



A Study on Customer Satisfaction of Network Service Providers in Coimbatore City

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Abstract

However, as there were only two players, a monopoly regime prevailed. hence, cellular phone services during that period were regarded as a luxury and companies mostly targeted the elite segment of the society. Moreover, these services were mostly restricted to the metros. Other factors such as government regulations were also responsible for the slow growth of cellular phone services in India.

I.INTRODUCTION

Every customer is having his or her own opinion and satisfaction about the network service. This study is to know the customer satisfaction of network service providers. To know the customer needs and satisfaction of network services which are provided by the providers e.g., BSNL, Aircel, Airtel, Hutch and Reliance.

The telecommunication services have been recognized the world over as an important tool for socio economic development for nation and hence telecommunication after the liberalization of the Indian telecom sector in 1994, the Indian cellular market witnessed a rush in cellular services.

The introduction of the NTP led to a metamorphosis of the industry as it allowed the private sector to invest in telecommunications. In the course of liberalization. Licenses were granted for providing cellular mobile service in the metro cities of Mumbai, Chennai.

The rest of the nation's services in 1994 India ranked sixth in the world in terms.

II.STATEMENT OF THE PROBLEM

Cell phone is the communication system which is used by the most of people who are in the business, education, friend's mode and so on. The customer are having the problem about the network services of the companies, because one company is varying from another company to provide the service and also some company has network facility in remote area and interior villages, some companies are providing better service in cities and towns only, apart from the tower facilities to analyze all the facilities which are provided by them.

III.REVIEW OF LITERATURE

- ✓ **Mr. Sunil Mittal** says in this article telecom Aware-line telephone will become like a wall clock. Every house will have one. Bata cellular phone will be like a wrist watch.
- ✓ **Mr. Vivek** law in his article, "it is raining mobiles" describes the customer is the biggest winner in the phone price wars.
- ✓ **Mr.Asim Raina** in his study private sector red tapism reveals the red tapism in the private sector of the cellular industry

IV.SCOPE OF THE STUDY

Now –a –day's cell phone is becoming a basic need rather than a luxury for Communication. There is a rapid growth witnessed by industries providing able services, since the last decade. The company brings out numerous services of superior technology. Coimbatore is one of the business town in Tamil Nadu and most of the people are using cell phone services for the business purpose. Therefore, a customer has wider choice of cellular services. Hence an attempt is made to find out:

- Who are the cell phone users?
- What is the most preferred cellular service in Coimbatore city?
- What is the level of satisfaction and the factors in influencing it?

V.OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To understand the network preference of customers
- To find out advertising medias influence in consumption of specific network
- To find out reasons for choosing specific network connection
- To find out the performances of network connection
- To analyses the network connection which is selected by customers
- To analyses the socio economic characteristics of sample respondents

VI.RESEARCH METHODOLOGY

The present study is empirical in nature based on survey method. The study is based on both primary & secondary data. The secondary data were collected from previous studies, internet, & journal of marketing & southern economist.

VII.LIMITATIONS OF THE STUDY

The study is subject to following limitations:

- Due to lack of time, the study has been restricted to 100 respondents only.
- The coverage of the study is limited to Coimbatore city only.
- The findings of the study have been presented accordance with the information obtained from the respondents of Coimbatore city .hence it cannot be generalized.
- The study being a primary one the accuracy and reliability of data depends on the information provided by the respondents.
- The respondents views and opinion and may hold good for the time being and may vary in future

VIII.NETWORK SERVICE PROVIDERS

After the liberalization of the Indian telecom sector in 1994, the Indian cellular market witnessed a rush in cellular services. the government of India (GoI) set up the department of telecommunication (Dot) in the 1980s. its function was to manage all telecommunication services within the country, and established Mahanagar telephone Nigam limited (VSNL) to look after services in Bombay and new Delhi, and Videsh Sanchar Nigam Limited (VSNL) to handle overseas services.

