
**SUBSCRIBERS SATISFACTION TOWARDS VALUE ADDED SERVICES
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Adirampattinam**INTRODUCTION**

Modern marketing is a consumer oriented. Satisfaction of the consumers becomes the most important goal of business enterprise. The key to ensure consumer satisfaction lies in understanding the consumer, his/her likes and dislikes, his/her expectations and motivation. Consumers will have their own attitude and different form of buying patterns, problems and level of satisfaction. It is true that the slightest negative change in the attitude of the consumers or negative change in the buying a millions of rupees. Therefore an attempt is made to study subscribers satisfaction towards value added services provided by cellular companies in Tamil Nadu.

IMPORTANCE OF THE STUDY

In LPG Era, a big change took place in the marketing of cellular services. Almost all the organizations and the domestic sector use cellular services in both the rural and urban areas of the country. The users at large are benefited and the business houses cannot run their business effectively without the cooperation of the cellular services. In view of increasing the use of cellular, a majority of the users feel that the cellular have not been successful in improving the quality of value added services. The TRAI has started regulating the activities of cellular companies with two important issues: First to ensure that the promised services reach the ultimate users in a decent way. Secondly, to make sure that the personnel working at the location points for the cellular services do not generate complications to the users. However while analyzing the processing of value added services of the cellular companies, it is almost clear that both the aspects are lacking. Hence the study is undertaken to know the level of satisfaction of Subscribers towards various value added services offered by cellular companies in Tamil Nadu.

OBJECTIVES OF THE STUDY:

The objectives of the study are

1. To analyze the actual level of satisfaction of subscribers towards the various value added services offered by cellular companies.
2. To formulate suitable suggestions for improving satisfaction level of subscribers.

HYPOTHESIS OF THE STUDY:

The following hypotheses are tested in the study.

1. There is no significant relationship between perceptions analyze of respondents towards their satisfaction level on voice mail service and their choice of company.

2. There is no significant relationship between perception of sample respondents towards their satisfaction level on cell wait/cell hold service and their choice of company.
3. There is no significant relationship between perception of sample respondents towards their satisfaction level on cell forward service and their choice of company.
4. There is no significant relationship between satisfaction level towards short message service of sample respondents and their choice of the company.
5. There is no significant relationship between satisfaction level of sample respondents towards conference call service and their choice of the company.

METHODOLOGY:

The study is mainly based on primary data. Primary data are collected from subscribers who are availing all the value added services offered by cellular companies through interview schedule.

SAMPLE FOR THE STUDY:

Convenient sampling method is adopted to select the sample respondent. The sample respondents. The sample consisted of 720 respondents who are subscribers of 6 different cellular companies in Tamil Nadu. 120 subscribers from BSNL, 120 subscribers from Airtel, 120 subscribers from Vodafone and 120 subscribers from Tata Indicom were contacted at the company's premises for survey purpose. 720 sample respondents, 360 subscribers are prepaid and the rest 360 subscribers are post paid subscribers.

TOOLS USED:

The data collected are carefully fed into computer and tables are prepared for analysis and interpretation of data. Statistical tools such as percentage analysis, chi-square test, are used for analysis of data.

PERIOD OF THE STUDY:

Primary data are collected from Jan 2011 to December June 2011.

ANALYSIS OF DATA:

Cellular companies are providing various value added services to their customers. The satisfaction of subscribers towards various value added services offered by the companies are analyzed.

VOICE MAIL MESSAGE:

Voice mail message is a personal answering machine that will record messages wherever the information is not reachable. Hence, data relating to satisfaction of subscribers toward voice mail message are collected and analyzed in table1.

Satisfaction Level subscribers	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total
BSNL	32 (26.67)	35 (29.27)	21 (17.50)	18 (15.00)	14 (11.66)	120 (100.00)
Reliance	43 (35.84)	24 (20.00)	16 (13.33)	22 (18.33)	15 (12.50)	120 (100.00)
Aircel	27 (22.50)	36 (30.00)	32 (26.67)	16 (13.33)	09 (7.50)	120 (100.00)
Airtel	31 (25.84)	28 (23.33)	27 (22.50)	12 (10.00)	22 (18.33)	120 (100.00)
Vodafone	29 (24.17)	32 (26.67)	10 (8.33)	17 (14.16)	32 (26.67)	120 (100.00)
Tata Indicom	30 (25.00)	44 (33.67)	20 (16.67)	11 (9.16)	15 (12.50)	120 (100.00)
Total	192 (26.67)	44 (36.67)	20 (16.67)	11 (9.16)	15 (12.50)	120 (100.00)

