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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.

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   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, 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.

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- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
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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.

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.

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- 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UNPUBLISHED DISSERTATIONS AND THESES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.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on December 17, 2011 http://epw.in/user/viewabstract.jsp

AN ANALYSIS ON IMPACT OF MOBILE PHONES ON INDIAN CONSUMER - A COMPARATIVE STUDY

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ABSTRACT

Mobile phones have the big impact on Indian Consumer. This paper empirically investigates the selection criteria of consumers for cellular phones. The samples were collected from consumers of Ludhiana & Sangrur District on the demographic profile basis i.e. on the basis of age, gender, income, occupation, education etc. Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013.This paper investigates the important attributes for a consumer & its selection criteria for mobiles that increases their usage. By using chi square tests, T Tests, F Tests, my study is able to obtain the positive & negative impact on consumer mobile switching behavior. The availability of a number of subscriber options for consumers & varied tariff rates of each player, this leads the consumers to switch between service providers. The objectives of the study are to find the factors that influence the consumers in switching the service provider. The results include the reaction of consumers for mobiles when these are on silent/vibrating mode, missing phone at home means missing something in life or not, along with the usage of mobiles while driving by Ludhiana & Sangrur Consumers.

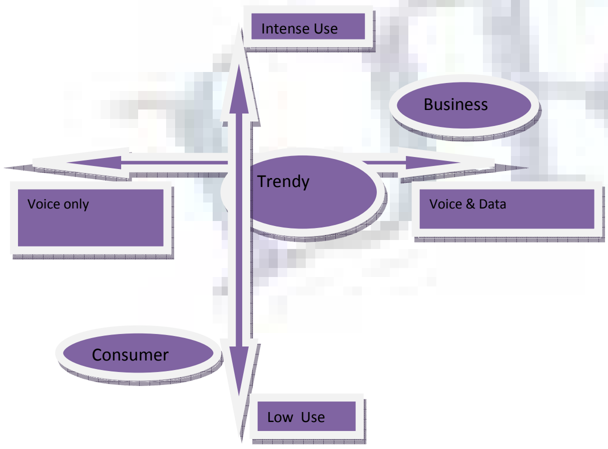
KEYWORDS

Mobile Usage, Demographic Profile, Mobile Switching behavior.

INTRODUCTION

In today's increasingly competitive environment, quality services and customer satisfaction are the most critical factors in telecom industry. Mobile telephone provides social interactions between and among people & organizations. In turn, the new demands of business have spurred many telecom based technological innovations. According to Lee et al. (2001) the mobile providers should build up customer commitment by providing good quality service to their customers. In the current marketplace, considerable attention has been paid to the concept of relationships between service providers and their customers (Barnes, 1997; Gwinner et al., 1998; Reynolds and Arnold, 2000). Today's development of communication technology ignores the global border and makes the world as "global village" (McLuhan, 1964). The telecommunication sector is experiencing global change with the liberalization and privatization in the economy. (Beard & Hartmann, 1999), which, in turn, widens a fierce competition. Telecom services have been recognized the world over as an important element in the socio-economic development of a country. The cellular phone is a natural extension of the basic telephone service with an added advantage of wireless technology coupled with ease of handling, usage, and mobility. Consumer behavior is becoming more relevant than technology when it comes to understanding future evolution in the mobile phone market. The Indian telecom sector, seen as providing the most affordable services in the world, has grown by leaps and bounds in the last decade. This remarkable journey to 100 million consumers is a testament to the vision and commitment of a company that benchmarks itself with the best in the world,'' Sunil Bharti Mittal, chairman and group chief executive officer of Bharti Enterprises said. (Times of India May 2009). This telecommunication sector contributed much to the nation's economic growth and development, which is consistent with the national vision 2020. Among the study on the potential consumers' intentions to adopt mobile data services is from Hong and Tam's (2006) study, which identified besides the dominant factor, perceived usefulness, other factors such as perceived enjoyment, perceived monetary value and social influence have strong effects on adoption intention. The effects of perceived services availability on perceived usefulness and perceived ease of use were also found to be significant. This paper would extend the study by Hong and Tam (2006) and other past studies on the adoption of new technologies.

