

# STUDENTS PREFERNCES AND SATISFACTION TOWARDS VARIOUS MOBILE SERVICE PROVIDERS

Santhosh T R\*

\*Senior Research Fellow, M.G University, Kottayam, Kerala.

---

**Abstract:** The telecommunication sector, especially the mobile phone sector, in India is one of the fastest growing business segments of the country which provide a lot of value addition to the society with its service and creation of employment opportunities. At present there are so many mobile operators in the country. Bharati Airtel LTD, Reliance communication LTD, BSNL, Tata tele services, Jio, Videocon etc. All of them complete with each other to grab customers by providing wide range of services. The success of telecommunication industry depends on services provided by the company. Satisfaction of the customers is a valuable asset for the modern organization. In a competitive market service providers are expected to compete on both price and quality of service and also it is necessary for the service providers to meet the consumer's requirements and expectation in price and service quality. This research focuses on customer's satisfaction towards various mobile phones users particularly college students. Descriptive research method has been used for this study. It is found that there is no significant difference between satisfaction level of the respondents and their course of study.

**Keywords:** telecommunication sector, mobile phone sector, customers.

---

## 1. INTRODUCTION

Mobile service provider is a company that offers transmission service to users of wireless devices through radio frequencies signals rather than through end to end wire communication. Mobile telecommunication has become one of the most effective services sectors in the country with its growing network coverage. The services provided by this company are not only in the urban but also the rural area.

The telecommunication sector, especially the mobile phone sector, in India is one of the fastest growing business segments of the country which provide a lot of value addition to the society with its service and creation of employment opportunities. At present there are so many mobile operators in the country. Bharati Airtel LTD, Reliance communication LTD, Bharath Sanchar Nigam LTD, Tata tele services, Jio, Videocon etc. All of them complete with each other to grab customers by providing wide range of services.

They not only offers basic services of cell phone but also produce other value added services. Along with normal services all of the operators are now offer internet net facility which enables the subscribers to reach the whole world through internet easily.

The mobile network operators provide wireless communication and data services to consumer. Airtel India was the largest mobile telecommunication network provides and currently the second largest mobile network company in India.

### Customer satisfaction

Satisfaction of the customers is an valuable asset for the modern organization. In a competitive market service providers are expected to compete on both price and quality of service and also it is necessary for the service providers to meet the consumer's requirements and expectation in price and service quality.

### Statement of the Problem

The success of telecommunication industry depends on services provided by the company. Satisfaction of the customers is an valuable asset for the modern organization. Organization must strive to improve quality of their product and service to satisfy the existing consumers. Increase customer satisfaction leads to higher future profitability and lower cost. The customers want and expectations are altering all the time, this is the main problem of the service providers. After the introduction of porting facility customers have the option to change their network service provider without changing their number. Why these customers are choosing this option? Did they are not satisfied by the present service providers? What about their present level of satisfaction? At this juncture it becomes an urgency to look the perception and satisfaction level of customers in this background. This all make the study relevant.

### Objectives of the Study

1. To identify the perception level of students regarding mobile service providers.
2. To study the students satisfaction level towards mobile service providers.

**Scope of Study** – The study is limited to the perception and satisfaction level among college students in Kollam districts of Kerala.

## 2. METHODOLOGY

Descriptive research method has been used for the present study. The convenience sampling method was used for selecting the respondents for the study. Both primary and secondary data were used for the study. The primary data were collected through structured interview schedule. Secondary data were collected from the profile of the companies, newspapers, magazines etc. The size of the sample is 60. The data collected were analyzed with the help of SPSS software. The statistical tools are used T-Test, F test and Anova.

**M Ragupathi, G Prabu** – in their research focuses on customers' satisfaction towards smart phone users particularly college students. Descriptive research method has been used for this study. There is a significant difference between the satisfaction level of Smartphone users and gender of the respondents.

**Dr.L.Santhana Raj, A.Anandaraj-** in their study reveals that Airtel is the dominant leading mobile service provider in our puducherry town and other service providers to improve their services among the mobile users. The overall mobile users' attitude towards mobile services is that they are satisfied with the existing services but they still they want more services to be provided.

**Prof. R.C.S. Rajpurohit, Dr. M.L. Vasita,-** The results derived from the study indicate that the factor that induces the consumers to buy a Particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers. The findings derived from the study will be helpful for mobile phone service providers in deciding and implementing their sales strategy for the promotion of mobile phone services.

