INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Polandwith IC Value of 5.09 &number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2840 Cities in 164 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** ***anytime*** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (***FOR ONLINE SUBMISSION, CLICK HERE***).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____________

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** .

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '____' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:
Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:
a) The whole manuscript is required to be in ***ONE MS WORD FILE*** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b) The sender is required to mentionthe following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
d) The total size of the file containing the manuscript is required to be below **500 KB**.
e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS**: The author (s) **full name**, **designation**, **affiliation** (s), **address**, **mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

6. **MANUSCRIPT**: Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.

7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT**: The main text should follow the following sequence:

   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

11. **EQUATIONS**:These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CONSUMER PERCEPTION TOWARDS BRAND PREFERENCE OF MOBILE PHONE SERVICE PROVIDERS

A. MUTHUKUMARAN
RESEARCH SCHOLAR & LECTURER
A.V.C. COLLEGE (AUTONOMOUS)
MANNAMPANDAL

DR. M. MATHIVANAN
ASSOCIATE PROFESSOR
A.V.C. COLLEGE (AUTONOMOUS)
MANNAMPANDAL

ABSTRACT

Branding is powerful instrument of demand creation and demand retention. Consumers are aware of and prefer a particular brand when it is available for purpose. In the era of information explosion, mobile phones are one of the most popular and effective tool which are used to communicate one person to another. Indian Mobile Phone industry is one of the fastest growing industries in the world. Mobile phone service providers are the main drivers; whereas equipment manufacturers are witnessing growth. In this light, the present study deals with consumer perceptions towards brand preference of Mobile Phone service providers in Nagapattinam District. The present study has been conducted a total of 150 respondents were selected who include the individual consumers with the help of convenience random sampling technique. The study has brought out mobile phone users of various mobile Phone service providers such as Aircel, Airtel, BSNL, TATA Docomo, Vodafone, Reliance and few other players. The objectives of this study were to assess the level of brand awareness and factors underlying customer care, coverage, performance, Pricing, accessibility and to offer the best of services.

KEYWORDS

Brand preference, Consumer perception, Mobile service providers.

INTRODUCTION

This study aims at analyzing the brand preference of mobile phone service providers in Nagapattinam District. In Indian environment, mobile phones are unavoidable one and most of the consumers should like to use mobile phones for the purpose of Communication, Education, Environment, Entertainment, etc. Mobile phone and mobile service industry have played a major role in all walks of life all over the world. This study has undertaken to identify the behavior pattern of consumers towards the brand preference of mobile network services.

IMPORTANCE OF THE STUDY

Mobile phone industry market is the fastest developing sector as well as the most competitive markets in the present day of world business environment. In the present society have known the importance and access globally with the use of mobile phones, mobile phone services are becomes more common for all age groups without any discrimination. There is a wide variety of mobile phone services providers and mobile phone brands exist in the market. The decision where to buy or not depends in the mainly on the consumer motive. An attempt has been made by the researcher to know the brand preference of consumer in the society regarding periodical offers, call charges, network coverage, and monthly rent and value added service.

STATEMENT OF THE PROBLEM

The problem has to be undertaken for this study towards the brand preference and behavior pattern of using the mobile phone services. For this purpose, preference status of consumers are to be analyzed on what basis of consumers' prefer their brands, which are the factors influencing them to buy such brand and also how buying motive is created are analyzed and concluded the extract buying behavior of the consumer.

OBJECTIVES OF THE STUDY

The following objectives are framed for this study.
- To ascertain the reasons for preferring a particular brand of mobile phone service.
- To study the factors influencing to the choice of selection from various mobile phone service provider.
- To identity the most popular brand of mobile phone service providers in Nagapattinam District.
- To analyze and understand the level of satisfaction of mobile phone service users in Nagapattinam District.
- To sum up the findings and to offer suitable suggestions.

HYPOTHESIS

The study is based on the following hypothesis framed:
1. There is no significant relationship between the age of the respondents and the impact of influenced by advertisement towards mobile service brand preference.
2. There is no significant relationship between occupational status of the respondents and the impact of influenced by advertisement towards mobile service brand preference.

SCOPE OF THE STUDY

In order to know the details about consumer brand preference of mobile phone service providers in Nagapattinam District. This study makes an attempt to analyze the various factor influencing a consumer while purchasing and using particular mobile phone service i.e., knowledge of consumers about the various attributes like, call charges, periodical offers, monthly rental, network coverage and also know the reason for choosing particular brand of mobile phone service.

