



4D International Journal of IT and Commerce

ISSN No: -2319-104X

@4D Crossconnect.com, Inc, 2012

www.4dinternationaljournal.com

Vol. 5, Issue1, 2016

A STUDY ON CONSUMER BEHAVIOUR OF MOBILE PHONE SERVICES

K.Vishnupriya¹

ABSTRACT

The cellular phone provides the users many facilities such as memory to store the important cellular phone numbers, names and it also stores the messages given by senders. The area of consumer behaviour includes activities of both ultimate and industrial consumers. The former is the end-user of the product/service whereas the latter is only an intermediate user who adds further value to the product/ service before it is consumed by the end- user. The postpaid subscriber preferred BSNL because of monthly bill, CUG plan roaming facility and cheap outgoing call. Communication and information technology are the blood streams of the business world. Right quality communication will enable a person to do more business. Cellular phone service is a wonderful modern gift to the world of communication. There is no accounting for taste. No company, irrespective of their business, can satisfy their customers uniformly.

INTRODUCTION

The latest development of the 21st century is Globalization, Liberalization and Privatization. With the advent of the latest technology in computers, telecommunications are feasible through satellite channels to establish network with the entire world and thus the world has shrunk into a village-cyber-village. Today, the utility of the cellular phones cannot be viewed

¹ Assistant professor, Department of Management Studies, SNS college of Engineering (Affiliated to Anna University of Technology, Chennai), Coimbatore.

as a fashion or status symbol but an inevitable mode of constant touch among the mobile population.

The cellular phone transmits the message to the other end through satellite link. The cellular phone provides the users many facilities such as memory to store the important cellular phone numbers, names and it also stores the messages given by senders. Highly modified cellular phones are enabling to put a particular face to a particular number. But this facility is not in vogue in India.

The cellular phones are very much helpful to the business executives in their business developments. In the late nineties, the Government of India allowed private operators in cellular services.

MEANING AND DEFINITION

Communication is one of the most important aspects of life. Seventy percent of our active hours are spent in communicating verbally, listening, reading and writing. The word “Communication” originates from the Latin word “communis” denoting “common”.¹

Communication is an exchange of facts, ideas, and opinions emotions by two or more persons. Communication is established even between human and non- human being if they live together. Pets learn to communicate with their human companions.²

Communication has been defined by Elliot Jaques as “the sum total of directly and indirectly, consciously and unconsciously, transmitted feelings, attitudes and wishes.

CONSUMER BEHAVIOUR AND BUYING BEHAVIOUR

Consumer behaviour relates to an individual person (micro behaviour), whereas consumption behaviour relates to the mass or aggregate of individuals (macro behaviour).

“The study of consumer behaviour always focuses on the decision processes of the individual consumer or consuming unit, such as the family. It includes all the efforts to describe and explain one or more acts or choice either at a given time or over a period of time. In contrast, the study of consumer behaviour is concerned with the description and explanation of the behaviour aggregates of consumers or consuming units, again at a given time or over a period of time. The subject matter of consumption behaviour parallels at the aggregate level to that of consumer behaviour at the individual level”.

The area of consumer behaviour includes activities of both ultimate and industrial consumers. The former is the end-user of the product/service whereas the latter is only an intermediate user who adds further value to the product/ service before it is consumed by the end-user. When the behaviour of both the kinds of buyers is under reference, the term used to denote it is “buyer behaviour”. When the behaviour of only end users is under reference, the term “consumer behaviour” is used to denote it.

IMPORTANCE

The relevance and importance of understanding consumer behaviour is rooted in the modern marketing concept in order to operational this concept, management attempts to solve some consumption problems of consumers. However no businessman can possibly help consumer solves their consumption problems unless he understands them and unless he makes an attempt of comprehends the buying process and the factors influencing it.

