	Medium	High
1	Male	17(53.1)	43(81.1)	41(82)	26(81.3)	25(80.6)	50(69.4)
2	Female	15(46.8)	10(18.9)	9(18)	6(18.7)	6(19.4)	22(30.6)
	Total	32	53	50	32	31	72



Inference

The above table reveals that the level of satisfaction of male respondents is High (82). With respect to the female respondents the satisfaction level is low (46.8) in BSNL. On the other hand the major contribution for Low (53.1), Medium (81.1) and High (82) level of satisfaction is from the male respondents. In case of others the level of satisfaction of male respondents is Low (81.3). With respect to the female respondents the satisfaction level is high (30.6). The major contribution for Low (81.3), Medium (80.6) and High (69.4) level of satisfaction is from the male respondents.

Chi – Square Test

Null hypothesis: There is no association between the gender of the respondents and the overall level of satisfaction.

Alternative hypothesis: There is an association between the gender of the respondents and the overall level of satisfaction.

GENDER AND LEVEL OF SATISFACTION

Factor	Calculated χ^2 Value		Table Value		D.F	Remarks
	BSNL	OTHERS	BSNL	OTHERS		
Gender	10.48	6.66	5.991	5.991	2	Significant at 5% level

It is noted from the above table of both service users that the calculated value is greater than the table value. So the alternative hypothesis is accepted “Gender have a significant impact in the level of satisfaction “.

MARITAL STATUS AND LEVEL OF SATISFACTION

S.No.	Marital status	No. of Respondents		%	
		BSNL	OTHERS	BSNL	OTHERS
1	Married	100	88	74.0	65.0
2	Unmarried	35	47	26.0	35.0
	Total	135	135	100.0	100.0

Source: Primary Data

MARITAL STATUS AND LEVEL OF SATISFACTION

S.No.	Marital status	Level of Satisfaction (BSNL)			Level of Satisfaction (others)		
		Lowest	Medium	High	Low	Medium	High
1	Married	27(84.3)	34(64.2)	39(78.0)	23(71.8)	19(61.2)	46(63.8)
2	Unmarried	5(15.6)	19(35.8)	11(22)	9(28.2)	12(38.7)	26(36.1)
	Total	32	53	50	32	31	72



Inference

The above table reveals that the married respondents satisfaction is Low (84.3). The satisfaction of unmarried respondents is medium (35.8). The major contribution comes from the married respondents for Low (84.3), Medium (64.2) and high (78.0) level of satisfaction in BSNL users. In the case of other users the married respondents overall satisfaction is low (71.8). The satisfaction of unmarried respondents is medium (38.7). The major contribution comes from the married respondents for Low (71.8), Medium (61.2) and High (63.8) level of satisfaction.

Chi-Square Test

Null hypothesis: There is no association between the marital status of the respondents and the overall level of satisfaction.

Alternative hypothesis: There is an association between the marital status of the respondents and the overall level of satisfaction.

Factor	Calculated χ^2 Value		Table Value		D.F	Remarks
	BSNL	OTHERS	BSNL	OTHERS		
M.Status	4.89	6.66	3.89	5.991	2	Significant at 5% level

It is noted from the above table for both case the calculated value is less than the table value so the null hypothesis is accepted “Marital status has no significant relationship with respect to the level of satisfaction yielded by the respondents”.

Behavioral Analysis of the Mobile User

- The Behaviour analysis of the customer scans about the pre purchase search and the usage pattern of the Mobile users.
- The pre-purchase search is the knowledge gained or the information known to the mobile user about the service provider and the influencer in making their choice of service provider.

Purpose and Level of Satisfaction

S.No.	Purpose	No. of Respondents		%	
		BSNL	OTHERS	BSNL	OTHERS
1	Personal Only	50	38	37.0	28.1
2	Official only	7	11	5.2	8.2
3	Personal cum official	78	86	57.8	63.7



	Total	135	135	100.0	100.0
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Source: Primary Data

