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## Consumer Attitude and Perception of Mobile Phone Service Providers in Nagapattinam District

**A. Muthukumar, M. Mathivanan**

### Abstract

The present study is aimed to determine the consumer attitude and perception of mobile service providers in Nagapattinam District which is a district of Tamil Nadu. A descriptive study was conducted to achieve the objectives. In total 300 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services and facilities like, voice clarity, customer care service, brand image, network connectivity, call tariff, service quality, sales promotion offers, value added services, billing information provided by the service provider. Chi square test is applied in this paper to check the authenticity of data given by the respondents. This research aims to recommend that telecom companies should focus on connectivity, call rate, coverage, call drops and network quality.

**Keywords:** Customer Attitude, Perception, Mobile Product, Mobile Services, Mobile Facilities

### 1. Introduction

The United States had planned the introducing of cell phones in mid 1940s after Second World War but the trial services did not begin until 1978. The Federal Finance Commission can be partially blamed for the delay in providing cellular services to the public. 1982, the Federal commission finally authorized commercial use of cellular in USA. A year later, Ameritech introduced the first American Commercial analogue cellular services or Advanced Mobile Phone Services (AMPS) in Chicago.

The breathtaking growth of the telecommunication companies in India over the last twenty years has made a history. The economic resurgence affected in the early 1990s brought around a paradigm shift on the overall business scenario of India. With the arrival of private telecommunication companies in India, the industry observed introduction of mobile phones into the Indian market and it became extremely popular amongst the Indian masses. India's telecom sector has shown huge expansion in the recent years in all respects of industrial growth due to liberalization in Government policies after 1991. Removal of restrictions on foreign capital investment and industrial de-licensing has allowed various private players to enter into the Indian telecommunication market.

The cellular services in India were initially introduced in 4 metros – Delhi, Mumbai, Chennai and Calcutta during the year of 1995. The Indian telecom market is regulated by Telecommunication Regulatory Authority of India (TRAI) which acts as an independent regulator was set up in 1997 by the Indian Government. Despite several controversies, the TRAI has earned a reputation for transparency and competency. Today two types of mobile phone service providers operates in the Indian market, they are –

- ❖ Global System for Mobile Communications (GSM)
- ❖ Code Division Multiple Access (CDMA)

Presently India has nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world.

Three types of service providers exist in the Indian telecommunication sector, like the following:–

- ❖ State owned companies like - Bharat Sanchar Nigam Ltd and Mahanagar Telephone Nigam Ltd.
- ❖ Private Indian owned companies like - Reliance Infocomm and Tata Teleservices.
- ❖ Foreign invested companies like - Vodafone, Bharti Tele-Ventures, Idea Cellular, BPL Mobile and Spice Communications, etc.

Thus, the cellular service has come to the rescue of the common man and the telecommunication industry, as a whole is poised for a positive growth. "The cellular service industry witnessed 50 percent growth in one year with registered revenue of about Rs.8, 300 Crores".

**Objectives of the study**

The objectives for the research problem in hand are as follows:

1. To know the awareness level of consumers regarding their mobile service provider.
2. To ascertain the services that consumer prefers in selecting a particular mobile service provider.
3. To study the consumers' satisfaction level towards various services offered by mobile service provider.
4. To assess the problems faced by the mobile users regarding their respective mobile service provider.

**Research Methodology**

**Research Design:** Exploratory, Descriptive

**Research Instrument:** Questionnaire

**Data collection methods**

**Primary data:** Primary data was collected from respondents with help of questionnaire.

**Secondary data:** Secondary data was collected from books, internet, newspaper & magazine etc.

**Sample size:** The sample size covered for the purpose of this study is 300.

**Sampling unit:** The sampling unit comprises the respondents who are using mobile phones in Nagapattinam District.

**Sampling Design:** Here non-probability convenience sampling has been used.

**Limitations of the study**

This study is based on the prevailing customer attitude and perception only.

- As per the population in Nagapattinam District is huge, only 150 respondents are covered.
- Data collection of exact data for the research is not possible because there is a gap between what respondent say and what they actually do.
- Information provided by the customers may not be accurate. They may hide some of the information at the time of filling up the questionnaires.

