

An Empirical Study of Consumer Behaviour towards The Preference and Usage of Mobile Phone Services in Bhopal

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Abstract - Today the success of any firm depends upon the consumer satisfaction. 'Consumer is king' –the statement carries profound truth in it. The firms should know about the behavior of the consumers for satisfying their consumers. Consumer behavior is defined as the act of consuming or using goods or services. The life style of modern consumer is changing rapidly because of the changing technology and innovation. In these circumstances understanding consumer is a very difficult task. The main objectives of the study are (i) to identify and analyze the factors which impinge on to the satisfaction level of the customers of mobile phone services, (ii) to understand the effectiveness of the promotional activities of mobile phone companies and offers provided by the companies. The present study is an empirical research based on survey method through simple random sampling of 80 samples. The collected data were coded, calculated and analyzed with the help of statistical tools like percentages, chi-square test; garret ranking model employed in this study.

Keywords - Consumer behavior, mobile phone services, customer satisfaction, consumer preference.

INTRODUCTION

Consumer behavior is the study of human responses to products or services and the marketing of products/services. Consumer behavior is defined as an act of using or consuming goods or services. The study of consumer behavior focuses on how individuals make their decisions to spend their available resources (time, money, effort) on consumption related items or consumption related aspects (What they buy? When they buy? Where they buy? How they buy?). It is also a study of individuals/organisations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and wants and its impact on the consumer and society. The individual and environmental influences the consumer behaviour. Often, consumer in India purchases the goods and services, which they want, others to accept. Behaviour is therefore determined by the individual's psychological makeup and the influence of other. Thus behaviour is the result of interaction of the consumer & personal influence and pressure exerted upon them by outside forces in the environment. An understanding of buying behaviour is essential in marketing and planning programs.

Modern Indian buyers along with the product features also want to know how and why the product will benefit them. They look not only for what a product can do but also what it means to them. Thus, buying behaviour involves a complicated series of stimulus and response. These motives may be expressed or unexpressed and are based upon deep seated needs or more openly felt wants when someone purchase something, he psychologically satisfies both needs and wants. He purchase a specific product out of a vast lot, because it provides certain mental or physical satisfaction. According to Webster, buying behaviour is all psychological, social and physical behaviour of potential customers as they become aware of evaluating purchasing consuming and telling other people about the products and services. Buying behaviour emphasizes that this behaviour is both Individual (psychological) process and group (social) process. It follows the buyer from awareness through post purchase evaluation. It is broad enough for both the consumers, Individual or house hold and Industrial (organizational) buyer behavior.

In this dynamic world Change is the only constant. We witness changes in every aspects of today world. The life style of modern consumer is changing rapidly because of the changing technology and innovation. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today, in the era of communication novel means of communication came into existence. Traditional ways of mailing has been replaced to certain extent by e-mail and landline is being replaced by cell phones. It is reported that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of cell phones is increasing even day by day. Usage of cell phones is not restricted to urban talk and educated youth.

Brands evolve to keep up with changing demographics, changing spending habits, consumer lifestyles, and various ethnicities becoming more prevalent. Companies need to assess the current brand equities, the market place and stat of the business. They need to retain existing consumers to allow the brand to re-emerge with a unique presence, a riveting promise and a fresh approach (Richard Duncan). New consumer preferences may influence the existing customer to generate preferences for new products forcing the marketer position the present brand to other market segment (Gary Huynh). Competitors in the present market may launch an