Consumer behaviour is dynamic. Therefore it is necessary to continuously study, analyse and understand it and monitor this understanding to the marketing management so that effective decisions can be taken in respect of products, Price, Promotion and distribution. The profit position of a product hinges on the kind of predisposition- positive/ negative that a consumer has developed towards it. It is essential to study and analyse it in order to understand why he/ she has developed such a predisposition

TELEPHONE

Telephone is an important means of the communication. It is originally invented by Alexander Graham Bell in 1846. It is an instrument, which sends and receives and usually by means of electricity. Telephone provides the commonest method of talking to people at a distance.4.

TELECOMMUNICATION

A telecommunication service was introduced in India soon after the invention of telegraph and telephone. The Department of Telecommunication (DOT) has improved since Independence in quality and quantity.

HISTORY OF CELLULAR PHONES

The United States had planned the introducing of cell phones in mid 1940s after Second World War but the trial services did not begin until 1978.

The Federal Finance Commission can be partially blamed for the delay in providing cellular services to the public.

1982, the Federal Commission finally authorized commercial use of cellular in USA. A year later, Ameritech introduced the first American Commercial analogue cellular services or Advanced Mobile Phone Services (AMPS) in Chicago.

The cellular services in India were initially introduced in 4 metros – Delhi, Mumbai, Chennai and Calcutta during the year of 1995. 6

Thus, the cellular service has come to the rescue of the common man and the telecommunication industry, as a whole is poised for a positive growth. “The cellular service industry witnessed a 50 percent growth in one year with registered revenue of about Rs.8, 300 crores”.7

Phenomenon and the industry will get established with the intervention of Telecommunication Regulatory Authority of India (TRAI)

With increased facilities offered by cellular operators in the form of transmission of data, short messaging services (SMS), the industry is picking up and is poised to net revenue of Rs.10, 000 crores in the current fiscal year.

Cellular operators were able to grab about 75 percent of the demand for new connections as against landlines. This shows that cellular phones are becoming increasingly popular. Because of the flexibility and mobility, the cellular phones have come to stay. With additional provision of Multi Media Services (MMS) by the cellular service providers more people are bound to go in for cellular phones.

MARKET FOR MOBILE COMMUNICATION

Although the growth in wireless and mobile communication system has slowed down, these technologies have still a huge market potential. More and more people use mobile phones, wireless technology is built in many cars, wireless data services are available in many regions, and wireless local area networks are used in many places.

DEVELOPMENT IN MOBILE PHONES

BSNL has launched “Data One broadband”. It’s broadband services Bangalore. The service would comprise video streaming. Video on demand, high-speed Internet service, video conferencing, games and e-learning. Set top boxes/customer option like cash down payment, monthly installment and financing scheme. Proposed value added services included audio

conferencing, Broadcast digital T.V., School curriculum on 3D interactive learning more and personal website for home users.

STATEMENT OF THE PROBLEM

The customer can receive communication at any place whenever they are traveling or staying. Our pattern of communication has altered and has created economic and social impact on the lives of the individuals. Now a new technological advanced has hit the communication industry (i.e. cellular phones). There are many brands of services rendered to the customers. As such there are various cellular companies vi BSNL, Aircel, Airtel, Reliance, Vodafone etc to provide mobile phone services. The study of the customer needs and satisfaction and their behaviour towards the services provided by the mobile industry and becomes imperatives. So this made the researcher to make a study on the customer's behaviour of the cellular services and their performance with regards to the existing brands.

OBJECTIVES OF THE STUDY

The study has the following broad objectives:

1. To study the attitude of customer's towards the mobile phone connection.
2. To study the factors influencing consumers for selecting the mobile phone operator
3. To uncover and highlight the dissatisfied areas.
4. To find out the problems faced by the consumer
5. To find out the consumer's satisfaction regarding the services rendered by mobile operator.
6. To offer fruitful suggestions for the problem faced by the consumers.

