



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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A COMPARATIVE STUDY OF CELLULAR SERVICE PROVIDER OPERATING IN THE SPORT CITY OF PUNJAB, JALANDHAR

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ABSTRACT

Mobile phone was hyped as a revolutionary tool of the twentieth century, like the television and telephone in the 19th century, the field of telephonic communication has now expanded to make use of advanced technologies like GSM, CDMA, and WLL to the great 3G Technology in mobile phones. Day by day, both the Public Players and the Private Players are putting in their resources and efforts to improve their services so as to give the maximum to their customers. This study focuses on the customer satisfaction level of different cellular service provider operating in the sport city of Punjab, Jalandhar. The main purpose of this study is to find out the satisfaction level of the customer regarding current service provider, mobile phone instruments, analyze the level of awareness about Number Portability and 3G and make suggestions in the light of the findings of the study. The study was carried out in Jalandhar city. In this study opinion of customers were taken for analysis. The tools used for collecting data were structured questionnaire and unstructured interview. For analysis purpose pi chart and bar chart has been used. The results revealed that as there is a healthy competition given by the existing players in the telecommunication industry, lack or degradation in any of the services may affect the company badly. Moreover there is a huge market for 3G which can be captured by giving them proper awareness and by providing services according to their needs.

KEYWORDS

3G, Customer Satisfaction, Number Portability, Value Added Services.

INTRODUCTION

In 1880, two telephone companies namely The Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchanges in India. The permission was refused on the grounds that the establishment of telephones was a Government monopoly and that the Government itself would undertake the work. In 1881, the Government later reversed its earlier decision and a license was granted to the Oriental Telephone Company Limited of England for opening telephone exchanges at Calcutta, Bombay, Madras and Ahmadabad and the first formal telephone service was established in the country. On the 28th January 1882, Major E. Baring, Member of the Governor General of India's Council declared open the Telephone Exchanges in Calcutta, Bombay and Madras. The exchange in Calcutta named the "Central Exchange" was opened at third floor of the building at 7, Council House Street, with a total of 93 subscribers. Later that year, Bombay also witnessed the opening of a telephone exchange. While all the major cities and towns in the country were linked with telephones during the British period, the total number of telephones in 1948 numbered only around 80,000. Post independence, growth remained slow because the telephone was seen more as a status symbol rather than being an instrument of utility. The number of telephones grew leisurely to 980,000 in 1971, 2.15 million in 1981 and 5.07 million in 1991, the year economic reforms were initiated in the country.

EMERGENCE AS A MAJOR PLAYER

In 1975, the Department of Telecom (DoT) was separated from Indian Post & Telecommunication Accounts and Finance Service. DoT was responsible for telecom services in entire country until 1985 when Mahanagar Telephone Nigam Limited (MTNL) was carved out of DoT to run the telecom services of Delhi and Mumbai. In 1990s the telecom sector was opened up by the Government for private investment as a part of Liberalization-Privatization-Globalization policy. Therefore, it became necessary to separate the Government's policy wing from its operations wing. The Government of India corporatized the operations wing of DoT on 1 October 2000 and named it as Bharat Sanchar Nigam Limited (BSNL). Many private operators, such as Reliance Communications, Tata Indicom, Vodafone, Loop Mobile, Airtel, Idea etc., successfully entered the high potential Indian telecom market.

GROWTH OF INDIAN TELECOMMUNICATION INDUSTRY

Today, The Indian telecommunication industry is the world's fastest growing industry with 791.38 million mobile phone subscribers as of February 2011 according to Telecom Regulatory Authority of India (TRAI). It is also the second largest telecommunication network in the world in terms of number of wireless connections after China. As the fastest growing telecommunications industry in the world, it is projected that India will have 1.159 billion mobile subscribers by 2013.

Furthermore, projections by several leading global consultancies indicate that the total number of subscribers in India will exceed the total subscriber count in the China by 2013. The industry is expected to reach a size of ₹344,921 crore (US\$76.57 billion) by 2012 at a growth rate of over 26 per cent, and generate employment opportunities for about 10 million people during the same period. According to analysts, the sector would create direct employment for 2.8 million people and for 7 million indirectly. In 2008-09 the overall telecom equipments revenue in India stood at ₹136,833 crore (US\$30.38 billion) during the fiscal, as against ₹115,382 crore (US\$25.61 billion) a year before.

REVIEW OF LITERATURE

Sharma Sandhir, (May 2004), conducted "A Study on Choice Criteria and Satisfaction Level of Mobile Phone Service Users in India: A Case Study of Ludhiana City" The study found that majority of the existing mobile phone users were satisfied from the services of the existing Mobile Service Providers. It may be assumed that any new entrant in this field may have to provide minimum what the existing mobile service providers are providing.

VisionRI Connexion Services Private Limited, (2005), the study assesses the satisfaction level of consumers encompassing quality of technical service, quality and operational aspects of gadgets; and social / psychological costs due to unsolicited promotional calls/SMSs etc. The analysis throws light on the consumption behavior of the mobile phone users in Delhi and covers the aspects like usage pattern of the mobile phone services, assessment of the level of satisfaction, preference for various attributes and functionalities of gadgets etc.

Su-Chao Chang and Chi-Min Chou, (Aug 2006), conducted study on “Factors affecting the Satisfaction of China’s Mobile Services Industry Customer” This research set out to study the relevant factors affecting customer satisfaction with mobile services in China. This research found that perceived expectations, perceived quality, perceived value, perceived usefulness, and perceived ease of use were critical factors for customer satisfaction with mobile services. Customer satisfaction has a significantly positive direct impact on customer loyalty. Thus, as the level of customer satisfaction increases, the level of customer loyalty increases. The research concluded that if China’s mobile services industry wants to effectively increase customer loyalty, it should work out a way to improve customer satisfaction. Customer satisfaction negatively directly influences customer complaints. Thus, as the level of customer satisfaction increases, the level of customer complaints decreases. Customer complaints have significantly negative direct impact on customer loyalty. Thus, as the level of customer complaints increases, the level of customer loyalty decreases.