The rest of the nation's services were to be run by the Dot. in 1994, the GoI introduced the national telecom policy (NTP) in 1994 with a view to improving India's position in global telecommunication.

However, as there were only two players, a monopoly regime prevailed. hence, cellular phone services during that period were regarded as a luxury and companies mostly targeted the elite segment of the society. Moreover, these services were mostly restricted to the metros. Other factors such as government regulations were also responsible for the slow growth of cellular phone services in India.

In the present day world, the needs and the requirement of the people are increasing day-by-day. In order to satisfy the needs of the customers, the producers offer different products with different models.

The taste and preference of one person differs from another person.

This chapter

1. Monthly Income of the sample customer

Monthly Income

On the basis of the monthly income of family, the respondents are classified into four groups below Rs 3000, Rs.3001-Rs.5000, Rs 5001-Rs.9000 and above Rs 9000 and it is shown in table 1.

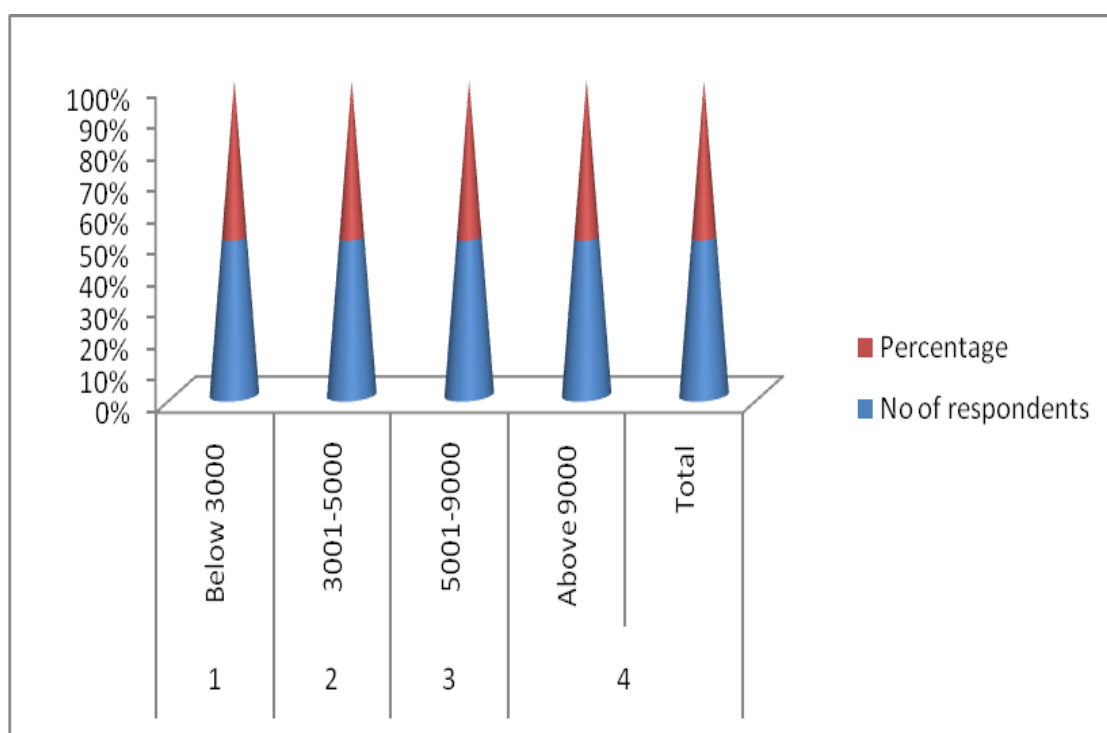
Classification of Respondents on the basis of
Monthly Income

| S.NO | Monthly Income | No of respondents | Percentage |
|------|----------------|-------------------|------------|
| 1 | Below 3000 | 17 | 17 |
| 2 | 3001-5000 | 33 | 33 |
| 3 | 5001-9000 | 31 | 31 |
| 4 | Above 9000 | 19 | 19 |
| | Total | 100 | 100 |

Source; primary data

From the above table 17 respondents belonging to the income category of below Rs 3,000 , 33 respondents belonging to the income of Rs3,001 to Rs 5,000, 31 respondents belonging to Rs 5,001 – Rs 9,000 and 19 respondents belonging to the income of above Rs. 9,000

Hence, the respondents who are getting the income of Rs. 3,001-Rs.5,000, mostly use the mobile.