Source: Primary Data

Note: Figures in parenthesis indicate percentage to total

It is found from table 1 that among sample respondents of BSNL, 26.67 percent the sample respondents and highly satisfied with voice mail message and 11.66 percent of them are highly dissatisfied with voice mail message. Among the sample respondents of Reliance, 35.84 percent of them are highly satisfied with voice mail message and 12.50 percent of them are highly dissatisfied. Among the sample respondents of Vodafone, 24.17 percent of them are highly satisfied and 26.67 percent of them are highly dissatisfied. Among the sample respondents of Tata Indicom 25.00 percent of them are highly satisfied and 12.50 percent of them are highly dissatisfied with voice mail message.

It is inferred that majority of subscriber are satisfied with voice mail message.

A null hypothesis is framed test their satisfaction level.

Ho: There is no significant relationship between perception of sample respondents towards their satisfaction level on voice mail message and their choice of company.

Test Used	Degree of Freedom	Level of satisfaction	Calculated value	Table value	Result
Chi-square	20	5percent	50.19	31.40	Rejected

Since the calculated value is more than the table value, it is concluded that there is a significant relationship between perception of sample respondents towards their satisfaction level on voice mail message and company chosen.

CELL WAIT/ HOLD

Call wait or call hold gives the customer two lines on one mobile phone. A been sound will indicate the second will indicate the second will indicate the second will indicate the second call when the user is talking to one person. Hence, the data relating to satisfaction level of sample respondents towards call wait/ call hold science are collected and analyzed in table 2.

Satisfaction Level subscribers	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total
BSNL	28 (23.33)	45 (37.50)	17 (14.17)	15 (12.50)	15 (12.50)	120 (100.00)
Reliance	25 (20.83)	36 (30.00)	28 (23.34)	12 (10.00)	10 (15.83)	120 (100.00)
Aircel	22 (18.33)	18 (15.00)	31 (25.84)	19 (15.83)	30 (25.00)	120 (100.00)
Airtel	18 (15.00)	28 (15.00)	21 (17.50)	21 (17.50)	32 (26.66)	120 (100.00)
Vodafone	25 (20.83)	14 (11.67)	23 (19.17.)	30 (25.00)	28 (23.33)	120 (100.00)
Tata Indicom	22 (18.33)	20 (16.67)	26 (21.67)	21 (17.50)	31 (25.83.)	120 (100.00)
Total	140 (19.44)	161 (22.36)	146 (20.28)	118 (16.39)	155 (21.53)	720 (100.00)

Source: Primary Data

Note: Figures in parenthesis indicate percentage to total

It is found that among that among the sample respondents of BSNL, 23.33 percent of them are highly satisfied with call wait/call hold service and 12.50 percent of them are highly satisfied. Among the sample respondents of Aircel, 18.33 percent of them are highly satisfied and 25.00 percent of them are highly satisfied and 26.66 percent of them are highly dissatisfied with call wait/call hold service. Among the sample respondents of Airtel, 15.00 percent of them are highly satisfied and 26.66 percent of them are highly dissatisfied. Among the sample respondents of Vodafone, 20.83 percent of them are highly dissatisfied. Among the sample respondents of Tata Indicom 18.33 percent of them are highly satisfied and 25.83 percent of them are highly dissatisfied with call wait/call hold service.

It is inferred that majority of the sample respondents are satisfied with call hold/call with service.

A null hypothesis is framed to test the satisfaction level.

Ho: There is no significant relationship between perception of sample respondents towards their satisfaction level on call wait/call hold service and their choice of company.

Test Used	Degree freedom	Level of satisfaction	Calculated Value	Table Value	Result
Chi-Square	20	5 percent	50.19	31.40	Rejected

Since the calculated value is greater than the table value, it is concluded that there is a significant relationship between perception of sample respondents towards their Satisfaction level on call wait/call hold service and their choice of company.

CALL FORWARD

Call forward enables the subscriber to forward the calls to the landline or another mobile phones or the subscriber's mobiles and were phone service. Hence data, relating to perception of sample respondents towards satisfaction level on call forward service are collected and analysed in table 3.