innovated product which may result in the loss of existing market share by old brand and making it essential for repositioning in the other market segment (Ramesh kumar). Of the dozen of categories of human action working, sleeping, breathing, buying and so forth the one of the primary importance of marketer is buying (Wholcast). At any given point of time a person may be faced with a number of motives, but that he probably cannot respond to all of them at same time. Therefore each person has a hierarchy of motives, which are arranged in ascending order according to their importance. The most urgent motive is acted upon first. Motives representing wants and desires, lower in hierarchy, remain unsatisfied at least temporarily (Maslow). Money, Acquisitiveness, Vanity, Rivalry, Adornment, Comfort, Cleanliness, Collecting, Companionship, Collecting, amusement, sensual gratification construction, Aggrandizement, Mental cure, Affection, Social Achievements, Ambitions inhibitive news, Reverence, Romance, Aesthetic vastest, Sex, Limitations, Curiosity, Self preservation, Sympathy, Gratitude, Patriotism and so on (Leon Sciffman. et. al.). The behaviour that consumers display in search for purchasing using and evaluating products, services and ideas which they expect will satisfy their needs (Terrel Williams). Many researchers have concentrated on finding the common factors that more or less determine the buying pattern of consumers (Alfred Oxenfeldt). A buyer is emotional creator, i.e., the buyer buys on impulse he does not have enough information about the products and does not make any effort towards economic evaluation of the products usefulness, some of the basic foundation of impulsive buying behaviours (Bass Frank). A non rational buyer does not plan his buying. It is logical and that this buying of the product and specially a specific brand is random or probabilistic. This means that the buyer is not working for a particular brand but picks up the brand that is either appealing or available. This is known as probabilistic switching behavior (John Will white). The Characteristic of the buyer himself and other external elements exert some degree of influence on the buyer (Carl Slock). Learning is the name given to changes in an individual's behaviour arising from experience (Edward Thorndike). The system or individual attitudes of behaviour and values that an individual exhibits set him apart from others (Assael, heury).

Advertisers must recognize that an industrial or business buyer is not necessarily a rational buyer. Emotional appeals are equally important as they make the buyer feel good about buying the product. These emotional aspects of industrial advertising should not be ignored, even though rational motives will usually dominate the industrial buying process (Jamco Bettman).

The above literature study evaluates that consumer preferences are changing from time to time, consumer preference relates to existing customer and their opinions. Motivation like branding, packaging, model helps to attract new customers. Majority of the studies have concentrated on the consumer and their preference

aspects. So, this study is going attempt the factor which is motivating to the consumer and attitudes of the consumer while selecting the brand and its aspects.

PROBLEM STATEMENT

In today's world nothing is permanent except change. We are nowadays witnessing changes in all aspects of today world. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today is the era of communication as innovative and novel means of communication came into existence. Traditional way of mailing has been replaced to certain extent by e-mail and landline is being replaced by cell phones. It is reported that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of cell phones is increasing even day by day. Now, the usage of cell phones is not restricted to urban area and educated youth only.

NEED FOR THE STUDY

The study of consumers helps firms and organizations to improve their marketing strategies by understanding issues such as how;

- The psychology of consumers how he think, feel, reason, and select among different alternatives (e.g., brands, products, and retailers);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The consumer behavior while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ among products that differ in their level of importance or interest that they entail for the consumer; and
- How compannies can adapt and improve their marketing campaigns and strategies more effectively to reach the consumer.

Consumer behavior is the blend of elements from psychology, sociology, social anthropology and economics. It helps to understand the buyer's decision making process, both individually and in groups. It also tries to find out influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, as customer playing the three distinct roles of buyer, payer and user. This study is conducted to understand the behaviour and preferences of mobile phone services by customers in the study area i.e. Bhopal.

OBJECTIVES OF THE STUDY

The main objectives of this study

1. To identify and analyze the factors which impinge on to the satisfaction level of the customers of mobile phone services,
2. To understand the effectiveness of the promotional activities of mobile phone companies and offers provided by the companies.
3. To examine and understand the attitude customer towards various Mobile Connection services and identify the factors motivate them to select the brands.

RESEARCH METHODOLOGY

The study is an empirical research and is based on survey method. Samples of 80 customers were collected using simple random sampling method. Primary data were collected directly from the customers by using a questionnaire with the help of interview schedule. The relevant secondary data is has been collected from the periodicals. The Collected data was then coded, calculated and analyzed using the simple statistical tools such as, percentages, chi-square test, ranking and scaling methods.

HYPOTHESES

- H01: there is no significant relationship between Income and satisfaction of customer using mobile phone services.
H02: there is no significant relationship between gender and satisfaction of customer using mobile phone services
H03: there is no significant relationship between education and satisfaction of customer using mobile phone services
H04: there is no significant relationship between age and satisfaction of customer using mobile phone services.

