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“A STUDY ON CONSUMER BEHAVIOUR TOWARDS MOBILE SERVICES” – A STUDY WITH REFERENCE TO SEDOM IN GULBURGA DISTRICT

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Abstract:-The cellular phone provides the users many facilities such as memory to store the important cellular phone numbers names and it also store the messages given by senders. The area of consumer behavior includes articles of both ultimate and industrial consumers. The former is the end-user of the product/service where as the later is only an intermediate user who adds further values to the product/service before it consumed by the end-user. The post paid subscribes preferred BSNL because of monthly bill, CUG plan roaming facility and cheap out going call, Different scheme. Communication and information technology are the blood streams of the business world Right quality communication will enable a person to do more business.

The purpose of the present research paper is to the motives that affect consumer behavior as well as give insights in the use of mobile phone services including the perceived value –added services and to collect general information about the users and it also discuss the various factors affecting the mobile phones user behavior in Sodom area. It also intends to know the consumer’s satisfaction with the different services .It is also observed that different factors affecting their decision are associated with their level of education , Gender, Age, income groups, prepaid connection and post paid connections ect. It is concluded that the knowledge of “ what the customer thinks” and “ what consequently would contribute to his satisfaction” , is at the requirement of the marketer for successful positioning of the services.

Keywords:Consumer behavior, mobile phones, determining factors, different service , purpose of mobile phone usage.

INTRODUCTION

Over the last few years the competition in the mobile services industry has increased significantly as these services started as one dominated by private sector enterprises and the government honestly followed a policy of “ managed competition” by licensing more than one service provider in a telecom circle. Almost all service providers are based on new technologies that were state-of-the art and supposed to be having the cheapest mobile telecom traffic in the world. Since all the service providers new and had the same weightage of the technology, their competition was more in terms of price and conditions of sale, keeping this into consideration and attempt was made to know the various mobile services by the customers of sadom Globalization, Liberalization and privatization are the latest development of 21st century. Advance in communication technology made big importance especially the smart phones have made big importance in the communication process. Mobile phone use has become a necessity and it is not considered as luxury any more even a common man and people using below the poverty line the mobile phone as necessity.

In today’s world the cellular phones cannot be viewed as a fashion or status symbol but have become investable made of devices to keep in touch with the people and professional growth. The mobile and telecom sector was open let private investment in the mid Nineties. This industry is now among the most prosperous and growing industry. In India the major players in this segment are Bharathi, Hutchinson, BPL Mobiles that use the Global satellite management GSM Standard. With this standard telephone calls can be made to and received from any place.

CONSUMER BEHAVIOUR AND BUYING BEHAVIOUR:

As buying behavior is a decision process, it is required that the marketers must understand the buying behavior of consumers, since buyers reactions to the strategy of marketers' has a great impact on their success. All purchases do not involve the same type of buying behavior. For example, take the case of a purchase of a car and purchase of soft drinks, while purchase of a car involves a complex decisions process, where as there is no conscious planning in the purchase of soft drinks.

The term consumer behavior may be defined as the behavior that a consumer displays when he is on the lookout for his purchase, using and evaluating products and services which would satisfy his needs. It is a study of human behavior with influences the purchase decision of the consumer.

A consumer is a person who purchases or has the capacity to purchase goods and services offered by the marketing firms to satisfy his personal or domestic needs. In the words of Mahatma Gandhi, "A customer is the most important visitor on our premises, he is not dependent on us, we are dependent on him, he is not an outsider to our business. He is par of it. We are not doing him a favors by serving him. He is doing us a favor by giving us an opportunity to do so." Consumer behavior relates to an individual person (micro- behavior), whereas consumption behavior relates to the mass or aggregate of individuals (macro- behavior).

"The study of consumer behavior always focuses on the decision processes of the individual consumer or consuming unit, such 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 behavior is concerned with the description and explanation of the behavior aggregates of consumers or consuming units again at a given time or over a period of time. The subject matter of consumption behavior parallels at the aggregate level to that of consumer behavior at the individual level" The area of consumer behavior includes activities of both ultimate and industrial consumers. The former is the end-user of the product/service before it is consumed by the end-user. When the behavior of both the kinds of behavior of only end users is under reference, the term consumer-behavior is used to denote it.

DEFINATIONS:

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 be means of electricity. Telephone Provide the commonest method of talking to people at a distance place.

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:

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.

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 farm of transmission of date short messaging services (sms) the industry is picking up and is poised to net revenue of Rs. 10,000 cores in the current fiscal year.

