

CONSUMER PREFERENCES AND SATISFACTION TOWARDS VARIOUS MOBILE PHONE SERVICE PROVIDERS AN EXPLORATORY STUDY IN JODHPUR CITY, RAJASTHAN

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Table of Contents

- Abstract
- Introduction
- Review of Literature
- Objectives of the Study
- Research Methodology
- Data Analysis and Interpretation
- Suggestions
- Concluding Remarks
- References

ABSTRACT

In the era of information explosion, people are to be provided with quick and timely access to information. Indian Telecom industry is one of the fastest growing telecom markets in the world. In telecom industry, service providers are the main drivers; whereas equipment manufacturers are witnessing growth. In this light, the present study deals with consumer preferences and their satisfaction level towards the mobile phone service providers available in Jodhpur city, Rajasthan. The present study conducted on 250 mobile phone users of various mobile phone service providers such as Vodafone, Airtel, BSNL, Reliance, Idea, Tata Indicom and few other players. The results derived from the study indicate that the factor that induces the consumers to buy a particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers. The findings derived from the study will be helpful for mobile phone service providers in deciding and implementing their sales strategy for the promotion of mobile phone services.

INTRODUCTION

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. Mobile phones emerges as a boon quench such a thirst, 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.

Consumer feedback is providing the market reflections to the marketer. This enables them to gain awareness about their market performance, consumer preference and their satisfaction level towards the services offered by them. The study at hand will throw light on the customer satisfaction status on various service offerings offered by different mobile phone service providers.

● Consumer Preferences

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behaviour they show during searching, purchasing and disposing the products.

● Consumer Satisfaction

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. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations.

Philip Kotler(2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's

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expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or delighted. If the performance matches the expectations, the customer is satisfied. If the products performance falls short of expectations, the customer is dissatisfied.

Consumer satisfaction or dissatisfaction is the feeling derived by the consumer when he compares the product's actual performance with the performance that he expects out of it. Consumers make their expectations from the service quality, service, delivery, communications, past experiences and references. These all are to be judged correctly by the management so that their perceptions match with consumer expectations. If any of these factors are wrongly interpreted then the expected level of consumer satisfaction cannot be reached.

REVIEW OF LITERATURE

The references for the literature review used for the problem in hand are as follows:

Seth et al (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. Liu (2002) found that the choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other. Samuvel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider. Nandhini (2001) examined that attitude of the respondents using cell phones was not influenced by either education or occupation and income. Kalpana and Chinnadurai (2006) found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented. Haque et al (2007) suggested that price, service quality, product quality & availability, and promotional offer play a main role during the time to choose telecommunication service provider.

OBJECTIVES OF THE STUDY

The objectives for the research problem in hand

are as follows:

- To know about the awareness level of consumers regarding their mobile phone service provider.
- To ascertain the attributes that consumer prefers in selecting a particular mobile phone service provider.
- To study the consumers' satisfaction level towards various services offered by mobile phone service providers.
- To assess the problems faced by the mobile phone users regarding their respective mobile phone service providers.
- To understand and offer valuable suggestions to improve the services of mobile phone service providers.

RESEARCH METHODOLOGY

The present research work is limited to study the consumer preferences and satisfaction towards various mobile phone service providers in Jodhpur city, Rajasthan. The research design used for the research problem in hand is exploratory research which is also termed as formulative research. The major emphasis in exploratory research is given on the discovery of ideas and insights of the research problem.

The sample design adopted for the research problem in hand is convenience random sampling. The sample size for the study is 250. The sample unit of the study included different occupation, age, income and educational background.

For the study in hand, both the primary and secondary data is collected. The primary data for the study is collected directly from target respondents through structured questionnaire and personal interviews. The secondary data for the study is collected from different sources such as technical and trade journals, articles, newspapers, magazines, internet, periodicals, books, reports, publications of associations related to mobile phone service providers.