SCOPE OF THE STUDY

This study is an attempt to analyze the consumer buying behavior and preferences towards the usage of mobile and the consumers search things for their need satisfaction. Also evaluation of the product and their satisfaction level, how consumer react and respond towards advertisement of the product. So the scope of this study is to cover the full view of the customers and their preference pattern.

ANALYSIS AND FINDINGS

The uses of mobile phones have simplified the communication of all the sections of society. The researcher wanted to analyze the consumer preference towards the mobile phone services in the study area Bhopal. For the present study eighty respondents were selected randomly in the study area and a well equipped and valid questionnaires were distributed to them. The collected raw data were classified and arranged in a tabular form. In this chapter the collected data are analyzed with the use of proper statistical tools.

Table 1 reveals both the genders use cell phones services for their communication needs. In India female population is half of the total population. Therefore, the researcher wanted to know the percentage of each sex, using cell phones. The study shows all the factors which are motivating to purchase the mobile phone services to analyze gender-wise. From the above table it is concluded that 60% of the male population use cell phone services and only 40% of the female population prefer to use mobile phone services for communication. Thus, cell phone services are mostly used by the male population than the female as most of them require such kind of communication facilities for their professional purposes unlike females.

Age is an important factor which determines the usage of mobile phone services. Students, Businessmen, contractors, Teachers, lawyers, Doctors, etc., are using mobile phone services on regular basis. 40% of the respondents are belonged to 20 - 30 age group. 35% of them belonged to the age group of 24 -26 years. Only 10% of the respondents come under the age group of 27 years and above.

All the people both educated and uneducated use mobile phone services. Percent study is made to identify the educational status of the mobile phone service users. The study reveals that literates i.e. the respondents who have college level study use mobile phones in larger level (35 percent) next to them the respondents who have higher secondary level education use mobile phones in larger level (25 percent). An interesting finding of the study is that overall 10% of the mobile users are illiterates.

Occupation plays a vital role in mobile phone usage. The study area is filled with the people who have different occupational status. Maximum numbers of the cell phone users (55%) are students. 20% of the cell phone users are private sector employees. Whereas, only 5% of the respondents are professionals such as Lawyers, Doctors, etc.

Income being directly related with consumption is one of the determining factors of consumption. The researcher made an attempt to analyze the relationship between income and usage of mobile phone services in study area. Based on the marital status of respondents, out of 80 majority 60% of them were not married. Only 40% of them got married, in the 40% majority 25% of them were married females. Among the respondents majority 65% of them not earning any income that means they all are either students or unemployed. They are getting money from their family for their needs. 25% comes under the income group of below 5000/- per month. Whereas, only 5% of them come under the income group of 7501 -10000 and above 10000 respectively.

Cell phone market in Bhopal is oligopoly in its nature. Nearly more than 10 companies are providing cell phone services in Bhopal. The following table shows the consumer giving more preference to their network communications. From this table inferred that 35% of the consumers using Airtel network, followed by 20% of the consumers having Vodafone and reliance network

respectively. Though BSNL is a government of India undertaking, it has 10% of the cell phone users. This is because as compared to the government owned companies, the private company's are frequently providing lots of special offers to attract new customers and retain the old ones. In this race also brand Airtel is in leading position in Bhopal.

Purpose of using mobile phones in this study refers to the reason for what the mobile phones are used. Different people use cell phones for different purposes. From the table its reveals that 40% of the respondents using the cell phones for their family purpose. 25% of them use it for friendship as well as their love relationships. Only 5% of the respondents using mobile phones for making social as well as business relationships.

Motivation is a psychological stimulus which urges a person to consume a particular product or service. The researcher wanted to know the motivational factors which motivated the consumers to consume the mobile phone services. The table 3 reflects that 50% of the respondents purchased their mobile services for the quality of services, 25% of the respondents are motivated by the specialty in their tariff plans like free sms, free internet, reduced call charges etc. whereas 20% of them get motivated because of the network coverage.

