

**Consumer Behaviour and Satisfaction of Various Mobile Phones Services – An Empirical Study in
Tirupur District, Tamil Nadu**

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Abstract

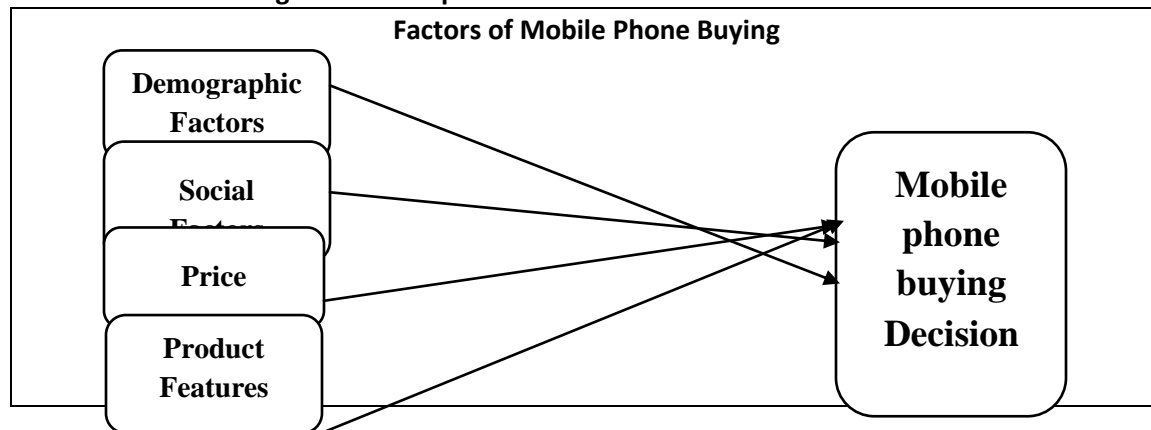
In this modern world, exchanging of ideas or communicating ideas at the same place where he/she stands to anyone across the world is possible through telecom services. Telecom industries provide various mobiles services for quick and timely exchange of information. The development of mobile phone and its technologies had extended and grown a lot with according to changes in consumer's needs and preferences. This study helps to know the consumer behaviour of mobile phones in Tirupur district. The objective of the present research is to examine consumer's decision in buying mobile phones with analysing between their demographic, social, price and product features and consumer's satisfaction of mobile phone. The primary data was collected from 100 respondents from Tirupur district, Tamil Nadu. The adopted research design is convenience and judgemental sampling technique. The tools used in this research are percentage testing, Chi-Square analysis, Co-relation method, One way Anova and Average Rank Analysis method. The study found that that consumers prefer a particular mobile phone service provider on the basis of tariffs plans and network coverage. The consumers are highly influenced by their friends and advertisement in selecting 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.

Introduction

The lifestyle of modern consumer is changing rapidly due to the advance in technology and innovation. Consumer behaviour may be defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. Communication is the vital necessity of a human being. In ancient days, communication is through birds, messengers, postal mail and so on. Nowadays ways of communication is changed to cell phone, smartphone, E-mail, internet etc. After the invention and introduction of cell phones, communication from one person to another person is very much easier. Thus the usage of phones are not restricted to age, education, income group etc. Consumers expect convenient services and features, which reach them in the right context and meet their needs. This study of consumer behaviour which enables the marketer to understand and predict consumer in the market place and their satisfaction to their expected value.

Consumer behaviour on mobile phones

Consumer behaviour consists of the activities people engage in when selecting, purchasing and using products so as to satisfy their needs and desires. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. Consumers make decision efficiently in spending their available resources like time, money, need to purchase a product. Customer's ideas and opinion based on the impact from their society and their exposure towards medias like newspaper, Television etc. Consumer decision also depends upon various features of mobile phone like Price, Brand image, Appearance, Colour and Clarity, Memory Capacity, Battery life, Service availability, Inbuilt application, 3G and internet usage and Connectivity with laptop. Thus consumers does play various roles in the marketplace.

Figure: 1 Conceptual Framework

Consumer behaviour in buying of mobile phone depends on various factors. Among the various factors influencing decision of mobile buying which has being discussed in this study are demographic factors, social factors, Price, Product features has been analysed with the overall consumer satisfaction of mobile.

The research is examined through following hypothesis:

H01: There is no significant relationship between age and overall consumer satisfaction of mobile phone services.

H02: There is no significant relationship between gender and overall consumer satisfaction of mobile phone services.

H03: There is no significant relationship between education qualification and overall consumer satisfaction of mobile phone services.

H04: There is no significant relationship between occupation and overall consumer satisfaction of mobile phone services.

H05: There is no significant relationship between monthly income and overall consumer satisfaction of mobile phone services.

H06: There is no significant relationship between Awareness of mobile (Social Factors) and overall consumer satisfaction of mobile phone services.