PURPOSE AND LEVEL OF SATISFACTION

S.No.	Purpose	Level of Satisfaction (BSNL)			Level of Satisfaction (others)		
		Low	Medium	High	Low	Medium	High
1	Personal Only	21(65.6)	12(22.6)	16(32.0)	9(28.1)	18(58.1)	11(15.3)
2	Official only	0	7(13.2)	0	4(12.5)	4(13.0)	3(4.17)
3	Personal cum official	11(34.3)	34(64.1)	34(68.0)	19(59.3)	9(29.0)	58(80.5)
	Total	32	53	50	32	31	72

Inference

The above table reveals that the level of satisfaction for BSNL users is high (68.0) and medium (64.1) in case of the respondents who use their mobile both for personal and official purpose. The level of satisfaction is low (65.6) in case of respondents who use their mobile for personal purpose only. The level of satisfaction is medium (13.2) for the respondents using official purpose only. In the case of other users level of satisfaction is high (80.5) and low (59.3) in case of the respondents who use their mobile both for personal and official purpose. The level of satisfaction is medium (58.1) in case of respondents who use their mobile for personal purpose only. On the other hand the level of satisfaction is medium (13.0) in case of the respondents who use their mobile for official purpose only.

Period and Level of Satisfaction

S.No.	Using Period	No. of Respondents		%	
		BSNL	OTHERS	BSNL	OTHERS
1	Less than 1 year	59	65	43.7	48.0
2	1 to 3 years	69	65	51.1	48.0
3	Above 3 years	7	5	5.2	4.0
	Total	135	135	100.0	100.0

Source: Primary Data



Period of Using and Level of Satisfaction

S.No.	Using Period	Level of Satisfaction (BSNL)			Level of Satisfaction (others)		
		Low	Medium	High	Low	Medium	High
1	Less than 1 year	8(25.0)	26(49.0)	26(52.0)	11(34.3)	18(58.1)	37(51.4)
2	1 to 3 years	24(75.0)	26(49.0)	19(38.0)	21(65.6)	9(29.0)	34(47.2)
3	Above 3 years	0	1(2.0)	5(10.0)	0	4(12.9)	1(1.4)
	Total	32	53	50	32	31	72

Inference

The above table reveals that the level of satisfaction is high (52.0) in case of the respondents who are using their mobile for less than a year. It's medium (49.0) in case of the respondents who are using their mobile for a period of less than a year and 1 to 3 years. On the other hand, It's low (75.0) in case of the respondents using their mobile for a period of 1 to 3 years. The level of satisfaction is high (10.0) in case of the respondents using their mobile above three years. In the case of other users level of satisfaction is high (51.4) as well as medium (58.1) in case of the respondents who are using the mobile for a period of less than one year. The respondents who are using their mobile for a period of 1 to 3 years have the lowest (65.6) level of satisfaction. On the other hand the level of satisfaction is medium (12.9) in case of the respondents using their mobile more than 3 years.

Resources to Know About the Mobile Service

S.No.	Resources	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Press Media	22	16.0	7	5.0
2	Television	20	15.0	28	21.0
3	Through Dealers	20	15.0	24	18.0
4	Outdoor Advertisements	26	19.0	14	10.0
5	Word of mouth Communication	47	35.0	62	46.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

It is found from the above table that 16% of BSNL and 5% of OTHERS subscribers customers know about their service provider through press media. 15% of BSNL and 21% of the OTHERS respondents know about their service provider through Television advertisements. Through



Dealers 15% of BSNL subscribers 18% of the OTHERS customers came to know about their service providers. Through Outdoor Advertisement 19% of BSNL subscribers and 10% of the OTHERS customers came to know about their service providers. Word of mouth communication is the dominating means through which most of the respondents know about their service providers. 35% of BSNL respondents and 46% of OTHERS subscribers know about their service providers through their friends, relatives, colleagues and so on.

Any Other Additional Mobile Service

S.No.	Opinion	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Yes	7	5.2	12	8.9
2	No	128	94.8	123	91.1
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

Few of the respondents use more than a Mobile service. The first and foremost reason behind this is they may be provided with the mobile service of a service provider at their work place and for their personal purpose they would be using the other. The other reason may be with respect to coverage or availing certain value added services. Only 5.2% of BSNL respondents and 8.9% of OTHERS subscribers have availed the service of more than a Mobile service provider simultaneously. 94.8% of BSNL respondents and 91.1% of OTHERS respondents are using only BSNL and OTHERS respectively.