REVIEW OF LITERATURE

Durante, Kristina m.; Griskevicius, Vladas (2011) concluded their study as when hormonal fluctuations associated with ovulation influenced women's product choices. In three experiments, we show that at peak fertility women no consciously choose products that enhance appearance this hormonally regulated effect appears to be driven by a desire to outdo attractive rival women. Consequently, minimizing the salience of attractive women who are potential rivals suppresses the adulatory effect on product choice²

² Durante, Kristina M, Griskevicius, Vladas, "Ovulation, Female Competition, and Product Choice: Hormonal Influences on Consumer Behavior", Journal of Consumer Research, April 2011, Volume 37, Issue 6, p921-934.

Macinnis, Deborah j, Folks, Valerie S (2010) summarized their study as the field of consumer behavior today is organizationally legitimized and socially recognized as a sub discipline of marketing. Not only have marketing academics successfully developed a sub discipline of consumer behavior, but they also are likely to grow this sub discipline. The marketing discipline offers attractive opportunities because academic jobs are lucrative and plentiful and because research funding is relatively abundant and noncompetitive ³

Press, Melea; Arnould, Eric J (2011) completed their study as conduits provide opportunities for sense giving, which features normative elements particular to an organization, and sense making, an integrative process in which productive consumption plays a key role. Three paths (epiphany, emulation, and exploration) leading from these conduits to identification are defined and explored. Second, this article reveals dynamic consequences of identification for both customer and employee constituents, including changes in their consumer values and behaviors extending beyond organizational concerns. Finally, this article defends the merit of softening hard conceptual distinctions drawn between consumers and employees⁴

RESEARCH METHODOLOGY

Title of the Study

The research has undertaken entitled “A study on consumer behaviour towards mobile phone services” (With special reference to Bhavani urban area in Erode district).

Sampling

The researcher has chosen Bhavani urban area in Erode district for it is near the researcher’s living place. It has around 25, 000 household, of which around 2, 500 are in possession of cellular phones. As all these 2, 500 subscribers cannot be approached for want of

³ Macinnis, Deborah j, Folks, Valerie, “The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies”, *Journal of Consumer Research*, April 2010, Volume 36, Issue 6, p899-914.

⁴ Press, Melea, Arnould, Eric J, “How Does Organizational Identification Form? A Consumer Behavior Perspective”, *Journal of Consumer Research*, December 2011, Volume 38, Issue 4, p650-666. 17p.

time and access, the researcher has chosen a sample of 6 percent (150 subscribers) under the convenient sampling method.

DATA AND THEIR COLLECTION

The researcher has administered the questionnaire for collecting the data. The researcher has so designed the questionnaire that it has contained exhaustive questions on varied aspects of the respondent's satisfaction with the cellular phone service organization to which they have been subscribers. The researcher met the respondents at their residence during their leisure time so that they could feel free to have doubts clarified with him. Almost all the respondents showed great interest and co-operated with the researcher.

STATISITICAL TOOLS

The following tools and techniques have been used in the study

- Descriptive or Percentage analysis
- Chi-square analysis
- Weighted average analysis

LIMITATIONS OF THE STUDY

The study has the following Limitations.

1. The sample group was restricted to Bhavani town area only
2. The sample size is limited to only 150 respondents
3. The analysis was based on the data collected with the help of the questionnaire and this mighty has its own limitation
4. Only definite and certain feature of the cell phone connections have been taken into consideration.

TABLE 1
TYPE OF SCHEME OPTED BY THE RESPONDENTS

SERVICE PROVIDER	SCHEME OPTED		TOTAL	
	PRE- PAID	POST-PAID	NO	%
BSNL	43	12	55	36.6
Airtel	17	14	31	20.7
Aircel	12	9	21	14
Vodafone	11	7	18	12

Reliance	13	12	25	16.7
Total	96 (64%)	54 (36%)	150	100

Source: Primary data

It is seen from the above table that, out of total respondents of the table, 64% have availed themselves of mobile phone service under prepaid scheme, and the rest of 36% have availed themselves of service under postpaid scheme. Thus the table shows that majority of the mobile phone respondents have availed themselves of service under prepaid scheme.