MOBILE PHONE USER SEGMENTATION

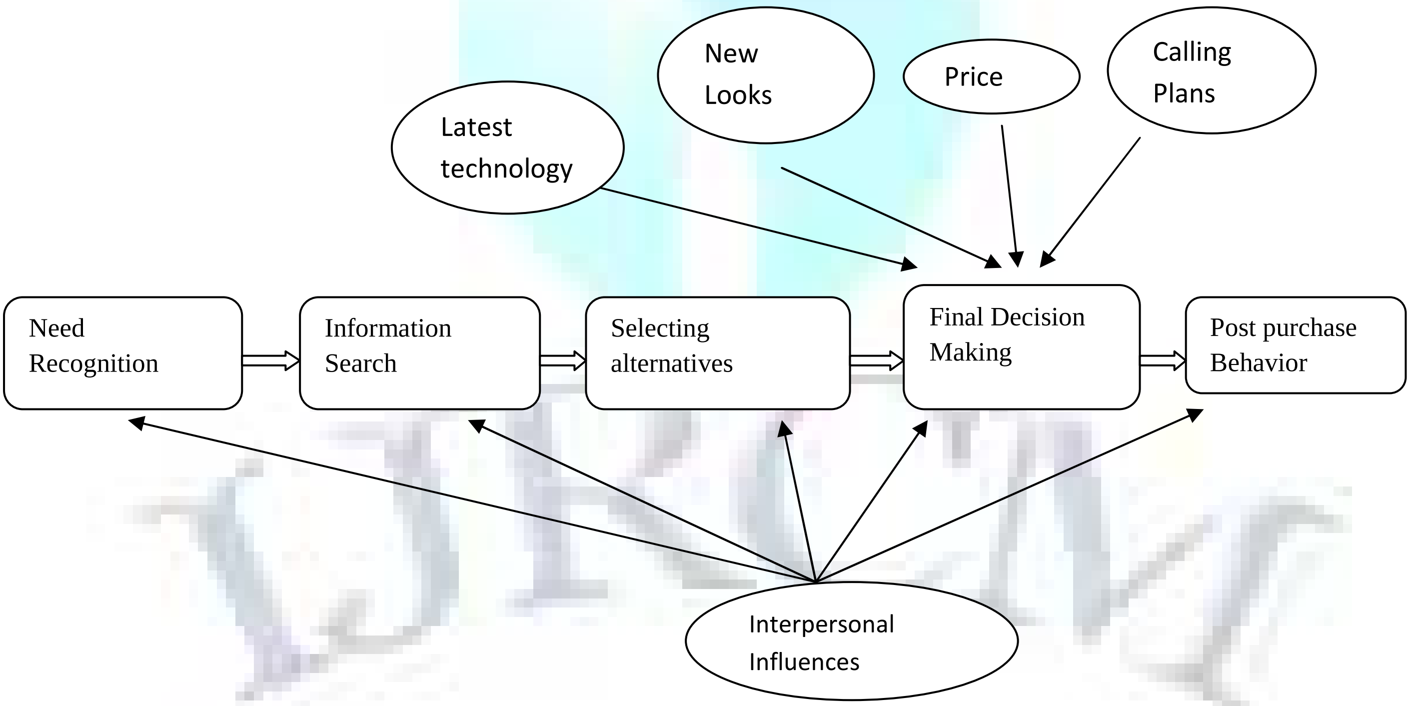


LITERATURE REVIEW

A study done by Heinonen & Strandvik (2003) showed that mobile channels are perceived to be more personal than traditional and e mail channels. This creates high expectations for the relevance of marketing communication messages. A consumer expects messages to be personal and of high interest and this makes the disappointment greater when they get undesired messages. Mobile advertising may even step over the line of discretion and invade consumers' privacy because of the personal nature of the mobile device. Li et al (2002) discusses how negative reactions like irritation arise through intrusion advertising. The channel influences consumer responsiveness to marketing communication by being perceived as either disturbing or acceptable (Abernethy 1991). If the consumer considers marketing communication via a channel as disturbing it may negatively affect the attention to and perception of the message. In contrast, the channel may also enhance the acceptance of the

marketing communication if it is perceived as appropriate for the specific marketing communication. Also, some consumers may perceive the channels as neutral, i.e. it is neither disturbing nor accepted. Wang and Lo (2002) studied on comprehensive integrated framework for service quality, customer value, and customer satisfaction and behavioral intentions of customers in China's mobile phone sector. Customer perceptions of the quality of a service are traditionally measured immediately after the person has consumed the service. In fact, a consumer's perception of service quality at the time he or she next decides whether or not to buy the service may better explain repeats buying behavior (Plamer & O'Neill, 2003). Crosby et al. (2003) examined how perceptions of quality were created and maintained in the minds of consumers. The first thing the authors noted was that an understanding of quality was not necessarily something that was perceived, let alone established, in the mind of the consumer upon the first impression. The usage of mobile services in India has penetrated to almost all economic and social sectors. Penetration rate of mobile phones in India has reached a noteworthy level. According to the Department of Telecommunications of India, there were 346.9 million wireless telephones in India as of December 2008. India's mobile subscriber base is expected to grow at a compound annual growth rate (CAGR) of 18.3% from 2007 to 20133, reaching a penetration rate of 53.4% by the end of 2013. stream in the current literature addressing various issues related to mobile communication (*m-communication*) and mobile commerce (*m-commerce*) Barnes and Corbitt,(2003). Anand & Hundal, B .S. (2007) stated examined the comparative buying behavior of rural & their urban counterparts towards the purchase of refrigerator. The factors considered by them, item of necessity, symbol of social status, advertising influence, brand reputation & time saving device (Punjab). Abraham (2007), who also looked at Kerala fishermen, found that the widespread use of mobile phones increased the efficiency of markets by decreasing risk and uncertainty, although it noted that realizing potential efficiencies depended on easy access to capital. Using mobile phones at sea, fishermen are able to respond quickly to market demand and prevent wastage from the catch – a common occurrence before the adoption of phones. Mobile phones help co-ordinate supply and demand, enabling traders and transporters to take advantage of the free flow of price information by catering to demand in undersupplied markets. Bhatt (2008), stated in his study titled "A Study of Mobile Phone Usage Among the Post Graduate Students" analyzed that it is important for mobile carriers, service providers, content developers, equipment manufacturers, as well as for parents and young people alike that the key characteristics of mobile technology is well understood so that the risks associated with it potentially damaging or disruptive aspects can be mitigated. This paper has tried to compare the usage difference by gender with respect to the difference manufacturing and service provider companies. Bismut (2006) in his study titled "Competition in European Telecom Markets" analyzed that in recent years the European telecommunications market has witnessed major developments, with rapid expansion in access to telecommunications networks and a surge in the number of available services and applications. While many factors have contributed to the transformation of the telecommunications industry, competition has played a key role in driving telecom players to invest in new technologies, to innovate and to offer new services. **Chris (2003)** has analyzed 'Telecom advertising in print media.' This research attempted to investigate why Telecom theme are used in advertisement, and the motives that lead companies and advertisers to use sport celebrities and sport concept in advertisements. From study it has been revealed that the appearance of sport celebrities in advertising endorsement occurred more often in Telecom magazines than in other magazines, because their target group is more acquainted with athletes. The sport celebrities that dominated each printed media are related with their target group characteristics.

FIGURE 1: MOBILE PHONE PURCHASER DECISION-MAKING PROCESS AND MAJOR INFLUENCING FACTORS FOR USAGE OF MOBILES



OBJECTIVES

- **To gain an insight into the perception of consumers regarding mobile service providers.**
- **To broadly identify the most impacting factors enhancing the acceptability/ utility of mobile users.**

My study has taken sample size of 796 respondents in Ludhiana & Sangrur city. Out of whole demographic profiles, I have taken gender wise analysis in this paper. So, for all the above mentioned objectives this paper categorized consumer with Male/Female category.

- **To gain an insight into the perception of consumers regarding mobile service providers.**