Duration of Mobile Usage per Day

S.No.	Duration	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Less than 1hour	76	56.0	76	56.0
2	1 to3 hours	35	26.0	47	35.0
3	3 to 5 hours	11	8.0	8	6.0
4	> 5 hours	14	10.0	4	3.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

It is found from the above table that 56% of BSNL and OTHERS respondents use the mobile for less than an hour in a day. 26% of the BSNL subscribers and 35% of the OTHERS respondents use their mobile for 1 to 3 hours a day. 8% of the BSNL respondents and 6% of the OTHERS subscribers use their mobile for 3 to 5 hours a day. 10% of the BSNL mobile users and 3% of the OTHERS respondents use their mobile for than 5 hours a day. From the above data it could be



clearly visualized that the BSNL respondents use their mobile for a long duration in a day when compared with the OTHERS subscribers.

Any Other Brand of Mobile Service Previously

S.No.	Opinion	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Yes	28	21.0	26	19.0
2	No	107	79.0	109	81.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

It is found from the above table that respondents 21% of the BSNL and 19% of the OTHERS subscribers have availed the service of other Mobile service providers before using the one at present. 79% of BSNL customers and 81% of OTHERS customers are using the service of same service provider right from their beginning.

If Yes, Which Mobile Service Is Previously Used

S.No.	Service	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Airtel	12	42.9	0	0
2	BSNL	0	0	7	26.9
3	Vodafone	7	25.0	11	42.4
4	Aircel	4	14.3	3	11.5
5	Reliance	5	17.8	4	15.4
6	Docomo	0	0.0	1	3.8
	Total	28	100.0	26	100.0

Source: Primary Data

Inference

In case of the respondents who have switched to OTHERS, 26.9% were using BSNL previously. 42.4% using Vodafone. 11.5% using Aircel. 15.4% using Reliance. 3.8% using Tata docomo. Thus there is a major switching from the subscribers of Vodafone. In case of the respondents who have switched to BSNL, 42.9% were using OTHERS previously. 25.0% using VODAFONE. 14.3% using Aircel. 17.8% using Reliance and no TATA DOCOMO subscribers have switched over. Thus there is a major switching from the subscribers of OTHERS.



Reasons for Switching Over

Sl. No.	Reasons	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Coverage	15	54	6	23
2	Value added Service	5	18	4	15
3	Affordability	4	14	3	12
4	Service at customer desk	0	0	5	19
5	Others	4	14	8	31
	Total	28	100.0	26	100.0

Source: Primary Data

Inference

It is found from the above table that 23% of the respondents have switched to OTHERS and 54% of the respondents have switched to BSNL because of its better coverage. 15% of the respondents have switched to OTHERS for its value added service and 18% to BSNL. 12% of the respondents have switched from the previous service provider to OTHERS because of its affordability and 14% have switched to BSNL with respect to this feature. 19% of the respondents have switched to OTHERS for service at customers desk but none in case of BSNL. 31% of respondents switched to OTHERS for other reasons and 14% to BSNL.

From the above statistics it could be landed that BSNL have relatively a better coverage when compared with OTHERS. BSNL is much affordable than OTHERS. The Service at customer desk is the area in which BSNL has to focus and for OTHERS it's the affordability.

Any Other Members of Family Use Mobile Services

S.No.	Opinion	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Yes	35	26.0	42	31.0
2	No	100	74.0	93	69.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

The above table clearly portrays that 31% of the OTHERS subscribers family members uses mobile and 26% of the BSNL respondents family members uses mobile. 69% of the OTHERS respondents and 74% of BSNL subscribers family members doesn't use mobile.



If Yes, How Many Members Of Family Hold Mobile

S.No.	Members	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Below 2	19	54.2	27	64.3
2	2 to 4	13	37.2	9	21.4
3	Above 4	3	8.6	6	14.3
	Total	35	100.0	42	100.0

Source: Primary Data

Inference

From the above table it could be concluded that Below 2 members in the family of 64.5% of OTHERS respondents and 53.8% of BSNL subscribers use mobile. 2 to 4 members in the family of 22.5% of OTHERS subscribers and 38.5% of BSNL respondents uses mobile. Above 4 members in the family of 13% of OTHERS respondents and 7.7% of BSNL customers uses mobile.

