

## A STUDY ON CONSUMERS ATTITUDE AND THEIR BEHAVIOURS TOWARDS THE POST PAID MOBILE PHONE SUBSCRIBERS

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### Abstract

*In the today's competitive world communication plays a very important role. It is like blood in the human body cellular phones have become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. The dream of the attenuation world where the entire world is a global village is not far off. Delicate communication requirements are changing rapidly as our society becomes more and more mobile. The client does not want to miss any of his calls. Hence tremendous demand of cell phones exists in developing country like India. But to study further the customers respond to the marketing strategies and their satisfaction level for the same. This paper is empirical based study based customer respond and satisfaction against marketing strategies of selected cellular service providers in Tamil Nadu.*

**Keywords:** Cell phone service providers, Communication, Post Paid, Pre Paid

### Introduction

It has been said that the mobile phone have become an integral part of human everyday life. In particular, unlike other technologies, mobile phones are being used without any training in every place and every situation, even on move. This makes it essential that mobile phone interface be built to be intuitive and usable to users. This has been seen as an effective tool in growing and developing economies. This sector has shown impressive growth during the past decade. The rapid growth can be attributed to the various pro-active and positive policy measure taken by the government as well as the dynamic and entrepreneurial spirit of the various telecom service providers both in private and public sector. Customer perception is the process to assess how customers perceive services, how they assess, whether they have experienced quality service and whether they are satisfied or not. Customer perception is directly related to customer expectation. Due to the dynamic nature of expectation perception of any person may also shift over time, person, place or culture. Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences.

### Post Paid

The post paid mobile phone is a mobile phone for which service is provided by a prior arrangement with a mobile network operator. The user in this situation is billed after the fact according to their use of mobile services at the end of each month. Typically, the

customer's contract specifies a limit or "allowance. Any usage above that limit incurs extra charges. Theoretically, a user in this situation has no limit on use of mobile services and, as a consequence, unlimited credit. This is better for people with a secured income. Postpaid service mobile phone typically requires two essential components in order to make the "Post-Usage" model viable. The various mobile phone service providers offer the post paid schemes to the customers, Depends upon the usage the customer has to identify the suitable post paid plans. The following mobile phone service providers offers the post paid schemes they are as follows Airtel, Aircel, Vodafone, BSNL, Idea, Reliance, Tata Docomo, MTS. The post paid subscribers are nowadays facing so many problems in day to day life. The customer attitude and their behaviors are not same in the all the times, how the customers are choosing the post paid schemes and which basis they are preferring the mobile phone service providers. The following reasons are the customer preferring the network service providers they are as follows brand image, Post Paid advertising effectiveness, Mobile phone plan tariff, Post paid offers and ISD activation, Credit Limit Fixation, Billing problem, Network coverage, Mobile Number Portability Procedure and customer identity proof verification etc

#### **Objectives of the Study**

1. To identify and analyze the factors which impinge on the satisfaction level of the customers of mobile phone services.
2. To examine and understand the attitude customer towards various Mobile Phone services and identify the factors motivate them to select the brands.

#### **Review of Literature**

**Wilksa (2003)** according to survey of finish young people aged 16-20, it was found that mobile phones choice and especially usage is consistent with respondents' general consumption styles. The researcher showed that addictive use was common among females and was related to trendy and impulsive consumption styles. Instead, males were found to have more technology enthusiasm and trend - consciousness. These attributes were then linked to impulsive consumption. The study concluded that genders are becoming more alike in telecom service choice. Because individual differences in consumption patterns are obviously identifiable.

**Anita Seth (2007)** in his study on "Quality of service parameters in cellular mobile communication" developed a model of service quality and a set of dimensions for comparative evaluation which could provide useful directions to regulators and service providers.

**Swadeshkumar Samanta (2007)** did as study on impact of price on mobile subscription and revenue access price or fixed monthly fee for mobile services is the major factor that governs the percentage of people subscribing ( penetration ) to the services.

Empirical analysis shows a strong correlation between access price and penetration for developing and developed countries. They demonstrate a trade off between price of access and per minute call and show how subscription and revenue to the operator can be increased.

**Shirshendu Ganguli (2008)** conducted a study on “Drivers of Customer Satisfaction in Indian Cellular services Market “in which he discussed the impact of service quality and features on customer satisfaction from the cellular users viewpoint.

**J D Power(2009)** conducted a study on “Customers increasingly want telecom services and products to be bundled” based on responses collected from 11,911 customers nationwide and examined the overall customer satisfaction on six factors - customer service, reliability, billing, image, cost of service, offers & promotions.

### **Methodology**

The study is an empirical research and is based on survey methods. Samples of 350 customers were collected using simple random sampling method, primary data were collected directly from the customers by using a questionnaire, with the help of interview schedule. The relevant secondary data is has been collected from the periodicals such as company newsletters, magazine, internet, books magazine. The collected data was then coded, calculated and analyzed using the simple statistical tools such as percentage and scaling methods. The Sample Size covered for the purpose of the study is 350. The convenience sampling method is used in this study.