Relationship between Monthly Income & Level of a satisfaction

With a view to find out the degree of association between monthly income of the respondents and satisfaction level of the network service, a two-way table is prepared and presented in the table 2

TABLE 2
Monthly Income & Level of Satisfaction
(Two-way Table)

| Monthly Income | Low | Medium | High | Total |
|----------------|--------|---------|---------|-------|
| Below -3,000 | 4(24%) | 10(59%) | 3(17%) | 17 |
| 3,001 -5,000 | 2(6%) | 12(36%) | 19(58%) | 33 |
| 5,001-9,000 | 9(29%) | 18(58%) | 4(13%) | 31 |
| Above-9,000 | 8(42%) | 7(37%) | 4(21%) | 19 |
| Total | 23 | 47 | 30 | 100 |

Source: primary Data

Table 2 reveals that the percentage of respondents with high level of satisfaction is highest 19(58 per cent) among the income group of 3001-5000 and the same is the lowest 4 (13 per cent) among the 5001-9000 category. the percentage of respondents with medium level of satisfaction is highest 10(59 per cent) among the below 3000 category respondents and the lowest 12(36 per cent) among the income group of 30001-5000. the percentage of respondents with low level of satisfaction is highest 8(42 per cent) among the above 9000 category respondents and the same is the lowest 2(6per cent) among the income group of 3001-5000.

In order to reveal the relationship between gender of the respondents and their level of satisfaction of network service, a chi-square test has been employed and the result is given in the following table.

TABLE 3
Monthly Income and level of Satisfaction
(Chi-Square Test)

| Factor | Degree of Freedom | Calculated value | Table value 5% level | Hypothesis – Accepted / Rejected |
|----------------|-------------------|------------------|----------------------|----------------------------------|
| Monthly income | 6 | 22.91 | 12.6 | Rejected |

Table 3 conveys that the calculated Chi-square value is less than the table value and the result is rejected at 5% level. Hence the hypothesis “Income level of the respondents and level of network services is associated” holds good. From this it is inferred that there is a close relationship between income level and level of satisfaction of network service.

Education level

On the basis of the educational level, the respondents are classified into three groups viz., 1.College level, 2.others. it is shown in table 1