The prepaid subscribers are ranked below

Rank	Serves providers
I	BSNL
II	Airtel
III	Reliance

The postpaid subscribers are ranked below

Rank	Serves providers
I	Airtel
II	BSNL
III	Reliance

TABLE 2
REASON FOR CHOOSING PREPAID SCHEME

SERVICE PROVIDER	REASON FOR OPTING PREPAID SCHEME				TOTAL	
	Cost control	Balance Enquiry	Less Usages	No bill burden	No	%
BSNL	4	9	9	21	43	44.8
Airtel	2	0	0	14	16	16.7
Aircel	1	0	6	4	11	11.5
Vodafone	2	1	1	8	12	12.5
Reliance	0	4	2	8	14	14.6
Total	9(9.4%)	14(14.6%)	18(18.7%)	55(57.3%)	96	100

Source: Primary data

It is revealed from the above table that out of the total respondents (96) availed prepaid scheme, 9.4% opted prepaid scheme due to cost control, 14.6% have opted it due to balance enquiry facility, 18.7% have opted it due to less usage and the rest of 57.3% have opted it due to no-bill burden. Thus the table shows that majority of the respondent have opted themselves of prepaid scheme due to no-bill burden.

Rank	Serves providers
I	BSNL

II Airtel
 III Reliance

TABLE 3
 REASON FOR CHOOSING POST PAID SCHEME

SERVICE PROVIDER	REASON FOR OPTING PREPAID SCHEME				TOTAL	
	Monthly bill	CUG plan	Roaming Facility	Cheap outgoing call	No	%
BSNL	6	6	0	3	15	27.8
Airtel	8	0	2	3	13	24.1
Aircel	6	0	0	1	7	13
Vodafone	8	0	0	1	9	16.7
Reliance	1	1	3	5	10	18.5
Total	29(53.7%)	7(13%)	5(9.2%)	13(24.1%)	54	100

Source: Primary data

It is revealed from the above table that out of the total respondents (54) availed postpaid scheme, 53.7% opted postpaid scheme due to monthly bill, followed by 13% opted it due to CUG plan, 9.2% opted it due to roaming facility and the rest of 24.1% have opted it due to cheap outgoing call. Thus the table shows that majority of the mobile phone respondents have opted postpaid due to monthly billing facility. Majority of the postpaid subscribers preferred BSNL because of monthly bill, CUG plan roaming facility and cheap outgoing call.

The following is the rank line of the postpaid mobile phone services chosen by the subscribers, because of their monthly bill.

Rank Serves providers
 I BSNL
 II Airtel
 III Reliance

TABLE 4
 PROBLEM WITH SERVICE PROVIDER

SERVICE PROVIDER	FACE ANY PROBLEM FROM SERVICE PROVIDER		TOTAL	
	YES	NO	NO	%
BSNL	28	27	55	36.6
Airtel	12	19	31	20.78
Aircel	8	10	18	12

Vodafone	8	13	21	14
Reliance	20	5	25	16.7
Total	76 (50%)	74 (49%)	150 (100%)	

Source: Primary data

It is revealed from the above table that, out of the total respondents of the study, 50.7% of them report that they face problems with service provider and the rest of 49.3% of them report that they do not face any problems with service provider. Thus the study shows the majority of the respondents report that they face problems with their service providers. Here is the rank line of service provider with whom the customer face problems

Rank	Serves providers
I	BSNL
II	Airtel
III	Reliance

TABLE 5
OPINION ABOUT SERVICE CHARGES

SERVICE PROVIDER	OPINION			TOTAL	
	High	Moderate	Low	No	%
BSNL	2	9	7	18	11.5
Aircel	2	14	15	31	16.7
Airtel	3	24	28	55	44.8
Vodafone	0	16	5	21	12.5
Reliance	8	11	6	25	14.6
Total	28(27.2%)	52(50.3%)	23(2.3%)	103	100

Source: Primary data

It is seen from the above table that, out of total respondents of the table, 10% report that the service charges are high 49.9% report that they service charges are moderate and the rest of 39.1% report that they are low. The study reveals that most of the mobile phone respondents report that the service charges are moderate.

