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## A STUDY ON CONSUMER PREFERENCE TO MOBILE PHONE SET IN THIRUVANNAMALAI DISTRICT

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**Abstract:-** A mobile phone service is one of the most vital roles of all the infrastructure services today. The total number of telephones sets role from just 22.8 million in 1999, to 102 million in may 2007. The cellular telephone services have achieved great commercial success because users reorganize that mobile telephone access can improve productivity and enhance safety. The various sections of the society like the government employees, students, entrepreneurs, professional, private employees and workers using mobile phones. They need variety of services to communicate each other. Offering services to consumers need different types, models, size and technological instruments. The customers are the king and what they demand, shall have it. The force driving behind is the innovative technology and efficient product in the market. In, a country like India is respected for its immense market potential. There has been a higher competition with customer's perception. Overnight Indian consumers have several alternatives for giving and getting back various information. Government has liberal regulations for developing electronically.

**Keywords:** Consumer Preference , Mobile Phone Set , technological instruments.

### INTRODUCTION

A mobile phone service is one of the most vital roles of all the infrastructure services today. The total number of telephones sets role from just 22.8 million in 1999, to 102 million in may 2007. The cellular telephone services have achieved great commercial success because users reorganize that mobile telephone access can improve productivity and enhance safety.

Today it has become a necessary to have a cell phone for various purchases. The purpose of using the cell phone may vary from user to user. People get their cell phone connection fulfill their needs. The users cell phone because it makes communication possible in a very quick way.

Today day necessarily important for every common man. In today's days a common individual can communicate anything with any one or she stands with their convenience. This is happen because of advancement in information technology & telecommunication systems. Mobile phones are emerging like boon quench for providing facilities, which are beyond the common man's imagination. Now a day we can see the fast growth of cell phone industry. Consumer feedback may be important factor for the growth of industry. by them. This study throws light

on the customer preference regarding various offerings offered by selected mobile phone providers.

### **CONSUMER PREFERENCES**

Consumer preferences is the mean of consumer selected or her needs or desires. Preferences are more valued options available in front of consumer. The preference of the behavior they show the products.

### **COMMUNICATION**

The telecommunication services in India have witnessed the phenomenal change over the last few years. The craze for mobile services in India is increasing substantially. Keeping the high consumers demand in to consideration, many big players like Reliance, Airtel, Aircel, Vodafone, BSNL, Tata Indicom, Virgin Mobile etc. has launched their services in the market. Information technology has brought tremendous change in day-to-day activities of common man to entrepreneurs. Number of mobile subscriber went up from 10.4 million at the end of 2002 to 488.40 million in Oct 2009. Mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. In many countries, mobile phones now outnumber land-line telephones, with most adults and many children now owning mobile phones. The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality. In the rationale of modern marketing, the firm's existence is dependent on customer's satisfaction. Therefore, the knowledge of "what the customer thinks" and "what consequently would contribute to his satisfaction" is at the requirement of the marketer. The present study aims to identify the Factors affecting Mobile Phone Users' Behavior. It also intends to know the consumer's satisfaction with the different services and its future impact on socio economic changes.

The word communication is derived from the Latin word communis, which means common. In its application it means a common ground of understanding. "It is a process by which facts, ideas, opinions are shared with individuals or organization. In other words, it is the transmission and interacting of facts, ideas, opinion, feelings, or attitudes".

Communication is the vital aspect to change behaviour of the receiver; communication may be in the form of words, symbols, signs, and letters of action. To communicate, first sender and the receiver should be connected or there should be some medium to connect, like telephone, cell phone etc.

### **HISTORY OF MOBILE PHONES**

Mobile phones are seen as a modern invention but its development dates back to 1940s. First ever attempt was made in the US to introduce cellular phones during mid 1940s. But trial services did not begin until 1978. The delay was due to limited technology and government regulations.

The Federal communications commission (FCC) can be partially blamed for the delay in providing cellular service to the public. In 1947, the FCC divided allows cellular services, with a limited capacity rendering only 23 phones conversations possible simultaneously in the same area. Then it was not a marketable proposition.

### **GROWTH OF CELL PHONE**

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999, the number of cell phone users has gone up by 13 lakhs. In the year 2000 the number of cell phone users has increased by one million, Cellular in Tamil Nadu.

Tamil Nadu occupation only the four position among the users of cellular phones in India. The 1st position is occupied by Delhi. In Tamil Nadu, Chennai has the highest density of mobile phone, by the data received in year 2006. The overall cell phone users in Tamil Nadu are estimated

about five lakhs cell phone subscription.

#### **STATEMENT OF THE PROBLEM**

The various sections of the society like the government employees, students, entrepreneurs, professional, private employees and workers using mobile phones. They need variety of services to communicate each other. Offering services to consumers need different types, models, size and technological instruments. There are many manufactures offering mobile handsets with different capacities. All the companies are constantly engaged in gaining the attention of the consumer by introducing a novelty on the existing brands, changing the design and model. Sometimes, they introduce new brand with various price structure to suit the different class of income groups. They have their own desire regarding price, color, quality, model, design and availability of other services of the product. Accordingly they have wide choice to choose a particular brand of mobile handset.

Technology grew in various stage like analog voice, advanced mobile phone system, digital voice, digital advanced mobile phone system, code division multiple access and digital voice and data. The expectations of the people are also increased. People's tastes and preferences, and their attitudes changed due to technological development of the mobile handsets. So the researcher has taken this study to analyze how the people prefer a particular brand and their level of satisfaction.