DATA ANALYSIS AND INTERPRETATION

● Sample Profile

Table 1 shows that majority of respondents (36%) prefer BSNL followed by 29.2% respondents who prefer Airtel. The services of Vodafone are availed by 16.4% respondents and 8.4% respondents use Reliance. Only 5.2% respondents prefer Idea and 3.6% respondents are TATA Indicom users. Only 1.2% respondents are MTS and there are no users of Virgin.

TABLE NO. - 1
TABLE SHOWING COMPOSITION OF RESPONDENTS

S.NO	MOBILE PHONE SERVICE PROVIDER	NUMBER OF RESPONDENT	PERCENTAGE OF RESPONDENT
1	VODAFONE	41	16.4
2	AIRTEL	73	29.2
3	RELIANCE	21	8.4
4	BSNL	90	36
5	IDEA	13	5.2
6	TATA INDICOM	9	3.6
7	MTS	3	1.2
8	VIRGIN	0	0
9	OTHERS	0	0
TOTAL		250	100

• **Consumer Preferences**

TABLE NO. – 2
TABLE SHOWING CONSUMER PREFERENCES TOWARDS MOBILE PHONE SERVICE PROVIDERS ON THE BASIS OF PLAN

S. NO.	MOBILE PHONE SERVICE PROVIDER	NO. OF RESPONDENTS					
		POSTPAID		PREPAID		TOTAL	
		NO.	%	NO.	%	NO.	%
1	VODAFONE	6	2.4	35	14	41	16.4
2	AIRTEL	15	6	58	23.2	73	29.2
3	RELIANCE	4	1.6	17	6.8	21	8.4
4	BSNL	13	5.2	77	30.8	90	36
5	IDEA	0	0	13	5.2	13	5.2
6	TATA INDICOM	1	0.4	8	3.2	9	3.6
7	MTS	0	0	3	1.2	3	1.2
8	VIRGIN	0	0	0	0	0	0
9	OTHERS	0	0	0	0	0	0
TOTAL		39	15.6	211	84.4	250	100

Table 2 highlights that majority of respondents (84.4%) have prepaid plan and remaining 15.6% respondents have postpaid plan. In postpaid plan, 6% respondents use Airtel and 5.2% respondents use BSNL followed by 2.4% Vodafone users. In prepaid plan, 30.8% respondents use BSNL and 23.2% respondents use Airtel followed by 14% Vodafone users.

Table 3 shows that out of total responses, 149 responses show that family members is the most influencing factor which induced them to use a particular mobile phone service provider. Out of total responses received from respondents, friends at the second place, is the most influencing factor and advertisements at the third place, is the factor which induced them to use a particular mobile phone service provider. Dealers, neighbours and colleagues are the least influencing factors.

TABLE NO. - 3
TABLE SHOWING FACTORS THAT INFLUENCE CONSUMERS TO USE A PARTICULAR MOBILE PHONE SERVICE

S. NO.	MOBILE PHONE SERVICE PROVIDER	NO. OF RESPONDENTS								
		FAMILY MEMBERS	RELATIVES	NEIBHOURS	FRIENDS	ADVERTISEMENTS	DEALERS	COLLEGUES	OTHERS	TOTAL
		NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.
1	VODAFONE	20	8	1	18	9	1	0	1	58
2	AIRTEL	43	11	2	21	15	3	3	2	100
3	RELIANCE	11	4	0	2	6	1	0	0	24
4	BSNL	62	7	4	15	11	4	3	0	106
5	IDEA	8	1	1	5	5	3	0	0	23
6	TATA INDICOM	5	1	2	2	1	1	2	0	14
7	MTS	0	0	0	0	3	0	0	0	3
8	VIRGIN	0	0	0	0	0	0	0	0	0
9	OTHERS	0	0	0	0	0	0	0	0	0
TOTAL		149	32	10	63	50	13	8	3	328

