

# A Study on Customers Satisfaction towards Cellular Service Providers in Pollachi Taluk

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### **Abstract:**

The purpose of this research is to analyze the Customers Satisfaction towards Cellular Service Providers, factors which Encourage brand switching among customers in telecommunication sector. Due to the low switching cost, the customers easily shift from one network to another making it essential to study those factors and analyze the consumer switching behavior in telecommunication sector. Hence, this research aims to explore the Customers Satisfaction towards Cellular Service Providers in Pollachi Taluk.

### **Introduction**

India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.179 billion subscribers as on 31 July 2018. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper-competition among them. As on 31 July 2018, India has the world's second-largest Internet user-base with 460.24 million broadband internet subscribers in the country. As of 31 December 2018, India had a population of 130 crore people (1.3 billion), 123 crore (1.23 billion) Aadhaar digital biometric identity cards, 121 crore (1.21 billion) mobile phones, 44.6 crore (446 million) smart phones, 56 crore (560 million or 43% of total population) internet users up from 481 million people (35% of the country's total population) in December 2017, and 51 per cent growth in e-commerce.

### **Statement of the Problem**

Essentially, Good call quality at a cheaper call cost and a few value added services like texting, surfing, roaming and sincere service with a smile when you are in trouble; these are what excellent cell

phone services is all about. There are various Mobile phone Services Providers in our country and they are playing an essential role in fulfilling the needs of the customers. Just like any other Service industry in India, it is very difficult to refer to any Cellular Service Provider as “The Best”. But we can find a suitable best among the available after conducting a brief study. The success of the Service Providers depends mainly up on the Customer’s Satisfaction. Hence an attempt has been made by the researcher to study the Customers’ Satisfaction towards Cellular Service Providers in rural area with special reference to Pollachi Taluk.

### **Objectives:**

The following are the Objectives Formulated for the purpose of the study.

1. To study the respondents Preference towards Cellular Service Providers in Pollachi Taluk.
2. To study the Influencing Factors of the respondents.
3. To study the respondents opinion towards the Services of their Service Providers.
4. To examine the behaviour of the respondents regarding Switchover.
5. To study the problems faced by the respondents while using their Service Providers.

### **Methodology**

#### **Areas of the Study**

The area of the study refers to Pollachi Taluk.

#### **Sources of Data**

This study is based on both Primary Data and Secondary Data.

#### **Sample Design**

For the purpose of the study, three hundred respondents of various Service Providers were selected through Simple Random Sampling method.

### **Tools for Analysis**

The following were the statistical tools applied for the analysis of the data collected.

- Percentage Analysis
- Chi square Analysis
- Average Score Analysis
- Ranking Analysis

### **Limitation of the Study**

1. The study has been restricted to Pollachi Taluk.
2. The study has been conducted with only 300 Respondents.

### **REVIEW OF LITERATURE**

1. Asheeta (2008) in her research article stated that in many developing countries, government and developing agencies are focusing on extending telecommunication services to rural areas as they seek to alleviate poverty, encourage economic and social growth and overcome a perceived 'digital divide'. However, relatively little is known about how rural communities benefit from modern telecommunication services and the level of impact it is having on their lives and livelihoods. This paper endeavors to redress the balance, by examining the role of mobile telephones in sustainable poverty reduction among the rural poor.

2. The analysts' report published by Ernst and Young in collaboration with FICCI titled, "Enabling the next wave of telecom growth in India – Industry inputs for National Telecom Policy 2011" is a comprehensive report about the evolution of the telecom sector in India over the past decade. This report tracks the changes in terms of technological advancements, business dynamics and socioeconomic environment over the years. The research program studies in detail all the key segments of the telecom landscape — wireless, wire line, broadband, infrastructure, NLD, ILD, value-added services (VAS), equipment manufacturing, infrastructure and convergence. Moreover, it also identifies and evaluates the critical success factors that are applicable across all telecom segments such as spectrum, USOF, licensing framework, FDI, security, consumer affordability and the role of the regulator (Ernst and Young, FICCI, 2011). Last but not least, it also includes comprehensive interviews conducted with senior executives in the Indian telecom sector, which provides a firsthand perspective about various stakeholders involved in the telecom sector. Though the state owned telecom company Bharat Sanchar Nigam Limited (BSNL) remains as the pioneer in the telecom market of India, private operators obtained a high market share (Arun, 2011), among which, India's largest mobile operator Bharti leads the pack with over one-fifth of the telecom market, followed by 16.71% from Reliance who is the third largest mobile operator, 16.52% from Vodafone as the fourth largest and 11.16% from the fifth largest mobile transport TATA Group business. The latest report released by Telecom Regulatory Authority of India (TRAI, 2010) indicated that India has 771.18 Million mobile users, 350 million fixed-line subscribers and nearly 180 million Internet subscribers.