Scott M. Smith, (2007), conducted study on “How to Measure Customer Satisfaction: Satisfaction Measurement and Theory” Satisfaction measures involve three psychological elements for evaluation of the product or service experience: cognitive (thinking/evaluation), affective (emotional-feeling/like-dislike) and behavioral (current/future actions). Customer satisfaction usually leads to customer loyalty and product repurchase. But measuring satisfaction is not the same as measuring loyalty. Customer loyalty reflects the likelihood of repurchasing products or services. Customer satisfaction is a major predictor of repurchase, but is strongly influenced by explicit performance evaluations of product performance, quality, and value.

Cygnus Business Consulting & Research Pvt. Ltd., (2008), in its “Performance analysis of companies (April – June 2008)” has analyzed the Indian Telecom Industry in the wake of recent global recession and its overall impact on the Indian economy. With almost 5-6million subscribers are being added every month, and the country is witnessing wild momentum in the telecom industry, the Indian telecom industry is expected to maintain the same growth trajectory.

Qureshi Owais Ahmed and Sahu Anurag, (2009), “Comparative Study of the Lifetime Plans of the Cellular Companies in Bhopal” the study reveals that In Bhopal it is found that Airtel is the market leader in the lifetime plan segment. People like the lifetime plans provided by the companies and Idea having 2nd highest customers in Bhopal TATA Indicom having least customers in Bhopal, where Reliance and BSNL having almost equal percent of customer. But they are not aware about the bound of cellular companies with TRAI, that cellular companies can deliver their services till their license have validity, they have to renew it for providing further service.

Nemati Ali Raza, Khan Khurram and Iftikhar Moazzam, (Nov 2010), “Impact of Innovation on Customer Satisfaction and Brand Loyalty, A Study of Mobile Phones users in Pakistan” The purpose of research is to find out how innovation affects customer satisfaction and brand loyalty in mobile phones used by its users in Pakistan. Data was collected from the users of cellular products in vicinity of Rawalpindi and Islamabad. The data was collected from 300 users through questionnaires. Results indicate that innovation has impact on customer satisfaction and brand loyalty.

OBJECTIVE OF THE STUDY

The following are the objective of the study:

1. To study customer satisfaction level of all service providers.
2. To find out the percentage of market share of CDMA users and GSM users.
3. To find out the percentage of prepaid users and post paid users.
4. To find out the main reasons for shifting from one service provider to other service provider.
5. To analyze the level of awareness about 3G.

RESEARCH METHODOLOGY

For this study mainly primary and secondary data and information has to be used. The primary data is collected with the help of pre-tested structured and unstructured questionnaires from various respondents. But Data obtained is found suitable and complete and is used for further analysis. Secondary data and information have been collected from internet, newspaper, existing literature, magazines etc. Sometimes personal interview has been conducted with various mobile phone users.

RESULTS AND INTERPRETATIONS

In the survey 58% males and 42% females have been participate.

Most of the respondents i.e. 63% are young. They are in the age group of 21-30.

TABLE 1: PROFESSION

Profession (Occupation)	F	%age F	M	%age M	Total	Total %age
Student	9	36	5	14	14	23
Service	10	40	26	74	36	60
Business	0	0	3	9	3	5
Retiree	0	0	1	3	1	2
Housewife	6	24	0	0	6	10
Total	25	100	35	100	60	100

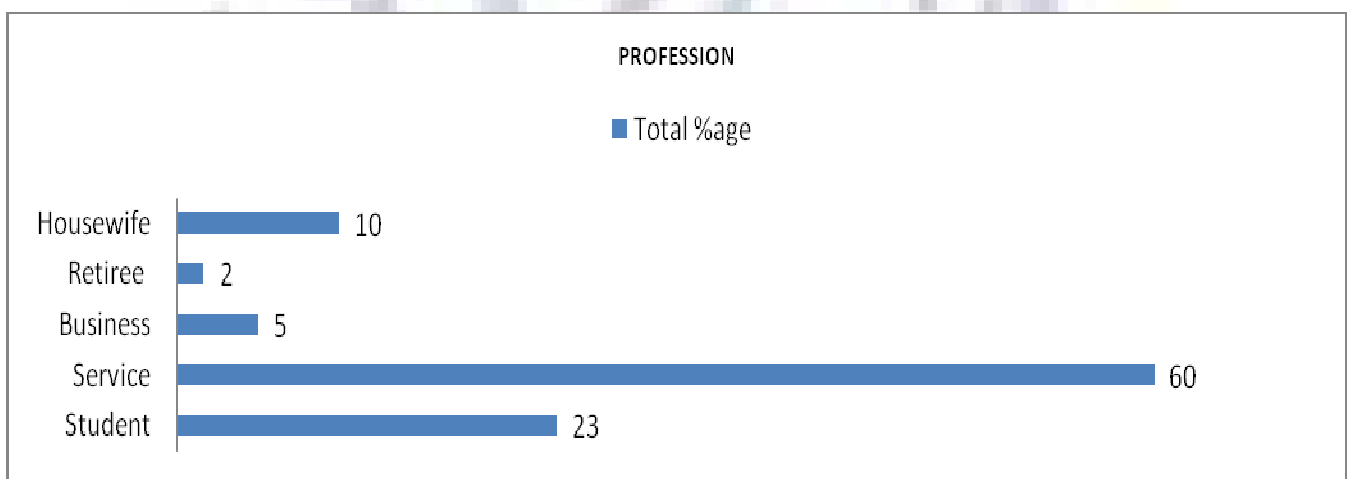


TABLE 2: INCOME LEVEL OF THE RESPONDENTS

Income Level (Per Month)	F	%age F	M	%age M	Total	Total %age
<= 10,000	1	4	4	11	5	8
10,001-20,000	4	16	11	31	15	25
20,001-30,000	6	24	8	23	14	23
30,001-40,000	0	0	4	11	4	7
>= 40,001	0	0	2	6	2	3
Not Applicable	14	56	6	17	20	33
Total	25	100	35	100	60	100

