

# Study on Customer Preference on Mobile Service Provided by Private and Public Sector in Nagapattinam

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**Abstract-** In the present scenario, the telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. In spite of a well-established network and infrastructure supporting it certain service providers weren't able to root their footsteps in the market. Further their promotional initiatives haven't yielded fruitful results. Since there is a marginal difference between the services rendered by the Cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on his convenience. So it very essential for the Mobile service provider to understand the customer preferences and the influence of various Demographic variables behind that influence, the subscribers Pre and Post purchase behavior to win the hearts of the customers. This study could aid the service providers with respect to their enhancement.

The main objectives of the study;

To know the customer preferences with respect to the Mobile service providers AIRTEL & BSNL. To study the influence of demographic variables in the Level of satisfaction yielded by the Mobile users explore the pattern of the Mobile users know the Media of Influence behind the customer preferences offer various suggestions for the effective functioning of services provided by the companies.

## I. INTRODUCTION

Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by a researcher in studying the research problem with logic behind them. The research design adopted for this study has been a Descriptive design.

**1.1 Types of Data:** Primary data and Secondary data were collected for this study.

**1.2 Data Collection Method:** Primary data has been collected through Questionnaire method. The secondary data has been collected from various Journals, Articles and Internet links about Mobile communication.

**1.3 Sampling Design:** Sampling unit deals with persons to be surveyed. The researcher must define the target population. Among the Mobile user's customers of AIRTEL and BSNL in Nagapattinam is the sample population for the study. On the basis of clusture sampling the Mobile users are grouped on the basis of geographical area. BSNL a Public sector player and AIRTEL a private player is taken to for comparison in order to avoid extreme complications in Analysis.

**1.4 Sample Size:** Once the sampling unit is determined, the sample size has to be fixed. 40 BSNL subscribers and 40 AIRTEL subscribers were chosen for the study.

**1.5 Sampling Procedure:** Clustered sampling is employed in enrolling the AIRTEL and BSNL subscribers for survey.

## II. ANALYSIS AND INTERPRETATION

All the information collected with the help of questionnaire are tabulated and analyzed using data analysis with Simple percentage..

Demographic Variables Involves the Following;

- Age
- Gender
- Marital Status
- Education
- Occupation
- Income

The influence of the above mentioned Demographic variables on the mobile user is determined for both the service providers AIRTEL and BSNL separately as well as the cross comparison is made.

Table No.1 Age Level of The Respondents

Age	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Below 25 yrs	10	25.0	08	20.0
26 – 35 yrs	13	32.5	11	27.5
Above 35 yrs	17	42.5	21	52.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 2: Gender Level of The Respondents

Gender	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Male	27	67.5	22	55.0
Female	13	32.5	18	45.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 3: Marital Status of The Respondents

Marital Status	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Married	12	30.0	17	42.5
Unmarried	28	70.0	23	57.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 4: Educational Level of The Respondents

Educational Status	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Illiterate	05	12.5	03	7.5
Primary Level	04	10.0	07	17.5
Secondary	14	35.0	18	45.0
Graduates	17	42.5	12	30.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 5: Occupation Level of Respondents

Occupation	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Govt. Employee	06	15.0	13	32.5
Private Employee	13	32.5	04	10.0
Professional	07	17.5	12	30.0
Business	05	12.5	06	15.0
Students	09	22.5	02	5.0
Others	02	5.0	03	7.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 6: Income Level of the Respondents

Monthly Income	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Below Rs. 5000	15	37.5	11	27.5
Rs. 5001- Rs. 8000	13	32.5	10	25.0
Above Rs. 8000	12	30.0	19	47.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 7: Period of Using Mobile Phones

Using Period	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Less than 1 year	18	45.0	08	20.0
1 to 3 years	10	25.0	16	40.0
Above 3 years	12	30.0	14	35.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 8: Resources to Know About the Mobile Services

Resources	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Press Media	08	20.0	09	22.5
Television	09	22.5	08	20.0
Through Dealers	03	7.5	06	15.0
Outdoor Advertisements	08	20.0	06	15.0
Word of mouth Communication	12	30.0	11	27.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 9: Duration Of Mobile Usage Per Day Of The Respondents

Duration	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Less than 1 hour	23	57.5	28	70.0
1 to 2 hours	15	37.5	12	30.0
2 to 3 hours	02	5.0	-	-
Above 3	-	-	-	-
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 10: Other Brand of Mobile Service Previously Used By the Respondents

Opinion	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Yes	26	65.0	28	70.0
No	14	35.0	12	30.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 11: Other Mobile Services Previously Used By the Respondents

Mobile Service	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Airtel	-	-	04	14.3
BSNL	07	27.0	-	-
IDEA	03	11.6	07	25.0
Aircel	11	42.2	05	17.9
Reliance	04	15.4	12	42.8
Tata Docomo	01	3.8	-	-
<b>Total</b>	<b>26</b>	<b>100.0</b>	<b>28</b>	<b>100.0</b>