### **Limitations of the Study**

The following are the major limitations of the study.

1. Time and cost constraints.
2. The data collected is based on the questionnaire the results will vary according to the opinions of individuals.

Table 1: Reasons for using Mobile Phones

Reasons	No. of Respondents	Percentage
General use	21	06
Easy contact	34	10
Prestige	22	07
Quick Communication	36	10
Official Purpose	42	12
Cost Economy	35	10
Multipurpose	17	05
Contact while travelling	42	12
Anytime contact	05	01
Development of business	12	03
Internet Chatting	45	13
Entertainment	12	03
Message Purpose	10	03
Video games	08	02
Providing more service	12	03
<b>Total</b>	<b>350</b>	<b>100</b>
<b>Reasons for preferring Prepaid cards</b>		
Recharge cards available at various rates	85	24
Various offers available	70	20
Grace period allowed for incoming calls	50	14
Charge per call is less	55	16
Recharge can be done at convenience	90	26
<b>Total</b>	<b>350</b>	<b>100</b>
<b>Reasons for preferring Post paid cards</b>		
Easy to get connection	63	18
Less rent	53	15
Reasonable talk time	21	06
Payment done through online	27	08
Free to talk as desired without fear of balance	16	05
Credit Limit facility	12	03
CUG (Closed User Group) scheme	70	20
More individual offers	29	08
Cost control	10	03
Itemized bill facility	50	14
<b>Total</b>	<b>350</b>	<b>100</b>
<b>Factors influencing customer to prefer particular connections</b>		
Television	40	11
Newspaper	30	10
Magazines	40	11
Friends	50	14
Marketing Executives	60	17
Self	60	17
Internet	70	20
<b>Total</b>	<b>350</b>	<b>100</b>

**Table 2: The questionnaire collected from 350 respondents in the various areas based on the brand image, Post Paid advertising effectiveness, Mobile phone plan tariff, Post paid offers and ISD activation, Credit Limit Fixation, Billing problem, Network coverage, Mobile Number Portability Procedure and customer identity proof verification etc..**

Particulars	Highly Agree	Agree	Moderate	Disagree	Highly Disagree	Total
<b>Brand Image</b>						
Aircel	20	30	20	10	10	90
Airtel	25	15	20	25	15	100
Vodafone	20	30	20	15	05	90
BSNL	10	10	20	20	10	70
<b>Total</b>	<b>75</b>	<b>85</b>	<b>80</b>	<b>70</b>	<b>40</b>	<b>350</b>
<b>Post Paid Advertising Effectiveness</b>						
Aircel	20	20	15	05	15	75
Airtel	25	10	25	20	12	92
Vodafone	35	20	25	10	03	93
BSNL	15	15	15	35	10	90
<b>Total</b>	<b>95</b>	<b>65</b>	<b>80</b>	<b>70</b>	<b>40</b>	<b>350</b>
<b>Post Paid Mobile Plan Tariff</b>						
Aircel	25	15	20	20	20	100
Airtel	10	20	20	25	15	90
Vodafone	10	15	10	15	10	60
BSNL	25	20	25	15	15	100
<b>Total</b>	<b>70</b>	<b>70</b>	<b>75</b>	<b>75</b>	<b>60</b>	<b>350</b>
<b>Post paid Sales Promotion Offers</b>						
Aircel	25	15	25	20	05	90
Airtel	30	15	30	10	10	95
Vodafone	20	10	20	10	10	70
BSNL	30	15	25	15	10	95
<b>Total</b>	<b>105</b>	<b>55</b>	<b>100</b>	<b>55</b>	<b>35</b>	<b>350</b>
<b>Post Paid ISD Activation Procedure</b>						
Aircel	05	15	15	15	10	60
Airtel	25	20	10	10	10	75
Vodafone	55	35	25	10	05	130
BSNL	15	30	15	20	05	85
<b>Total</b>	<b>100</b>	<b>100</b>	<b>65</b>	<b>55</b>	<b>30</b>	<b>350</b>
<b>Post Paid MNP Procedure</b>						
Aircel	20	05	10	20	15	70
Airtel	30	10	20	15	20	95
Vodafone	30	20	30	20	10	110
BSNL	20	10	20	20	05	75
<b>Total</b>	<b>100</b>	<b>45</b>	<b>80</b>	<b>75</b>	<b>50</b>	<b>350</b>
<b>Network Coverage</b>						
Aircel	20	10	10	25	25	90

