# A Study on Customer Satisfaction and Preference towards the Mobile Network Service Providers with Special Reference to Coimbatore City

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ABSTRACT

The project entitled "A study on customer satisfaction and preference towards the mobile network service providers with special reference to Coimbatore city" is carried out with an objective to determine the consumer preference and satisfaction. A descriptive study was conducted to achieve the objectives. In total 125 respondents filled a well-structured questionnaire having a list of statements pertaining to the products and services & facilities provided by the service provider. The main objective of the study was to know how the customers of all mobile network service providers in Coimbatore broadband perceive its in service provider. And also identifying the factors affecting the preferences of the customers results reveal that the dimensions which influence the satisfaction and preference level of customers are: core services (like good coverage, good connectivity and network quality) and talk time. Further results show that there is a significant relations between the brand name and the preference of the customers. Hence, it has been recommended that telecom companies should focus connectivity, talk time plans, coverage and network quality.

Keywords: Network services, Telecom sector, various mobile network service providers, Simple percentage analysis, Likert scale analysis, Rank analysis.

## 1. Introduction

Telecommunication companies also take of their customers being most important assets, just like companies in other business domains but rarely are this reflected in a company's strategy and operations. The telephony and telecom sector are moving ahead with times and have started buying cellular services just like daily house hold times such as tooth paste. Therefore it Is a necessary in today's business scenario the fact that the idea of consumer being a company's most important assets. In India also service sector playing greater role in the nation's economy by contributing nearly 64 per cent of the GDP, having higher share in exports, 42 per cent of total exports from India, and providing high number employment opportunities. This indicates that the growing importance of the service sector. That is the reason why, companies well recognized the need for the better service quality and are looking for ways to perform better and attract and retain their customers in a high competitive manner (Wang. Y, 2003) Many researchers have been focused on this area of service quality for the last few years and recognized as one of the most important strategy of the business firms in the service sector to improve financial as well as marketing performance.

Network Service quality is considered as the most critical determinant of competitiveness for establishing and sustaining satisfying relationship with customers (Lewis, 1989). Business firms including banks have recognized the fact that the only one best way to manage the competition is the quality differentiation. Advance technology, customer oriented corporate culture, a well-designed service-system and excellent information system are the major factors that decide the superior quality of service of an organization. Providing excellent service quality and maintaining the high customer satisfaction is the important issue and the challenge facing contemporary service industry (Hung,2003).Thus Network Service Quality is an important subject in both public and private sectors business firms and service industries. The Telecom sector is not an exception to this.

## 2. Objectives of the Study

- To analyse the customer opinion regarding product, price and promotion activities of various schemes provided by the various mobile cellular operators.
- To understand the problems faced by the mobile network users.
- To find out the factors influencing the customer.

## 3. Statement of the Problem

There are various mobile network service providers in our country and they are playing an essential role in fulfilling the needs of the customers. Their taste, needs and preference are changing as per current scenario. However the following questions may arise regarding customer satisfaction and preference.

- What are the problems faced by the customers regarding service provided by the mobile phone networkoperators?
- Whether the service provided by various mobile network providers is satisfying thecustomers?
- Which of the most factors attract the customers while choosing mobile cellular and networkservices? And why the customers are frequently using some specific mobile network providers?

## 4. Research Methodology

**SOURCE OF DATA**

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filled by the respondents. The e-questionnaire comprises of closeended.
- The secondary data was collected from various possible records like books, magazines, periodicals andwebsites.

**RESAERCH DESIGN**

- **Sampling technique**

The sampling technique used in this study was convenient sampling.

- **Sample size**

The study was conducted with a sample size of 125 respondents.

- **Area of study**

The study was undertaken in Coimbatore city.

## 5. Research Tools for Analysis

- Simple percentagemethod
- Likert scaleanalysis
- Rankanalysis

## 6. Limitations

- Sample size restricted to 125 customers.
- The study was focused only in the Coimbatorecity.
- Findings of the study purely depends upon the responses given byrespondents.