Cellular operators were able to grab about 75% of the demand for new connections as against landlines. This shows that cellular phones are becoming increasing popular because of 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 phone.

DEVELOPMENT IN MOBILE PHONES

BSNL has launched "Data one broadband: its broadband services Bangalore. The service would comprise video streaming. Video on demand, high-speed internet service, video conferencing, games and e-learning. Set top base/customers option like ash 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 .

PURPOSE OF HAVING MOBILE PHONES

Sl.no	Purpose	No.of respondents	Percentage
1	Official	6	12%
2	Flaunt	6	12%
3	Internet	5	10%
4	To be in touch with family and friends	9	18%
5	Passion	2	4%
6	Dissatisfactions with the services of landlines	5	10%
7	STD Calls	5	10%
8	Security	6	12%
9	SMS	5	10%
10	Other uses	1	2%
	Total	50	100%

Factors influencing the Mobile services:

1. Prepaid connections
2. Post-paid connections
3. Age
4. Gender
5. Education
6. Income level of the consumer
7. Purpose of mobile phone usage

STATEMENT OF THE PROBLEM:

The customer can receive communication at any place whenever they are travelling 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 services rendered to all the customers. As such there are various cellular companies via BSNL, Idea, Airtel, Reliance and Vodafone. Provide mobile phone services. The study of the customer needs and satisfaction and their behavior towards the services provided by the mobile industry and becomes imperatives. So this made the researcher to make a study on the customer's behavior of the cellular service and their performance with regards to the existing services.

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 the 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 consumers satisfaction regarding the services rendered by mobile operator.

REVIEW OF LITERATURE:

1. Riquelme(2001) conducted an experiment with 14 consumer to identify the amount of self-knowledge consumers have when choosing between mobile phone brands. The study was build upon six key attributes (telephone features, convection fee, access cost, mobile-to mobile phone rates , call rates and free calls) related to mobile phone purchasing respondents had to importance rate. The research shows that consumers with prior experience about a product can predict their choices relatively well but customers tended to overestimate the importance of features, call rates and free calls and underestimates the importance of a monthly access free, mobile-to-mobile phones rates and the connections free.

2. In a recent paper, Liu (2002) studies factors affecting the brand decision in the mobile phone industry in Asia. It was found that the choice of a cellular phone is characterized by two distinct attitudes to brands: attitudes towards the mobile phone brand on one hand and attitudes towards the network on the other. While price and regulatory of service were found to dominate choices between network providers choices between mobile phone brands were affected by new technology features such as memory capacity and SMS-options, more than size. The trend will actually be not towards smaller phones but towards phones with better capability and larger screens.

3. Banerjee & Rao (2004): in this paper highlights features include calendar and e-mail services. It is interesting to note that according to Jones the so-called killer services such as gaming gambling and music downloads are not seen that important in the diffusion of argument. However, while synchronization of calendar and e-mail. Services to pc's has become easy and fast, the importance of time planning in mobile phones becomes more and more important. In addition it seems that size and brand play to some extent an important role in decision making.

4. Asiha Khan and RuchiChaturvedi (2005); explain that as the competition in telecom area intensified, service among them were celebrity endorsements, loyalty rewards, discount coupons, business solutions and talk time schemes. The most important consumer segments in the cellular market were the youth segment and business class segment.

RESEARCH METHODOLOGY:

The research has undertaken entitled: "A study on consumer behavior towards mobile phone services" with reference to Sedum area in Gulbarga Districts. The methodology is based on interview techniques.

SAMPLING

The researcher has chosen Sedum area in Gulbarga district for it is neat the researcher living place it has around 32,000 population, of which around 5000 are in possession of cellular phones. As all these 5000 subscribers cannot be approached for want of time and access, the researcher as chosen a sample of 1% (50 subscribers) under the convenient sampling method.

DATA COLLECTION:

The researcher has used the primary data and 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 services 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 claries with him almost all the respondents showed great interest ad co-operated with the researcher.

STATISTICAL TOOLS:

The following tools and techniques have been used in the study

- Descriptive of percentage analysis

LIMITATIONS OF THE STUDY

The study has the following Limitations.

1. The sample group was restricted to Sedum Town area only
2. The sample size is limited to only 50 respondents
3. The analysis was based on the data collected with the help of the questionnaire and this mighty has its own limitations.
4. only definite and certain feature of the cell phone connections have been taken in to consideration

VARIOUS FACTORS INFLUENCING ON THE MOBILE PHONE SERVICES.