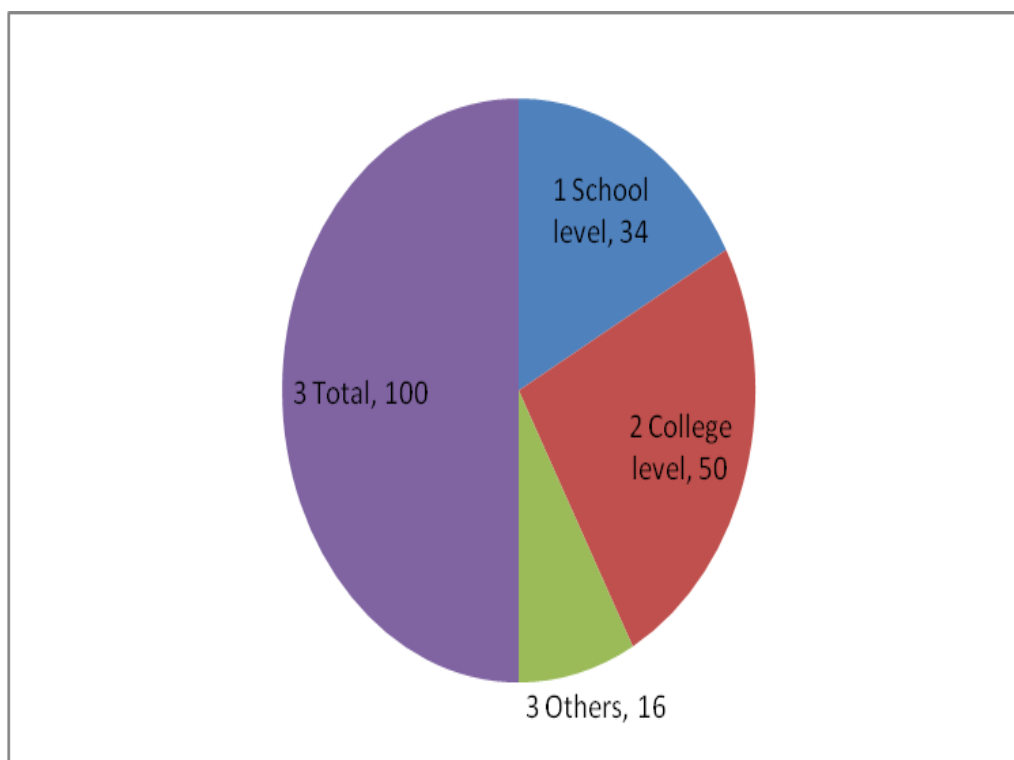
TABLE 4
Classification of Respondents on the Basis of Education level

| S.NO | Educational level | No of respondents | percentage |
|------|-------------------|-------------------|------------|
| 1 | School level | 34 | 34 |
| 2 | College level | 50 | 50 |
| 3 | Others | 16 | 16 |
| | Total | 100 | 100 |

Source: primary Data

The above table reveals that 34 respondents belonging to school level, 50 respondents are belonging to college level and 16 respondents belonging to others.

Hence, the mobile is highly used by college level.



Educational level and service selection

With a view to divulge the degree of association between educational level of the respondents and service selection, a two-way table is prepared and presented in the following table.

TABLE 5
Educational level and services selection
(Two-Way Table)

| Educational level | BSNL | Aircel | Airtel | Hutch | Reliance | Total |
|-------------------|--------|---------|---------|---------|----------|-------|
| School | 7(21%) | 10(29%) | 5(15%) | 9(26%) | 3(9%) | 34 |
| College | 4(8%) | 12(24%) | 21(42%) | 11(22%) | 2(4%) | 50 |
| Others | 3(19%) | 4(25%) | 2(12%) | 5(32%) | 2(12%) | 16 |
| Total | 14 | 26 | 28 | 25 | 7 | 100 |

Table 5 reveals that, out 34 school level respondents majority 10(29%) of the respondents prefer Aircel, followed by hutch as 9(26%). Among the college level respondents' majority 21(42%) of the respondents prefer Airtel, following by Aircel, followed by Airtel as 12(24%). out of 16 others category respondents majority 5(32%) of the respondents prefer Hutch, following by Aircel 4(25%).

In order to expose the relationship between educational level of the respondents and their service selection, a chi-square test has been applied and the result is depicted in the following table.

TABLE 6
Educational Level and Service Selection
(Chi-Square Test)

| Factor | Degree of Freedom | Calculated value | Table Value 5%Level | Hypothesis- accepted/rejected |
|-------------------|-------------------|------------------|------------------------|----------------------------------|
| Educational level | 8 | 11.81 | 15.5 | Accepted |

Table 6 describes that the calculated Chi-square value is less than table value and the result is accepted at 5% level. Hence the hypothesis “Educational level of the respondents and services selection is not associated” Holds good. From the analysis it is inferred that there is no relationship between educational and service selections

Considerations of Respondents

On the basis of the considerations, the respondents are classification into five groups and it shown in table 7

TABLE 7
Classification of respondents on the Basis of consideration

| S.NO | Consideration | No of Respondents | Percentage |
|------|---------------|-------------------|------------|
| 1 | Necessity | 66 | 66 |
| 2 | Status | 11 | 11 |
| 3 | Luxury | 7 | 7 |
| 4 | Compulsion | 11 | 11 |
| 5 | Others | 5 | 5 |
| | Total | 100 | 100 |

Source: Primary data

From the above table, out of 100 respondents 66 respondents consider the mobile as necessity, 11 respondents consider as status, 7 respondents consider as luxury, 5 respondents consider as compulsion and 5 respondents consider the other case.

