

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS POST PAID AND PRE PAID
OF VARIOUS SERVICE PROVIDERS AND THEIR SWITCHING BEHAVIOUR
AMONG YOUTH WITH SPECIAL REFERENCE TO**

GUWAHATI CITY ‘‘



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CERTIFICATE

This is to certify that **ARCHINA BEGUM** , student of M.COM 3rd semester , K.C. DAS COMMERCE COLLEGE, CHATRIBARI, GUWAHATI- 781006 has submitted her dissertation under my guidance and supervision on the topic “ **A STUDY ON CUSTOMER PERCEPTION TOWARDS POST PAID AND PRE PAID OF VARIOUS SERVICE PROVIDERS AND THEIR SWITCHING BEHAVIOUR AMONG YOUTH WITH SPECIAL REFERENCE TO GUWAHATI CITY** ” .

This dissertation has been prepared under my guidance towards the partial fulfillment of M.Com Degree under Gauhati University. This dissertation has not been submitted to any other institution or university for award any degree or diploma.

DATE:

PLACE:

Signature of guide

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DECLARATION

I, **ARCHINA BEGUM**, student of M.Com 3rd semester of K. C. DAS COMMERCE COLLEGE, CHATRIBARI, GUWAHATI-781006 hereby declare that the dissertation entitled “ **A STUDY ON CUSTOMER PERCEPTION TOWARDS POST PAID AND PRE PAID OF VARIOUS SERVICE PROVIDERS AND THEIR SWITCHING BEHAVIOUR AMONG YOUTH WITH SPECIAL REFERENCE TO GUWAHATI CITY** ” submitted by me under the guidance of **Dr. BHABABHUTI SARMA, ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT, K.C. DAS COMMERCE COLLEGE** is exclusively prepared and conceptualized by me and the findings are based on the real data collected through primary and secondary research study. Any literature, data or works done by other has been given due acknowledgement in the reference section. I further declare that the work report in this project has not been submitted and will not be submitted either in part or full for the award of any other degree or diploma in this institute or any other institute or university.

The information submitted is true and original to the best of knowledge.

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I am also grateful to all the respondents without whose support this dissertation would not have been completed. Lastly my gratitude goes towards my family members and friends who helped me to make this dissertation a success with their constant support and encouragement.

Thanking you

ARCHINA BEGUM

Date:

Place:

EXECUTIVE SUMMARY

1. **Title of the project:** “A STUDY ON CUSTOMER PERCEPTION TOWARDS POST PAID AND PRE PAID OF VARIOUS SERVICE PROVIDERS AND THEIR SWITCHING BEHAVIOUR AMONG YOUTH WITH SPECIAL REFERENCE TO GUWAHATI CITY”.

2. **Investigation Area:** Guwahati City

3. **Institutional Guide:** Dr. Bhababhuti Sarma, Associate Professor

4. **Name of the student :** Archina Begum

5. **Objective of the study:**
 - To study about the post paid and pre paid services of different service providers.
 - To identify the different factors affecting the choice of customer towards post paid and pre paid services.
 - To find out the reasons for switching between post paid and pre paid.

6. **Research tools used:**
 - Primary Data Collection: Questionnaire, Survey, Interaction
 - Secondary Data Collection: Websites, Articles, News etc.

7. **Sampling Method used:**
 - Random Sampling Method.

PREFACE

Research is an important part of human life. Research helps the student to gain knowledge through objective and systematic method of finding solutions to a problem and sometimes refreshes the minds if the students. It inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

It is a great feeling for me to conduct this research as per our M.COM 3rd semester curriculum which is about “ **CUSTOMER PERCEPTION TOWARDS POST PAID AND PRE PAID OF VARIOUS SERVICE PROVIDERS AND THEIR SWITCHING BEHAVIOUR AMONG YOUTH WITH SPECIAL REFERENCE TO GUWAHATI CITY** ”. Subject to the limitation of time and resources every possible attempts has been made to study the Post Paid and Pre Paid of various service providers deeply. The whole dissertation is measured through the questionnaire, the data further analyzed and interpret and the result was obtained.

After studying the dissertation one can point out the benefits that are being provided under the various service provider and can also know the problem faced by the customer using “ post paid and pre paid of various service provider” so that necessary steps can be taken for the same.