Airtel	10	20	10	20	05	65
Vodafone	60	40	20	10	10	140
BSNL	15	05	10	15	10	55
<b>Total</b>	<b>105</b>	<b>75</b>	<b>50</b>	<b>70</b>	<b>50</b>	<b>350</b>
<b>Post Paid Bill Problem Solved</b>						
Airtel	25	05	20	30	40	120
Airtel	15	20	15	20	20	90
Vodafone	10	30	15	10	05	70
BSNL	05	10	20	10	25	70
<b>Total</b>	<b>55</b>	<b>65</b>	<b>70</b>	<b>70</b>	<b>90</b>	<b>350</b>
<b>Customers Credit Limit Fixation</b>						
Airtel	20	15	10	40	50	125
Airtel	30	15	15	20	20	100
Vodafone	20	20	10	10	05	65
BSNL	10	05	10	20	15	60
<b>Total</b>	<b>80</b>	<b>55</b>	<b>45</b>	<b>90</b>	<b>90</b>	<b>350</b>
<b>Proof Verification Procedure</b>						
Airtel	15	20	15	15	10	75
Airtel	25	15	10	20	10	80
Vodafone	35	25	15	25	15	115
BSNL	05	25	15	25	10	80
<b>Total</b>	<b>80</b>	<b>85</b>	<b>55</b>	<b>85</b>	<b>45</b>	<b>350</b>
<b>Total Relationship between Cell brand and Satisfaction Level of Customers</b>						
Samsung	20	15	10	15	05	65
Micromax	15	20	20	10	20	85
Intex	15	10	15	10	25	75
Redmi	10	05	05	10	05	35
Sony	05	10	05	15	10	45
Motorola	10	05	10	15	05	45
<b>Total</b>	<b>75</b>	<b>65</b>	<b>65</b>	<b>75</b>	<b>70</b>	<b>350</b>

From the Table 2 researcher finds that 65% are male and 35% are female. The most number of consumer using the mobile phone for the purpose of official and internet chatting and quick communication purpose. 26 % respondents are using prepaid mobile services for the purpose of recharge can be done at any time purpose and 85 % respondents are using the prepaid mobile service for the purpose of recharge card available at various price. 70% respondents are used post paid mobile phone services for the purpose of CUG (Closed User Group). 50 % respondents are used post paid connections for the itemized bill purpose. 60 % respondents are bought to influenced by getting the post paid mobile connection through marketing executives and 70 % respondents are bought to influenced by getting the post paid mobile connection through internet. 28 % respondents are purchasing Airtel mobile phone services for brand image and 25 % respondents are purchasing Airtel and Vodafone mobile for services for brand images. 26 % respondents feels that Vodafone advertising are most effective advertisement methods and 25 % respondents states that

Airtel advertising is more effective method. 28 % respondents are exhibits the Airtel and BSNL plan tariff is more cheap than others. 27 % respondents are feels that Airtel and BSNL sales promotion strategy is satisfied the customer satisfaction. The 67 % respondents are satisfies in the Vodafone network coverage and 50 % respondents are not satisfied in the Airtel network coverage. 46% respondents are satisfied in the bill problem cleared by Vodafone Company and the 40% respondents are highly dissatisfied in the Airtel. The researcher founds that 43 % respondents are highly satisfied in the Vodafone proof verification procedure and 22% of Airtel, Airtel and BSNL customers highly dissatisfied in the proof verification procedure. The researcher exhibits that 37 % of the Airtel customers are highly satisfied in the credit limit fixation by the Airtel and 55% of the respondents states that they are highly dissatisfied by the Airtel Company. The researcher founds that 26 % respondents are satisfied with the Samsung and 30 % respondents are Micromax mobile phone handsets and 35 % of the respondents highly dissatisfied in the Intex mobile.

### Conclusion

The study in hand reveals that consumers prefer a particular mobile phone service provider on the basis of Brand image, advertisement effectiveness, Sales promotion offers, Mobile Number Portability Problems, Bill issue, Problem solving capacity of the compay, network coverage Customer Credit limit facility, ISD activation Procedure etc. call tariffs, network coverage and value added services. It is concluded from the study the consumers attitude and behaviours of post paid mobile phone subscribers. It is concluded from the study that majority of consumers are aware about the services offered by their mobile phone operators. The study also reveals that consumers are satisfied with the services offered by their mobile by their mobile phone operators. Sometimes, consumers face problems of poor clarity, call drop and poor network but overall they are satisfied with the services offered to them. The study says that consumers are satisfied with the process of solution of their problems and queries. Vodafone is providing good service to the customers as compared to the other service providers. With reference to the customer care service, Vodafone provides good services than the other mobile service providers. Vodafone also provides good service in activating the SIM of the customers. Airtel provides good network connectivity as compared to the other service providers. With reference to the availability of the plan options, Vodafone provides lot of options for the customers as compared to the other service providers. Both the service providers namely Airtel and Vodafone, provides good billing services to their customers. The success of the mobile phone service providers depends upon satisfaction level of consumers. So it has become more important for the mobile phone companies to meet the current market conditions and expectations of the customers. Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences.

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