Consumer Satisfaction

Today, the success of any firm depends upon consumer satisfaction. The firms should know about the consumers for satisfying their needs. When a company meet or surpass a *customer's* expectation, consumer gets satisfied. Consumer satisfaction is very important as it provide loyalty and retaining to a product. It also create positive word of mouth to other new consumers. Thus consumer satisfaction is very important for a product, which is not an exception for mobile phones also. Consumers can be retained through advertisement and promoting in various medias like television, newspapers and so on. In the present modern world, consumers can be attracted and retained through internet of blogs, sending email of special promotions. Creating and maintaining a regular assessment of customer satisfaction is therefore very important for marketers to sell any product.

Scope of the study

In general sense, the most important reason for studying consumer behaviour is the significant role it plays in our lives. Effective business managers realize the importance of consumer satisfaction leads to the success of their firms. In the study area of Tirupur district, there are many kinds of industries of textile industry, hosiery manufacturing sectors etc. They are providing more business opportunities or

job employment in this area. People migrate to this area from various states for large job opportunities. So the usage of cell phones are also needed and available in this area for the consumers. Hence there is a scope for a research on the consumer preference and satisfaction of cell phone users in this area.

Statement of the Problem

Modern consumers are very different from the consumers of the 1970s and 1980s. Today consumers of this decade with advance in technology, prefer for product with best and updated technology in gadgets like mobiles, laptop, Tablet and so on. Consumers purchase and easily shift to mobile with its best features like inbuilt applications, appearance, touch screen with updated technology. Mobile producer should adapt to advance technology to sustain and survive in their market. Customers are considered as the King of all market. With dramatic increase in mobile phone usage in recent years, people take into account various factors while they decide purchasing a mobile phone. Mobile phone has diverse usages to different users in accordance with their necessities.

Objectives of the study

The following are the objectives of the study

1. To identify the profiles of consumers by gender, age, occupation, monthly income and education level of using mobile phone.
2. To assess the consumer's perception on brand preference and service provider.
3. To find out the important product features of mobile phone influencing the purchase decision of customers.
4. To provide some suggestion based on the analysis.

Research Methodology

• Data Collection

The study is based on the collection of both primary and secondary data. The primary data is based on structured questionnaire survey of 100 respondents in Tirupur district alone. The secondary data was collected through various books, journals and websites.

• Sampling Design

The sample design is based on the non-probability testing of convenience and judgemental sampling method. The sampling technique is judgemental since only the mobile users are given questionnaire.

• Analytical techniques

For purpose of detailed analysis of the study, the following statistical tools have been used in the study.

- Percentage Analysis
- Chi-square Analysis
- Correlation Analysis
- One way Anova and Post Hoc result
- Average Rank Analysis

Limitation of the study

1. The study is restricted to the sample size of 100 only due to time constraints.
2. The study is confined to the respondents of Tirupur district alone.
3. The respondents may provide fake answers which cannot be known.

Data Analysis and Interpretations**Table 1: Demographic profile of respondents**

Personal Factors	No of Respondents	Percentage
Gender		
Male	31	31.0
Female	69	69.0
Age		
Less than 25 years	22	22.0
20-35 years	44	44.0
35-45 years	22	22.0
Above 45 years	12	12.0
Level of Education		
Illiterate	10	10.0
Primary	14	14.0
Higher Secondary	10	10.0
Graduate	55	55.0
Post Graduate	11	11.0
Occupation		
Business	17	17.0
Professional	20	20.0
Employee	14	14.0
House wife	17	17.0
Student	32	32.0
Monthly Income		
Less than Rs. 10,000	27	27.0
Rs. 10,001 – 30,000	30	30.0
Rs. 30,001 – 50,000	28	28.0
Above Rs. 50,000	15	15.0

Total Respondents is 100, n = 100

Interpretation

Majority of gender are female respondents, belonging to age group of 20-35 years, they are qualified upto graduation of education level, their occupation is student and they earn monthly income of Rs. 10,001 to 30,000.

Table 2: Consumer behaviour of respondents using mobile phone

Consumer's attitude towards mobile phone		No of Respondents	Percentage
Awareness of the mobile phone	Friends	39	39.0
	Relatives	12	12.0
	Advertisement	27	27.0
	Dealers	22	22.0
Type of mobile Connection	Prepaid connection	61	61.0
	Postpaid connection	39	39.0
Kind of mobile network	CDMA	10	10.0
	2G	44	44.0
	3G	26	26.0
	4G	20	20.0
Mobile purpose Used	Business	23	23.0
	Official	28	28.0
	Personal	49	49.0
Frequency of switching to new handset	Within 6 months	6	6.0
	6 months – 1 year	14	14.0
	1-2 Year	36	36.0
	2-5 year	34	34.0
	More than 5 years	10	10.0
Attributes for choosing service provider	Tariff Plan	28	28.0
	Network Coverage	21	22.0
	Offers	10	10.0
	Preferred Brand	27	27.0
	Customer Service	14	14.0

Total Respondents is 100, n = 100

Interpretation

Most of the respondents' awareness of mobile are from their friends. Majority of respondents' type of mobile connection are prepaid connection. Most of their respondents' kind of mobile network are 2G. Most of the respondents' mobile purpose are personal. Most of the respondents' frequency of switching to new handset are 1-2 years and most of the respondents' attributes for choosing service provider are tariff plan.