10% of the respondents are of the opinion that service charges are high and their rank is shown below.

Rank	Services providers
I	Reliance
II	Aircel
III	Airtel

49.9% of the respondents are of the opinion that service charges are moderate and their rank is shown below.

Rank	Services providers
I	Aircel
II	Vodafone

TABLE 6
FACTORS INFLUENCING SATISFACTORY LEVEL

FACTORS	LEVEL OF SATISFACTION WEIGHTED AVERAGE SCORE	RANK
Coverage	2.27	1
Cost	1.06	10
Connectivity	1.33	9
Customer service	1.75	5
SMS	1.75	4
Roaming Facility	1.67	7
STD/ISD Facility	1.67	6
Conference Call	1.84	3
Making & Receive Call	1.85	2
Rental rates	1.48	8

Source: Primary data

It is seen from the above table various suggestion offered by the respondents for increased level of satisfaction. Substantial number of respondents offered the following suggestions for increased level of satisfaction from subscribers.

1. Coverage
2. Making and Receiving call
3. Conference call phone.

NULL HYPOTHESIS

There is no association between educational status of the respondents and source of awareness about mobile phone services.

TABLE 7
EDUCATIONAL QUALIFICATION AND SOURCES OF AWARENESS

Educational qualification	Sources of awareness				Total
	Advertisement	Agents	Friends & relatives	Colleagues	
School level	3(7.9)	11(3.5)	4(5.2)	2(3.5)	20
Degree / Diploma	26(21.2)	3(9.4)	18(14)	7(9.4)	54
Post graduate	13(17.3)	10(7.6)	19(11.4)	12(7.6)	44
Professional	17(12.6)	2(5.6)	8(8.3)	5(5.6)	32
Total	59	26	39	26	150

Source: Primary data

Chi-square value: 36.0999**

D.F:9**

Significant at 1% level

Since the chi-square is significant at 1% level, the null hypothesis is rejected and there is significant association between educational status of the respondents and sources of awareness

about mobile phone services. Thus it may be concluded that sources of awareness about mobile phone services depend on the education status of the respondents.

NULL HYPOTHESIS:

There is no association between educational status of the respondents and reasons for selection of the service provider of mobile phones.

TABLE 8
EDUCATIONAL QUALIFICATION AND REASONS FOR SELECTION OF THE SERVICE PROVIDER

Educational Qualification	Reasons for selection					Total
	Low tariff	Wide coverage	Attractive Scheme	SMS Facility	Others	
School level	2(2.3)	6(2.9)	3(6.3)	9(7.6)	0(.9)	20
Degree / Diploma	7(6.1)	10(7.9)	13(16.9)	20(20.5)	4(20.5)	54
Post graduate	6(5)	4(6.5)	10(13.8)	22(16.7)	2(2.1)	44
Professional	2(3.6)	2(4.7)	21(10)	6(12.2)	1(1.5)	32
Total	17	22	47	57	7	150

Source: Primary data

Chi-square value: 30.010** D.F: 12 ** Significant at 1% level

Since the chi-square is significant at 1% level, the null hypothesis is rejected and there is significant association between educational status of the respondents and reasons for selection of service providers of mobile phone services. Thus it may be concluded that educational status of the respondents influences the reasons for selection of service providers of mobile phone services.

NULL HYPOTHESIS:

There is no association between occupational status of the respondents and sources of awareness about mobile phone services.