Satisfaction Level subscribers	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total
BSNL	32 (26.67)	19 (15.83)	11 (9.17)	19 (15.83)	39 (32.50)	120 (100.00)
Reliance	30 (25.00)	32 (26.67)	19 (15.83)	19 (15.83)	20 (16.67)	120 (100.00)
Aircel	28 (23.33)	34 (28.34)	16 (13.33)	24 (20.00)	18 (15.00)	120 (100.00)
Airtel	21 (17.50)	18 (15.00)	48 (40.00)	16 (13.33)	17 (14.17)	120 (100.00)
Vodafone	32 (26.67)	31 (25.83)	15 (12.50)	20 (16.67)	22 (18.33.)	120 (100.00)
Tata Indicom	10 (16.66)	23 (19.17)	30 (25.00)	23 (19.17)	24 (20.00)	120 (100.00)
Total	163 (22.64)	157 (21.81)	139 (19.31)	121 (16.80)	140 (19.44)	720 (100.00)

Source: Primary Data, Note: Figures in parenthesis indicate percentage to total.

It is found that majority (3.50) percent of the sample respondents of the sample respondents of BSNL are highly dissatisfied with call forward service. Among the sample percent respondents of Reliance, majority (26.67) of them are satisfied with cell forward service. Among the sample respondents of Aircel, majority(28.34) percent of them are satisfied with call forward service, among the sample respondents of Airtel, majority (40.00) percent have not expressed their satisfaction towards call forward service. Among the sample respondents of Airtel, majority(40.00) percent have not expressed their satisfaction towards call forward service. Among the sample respondents of Tata Indicom majority (25.00) percent of them have not opined about call forward service.

In general, it is inferred that majority of the sample respondents (22.64) percent are highly satisfied with call forward service.

A null hypothesis is framed as follows:

Ho: There is no significant relationship between perception of sample respondents towards their satisfaction level in call forward service and their choice of company.

Test Used	Degree freedom	Level of satisfaction	Calculated Value	Table Value	Result
Chi-Square	20	5 percent	71.79	31.40	Rejected

Since the calculated value is more than the table value, the null hypotheses is rejected. Hence it is conclude that there is a significant relationship between perception of sample respondent towards their satisfaction level on cell forward service and their choice of company.

CALL BARRING:

The subscriber can prevent the possible misuse of mobile phone through call barring during his/her absence. Hence data relating to satisfaction towards call barring are collected and analysed in table 4.

Satisfaction Level subscribers	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total
BSNL	35 (29.17)	17 (14.17)	19 (15.83)	32 (26.66)	17 (14.17)	120 (100.00)
Reliance	19 (5.83)	33 (27.50)	19 (15.83)	21 (17.50)	28 (23.34)	120 (100.00)
Aircel	28 (23.34)	19 (15.83)	17 (14.17)	18 (15.00)	38 (31.66)	120 (100.00)
Airtel	19 (15.83)	22 (18.33)	09 (7.50)	39 (32.50)	31 (25.84)	120 (100.00)
Vodafone	31 (25.84)	19 (15.83)	33 (27.50)	19 (15.83)	18 (15.00)	120 (100.00)
Tata Indicom	12 (10.00)	37 (3.83)	29 (24.17)	22 (18.33)	20 (16.67)	120 (100.00)
Total	144 (20.00)	147 (20.42)	126 (17.50)	151 (20.97)	152 (21.11)	720 (100.00)

Source: Primary Data

Note: Figures in parenthesis indicate percentage to total

It is found that majority (19.17) percent of subscribers of BSNL are highly satisfied with call barring service. Majority (27.50) percent of subscribers of Reliance are satisfied with call barring service. Majority (31.66) percent of subscribers of Aircel are highly dissatisfied with call barring service. Majority

(32.50) percent subscribes of Airtel are dissatisfied with cell barring service. Among the sample respondents of Vodafone, majority (27.50) percent of them have not opined anything about call barring service. Among the sample respondents of Tata Indicom, majority (30.83) percent of them are satisfied with call barring service.

SHORT MESSAGE SERVICE:

It is a digital network facility that allows digital phone subscribers to receive and send short message on their equipment. Hence data relating to their satisfaction level on short message service are collected and shown for analysis in table 5.

Satisfaction Level subscribers	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total
BSNL	25 (20.83)	30 (25.00)	18 (15.00)	32 (26.67)	15 (12.50)	120 (100.00)
Reliance	09 (7.50)	18 (15.00)	26 (21.67)	30 (25.00)	37 (30.83)	120 (100.00)
Aircel	15 (12.50)	18 (15.00)	22 (18.33)	19 (15.83)	46 (38.34)	120 (100.00)
Airtel	17 (14.17)	17 (14.17)	32 (26.66)	36 (30.00)	18 (15.00)	120 (100.00)
Vodafone	19 (15.83)	21 (17.50)	19 (15.83)	30 (25.00)	31 (25.81)	120 (100.00)
Tata Indicom	107 (14.86)	122 (16.94)	142 (19.72)	173 (24.03)	176 (24.45)	120 (100.00)
Total						