Hence, the most of the respondents consider the mobile as necessity.

Relationship between Occupation and service

With a view to find out the degree of association between occupational status of the respondents and service selection a two-way-table is prepared and indicated in the following table.

TABLE 8
Occupation and service selection
(Two-Way-Table)

| Occupation | BSNL | Aircel | Airtel | Hutch | Reliance | Total |
|---------------------------|--------|--------|---------|--------|----------|-------|
| Agriculture | 2(17%) | 3(25%) | 4(33%) | 3(25%) | 0(0%) | 12 |
| Business | 0(0%) | 9(45%) | 3(15%) | 4(20%) | 4(20%) | 20 |
| Pvt., /Govt Employment | 6(18%) | 7(18%) | 9(27%) | 9(30%) | 2(7%) | 33 |
| Students | 3(12%) | 6(24%) | 11(40%) | 6(24%) | 0(0%) | 26 |
| Others | 3(13%) | 1(22%) | 1(11%) | 3(22%) | 1(12%) | 9 |
| Total | 14 | 26 | 28 | 25 | 7 | 100 |

Source: primary data

Table 8 reveals that out of 100 respondents 12% of the respondents are in the category of agricultural in that majority 4(33%) prefer Airtel, following by Aircel and Hutch as 3(25%) in the business category, majority 9(45%) prefer Aircel followed by 4(20%) select Hutch and Reliance. Among the respondents included in the government/private employment category majority 9(30%) prefer Hutch, followed by Airtel 9(27%) majority of the student respondents 11(40%) select Airtel, followed by Airtel and Hutch 6(24%).

In order to expose the relationship between occupation of the respondents and their service selection, a chi- square test is used and the result exhibited in the following table.

TABLE 9
Occupation and service selection
(Chi-square test)

| Factor | Degree of freedom | Calculated value | Table value 5% level | Hypothesis accepted/ rejected |
|------------|-------------------|------------------|----------------------|----------------------------------|
| Occupation | 16 | 24.15 | 26.3 | Accepted |

It is evident from the table 9 that the calculated Chi- square value is less than the table value and the result is accepted at 5% level. Hence the hypothesis "occupational status of the respondents and service selection is not associated" holds good. From the analysis it is inferred that there is no relationship between Occupational status and service selection

IX.FINDINGS

- ✚ Friends & relatives have been the major source of information (47 per cent) to prefer of selects the network service providers.
- ✚ The Airtel service is used by the majority of the sample customer (28per cent)
- ✚ Majority of the respondents (66 per cent) consider the network service as necessity.
- ✚ Higher percentage (78 per cent) of the respondents is used prepaid sim.

- ✚ Chi-square test shows no significant relationship between the level of satisfaction and the following factor.

X.SUGGESTIONS

- ❖ The service providers should increase advertisement to attract new customers.
- ❖ The service providers should increase the no. of plans which would attract new customer

- ❖ The response from other networks should be developed.
- ❖ The tariff rates should be reduced

XI.CONCLUSION

The cell phone service providers should attract the customers. Because customers are the king in the present market conditions. so the service providers must implement new policies and plans to attract them.

With the increasingly affordable tariffs and stable policy regime this industry is poised for big growth. there will not be any major changes in the promotion strategies in the near

future. once the consolidation process, which involves takeover, mergers and acquisitions, the industry will look at their promotion mix.

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