

## **A STUDY ON CUSTOMER SATISFACTION ON SELECTED MOBILE NETWORKS IN CUDDALORE**

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### **ABSTRACT**

Mobile service is one of the largest industries in the world. In this market, competition is on the rise through economic opening. The region's use of mobile telephones was promoted by private companies. It's the consumer demand today for telecom networks. Mobile providers must take note of customer opinions and deals on the market. Mobile providers must identify customers ' desires and influence the factors before developing any service or deal. In this context, the research document focuses on the factors which are most relevant to customers when using mobile service providers. Telecom is one of the main infrastructure markets of our country, the government of India said. The study was done in a well-structured schedule. The public telecommunications sector was able to achieve universal service to all the villages protected by global class standards under economic liberalization, privatization and competition politics in India and make the broadcasting of telecommunications open. The purpose of this paper is to analyze the customer satisfaction on different types of mobile service providers and widely used mobile network in cuddalore.

**Key words:** Customer, Networks, satisfaction, Cuddalore

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### **INTRODUCTION**

In India in the late 1990s, mobile services were launched, and the population is the key advantage of any market player in India. The operators of mobile network networks are prepared, at all times, to serve their customers to keep current customers with a change of customers. The mobile network service providers may build a promotional method to enjoy a competitive market by understanding the consumer's expectations and purchasing actions. The healthy rivalry between various mobile service providers creates portability of mobile numbers, value added,

voicemail, MMS, SMS, unbreakable signals, schematic improvements, ease of charge, and additional convenient and adequate mobile network subscribers.

The key source and only source of link for telecommunications is the environment and the fundamental factor in the growth of social-cultural, commercial and economic activities. The growth of the telecommunications sector and the development of infrastructure would play a more important role and respond to human needs. The word 'Telecommunication' encompasses a wide variety of services, such as sound, TV , radio and mobile communications. Although the telecommunications industry has grown tremendously in India since independence, the facilities are public and use as well as under world standards. Telecom is one of our country's key infrastructure markets, the government of India has declared. Under the Government's economic liberalisation , privatisation, and competition policies in India, the public telecommunications sector was able to reach all sectors, achieve universal service to all villages coverable by world class standards, and to make the telecommunications sector available.

Mobile service is one of India's fastest-growing sectors. Competition in this sector is rising through the opening up of economy. Private enterprises have been encouraging the use of mobile phones in the region. In the case of telecom networks, it is the consumers market today. Mobile service providers need to consider the views and offers of the consumer about the business. Until designing any services or bid, mobile service providers shall define consumer needs and influence factors. The research paper aims in this context to draw attention to the factors that consumers find most important during the usage of a mobile service provider 's services. The analysis was performed in a well organised timetable.

### **OBJECTIVES OF THE STUDY**

- To identify the customer satisfaction towards the selected mobile network services in cuddalore.
- To study the factors influencing customers to select mobile network.

### **LIMITATIONS OF THE STUDY**

- The research was conducted within cuddalore town.

### **REVIEW OF LITERATURE**

• **Debnath (2008)** clarified that service providers are primarily focused on building a loyal customer base by reviewing their success and maintaining current customers so that they can enjoy their loyalty. With economic freedom beginning in 1991 , the Government of India allowed foreign companies with 51 percent equity stake in joint undertakings to manufacture telecoms equipment in India with the goal of expanding and developing telecom infrastructure through the participation of the private sector. A new policy has been introduced by the Indian Government that enables private companies to provide basic telecommunications services. The state-owned telecommunications department had a monopoly. However, the policy adjustment is expected to benefit many businesses.

- **Bhatt (2008)** examined in his study titled A studied of Mobile Phone Usage among post-graduate students that the core characteristics of mobile technology are well known, so that the risks of potentially harmful or disruptive mobile phone technology can be understood for motive carers, service providers, content creators, equipment manufacturers as well como parents and young people alike. This paper tried to equate the disparity in use according to gender with the difference between production companies and service providers.
- In his study **Jha (2008)** analysed that the telecom industry in India is the youth which is the real driving force for growth. In this sense, the paper attempts to demonstrate how many young people use their mobile phones for different embodied cell phone functions. A sample of 208 owners of cell phones between 20 and 29 years of age collected data. The study shows how the use pattern of this device is influenced by gender, monthly voucher amounts and years for cell phones. The research results will be helpful in formulating marketing plans for various consumer segments for telecommunications providers and telephone companies.
- In their report, **Kalavani (2006)** examined that most respondents shared positive views on services, but that some of the issues are of benefit to the service provider. The gaps between the promised services and the services delivered must be bridged. The general attitude of consumers to cellular networks is that they are happy with current services, but want more services.
- **Kalpana and Chinnadurai (2006)** studied the growing competition, the shifting taste and desires of consumers around the world forcing companies to alter their targeting strategies in their study on 'Promotional Strategies of Cellular Services: A Consumer Perspective. The study showed customer behaviour and cellular service satisfaction in Coimbatore area. Advertising was found to play an important role in influencing consumers but most customers agree that cellular advertising campaigns are more consumer focused rather than sales oriented.
- In their research **Raj Kumar Paulrajan and Harish Rajkumar (2011)** investigate how the cell phone service providers are chosen for perception. The results of the research show that the quality and availability of the product have a major effect in selecting the telecommunications service provider, the contact and price, but also in selecting the mobile telecommunications service supplier.

