



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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CONSUMER BEHAVIOUR AND PREFERENCES TOWARDS MOBILE PHONE AND IT'S ACCESSORIES – A BEHAVIORAL STUDY

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ABSTRACT

Consumer behavior is an integral part of human behavior and cannot be separated from it. Consumer behavior is a subset of human behavior; consumer behavior is the act of consuming or using goods or services. The main objectives of the study as follows (i) to analyze the factors which contributes to the satisfaction level of the customers of mobile phones, (ii) to understand the effectiveness of the sales promotional activities of mobile phone companies and offers providing the companies. The present study is an empirical research based on survey method. Through simple random sampling 80 samples were collected. The collected data were coded, calculated and analyzed with the help of statistical tools like percentages, chi-square test; garret ranking model employed this study. From the study find out students outnumbered using the mobile phone services and also low income group people are attracted by mobile phones and they bought it by credit system. This push those into the debt trap.

KEYWORDS

consumer behavior, mobile phone, customer satisfaction

INTRODUCTION

Consumer behaviour is an integral part of human behaviour and cannot be separated from it. Consumer behaviour is a subset of human behaviour. This does not mean that human behaviour is consumption oriented. Human behaviour refers to the total process by which individual's interest with their environment. Consumer behaviour is the act of consuming or using goods or services. Consumer behaviour results from individual and environmental influences. Consumer often purchases the goods and services, which they want, others to accept. Behaviour is therefore determined by the individual's psychological makeup and the influence of other. Thus behaviour is the result of interaction of the consumer is personal influence and pressure exerted upon them by outside forces in the environment. Buying behaviour is the Process by which individuals decide whether what, where, how and from whom to purchase goods and services. An understanding of buying behaviour is essential in marketing and planning programs.

Buying behaviour involves a complicated series of stimulus and response. These motives may be expressed or unexpressed and are based upon deep seated needs or more openly felt wants when someone buy something, he psychologically satisfies both a need and a want. He purchase specific product out of a vast lot, because it provides certain mental or physical satisfaction. Modern buyers want to know not only about the product features but also to know how and why the product will benefit them. They look not only for what a product can do but also what they mean. According to Webster, buying behaviour is all psychological, social and physical behaviour of potential customers as they become aware of evaluating purchasing consuming and telling other people about the product and service. Buying behaviour emphasizes that this behaviour is both Individual (psychological) processes and group (social) processes. It follows the buyer from awareness through post purchase evaluation. It includes communication, purchasing and consumption behaviours. It is broad enough for both the consumers Individual or house hold and Industrial (organizational) buyer behavior

In this dynamic world nothing is permanent except change. We witness changes in all aspects of modern world. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today, in the era of communication novel means of communication came into existence. Postal mail has been replaced to certain extent by e-mail and landline is being replaced by hand phones called cell phones. It is reported by relevant authorities that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of cell phones is increasing even day by day. Usage of cell phones is not restricted to urban talk and educated youth.