**Kumar, Kuldeep, Rai, R.S., Dugar, Anurag-** research has identified and analyzed five factors that are tangibility, reliability, responsiveness, assurance and empathy in service quality. For this purpose, 200 customers of four telecom service providers in India were surveyed using a close ended questionnaire, in Delhi-NCR region. The findings of the survey indicated that quality services in telecom industry has not only positive however a very substantial impact on the customer's satisfaction and loyalty.

**Rajkumar Paulrajan and Harish Rajkumar-** A research study was conducted with an objective to understand the Indian consumers' perception and it is widely varied in accordance with the Communication quality call service, facilities, price, customer care and service provider's attributes. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows communication and price were most influential and most preferential factors in selecting telecommunication service provider.

**Table No.1: Demographic Profile of the Respondents:**

Variable	Characteristics	No of Respondents	Percentage
<b>Age Groups</b>	Below 18 Years	10	16.7
	18-21 years	42	70.0
	21 Years and Above	8	13.3
	Total	60	100.0
<b>Marital Status</b>	Married	12	20.0
	Unmarried	48	80.0
	Total	60	100.0
<b>Gender</b>	Male	12	20.0
	Female	48	80.0
	Total	60	100.0
<b>Type of College</b>	Aided College	30	50.0
	Unaided College	30	50.0
	Total	60	100.0
<b>Course of study</b>	UG	52	86.7
	PG	4	6.7
	Others	4	6.7
	Total	60	100.0
<b>Place of Residence</b>	Rural	22	36.7
	Semi Urban	6	10.0
	Semi Urban	32	53.3
	Total	60	100.0

**Source: Primary Data**

#### **Inferences**

The Table No. 1 gives you a clear picture about socio demographic profile of the respondents. Majority of the respondent belongs to the age group of 18-21 years. Major part of the respondents were female and that too unmarried. Majority of the students were doing graduation and the equal number of students have taken from both aided and unaided colleges. Form the Table it is clear that 53.3 % of the respondent is from semi urban areas.

#### **Perception of students regarding mobile service providers**

##### **a. Purpose for which Mobile phones are used**

**Ranking of the purposes for which the respondents were using the mobile phones**

**Table No.2: Purpose for which Mobile phones are used**

SI No	Purpose	Rank rendered by respondents			
		First	Second	Third	Fourth
1	Both Incoming calls & Outgoing calls	18	34	2	6
2	SMS/ MMS	4	4	28	24
3	Internet Service	30	20	10	0
4	Games	6	2	22	30

**Source: primary data**

The respondents have different purposes for which they are using mobile phones. The study also made an attempt to rank their purposes based on their importance. The details in respect of the purpose of the usage of mobile phones are portrayed in Table No.2

The responses were converted to numerical scores using Garrett' Score conversion formula is (1) Percent Position =  $100 \frac{(R_{ij}-0.5)}{N_{ij}}$

Where

R<sub>ij</sub>- Rank given for ith variable by the jth respondents

Nij- Number of variable ranked by jth respondents

The percent position and the Garrett Value are presented in Table No.4

**Table No. 3: Garrett Score**

Sl. No	Calculated Value	Garrett Value
1	12.5	72
2	37.5	56
3	62.5	43
4	87.5	27

**Table No. 4: Computation of Garrett's Value**

Sl No	Purpose	Rank rendered by respondents			
		<sup>st</sup> <sub>1</sub>	<sup>nd</sup> <sub>2</sub>	<sup>rd</sup> <sub>3</sub>	<sup>th</sup> <sub>4</sub>
1	Both Incoming calls & Outgoing calls	18	34	2	6
2	SMS/ MMS	4	4	28	24
3	Internet Service	30	20	10	0
4	Games	6	2	22	30

Source: Primary data

**Table No. 5: Computation of Garrett's Value**

Sl No	Purpose	Rank rendered by respondents				Total	Rank
		<sup>st</sup> <sub>1</sub>	<sup>nd</sup> <sub>2</sub>	<sup>rd</sup> <sub>3</sub>	<sup>th</sup> <sub>4</sub>		
1	Both Incoming calls & Outgoing calls	1296	1904	86	258	3544	2
2	SMS/ MMS	288	224	1204	648	2364	4
<b>3</b>	<b>Internet Service</b>	<b>2160</b>	<b>1120</b>	<b>430</b>	<b>0</b>	<b>3710</b>	<b>1</b>
4	Games	432	112	946	1290	2780	3

From the ranking of the purpose for which the mobile phones are used internet service takes up the first position followed by both incoming and outgoing calls, games and SMS/MMS respectively.