## 7. Review of Literature

**Silky ViggKushwah, AhutiBhargav (2014)**, this study entitled Service Quality expectations and perceptions of telecom sector in India. For service providers, the pursuit of serv/ice quality isessential for competitiveness and gaining momentum. In fact, mobile telecommunication has become one of the most effervescent service sector in the country with its growing network coverage. From the preceding analysis, it is obvious that the customers expectation from the mobile phone service providers are higher than the perceived quality of the service provided by them.

**Dr. IpseetaSatpathy, Dr.B.C.M. Patnick, and Sharad Kumar (2017)**, this study entitled Service Marketing and Service Quality- A Conceptual Framework. Service industry in India has a significant contribution towards Indian GDP and many service industries are growing which is not only attracts foreign investments also helps in create job opportunities within territorial boundary of the country. To undertake the empirical study on service quality provided in aviation sector. Service quality is an important component in modern day business. The very survival of the business depends upon the quality of service provided tocustomers.

**Pankaj Sharma, DeepikaJhamba (2017)**, this study entitled Measuring service Quality in the Telecom Industry in India. In the global competitive atmosphere of today, the quality of the service offered is considered as an essential strategy for achieve and survive. Telecom industry has been under enormous pressure to provide quality offers and increases efficiencies. To experience Seroquel reliability and internal consistencies of the five dimensions as prompt through Parasuraman et al. (1988), the survey tool used using Cranach's alpha values for each dimensions. As a way to bridge the gap between satisfactory customer service perceptions in the Telecom industry in India, the service providers must give extra coaching to improve their customer service talent.

## 8. Data Analysis and Interpretation

The chapter deals with analysis and interpretation of the study "A Study on Customer Satisfaction and Preference towards the Mobile Network service Providers". Based on the data collected, the collected data have been analyzed using the following statistical tools.

- Simple PercentageAnalysis
- Likert ScaleAnalysis
- RankingAnalysis

1. **SIMPLE PERCENTAGE ANALYSIS**

**Table- 1 Showing type of service preferred by respondents**

| Type of connection | No. of Respondents | Percentage % |
|---|---|---|
| 9. Pre-paid | 10. 98 | 11. 78.4 |
| 12. Post paid | 13. 27 | 14. 21.6 |
| **15. Total** | **16. 125** | **17. 100** |

(Source: Primary Data)

*INTERPRETATION*

From the above table 78.4% of the respondents are using prepaid mobile connection, 21.6% of the respondents are using Post-paid mobile connection.

*INFERENCE*

Hence the Majority 78.4% of the respondents are using prepaid mobile connection.

2.   **LIKERT SCALE ANALYSIS**

**Table- 2 Showing the respondents satifaction level of their current mobile network service provider**

| Factors | No. of Respondents | Likert Scale | Total Score (fx) |
|---|---|---|---|
| Highly Satisfied | 50 | 5 | 250 |
| Satisfied | 51 | 4 | 204 |
| Moderate | 21 | 3 | 63 |
| Dissatisfied | 2 | 2 | 2 |
| Highly dissatisfied | 1 | 1 | 1 |
| **Total** | **125** | **15** | **520** |

(Source: Primary Data)

*Interpretation*

Likert scale value is 4.15 is greater than the mid value (3). Hence the majority of the respondents are satisfied in using their current mobile network service providers.