The value of rebranding is in improving experiences that impact people's lives. Brands evolve to keep up with changing demographics, consumer lifestyles, various ethnicities becoming more prevalent and changing spending habits. Rebranding affects many touch points that provide consumer experiences, for example product delivery, or the bills we receive, as well as packaging, advertising and the retail environment (John Williams)¹. Successful rebranding requires a plan and a strategy. Companies need to assess the current brand equities, the market place and stat of the business. They need to retain what works by leveraging existing brand equities to allow the brand to re-emerge with a unique presence, a riveting promise and a fresh approach (Richard Duncan)². New consumer preferences may influence the existing customer to generate preferences for new products forcing the marketer position the present brand to other market segment (Gary Huynh)³. Competitors in the present market may launch an innovated product which may result in the loss of existing market share by old brand and making it essential for repositioning in the other market segment (Ramesh kumar)⁴. Of the dozen of categories of human action working, sleeping, chatting, breathing, buying and so forth the one of the primary importance of marketer is buying (Wholghost)⁵. At any given time a person may be faced with a number of motives, but that he probably cannot act to all of them at same time. Therefore each person has a hierarchy of motives, with the motives arranged in ascending order according to their importance. The most urgent motive is acted upon first. Motives representing wants and desires, lower in hierarchy, remain unsatisfied at least temporarily (Maslow)⁶. Money, Vanity, Acquisitiveness, Rivalry, Comfort, Adornment, Cleanliness, Companionship, Collecting, amusement, sensual gratification construction, Aggrandizement, Mental curare, Affection, Social Achievements, Ambitions inhibitive news, Reverence, Romance, Aesthetic vastest, Sex, Limitations, Curiosity, Self preservation, Sympathy, Gratitude, Patriotism and so on (Leon Sciffman. et. al.)⁷. The behaviour that consumers display in search for purchasing using and evaluating products, services and ideas which they expect will satisfy their needs (Terrel Williams)⁸. Many students have concentrated on finding the common factors that more or less determine the buying pattern of consumers (Alfred Oxenfeldt)⁹. A buyer is emotional creator, i.e., the buyer buys on impulse he does not have enough information about the products and does not make any effort towards economic evaluation of the products usefulness, some of the basic foundation of impulsive buying behaviours (Bass Frank)¹⁰. A non rational buyer does not plan his buying. it is logical and that this buying of the product and specially a specific brand is random or probabilistic. This means that the buyer is not working for a particular brand but picks up the

brand that is either appealing or available. This is a probabilistic switching behavior (John Will white)¹¹. The Characteristic of the buyer himself and other external elements exert some degree of influence on the buyer (Carl Slock)¹². Learning is the name given to changes in an individual's behaviour arising from experience (Edward Thorndike). The system or individual attitudes of behaviour and values that an individual exhibits set him apart from others (Assael, heury)¹³. Advertisers must recognize that an industrial or business buyer is not necessarily a rational buyer. Emotional appeals are equally important that is to make the buyer feel good about buying the product. These emotional aspects of industrial advertising should not ignore, even though rational motives will usually dominate the industrial buying process (Jamco Bettman)¹⁴.

From the above literature study evaluates that consumer preference changing periods to period, consumer preference relates to existing customer and their opinions. Motivation like branding, packaging, model likes to get new customers. Majority of the studies have concentrated on the consumer and their preference aspects. So, this study is going attempt the factor which is motivating to the consumer and attitudes of the consumer while selecting the brand and its aspects.

STATEMENT OF THE PROBLEM

In this dynamic world nothing is permanent except change. We witness changes in all aspects of modern world. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today, in the era of communication novel means of communication came into existence. Postal mail has been replaced to certain extent by e-mail and landline is being replaced by hand phones called cell phones. It is reported by relevant authorities that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of cell phones is increasing even day by day. Usage of cell phones is not restricted to urban talk and educated youth.

NEED FOR THE STUDY

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. This study need to understand the behaviour and preferences of mobile phone customers in the study area.

OBJECTIVES OF THE STUDY

The main objectives of this study

1. to analyze the factors which contributes to the satisfaction level of the customers of mobile phones,
2. to understand the effectiveness of the Sales Promotional Activities of mobile phone companies and offers providing the companies.
3. to examine the customer attitude towards Mobile Connection and which factor motivate to select the brands.

METHODOLOGY

The present study is an empirical research based on survey method. Through simple random sampling 80 samples were collected. Primary data were collected directly from the customers by using with the help of interview schedule. The relevant secondary data have been collected from the periodicals. The Collected data were coded, calculated and analyzed with the help of simple statistical tools percentages, chi-square test, Ranking and scaling methods used to this study.