Table No. 12: Reasons for Switching Over By the Respondents

Reasons	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Coverage	12	46.2	09	32.1
Value added Service	04	15.4	05	17.9
Affordability	03	11.5	04	14.3
Service at customer desk	05	19.2	02	7.1
Others	02	7.7	08	28.6
<b>Total</b>	<b>26</b>	<b>100.0</b>	<b>28</b>	<b>100.0</b>

Table No. 13: Scheme of Mobile Services Presently Used By the Respondents

Scheme	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Prepaid	36	90.0	29	72.5
Post paid	04	10.0	11	27.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No.14: Roaming Facility Availed By the respondents

Opinion	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Yes	40	100.0	31	77.5
No	-	-	09	22.5
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

Table No. 15: GPRS Facility Availed By the Respondents

Opinion	AIRTEL		BSNL	
	No. of Respondents	%	No. of Respondents	%
Yes	33	82.5	28	70.0
No	07	17.5	12	30.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>40</b>	<b>100.0</b>

### III. FINDINGS

In the age group of above 35 categories, 42.5 % of the respondents were AIRTEL subscribers and 52.5 % of the respondents were BSNL subscribers. In the age group belonged to below 25 years 25.0 % were AIRTEL subscribers and 20.0 % were BSNL subscribers. 67.5 per cent of the male

respondents and 32.5 % of the female respondents were AIRTEL subscribers. 55.0 % of the male and 45.0 % of the female respondents were BSNL subscribers. 30.0 % of the respondents were married and 70.0 % of the respondents were unmarried they are belonged to AIRTEL. 42.5 % of the respondents were married and 57.5 % of the respondents were unmarried they are belonged to BSNL. 42.5 % of the respondents were graduates and 10.0 % of the respondents were completed primary level which belonged to AIRTEL subscribers. 45.0 % of the responders were secondary level and 7.5 per % of the respondents were illiterates which belonged to BSNL. 32.5 % of the respondents were private employees and 22.5 % of the respondents were students which belonged to AIRTEL. 32.5 % of the respondents were Government employees and only 5.0 % of the respondents were students which belonged to BSNL. 37.5 % of the respondents earn below Rs. 5000 per month and 30.0 % of the respondents were earn above Rs. 8000 which relates belonged to AIRTEL subscribers. 47.5% of the respondents were earning above Rs. 8000 per month which belonged to BSNL subscribers. 45.0 % of the respondents were used less than a year and 30.0 % of the respondents were used more than 3 years which belonged AIRTEL subscribers. 40.0 % of the respondents were used between 1-3 years and 20.0 % of the respondents were used less than a year which belonged to BSNL subscribers. 30.0 % of AIRTEL subscribers and 27.5 % of the BSNL subscribers know the word of mouth communication, 20.0 % of AIRTEL and 22.5 % of BSNL subscribers know about their service provider through press media. 7.5 % of the AIRTEL subscribers know their service through dealers. 57.5% of AIRTEL subscribers and 70.0 % of the BSNL subscribers used less than an hour. 37.5 per cent of AIRTEL subscribers and 30.0 % of BSNL subscribers used between 1-2 hours per day. No subscribers make a call more than 3 hours both AIRTEL and BSNL subscribers. 65.0 % of the AIRTEL subscribers and 70.0 % of the BSNL subscribers have availed the service of other mobile service providers before using the one at present. 42.2 % of the AIRTEL subscribers previously used Ariel 2.8 % of the BSNL subscribers previously used Reliance. 3.8 % of the AIRTEL subscribers previously used DoCoMo and 14.3% of the BSNL subscribers previously used IRTEL. 46.2% of the respondents have switched to AIRTEL and 32.1 % of the respondents have switched to BSNL because of its better coverage. 19.2 % of the respondents switched to AIRTEL for services at customer desk 17.9 % of the respondents switched to BSNL for its value added services. 90.0 % of the respondents were prefer prepaid schemes and only 10.0 % of the respondents were prefer postpaid schemes which belonged to AIRTEL subscribers. 72.5% of the respondents were prefer prepaid schemes and 27.5% of the respondents were prefer postpaid schemes which is belonged BSNL subscribers. All the respondents i.e. 100%

were availed roaming facility for AIRTEL subscribers and 77.5% of the BSNL subscriber's availed roaming facility. 82.5% of the respondents availed GPRS facility which belonged to AIRTEL subscribers and 70.0% of the respondents' availed GPRS facility which belonged to BSNL subscribers.

#### IV. CONCLUSION

The influence of Demographic variable in the level of satisfaction yielded by the mobile user as well as the Behavioural pattern of the mobile user is analysed in this study. It's landed that Demographic variables do influence the level of satisfaction as well as the Variable in which the Public and Private Service provider should focus for their enhancement is suggested. Further the customer expectations are comprehended from their usage pattern. On the basis of this comprehension it's suggested that AIRTEL should enhance its coverage. BSNL should focus on the service at customer desk and the promotional measures.