**Table 1:** Composition of Respondents on the Basis of Gender

Gender	No. of Respondents	% of Respondents
Male	96	64.0
Female	54	36.0
Total	150	100

Source: Primary Data

Table No.1 shows that gender wise classification of sample respondents. Out of 150 sample respondents chosen for the study. 96 are male consumers and 54 are female consumers allocating for 64% and 36% respectively of respondents surveyed. It reveals that, most of them male subscribers in the study area.

**Table 2:** Composition of Respondents on the Basis of Marital Status

Marital Status	No. of Respondents	% of Respondents
Unmarried	104	69.3
Married	46	30.7
Total	150	100

Source: Primary Data

Table No.2 shows that marital status of the sample respondents. Among the 150 respondents, 69.3% subscribers are married and the remaining 30.7% subscribers are unmarried. It is clear from the above analysis that majority of the respondents belong to unmarried.

**Table 3:** Composition of Respondents on the Basis of Age Group

Age Group	No. of Respondents	% of Respondents
Below 20	33	22.0
21-35	58	38.7
35-50	45	30.0
Above 51	14	9.3
Total	150	100

Source: Primary Data

Table No. 3 consists of the age wise classification of consumer using the mobile service. Around 38.7% of the respondents belong to the age group of 21-35 years and 30% respondents fall under the category of 35-50 years and 22% of respondents come under below 20 years and the remaining 9.3% were found to be above 51 years. It is clear from the above analysis that majority of the respondents belong to the age group between 21 – 35 years.

**Table 4:** Composition of Respondents on the Basis of Income Group

Income Group	No. of Respondents	% of Respondents
Below Rs.5,000	49	32.7
Rs.5,001-10,000	43	28.7
Rs.10,001-15,000	33	22.0
Above Rs.15,001	25	16.7
Total	150	100

Source: Primary Data

The above table 4 reveals that monthly income of the respondents. Out of 100% sample respondents, 32.7% of the respondents were having an annual income below Rs.5, 000 and 28.7% of the respondents were having an annual income of Rs.5, 001-10, 000, 22% of the respondents were having annual income of Rs.10, 001-15,000 and remaining 16.7% of the respondents were having annual income above Rs.40, 001. It is seen from the above analysis 32.7% of the sample respondents are earned below Rs.5, 000 as their monthly income.

**Table 5:** Composition of Respondents on the Basis of Qualification

Qualification	No. of Respondents	% of Respondents
Higher Secondary	28	18.7
Graduation	41	27.3
Post-Graduation	36	24.0
Professional Degree	45	30.0
Total	150	100

Source: Primary Data

From the above table 5 shows that out of 150 respondents, 30% of the respondents have an educational qualification of professional degree and the next highest education level among respondents were post graduates who comprises of about 24% of the total respondents. It has been ascertained from the above analysis that majority 30% of the sample respondents got professional degree qualification.

**Table 6:** Consumer Preference towards Mobile Phone Service Provider

Name of Mobile Service Provider	No. of Respondents	% of Respondents
Aircel	28	18.7
Airtel	36	24.0
BSNL	42	28.0
Vodafone	44	29.3
Total	150	100

Source: Primary Data

Table 6 shows that consumer preference towards mobile service provider among the sample respondents. Out of 100% majority 29.3 of the consumers use Vodafone service, 28 % of the consumer use BSNL service, 24 % of the consumers use Airtel service and remaining 18.7 % of the consumer use

Aircel service. It is clear from the above analysis that majority 29.3 of the sample respondents got Vodafone service.

**Table 7:** Composition of Respondents on the Basis of Purchase of Mode of connection

Mode of Connection	No. of Respondents	% of Respondents
Pre-paid	118	78.7
Post paid	32	21.3
Total	150	100

Source: Primary Data

From the above table 7 shows that out of 150 respondents, majority of 78.7% consumers are using pre paid schemes and remaining 21.3% of the consumers using postpaid schemes. It has been ascertained from the above analysis that majority 78.7% of the sample respondents got pre paid scheme.

**Table 8:** Service Provider and the Level of Satisfaction on Voice Clarity

Service provider	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Aircel	04	10	08	03	03	28
Airtel	06	12	10	06	02	36
BSNL	11	08	09	09	05	42
Vodafone	12	13	15	02	02	44
Total	33	43	42	20	12	150

$\chi^2 = 21.5$  d.f= 12,  $\chi^2$  (0.05) = 21.0

It is observed from the above table that the calculated value 21.5 of  $\chi^2$  is more than the table value 21.0 (21.5>21.0). Hence the null hypothesis is rejected. It is concluded that there is significant relationship between service provider and the level of satisfaction on voice clarity among the consumers.