HYPOTHESES

- HO₁: there is no significant relationship between Income and satisfaction of using mobiles
 HO₂: there is no significant relationship between gender and satisfaction of using mobiles
 HO₃: there is no significant relationship education and satisfaction of using mobiles
 HO₄: there is no significant relationship between age and satisfaction of using mobiles

SCOPE OF THE STUDY

Consumer behavior has been studied by numerous scientists including psychologists, sociologists, economists, behavior analysts and anthropologists. These scientists are attempting to understand the buyer decision making process, both individually and in groups. In this study attempting the consumer behavior and preferences towards mobile phone and its accessories analyzed consumer and problem of their lives, how the consumers searching things for their need. Also evaluation of this product and their satisfaction level, how consumer interact advertisement of the product. So this study scope has been covered in the full view of the customers and their preference.

RESULTS AND DISCUSSION

Cell phones or mobile phones are the modern gadgets which simplify the communication of all the sections of society. The researcher wanted to analyse the consumer preference towards the mobile phone connections in the study area Makkudal. For the present study sixty respondents were selected randomly in the study area and a well equipped and valid questionnaires were distributed to them. The collected raw data were classified and arranged in a tabular form. In this chapter the collected data are analysed with proper statistical tools.

Table 1 reveals both the genders use cell phones for their communication needs. In India female population is half of the total population. Therefore the researcher wanted to know the percentage of each sex, using cell phones. The study shows all the factors which is motivating to purchase the mobile phones and its accessories to analyse the gender wise. From the above table it is concluded that 60 percent of the male population use cell phones and only 40 percent of the female population use cell phones for communication. Cell phones are mostly used by the male population than the female. Age is an important factor which determines the mobile phone usage. Students, Business people, contractors, Teachers, lawyers, Doctors, etc., are using mobile phones. 40 percent of the respondents are belonged to 20 - 30 age group. 35 percent of them are belonged to 24 -26 age group. Only 10 percent of the respondents are come under the age group of above 27 years. Communication is must for all our day to day activities. All the people both educated and uneducated use mobile phones. Percent study is made to identify the educational status of the mobile phone users. The study reveals that literates i.e. the respondents who have college level study use mobile phones in larger level (35 percent) next to them the respondents who have higher secondary level education use mobile phones in larger level (25 percent). An interesting finding of the study is that 10 percent of the mobile users are illiterates. Occupation plays a vital role in mobile phone usage. Cell phones are used for communication purposes. The study area is filled with the people who have different occupational status. Maximum number of the cell phone users 55 percent is students. 20 percent of the cell phone users are private sector employees. Only 5 percent of the respondents are professionals. There is a direct relationship between income and consumption. Income is one of the determining factors of consumption. The researcher made an attempt to analyse the relationship between income and mobile phone usage. Marital status also the important factor of buying mobile phone and accessories, out of 80 respondents majority 60 percent of them not married. Only 40 percent of them got married, in the 40 percent majority 25 percent of them married females. Among the respondents majority 65 percent of them not earning any income that means they all are come under the student. They are getting money from their family for

the needs. 25 percent are come under the income group of below 5000 per month. Only 5 percent of them comes under the income group of 7501 -10000 and above 10000 respectively.

Cell phone market in India is oligopoly in its nature. Nearly 10 or more companies are providing cell phone service in India. The following table shows the consumer giving more preference to their network communications. From this table inferred that 35% of the consumers using airtel network, followed by 20% of the consumers having Vodafone and reliance network respectively. Though BSNL is a government of India undertaking, it has 10 percent of the cell phone users. Because compare to the government network private company's frequently providing lot of special offers. Changes are an essential one in the changing world. Everything's except the human beings are changing day by day. Law of diminishing marginal utility, technological advancement, price reduction, etc., is the factors which determine the year wise usage of the mobile phones.

Table 2 reveals that 50 percent of the respondents using the cell phone for less than one year. Followed by 30% of them using mobile phones 1 to 2 years only, Less than 20% of the respondents use the mobile phone for 2-3 years. This shows majority of the consumer are using mobile phone recently. Instrument refers to the hand set. Different company's products occupied the Indian mobile phone markets. 50% of the respondents owned Nokia handsets, followed by 30% of the respondents using the other mobiles like china, orion mobiles. Because next to the nokia mobile other mobiles giving very cheap rate and providing technological facilities like Bluetooth, GPRS, Infrared etc.