Table 3: Consumer's preference towards mobile phone service providers

Mobile Phone service Providers	Number of Respondents	Percentage
Aircel	8	8.0
Airtel	47	47.0
BSNL	9	9.0
Docomo	3	3.0
Idea	1	1.0
MTS	1	1.0
Reliance	25	25.0
Uninor	1	1.0
Virgin Mobile	1	1.0
Vodafone	4	4.0
Total	100	100.0

Interpretation

Most of the consumer prefer their mobile phone service provider to Airtel followed by Reliance, BSNL, Aircel, Docomo, Vodofone, Idea, MTS, Uninor, Virgin Mobile respectively.

Table 4: Consumer's preference towards mobile phone brand

Mobile Phone Brand	Number of Respondents	Percentage
Nokio	6	6.0
Apple	34	34.0
Samsung	26	26.0
Sony Erikson	5	5.0
LG	6	6.0
Motorolo	5	5.0
Micromax	14	14.0

Lenovo	1	1.0
Blackberry	3	3.0
Total	100	100.0

Interpretation

Most of the consumer prefer their mobile brand to Apple followed by Samsung, Micromax, Nokia, LG, Sony Erikson, Motorolo, Blackberry and Lenovo respectively.

Chi Square Analysis

Hypothesis

Null Hypothesis (H₀) -Personal factors of the respondents have no significant influence on overall consumer satisfaction of mobile phone service provider.

Table 5: Chi-square values – Personal factors and Overall consumersatisfaction of mobile phone service provider.

Hypothesis	Demographic Factors	Chi-square Values	P values	Significant/ Not Significant
H01	Age	16.994	0.001	S
H02	Gender	58.199	0.000	S
H03	Educational Qualification	3.900	0.420	NS
H04	Occupation	4.969	0.290	NS
H05	Monthly Income	2.976	0.395	NS

Interpretation

From the above table 5, that the null hypothesis in the two cases is rejected (significant) and in the remaining three cases is accepted (not significant).

Hence the Age and Gender of the respondent have significant influence towards overall customer satisfaction of mobile phone service provider.

Table 6: Chi – square value – Social factor and Overall consumer satisfaction of mobilephone service provider

Null Hypothesis (H₀) –Social factors of the respondents have no significant influence on overall consumer satisfaction of mobile phone service provider.

Hypothesis	Social Factors	Chi-square Values	P values	Significant/ Not Significant
H06	Awareness of the product	2.483	0.478	NS

Note: p value is ≤ 0.05 – Significant; p values is ≥ 0.05 – Not Significant

Interpretation

From the above table 6, that the null hypothesis is accepted (not significant). Hence the awareness of the product of the respondent has no significant influence towards overall consumer satisfaction of mobile phone service provider.

Correlation Analysis**Table 7: Result of Correlation between the monthly income and overall consumer satisfaction of mobile phone Service Provider**

Correlation between monthly income * overall consumer satisfaction of mobile phone service provider		Monthly Income	Satisfaction for Service Provider
Monthly Income	Pearson Correlation	1	-.021
	Sig. (2-tailed)		.834
	N	100	100
Customer Satisfaction of mobile Service Provider	Pearson Correlation	.021	1
	Sig. (2-tailed)	.834	
	N	100	100

Interpretation

From the above table 7, that there is no or significant relationship between the Monthly Income and Customer satisfaction of Mobile phone service provider.

Table 8: Result of Correlation between the occupation and overall Consumer satisfaction of mobile phone Service Provider

Correlation between occupation * overall consumer satisfaction of mobile phone service provider		Occupation	Satisfaction for Service Provider
Occupation	Pearson Correlation	1	.091
	Sig. (2-tailed)		.371
	N	100	100
Customer Satisfaction of mobile Service Provider	Pearson Correlation	.091	1
	Sig. (2-tailed)	.371	
	N	100	100

Interpretation

The above table 8, shows there is no or significant relationship between the occupation and Customer satisfaction of Mobile phone service provider.

Table 9: Results of One Way ANOVA between monthly income and present mobile phone brand

Null Hypothesis (H₀): There is a no significant difference between group means of monthly income and the present mobile phone brand.