TABLE 9
OCCUPATIONAL STATUS AND SOURCES OF AWARENESS

Occupational Status	Source of Awareness				Total
	Advertisement	Agents	Friends & Relatives	Colleagues	
Business Profession	19(12.9)	2(5.7)	10(8.6)	2(5.7)	23
Employee	22(31.3)	20(13.7)	13(20.5)	24(13.7)	79
House Wife	2(3.1)	4(1.4)	2(2.1)	0(1.4)	8
Student	16(10.6)	0(4.7)	11(7)	0(4.7)	27
Others	0(1.2)	0(.5)	3(.8)	0(.5)	3

Total	59	26	39	26	150
-------	----	----	----	----	-----

Source: Primary data

Chi-square value: 53.558 ** D.F: 12 ** Significant at 1% level

Since the chi-square is significant at 1% level, the null hypothesis is rejected and there is significant association between occupational status of the respondents and source of awareness about mobile phone services. Thus it may be concluded that occupational status of the respondents influences the sources of awareness about mobile phone services.

NULL HYPOTHESIS:

There is no association between occupational status of the respondents and selection of service providers of mobile phone services.

**TABLE 10
OCCUPATIONAL STATUS AND SELECTION OF SERVICE PROVIDERS**

Occupational Status	Selection of service provider					Total
	Aircel	Airtel	BSNL	Vodafone	Reliance	
Business Profession	5(6.8)	8(12.1)	2(4)	6(4.6)	12(5.5)	33
Employee	24(16.3)	29(29)	15(9.5)	13(11.1)	8(13.2)	79
House Wife	0(1.7)	5(2.9)	0(.5)	1(1.1)	2(1.3)	8
Student	12(5.6)	10(9.9)	1(3.2)	1(2.8)	3(4.5)	27
Others	0(.6)	3(1.1)	0(.4)	0(.4)	0(.5)	3
Total	31	55	21	18	25	150

Source: Primary data

Chi-square value: 37.931 ** D.F: 16** Significant at 1% level

Since the chi-square is significant at 5% level, the null hypothesis is rejected and there is significant association between occupational status of the respondents and selection of service provider of mobile phone services. Thus it may be concluded that the selection of service provider of mobile phone service by the respondents depend on occupational status of the respondents.

WEIGHTED AVERAGE

**TABLE 11
OPINION ABOUT THE ROAMING CHARGE FACILITY**

A. SEX

SEX	WEIGHTED AVERAGE OPINION SCORE	RANK
-----	--------------------------------	------

Male	1.98	2
Female	2.13	1

Source: Primary data

The above table indicated that the opinion differs among male and female respondents and the average opinion score for female respondents is higher than the male respondents. Thus the table shows that the female respondents felt very much higher than male, about charges for roaming facilities.

B. AGE GROUP

AGE GROUP	WEIGHTED AVERAGE OPINION SCORE	RANK
< 25 Years	2.45	1
25 Years - 35 Years	1.85	4
35 Years – 45 Years	2.13	3
45 Years & above	2.14	2

Source: Primary data

The above table indicated that the opinion differs among respondents and the average depending upon the age group up to 25 years than all other age group of the respondents.

C. EDUCATIONAL STATUS

EDUCATIONAL STATUS	WEIGHTED AVERAGE OPINION SCORE	RANK
School	2.09	2
Degree / Diploma	1.97	4
Post Graduate	2.13	1
Professional	2.04	3

Source: Primary data

The above table indicated that the opinion score differs among respondents depending upon their educational status and the average opinion score for respondents with post graduation is higher than all other income group of the respondents.

D. MONTHLY INCOME

MONTHLY INCOME	WEIGHTED AVERAGE OPINION SCORE	RANK
Up to Rs.5,000	1.66	4
Rs.5,000 – Rs.10,000	2.71	1
Rs.10,000 – Rs.20,000	2.12	2
Rs.20,000 & above	2.06	3

Source: Primary data

The above table indicated that the opinion score differs among respondents depending upon their family income and the average opinion score for respondents with family income Rs.5000 – Rs.10, 000 is higher than all other income group of the respondents.