**TABLE No.1
GENDER WISE DISTRIBUTION OF THE RESPONDENTS**

Name of the service provider	Male	Female
BSNL	10	4
IDEA	8	3
Airtel	5	3
Voda phone	7	3
Tata Docomo	5	2
Total	35 (70%)	15 (30%)

Source: Primary data

The above table reveals that out of the total respondents 70% of respondents are male and 30% of the female respondents are the users of the above services in sadom. It also reveals that majority of respondents are BSNL e mobile services users.

Name of the service provider	15-25 Years	25-35 Years	35 and above	Total
BSNL	4	4	4	12
IDEA	0	3	1	4
Airtel	3	3	3	9
Voda phone	4	5	6	15
Tata Docomo	5	4	1	10
Total	16 (32%)	19(38%)	15(30%)	50

Source: Primary data

The above table reveals that out of the total respondents 32% of respondents are below the age group of 15-25 years, 38% of the respondents are between the age group of 25-35 and 30% of the respondents are above 35 years sadom. It also reveals that majority of respondents of the mobile services users are between the age group of 25-35 years. And also the majority of the respondents of sadom, mobile phone users are Vodaphone services users

**TABLE No.3
EDUCATION WISE DISTRIBUTION OF THE RESPONDENTS**

Name of the service provider	Up to 10 th standard	10-12 th standard	Graduation and above	Total
BSNL	3	3	6	12
IDEA	1	1	2	4
Airtel	2	2	5	9
Voda phone	3	3	9	15
Tata Docomo	2	3	5	10
Total	11(32%)	12(24%)	27(54%)	50

Source: Primary data

The above table reveals that out of the total respondents 32% of respondents are below the education group of up to 10th Standard, and 24% of the respondents are between the education group of 10th – 12th Standard, and 54% of the respondents are above Graduation level in sadom. It also reveals that majority of respondents of the mobile services users are between the education group of Graduation and above.

**TABLE No.4
INCOME WISE DISTRIBUTION OF THE RESPONDENTS**

Name of the service provider	Up to 10,000	10,000-20,000	20,000 and above	Total
BSNL	5	5	5	15
IDEA	2	3	2	7
Airtel	3	4	5	12
Voda phone	1	3	5	9
Tata Docomo	1	3	3	7
Total	12(24%)	18(36%)	20(40%)	50

Source: Primary data

The above table reveals that out of the total respondents 24% of respondents are the income group of up to 10,000 and 36% of the respondents are between the income group 10,000 – 20,000 and 40% of the respondents are the income group of 20,000 and above in sadom. It also reveals that majority of respondents of the mobile services users are falling under 20,000 and above income level.

**TABLE No.5
TYPE OF SCHEME OPTED BY THE RESPONDENTS**

Service providers	SCHEME OPTED		No	%
	Pre-paid	Post paid		
BSNL	10	4	14	28
IDEA	4	1	5	10
Ariel	7	5	12	24
Voda phone	9	4	13	26
Tata Docomo	4	2	6	12
	34 (68%)	16 (32%)		

Source: Primary data

It is seen from the above table that, out of total respondents of the table, 68% have availed themselves of mobile phone services under prepaid scheme, and the rest of 32% have availed themselves of service under postpaid scheme. Thus the table shows that majority of the mobile phone respondents have availed themselves of the service under prepaid scheme

**TABLE No. 6
REASONS FOR CHOOSING THE PRAPAID SCHEME**

REASONS FOR CHOOSING PREPAID SCHEME					TOTOAL	
Service providers	Cost control	Various prepaid schemes	Less usage bill burden	Less charge	No	%
BSNL	4	4	2	1	11	32.35
IDEA	1	1	0	1	3	8.8
Airtel	2	2	2	1	7	20.58
Voda phone	2	2	1	0	5	14.7
Tata Docomo	2	3	2	1	8	23.52
TOTOAL	11(32.35%)	12(35.29%)	7(20.58%)	4(11.76%)	34(11.76%)	100

Source: Primary Data

It is revealed form the table that our of the total responds of(34) availed prepaid scheme, 32.35% opted prepaid scheme due to cost control, 35.29% have opted it due to various prepaid schemes,20.58% have opted it due to less usage bill burden and the rest 11.76% have opted it due to less charges. Thus the table shows that majority of the respondent have opted themselves of prepaid sachem due to various prepaid schemes.