	Sum of Squares	Degree Of Freedom	Mean Square	F	Significance
Between Groups	29.349	3	9.783	2.076	.108
Within Groups	452.411	96	4.713		
Total	481.760	99			

Interpretation

The above table 9, shows the output of the anova analysis and whether there is a statistically significant difference between our group means. The significance value is a .108 (i.e $p = .108$), which is above 0.05 and less than 1.000. The p value is significant at 10% level of significant. Hence the null hypothesis is rejected and therefore there is significant difference between group means of monthly income and present mobile phone brand.

Table 10: Results of One way Anovabetween monthly income and present mobile phone service provider

Null Hypothesis (Ho) - There is a no significant difference between the group means of monthly income and the present mobile phone service provider.

	Sum of Squares	Degree Of Freedom	Mean Square	F	Significance
Between Groups	96.887	3	32.296	5.304	.002
Within Groups	584.553	96	6.089		
Total	681.440	99			

Interpretation

The above table 10, shows the output of the anova analysis and whether there is a statistically significant difference between our group means. The significance value is a .002 (i.e $p = .002$), which is below 0.01 and the p value is significant at 1% level of significant. Hence the null hypothesis is rejected and therefore there is significant difference between the means of monthly income and present mobile phone brand.

Table 11: Post Hoc Test results - monthly income and the factors of presentmobile phone brand and present mobile phone service provider

Factors	Less than Rs.10,000	Rs. 10,001 to 30,000	Rs.30,001 to 50,000	Above Rs.50,000	F value	P value	Sig.
Present mobile Phone brand	4.04 (2.579)	4.20 (2.497)	3.29 (1.883)	2.73 (0.458)	2.076	0.108	

Present mobile phone service	5.30 (2.284)	3.87 ^a (2.649)	3.07 (2.721)	2.60 (1.805)	5.304	.002	**
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** Denoted by 1% Significant level.

No Star - Denoted by 10% Significant level.

Denoted outside bracket 4.04, 4.20 and so on are the mean values.

Denoted within bracket (Standard Deviation).

Monthly Income denotes significant at 5% level working Duncan Multiple Range Test (DMRT)

Interpretation

The above table 11 shows that, since the P value is less than 1.000, H_0 rejected at 10% significance level with present mobile Phone brand. Hence there is significant difference among with respect to present mobile phone brand and monthly income based on Duncan Range Test (DMRT).

Since the P value is less than 0.01, H_0 rejected at 1% significance level with present mobile Phone service provider. Hence there is significant difference among with respect to present mobile phone service provider and monthly income based on Duncan Range Test (DMRT).

Table 12: Average rank analysis method – Various product features influencing customers to purchase a mobile phone:

Product Features	Rank	I	II	III	IV	V	VI	VII	VIII	XI	Total Score	Mean	Rank
	Value	9	8	7	6	5	4	3	2	1			
Price	Nos	16	16	11	10	20	8	7	7	5	581	5.81	V
Brand Image	Nos	19	19	17	12	9	9	6	5	4	627	6.27	III
Appearance	Nos	16	14	10	8	17	18	9	6	2	572	5.72	VII
Colour & Clarity	Nos	15	15	10	9	21	14	8	7	1	579	5.79	VI
Memory Capacity	Nos	20	24	13	12	8	9	6	5	3	642	6.42	II
Battery Life	Nos	18	18	12	17	7	7	8	6	7	598	5.98	IV
Inbuilt Application	Nos	23	20	16	11	7	7	8	3	5	643	6.43	I
3G & 4G	Nos	15	13	9	8	15	17	8	12	3	544	5.44	VIII
Customer Service	Nos	14	12	9	6	14	16	8	10	11	510	5.10	IX

Interpretation

The Above table 12, shows the Average Rank Analysis for various product features of mobile phone influencing the purchase decision of customers. Inbuilt application is the major influencing mobile feature for customers as it has been ranked first (score 643). Memory capacity is ranked as second, Brand image and Battery life are ranked as third and fourth. Price of the mobile is ranked as fifth, colour & clarity of mobile is ranked as sixth followed by Appearance, 3G & 4G and customer service are ranked as seventh, Eighth and ninth respectively.

Suggestions

Today, Consumers are the king of the market. The success of any firm depends upon consumer satisfaction. The following are suggested to attract customers to mobiles

- Customers are attracted towards newer technology and will be able to shift from one mobile phone to another if it uses better technology. Mobile phone companies should carry out periodic survey to help in identifying these new technology features and decide which ones to add to its product.
- 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.
- There are many mobile brand available in the market. Many brands are not recognised by customers with reasonable price and many product features. Advertisement and awareness should be given to reach the customers.

Conclusion

The study reveals that consumers prefer a particular mobile phone service provider on the basis of tariffs plans and network coverage. The consumers are highly influenced by their friends and advertisement in selecting 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. In this age of ever increasing competition, it is very important for mobile phone operators to keep a constant eye on references 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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