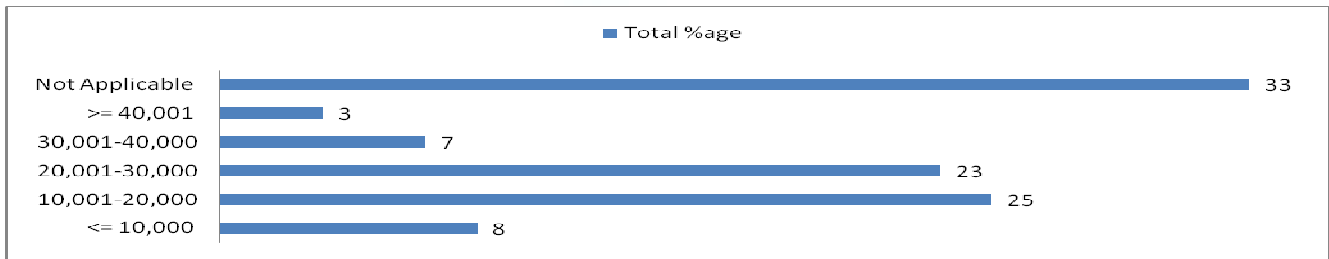


TABLE 3

Do you have a Land Line phone?	F	%age F	M	%age M	Total	Total %age
Yes	16	64	18	51	34	57
No	9	36	17	49	26	43
Total	25	100	35	100	60	100

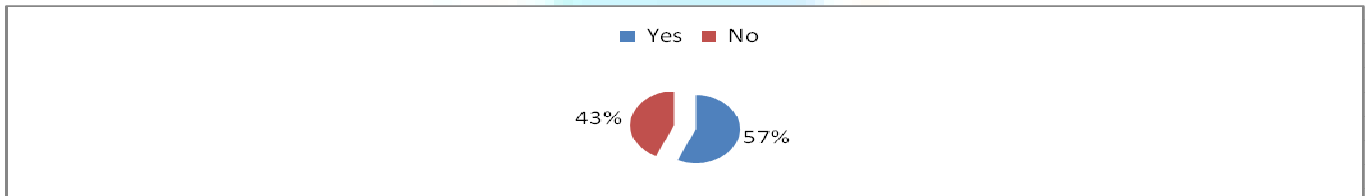


TABLE 4

Do you think Mobile is better than a Land line?	F	%age F	M	%age M	Total	Total %age
Yes	23	92	34	97	57	95
No	2	8	1	3	3	5
Total	25	100	35	100	60	100

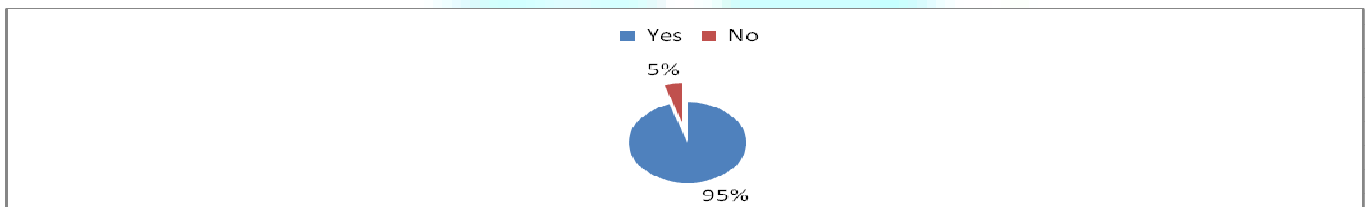


TABLE 5

Which mobile phone do you use?	F	%age F	M	%age M	Total	Total %age
Samsung	5	19	5	13	10	15
Nokia	18	67	24	62	42	64
Motorola	0	0	1	3	1	2
LG	0	0	0	0	0	0
Sony Ericson	3	11	3	8	6	9
Ping	0	0	0	0	0	0
Micro Max	0	0	3	8	3	5
Karbon	0	0	0	0	0	0
Virgin	0	0	0	0	0	0
Spice	0	0	0	0	0	0
Reliance	0	0	2	5	2	3
Videocon	0	0	0	0	0	0
Lava	0	0	0	0	0	0
Black Berry	1	4	0	0	1	2
Any Other*	0	0	1	3	1	2
Total	27	100	39	100	66	100

*Beetal, G5

Nokia is the first choice of the respondents in the Jalandhar after Nokia the order of preference is Samsung, Sony Ericson, Micro max etc.

60% respondents buy the mobile phone having cost less than equal to 6000/-.

15% respondents buy the mobile phone having a cost more than 10000/-.

37% respondents are using the mobile since last five years and 31% respondents using the mobile phone from 1-2 years.

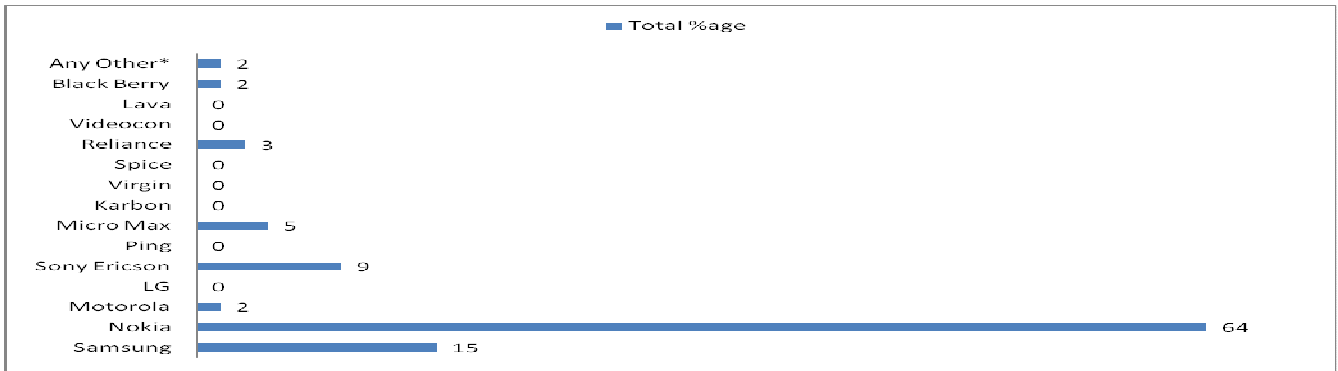


TABLE 6

Are you satisfied with the working of your mobile phone?	F	%age F	M	%age M	Total	Total %age
Yes	24	96	34	97	58	97
No	1	4	1	3	2	3
Can't Say	0	0	0	0	0	0
Total	25	100	35	100	60	100