SERVICE PROVIDER YOU USE

Group/Sub Group	AIRTEL N	AIRTEL %	BSNL N	BSNL %	VODAFONE N	VODAFONE %	RELIANCE N	RELIANCE %	TATA Ind. N	TATA Ind. %	Other N	Other %	AIRTEL+ N	AIRTEL+ %	
City															
1.Ludhiana	115	28.82	57	14.29	71	17.79	21	5.26	26	6.52	55	13.78	54	13.53	
2.Sangrur	137	34.60	42	10.61	72	18.18	20	5.05	15	3.79	49	12.37	61	15.40	
Chi^2=7.94(df:6)															C=0.10;
Gender															
1.Male	192	33.51	71	12.39	94	16.40	28	4.89	28	4.89	77	13.44	83	14.49	
2.Female	60	27.03	28	12.61	49	22.07	13	5.86	13	5.86	27	12.16	32	14.41	
Chi^2=5.77(df:6)															C=0.08;
Education Level															
1.Primary	28	26.17	15	14.02	15	14.02	6	5.61	5	4.67	16	14.95	22	20.56	
2.Under Grad.	71	35.15	20	9.90	33	16.34	10	4.95	9	4.46	27	13.37	32	15.84	
3.Graduate	85	33.20	31	12.11	47	18.36	14	5.47	14	5.47	33	12.89	32	12.50	
4.Post Grad.	68	29.57	33	14.35	48	20.87	11	4.78	13	5.65	28	12.17	29	12.61	
Chi^2=11.85(df:18)															C=0.12;
Occupation															
1.Service	96	32.00	33	11.00	51	17.00	13	4.33	15	5.00	43	14.33	49	16.33	
2.Business	80	31.37	33	12.94	49	19.22	13	5.10	19	7.45	28	10.98	33	12.94	
3.Student	25	35.21	7	9.86	13	18.31	2	2.82	3	4.23	14	19.72	7	9.86	
4.Other	51	30.18	26	15.38	30	17.75	13	7.69	4	2.37	19	11.24	26	15.38	
Chi^2=17.77(df:18)															C=0.15;
Income Level															
1.Up to 10 Th.	43	26.54	20	12.35	36	22.22	10	6.17	5	3.09	21	12.96	27	16.67	
2. 10-25	95	34.17	37	13.31	46	16.55	11	3.96	11	3.96	41	14.75	37	13.31	
3. 25-50	57	31.32	22	12.09	32	17.58	9	4.95	12	6.59	21	11.54	29	15.93	
4.Above 50	57	32.95	20	11.56	29	16.76	11	6.36	13	7.51	21	12.14	22	12.72	
Chi^2=13.17(df:18)															C=0.13;
All Data	252	31.70	99	12.45	143	17.99	41	5.16	41	5.16	104	13.08	115	14.47	

INTERPRETATION

Location and service providers are the 2 attributes. In this task, this table shows that no value of X^2 is computable i.e. in case of location of customers reinterpret that in LDH, people mostly prefer to use the service of AIRTEL with (28.82%) maximum value among all, then Vodafone with(17.79%) of value, then BSNL, Tata, Reliance and others.

In SANGRUR also, first preference of service provider is AIRTEL, 2nd is Vodafone and then comes to BSNL, Tata, Reliance. Here DF=6 X^2=7.94.

Gender wise, male mostly used services of AIRTEL with 34%, then Vodafone with 16.40% then others like BSNL, Tata etc. same is the case of females education level wise, reinterpret from the table that primary class, under graduate, graduates, post graduates also used maximum services of AIRTEL, then Vodafone, then others idea, then to BSNL, Tata etc.

Occupation wise, income level wise also we are able to understand from the table that mostly people prefer to use AIRTEL services, others Vodafone, idea, BSNL, Tata and others etc.

	Airtel	BSNL	Vodafone	Rel	TaTa	Others	Mix +
Male	33.51	12.39	16.4	4.89	4.89	13.44	14.49
Female	27.03	12.61	22.07	5.86	5.86	12.16	14.41

CHART 1.1.1 MALE PREFERENCES FOR SERVICE PROVIDERS

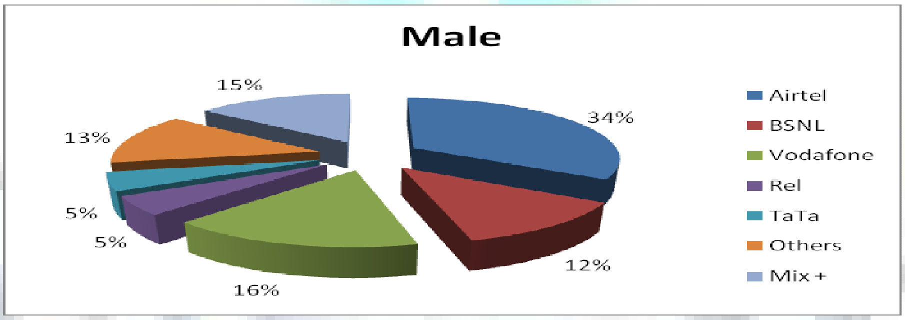
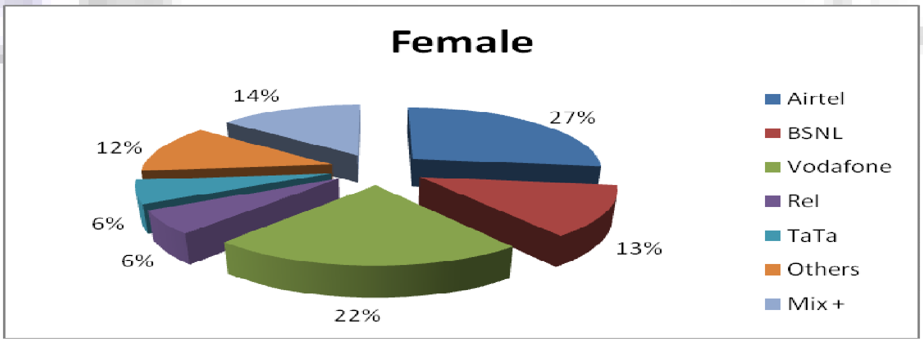


CHART 1.1.2 MALE PREFERENCES FOR SERVICE PROVIDERS



INFERENCES

From the above charts it is understood that from the whole sample both males & females prefers first service provider as Airtel, 2nd preference is for Vodafone,3rd goes to the number of mix means any service provider, then it is the turn of others, BSNL then Reliance& Tata are preferred same by both the genders equally.

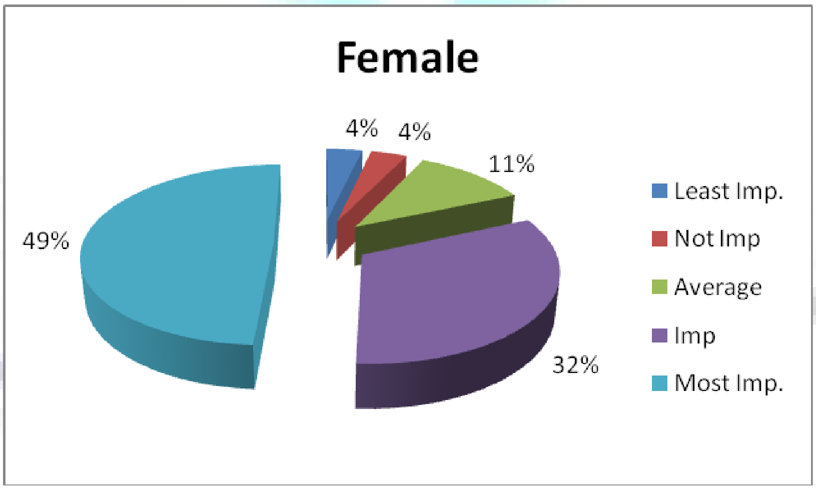
- **To broadly identify the most impacting factors enhancing the acceptability/ utility of mobile users.**

Rate the importance: Price of mobile?