The source of awareness plays an important role in consumer's decision making. Table 3 reflects that 55% of the respondents by getting influenced to their friends for buying the mobile phone services. The role of advertisements is also vital in introducing the cell phones services to the respondents. Hence, 40% of the respondents got awareness about the cell phone services through advertisements. Only 5% of the respondents getting aware by their co-workers. Out of the two different types of service systems followed by the service providers, 90% of the respondent's prefer to use prepaid mobile services. Whereas only 10% of respondents are using post paid services. One of the reasons could be that the service provider now a day's sell their postpaid connection to preferred customers only because it is difficult for the companies to recover their dues.

From table 4 it is inferred that all the respondents using mobile phones regularly. Where, 35% of the customers reported that they are using mobile connection with special schemes offered by their respective service providers, remaining 65% of the respondents using normal schemes. Regarding the special schemes offered the customers reported that 43% of them having are having one year validity plus free SIMs and also free incoming for three years. Only 14% of the customers are having night free calling using booster pack. Majority 45% of the respondents feel good about their connections and 35% of them feel that their connection is giving better facilities to them. Whereas 20% of the respondents feel moderate about their connections.

Satisfaction level of the mobile respondents is presented in the table 5. This table shows that 25% of the respondents are having more than one connection but 75% of them are using only one connection. Half of the

respondents reported that they are ready to change their connection along with the present connection respectively. In this regard 40% of the respondents reported that payment mode of the connection is not suitable for them. Followed by 30% of the respondents are going to change because of requirement for new number, and 20% of them reported that they are not getting new facilities from their current service provider. Regarding the overall performance of the mobile phone connection and its services, 90% of the respondents are satisfied with consumer facilities provided by their respective service providers.

From the table 6 shows the garret ranking table from the selected sample respondents. Majority of the respondents preferred to have the mobile phone services from the concern company which is frequently giving special offers, from the table shows least mean scores 45.05 followed by continuous connections (45.70) shows the second rank. The sample respondents feel that provide good service to their customers also shows impact of the usage, followed by call charges (49.85), friends chat (51.6) and connection of the handset (59.15) showing the rank respectively 4th , 5th and 6th rank.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN AGE AND SATISFACTION OF USING MOBILES

Table 7 shows the tabulation of age and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (35.56) of chi-square value is more than the table value (16.92) at 5% level of significance for 8 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between age and satisfaction with mobile phone connection.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN GENDER AND SATISFACTION OF USING MOBILES

Table 8 shows the tabulation of sex and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (5.93) of chi-square value is more than the table value (3.84) at 5% level of significance for 1 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between gender and satisfaction with mobile phone connection.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP EDUCATION AND SATISFACTION OF USING MOBILES

Table 9 shows the tabulation of educational qualifications and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (19.68) of chi-square value is more than the table value (14.07) at 5% level of significance for 7 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between

educational qualification and satisfaction with mobile phone connection.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN INCOME AND SATISFACTION OF USING MOBILES

Table 10 shows the tabulation of income and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (38.97) of chi-square value is more than the table value (12.59) at 5% level of significance for 6 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between income and satisfaction with mobile phone connection.

SUGGESTIONS

- Present study reveals that students outnumbered other cell phone users. Cell phone usage will definitely reduce the concentration on studies. Therefore both the parents and the governments should come forward to regularize the cell phone usage of the students.
- The low income group people are attracted by cell phones and they purchased it by credit system. This push those buyers into the debt trap. Steps should be taken by the government to supply cell phones at free of cost.
- Airtel connection is preferred by most of the consumers in the study area. It is because of the various schemes introduced by Airtel. To attract the consumers all other cell phone providers should come forward to introduce consumer based services.
- Only 50 percent of the respondents are attracted by the special scheme offer. If the remaining 50 percent of the respondents are motivated, the cell phone services will be more attracted. For this the cell phone service providers should identify the needs of the dissatisfied consumers.
- When we analyze the satisfaction level continuous connectivity and services provided by the cell phone companies get poor response. Therefore the mobile connection gets poor response. Therefore the mobile connection providers should come forward to develop their continuous connectivity and services.
- Present study reveals that 50 percent of the respondents in the study area wanted to change their schemes. It reflects the dissatisfaction of the consumers towards the cell phone services. Therefore cell phone companies should take essential measures to rectify the dissatisfaction of the consumers.
- Call charges should be minimized to attract the consumers. Many respondents feel that net work problem is one of the most important problem they are facing. Enough signal towers should be established in the rural areas to solve these problems.
- Some cell phone service providers give free SMS service to their customers. This service should be

given by all the service providers to attract the consumers.