Purpose of using mobile phones in this study refers to the reason for what the mobile phones are used. Different people use cell phones for different purposes. From the table it reveals that 40% of the respondents using the cell phones for their family purpose. 25% of them use it for friendship as well as their love relationships. Only 5% of the respondents using mobile phones for making social as well as business relationships. Motivation is a psychological stimulus which urges a person to consume a particular product. The researcher wanted to know the motivational factors which motivated the consumers to consume the handset. The above table it is understood that 50% of the respondents purchased their hand sets for the quality, consumer refers quality means its not easily get repaired. 25% of the respondents are motivated by the speciality in their handsets like Bluetooth, mega pixel camera etc. 20% of them gets motivated because of the price of the cell phones.

Contributing factors refer to the factors which introduce the cell phones to the cell phone users. Table 3 examined 55% of the respondents buying the mobile phone because of the contribution to their friends. Advertisement plays a vital role in introducing the cell phones to the respondents. 40 percent of the respondents got aware of the cell phones through advertisement. Only 5% of the respondents getting aware to their co-workers. It refers to the system, which the mobile service providers given to the customers. Different service systems are followed by the service providers. 90% of the respondents having prepaid mode cards and followed by 10% of them using post paid cards. The service provider now a day's not ready to give post paid cards because number of post paid holder has not paid their dues.

Usage awareness of mobile phone customers shows in the table 4. From the table it is inferred that all the respondents using mobile phones regularly. 35% of the customers reported that they are using mobile connection with special schemes, remaining 65% of the respondents using normal schemes. The special schemes of the customers reported that 43% of them having one year validity plus free SIMs and also three year incoming free cards. Only 14% of the mobile phone customers having night free cards using booster pack. Majority 45% of the respondents feel good about their connections and 35% of them reported that the connection giving more than good facility. 20% of the respondents they were feeling moderate position of the connections.

Satisfaction level of the mobile respondents presented in the table 5. From this table 25% of the respondents having more than one connection but 75% of them using only one connection. Half of the respondents reported that they are ready to change their connection and also they were still remain the present connection respectively. In this regard 40% of the respondents i.e. 16 reported that payment of the connection not suitable for them. 30% of the respondent i.e. 12 person going to change because of number, 20% of reported that they are not getting new facilities from their service provider. The overall performance of the mobile phone connection and it accessories, 90% of the respondent satisfied with consumer facilities.

From the table 6 shows the garret ranking table from the selected sample respondents. Majority of the respondents preferred to have the mobile phone and its accessories the concern company frequently giving the special offers, from the table shows least mean scores 45.05 followed by continuous connections (45.70) shows the second rank. The sample respondents feel that provide good service to their customers also shows impact of the usage, followed by call charges (49.85), friends chat (51.6) and connection of the handset (59.15) showing the rank respectively 4th, 5th and 6th rank.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN AGE AND SATISFACTION OF USING MOBILES

Table 7 shows the tabulation of age and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (35.56) of chi-square value is more than the table value (16.92) at 5% level of significance for 8 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between age and satisfaction with mobile phone connection.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN GENDER AND SATISFACTION OF USING MOBILES

Table 8 shows the tabulation of sex and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (5.93) of chi-square value is more than the table value (3.84) at 5% level of significance for 1 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between gender and satisfaction with mobile phone connection.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP EDUCATION AND SATISFACTION OF USING MOBILES

Table 9 shows the tabulation of educational qualifications and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (19.68) of chi-square value is more than the table value (14.07) at 5% level of significance for 7 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between educational qualification and satisfaction with mobile phone connection.

H0: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN INCOME AND SATISFACTION OF USING MOBILES

Table 10 shows the tabulation of income and satisfaction with mobile phone connection from the customers of mobile phone users. Since, the calculated value (38.97) of chi-square value is more than the table value (12.59) at 5% level of significance for 6 degrees of freedom. The null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between income and satisfaction with mobile phone connection.