RESEARCH METHODOLOGY

The methodology used in the study is explained below.

DATE AND SOURCES OF DATA

The present study has been formed with primary data and secondary data. The primary data has been collected though the issue of questionnaire to the respondents in Nagapattinam District. Some other information related to brand preference were collected from secondary sources like, books, journals, magazines, newspapers, internet sources, etc.

SAMPLE SIZE AND DESIGN

A total of 150 respondents from the Nagapattinam district were selected for the study. Convenience random sampling method has been adopted for collecting the response from the respondents. The selected sample respondents of the study are to be included the different demographical and geographical factors such as occupation, age, income, educational background and etc.

RESEARCH DESIGN

Research design constitutes the blue print of data collection, measures and analysis of data. In specific terms, a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research prose with economy in procedure. Here in this study the researcher used Descriptive Research Design, which is concerned with describing the characteristic of a particular individual, or of a group.

AREA OF THE STUDY

The study area is limited to Nagapattinam District, Tamil Nadu. Nagapattinam is an Agricultural area. It is the fast developing district of Tamil Nadu and it is poised for spectacular growth in the near future.

TOOLS USED FOR ANALYSIS AND INTERPRETATION

Statistical tools such as chi-squire test, tables and simple percentage have been used for analysis and interpretation of the data.

LIMITATATIONS OF THE STUDY

The study has limitations is execution which are listed below.

1. The study is limited to Nagapattinam District limit only.
2. The sample taken from the study comprises of 150 respondents.
3. The period of the study is restricted from March 2013 to August 2013 only.

DATA ANALYSIS AND INTERPRETATION

TABLE NO. 1: AGE GROUP

S. No.	AGE	No. of Respondents	Percentage
1	Less than 20	12	08
2	21-30	74	49
3	31-40	37	25
4	41-50	21	14
5	More than 51	06	04
	Total	**150**	**100**

Source: Primary Data

The age group of the respondents is presented Table No.1, which shows that, out of 100 percent respondents, majority 49 percent respondents were of the age 21-30 years age group and the lowest been the above 51 years age group i.e., 4 percent. Some 25 percent respondents were age group between 31-40 years. 14 percent respondents are age group between 41-50 years. 8 percent respondents below 20 years old out of 100 percent.

TABLE NO. 2: EDUCATIONAL QUALIFICATIONS

S. No.	EDUCATIONAL QUALIFICATIONS	No. of Respondents	Percentage
1	Illiterate	06	04
2	School level	31	21
3	Graduate	53	35
4	Post Graduate	37	25
5	Professional	23	15
	Total	**150**	**100**

Source: Primary Data

Educational qualifications achieved by the sample respondents shows in Table No.2. Out of 150 respondents, 35 percent of the respondents hold the first degree. 25 percent respondents achieved Post Graduate degree. 21 percent respondents studied School level of education. 15 percent of them got professional degree. Remaining 4 percent of the respondents are illiterate in the study area.

TABLE NO. 3: OCCUPATIONAL STATUS

S. No.	OCCUPATIONL STATUS	No. of Respondents	Percentage
1	Agriculturists	17	11
2	Business men	29	19
3	Employed	36	24
4	Self- employed	26	17
5	Professional	42	28
	Total	**150**	**100**

Source: Primary Data

Table 3 shows the result of occupational status of the respondents. It shows that 28 percent of the respondents are professional. 24 percent of them are employed. 19 percent respondents are business men. 17 percent are self-employed. Remaining 11 percent of them are agriculturists.

TABLE NO. 4: MONTHLY INCOME

S. No.	MONTHLY INCOME	No. of Respondents	Percentage
1	Less than Rs.5,000	21	14
2	Rs.5,001 to Rs. 10,000	28	19
3	Rs.10,001 to Rs.15,000	30	20
4	Rs.15,001 to Rs. 20,000	33	22
5	Above Rs. 20,001	38	25
	Total	**150**	**100**

Source: Primary Data

Table 4 shows that the monthly income of the sample respondents in the study area. It reveals that most of the consumer respondents i.e., 25 percent are got monthly income above Rs.20, 001. A very few respondents i.e., 14 percent of them got monthly income below Rs. 5,000. 22 percent have incomes between Rs. 15,001 to Rs.20, 000. 20 percent respondents have monthly income between Rs.10, 001 to Rs. 15,000.19 percent respondents are earned monthly income between Rs. 5,001 to Rs.10, 000.