#### **b. Factors that induce students to buy a particular mobile phone service provider**

**Table No.5: Factors that induce students to buy a particular mobile phone service provider.**

Sl No	Factors that induce	Ranks rendered by the Respondents									
		<sup>st</sup> <sub>1</sub>	<sup>nd</sup> <sub>2</sub>	<sup>rd</sup> <sub>3</sub>	<sup>th</sup> <sub>4</sub>	5th	6th	7th	8th	9th	10th
1	Call Tariffs	6	22	6	4	6	2	6	4	2	2
2	Value Added Services	2	2	4	2	6	14	10	6	10	4
3	Customer Care Services	2	2	12	12	4	2	6	6	10	4
4	Network Coverage	8	14	20	8	2	1	1	<b>3</b>	2	1
5	Periodical Offers	1	3	2	12	14	8	2	8	2	8
6	Brand Image	2	4	4	6	6	6	8	8	8	8
7	Service Charges	2	4	2	6	10	6	20	4	4	2
8	Availability of Coupons	1	1	2	4	6	16	10	6	8	6
9	Security Deposit	2	1	7	2	6	10	12	10	8	2
10	Internet Offers	40	6	1	1	2	4	2	4	1	1

Source: primary data

The responses were converted to numerical scores using Garrett' Score conversion formula is (1) Percent Position = 100 (Rij-0.5)/ Nij

Where

R<sub>ij</sub>- Rank given for i<sup>th</sup> variable by the j<sup>th</sup> respondents

N<sub>ij</sub>- Number of variable ranked by j<sup>th</sup> respondents

The percent position and the Garrett Value are presented in Table No.7

**Table No.6: Garrett Score**

S. No	Calculated Value	Garrett Value
1	5	82
2	15	70
3	25	63
4	35	58
5	45	52
6	55	48
7	65	42
8	75	36
9	85	29
10	95	18

**Table No. 7: Computation of Garrett's Value**

Sl No	Factors that Induce	Rank rendered by respondents										Total	Rank
		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>		
1	Call Tariffs	492	1540	378	232	312	94	24	148	60	36	3316	3
2	Value Added Services	164	140	252	116	312	658	420	222	300	72	2656	8
3	Customer Care Services	164	140	756	696	208	94	252	222	300	72	2904	4
4	Network Coverage	656	980	1260	464	104	47	42	111	60	18	3742	2
5	Periodical Offers	82	210	126	696	728	376	84	296	60	144	2802	6
6	Brand Image	164	280	252	348	312	282	336	296	240	144	2654	9
7	Service Charges	164	280	126	348	520	282	840	148	120	36	2864	5
8	Availability of Coupons	82	70	126	232	312	752	420	222	240	108	2564	10
9	Security Deposit	164	70	441	116	312	470	504	370	240	36	2723	7
10	Internet Offers	3280	420	63	58	104	188	84	148	30	18	4393	1

**Source: primary data**

From the ranking of the factors that induce students to choose a particular mobile phone service provider, **internet offers** takes up the first position followed by network coverage and call tariff respectively.

#### **Level of satisfaction-**

The respondents were asked to express their level of satisfaction towards various attributes and their responses were listed in Table No.8.

The TableNo.8 depicts that around 37% of the respondents were satisfied, around 34% were neutral satisfaction, and 30 % were dissatisfied with call rate and tariff. It is also evident that 80 % of the respondents have neutral satisfaction, around 14 % were satisfied and around 7% were dissatisfied with value added schemes. It also shows that, around 67% of respondents were satisfied with the customer care services provided, around 24% have neutral and 10 % were dissatisfied with the Customer care services provided by their respective service providers. The result showed in Table No. 8 shows itself that around 47% of the respondents were dissatisfied with regard to the network coverage, around 34 % were satisfied and 20% were neutral satisfaction towards network coverage. Table No. 8 indicates that around 54% of respondents were satisfied with the internet offers, around 37% were dissatisfied and 10% were neutrally satisfied with the internet offers.