SUGGESTIONS

- Present study reveals that students outnumbered other cell phone users. Cell phone usage will definitely reduce the concentration on studies. Therefore both the parents and the governments should come forward to regularize the cell phone usage of the students.
- The low income group people are attracted by cell phones and they purchased it by credit system. This push them into the debt trap. Steps should be taken by the government to supply cell phones at free of cost.
- Airtel connection in preferred by most of the consumers in the study area. It is because of the various schemes introduced by Airtel. To attract the consumers all other cell phone providers should come forward to introduce consumer based services.
- Only 50 percent of the respondents are attracted by the special scheme offer. If the remaining 50 percent of the respondents are motivated, the cell phone services will be more attracted. For this the cell phone service providers should identify the needs the dissatisfied consumers.
- When we analyse the satisfaction level continuous connectivity and services provided by the cell phone companies get poor response. Therefore the mobile connection gets poor response. Therefore the mobile connection providers should come forward to develop their continuous connectivity and services.
- Present study reveals that 50 percent of the respondents in the study area wanted to change their schemes. It reflects the dissatisfaction of the consumers towards the cell phone services. Therefore cell phone companies should take essential measures to rectify the dissatisfaction of the consumers.
- Call charges should be minimized to attract the consumers. Many respondents feel that net work problem is one of the most important problem they are facing. Enough signal Towers should be established in the rural areas to solve this problems.

- Some cell phone service providers give free SMS service to their customers. This service should be given by all the service providers to attract the consumers.

CONCLUDING REMARKS

Purchasing behaviour involves complicated services of stimulus and response. These stimuli are called as motives. These motives may be expressed or unexpressed and are based upon deep seated needs or more openly felt desires when someone purchase something, the person psychologically satisfies both a need and a want. Modern purchasers want to know not only about the product features but also to know how and why the product will benefit them. They look not only for what a product can do but also what they mean. Present study is an attempt to analyse the various factors involved in the consumer preference towards mobile phone connections in Mukkudal Town Panchayat area. Important findings and suggestions are made out of the study. It reflects the nature of the consumer preference of mobile phone connections. If the mobile phone service providers consider the suggestions which are made by the researcher it will be helpful not only for the consumer but also for the service providers.

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TABLES

TABLE 1 - SOCIO – ECONOMIC PROFILE OF THE SAMPLE RESPONDENTS

S.I No	Particulars	Female	Male	Total
A. Age distribution				
(i)	Below 20 years	12 (15.0)	20 (25.0)	32 (40.0)
(ii)	21 – 23 years	0 (0.0)	12 (15.0)	12 (15.0)
(iii)	24 – 26 years	16 (20.0)	12 (15.0)	28 (35.0)
(iv)	Above 27 years	4 (5.0)	4 (5.0)	8 (10.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
B. Educational qualification				
(i)	Illiterate	4 (5.0)	4 (5.0)	8 (10.0)
(ii)	Secondary	4 (5.0)	0 (0.0)	4 (5.0)
(iii)	Higher secondary	16 (20.0)	4 (5.0)	20 (25.0)
(iv)	Graduate	8 (10.0)	20 (25.0)	28 (35.0)
(v)	Postgraduate	0 (0.0)	4 (5.0)	4 (5.0)
(vi)	Technical	0 (0.0)	16 (20.0)	16 (20.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
C. Occupational status				
(i)	Government employees	0 (0.0)	4 (5.0)	4 (5.0)
(ii)	Non-govt. employees	4 (5.0)	12 (15.0)	16 (20.0)
(iii)	Students	12 (15.0)	32 (40.0)	44 (55.0)
(iv)	Home maker	8 (10.0)	0 (0.0)	8 (10.0)
(v)	Any other	8 (10.0)	0 (0.0)	8 (10.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
D. Marital Status				
(i)	Married	20 (25.0)	12 (15.0)	32 (40.0)
(ii)	Un married	12 (15.0)	36 (45.0)	48 (60.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
E. Income of the respondents				
(i)	Not earning	20 (25.0)	32 (40.0)	52 (65.0)
(ii)	Below 5000	12 (15.0)	8 (10.0)	20 (25.0)
(iii)	5001 – 7500	0 (0.0)	0 (0.0)	0 (0.0)
(iv)	7501 - 10000	0 (0.0)	4 (5.0)	4 (5.0)
(v)	Above 10000	0 (0.0)	4 (5.0)	4 (5.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)

Note: Figures in the parentheses shows percentage of total respondents.