Ho: There is significant association between service provider and the level of satisfaction on voice clarity among the consumers.

**Table 9:** Service Provider and the Level of Satisfaction on Customer Care Service

Service provider	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Aircel	02	02	05	07	12	28
Airtel	04	07	07	08	10	36
BSNL	02	03	04	15	18	42
Vodafone	06	10	12	07	09	44
Total	14	22	28	20	49	150

$\chi^2 = 18.9$  d.f= 12,  $\chi^2$  (0.05) = 21.0

It is observed from the above table that the calculated value 18.9 of  $\chi^2$  is less than the table value 21.0 (18.9<21.0). Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between service provider and the level of satisfaction on customer care service among the consumers.

Ho: There is no significant association between service provider and the level of satisfaction on customer care service among the consumers.

**Table 10:** Age Group and the Level of Satisfaction on Brand Image

Age	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Below 20	13	06	05	05	04	33
21-35	19	12	12	12	03	58
35-50	17	13	09	03	03	45
Above 51	03	02	04	02	03	14
Total	52	33	30	22	13	150

$\chi^2 = 11.9$  d.f= 12,  $\chi^2$  (0.05) = 21.0

It is observed from the above table that the calculated value 11.9 of  $\chi^2$  is less than the table value 21.0 (11.9<21.0). Hence the null hypothesis is accepted. It is concluded that there is no

significant relationship between age group and the level of satisfaction on brand image among the consumers.

Ho: There is no significant association between age group and the level of satisfaction on brand image among the consumers.

**Table 11:** Service Provider and the Level of Satisfaction on Network Connectivity

Service provider	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Aircel	06	10	04	05	03	28
Airtel	09	13	08	04	02	36
BSNL	07	16	11	05	03	42
Vodafone	04	25	09	04	02	44
Total	26	64	32	18	10	150

$\chi^2 = 9.4$  d.f= 12,  $\chi^2 (0.05) = 21.0$

It is observed from the above table that the calculated value 9.4 of  $\chi^2$  is less than the table value 21.0 (9.4<21.0). Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between service provider and the level of satisfaction on network connectivity among the consumers.

Ho: There is no significant association between service provider and the level of satisfaction on network connectivity among the consumers.

**Table 12:** Monthly Income and the Level of Satisfaction on Call Tariff

Monthly Income	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Up to Rs.5,000	09	10	04	12	14	49
Rs.5,001-10,000	07	08	10	10	08	43
Rs.10,001-15,000	04	03	15	05	06	33
Above Rs.15,001	03	05	12	03	02	25
Total	23	26	41	30	30	150

$\chi^2 = 22.9$  d.f= 12,  $\chi^2 (0.05) = 21.0$

It is observed from the above table that the calculated value 22.9 of  $\chi^2$  is more than the table value 21.0 (22.9>21.0). Hence the null hypothesis is rejected. It is concluded that there is significant relationship between monthly income and the level of satisfaction on call tariff among the consumers.

Ho: There is significant association between monthly income and the level of satisfaction on call tariff among the consumers.

**Table 13:** Service Provider and the Level of Satisfaction on Service Quality

Service provider	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Aircel	05	08	06	03	06	28
Airtel	11	10	07	05	03	36
BSNL	13	12	09	04	04	42
Vodafone	15	16	07	04	02	44
Total	44	46	29	16	15	150

$\chi^2 = 8.3$  d.f= 12,  $\chi^2 (0.05) = 21.0$

It is observed from the above table that the calculated value 8.3 of  $\chi^2$  is less than the table value 21.0 (8.3<21.0). Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between service provider and the level of satisfaction on service quality among the consumers.

Ho: There is no significant association between service provider and the level of satisfaction on service quality among the consumers.

**Table 14:** Mode of scheme and the Level of Satisfaction on Sales Promotion Offers

Mode of Scheme	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Pre-paid	09	15	42	28	24	118
Post paid	03	06	06	09	08	32
Total	12	21	48	37	32	150

$\chi^2 = 3.4$  d.f= 04,  $\chi^2 (0.05) = 9.49$

It is observed from the above table that the calculated value 3.4 of  $\chi^2$  is less than the table value 9.49 (3.4<9.49). Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between mode of scheme and the level

of satisfaction on sales promotion offers among the consumers.