TABLE NO. 5: SOURCES OF BRAND AWARENESS

S. No.	SOURCES	No. of Respondents	Percentage
1	Advertisements	114	76
2	Dealers	12	08
3	Family members	08	05
4	Friends	10	07
5	Relatives	06	04
	Total	**150**	**100**

Source: Primary Data

Table 5 shows that, sources of brand awareness to purchase the particular mobile phone service in the study area. Out of 100 percent respondents, majority 76 percent of them are information gathered from advertisements like, television, news paper, etc. 8 percent respondents get sources from the mobile phone service dealers. 5 percent of them get know information about the service from their family members. 7 percent respondents get sources from their friends and only 4 percent of them mobile service brand awareness from their relatives.

Chi-Square test has been applied to find out if there is any significant difference between age of the respondents and the impact of influenced by advertisements towards mobile phone service opted by them at 5% level of significance.

TABLE NO. 6: AGE OF THE RESPONENTS AND THE INFLUENCING FACTOR ON MOBILE SERVICE BRAND SELECTION

S. No.	AGE	Influenced by Advertisement	Not Influenced by Advertisement	Total
1	Less than 20	06	06	12
2	21-30	58	16	74
3	31-40	30	07	37
4	41-50	16	05	21
5	More than 51	04	02	06
	Total	**114**	**36**	**150**

Source: Primary Data

Hypothesis: There is no significant relationship between age of the respondents and the impact of influenced by advertisements towards mobile service brand preference.

Calculated value of Chi-Square test is 3.54. Table value of Chi-Square test at 5% level of significance for d.f is 9.49. Since, calculated value (3.54) is less than the table value. Therefore, the hypothesis is accepted. Thus, there is exists a relationship between the age of the respondents and the influenced of advertisement on mobile phone service brand selection.

Chi-Square test has been applied to find out if there is any significant difference between occupational status of the respondents and the impact of influenced by advertisements towards mobile phone service opted by them at 5% level of significance.

TABLE NO. 7: OCCUPATIONAL STATUS AND THE INFLUENCING FACTOR ON MOBILE SERVICE BRAND SELECTION

S. No.	OCCUPATIONAL STATUS	Influenced by Advertisement	Not Influenced by Advertisement	Total
1	Agriculturists	12	05	17
2	Business men	21	08	29
3	Employed	27	09	36
4	Self- employed	18	08	26
5	Professional	36	06	42
	Total	**114**	**36**	**150**

Source: Primary Data

Hypothesis: There is no significant relationship between occupational status of the respondents and the impact of influenced by advertisements towards mobile service brand preference.

The table value of Chi-Square test for 4 d. f at 5% level of significance is 9.49. The calculated value of Chi-Square is 3.10, which is less than the tabulated value. Hence the hypothesis may be accepted. Thus we conclude that, there is exists a relationship between occupational status and the influenced of advertisement on mobile phone service brand selection.

TABLE NO. 8: COMPANY WISE MOBILE PHONE SERVICE OWNED BY THE RESPONDENTS

S. No.	NAME OF THE COMPANY	No. of Respondents	Percentage
1	Aircel	27	18
2	Air Tel	31	21
3	BSNL	25	17
4	Reliance	09	06
5	TATA Indicom	06	04
6	Uninor	05	03
7	Vodafone	47	31
	Total	**150**	**100**

Source: Primary Data

Table 8 indicates that the company wise mobile phone service owned by the sample respondents in the study area. Out of 150 respondents, 31 percent of them have Vodafone service. 21 percent respondents are used to Airtel service. The third position got to Aircel service like 18 percent. 17 percent of them are having BSNL mobile service. 6 percent got Reliance.4 and 3 percent respondents are used to TATA Indicom and Uninor mobile phone services respectively.

TABLE NO. 9: YEARS OF USING MOBILE PHONE SERVICES

S. No.	YEARS OF USING	No. of Respondents	Percentage
1	Less than 1 year	33	22
2	1-3 years	45	30
3	4-6 Years	27	18
4	7-9 Years	24	16
5	Above 10 Years	21	14
	Total	**150**	**100**

Source: Primary Data

Table 9 shows that the years of using mobile phone services by the sample respondents. Out of 150 respondents, majority 30 percent of them are used their mobile service 1-3 years. 22 percent respondents are using their mobile phone service. 18 percent respondents are used their mobile service 4-6 years. 16 percent of them used their mobile service 7-9 years. Remaining 14 percent of them used their mobile phone service above 10 years.