Source: Primary data

TABLE 2 - CONSUMER PREFERRED MOBILE PHONE DETAILS

S.I No	Particulars	Female	Male	Total
A. presently using the network				
(i)	vodafone	4 (5.0)	12 (15.0)	16 (20.0)
(ii)	bsnl	4 (5.0)	4 (5.0)	8 (10.0)
(iii)	reliance	12 (15.0)	4 (5.0)	16 (20.0)
(iv)	aircel	0 (0.0)	12 (15.0)	12 (15.0)
(v)	airtel	12 (15.0)	16 (20.0)	28 (35.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
B. how long are you using the connection				
(i)	Less than 1 year	16 (20.0)	24 (30.0)	40 (50.0)
(ii)	1 to 2 years	12 (15.0)	12 (15.0)	24 (30.0)
(iii)	2 to 3 years	4 (5.0)	12 (15.0)	16 (20.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
C. what instrument are you using at present				
(i)	nokia	20 (25.0)	20 (25.0)	40 (50.0)
(ii)	sony ericson	0 (0.0)	4 (5.0)	4 (5.0)
(iii)	motorola	0 (0.0)	4 (5.0)	4 (5.0)
(iv)	samsung	4 (5.0)	4 (5.0)	8 (10.0)
(v)	Any other	8 (10.0)	16 (20.0)	24 (30.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)

Note: Figures in the parentheses shows percentage of total respondents.
Source: Primary data

TABLE 3 - FACTORS INFLUENCING TO SELECTING MOBILE

S.I No	Particulars	Female	Male	Total
A. purpose of using mobile				
(i)	Business	0 (0.0)	4 (5.0)	4 (5.0)
(ii)	Home purpose	28 (35.0)	4 (5.0)	32 (40.0)
(iii)	Friendship	4 (5.0)	16 (20.0)	20 (25.0)
(iv)	Loverelationship	0 (0.0)	20 (25.0)	20 (25.0)
(v)	Social relationship	0 (5.0)	4 (5.0)	4 (5.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
B. what factor motivate to buy				
(i)	quality	8 (10.0)	32 (40.0)	40 (50.0)
(ii)	price	8 (10.0)	8 (10.0)	16 (20.0)
(iii)	speciality	16 (20.0)	4 (5.0)	20 (25.0)
(iv)	superior tehcnology	0 (0.0)	4 (5.0)	4 (5.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
C. what factor contribute to buy				
(i)	Friends	12 (15.0)	32 (40.0)	44 (55.0)
(ii)	Advertisement	20 (25.0)	12 (15.0)	32 (40.0)
(iii)	Co-workers	0 (0.0)	4 (5.0)	4 (5.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
D. mode of connection				
(i)	Pre paid	28 (35.0)	44 (55.0)	72 (90.0)
(ii)	post paid	4 (5.0)	4 (5.0)	8 (10.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)

Note: Figures in the parentheses shows percentage of total respondents.
Source: Primary data

TABLE 4 - USAGE OF MOBILE PHONES

S.I No	Particulars	Female	Male	Total
A. use regular				
(i)	Yes	32 (40.0)	48 (60.0)	80 (100.0)
(ii)	No	0 (0.0)	0 (0.0)	0 (0.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
B. do you avail any special schemes				
(i)	Yes	16 (20.0)	12 (15.0)	28 (35.0)
(ii)	No	16 (20.0)	36 (45.0)	52 (65.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
C. if yes, what special scheme				
(i)	One year validity, sms	4 (14.0)	8 (29.0)	4 (43.0)
(ii)	Three year validity	8 (29.0)	4 (14.0)	16 (43.0)
(iii)	Boster card night free	4 (14.0)	0 (0.0)	4 (14.0)
	Total	16 (57.0)	12 (43.0)	28 (100.0)
D. how do you feel about connection				
(i)	Moderate	12 (15.0)	4 (5.0)	16 (20.0)
(ii)	Good	12 (15.0)	24 (30.0)	36 (45.0)
(iii)	Very good	8 (10.0)	20 (25.0)	28 (35.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)