If Yes, Which Mobile Service Is Used

S.No.	Opinion	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Aircel	4	11.4	20	47.6
2	BSNL	24	68.6	7	16.6
3	Vodafone	0	0.0	1	2.4
4	Airtel	0	0.0	3	7.1
5	Reliance	7	20.0	11	26.3
6	Tata Docomo	0	0	0	0
	Total	35	100.0	42	100.0

Source: Primary Data

Inference

The above table clearly portrays that 47.6% of OTHERS respondents family members uses OTHERS.16.6% of OTHERS respondents family members uses BSNL, 2.4% uses Vodafone , 7.1% uses OTHERS, 26.3% uses Reliance and none of the family members of OTHERS respondents uses Tata Docomo . 11.4% of BSNL respondents family members uses OTHERS.68.6% uses BSNL, 20.0% uses Reliance and none of the family members of BSNL respondents uses Vodafone or Aircel or Tata Docomo.



The Scheme Of Mobile Service Presently Using

S.No.	Scheme	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Prepaid	63	47.0	81	60.0
2	Post paid	72	53.0	54	40.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

The above table clearly portrays that 60% of the OTHERS respondents are prepaid subscribers. 47% of the BSNL respondents are prepaid subscribers. 40% of OTHERS respondents are postpaid subscribers and 53% of BSNL respondents are postpaid subscribers. Thus there are more prepaid subscribers in OTHERS and postpaid subscribers in BSNL.

Reasons For Preference

S.No.	Reasons	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Affordability	35	26.0	18	13.0
2	Value added	39	29.0	35	26.0
3	Utility	55	41.0	68	50.0
4	Others	6	4.0	14	11.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

The above table clearly portrays that 13% of OTHERS subscribers and 26% of BSNL subscribers have opted for their respective scheme since it's much affordable. 26% of OTHERS subscribers and 29% of BSNL respondents preferred their schemes for its value added service. On the basis of utility 50% of OTHERS respondents and 41% of BSNL subscribers selected their scheme. For other reasons 11% of OTHERS respondents and 4% of BSNL respondents preferred their schemes.



Roaming Facility Aailed

S.No.	Opinion	BSNL		OTHERS	
		No. of Respondents	%	No. of Respondents	%
1	Yes	108	80.0	46	34.0
2	No	27	20.0	89	66.0
	Total	135	100.0	135	100.0

Source: Primary Data

Inference

The above table clearly portrays that 34% of OTHERS subscribers and 80% of BSNL subscribers have availed the roaming facility. 66% of the OTHERS respondents and 20% of BSNL subscribers haven't availed the roaming facility. The statistics reveals that the BSNL subscribers use the roaming facility more than that of the OTHERS respondents.

If Yes the Extend Of Your Roaming Facility

S.No.	Facility	BSNL		OTHERS	
		No. of Respondents	%	No. Of Respondents	%
1	South only	51	47.5	30	64.7
2	National Level	57	52.5	16	35.3
	Total	108	100.0	46	100.0

Source: Primary Data

Inference

The above table clearly portrays that National level roaming is availed by 35.3% of the OTHERS respondents and 52.5% of the BSNL respondents. 64.7% of OTHERS respondents and 47.5% of BSNL respondents have availed the roaming facility for the south Zone only. Thus it could be concluded that National level roaming is availed more in BSNL when compared to OTHERS.

Is Gprs Facility Aailed

S.No.	Opinion	BSNL		OTHERS	
		No. of Respondents	%	No. Of Respondents	%
1	Yes	30	22.2	98	72.6
2	No	105	77.8	37	27.4
	Total	135	100.0	135	100.0

Source: Primary Data



Inference

The above table clearly portrays that 72.6% of OTHERS subscribers and 22.2% of BSNL subscribers have availed the GPRS facility. 27.4% of the OTHERS respondents and 77.8% of BSNL subscribers haven't availed the GPRS facility. The statistics reveals that the OTHERS subscribers use the GPRS facility more than that of the BSNL respondents.