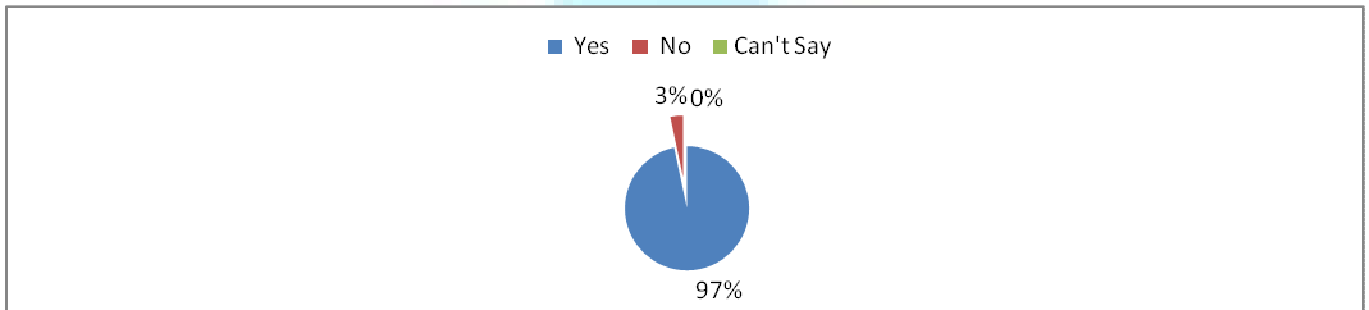


TABLE 7

Which type of cellular services you are using?	F	%age F	M	%age M	Total	Total %age
CDMA	0	0	0	0	0	0
GSM	25	100	35	100	60	100
Total	25	100	35	100	60	100

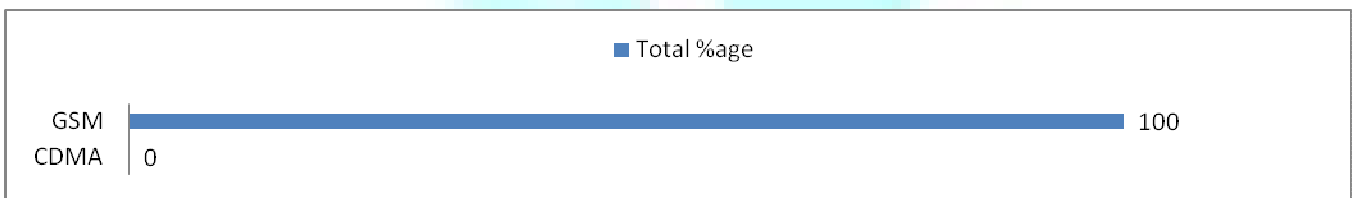
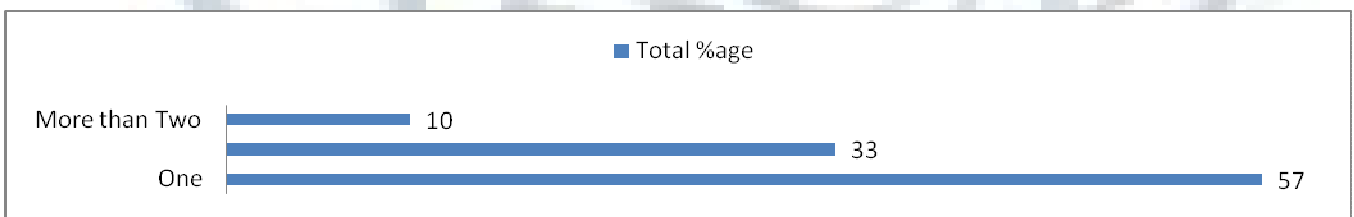


TABLE 8

How many connections do you have?	F	%age F	M	%age M	Total	Total %age
One	22	88	12	34	34	57
Two	2	8	18	51	20	33
More than Two	1	4	5	14	6	10
Total	25	100	35	100	60	100



It is inferred from table 8 that 57% respondents use one connection & 33% use two connections.

TABLE 9

Which type of cellular service providers you are using?	F	%age F	M	%age M	Total	Total %age
Idea	3	12	7	20	10	17
Airtel	11	44	17	49	28	47
Vodafone	5	20	10	29	15	25
BSNL	5	20	12	34	17	28
TATA Indicom	1	4	1	3	2	3
TATA Do Co Mo	2	8	2	6	4	7
Ping	0	0	0	0	0	0
Virgin	0	0	0	0	0	0
Aircel	1	4	1	3	2	3
Reliance	1	4	2	6	3	5
Other*	0	0	1	3	1	2

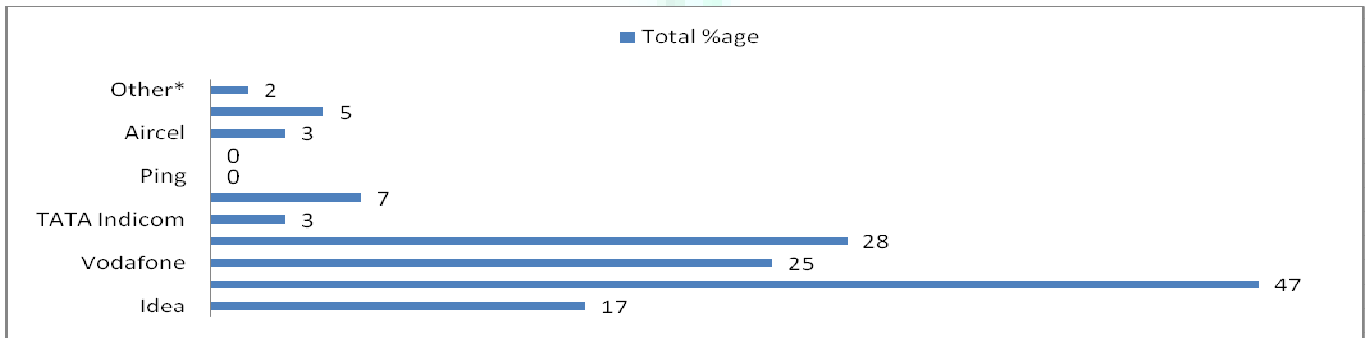


TABLE 10

Which type of connection you are using?	F	%age F	M	%age M	Total	Total %age
Pre Paid	18	72	17	49	35	58
Post Paid	5	20	12	34	17	28
Both Pre Paid and Post Paid	2	8	6	17	8	13
Total	25	100	35	100	60	100