Note: Figures in the parentheses shows percentage of total respondents.
Source: Primary data

TABLE 5 - SATISFACTION DETAILS OF THE SAMPLE RESPONDENTS

S.I No	Particulars	Female	Male	Total
A. are you using more than one connection				
(i)	Yes	8 (10.0)	12 (15.0)	20 (25.0)
(ii)	No	24 (30.0)	36 (45.0)	60 (70.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
C. are you going to change the present connection				
(i)	yes	12 (15.0)	28 (35.0)	40 (50.0)
(ii)	no	20 (25.0)	20 (25.0)	40 (50.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)
D. if yes, what reason				
(i)	High message cost	4 (10.0)	0 (0.0)	4 (10.0)
(ii)	No other facility	0 (0.0)	8 (20.0)	8 (20.0)
(iii)	Change mode of payment	4 (10.0)	12 (30.0)	16 (40.0)
(iv)	Change to number	4 (10.0)	8 (20.0)	12 (30.0)
	Total	12 (30.0)	28 (70.0)	40 (100.0)
E. overall are you satisfied with the present connection				
(i)	yes	32 (40.0)	40 (50.0)	72 (90.0)
(ii)	no	0 (0.0)	8 (10.0)	8 (10.0)
	Total	32 (40.0)	48 (60.0)	80 (100.0)

Note: Figures in the parentheses shows percentage of total respondents.

Source: Primary data

TABLE 6 - GARRET RANKING TABLE OF FACTORS MOTIVATE TO USE MOBILE CONNECTIONS

S.No	Particulars	Total Score	Mean Score	Rank
1	Continuous connectivity	3656.00	45.70	2
2	Provide good service	3892.00	48.65	3
3	Provide special offers	3604.00	45.05	1
4	Call charges	3988.00	49.85	4
5	Connection with handset	4732.00	59.15	6
6	Any other (free of cost friends card)	4128.00	51.6	5

TABLE 7 - AGE AND SATISFACTION WITH MOBILE CONNECTIONS

	Satisfaction with mobile phone and connections			Pearson Chi-square value	Significance
	Yes	No	Total		
Below 20	28	4	32	35.56	.000
21 – 23 years	8	4	12	Df 9 – 16.92	
24 – 26 years	28	0	28		
Above 27	8	0	8		
	72	8	80		

TABLE 8 - GENDER AND SATISFACTION WITH MOBILE CONNECTIONS

	Satisfaction with mobile phone and connections			Pearson Chi-square value	Significance
	Yes	No	Total		
Male	32	0	32	5.93	.013
female	40	8	48	Df 1 – 3.84	
	72	8	80		

TABLE 9 - EDUCATION AND SATISFACTION WITH MOBILE CONNECTIONS

	Satisfaction with mobile phone and connections			Pearson Chi-square value	Significance
	Yes	No	Total		
Illiterate	8	0	8	19.68	.006
Secondary	4	0	4	Df 7 – 14.07	
Higher secondary	20	0	20		
Degree	24	4	28		
Post graduate	4	0	4		
Technical	12	4	16		
	72	8	80		

TABLE 10 - INCOME AND SATISFACTION WITH MOBILE CONNECTIONS

	Satisfaction with mobile phone and connections			Pearson Chi-square value	Significance
	Yes	No	Total		
Below 1500	56	4	60	38.97	.000
1501 – 5000	8	4	12	Df 6 – 12.59	
5001 – 7500	0	0	0		
Above 7501	8	0	8		
	72	8	80		

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