

## CUSTOMER ATTITUDE TOWARDS MOBILE PHONE SERVICES IN KANYAKUMARI - AN EMPIRICAL STUDY

K.Lenin John

*Research Scholar, BSMED, Bharathiar University, Coimbatore*

### Introduction

The cellular phones are all about the convenience of mobility. The weight of the handset is very important. Technology has advanced rapidly over the years and handset have become lighter and smaller. A lighter handsets involves more advanced technology. They are more expensive. The more advanced models also offer many additional features. The quality of communication on a cellular phone depends on both the quality of the service and the quality of the handset (the mobile instrument). Lighter models are invariably for personal use while heavier, inexpensive models are more suitable for security agencies, project site supervisors (or) where there are more than one user of the phone. Another important aspect is long talk-time, (the time for which one can talk continuously without charging). Modern battery technology has ensured that there is an increase in the long talk time and standby time of handset which also reducing battery weight. Mobile phone can be fitted in the car power draws from the car battery and is fixed to an external antenna. Most handset, however can be used very conveniently in a car with a kit accessory which allows them to draw power from the car battery and improve reception external antenna.

### Objectives

To study the level of customer satisfaction about the Aircel.

### Review of Literature

K.V. Balachandar (2003) has done a project on “A study on market potentiality analysis - BPL cellular Ltd - Thanjavur” the researcher has analysed the facilities, new scheme, value added services available in BPL mobile.N.Haridoss (2003) has done a project on “A study on market potential and customer satisfaction of mobile industry in Thivandrum”, Researcher has analysed for the market potential of BPL mobile and finding the cellular industry has got a wide market with prospective buyers for the mobile services and high potential market available for the BPL mobile in Trivandrum and moved the concluded the study that market potential is very high for BPL mobile. In an organization customers is the “Boss for this business” so it is necessary to give a better service. Rajesh (2003) In Hindu survey of industry from Kerala has analysed in detail in his article “Telecommunication”, exiting developments in telecommunications.Krishna SreeNagesh has done a project (2003) on a “Study on customer- deactivation of post paid connection of Aircel mobile in Ernakulam city” with problem faced by the post paid customer in Aircel

scheme. Researcher has analyzed and given the solution for the problem of post paid customers. In Yojana dated (January 2004) ShyamalGhosh in his article “Indian telecom scenario” has analysed in detail the growth of the telephone lines. S. Maharasi (2004) has done a project on “A study on customer satisfaction of cell phone user of Bhart Sanchar Nigam Limited in Sattur Taluk”.

### Methodology

The data were collected through well designed questionnaire schedule and it was processed through tables and by proper structured. There were two methods of data collection: Primary data was collected by personal interview method by using a well designed questionnaire schedule. Secondary data has been collected from company profiles, company newsletters, Company web sites, various published books periodicals and also through net sources.

Table 1

S.No	Sex	No. of respondents	percentage
1.	Male	46	76.67
2.	Female	14	23.33
Total		60	100
Reasons for Selecting of Aircel			
1.	Full Network Coverage	27	45
2.	Lot of Free SMS	21	35
3.	Cells Charges	12	20
4.	If any others	0	0
Total		60	100
Aircel Tariff			
1.	High Cost	8	13.33
2.	Normal Level	39	65
3.	Low cost	10	16.67
4.	Very low	3	5
Total		60	100
Satisfaction of Network			
1.	Highly Satisfied	15	25
2.	Satisfied	32	53.33
3.	Not bad	13	21.67
4.	Dissatisfaction	0	0
Total		60	100
Customer Recommendation			
1.	Induce to buy Aircel	40	66.67
2.	To drop his decision	5	8.33
3.	Induce to buy other cell	4	6.67
4.	No comment	11	18.33
Total		60	100

Customer Reaction			
1.	Still Purchase	22	36.67
2.	Shift to any other	12	2
3.	Wait for new scheme	19	31.67
4.	Other decision	4	6.67
5.	No comment	3	5
Total		60	100

### Findings

Among the respondents Aircel phone highly used in business field. Most of the respondents of Aircel user feel that the network coverage of Aircel is highly satisfactory. Most of the respondents of Aircel users said that the cell phone were for sending communication quickly and contacting people at a correct time with low cost. Majority of the respondents are induces to but cellular due to its essential and usefulness. The consumer feel that the price of cellular phone instrument is reasonable. Customers are satisfied with the low call charges some are satisfied with the cell phone, because it reduces the need of STD connection

### Conclusion

Handling the competition in the mobile communication is of immense importance. This has been realized by our organization and proceeded their task with lot of coverage and hard work. Which is an appreciable one. Our services has gained a remarkable importance in the mobile communication most of the Aircel users are highly satisfied with the present service offered and future plan offered. If effort is taken to maintain the services and to attract the new users by various promotional activities the company can increasing target level of customer (Subscriber) with the fixed period. The need for cell phones will certainly increasing in future and there is a possibility for the new competitors to enter into the market, care should be taken to defined the company's present sales, then only Aircel will be in the same position .i.e the market leader and the extra ordinary services provider. To attain the formidable task in this competitive market we have to toil much more than before, which definitely lead to success in our future ventures.

### References

1. K.V. Balachandar has done a project on "A study on market potentiality analysis - BPL cellular Ltd ", Thanjavur, 2003.
2. N.Haridoss, "A study on market potential and customer satisfaction of mobile industry", Thivandrum, 2003.
3. Rajesh, "Telecommunication", Kerala, 2003
4. Krishna SreeNagesh, "Study on Customer- Deactivation of post Paid Connection of Aircel mobile" Ernakulam city, 2003.

5. Yojana and ShyamalGhosh “Indian Telecom Scenario”, 2004.
6. S. Maharasi, “A Study on Customer Satisfaction of Cell Phone User of Bhart Sanchar Nigam Limited”, SatturTaluk, (2004).
7. Kothari, C-R- 1989 Research methodology - methods and Techniques new Delhi; Wiley Eastern Ltd.,
8. Leon G. Shiftman& Leslie Lazavkanavt, Consumer Behaviour, 4<sup>th</sup> Edition, Prentic Hall of India, New Delhi.
9. Rao,K.V-1993 Research Methodology in commerce and management new Delhi, Sterling Publishers private ltd.,
10. William J. Stanton, Michael J. Etzel & Bruce J. Walker fundamentals of marketing 10<sup>th</sup> Edition, mc Graw-Hill, Inc, 1994 Philipkotler, Marketing management 9<sup>th</sup> Edition, Prentice Hall of India, New Delhi, 1997.