CONCLUSION

Purchasing behaviour involves complicated services of stimulus and response. These stimuli are called as motives. These motives may be expressed or unexpressed and are based upon deep seated needs or more openly felt desires when someone purchases something, the person psychologically satisfies both a need and a want. Modern purchasers want to know not only about the product features but also to know how and why the product will benefit them. They look not only for what a product can do but also what they mean. Present study is an attempt to analyze the various factors involved in the consumer preference towards mobile phone connections in Mukkudal Town Panchayat area. Important findings and suggestions are made out of the study. It reflects the nature of the consumer preference of mobile phone connections. If the mobile phone service providers consider the suggestions which are made by the researcher it will be helpful not only for the consumer but also for the service providers.

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APPENDIX

TABLE 1 - SOCIO – ECONOMIC PROFILE OF THE SAMPLE RESPONDENTS

| S. No | Particulars | Female | Male | Total |
|-------------------------------------|----------------------|-----------|-----------|------------|
| A. Age distribution | | | | |
| (i) | Below 20 years | 12 (15.0) | 20 (25.0) | 32 (40.0) |
| (ii) | 21 – 23 years | 0 (0.0) | 12 (15.0) | 12 (15.0) |
| (iii) | 24 – 26 years | 16 (20.0) | 12 (15.0) | 28 (35.0) |
| (iv) | Above 27 years | 4 (5.0) | 4 (5.0) | 8 (10.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| B. Educational qualification | | | | |
| (i) | Illiterate | 4 (5.0) | 4 (5.0) | 8 (10.0) |
| (ii) | Secondary | 4 (5.0) | 0 (0.0) | 4 (5.0) |
| (iii) | Higher secondary | 16 (20.0) | 4 (5.0) | 20 (25.0) |
| (iv) | Graduate | 8 (10.0) | 20 (25.0) | 28 (35.0) |
| (v) | Postgraduate | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| (vi) | Technical | 0 (0.0) | 16 (20.0) | 16 (20.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| C. Occupational status | | | | |
| (i) | Government employees | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| (ii) | Non-govt. employees | 4 (5.0) | 12 (15.0) | 16 (20.0) |
| (iii) | Students | 12 (15.0) | 32 (40.0) | 44 (55.0) |
| (iv) | Home maker | 8 (10.0) | 0 (0.0) | 8 (10.0) |
| (v) | Any other | 8 (10.0) | 0 (0.0) | 8 (10.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| D. Marital Status | | | | |
| (i) | Married | 20 (25.0) | 12 (15.0) | 32 (40.0) |
| (ii) | Un married | 12 (15.0) | 36 (45.0) | 48 (60.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| E. Income of the respondents | | | | |
| (i) | Not earning | 20 (25.0) | 32 (40.0) | 52 (65.0) |
| (ii) | Below 5000 | 12 (15.0) | 8 (10.0) | 20 (25.0) |
| (iii) | 5001 – 7500 | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| (iv) | 7501 - 10000 | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| (v) | Above 10000 | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |

Note: Figures in the parentheses shows percentage of total respondents.

Source: Primary data

TABLE 2 - CONSUMER PREFERRED MOBILE PHONE DETAILS

| S. No | Particulars | Female | Male | Total |
|---|------------------|-----------|-----------|------------|
| A. presently using the network | | | | |
| (i) | Vodafone | 4 (5.0) | 12 (15.0) | 16 (20.0) |
| (ii) | BSNL | 4 (5.0) | 4 (5.0) | 8 (10.0) |
| (iii) | Reliance | 12 (15.0) | 4 (5.0) | 16 (20.0) |
| (iv) | Aircel | 0 (0.0) | 12 (15.0) | 12 (15.0) |
| (v) | Airtel | 12 (15.0) | 16 (20.0) | 28 (35.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| B. how long are you using the connection | | | | |
| (i) | Less than 1 year | 16 (20.0) | 24 (30.0) | 40 (50.0) |
| (ii) | 1 to 2 years | 12 (15.0) | 12 (15.0) | 24 (30.0) |
| (iii) | 2 to 3 years | 4 (5.0) | 12 (15.0) | 16 (20.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |

Note: Figures in the parentheses shows percentage of total respondents.