Group/Sub Group	Summary WAS	Avg	SD	CV	Least Imp. N	%	Not Imp. N	%	Average N	%	Important N	%	Most.Imp. N	%	
City															
1.Ludhiana	1.29	4.29	0.96	22.38	13	3.26	7	1.75	43	10.78	123	30.83	213	53.38	
2.Sangrur	1.31	4.31	0.95	22.04	10	2.53	14	3.54	36	9.09	121	30.56	215	54.29	
Chi^2=3.36(df:4)															C=0.06;
t=0.182(df:793)															
Gender															
1.Male	1.34	4.34	0.93	21.43	15	2.62	13	2.27	54	9.42	172	30.02	319	55.67	
2.Female	1.20	4.20	1.02	24.29	8	3.60	8	3.60	25	11.26	72	32.43	109	49.10	
Chi^2=3.75(df:4)															C=0.07;
t=1.789(df:793)															
Education Level															
1.Primary	1.31	4.31	0.95	22.04	2	1.87	3	2.80	16	14.95	25	23.36	61	57.01	
2.Under Grad.	1.27	4.27	1.03	24.12	8	3.96	7	3.47	18	8.91	59	29.21	110	54.46	
3.Graduate	1.30	4.30	0.96	22.33	9	3.52	5	1.95	22	8.59	84	32.81	136	53.12	
4.Post Grad.	1.32%	4.32	0.89	20.60	4	1.74	6	2.61	23	10.00	76	33.04	121	52.61	
Chi^2=10.07(df:12)															C=0.11;
F=0.12(df:3, 791)															
Occupation															
1.Service	1.30	4.30	0.99	23.02	10	3.33	10	3.33	25	8.33	90	30.00	165	55.00	
2.Business	1.28	4.28	0.90	21.03	7	2.75	1	0.39	32	12.55	88	34.51	127	49.80	
3.Student	1.30	4.30	1.04	24.19	3	4.23	3	4.23	4	5.63	21	29.58	40	56.34	
4.Other	1.33	4.33	0.95	21.94	3	1.78	7	4.14	18	10.65	45	26.63	96	56.80	
Chi^2=16.27(df:12)															C=0.14;
F=0.07(df:3, 791)															
Income Level															
1.Up to 10 Th.	1.38	4.38	0.90	20.55	4	2.47	1	0.62	19	11.73	43	26.54	95	58.64	
2. 10-25	1.28	4.28	0.93	21.73	8	2.88	6	2.16	27	9.71	96	34.53	141	50.72	
3. 25-50	1.25	4.25	1.06	24.94	8	4.40	7	3.85	16	8.79	51	28.02	100	54.95	
4.Above 50	1.30	4.30	0.93	21.63	3	1.73	7	4.05	17	9.83	54	31.21	92	53.18	
Chi^2=12.09(df:12)															C=0.12;
F=0.59(df:3, 791)															
All Data	1.30	4.30	0.96	22.33	23	2.89	21	2.64	79	9.94	244	30.69	428	53.84	

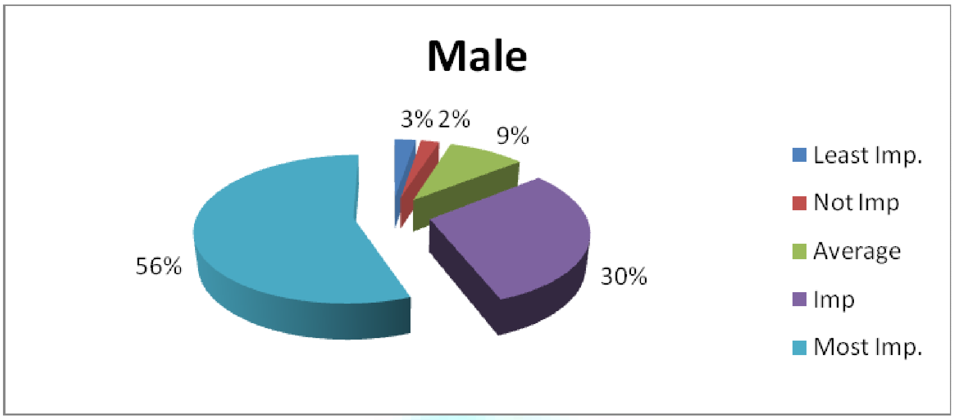
	Least Imp.	Not Imp	Average	Imp	Most Imp.
Male	2.62	2.27	9.42	30.02	55.67
Female	3.6	3.6	11.26	32.43	49.1

CHART 2.1.1 FEMALE IMPORTANCE RATING CRITERIA FOR PRICE



Among the females, 49% gives most important rating to the price of the mobile, 32% give only importance to the price feature in the mobile, 11% are average for price feature, then 4% to the least important & not important.

CHART 2.1.2 MALE IMPORTANCE RATING CRITERIA FOR PRICE



Among the Males, 56% gives most important rating to the price of the mobile, 30% give only importance to the price feature in the mobile, 9% are average for price feature, then 3% & 2% to the least important & not important.

So, from the male female category, it is clear that both gave more importance to price feature.

Rate the importance: Quality of mobile?

Group/Sub Group	Summary WAS	Avg	SD	CV	Least Imp. N	%	Not Imp. N	%	Average N	%	Important N	%	Most.Imp. N	%
City														
1.Ludhiana	1.40	4.40	0.83	18.86	5	1.25	8	2.01	35	8.77	125	31.33	226	56.64
2.Sangrur	1.37	4.37	0.89	20.37	9	2.27	9	2.27	31	7.83	124	31.31	223	56.31
Chi^2=1.46(df:4)														C=0.04;
t=0.487(df:793)														
Gender														
1.Male	1.38	4.38	0.89	20.32	11	1.92	14	2.44	52	9.08	167	29.14	329	57.42
2.Female	1.41	4.41	0.78	17.69	3	1.35	3	1.35	14	6.31	82	36.94	120	54.05
Chi^2=6.09(df:4)														C=0.09;
t=0.512(df:793)														
Education Level														
1.Primary	1.35	4.35	0.79	18.16	1	0.93	3	2.80	6	5.61	45	42.06	52	48.60
2.Under Grad.	1.37	4.37	0.89	20.37	3	1.49	7	3.47	18	8.91	59	29.21	115	56.93
3.Graduate	1.39	4.39	0.88	20.05	5	1.95	3	1.17	30	11.72	68	26.56	150	58.59
4.Post Grad.	1.42	4.42	0.84	19.00	5	2.17	4	1.74	12	5.22	77	33.48	132	57.39
Chi^2=19.05(df:12)														C=0.15;
F=0.24(df:3, 791)														
Occupation														
1.Service	1.42	4.42	0.86	19.46	6	2.00	7	2.33	17	5.67	95	31.67	175	58.33
2.Business	1.40	4.40	0.83	18.86	3	1.18	5	1.96	24	9.41	79	30.98	144	56.47
3.Student	1.14	4.14	0.98	23.67	2	2.82	3	4.23	9	12.68	26	36.62	31	43.66
4.Other	1.41	4.41	0.85	19.27	3	1.78	2	1.18	16	9.47	49	28.99	99	58.58
Chi^2=11.43(df:12)														C=0.12;
F=2.15(df:3, 791)														
Income Level														
1.Up to 10 Th.	1.33	4.33	0.94	21.71	4	2.47	6	3.70	12	7.41	51	31.48	89	54.94
2. 10-25	1.33	4.33	0.91	21.02	6	2.16	7	2.52	28	10.07	86	30.94	151	54.32
3. 25-50	1.46	4.46	0.76	17.04	2	1.10	2	1.10	12	6.59	61	33.52	105	57.69
4.Above 50	1.46	4.46	0.79	17.71	2	1.16	2	1.16	14	8.09	51	29.48	104	60.12
Chi^2=8.35(df:12)														C=0.10;
F=1.54(df:3, 791)														
All Data	1.39	4.39	0.86	19.59	14	1.76	17	2.14	66	8.30	249	31.32	449	56.48

	Least Imp.	Not Imp	Average	Imp	Most Imp.
Male	1.92	2.44	9.08	29.14	57.42
Female	1.35	1.35	6.31	36.94	54.05

CHART 3.3.1 MALE IMPORTANCE RATING CRITERIA FOR QUALITY

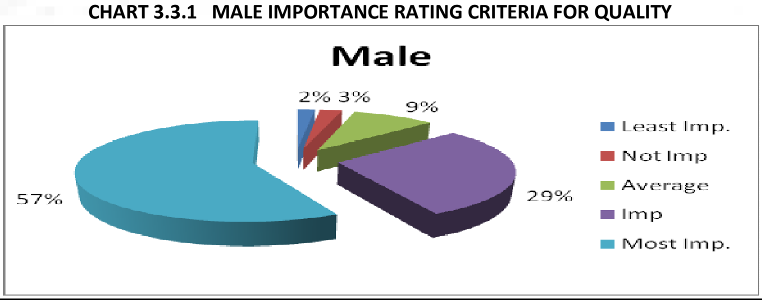
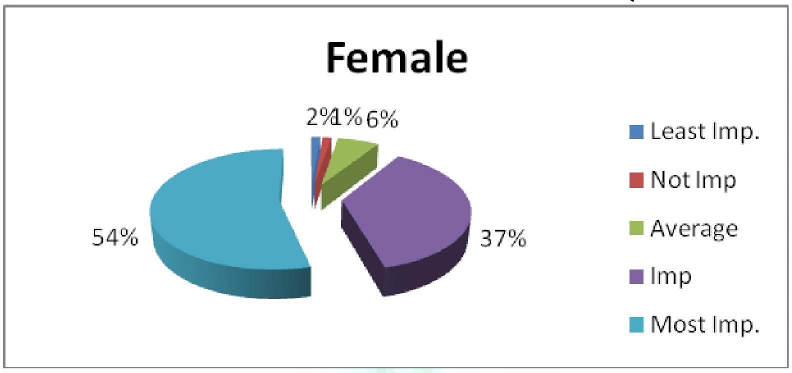


CHART 3.3.2 FEMALE IMPORTANCE RATING CRITERIA FOR QUALITY



It is clear from the above charts that both the males & females give importance to quality as 57% & 54 %.

Rate the importance: Style of mobile?

Group/Sub Group	Summary WAS	Avg	SD	CV	Least Imp. N	%	Not Imp. N	%	Average N	%	Important N	%	Most.Imp. N	%	
City															
1.Ludhiana	0.95	3.95	1.13	28.61	20	5.01	25	6.27	69	17.29	126	31.58	159	39.85	
2.Sangrur	0.98	3.98	1.04	26.13	11	2.78	25	6.31	79	19.95	128	32.32	153	38.64	
Chi^2=3.41(df:4)															C=0.07;
t=0.356(df:793)															
Gender															
1.Male	0.97	3.97	1.08	27.20	23	4.01	32	5.58	107	18.67	189	32.98	222	38.74	
2.Female	0.95	3.95	1.11	28.10	8	3.60	18	8.11	41	18.47	65	29.28	90	40.54	
Chi^2=2.51(df:4)															C=0.06;
t=0.208(df:793)															
Education Level															
1.Primary	0.92	3.92	1.02	26.02	3	2.80	5	4.67	28	26.17	33	30.84	38	35.51	
2.Under Grad.	0.96	3.96	1.14	28.79	12	5.94	9	4.46	37	18.32	62	30.69	82	40.59	
3.Graduate	0.92	3.92	1.13	28.83	11	4.30	23	8.98	39	15.23	85	33.20	98	38.28	
4.Post Grad.	1.04	4.04	1.01	25.00	5	2.17	13	5.65	44	19.13	74	32.17	94	40.87	
Chi^2=14.83(df:12)															C=0.14;
F=0.57(df:3, 791)															
Occupation															
1.Service	0.97	3.97	1.09	27.46	11	3.67	19	6.33	58	19.33	91	30.33	121	40.33	
2.Business	0.95	3.95	1.08	27.34	8	3.14	20	7.84	47	18.43	83	32.55	97	38.04	
3.Student	0.89	3.89	1.13	29.05	5	7.04	2	2.82	14	19.72	25	35.21	25	35.21	
4.Other	1.01	4.01	1.08	26.93	7	4.14	9	5.33	29	17.16	55	32.54	69	40.83	
Chi^2=6.28(df:12)															C=0.09;
F=0.23(df:3, 791)															
Income Level															
1.Up to 10 Th.	0.78	3.78	1.20	31.75	11	6.79	12	7.41	35	21.60	47	29.01	57	35.19	
2. 10-25	1.05	4.05	1.03	25.43	8	2.88	16	5.76	44	15.83	96	34.53	114	41.01	
3. 25-50	1.04	4.04	1.03	25.50	4	2.20	13	7.14	29	15.93	61	33.52	75	41.21	
4.Above 50	0.91	3.91	1.11	28.39	8	4.62	9	5.20	40	23.12	50	28.90	66	38.15	
Chi^2=14.11(df:12)															C=0.13;
F=2.57(df:3, 791)															
All Data	0.96	3.96	1.09	27.53	31	3.90	50	6.29	148	18.62	254	31.95	312	39.25	

	Least Imp.	Not Imp	Average	Imp	Most Imp.
Male	1.92	2.44	9.08	29.14	57.42
Female	1.35	1.35	6.31	36.94	54.05

CHART 4.4.1 MALE IMPORTANCE RATING CRITERIA FOR STYLE

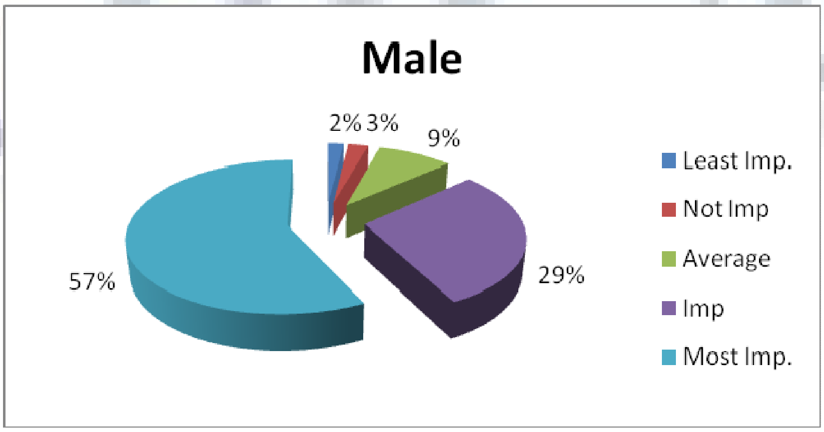
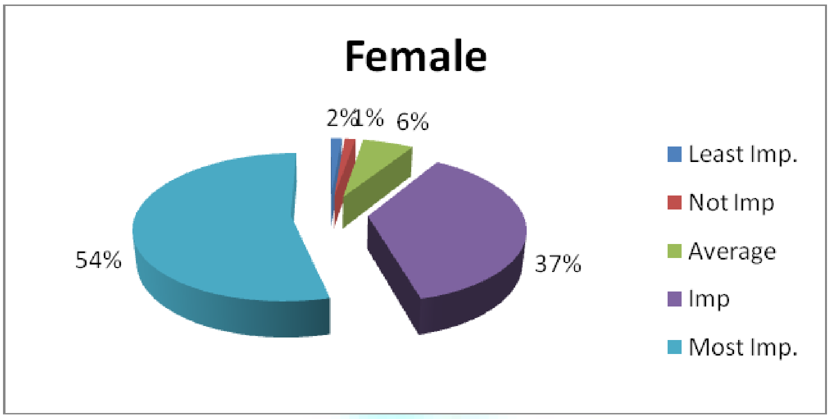


CHART 4.4.2 FEMALE IMPORTANCE RATING CRITERIA FOR STYLE



Rate the importance: Features of mobile?

Group/Sub Group	WAS	Avg	SD	CV	Least Imp. N	Least Imp. %	Not Imp. N	Not Imp. %	Average N	Average %	Important N	Important %	Most.Imp. N	Most.Imp. %	
City															
1.Ludhiana	1.11	4.11	1.13	27.49	12	3.01	37	9.27	52	13.03	93	23.31	205	51.38	
2.Sangrur	1.18	4.18	1.08	25.84	11	2.78	29	7.32	48	12.12	96	24.24	212	53.54	
|Chi^2=1.33(df:4)															|C=0.04;
t=0.978(df:793)															
Gender															
1.Male	1.11	4.11	1.11	27.01	17	2.97	48	8.38	80	13.96	138	24.08	290	50.61	
2.Female	1.24	4.24	1.08	25.47	6	2.70	18	8.11	20	9.01	51	22.97	127	57.21	
|Chi^2=4.58(df:4)															|C=0.08;
t=1.493(df:793)															
Education Level															
1.Primary	0.97	3.97	1.11	27.96	3	2.80	11	10.28	17	15.89	31	28.97	45	42.06	
2.Under Grad.	1.09	4.09	1.17	28.61	8	3.96	20	9.90	23	11.39	46	22.77	105	51.98	
3.Graduate	1.20	4.20	1.04	24.76	6	2.34	15	5.86	37	14.45	61	23.83	137	53.52	
4.Post Grad.	1.21	4.21	1.10	26.13	6	2.61	20	8.70	23	10.00	51	22.17	130	56.52	
|Chi^2=11.77(df:12)															|C=0.12;
F=1.57(df:3, 791)															
Occupation															
1.Service	1.16	4.16	1.10	26.44	9	3.00	22	7.33	40	13.33	69	23.00	160	53.33	
2.Business	1.13	4.13	1.14	27.60	11	4.31	20	7.84	25	9.80	67	26.27	132	51.76	
3.Student	0.99	3.99	1.19	29.82	2	2.82	8	11.27	15	21.13	10	14.08	36	50.70	
4.Other	1.20	4.20	1.02	24.29	1	0.59	16	9.47	20	11.83	43	25.44	89	52.66	
|Chi^2=16.07(df:12)															|C=0.14;
F=0.67(df:3, 791)															
Income Level															
1.Up to 10 Th.	0.96	3.96	1.22	30.81	5	3.09	24	14.81	22	13.58	32	19.75	79	48.77	
2. 10-25	1.20	4.20	1.04	24.76	5	1.80	21	7.55	36	12.95	68	24.46	148	53.24	
3. 25-50	1.20	4.20	1.02	24.29	5	2.75	9	4.95	23	12.64	52	28.57	93	51.10	
4.Above 50	1.17	4.17	1.16	27.82	8	4.62	12	6.94	19	10.98	37	21.39	97	56.07	
|Chi^2=19.09(df:12)															|C=0.15;
F=1.89(df:3, 791)															
All Data	1.15	4.15	1.11	26.75	23	2.89	66	8.30	100	12.58	189	23.77	417	52.45	

	Least Imp.	Not Imp	Average	Imp	Most Imp.
Male	2.97	8.38	13.96	24.08	50.61
Female	2.7	8.11	9.01	22.97	57.21

CHART 5.5.1 MALE IMPORTANCE RATING CRITERIA FOR MOBILE FEATURES

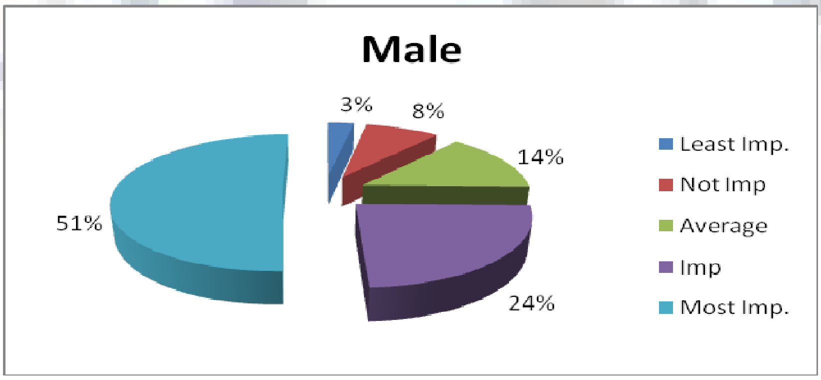
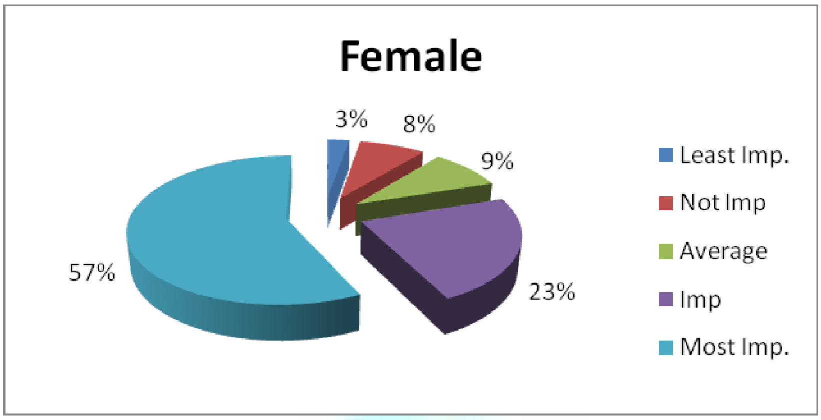


CHART 5.5.2 FEMALE IMPORTANCE RATING CRITERIA FOR MOBILE FEATURES



Rate the importance: Brand of mobile?

Group/Sub Group	WAS	Avg	SD	CV	Least Imp. N	Least Imp. %	Not Imp. N	Not Imp. %	Average N	Average %	Important N	Important %	Most.Imp. N	Most.Imp. %	
City															
1.Ludhiana	0.98	3.98	1.21	30.40	34	8.52	13	3.26	52	13.03	126	31.58	174	43.61	
2.Sangrur	1.02	4.02	1.26	31.34	37	9.34	15	3.79	42	10.61	111	28.03	191	48.23	
Chi^2=3.06(df:4)															C=0.06;
t=0.403(df:793)															
Gender															
1.Male	1.02	4.02	1.22	30.35	49	8.55	22	3.84	63	10.99	174	30.37	265	46.25	
2.Female	0.96	3.96	1.26	31.82	22	9.91	6	2.70	31	13.96	63	28.38	100	45.05	
Chi^2=2.37(df:4)															C=0.05;
t=0.605(df:793)															
Education Level															
1.Primary	0.79	3.79	1.36	35.88	15	14.02	4	3.74	10	9.35	37	34.58	41	38.32	
2.Under Grad.	1.12	4.12	1.14	27.67	14	6.93	3	1.49	27	13.37	59	29.21	99	49.01	
3.Graduate	1.06	4.06	1.22	30.05	22	8.59	7	2.73	29	11.33	74	28.91	124	48.44	
4.Post Grad.	0.93	3.93	1.26	32.06	20	8.70	14	6.09	28	12.17	67	29.13	101	43.91	
Chi^2=15.50(df:12)															C=0.14;
F=2.03(df:3, 791)															
Occupation															
1.Service	0.98	3.98	1.26	31.66	29	9.67	12	4.00	33	11.00	89	29.67	137	45.67	
2.Business	1.04	4.04	1.21	29.95	23	9.02	4	1.57	30	11.76	80	31.37	118	46.27	
3.Student	0.99	3.99	1.27	31.83	6	8.45	4	5.63	10	14.08	16	22.54	35	49.30	
4.Other	0.99	3.99	1.20	30.08	13	7.69	8	4.73	21	12.43	52	30.77	75	44.38	
Chi^2=7.38(df:12)															C=0.10;
F=0.14(df:3, 791)															
Income Level															
1.Up to 10 Th.	0.80	3.80	1.35	35.53	22	13.58	6	3.70	17	10.49	54	33.33	63	38.89	
2. 10-25	1.12	4.12	1.18	28.64	19	6.83	12	4.32	29	10.43	76	27.34	142	51.08	
3. 25-50	1.08	4.08	1.17	28.68	15	8.24	4	2.20	17	9.34	62	34.07	84	46.15	
4.Above 50	0.93	3.93	1.24	31.55	15	8.67	6	3.47	31	17.92	45	26.01	76	43.93	
Chi^2=20.60(df:12)															C=0.16;
F=2.62*(df:3, 791)															
All Data	1.00	4.00	1.23	30.75	71	8.93	28	3.52	94	11.82	237	29.81	365	45.91	

	Least Imp.	Not Imp	Average	Imp	Most Imp.
Male	8.55	3.84	10.99	30.37	46.25
Female	9.91	2.7	13.96	28.38	45.05

CHART 6.6.1 MALE IMPORTANCE RATING CRITERIA FOR BRAND OF MOBILE

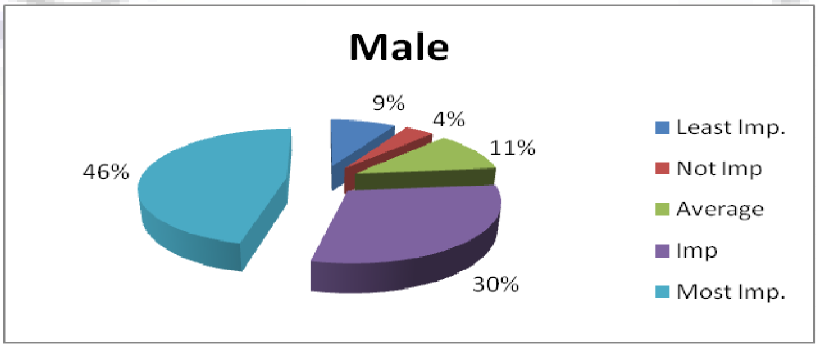
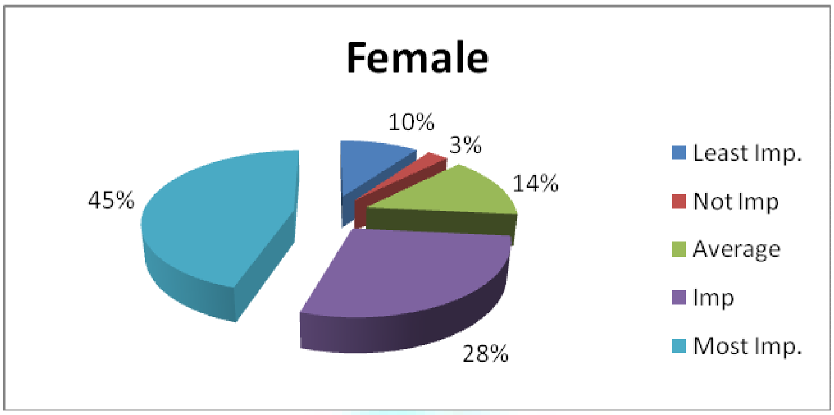


CHART 6.6.2 FEMALE IMPORTANCE RATING CRITERIA FOR BRAND OF MOBILE



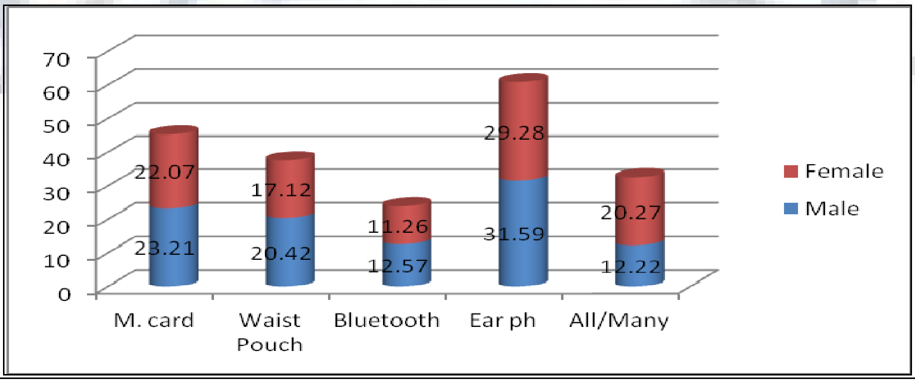
It is understood from the above charts of importance rating scales that mostly male prefers quality as no. 1 acceptable feature in handset with 57.42% & Female prefers new changes in the features of the mobile handsets as no. 1 with 57.21%. Females gives 54.05% weight age to the quality of hand set & Male gives 50.61% weightage to the features of the mobile handsets..Then it comes to the turn of price for the males with 55.67% & Females are least bothered with price as they give only 49% weight age to the price feature. Consideration to the Brand of the mobile is given equally by both with 46% &45% by Males & Females both. Least important feature in mobile handset is its Style.

FACILITIES YOU ARE LOOKING FOR IN THE MOBILE SET

Group/Sub Group	Mem.Card N	Mem.Card %	Waist pouch N	Waist pouch %	Bluetooth N	Bluetooth %	Ear phones N	Ear phones %	All/Many N	All/Many %	
City											
1.Ludhiana	86	21.55	78	19.55	49	12.28	128	32.08	58	14.54	
2.Sangrur	96	24.24	77	19.44	48	12.12	118	29.80	57	14.39	Chi^2=0.97(df:4) C=0.03;
Gender											
1.Male	133	23.21	117	20.42	72	12.57	181	31.59	70	12.22	
2.Female	49	22.07	38	17.12	25	11.26	65	29.28	45	20.27	Chi^2=8.66(df:4) C=0.10;
Education Level											
1.Primary	27	25.23	23	21.50	11	10.28	32	29.91	14	13.08	
2.Under Grad.	50	24.75	32	15.84	19	9.41	66	32.67	35	17.33	
3.Graduate	54	21.09	50	19.53	43	16.80	77	30.08	32	12.50	
4.Post Grad.	51	22.17	50	21.74	24	10.43	71	30.87	34	14.78	Chi^2=12.09(df:12) C=0.12;
Occupation											
1.Service	66	22.00	71	23.67	29	9.67	92	30.67	42	14.00	
2.Business	64	25.10	44	17.25	33	12.94	79	30.98	35	13.73	
3.Student	11	15.49	10	14.08	12	16.90	22	30.99	16	22.54	
4.Other	41	24.26	30	17.75	23	13.61	53	31.36	22	13.02	Chi^2=14.00(df:12) C=0.13;
Income Level											
1.Up to 10 Th.	39	24.07	31	19.14	17	10.49	51	31.48	24	14.81	
2. 10-25	55	19.78	54	19.42	39	14.03	82	29.50	48	17.27	
3. 25-50	50	27.47	33	18.13	19	10.44	61	33.52	19	10.44	
4.Above 50	38	21.97	37	21.39	22	12.72	52	30.06	24	13.87	Chi^2=9.39(df:12) C=0.11;
All Data	182	22.89	155	19.50	97	12.20	246	30.94	115	14.47	

Gender	M. card	Waist Pouch	Bluetooth	Ear ph	All/Many
Male	23.21	20.42	12.57	31.59	12.22
Female	22.07	17.12	11.26	29.28	20.27

TABLE: 7.1.1 CONSUMERS LOOKING FOR FACILITIES WHILE PURCHASING MOBILES



As in the above diagram it is clear that mostly Females like Ear phones more in the sets with 29.28%, memory cards with 23.21%, 3rd they need mixed features with 20.27%, and then comes to the turn of Waist pouch & Bluetooth with 17.12% & 11.26%.

SUMMARY OF THE FINDINGS

- Indian mobile telephony may be called as "the sun-rise industry" of the Indian economy because of outstanding performance on various parameters.
- Rate of growth in mobile subscriber base has been substantially higher than growth in population, indicating a rapid proliferation of mobile telephone and adoption by non-users/first-time users.
- Lower prices has been witnessed across many industries & competition helped in lowering the prices.
- The deregulation in telecom industry gave birth to the greatest innovation period in the past 20 years. New technologies, standards, data services, new devices, CRM solutions and creative bundling have all been the result of competition in telecom industry.
- Telecom industry is services industry, hence the good quality services to the customer and the customer relationship management is the key and competition has totally changed the definition of service in Indian telecom industry. The quality of service has improved by leaps and bounds.
- Today, private players contribute to 64% of the total telecom network of the country, with a major contribution in the cellular segment. Out of the 62 million phones provided in the country for the period 2005-06, 50 million phones provided by private players alone.

CONCLUSION

Mobile phones are especially powerful tools. As a result of the liberalization, privatization, and de-monopolization initiatives taken by the government of India, the telecom sector is experiencing a historical growth. The trend is expected to continue in the segment, as prices are falling as a result of competition in the segment. The beneficiaries of the competition are the consumers, who are given a wide variety of services. The future commitment of the customers to organization depends on perceived trust. The issue of trust is therefore increasingly recognized as a critical success factor in the emerging scenario. Mobile phones offer greater income from higher value to customers. Improved quality through better monitoring and staff retention. This study also attempts to broadly concretize some features or attributes, which will enhances the overall acceptance and utility of mobile marketing and advertising. Hence the mobile users are apparently seeking customization of mobile marketing messages as per their individual requirements, tastes and preferences. Thus the marketing firms need to combine Mass Customization and Customized marketing i.e. CUSTOMERIZATION

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