TABLE NO. - 4
TABLE SHOWING CONSUMER PREFERENCES TOWARDS MOBILE PHONE SERVICE PROVIDERS ON THE BASIS OF PURPOSE

S. NO.	MOBILE PHONE SERVICE PROVIDER	NO. OF RESPONDENTS						
		INCOMING CALLS	OUTGOING CALLS	BOTH	SMS	INTERNET	OTHERS	TOTAL
		NO.	NO.	NO.	NO.	NO.	NO.	NO.
1	VODAFONE	2	0	38	22	3	0	65
2	AIRTEL	3	0	69	21	7	0	100
3	RELIANCE	0	0	21	6	0	0	27
4	BSNL	4	0	82	23	8	0	117
5	IDEA	0	0	13	7	0	0	20
6	TATA INDICOM	0	0	9	4	1	0	14
7	MTS	0	0	3	1	0	0	4
8	VIRGIN	0	0	0	0	0	0	0
9	OTHERS	0	0	0	0	0	0	0
TOTAL		9	0	235	84	19	0	347

Table 4 highlights that out of total responses (347), 235 responses show that the purpose of using a particular mobile phone service provider is both - incoming calls as well as incoming calls. SMS comes on the second place as 84 responses show that the purpose of using a particular mobile phone service provider is SMS.

TABLE No. - 5
TABLE SHOWING FACTORS THAT INDUCE CONSUMERS TO BUY A PARTICULAR MOBILE PHONE SERVICE PROVIDER

S. N. O.	MOBILE PHONE SERVICE PROVIDER	NO. OF RESPONDENTS										
		CAL L TAR I- FFS	BRAN D IMAG E	VALUE ADDED SERVIC ES	CUSTO- MER CARE SERVIC ES	NETWO RK COVERA GE	PERIOD IC- AL OFFERS	SERVIC E CHARG ES	AVAIL A- BILITY	SECUR I- TY DEPOS IT	OTH E- RS	TOT AL
		NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.
1	VODAFONE	13	17	1	4	29	2	4	9	0	0	79
2	AIRTEL	28	31	9	16	52	11	7	10	0	0	164
3	RELIANCE	14	5	0	2	4	3	3	2	0	0	33
4	BSNL	41	37	8	12	29	9	6	19	0	0	161
5	IDEA	6	8	0	1	6	4	3	3	0	0	31
6	TATA INDICOM	7	3	1	3	7	2	3	3	1	0	30
7	MTS	3	0	1	0	1	0	0	2	0	0	7
8	VIRGIN	0	0	0	0	0	0	0	0	0	0	0
9	OTHERS	0	0	0	0	0	0	0	0	0	0	0
TOTAL		112	101	20	38	128	31	26	48	1	0	505

TABLE No. - 6
TABLE SHOWING CONSUMERS' ATTITUDE TOWARDS IMPORTANCE OF OWNING A MOBILE PHONE CONNECTION

S.NO.	ATTITUDE TOWARDS OWNING A MOBILE PHONE CONNECTION	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	NECESSITY	209	83.6
2	LUXURY	10	4.0
3	STATUS	7	2.8
4	COMPULSION	24	9.6
TOTAL		250	100

Table 5 shows that out of total responses (505), 128 responses show that respondents prefer network coverage as the most influencing factor which induced them to buy a particular mobile phone service provider. Responses show that call tariffs comes on the second place and brand image comes on the third place which is preferred as a deciding factor to buy a particular mobile phone service provider. Security deposit is the least preferred factor in this regard.

Table 6 reveals that among total respondents, majority of respondents (83.6%) say that owning a mobile phone connection is necessity for them while only 9.6% respondents state that owning a mobile

phone connection is compulsion for them. Only 4% respondents treat their mobile phone connection as luxury. Remaining 2.8% respondents believe that owning a mobile phone connection is a status symbol for them.