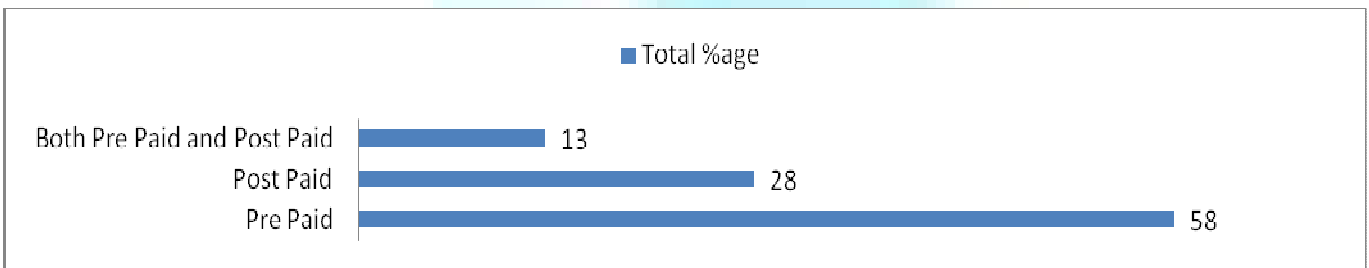
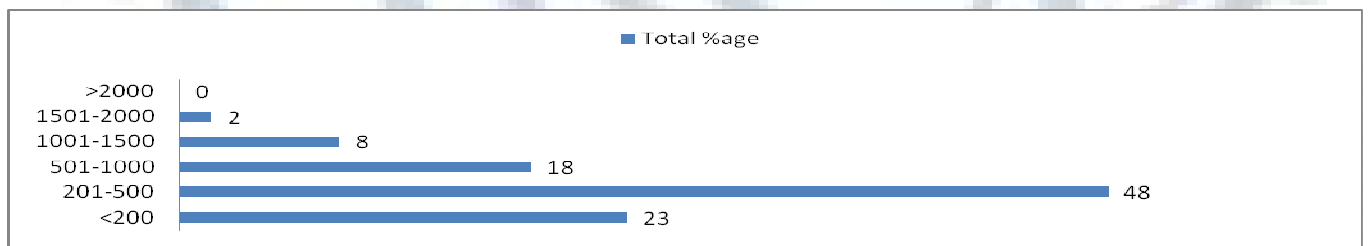


TABLE 11

What is the total monthly expenditure?	F	%age F	M	%age M	Total	Total %age
<200	5	20	9	26	14	23
201-500	15	60	14	40	29	48
501-1000	3	12	8	23	11	18
1001-1500	1	4	4	11	5	8
1501-2000	1	4	0	0	1	2
>2000	0	0	0	0	0	0
Total	25	100	35	100	60	100



The monthly expenditure of the 48% respondents lies between ₹201-500. Those who pay more than ₹500 use the cell phone more than 3hrs per day.

TABLE 12

How much you satisfied with your customer care/ service department of your current service provider?	F	%age F	M	%age M	Total	Total %age
Highly Satisfied	0	0	6	17	6	10
Satisfied	12	48	15	43	27	45
Neither Satisfied nor Dissatisfied	9	36	11	31	20	33
Dissatisfied	2	8	3	9	5	8
Highly Dissatisfied	2	8	0	0	2	3
Total	25	100	35	100	60	100

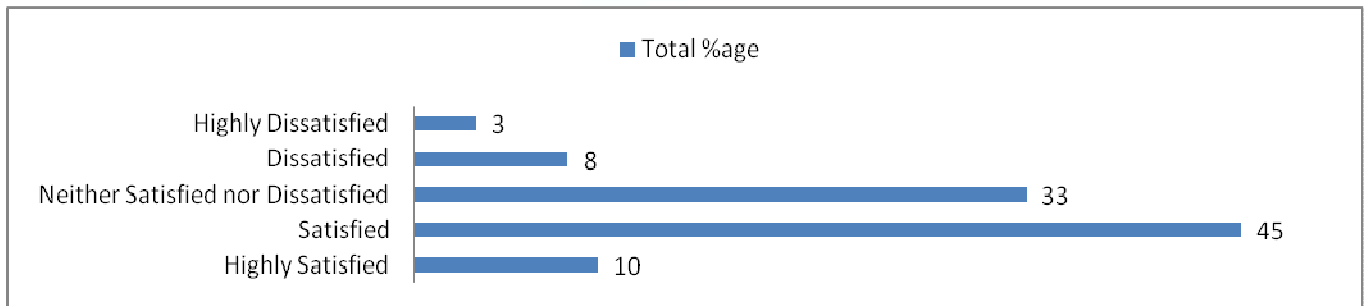
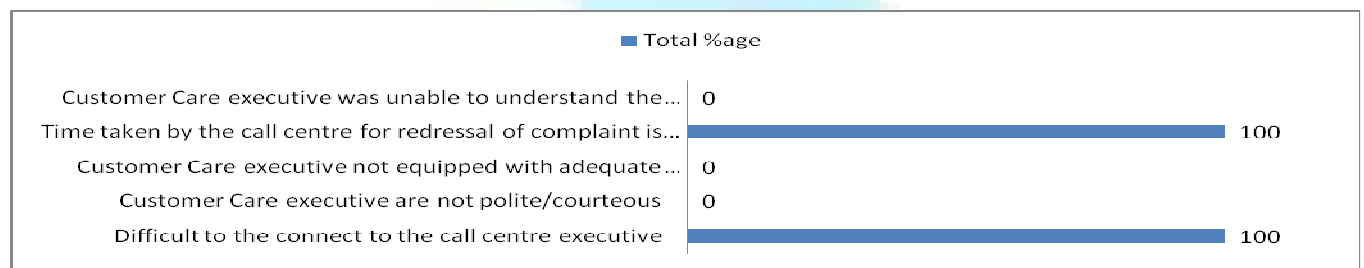


TABLE 13

Reasons of Dissatisfaction	F	%age F	M	%age M	Total	Total %age
Difficult to the connect to the call centre executive	2	50	3	100	5	100
Customer Care executive are not polite/courteous	0	0	0	0	0	0
Customer Care executive not equipped with adequate information	0	0	0	0	0	0
Time taken by the call centre for redressal of complaint is too long	2	50	3	100	5	100
Customer Care executive was unable to understand the problem	0	0	0	0	0	0



72% respondents think that advertisement medium influence the most for choosing the service provider.

TABLE 14

Do you personally pay/recharge your mobile service bill/coupon?	F	%age F	M	%age M	Total	Total %age
Yes	21	84	33	94	54	90
No	4	16	2	6	6	10
Total	25	100	35	100	60	100

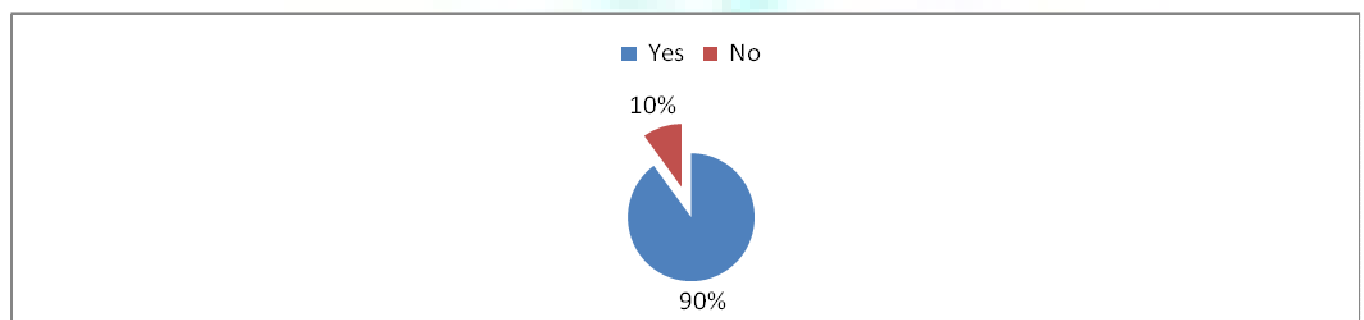


TABLE 15

How people pay their bill?	F	%age F	M	%age M	Total	Total %age
Cash / Vouchers	21	100	27	82	48	80
Net Banking	0	0	5	15	5	8
Credit Card	0	0	1	3	1	2
Mobile Banking	0	0	0	0	0	0
Other	21	100	33	100	54	90

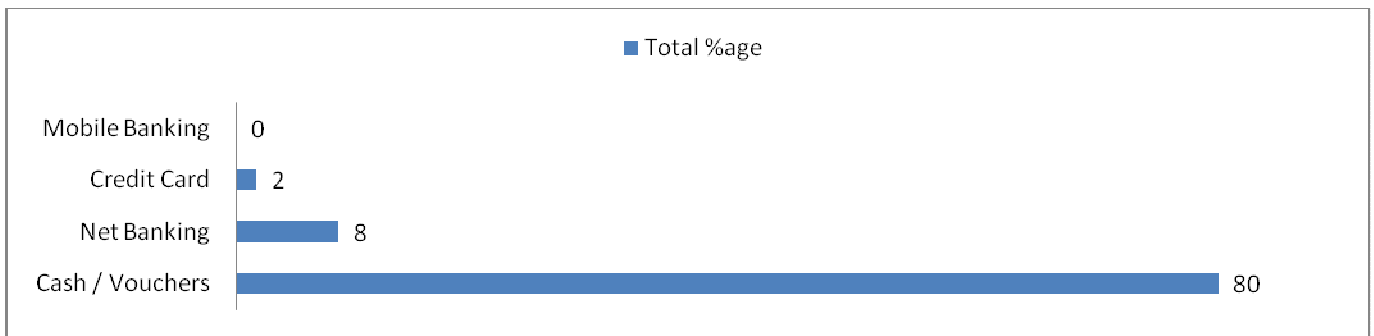


TABLE 16

If yes, how do you usually react when receive unsolicited promotional calls?	F	%age F	M	%age M	Total	Total %age
Feel happy about the importance given to you as a customer.	0	0	0	0	0	0
Receptive but not always.	8	44	1	4	9	21
Get disturbed and feel irritated.	9	50	20	83	29	69
Get very angry.	1	6	3	13	4	10
Total	18	100	24	100	42	100

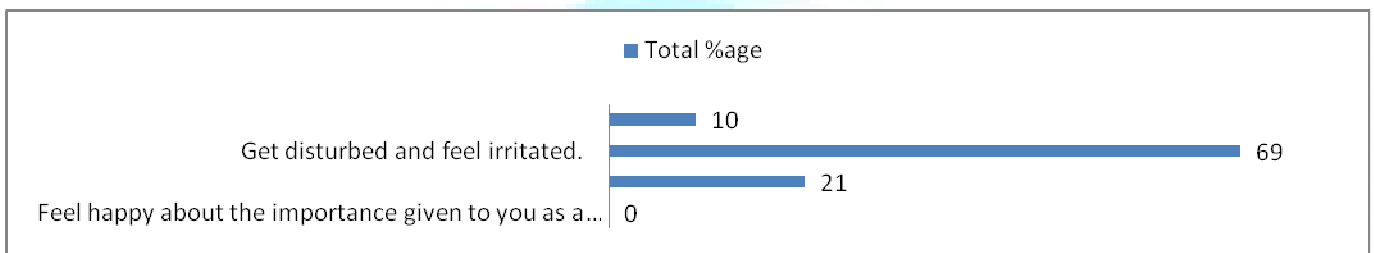


TABLE 17

If get disturbed and feel irritated' or 'get very angry', what do you do?	F	%age F	M	%age M	Total	Total %age
Ignore	10	100	22	92	32	94
Complaint at customer care with a request to block such calls and SMS	0	0	2	8	2	6
Total	10	100	24	100	34	100

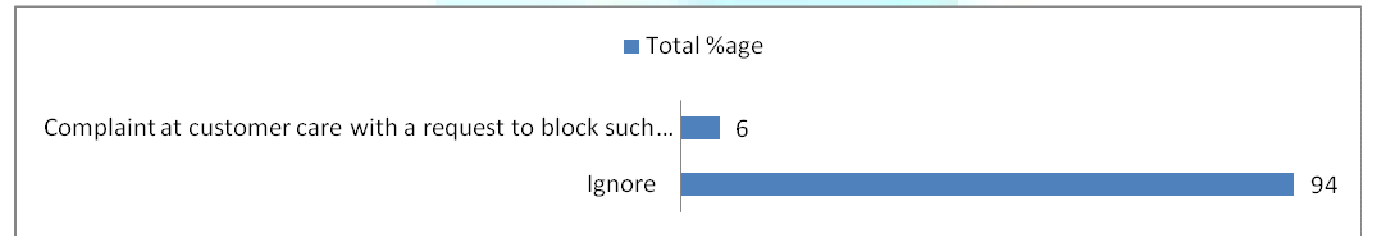


TABLE 18

Do you think Number Portability will give more consumer satisfaction?	F	%age F	M	%age M	Total	Total %age
Yes	21	84	27	77	48	80
No	4	16	7	20	11	18
Can't Say	0	0	1	3	1	2
Total	25	100	35	100	60	100

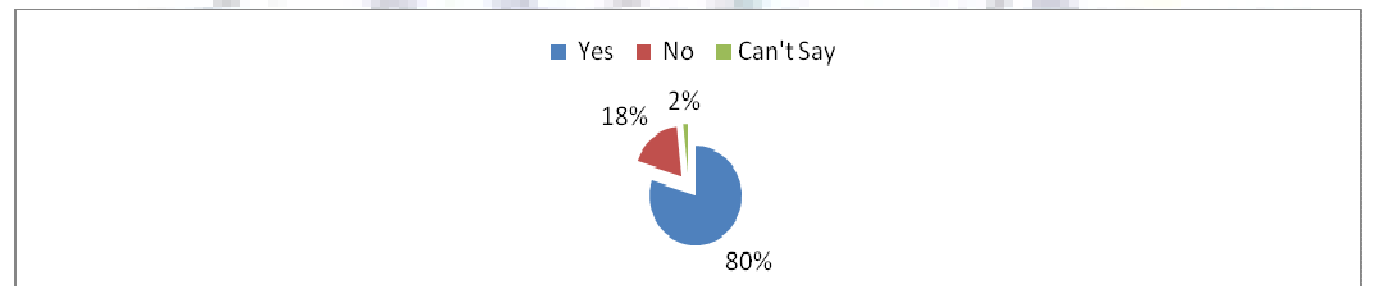
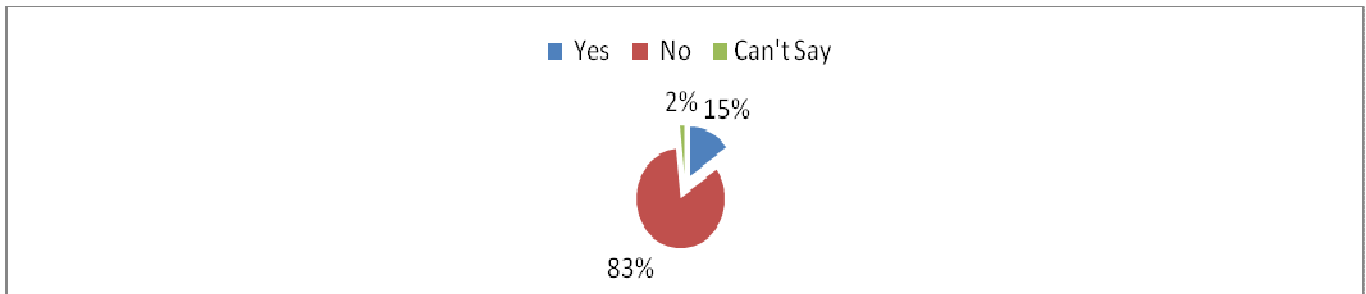


TABLE 19

Now, since Number Portability facility is available, would you like to switch your service provider?	F	%age F	M	%age M	Total	Total %age
Yes	4	16	5	14	9	15
No	21	84	29	83	50	83
Can't Say	0	0	1	3	1	2
Total	25	100	35	100	60	100



60% respondents say Call charges, Special SMS Plans and Poor network are the main reasons of changing the service provider.

TABLE 20

Do you know about 3G and its potential benefits?	F	%age F	M	%age M	Total	Total %age
Yes	20	80	25	71	45	75
No	5	20	10	29	15	25
Total	25	100	35	100	60	100

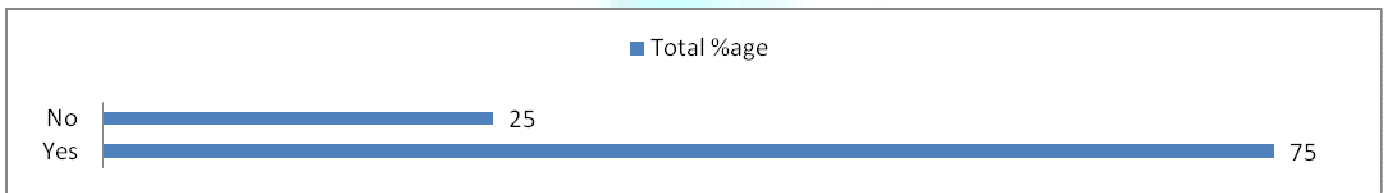


TABLE 21

Do you use 3G?	F	%age F	M	%age M	Total	Total %age
Yes	2	8	4	11	6	10
No	23	92	31	89	54	90
Total	25	100	35	100	60	100

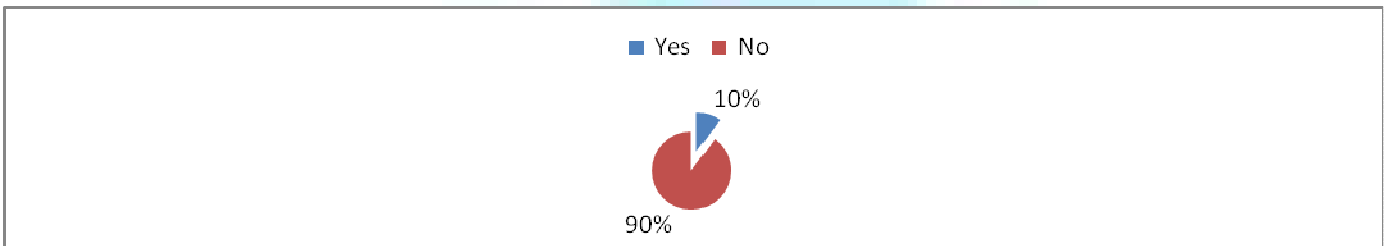


TABLE 22

If No, Will you consider using 3G in the near future?	F	%age F	M	%age M	Total	Total %age
Yes, I will use 3G within 6 months from now	2	9	10	32	12	22
Yes, I will use 3G within few years	3	13	5	16	8	15
Not sure	18	78	16	52	34	63
No, 3G is not suitable for me	0	0	0	0	0	0
Total	23	100	31	100	54	100

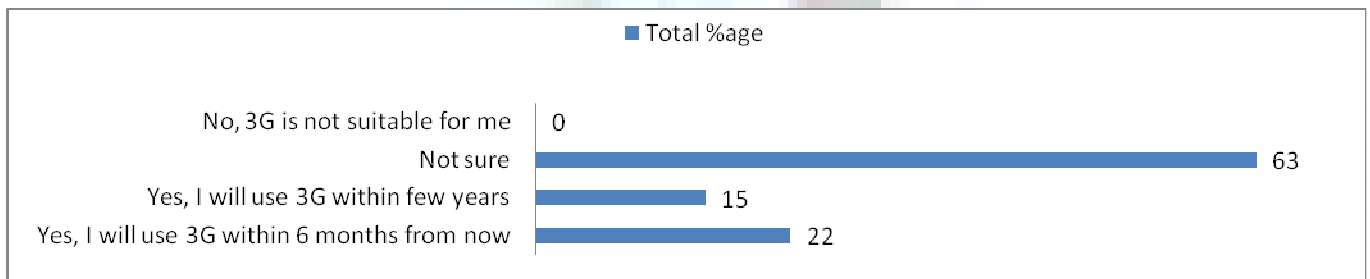
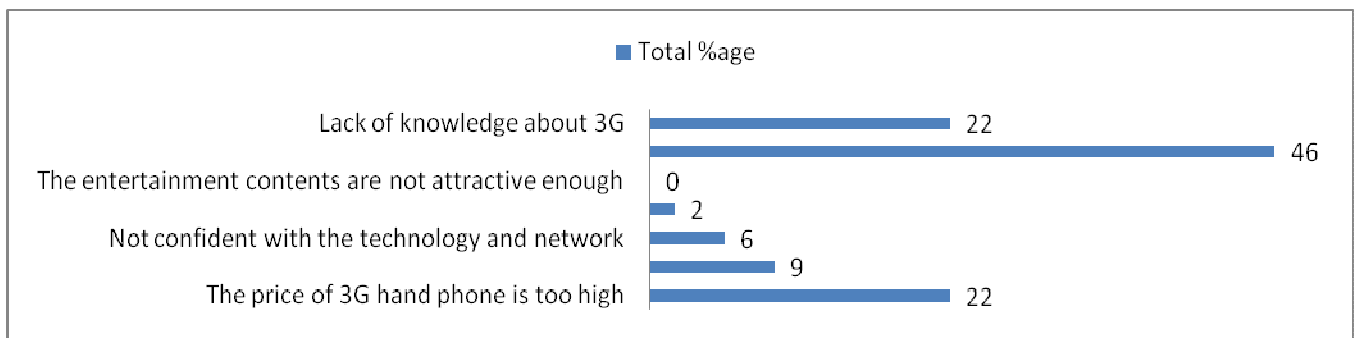


TABLE 23

If No, What are the reasons of not using the 3G?	F	%age F	M	%age M	Total	Total %age
The price of 3G hand phone is too high	3	13	9	29	12	22
The monthly subscription fee of 3G is too high	2	9	3	10	5	9
Not confident with the technology and network	0	0	3	10	3	6
3G is complicated and difficult to use	0	0	1	3	1	2
The entertainment contents are not attractive enough	0	0	0	0	0	0
Want to wait and see further before migrate to 3G	12	52	13	42	25	46
Lack of knowledge about 3G	6	26	6	19	12	22



CONCLUSION

The following facts are identified as findings of the study. As seen from the survey results, more of the population prefers to buy a mobile based on GSM technology. 51% respondents feel that poor service of the wireline service provider makes the mobile better than landline. Portability and functionality also makes it popular. 56% respondents use BSNL land line phone followed by Connect, Airtel and Reliance. Preferred brand of cell phone is Nokia and Most of the respondents are satisfied with the working of their cell phone. 60% respondents buy the cell phone having cost less than equal to ₹6000/-. Airtel is dominating in the region of Jalandhar followed by BSNL, Vodafone and Idea. 30% respondents are using the two or more than two connections. The monthly expenditure of the 48% respondents is ₹201-500. Those who pay more than ₹ 500 use the cell phone more than 3hrs per day. Most of the people pay or recharge their bill by cash. The major factors of customer satisfaction are network, billing errors and call charges. Respondents are satisfied with the customer care department but some think that it is difficult to connect the call centre executive and time taken by the call centre for redressal of complaint is too long. As there is a healthy competition given by the existing players in the industry, lack or degradation in any of the services may affect the company badly. By receiving Unsolicited Promotional calls people get disturbed and feel irritated' or 'get very angry' but most of them ignore it only 6% Complaint at customer care with a request to block such calls and SMS. 80% people thought that MNP gives customer satisfaction but they are not ready to avail the facility because they are satisfied with current service provider. Study reveals that only 10% respondents use 3G rest are not sure about the use of 3G because they want to wait and see further before migrate to 3G and Lack of knowledge about 3G.

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