**TABLE No.7
REASONS FOR CHOOSIG THE POST PAID SCHEME**

REASONS FOR CHOOSING POST PAID SCHEME					TOTOAL	
Service providers	Mobile bill	CUG plan	Various post paid schemes	Cheap outgoing calls	No	%
BSNL	2	1	1	2	6	37.5
IDEA	0	1	1	0	2	12.5
Airtel	1	1	1	0	3	18.75
Voda phone	1	1	1	1	4	25
Tata Docomo	0	1	0	0	1	6.25
TOTOAL	4 (25%)	5 (31.25%)	4(25%)	3 (18.75%)	16	100

It is revealed form the table that our of the total responds of(16) availed post paid scheme, 25% opted post paid scheme due to mobile bills, 31.25% have opted it due to CUG plan ,25% have opted it due to various post paid schemes and he rest 18.75 have opted it due to cheap outgoing calls. Thus the table shows that majority of the respondent have opted themselves of prepaid scheme due to CUG Plan

**TABLE No. 8
PROBLEM WITH SERVICE PROVIDER**

Service providers	FACE ANY PROBLEM FROM PROVIDER		TOTAL	
	YES	NO	No	%
BSNL	8	11	19	38
IDEA	5	2	7	14
Ariel	4	6	10	20
Voda phone	4	5	9	18
Tata Docomo	2	3	5	10
TOTAL	23(46%)	27(54%)	50	100%

Source: Primary data

It is revealed from the above table that, out of the total respondent of the study, 46% of them report that they face problems with service provider and the rest of 54% of them report that they do not face any problems with service provider. Thus the study shows the majority of the respondent says they do not face problems with their service providers.

**TABLE No. 9
OPINION ABOUT SERVICE CHARGES**

Service providers	O P I N I O N			T O T A L	
	High	Moderate	Low	No	%
BSNL	5	7	3	15	30
IDEA	4	5	2	11	22
Airtel	3	5	2	10	20
Voda phone	3	4	1	8	16
Tata Docomo	1	3	2	6	12
T O T A L	16(32%)	24(48%)	10(20%)	50	100

Source: Primary data

It is seen from the above table that, out of total respondents of the table 32% report that the service charges are high, 48% report that they service charges are moderate and the rest of 20% report that they are low. The study reveals that most of the mobile phones responders report that the service charges are Moderate.

Out of total respondents 32% of the respondents are of the opinion that service charges are high 10% of the respondents are of the opinion that service charges are low and their rank is shown below.

**TABLE No.10
FACTORS INFLUENCING SATISFACTORY LEVEL**

FACTORS INFLUENCING THE RESPONDENTS						TOTAL	
Service providers	Coverage	Connectivity	Customer service	SMS	Making & receive calls		%
BSNL	2	3	2	2	3	12	24
IDEA	1	1	2	3	1	8	16
Airtel	2	2	2	2	2	10	20
Voda phone	2	2	4	1	2	11	22
Tata Docomo	1	2	1	3	2	9	18
TOTAL	8	10	11	11	10	50	100

Source: primary Data

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

FINDINGS:

1. Majority of the respondents are Male population
2. Majority of the respondents using the mobile phone services are between the age group of 25- 35 years.
3. Majority of the respondents are above Graduate level.
4. Majority of the respondents are fall under the income group of 20,000 and above.
5. Majority of the mobile phones respondents have availed themselves of service under prepaid scheme
6. Majority of the respondent have opted themselves of prepaid scheme due to
7. Majority of the respondents report that they do not face any problems with their service providers.
8. Majority of the study reveals that most of the mobile phone respondents report that the service charges are moderate.
9. Majority of the post paid subscribes preferred BSNL because of monthly bill, CUG plan roaming facility and cheap outgoing call.

SUGGESTIONS:

The following are the suggestions offered by the respondents to the service provides 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. To 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 number of customers reduce the roaming charges.

CONCLUSION:

In the competitive world of business people would expect quality products and quality service. A company which is unable to provide quality products and quality service cannot survive of the long period. Communication and information technology are the blood stream of the business world. Right quality communication will enable a person to do more business. Cellular phone service is a wonder modern fit to the world of communication. There id no accounting for taste, No company, irrespective of their business, ca satisfy their customers uniformly. To make a study in to their 'psyche' and to arrive at 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 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 revenant mobile services for their furtherance of their business. This dissertation can be used as a pioneer study by their future researches in the same field.

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