TABLE NO. 10: CONSUMER PREFERENCE ON MOBILE PHONE SERVICE PROVIDERS ON THE BASIS OF PLAN

S. No.	MOBILE PHONE SERVICE PROVIDERS	No. of Respondents				TOTAL	
		Post-Paid		Pre-Paid			
		No.	%	No.	%	No.	%
1	Aircel	05	03	22	15	27	18
2	Air Tel	04	02	27	19	31	21
3	BSNL	09	06	16	11	25	17
4	Reliance	01	01	08	05	09	06
5	TATA Indicom	01	01	05	03	06	04
6	Uninor	01	01	04	02	05	03
7	Vodafone	11	07	24	47	47	31
	Total	**32**	**21**	**118**	**79**	**150**	**100**

Source: Primary Data

Table 10 highlights that, consumer preference on mobile phone service providers on the basis of plan. Majority of 79 percent have pre-paid and remaining 21 percent respondents have post-paid plan. In pre-paid plan, 24 percent respondents used Vodafone service and 19 percent respondents used to Airtel service. In post-paid plan, 7 percent respondents used Vodafone service and 6 percent respondents used to BSNL mobile service among the sample respondents.

TABLE NO. 11: MONTHLY MOBILE EXPENDITURE

S. No.	MONTHLY EXPENDITURE	No. of Respondents	Percentage
1	Less than Rs.350	45	30
2	Rs.351 to Rs.700	38	25
3	Rs.701 to Rs.1,000	30	20
4	Rs.1,001 to 1,350	24	16
5	Above Rs.1,351	13	09
	Total	**150**	**100**

Source: Primary Data

Table 11 shows that, monthly mobile expenditure spent by the sample respondents. Out of 150 respondents, majority 30 percent said that spent less than Rs.350 as their usage of mobile phone service. 25 percent of them spent their mobile charges between Rs. 351 to Rs.700. 20 percent said that pay the expenditure between Rs.701 to Rs.1, 000. Next 16 percent of them spent Rs.1, 001 to Rs.1, 350. Only 9 percent say that spent above Rs.1, 351 per month on mobile phone service.

TABLE NO. 12: FACTORS MOTIVATE TO PURCHASE THE MOBILE PHONE SERVICES

S. No.	MOTIVATING FACTORS	No. of Respondents	Percentage
1	Call charges	15	10
2	Customer care services	24	16
3	Facilities/plan	48	32
4	Network coverage	54	36
5	Quality of service	09	06
	Total	**150**	**100**

Source: Primary Data

Table 12 shows that factors motivate to purchase a particular mobile phone service. 36 percent respondents prefer network coverage as the most primary factor motivates to buy a particular brand of service. 32 percent respondents have motivating factor for purchase decision on facilities/plan. 16 percent of them who prefer customer care service as their deciding factor to buy a particular mobile phone service. 10 percent respondents who prefer for only call charges and remaining 6 percent of them have reported quality of service is the most important factor for choosing a particular brand.

TABLE NO. 13: REASON BEHIND FOR SELECTING OR USING OF MOBILE PHONE SERVICE

S. No.	REASON BEHIND FOR SELECTING OR USING OF MOBILE PHONE SERVICE	No. of Respondents	Percentage
1	Free SMS	26	17
2	Roaming facilities	18	12
3	Add-on card	22	15
4	Access to recharge credit	40	27
5	Value-Added services	44	29
	Total	**150**	**100**

Source: Primary Data

Table 13 reveals that reason behind for selecting a particular mobile phone brand service. Out of 100 percent respondents, majority of 29 percent respondents are selecting a particular brand for value-added services. Another 27 percent respondents selecting the particular mobile phone services are access to recharge card facilities. 17 percent respondents who are selecting for free SMS facilities. 15 percent respondents reason behind for using Add-on card services. Remaining 12 percent respondents select for roaming facilities.