Ho: There is no significant association between mode of scheme and the level of satisfaction on sales promotion offers among the consumers.

**Table 15:** Service Provider and the Level of Satisfaction on Value Added Services

Service provider	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Aircel	10	08	07	02	01	28
Airtel	15	13	05	01	02	36
BSNL	08	07	05	10	12	42
Vodafone	21	15	04	02	02	44
Total	54	43	21	15	17	150

$\chi^2 = 38.8$  d.f= 12,  $\chi^2 (0.05) = 21.0$

It is observed from the above table that the calculated value 38.8 of  $\chi^2$  is more than the table value 21.0 (38.8>21.0). Hence the null hypothesis is rejected. It is concluded that there is significant relationship between service provider and the

level of satisfaction on value added services among the consumers.  
 Ho: There is significant association between service provider and the level of satisfaction on value added services among the consumers.

**Table 16:** Mode of scheme and the Level of Satisfaction on Billing Information

Mode of Scheme	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Pre paid	21	23	27	28	19	118
Post paid	06	09	08	05	04	32
Total	27	32	35	33	23	150

$\chi^2 = 1.9$  d.f= 04,  $\chi^2$  (0.05) = 9.49

It is observed from the above table that the calculated value 1.9 of  $\chi^2$  is less than the table value 9.49 (1.9<9.49). Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between mode of scheme and the level of satisfaction on billing information among the consumers.

Ho: There is no significant association between mode of scheme and the level of satisfaction on billing information among the consumers.

**Table 17:** Service Provider and the Level of Satisfaction on Call Drops

Service provider	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Aircel	08	11	04	03	02	28
Airtel	10	14	06	02	04	36
BSNL	11	12	10	06	03	42
Vodafone	12	17	08	05	02	44
Total	41	54	28	16	11	150

$\chi^2 = 4.4$  d.f= 12,  $\chi^2$  (0.05) = 21.0

It is observed from the above table that the calculated value 4.4 of  $\chi^2$  is less than the table value 21.0 (4.4<21.0). Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between service provider and the level of satisfaction on call drops among the consumers.

Ho: There is no significant association between service provider and the level of satisfaction on call drops among the consumers.

**Findings**

1. It reveals that majority 64% of the respondents are male consumers.
2. It is clear from the analysis that majority 69.3% of the respondents belong to unmarried.
3. It is clear from the analysis that majority 38.7% of the respondents belong to the age group between 21 – 35 years.
4. It is seen from the above analysis 32.7% of the sample respondents are earned below 5,000 as their monthly income.
5. It has been ascertained from the analysis that majority 30% of the sample respondents got professional degree qualification.
6. It is clear from the above analysis that majority 29.3 of the sample respondents got vodafone service.
7. It has been ascertained from the above analysis that majority 78.7% of the sample respondents got pre paid scheme.
8. There is significant association between service provider and the level of satisfaction on voice clarity among the consumers.
9. There is no significant association between service provider and the level of satisfaction on customer care service among the consumers.
10. There is no significant association between age group and the level of satisfaction on brand image among the consumers.

11. There is no significant association between service provider and the level of satisfaction on network connectivity among the consumers.
12. There is significant association between monthly income and the level of satisfaction on call tariff among the consumers.
13. There is no significant association between service provider and the level of satisfaction on service quality among the consumers.
14. There is no significant association between mode of scheme and the level of satisfaction on sales promotion offers among the consumers.
15. There is significant association between service provider and the level of satisfaction on value added services among the consumers.
16. There is no significant association between mode of scheme and the level of satisfaction on billing information among the consumers.
17. There is no significant association between service provider and the level of satisfaction on call drops among the consumers.

**Conclusion**

This research study aims to point out that four factors, viz., brand image, service charges, service quality and network quality. This is very much played a vital role in the choice of a Mobile Service Providers. Due to stiff competitive pressure, the Indian Mobile market is flooded with variety of plans like, call tariff, value added service and sales promotion offers should be enhance by the mobile operators to increasing the satisfaction level of the customer. Mobile service provider market is on booming stage and come out with the different plan and scheme with low service charges, which forced customer to thing about initial subscription cost, availability of plans as per requirement and tariff. From the above discussion, it can be conclude that mobile service provider should introduce moderate plans and enhance their services

quality, better connectivity to capture the new and more customers.

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