Source: Primary Data

Note: Figures in parenthesis indicate percentage to total

It is found that majority of sample respondents of BSNL (26.27) percent are dissatisfied with short message service. Among the sample respondents of Reliance, majority of them (30.83)percent are highly

dissatisfied with short message service. Among the sample respondents of Aircel, majority of them (38.34) percent are highly dissatisfied with short message service. Majority of sample respondents of Airtel (30) percent are dissatisfied with short message service. Majority of sample respondents of Vodafone (25.84) percent are highly dissatisfied with short message service. Among the sample respondents of Tata Indicom, majority of that (24.17) percent are highly dissatisfied with short message service.

CONFERENCE CALL

It ensures that the customer does not miss a simple call. He/she can exercise the opinion of redirecting one of all calls to his/her personal voice mail box. Hence data relating to satisfaction level of sample respondents towards conference call service are collected and shown in table 6 for analysis.

Satisfaction Level subscribers	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total
BSNL	36 (30.00)	25 (20.84)	18 (15.00)	19 (15.83)	22 (18.33)	120 (100.00)
Reliance	27 (22.50)	35 (19.16)	18 (15.00)	15 (12.50)	25 (20.84)	120 (100.00)
Aircel	24 (20.00)	30 (25.00)	19 (15.83)	15 (12.50)	32 (26.67)	120 (100.00)
Airtel	21 (17.50)	14 (11.66)	26 (21.67)	39 (32.50)	20 (16.67)	120 (100.00)
Vodafone	22 (18.33)	16 (13.34)	30 (25.00)	19 (15.83)	33 (27.50)	120 (100.00)
Tata Indicom	19 (15.83)	12 (10.00)	37 (30.83)	26 (21.67)	26 (21.67)	120 (100.00)
Total	149 (20.69)	132 (18.34)	148 (20.56)	133 (18.47)	158 (21.94)	720 (100.00)

Source: Primary Data

Note: Figures in parenthesis indicate percentage to total

It is found that majority of sample respondent of BSNL (30.00) percent are highly satisfied with conference call service. Majority of sample respondents of Reliance(29.16)percent are satisfied with conference call. Among the sample respondents Aircel, majority of them (26.67) percent are highly dissatisfied with conference call. Majority of sample respondents of Airtel(32.50) percent are dissatisfied with conference call. Majority of sample respondents of Vodafone(27.50) percent are highly dissatisfied with conference call and majority of sample respondents of Tata Indicom (30.83)percent have not opined anything about conference call.

FINDINGS OF THE STUDY:

The findings of the study are as follows:

1. Majority of the sample respondents (27.64) percent are satisfied with voice mail service.(Table 1).
- 2 .Majority of the sample respondents(23.36)percent are satisfied with call hold service(Table 2).
3. Majority of the sample respondents (22.64) percent are highly satisfied with call forward service (Table 3).
4. Majority of the sample respondents (21.11) percent are highly dissatisfied with call barring service (Table 4).
5. Majority of the sample respondents (24.45) percent are highly dissatisfied with short message service.(Table 5).
6. Majority of the sample respondents (21.94) percent are highly dissatisfied with conference call service.(Table 6).
7. Chi-square test reveals that there is a significant relationship between satisfaction level of sample respondents towards voice mail service, call hold service, call forward service, call barring service, information service and their choice of the company.

SUGGESTIONS

The following suggestions are offered for improving level of subscribers.

Cellular companies need to prepare their employees first so that they are capable of and feel like delivering quality services. Employee satisfaction precedes customer satisfaction. Only satisfied employees can deliver satisfactory services; the employees need to be motivated enough to meet an exceed customer expectations.

The major problem today is that unsatisfied customers hardly complain; they simply stop buying such goods and services without letting the marketers know even a shred as to what went wrong and where. Therefore cellular compounds should have boundary spanners and systems like complaint and suggestion boxes or registers that will encourage the customers to give a vent to their feelings.

Cellular companies should conduct internal performance analysis, customer satisfaction analysis and specialist market research periodically so that services delivered can be monitored and improvements are inculcated where needed.

CONCLUSION

“ A bird without wings cannot fly likewise, a man without cell cannot dwell in future.” The existing subscribers are some what satisfied with value added services provided by cellular companies are having good prospective customers for cellular services. Hence by creating more awareness and immediate connectivity for value added services, the prospects for cellular services can be generated.

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