## RESEARCH METHODOLOGY

**Research Type:** Descriptive Research

**Sample Design:** Convenience Sampling

**Sample Size:** This sample size for the study is 150

### Data Collection:

- Primary Data: Questionnaire circulated through Google forms
- Secondary Data: Used in literature review.

### Data Analysis:

- Bar chart, pie chart
- Chi – square test

**DATA ANALYSIS AND INTERPRETATION****CHI – SQUARE**

To test the independence of age & kind of service

**H0:** The age is not independent of kind of services

**H1:** The age is independent of kind of services

**Table 1 – Age\*Kind of service**

Kind of service	AGE		
	20 – 30 yrs	30 – 40 yrs	Above 40 yrs
Pre paid	10	2	1
Post paid	6	3	3
Total	16	5	4

Degrees of freedom: 2; Chi-square = 2.1635 for significance at the .05 level, Table value is 5.99. Since the  $\chi^2$  value is less than the table value we accept the null hypothesis and conclude that the age is not independent of kind of services.

**Table 2 – Preference of various Value Added Services**

VAS	MEAN	STANDARD DEVIATION
SMS	2.28	0.979795897
CONCESSION CALL RATES	3.72	0.613731755
INTERNET SERVICES	4.04	0.675771164
FULL TALK TIME	3.88	1.053565375

**Source : Primary data**

The above table depicts the mean and standard deviations of various value added services.

**PROBLEMS FACED BY THE CUSTOMERS - MULTIPLE REGRESSION**

Network usage have now grown due to pandemic of covid-19 such dimensions and importance that it has become the more usage and every one of them using. The mobile usage is the one of the important tool to associate with the human life. This remarkable growth is not due to any particular phenomenon but only the result of evolutionary process. Many services provider try to give more services to the customers. But still the customers faced many challenges and issues the access of the services, such as Lack of proper infrastructure, Network, Service levels, Lack of adequate awareness and promotion, Taxation, Security, Regulatory issues and so on.

**TABLE 3**  
**PROBLEMS FACED BY THE CUSTOMERS - MULTIPLE REGRESSION**

1	Dependent variable	Problems faced by customers
2	Independent variables	Mobile Network issue (X1) Lack of awareness (X2) Poor banking server facilities (X3) Security issue (X4) Inadequate knowledge (X5)
3	Method	Enter method
4	Multiple R	0.855
5	R square value	0.812
6	Adjusted R square value	0.786
7	F value	3.094
8	P value	<0.002*

Source: Primary Data.

Table 3 shows that problems faced by the customers, It shows regression and f value.

**TABLE 4**  
**PROBLEMS FACED BY THE CUSTOMERS - MULTIPLE REGRESSION**

Variables	Un-standardized Co efficient (β)	Standard Error (β)	Standardized Co- efficient (β)	T Value	P Value
(Constant)	0.887	.950		.934	.352
X1	0.070	.028	-.227	2.504	0.010**
X2	0.151	.062	.269	3.436	0.011**
X3	0.385	.132	.276	3.911	0.002**
X4	0.142	.079	-.171	2.792	0.005**
X5	0.565	.232	.176	1.731	0.002**

Source: Primary Data.

Table 4 elucidates that there are five independent variables and one dependent variable rotated in multiple regression analysis. The problems faced by the customers are many. From the table 3 the F value 3.094 is found to be significant at one percent level. Hence the null hypothesis is rejected and the values that are estimated are not a mere theoretical construct. So there is a significance of problem faced by the customer while using the network services.

### SUMMARY AND FINDINGS

- Majority of the respondents fall under the category 20 – 30 yrs.
- Airtel is the widely used network.
- Most of the respondents were post paid users

- Price is the most influential factor of purchase.
- It is evident that most of the respondents are using their current service for more than 3 yrs.
- Most of the respondents are not fully aware of the various schemes.
- It was found that the respondents are completely satisfied with their service.
- According to chi – square test, it was found that the age is not independent of kind of services.
- The most preferred VAS is Internet service.

## CONCLUSION

The study implies that, customers are consciously becoming aware to the variety of services offered by their service providers. It is therefore recommended that customers demand services that are high quality. This can be done by trying to know more about the various services available as well as their inefficiencies. They should also will to compare different network services to be able to make rational choices. The main aim of this paper was to probe the customers' satisfaction on cellular services on the basis of some fourteen such service counts that the cellular service providers offered to the customers in the present market scenario. The study indicates that the customers have shown their satisfaction on GPRS service (3.34), festival offer service (3.32), free roaming service (3.29), validity service (3.21), bonus service (3.36) and online recharge service (4.5). As far as the performances of the cellular service providers are concerned, the performances of Vodafone and Reliance were found to be satisfactory whereas the performances of BSNL and Airtel were found to be dissatisfactory since the overall satisfaction scores of the customers of these latter brands were below the standard i.e. 3.19. Moreover, out of two performers i.e. Vodafone and Reliance, the customers of Vodafone were found to be more satisfied than the customers of Reliance.

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