

## **Perceptions, Experiences and Expectations of Consumers towards Cellular Service Providers in Aurangabad City**

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### **Abstract**

In January 2015, the total outstanding telecom subscriber base touched 970.97 million with a net addition of 8.8 million subscribers. By March 2015, subscriber base expected to cross 1000 million subscribers.

This study is sincere attempt to study the perceptions, experiences and expectations of consumers towards mobile service providers in Aurangabad city. The study was initiated by doing secondary research about the various mobile service providers. After considerable information gathered from different sources, the objectives for study were clear. The objective for the study contained comparison of different service providers on parameters like Network clarity, Monthly Rental, Call charges, Schemes & Offers. Other objective is to find the satisfaction level of customers with their service providers.

A questionnaire was designed keeping in mind the above objectives. A target group of 100 respondents were taken for the study. They were interviewed in person using convenient sampling. Analysis of this data was done with the help of SPSS & MS-Excel. Different methods like Opportunity Matrix & MMDS were used for the analysis of different objectives provided with appropriate results.

The major finding from this analysis was that positioning of Idea was on top of consumer's mind compared to other service providers. Analysis shows that users were unhappy about with the network clarity, connectivity and customer care services. Psychographics study showed that advertisement plays an important role in influencing decision making. Certain limitations were met by doing the study like size of the respondents was very small, research was conducted Aurangabad city, due to which scope of study was constrained. Finally, it was concluded that Idea has a strong position on the people's mindset as well as in the market. Idea must maintain this position and also work on its service providing parameters.

### **Introduction to Research Area**

The basic aim of the research is to study people's mindset towards various mobile service providers. Therefore, the main intention of the research is to study mobile service provider and its impact on the minds of population. This study tries to gaze the perspective of the target group through questionnaires. The research conducted tries to find out the various aspects of the brands, as well as certain other notions, which are then used to formulate the strategy.

The Indian telecommunications has been zooming up the growth curve at a feverish pace, emerging as one of the key sectors responsible for India's resurgent economic growth. The telecom industry is one of the fastest growing industries in India. India has nearly 970.97 million subscribers it the third largest network in the world after China and USA. With a growth rate of 15%, Indian telecom industry has the highest growth rate in the world. The Indian telecom market has been

displaying sustained high growth rates. Ridding on the expectations of overall high economic growth and consequent rising income levels, it offers an unprecedented opportunity for foreign investment.

A combination of factors is driving growth in the telecom market, promising rich returns on the investments.

In fact, India has achieved its target of reaching 900 million telephone subscribers by 2014. Simultaneously, overall tele-density has increased to 77.58 percent.

There are two types of cellular service providers in India:

- State owned companies (BSNL and MTNL)
- Private companies: Bharti Airtel, Vodafone, Idea, Reliance, Tata Docomo, Uninor & Aircel

### **Objectives:**

The main objectives of the study are:

- To study Demographic profile of respondents
- To study Satisfaction level of consumers towards cellular service providers
- To Study Comparison of service providers based on certain parameters.
- To study expectation of consumers from cellular service providers

### **Research Methodology**

#### **Sampling Population**

Sampling Population of this study comprises cellular users residing Aurangabad. Total sample of 100 cellular users were selected as a sample.

- Sample size was 100 cellular users, which comprises of persons of all the age group (Both Male & Female).
- The sample comprised of cellular users who are currently with same cellular service provider from at least last three months.

#### **Data Collection**

##### **• Primary Data**

Primary data of was collected with the help of Questionnaire. Survey was conducted through personal interviews of the respondents.

##### **• Secondary Data**

Secondary data was collected from Published books, Articles, Newspapers, Magazines, Research papers, Journals & websites.

#### **Scope & Limitations of the Study**

The various limitations, which may have affected this study, can be summarized as follows

- The scope of the project is limited to Aurangabad city, as the research has been basically carried out on the customer residing in Aurangabad only.
- Though the sample has been taken from different regions but doesn't represent the complete Indian scenario.
- The time for study and survey was very limited.

- The population could not represent the people from various occupations and cultures.
- Though there are people from various cultures and communities the data was not not representative of all the communities in India.

### **Findings of the Study**

- 1) Demographic profile of 100 respondents consist of both male and female were interviewed were belonged to various age groups, different occupation and various income groups.
- 2) The top of the mind recall for Idea was 32% followed by Vodafone 27% & Airtel 16% respectively. The statistics showed that Idea was heading far away from Vodafone & Airtel.
- 3) The study showed that 28% respondents are currently using Idea as their service provider. The second position was taken by Vodafone with a share of 26%. This shows that Idea & Vodafone are head to head competitors.
- 4) Comparison of various service providers were done on the basis of different parameters with the help of a SPSS tool known as Modified Multi Dimensional Scaling (MMDS). MMDS is a tool, which helps to compare two different parameters with each other. It was a tool used in SPSS, which provides us with an idea about the statistics of those parameters, and strategies can be according designed.

#### **i) Network Clarity:**

Study shows that Idea provides a better network range as compared to other service providers. Since it was rated on higher side followed by Vodafone. Airtel & Uninor rated on lower side, they need to plan well on their network operations.

#### **ii) Customer Service:**

In Customer Services, Vodafone through its 12 mini stores & 3 mega stores rated highest by the respondents but Idea could prove to be a tough competitor in the same category as there is not much difference between two. Airtel, Reliance, Uninor, Airtel and BSNL were rated negative in customer service. They need to do an extensive research to find out the service gap.

#### **iii) Call Charges:**

Study shows that Uninor & Airtel were perceived as low call rate service providers.

Vodafone, Idea & Airtel were perceived as high call rate providers, as there is not much difference in call rates between them.

#### **iv) Schemes & Offers:**

The study clearly shows that Idea, Vodafone & Airtel were perceived as good schemes & offers providers, they offers innovative schemes and offers through there 121 & 122 services.

- 5) Satisfaction Level of Customers: Respondents were asked how satisfied they were with their current service providers, 78% respondents were satisfied, 15% respondents were unsatisfied & 7% respondents were neutral.
- 6) Opportunity Matrix finds out the importance and Satisfaction level of few parameters on the basis of a rating scale and finds out the opportunity factor for those parameters with the help of following:

Formula: **OS= I + (I - S)**

Where, I= Importance

S= Satisfaction

OS= Opportunity Score

The Opportunity matrix as follows:

<b>Parameter</b>	<b>Importance</b>	<b>Satisfaction</b>	<b>OS=(I+(I-S))</b>
Network Clarity	4.68	3.4	<b>5.96</b>
Monthly Rental	3.96	3.18	4.74
Call Charges	4.26	3.1	5.42
SMS Charges	4.3	3.02	5.58
Customer Service	3.78	2.88	4.68
Payment Convenience	3.66	3.26	4.06
Connectivity	4.44	3.22	5.66
Network Coverage	4.68	2.92	<b>6.44</b>
Free SMS	3.9	2.7	5.1
Free Whats App/Facebook	4.12	3.1	5.14
Roaming charges	3.64	3	4.28
Talk Plans	3.92	2.96	4.88
3G services	3.62	2.74	4.5
4G services	2.54	2.4	2.68
Value for money	4.26	2.94	5.84
Technology	4.48	3.12	5.84
Schemes & Offers	4.48	2.8	<b>6.16</b>

From opportunity Matrix shows that, there is a huge scope on Network Coverage & clarity as respondents had rated these parameters very important and they have higher expectation from their current service providers. Consumers had also given higher importance to Schemes and offers.

4G is new coming network technology but was rated on lower side by the respondents clearly shows that, consumers currently not ready for 4G.

7) Psychographic study shows that

- Advertisement play an important role in influencing decision making
- Customers hesitate to recharge or pay bill mobile apps and websites
- Consumers like to personalize mobile applications

**Conclusion:**

Finally, it was concluded that Idea has a strong position on people's mindset in Aurangabad city. It must try to maintain this position through superior network operations and better services. New service providers like Aircel & Uninor needs to improve their network operations.

Vodafone through its mini & mega stores network rated superior service provider.

Overall consumers were satisfied with their current service provider and had given higher weightages to network coverage & clarity.

New emerging players like Aircel and Uninor showed rapid growth over the period they have an excellent opportunity to expand their consumer base through better network operations. Service providers should use their promotional strategies not only for expand market shares but also to provide better consumer services.

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