Source: Primary data

TABLE 3 - FACTORS INFLUENCING TO SELECTING MOBILE

| S. No | Particulars | Female | Male | Total |
|---|----------------------|-----------|-----------|------------|
| A. purpose of using mobile services | | | | |
| (i) | Business | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| (ii) | Home purpose | 28 (35.0) | 4 (5.0) | 32 (40.0) |
| (iii) | Friendship | 4 (5.0) | 16 (20.0) | 20 (25.0) |
| (iv) | Love relationship | 0 (0.0) | 20 (25.0) | 20 (25.0) |
| (v) | Social relationship | 0 (5.0) | 4 (5.0) | 4 (5.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| B. what factor motivate to buy mobile services | | | | |
| (i) | Quality of services | 8 (10.0) | 32 (40.0) | 40 (50.0) |
| (ii) | Network Coverage | 8 (10.0) | 8 (10.0) | 16 (20.0) |
| (iii) | Special tariff plans | 16 (20.0) | 4 (5.0) | 20 (25.0) |
| (iv) | superior technology | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| C. what factor contribute to buy | | | | |
| (i) | Friends | 12 (15.0) | 32 (40.0) | 44 (55.0) |
| (ii) | Advertisement | 20 (25.0) | 12 (15.0) | 32 (40.0) |
| (iii) | Co-workers | 0 (0.0) | 4 (5.0) | 4 (5.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| D. mode of connection | | | | |
| (i) | Pre paid | 28 (35.0) | 44 (55.0) | 72 (90.0) |
| (ii) | post paid | 4 (5.0) | 4 (5.0) | 8 (10.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |

Note: Figures in the parentheses shows percentage of total respondents.
Source: Primary data

TABLE 4 - USAGE OF MOBILE PHONES

| S. No | Particulars | Female | Male | Total |
|--|------------------------|-----------|-----------|------------|
| A. use regular | | | | |
| (i) | Yes | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| (ii) | No | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| B. do you avail any special schemes | | | | |
| (i) | Yes | 16 (20.0) | 12 (15.0) | 28 (35.0) |
| (ii) | No | 16 (20.0) | 36 (45.0) | 52 (65.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| C. if yes, what special scheme | | | | |
| (i) | One year validity, sms | 4 (14.0) | 8 (29.0) | 12 (43.0) |
| (ii) | Three year validity | 8 (29.0) | 4 (14.0) | 12 (43.0) |
| (iii) | Boster card night free | 4 (14.0) | 0 (0.0) | 4 (14.0) |
| | Total | 16 (57.0) | 12 (43.0) | 28 (100.0) |
| D. how do you feel about connection | | | | |
| (i) | Moderate | 12 (15.0) | 4 (5.0) | 16 (20.0) |
| (ii) | Good | 12 (15.0) | 24 (30.0) | 36 (45.0) |
| (iii) | Very good | 8 (10.0) | 20 (25.0) | 28 (35.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |

Note: Figures in the parentheses shows percentage of total respondents.
Source: Primary data