### **CHI- SQUARE ANALYSIS**

Chi-square is a non-parametric test of statistical significance for bivariate tabular analysis. It is to test the independence of two attributes. In other words, it is used to test the influence of one factor over the other. In this study, the chi-square test is performed between personal factors and all the tests are carried at 5% level by framing suitable hypothesis.

## Relationship between Personal Factors and the Service Providers of the Respondents

### Null Hypothesis

There is no significant association between personal factors of the respondents and the service providers of the respondents

The Level of Significance be 5%

**Table: 1 Chi – Square Values – Personal Factors and the Service Providers**

S.No	Personal Factors	Calculated Value	Table Value	Significant or Not Significant
1.	Gender	22.2	7.815	Significant
2.	Age	28.461	16.919	Significant
3.	Educational Qualification	74.6	16.919	Significant
4.	Occupational Status	65.0	21.026	Significant
5.	Family Monthly Income	12.0	12.592	Not Significant

### Inference

From the above table it is understood that, the calculated values are higher than the table values in the case of personal factors namely gender, age, educational qualification and occupational status. Hence the null hypothesis is rejected regarding the above said factors.

So it can be concluded that there is a significant association between the above mentioned personal factors and the service providers of the respondents.

In the case of personal factor namely family monthly income, the calculated value is lesser than the table value. Hence the null hypothesis is accepted.

So it can be concluded that there is no significant association between family monthly income and the Service Providers of the respondents.

## Relationship between Age Group of the respondents and the Purpose of using the Mobile Phones

### Null Hypothesis

There is no significant association between age of the respondents and the purpose of using the mobile phones.

The Level of Significance be 5%

**Table: 2 Chi – Square Values – Age Group of the respondents and the Purpose of using the Mobile Phones**

<b>Purpose Age</b>	<b>Business Purpose</b>	<b>Personal Purpose</b>	<b>Both</b>	<b>Total</b>
Below 20 years	Nil	48	Nil	48
21-40 years	13	23	131	167
41-60 years	35	20	14	69
Above 60 years	3	11	2	16
<b>Total</b>	51	102	147	300

Calculated value = 220.0

Table value = 12.592

### **Inference**

From the above table it is understood that, the calculated value is higher than the table value. Hence the null hypothesis is rejected.

So it can be concluded that there is a significant association between the age of the respondents and the purpose of using the mobile phones by the respondents.

### **Relationship between Age of the respondents and Reasons for choosing their Service Providers by the respondents**

#### **Null Hypothesis**

There is no significant association between age of the respondents and reasons for choosing their service providers by the respondents

The Level of Significance be 5%

**Table: 3 Chi – Square Values – Age Group of the respondents and the Reasons for choosing their Service Providers**

Reasons Age	Network Coverage	SMS Facilities	Tariff Rates & data package	Special Offers	Network and Tariff	Network and Special Offers	SMS and Special Offers	Network ,SMS and Special Offers	Network, Tariff and Special Offers	All	Total
Below 20 years	2	8	2	7	8	3	5	7	2	4	48
21-40 years	21	6	14	18	31	25	16	16	3	17	167
41-60 years	10	Nil	11	4	10	16	Nil	3	Nil	15	69
Above 60 years	4	Nil	5	Nil	5	Nil	Nil	Nil	2	Nil	16
<b>Total</b>	31	14	32	29	54	44	21	26	7	36	300

Calculated value = 76.974

Table value = 40.113

### Inference

From the above table it is understood that, the calculated value is higher than the table value. Hence the null hypothesis is rejected.

So it can be concluded that there is a significant association between age of the respondents and reasons for choosing their service providers by the respondents.

### Average Score Analysis

In this section, average score values for opinion regarding various factors namely signal clarity, plan options, activation formalities, customer care service and special offer schemes for the different age groups, educational level, family monthly income and occupational status are calculated and the results are interpreted.

**Table No.4 Opinion regarding signal clarity of the different age group of the respondents**

<b>Signal Clarity</b> <b>Age</b>	<b>Very Clear</b>	<b>Just Clear</b>	<b>Not Clear</b>	<b>Total</b>	<b>Average Score</b>
Below 20 years	31	6	11	48	2.41
21-40 years	45	93	29	167	2.09
41-60 years	14	51	4	69	2.14
Above 60 years	1	8	7	16	1.62
<b>Total</b>	91	158	51	300	

**Inference**

From the above table it is understood that, the average score values calculated for Signal Clarity for the respondents of different age groups varies from 1.62 to 2.41.

So it can be concluded that the level of satisfaction with regard to signal clarity founds to be in between not clear and just clear.

**Table No.5 Opinion regarding customer care service of the different age group of the respondents**

<b>Customer Care</b> <b>Age</b>	<b>Excellent</b>	<b>Satisfactory</b>	<b>Moderate</b>	<b>Poor</b>	<b>Total</b>	<b>Average Score</b>
Below 20 years	13	15	20	Nil	48	2.85
21-40 years	73	70	20	4	167	3.26
41-60 years	23	8	35	3	69	2.73

Above 60 years	3	5	8	Nil	16	2.68
<b>Total</b>	112	98	83	7	300	

### Inference

From the above table it is understood that, the average score values calculated for customer care Service for the respondents of different age groups varies from 2.68 to 3.26

So it can be concluded that the level of satisfaction with regard to customer care service founds to in between moderate and satisfactory.

**Table No.6 Opinion regarding customer care service of the different educational qualification of the respondents**

Customer Care	Excellent	Satisfactory	Moderate	Poor	Total	Average Score
Up to plus two	20	6	15	3	44	2.97
Under Graduation	44	45	37	4	130	2.99
Post Graduation	32	40	23	Nil	95	3.09
Professional Education	16	7	8	Nil	31	3.25
<b>Total</b>	112	98	83	7	300	

### Inference

From the above table it is understood that, the average score values calculated for customer care service for the respondents of different educational qualification varies from 2.99 to 3.25

So it can be concluded that the level of satisfaction with regard to customer care service founds to be satisfactory.



## RANK ANALYSIS

Table No.7 Order of Preference given by the Customers when choosing their Service Provider

Factors	Rank	I	II	III	IV	V	VI	Total	Mean	Rank
	Value	6	5	4	3	2	1			
Network Coverage	Number	60	33	48	73	63	23	300		
	Score	360	165	192	219	126	23	1085	3.62	IV
Tariff Rates & data packs	Number	83	54	21	59	47	36	300		
	Score	498	270	84	177	94	36	1159	3.86	I
SMS Facilities	Number	45	13	77	65	34	66	300		
	Score	270	65	308	195	68	66	972	3.24	V
Special Offers	Number	52	68	51	26	71	32	300		
	Score	312	340	204	78	142	32	1108	3.69	II
Customer Care	Number	38	93	46	40	10	73	300		
	Score	228	465	184	120	20	73	1090	3.63	III
Reputation of the Service Provider	Number	22	39	57	37	75	70	300		
	Score	132	195	228	111	150	70	886	2.95	VI

Rank Analysis was carried out to find the respondent's order of priority of various factors while choosing their Service Provider. Based on the Ranks assigned by the respondents, Mean Score Value for each factor has been calculated and it is found that the Mean Score Value is high for the factor "Tariff Rates & data package".

So it is understood that Tariff Rates were highly considered by the respondents while choosing their Service Provider. Next priority was given to Special Offer Schemes. Likewise Customer Care, Network Coverage, SMS Facilities and Reputation of the Service Provider are the order of their preference while choosing their Service Provider.

**CONCLUSION:**

The enormous growth of Cellular Industry has evoked the business growth towards a greater extent. In the modern world, people expect quality services. A company which is unable to provide quality services cannot survive in the market for a long time. Communication and Information are the blood streams of the business world.

Customer's preference and satisfaction is the measuring scale of creditability of the services provided by any organization. Cellular Services are not an exception to it. This research study gives an opportunity to get the feedback of the customers regarding their satisfaction level about the services offered by the Service Providers.

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