#### **OBJECTIVES OF THE STUDY**

1. To analyze the consumer preferences, for mobile phone set in the market.
2. To find out the reason for the selection of a particular brand.
3. To know the satisfaction among the mobile phone set.

#### **METHODOLOGY**

In this study both secondary and primary data were used for analysis, secondary data has been collected from brochures of different mobile manufactures, magazines, journals, websites, newspaper and different literatures. In order to know the consumers preference questionnaire have been framed and pilot study was conducted with 14 respondents and according to the light of the enquiry the questionnaire has been changed and final questionnaire was drafted.

The researcher collected the Thiruvannamalai district boundary map from Thiruvannamalai municipal office, in that the whole Thiruvannamalai district 8 Taluks. The researcher took that 8 taluks and from each Taluk 14 respondents were selected 112 by adopting convenience sampling method. But out of 112 sample respondents, 12 respondents did not respond and co-operate properly to the researcher for his study, so the total number of effective sample is 100.

#### **TOOLS OF THE STUDY**

The satisfied tools were used for the study.

#### **SCOPE OF THE STUDY**

As competition in the telecom area intensified, service, provider, took new initiatives to attract customers. Prominent among these were celebrity endorsements loyalty rewards, discount coupons, business solutions and talk time schemes. The most important consumer segments in the cell phone industry were the youth segment and the business class segment. Future growth business will most certainly come much from the technology driven value additions as from expanded coverage.

The attraction of mobile phone set services is increasing day –by day. The continued expansion of the services and facilities made available by the cellular operates through mobile telephony which are made possible by technological up gradation as well as information technology revolution.

#### **LIMITATION OF THE STUDY**

1. Due to the time factor and cost constraints, the study has been made only in Thiruvannamalai

district

2. The study has been restricted to 100 respondents of mobile phone set users.
3. Due to the time constraints the study has been focused only upon the consumer prefer rather than the dealers opinion.

#### CHAPTER SCHEME

1. The first chapter presents the introduction of the study.
2. The second chapter deals with the review of literature to fill the research gap.
3. The third chapter presents the research design of the study.
4. The fourth chapter deals with the analysis and interpretation consumers preferences of mobile phone set in the market.
5. The fifth chapter summarizes the findings, suggestions and conclusion.

**TABLE 1**  
**Consumer preference towards the mobile phone sets**

Mobile phone sets	No. of Respondents	percentage
Nokia	38	38
Reliance	14	14
Motorola	6	6
Vodafone	18	18
Sony Ericsson	12	12
Samsung	6	6
Tata indicom	6	6
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

The above table shows about the preference of consumers towards mobile phone sets. 38 per cent of the respondents preferred Nokia. 14 per cent Reliance. 18 per cent Vodafone. 6 per cent Motorola, Samsung, Tataindicom. 12 per cent of the respondents preferred Sony Ericsson. Majority of the respondents preferred Nokia sets only due to its advanced technology and clarity.

**TABLE 2**  
**Motivating Factor for Choosing the Mobile Phone Sets**

Persons	Number of respondents	Percentage
Friends	30	30
Television	40	40
News paper & magazines	26	26
Banners	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

The above table shows about the motivating factors for choosing a particular hand set. 30 per cent of the respondents were choosing their handsets through friend's opinion and suggestions. 40 per cent of the respondents were choosing their brand through television. 26 per cent of the respondents were choosing their brand through news paper & magazines. 4 per cent of the respondents were choosing their brand through banners.

**TABLE 3**  
**Analysis of Consumer Preferences Using the Same Mobile Phone Sets In a Family**

Family members	Number of Respondents	Percentage
One	16	16
Two	26	26
Three	34	34
Above three	24	24
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

The above table shows about the consumer preferences in using the same mobile phone sets in a family. 34 per cent of the respondents i.e. three members used the same mobile phone sets, Nokia. 26 per cent of the respondents i.e. two members used the same mobile phone sets in a family. 24 per cent of the respondents i.e. above three members used the same mobile phone sets in a family. Majority of the respondents preferred 'Nokia' sets only for its easy handling and comfort.

**TABLE 4**  
**Selection Pattern of Mobile Phone Sets**

Selection	Number of Respondents	Percentage
Less cost	32	32
Trusted	26	26
Easy handling	42	42
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

The above table shows the selection pattern of the mobile phone sets. 32 Per cent of the respondents selected the mobile phone sets due to its low cost i.e. Nokia. 42 per cent of the respondents selected the mobile phone set, due to its compact and easy handling. 26 per cent of the respondents selected the particular brand because of its trusted nature. 42 per cent selected easy handling mobile phone set.

**CONCLUSION**

The customers are the king and what they demand, shall have it. The force driving behind is the innovative technology and efficient product in the market. In, a country like India is respected for its immense market potential. There has been a higher competition with customer's perception. Overnight Indian consumers have several alternatives for giving and getting back various information. Government has liberal regulations for developing electronically. The linkage of the domestic Indian market to international market is likely to ensure that the technology or the models brought in by the foreign collaborators will be world class.

It can be concluded that the customers are satisfied with mobile phone services. By creating

more awareness, better coverage and connectivity the prospects for mobile phone service can be generated. A man can live in the world without eyes. But anyone cannot live in wide world without communication. Communication has as much as important in human life because a man lives without communication is similar to a man live an island with closed windows to the outside world.

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