Table 7 shows that in case of periodical offers, only 55.6% respondents are aware and 14% respondents are unaware. Majority of respondents (87.6%) are aware the call charges whereas only 3.6%

respondents are unaware about the same. 76.4% respondents are aware about the network coverage of their mobile phone service provider while 8.4% respondents are unaware about the same. Majority of respondents (81.6%) are neutral in case of monthly rental of their mobile phone service provider. Only 37.2% respondents are aware of the value added services provided by their mobile phone service provider while 26% respondents are unaware of this service.

TABLE NO. - 7
TABLE SHOWING AWARENESS AMONG CONSUMERS TOWARDS VARIOUS SERVICES PROVIDED BY MOBILE PHONE SERVICE PROVIDER

S. NO.	AWARENESS TOWARDS VARIOUS SERVICES	NO. OF RESPONDENTS							
		AWARE		NEUTRAL		UNAWARE		TOTAL	
		NO.	%	NO.	%	NO.	%	NO.	%
1	PERIODICAL OFFERS	139	55.6	76	30.4	35	14.0	250	100
2	CALL CHARGES	219	87.6	22	8.8	9	3.6	250	100
3	NETWORK COVERAGE	191	76.4	38	15.2	21	8.4	250	100
4	MONTHLY RENTAL	35	14.0	204	81.6	11	4.4	250	100
5	VALUE ADDED SERVICES	93	37.2	92	36.8	65	26.0	250	100

TABLE NO. - 8
TABLE SHOWING CONSUMERS' OVERALL EXPERIENCE OF GETTING, OWNING AND USING A PARTICULAR MOBILE PHONE SERVICE PROVIDER

S. NO.	MOBILE PHONE SERVICE PROVIDER	NO. OF RESPONDENTS									
		EXCELLENT		GOOD		FAIR		POOR		TOTAL	
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
1	VODAFONE	9	3.6	30	12	2	0.8	0	0	41	16.4
2	AIRTEL	21	8.4	47	18.8	4	1.6	1	0.4	73	29.2
3	RELIANCE	3	1.2	14	5.6	2	0.8	2	0.8	21	8.4
4	BSNL	14	5.6	66	26.4	10	4	0	0	90	36
5	IDEA	3	1.2	10	4	0	0	0	0	13	5.2
6	TATA INDICOM	0	0	8	3.2	1	0.4	0	0	9	3.6
7	MTS	0	0	3	1.2	0	0	0	0	3	1.2
8	VIRGIN	0	0	0	0	0	0	0	0	0	0
9	OTHERS	0	0	0	0	0	0	0	0	0	0
TOTAL		50	20	178	71.2	19	7.6	3	1.2	250	100

Table 8 shows that out of total respondents, 71.2% respondents say that their overall experience of getting, owning and using their mobile phone service provider is good while 1.2% respondents say that it is

poor. In case of excellent experience, Airtel stands first and in case of poor experience, Reliance comes first.

TABLE NO. - 9
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING CALL TARIFFS OF THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.00	0.39	1.04	NS
Airtel	73	2.11	0.49		
Reliance	21	2.05	0.50		
BSNL	90	2.18	0.46		
Idea	13	2.23	0.60		
Tata Indicom	9	2.00	0.00		
MTS	3	2.00	0.00		

For all F: df = 6, 243; *** = significant at 0.1%; ** = significant at 1%; * = significant at 5%; NS = Non-significant

Table 9 shows that to test whether there is significant difference in the satisfaction level of consumers regarding call tariffs of their mobile phone service provider, one way ANOVA is applied. The test results shown above reveals that there was non-significant difference in the satisfaction level of

consumers as far as call tariffs of their mobile phone service provider is concerned. Mean score shows that consumers of different companies are neither highly dissatisfied nor they are highly satisfied rather their satisfaction level is at the middle position (range of mean value 2.00 - 2.23) i.e. they are satisfied.

TABLE NO. - 10
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING PERIODICAL OFFERS OF THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	1.93	0.47	1.79	NS
Airtel	73	2.16	0.37		
Reliance	21	1.95	0.50		
BSNL	90	2.09	0.47		
Idea	13	2.08	0.28		
Tata Indicom	9	2.00	0.50		
MTS	3	2.33	0.58		

Table 10 highlights that in case of consumers' satisfaction level regarding periodical offers of their mobile phone service provider, after applying one way ANOVA test, it is found that there is non-significant difference in the satisfaction level of consumers. In

this case also, consumers of different companies are neither highly dissatisfied nor they are highly satisfied rather their satisfaction level is at the middle position i.e. they are satisfied.

TABLE NO. -11
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING NETWORK COVERAGE OF
THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.56	0.50	6.76	***
Airtel	73	2.41	0.62		
Reliance	21	1.95	0.67		
BSNL	90	2.04	0.50		
Idea	13	2.46	0.66		
Tata Indicom	9	2.11	0.33		
MTS	3	2.00	0.00		

Table 11 shows that as far as consumers' satisfaction level regarding network coverage of their mobile phone service provider is concerned, highly significant difference ($p < 0.001$) is found. The test data shows that the satisfaction level Vodafone, Idea and Airtel subscribers is high i.e. more than satisfied, towards highly satisfied level whereas the satisfaction level of subscribers of Tata Indicom, BSNL and MTS is at middle level. The least satisfied consumers belong to Reliance as their satisfaction level is below satisfied level.

TABLE NO. - 12
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING CUSTOMER CARE SERVICES
OF THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.34	0.48	2.85	*
Airtel	73	2.19	0.52		
Reliance	21	1.90	0.62		
BSNL	90	1.98	0.62		
Idea	13	2.15	0.55		
Tata Indicom	9	2.22	0.44		
MTS	3	2.00	0.00		

TABLE NO. - 13
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING VALUE ADDED SERVICES OF
THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.02	0.42	0.76	NS
Airtel	73	2.01	0.42		
Reliance	21	1.90	0.30		
BSNL	90	2.06	0.41		
Idea	13	2.08	0.49		
Tata Indicom	9	2.11	0.33		
MTS	3	2.33	0.58		

Table 12 shows that in case of consumers' satisfaction level regarding customer care services of their mobile phone service provider, significant difference ($p < 0.05$) was found. The satisfaction level of consumers regarding customer care services is high in case of Vodafone, Tata Indicom, Airtel and Idea whereas it is at middle or below middle level in case of MTS, BSNL and Reliance.

Table 13 highlights that in case of consumers' satisfaction level regarding value added services of their mobile phone service provider, after applying one way ANOVA test, it is found that there is non-significant difference in the satisfaction level of consumers. In this case also, consumers of different companies are neither highly dissatisfied nor they are highly satisfied rather their satisfaction level is at the middle position i.e. they are satisfied.

TABLE NO. - 14
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING AVAILABILITY OF THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.49	0.51	4.09	***
Airtel	73	2.49	0.60		
Reliance	21	2.05	0.59		
BSNL	90	2.23	0.50		
Idea	13	2.62	0.65		
Tata Indicom	9	2.11	0.33		
MTS	3	2.00	0.00		

Table 14 shows that the consumers' satisfaction level in case of availability of their mobile phone service provider, is also found to be significantly different ($p < 0.001$). The satisfaction level regarding availability is high i.e. towards highly satisfied level in case of subscribers of Idea, Airtel and Vodafone as compared to other companies. Though the satisfaction level of consumers regarding availability is above satisfied level in case of remaining mobile phone service providers.

Table 15 shows reveals that as far as consumers' satisfaction level regarding easy processing of their mobile phone service provider is concerned, non-significant difference is found. Mean score (range of mean value 2.00 - 2.38) shows that consumer of different mobile phone service providers are satisfied with the easy processing as their satisfaction level is towards highly satisfied point.

TABLE NO. - 15
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING EASY PROCESSING OF THEIR MOBILE PHONE SERVICE PROVIDER WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.37	0.49	1.47	NS
Airtel	73	2.38	0.54		
Reliance	21	2.14	0.57		
BSNL	90	2.19	0.54		
Idea	13	2.23	0.60		
Tata Indicom	9	2.33	0.50		
MTS	3	2.00	0.00		

TABLE NO. - 16
TABLE SHOWING CONSUMERS' SATISFACTION LEVEL REGARDING THE PROCESS OF SOLUTION
OF THEIR QUERIES AND PROBLEMS WITH THE HELP OF ANOVA TEST

Service Provider	N	Mean	SD	F#	Result
Vodafone	41	2.07	0.26	1.19	NS
Airtel	73	2.11	0.61		
Reliance	21	1.81	0.68		
BSNL	90	1.94	0.68		
Idea	13	2.00	0.41		
Tata Indicom	9	2.00	0.00		
MTS	3	2.33	0.58		

Table 16 shows that in case of consumers' satisfaction level regarding the process of solution of their queries and problems, statistically non-significant difference is found. Mean score shows that consumer of different mobile phone service providers are neither highly satisfied nor highly dissatisfied with the process of solution of their queries and problems.

SUGGESTIONS

The following suggestions can be given after detailed and careful investigation of the research problem. These suggestions would definitely help the mobile phone service providers to enhance their subscriber base by delivering consumer satisfying services:

- All the mobile phone operators should emphasis more on the postpaid plans by making consumers aware about the unique features of the plan and reducing monthly rentals.
- Advertising campaigns focusing on family members and friends should be aggressively aired so that they can create new customers for the company among their family members, relatives and friends.
- Use of SMS, Voice mail and Internet among subscribers is very less and therefore, the use and features of these services should be promoted among subscribers through advertisements.
- Call tariff is the most influencing factor which induced consumers to buy a particular mobile phone operator. Therefore, call rates should be made competitive and affordable in order to capture more consumers.
- BSNL especially should revise their call rates as per the competition prevailing because their call rates are still very high in comparison to other mobile phone operators.
- Major efforts should be made in the area of improvement in the network coverage of mobile operators especially by BSNL and Reliance.
- As most of the consumers are unaware of the value added services offered by mobile phone service providers, aggressive advertisements and schemes should be launched to create awareness and promote the use of these services.
- All the mobile phone operators should launch more and more periodical offers from time to time especially by BSNL.
- Customer care services play an important role in retaining consumers. Therefore, customer care services should be improved and there should be provisions of taking feedback from consumers so that necessary steps can be taken in this direction.
- Mobile phone operators should launch some schemes exclusively for senior citizens, housewives and students.
- Necessary steps should be taken especially by BSNL and Reliance in solving the problems of poor network, call drop and poor clarity. It is recommended that they should install more towers in order to have large network coverage area which ultimately brings clarity in network area.
- The process involved in taking new connection should be simplified and made easy.

- The products and services especially recharge coupons of BSNL, MTS and Idea should be easily available and for that purpose, they should expand their retail base.
- The products and services especially recharge coupons of BSNL, MTS and Idea should be easily available and for that purpose, they should expand their retail base.

CONCLUDING REMARKS

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. The study reveals that BSNL is the most preferred mobile phone service providers among consumers followed by Airtel and Vodafone.

It is concluded from the study that majority of consumers are aware about the services offered by their mobile phone operators. The study also reveals that consumers are satisfied with the services offered by their mobile phone operators. Sometimes, consumers face problems of poor clarity, call drop and poor network but overall they are satisfied with the services offered to them. The consumers are satisfied with the call tariffs, network coverage and periodical offers except those offered by BSNL and Reliance. The study says that consumers are satisfied with the process of solution of their problems and queries.

The significance development in this field in the past ten years shows that there is a very bright scope for expansion and modernization in cellular area with a very short span of time. Thus, mobile phone service providers have to understand the ever changing

preferences and the behaviour of consumers constantly in order to serve them better and satisfy them. In this age of ever increasing competition, it is very important for mobile phone operators to keep a constant eye on preferences and behaviour of their consumers in order to capture the large untapped market both in rural and urban areas of India.

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