E.OCCUPATIONAL STATUS

OCCUPATIONAL STATUS	WEIGHTED AVERAGE OPINION SCORE	RANK
Business / Profession	2.00	4
Employee	2.04	3
House wife	2.17	2
Students	1.95	5
Others	3.00	1

Source: Primary data

The above table indicated that the opinion score differs among respondents depending upon their occupational status and the average opinion score for others category is higher than all other income group of the respondents.

FINDINGS

1. Majority of the mobile phone respondents have availed themselves of service under prepaid scheme.
2. Majority of the respondent have opted themselves of prepaid scheme due to no-bill burden.

3. Majority of the respondents report that they face problems with their service providers.
4. Majority of The study reveals that most of the mobile phone respondents report that the service charges are moderate
5. Majority of the postpaid subscribers preferred BSNL because of monthly bill, CUG plan roaming facility and cheap outgoing call.
6. Majority may be concluded that sources of awareness about mobile phone services depend on the education status of the respondents
7. Majority may be concluded that educational status of the respondents influences the reasons for selection of service providers of mobile phone services.
8. Majority may be concluded that occupational status of the respondents influences the sources of awareness about mobile phone services.
9. Majority may be concluded that the selection of service provider of mobile phone service by the respondents depend on occupational status of the respondents.
10. Majority of female respondents felt very much higher than male, about charges for roaming facilities.

SUGGESTIONS

The following are the suggestions offered by the respondents to the service providers to improve their services and to increase the number of their customers.

1. Adequate network facility should be developed by the mobile phone service provider to avoid network connectivity problem. High frequency towers to be provided to avoid link failures and better clearance.
2. To avoid the billing problems, well-trained persons should be placed in the billing section.
3. The tariff rate is to be field in such a way that the low income people can also utilize the mobile phone services.
4. BSNL service provider should introduce a nominal value of recharge coupons to facilitate buying capacity of the customers.
5. In the modern competitive world of business, customer satisfaction plays an important role in the market structure of the economy. So proper training should be given to the employees of the mobile companies to treat their customer in a friendly way.

6. Mobile phone service provider should try to reduce the charges of SMS facility or wind up the charges, so as to enable the customers to use this facility freely.

7. Roaming facility can be provided at affordable prices and the facility can be improved to the expectation of the customers. This attracts more numbers of customers reduce the roaming charges.

CONCLUSION

In the competitive world of business people would expect quality products and quality services. A company which is unable to provide quality products and quality service cannot survive for a long period. Communication and information technology are the blood streams of the business world. Right quality communication will enable a person to do more business. Cellular phone service is a wonderful modern gift to the world of communication. There is no accounting for taste. No company, irrespective of their business, can satisfy their customers uniformly. To make a study into their 'psyche' and to arrive at a correct conclusion is rather impossible. But at the same time, any company which tries to improve their service and increase their customers, must float some effective and efficacious methods.

This study has focused on some of the prominent areas and their problems in the mobile phone services. The researcher humbly believes that the statistical data, findings, moderate analysis and consequently the suggestions will be useful for the relevant mobile services for their furtherance of their business. This dissertation can be used as a pioneer study by their future researchers in the same field.

BIBLIOGRAPHY

BOOKS:

1. Guptha S.P. "Statistical Methods", Sultan chand & sons publishers, New Delhi, revised edition 1995.
2. Kothari C.R., "An introduction to operation research", Vikas publishing house (p) Ltd., New Delhi, 3rd revised edition 1992.
3. Philip Kotler, "Marketing management", Prentice Hall of India Private Limited, New Delhi, 9th edition, 1999.
4. V.S. Ramasamy and S. Namakumari, "Marketing management", Plannning implementation and control

5. J.C.Gandhi, “Marketing” – A Managerial Introduction, Tata Mc graw Hall Publishing Company Ltd, New Delhi.

6. Leon G. Schiffman and Leslie Laar Kanuk, “Consumer Behaviour”, Prentice Hall of India Private Ltd, New Delhi, 7th edition,2002.

DO NOT COPY