TABLE NO. 14: CONSUMER SATISFACTION LEVEL ON THE PERFORMANCE OF SERVICE PROVIDERS

S. No.	LEVEL OF SATISFACTION	No. of Respondents	Percentage
1	Highly satisfied	32	21
2	Satisfied	86	58
3	Neutral	16	11
4	Dissatisfied	09	06
5	Highly Dissatisfied	07	05
	Total	**150**	**100**

Source: Primary Data

Table 14 clearly shows that the level of satisfaction among the users of mobile phone service in the study area. It is seen from the analysis that, out of 150 sample respondents, 58 percent are satisfied about their mobile service. 21 percent of the respondents who are using their mobile service highly satisfied. 11 percent of them stated about their mobile service neutral. 6 percent respondents expressed their opinion about their mobile service dissatisfied. Only 5 percent of them stated highly dissatisfied about their mobile phone service.

TABLE NO. 15: CONSUMERS' OVERALL EXPERIENCE OF GETTING, OWNING AND USING THE PARTICULAR MOBILE PHONE SERVICE PROVIDERS

S. No.	OVERALL EXPERIENCE	No. of Respondents	Percentage
1	Excellent	41	27
2	Good	75	50
3	Fair	30	20
4	Poor	04	03
5	Hopeless	-	-
	Total	**150**	**100**

Source: Primary Data

Table 15 shows that consumers overall experience of getting, owning and using a particular mobile phone service providers. Majority 50 percent respondents say that owning and using mobile phone service experience are 'Good'. 27 percent of them feel that overall experiences of their mobile phone service are 'Excellent'. 20 percent respondents state that using their mobile service 'Fair'. Only 3 percent respondents treat their mobile phone service connection experience are 'Poor'. None of them state that overall experience are 'Hopeless'.

FINDINGS

- Majority 49 percent of the respondents belong to the age group between 21-30 years.
- Out of 150 respondents, majority 35 percent respondents hold the first degree of educational qualification.
- Majority 28 percent respondents are professional as the major user of mobile service in the study area.
- Maximum 25 percent of respondents belong to income group above Rs.20, 001 as their monthly income.
- Nearly 76 percent respondents have reported that they have awareness about the mobile service through advertisement.
- Most of the respondents i.e., 31 percent prefer Vodafone among various mobile service brands.
- Out of 100 percent, 30 percent respondents are using their mobile service 1-3 years.
- Most of the consumers prefer pre-paid plan to be more economical as compared to post-paid plan.
- Majority of subscribers are paying monthly expenditure for their mobile service Rs.351 to Rs.700.
- Majority 36 percent of the respondents have reported that, the network coverage is the most important factor for choosing a particular mobile brand service.
- Majority 29 percent consumers considered Value-Added service features as a reason behind for selecting a mobile brand service.
- Among the total respondents, majority 58 percent consumers satisfied about their mobile service.
- Majority 50 percent respondents state that overall experience of getting, owning and using the particular mobile service are 'Good'.

SUGGESTIONS

- Mobile phone service providers especially BSNL should launch their recharge coupons made easily available for all the shops.
- BSNL service providers should try to give more new connections made easily and simplified.
- Uninor, TATA Docomo service providers should be developed adequate network facilities to the rural area so as to enable to attract the more number of customers.
- Mobile phone service providers should introduce new type of Value-Added service offered to their existing as well as new customers.
- Most of the customer unaware of periodical offers of mobile phone service providers; aggressive advertisements should be launched to create more awareness of these offers.
- Mobile phone service providers should try to reduce or drop the tariff rate for SMS.
- All the mobile phone service providers should obtain feedback from the customers so as to enable improved their mobile service.
- All the mobile phone service providers should be introduced credit account to their customers. Therefore the use of these services should be promoted among the subscribers.

CONCLUSION

In India, a number of mobile phone service providers companies competing to provide efficient and quality services to their customers. Government and private service operators are competing at close margin and are trying to provide multiple value-added services to people. Hence the mobile phone service operators should strive to provide cost effective quality equipments, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers.

REFERENCES

1. Balaji.B, "Services Marketing and Management", S.Chand& Company Ltd, New Delhi. (2009).
2. Neeran Gautam, Kokil Jain, "Consumer Behaviour- Text and Cases", Wisdom Publications, New Delhi. (2011).
3. Philip Kotler, "Marketing Management", Prentice Hall of India Private Limited, New Delhi. (1999).
4. Pillai R.S.N & Bagavathi.V, "Statistics", S.Chand & Company Ltd, New Delhi. (2001)
5. Sharma, Chouhan, Saini, "Consumer Behaviour & Market Research", RDB Publications, New Delhi. (2009).

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you tosupply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If youhave any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals