

CONSUMER PREFERENCE TO MOBILE PHONE SERVICES IN TIRUVARUR DISTRICT

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Abstract

India has attained an enormous development in the communication network throughout the country as a whole. The Global boom in mobile cellular communications has been truly astounding. "Now with the cellular phone that are available one can get more value, more features, and more services, cellular phone helps one get more from life with services allowing them to personalize their phone entertained themselves, and communication with friends and family by voice, picture, e-mail or text messages. The cell phone can look and sound as unique as possible. Cellular telephone has revolutionized the communication arena. Redefining how we perceive voice communication, traditionally cellular phone reminded out of the hands of most customer due to their high cost. As a result cellular phone carries have inherited time and resources into finding ways to give the system higher capacity and thus lower cost, cell system are benefiting from this research and starting to develop into large-scale consumer products.

Keywords: cellular communications, consumer preference, satisfaction levels, judgment-sampling, TRAI, ICTs

Importance of the Study

The present study attempts to know the consumer behaviour of cell phone users in Tiruvarur. The investigations throw light on the preference of cell phone users. An attempt has been made by the researcher to know the consumer preference, performance and satisfaction levels. The findings of the study will ultimately reveal why various consumers prefer certain brands of cell phone and services. Consumer is the king of the modern marketing. The study of consumer behaviour is indispensable for success or failure of a product.

Objectives of the Study

The study on "Consumer Preference to Mobile Phone Service in Tiruvarur District" aims at

1. To analyse the consumer behaviour of mobile phone users.
2. To identify the reasons for the abnormal growth of mobile phones.
3. To analyse the performance and satisfaction level of different service providers and brands of mobile phones.
4. To offer valid suggestions to ensure better services.

Research Methodology

The study is based on survey method. The primary data were collected from the sample respondents with a pre-tested interview schedule. The schedule comprises of questions relevant to accomplishing the objectives of the study. A sample of 140 respondents was selected using judgment-sampling technique. Great care was taken to include people from different occupations such as businessmen, professionals, employees of both government and private and others. A reasonable number of women respondents are also included in the above sample population. The sample population also covered both higher and lower income group. The sample data is analysed and represented in the form of ratios and percentages wherever necessary.

Limitations of the Study

The study is limited to Tiruvarur district only. Due to cost and time constraints the sample size was restricted to 140 respondents in Tiruvarur district. The study deals with consumer aspects only and the seller aspects have not been studied. The findings are drawn only on the basis information provided by the respondents. The findings of the study cannot be generalized due demographical variations.

Findings

The results of the study are given below;

Table 1: Brands of Mobile Sets

Brands	No. of Respondent	Percentage
Nokia	80	57
LG	19	14
Samsung	21	15
Motorola	10	7
Sony Ericsson	6	4
Others	4	3
Total	140	100

Source: Primary data

A question was included in the interview schedule to know the brands of mobile sets used by the respondents. Among different models available in the market Nokia appears to be the most preferred brand since 57 percent of the respondents use this brand.

Suggestions

- Steps may be taken to introduce low cost mobile instruments.
- The network infrastructure of the Mobile phone services should be improved to have easy accessibility all over India.
- The difference in rates charged between prepaid and postpaid services is very wide. Steps may be taken by the TRAI to reduce it.

- The schemes offered by the Mobile phone service are ambiguous and are not easily understandable and therefore common for all service providers may be implemented by the TRAI. SMS should be made free through out the country.
- It is the high time for the Central Government to waive the service tax on mobile phone service to develop communication network system of the county at least for five years.
- The Central Government should also come forward to reduce the excise duty for home made mobile phones and customs duties for foreign made ones.

Conclusion

It is true the 21st century is witnessing unprecedented scientific and technological innovations especially in the field of Information and Communication Technologies (ICTs), which are transforming our lives by creating wealth.

The number of mobile users is increasing in rural areas. The farmers, agricultural labourers, artisans and other rural dwellers can obtain a variety and depth of related information from many sources for their use. Mobile communication is particularly very useful to farmers living in remote areas, economically backward and island regions. It facilitates immediate access to up-to-date information and faster and easy communication between farmers and information providers. Extension agencies can provide custom-tailored information where users can submit farm specific data to modify the information as per their local conditions. The mobile communication can also play a role in delivering information on employment opportunities, advice, guidance and counseling. It is also possible to solve certain problems, which require immediate attention by getting up to date and accurate information through mobile communication.

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