TABLE 5 - SATISFACTION DETAILS OF THE SAMPLE RESPONDENTS

| S. No. | Particulars | Female | Male | Total |
|---|------------------------|-----------|-----------|------------|
| A. are you using more than one connection | | | | |
| (i) | Yes | 8 (10.0) | 12 (15.0) | 20 (25.0) |
| (ii) | No | 24 (30.0) | 36 (45.0) | 60 (75.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| C. are you going to change the present connection | | | | |
| (i) | yes | 12 (15.0) | 28 (35.0) | 40 (50.0) |
| (ii) | no | 20 (25.0) | 20 (25.0) | 40 (50.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |
| D. if yes, what reason | | | | |
| (i) | High message cost | 4 (10.0) | 0 (0.0) | 4 (10.0) |
| (ii) | No other facility | 0 (0.0) | 8 (20.0) | 8 (20.0) |
| (iii) | Change mode of payment | 4 (10.0) | 12 (30.0) | 16 (40.0) |
| (iv) | Change to number | 4 (10.0) | 8 (20.0) | 12 (30.0) |
| | Total | 12 (30.0) | 28 (70.0) | 40 (100.0) |
| E. overall are you satisfied with the present connection | | | | |
| (i) | yes | 32 (40.0) | 40 (50.0) | 72 (90.0) |
| (ii) | no | 0 (0.0) | 8 (10.0) | 8 (10.0) |
| | Total | 32 (40.0) | 48 (60.0) | 80 (100.0) |

Note: Figures in the parentheses shows percentage of total respondents.

Source: Primary data

TABLE 6 - GARRET RANKING TABLE OF FACTORS MOTIVATE TO USE MOBILE CONNECTIONS

| S. No | Particulars | Total Score | Mean Score | Rank |
|-------|---------------------------------------|-------------|------------|------|
| 1 | Continuous connectivity | 3656.00 | 45.70 | 2 |
| 2 | Provide good service | 3892.00 | 48.65 | 3 |
| 3 | Provide special offers | 3604.00 | 45.05 | 1 |
| 4 | Call charges | 3988.00 | 49.85 | 4 |
| 5 | Connection with handset | 4732.00 | 59.15 | 6 |
| 6 | Any other (free of cost friends card) | 4128.00 | 51.6 | 5 |

TABLE 7 - AGE AND SATISFACTION WITH MOBILE CONNECTIONS

| | Satisfaction with mobile phone and connections | | | Pearson Chi-square value | Significance |
|---------------|--|----|-------|--------------------------|--------------|
| | Yes | No | Total | | |
| | | | | 35.56 | .000 |
| Below 20 | 28 | 4 | 32 | Df 9 – 16.92 | |
| 21 – 23 years | 8 | 4 | 12 | | |
| 24 – 26 years | 28 | 0 | 28 | | |
| Above 27 | 8 | 0 | 8 | | |
| | 72 | 8 | 80 | | |

TABLE 8 - GENDER AND SATISFACTION WITH MOBILE CONNECTIONS

| | Satisfaction with mobile phone and connections | | | Pearson Chi-square value | Significance |
|--------|--|----|-------|--------------------------|--------------|
| | Yes | No | Total | | |
| | | | | 5.93 | .013 |
| Male | 32 | 0 | 32 | Df 1 – 3.84 | |
| Female | 40 | 8 | 48 | | |
| | 72 | 8 | 80 | | |

TABLE 9 - EDUCATION AND SATISFACTION WITH MOBILE CONNECTIONS

| | Satisfaction with mobile phone and connections | | | Pearson Chi-square | Significance |
|------------------|--|----|-------|-----------------------|--------------|
| | Yes | No | Total | | |
| Illiterate | 8 | 0 | 8 | 19.68 Df 7 – 14.07 | .006 |
| Secondary | 4 | 0 | 4 | | |
| Higher secondary | 20 | 0 | 20 | | |
| Degree | 24 | 4 | 28 | | |
| Post graduate | 4 | 0 | 4 | | |
| Technical | 12 | 4 | 16 | | |
| | 72 | 8 | 80 | | |

TABLE 10 - INCOME AND SATISFACTION WITH MOBILE CONNECTIONS

| | Satisfaction with mobile phone and connections | | | Pearson Chi-square value | Significance |
|-------------|--|----|-------|--------------------------|--------------|
| | Yes | No | Total | | |
| | | | | 38.97 | .000 |
| Below 1500 | 56 | 4 | 60 | Df 6 – 12.59 | |
| 1501 – 5000 | 8 | 4 | 12 | | |
| 5001 – 7500 | 0 | 0 | 0 | | |
| Above 7501 | 8 | 0 | 8 | | |
| | 72 | 8 | 80 | | |