3.   **RANK ANALYSIS**

**Table – 3 Showing the respondents with respect to the basis of their currently available mobile network service providers**

| Service Providers | R1 | R2 | R3 | R4 | R5 | Total | Final Rank |
|---|---|---|---|---|---|---|---|
| Airtel | 28(5) 140 | 40(4) 160 | 21(3) 63 | 13(2) 26 | 23(1) 23 | 412 | **2** |
| Jio | 32(5) 160 | 29(4) 116 | 34(3) 102 | 20(2) 40 | 10(1) 10 | 428 | **1** |
| Idea | 8(5) 40 | 30(4) 120 | 48(3) 144 | 23(2) 46 | 16(1) 16 | 366 | **4** |
| Vodafone | 12(5) 60 | 29(4) 116 | 45(3) 135 | 31(2) 62 | 8(1) 8 | 381 | **3** |
| BSNL | 6(5) 30 | 27(4) 108 | 50(3) 150 | 30(2) 60 | 12(1) 12 | 360 | **5** |

(Source: Primary Data)

*INTERPRETATION*

It can be seen from table 4.3.1 Jio is ranked first (1), Airtel is ranked second (2), Vodafone is ranked third (3), Idea is ranked fourth (4) and BSNL is ranked fifth (5) on the basis of currently available mobile network service providers.

**FINDINGS:**

1. **SIMPLE PERCENTAGE ANALYSIS**

- Majority 49.6% of respondents are in the age group of 18-25years
- Majority 50.4% of the respondents areMale.
- Majority 60% of the respondents areunmarried.
- Majority 46.4% of the respondents have educational qualification is UGlevel.
- Majority 31.2% of the respondents arestudents.
- Majority 48.8 % of respondents are residing at Semi-urbanarea.
- Majority 57.6% of the respondents are using androidmobiles.
- Majority 36.8% of the respondents are using JIOcurrently.
- Majority 78.4% of the respondents are using prepaid mobileconnection.
- Majority 62.4% of the respondents they aren't choosing the post-paidconnection.
- Most 37.6% of the respondents reason for choosing prepaid mobile connection for cheaper cost ontariff.
- Majority 44.8% of the respondents are spending amount for recharge to their mobiles is Rs. 200-400.
- Majority 28% of the respondents are consider for fairprice.
- Most 29% of the respondents are choosing for high speed ofinternet.
- Most of the respondents are not choosing the other services reason for low validity of rechargeplans.
- Majority 35.2% of the respondents are influenced by mobilephone.
- Most 52% of the respondents are recharge on 3 months oncefrequently.

**2. LIKERT SCALE ANALYSIS**

- The Likert scale value is greater than the mid value. Hence the majority of the respondents are satisfied in using their current mobile network serviceprovider.

**3. RANK ANALYSIS**

- It is observed that the Jio have been ranked first (1) from currently available mobile networkoperators.
- It is resulted that price have been ranked first (1) from the services provided by their current mobile networkoperators.

## 9. Suggestions

- From the overall study, it was found that, the Reliance Jio users are expecting high speed of network. So Increasing network speed to great extent. It would be better.
- Jio should be introduce some new schemes for the JioSubscribers.
- More numbers of customers feel that starter pack amount for getting recharge is too high. So the Airtel has to reduce the starter pack amount for itscustomer.
- It is inferred that most of the respondents feels that BSNL should be improve their quality ofservices.
- It should be improve their network quality and unstable network coverage, voice clarity for betterment communication. It would be better among thecustomers.
- The other cellular companies of Idea and Vodafone should improve theadvertisement strategies, and only few respondents are satisfied with these two serviceproviders.
- Hence, it is suggested that the company to give importance to that and make the entire customers to besatisfied. Most of the customers are moderately satisfied about the performance of their current using cellular providers, so they may try to add some advanced features towards their services.
- The above reviews have to be carefully taken note of and cellular companies should take appropriate steps to expose and ensure to face stiff competition with better strength.

## 10. Conclusion

This study was undertaken to examine the study on "Customer satisfaction and preference towards Mobile Network Service Providers" is found that, majority of the respondents prefer to use Jio and Airtel cellular services because of high internet speed, stable network coverage, and unlimited voice calls,

sms and data at better service quality. So, the other service providers shall pay special attention on these factors to make their business more successful and satisfying thecustomers.

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