Comparative Analysis of BSNL and Others on Their Satisfaction Level

S.No.	Facilities	BSNL					OTHERS				
		HS	S	N	DS	HDS	HS	S	N	DS	HDS
1	Network Coverage	63*	54	18*	0	0	50	67*	8	10*	0
2	Dealers Service	29*	78	26*	1	1*	24	87*	20	4*	0
3	Billing Practice	34*	64	31	5	1*	19	66*	39*	11*	0
4	Tariff Plan & Rate	54*	54*	24	3	0	46	47	37*	4*	1*
5	Response to query	33	62*	28*	8	4*	60*	46	20	9*	0
6	Advertisement	28	50	46*	10*	1	43*	64*	26	1	1*
7	Promotional Offers	22	47	57*	8	1	27*	54*	39	10*	5*
8	Access Mode	29	57	42*	7	0	36*	64*	18	12*	5*
9	Economical Viability	16	90*	19*	10*	0	24*	84	18	8	1*

* - Indicates Maximum Number of Respondents compared with other.

Inference

The above table clearly portrays that 63% of the BSNL customers are highly satisfied with the Network coverage, 54% are satisfied and 18% are neutral. In case of the OTHERS subscribers 50% are highly satisfied with Network coverage, 67% are satisfied and 10% are dissatisfied. 29% of the BSNL subscribers are highly satisfied with their dealer service, 78% are satisfied, 26% are neutral and 1% is highly dissatisfied. 24% of the OTHERS customers are highly satisfied, 87% are satisfied, 20% are neutral and 4% are dissatisfied. 34% of the BSNL subscribers are highly satisfied with the billing practice, 64% are satisfied, 31% are neutral, 5% are dissatisfied and 1% is highly dissatisfied. 19% of the OTHERS customers are highly satisfied with the billing practice, 66% are satisfied, 39% stay neutral and 11% are dissatisfied. 54% of the BSNL customers highly satisfied Tariff plan & rate, 54% are satisfied, 24% stay neutral and 3% are dissatisfied. 46% of OTHERS respondents are highly satisfied with Tariff plan & Rate, 47% are satisfied, 37% stay neutral, 4% are dissatisfied and 1% stays highly dissatisfied.

33% of the respondents are highly satisfied with the response at customer desk, 62% are satisfied, 28% stay neutral, 8% are dissatisfied and 4% are highly dissatisfied. 60% of the OTHERS customers are highly satisfied with the response at customer desk, 46% satisfied, 20%



stay neutral and 9% are highly dissatisfied. 28% of the BSNL respondents were highly satisfied with the Advertisement, 50% satisfied, 46% stay neutral, 10% are dissatisfied and 1% highly dissatisfied. 43% of OTHERS subscribers are highly satisfied with the advertisements, 64% satisfied, 26% stay neutral, and 1% dissatisfied and 1% is highly dissatisfied.

22% of the BSNL respondents are highly satisfied with the promotional offers of BSNL, 47% are satisfied, 57% stay neutral, 8% are dissatisfied and 1% is highly dissatisfied. 27% of the OTHERS subscribers are highly satisfied with the promotional offers undertaken by their service provider, 54% are satisfied, 39% stay neutral, 10% are dissatisfied and 5% are highly dissatisfied.

29% of the BSNL subscribers are highly satisfied with Access mode, 57% are satisfied, 42% stay neutral and 7% are dissatisfied. In case of OTHERS respondents 36% are highly satisfied, 64% are satisfied, 18% stay neutral, 12% are dissatisfied and 5% are highly dissatisfied. 16% of the BSNL respondents are highly satisfied with the economic viability, 90% are satisfied, 19% stay neutral and 10% are dissatisfied. In case of OTHERS subscribers 24% are highly satisfied, 84% are satisfied, 18% stay neutral, 8% are dissatisfied and 1% is highly dissatisfied

CONCLUSION

The influence of Demographic variable in the level of satisfaction yielded by the mobile user as well as the Behavioural pattern of the mobile user is analysed in this study. It's landed that Demographic variables do influence the level of satisfaction as well as the Variable in which the Public and Private service provider should focus for their enhancement is suggested. Further the customer expectations are comprehended from their usage pattern. On the basis of this comprehension it's suggested that OTHERS should enhance it's coverage. BSNL should focus on the service at customer desk and the promotional measures. However, customers expect more facilities (add-on) and total signal Coverage. so to say, service providers should concentrate on this aspect so that They will be in a position to give their best.



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