Table No. 8: Level of Satisfaction

Variable	Characteristics	No of Respondents	Percentage
Call rate and Tariff	Dissatisfied	18	30.0
	Neutral	20	33.3
	Satisfied	22	36.7
	Total	60	100.0
Value added schemes	Dissatisfied	4	6.7
	Neutral	48	80.0
	Satisfied	8	13.3
	Total	60	100.0
Customer care services	Dissatisfied	6	10.0
	Neutral	14	23.3
	Satisfied	40	66.7
	Total	60	100.0
Network Coverage	Dissatisfied	28	46.7
	Neutral	12	20.0
	Satisfied	20	33.3
	Total	60	100.0
Periodical Offers	Dissatisfied	12	20.0
	Neutral	26	43.3
	Satisfied	22	36.7
	Total	60	100.0
Service Charges	Dissatisfied	2	3.3
	Neutral	40	66.7
	Satisfied	18	30.0
	Total	60	100.0
Availability of Coupons	Dissatisfied	22	36.7
	Neutral	16	26.7
	Satisfied	22	36.7
	Total	60	100.0
Security Deposit	Dissatisfied	13	21.7
	Neutral	35	50.3
	Satisfied	12	20.0
	Total	60	100
Internet Offers	Dissatisfied	22	36.7
	Neutral	6	10.0
	Satisfied	32	53.3
	Total	60	100.0

Source: Primary data

#### Hypotheses of the Study:

**H<sub>0</sub>:** There is no significant difference between the satisfaction level of respondents and their course of study

Table No. 9

Course of Study	Mean	S.D	F- Value	P- Value
UG	2.0769	0.62	.028	0.972
PG	2.0000	0.02		
Others	2.0000	0.12		

#### Inference

Since p value is more than 0.05 (0.972), the null hypothesis is accepted at 5% level of significance. Hence, it is concluded that there is no significant difference between the satisfaction level of respondents and course of study of the respondents.

**H<sub>0</sub>:** There is no significant difference between the satisfaction level of respondents and their place of residence.

**Table No. 9:**

Course of Study	Mean	S.D	F- Value	P- Value
Rural	2.1818	.60	.323	0.727
Semi Urban	2.0000	.58		
Semi Urban	2.0000	.63		

**Inference**

Since p value is more than 0.05 (0.727), the null hypothesis is accepted at 5% level of significance. Hence, it is concluded that there is no significant difference between the satisfaction level of respondents and course of study of the respondents.

**3. CONCLUSION**

These days most of the college students are using various types of mobile phones to access the internet and for using various applications in play stores, app stores etc. The students have been choosing various mobile service providers based on certain criteria. The present study has given an overall analysis of the perception and satisfaction level of college students towards various mobile service providers.

**REFERENCES**

- [1] Bansal, V. B. ( 2013, December). A STUDY ON CUSTOMER SATISFACTION OF MOBILE PHONE SERVICE USERS OPERATING IN THE MALWA REGION OF THE PUNJAB. *ABAC Journal* .
- [2] Dr.L.Santhana Raj, A. ( 2014). CONSUMER PREFERENCE AND SATISFACTION TOWARDS MOBILE PHONE SERVICE IN PONDICHERRY TOWN. *GE-INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH* , 2 (9 ) .
- [3] Kumar, K. R. (2019, June, ). Impact of Service Quality on Customer Satisfaction and Loyalty in the Sector of Telecom Service Provider in Delhi-NCR. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)* .
- [4] M Ragupathi, G. P. (2015, 08 18). A study on customer satisfaction towards smart phone users. *International Journal of Applied Research* .
- [5] Prof. R.C.S. Rajpurohit, D. M. (2016). CONSUMER PREFERENCES AND SATISFACTION TOWARDS VARIOUS MOBILE PHONE SERVICE PROVIDERS AN EXPLORATORY STUDY IN JODHPUR CITY, RAJASTHAN. *Gurukul Business Review* , pp. 1-11.
- [6] Silky Vigg Kushwah, A. B. (2014, March). SERVICE QUALITY EXPECTATIONS AND PERCEPTIONS OF TELECOM SECTOR IN INDIA. *International Journal of Advancements in Technology* .

**Websites:**

- [7] [www.google.com](http://www.google.com)
- [8] [www.trai.gov.in](http://www.trai.gov.in)
- [9] [www.researchgate.net](http://www.researchgate.net)
- [10] [www.spss.tutorial.com](http://www.spss.tutorial.com)
- [11] [www.bsnl.co.in](http://www.bsnl.co.in)
- [12] [www.airtel.in](http://www.airtel.in)
- [13] [www.jio.com](http://www.jio.com)
- [14] [www.vodafone.in](http://www.vodafone.in)
- [15] [www.ideacellular.com](http://www.ideacellular.com)