GUWAHATI

ABBREVIATIONS

MNP- Mobile Number Portability

IRT- Indian Radio Telegraph Company

DOT- Department of Telecommunications

VSNL- Videsh Sanchar Nigam Limited

MTNL- Mahanagar Telephone Nigam Limited

BSNL- Bharat Sanchar Nigam Limited

NTP- National Telecom Policy

TRAI- Telecom Regulatory Authority of India

FY21- Financial Year 2021

CONTENTS

	<u>Page No</u>
• CERTIFICATE	I
• DECLARATION	II
• ACKNOWLEDGEMENT	III
• EXECUTIVE SUMMARY	IV
• PREFACE	V
• ABBREVIATION	VI
• CONTENT	VII
• LIST OF TABLES	VIII
• LIST OF FIGURES	IX
<u>CHAPTER-I: INTRODUCTION</u>	1-21
1.1 INTRODUCTION TO THE TOPIC	1-8
1.2 OBJECTIVE OF THE STUDY	9
1.3 SCOPE OF THE STUDY	10
1.4 INDUSTRY PROFILE	11-13
1.5 LITERATURE REVIEW	14-17
1.6 RESEARCH METHODOLOGY	18-19
1.7 SIGNIFICANCE OF THE STUDY	20
1.8 LIMITATION OF THE STUDY	21
<u>CHAPTER-II: COMPANY PROFILE</u>	22-28
✚ RELIANCE JIO	23-24
✚ VODAFONE IDEA	25-26
✚ AIRTEL	27
✚ BSNL	28
<u>CHAPTER-III: DATA ANALYSIS AND INTERPRETATION</u>	29-52
<u>CHAPTER-IV: FINDINGS, SUGGESTIONS, CONCLUSION</u>	53-58
4.1 FINDINGS	54-55
4.2 SUGGESTIONS	56
4.3 CONCLUSION	57-58
✚ BIBLIOGRAPHY	59
✚ ANNEXURE	60-64

LIST OF TABLES





Table No.	Particulars	Page No.
3.1	Classification of gender	31
3.2	Grouping the respondents according to their age	32
3.3	Occupation of the respondents	33
3.4	Classification of educational qualification	34
3.5	Kind of mobile connection use by the users	35
3.6	If prepaid, the reason for choosing prepaid connection	36-37
3.7	If postpaid, the reason for choosing postpaid connection	38
3.8	Service provider owned by the users	39
3.9	Reason for choosing a particular service providers	40-41
3.10	Length of duration of availing the services of current service providers	42
3.11	Important factor for choosing a service providers	43
3.12	Average billing amount of postpaid user	44
3.13	Satisfaction level of billing customer with postpaid billing services	45
3.14	Satisfaction level of a prepaid user for different prepaid tariff plans	46
3.15	Challenges facing by the customers with the current service providers	47
3.16	Switch from one service connection to another (postpaid/prepaid)	48
3.17	Satisfaction with customer service of present service providers	49
3.18	Switch from current service providers	50
3.19	Reason for switching	51-52

LIST OF FIGURES

Figures No.	Particulars	Page No.
3.1	Pie diagram of classification of gender	31
3.2	Pie diagram of grouping the respondents to their age	32
3.3	Column diagram for the occupation of the respondents	33
3.4	Column diagram for the classification of educational qualification	34
3.5	Pie diagram for the kind of mobile connection use by the users	35
3.6	Column diagram for the reason for choosing prepaid connection	36-37
3.7	Column diagram for the reason for choosing postpaid connection	38
3.8	Column for the service provider owned by the users	39
3.9	Pie diagram for the reason for choosing a particular service providers	40-41
3.10	Column diagram for the length of duration of availing the services of current service provider	42
3.11	Pie diagram for the important factors for choosing a service providers	43
3.12	Column diagram for the average billing amount of postpaid user	44
3.13	Pie diagram for satisfaction level of billing customer with postpaid billing services	45
3.14	Column diagram fir satisfaction level of a prepaid user for different prepaid tariff plans	46
3.15	Column diagram for challenges facing by the customers with the current service provider	47
3.16	Column diagram for switch from one service connection to another(postpaid/prepaid)	48
3.17	Pie diagram for satisfaction with customer service of present service providers	49
3.18	Column diagram for switch current service provider	50
3.19	Bar diagram for the reason for switching	51-52

CHAPTER – I

INTRODUCTION

- **INTRODUCTION TO THE TOPIC**
 -  **Customer Perception**
 -  **Post Paid**
 -  **Pre Paid**
 -  **Customer Switching Behavior**
- **OBJECTIVE OF THE STUDY**
- **SCOPE OF THE STUDY**
- **INDUSTRY PROFILE**
- **LITERATURE REVIEW**
- **RESEARCH METHODOLOGY**
- **SIGNIFICANCE OF THE STUDY**
- **LIMITATION OF THE STUDY**

1.1 INTRODUCTION TO THE TOPIC

CUSTOMER PERCEPTION

Perception is the cognitive process which involves the organism selecting, organizing and interpreting the stimulus. This perception is the process of selecting, organizing and interpreting or attaching meaning to the events happening in the environment.

According to Robbins, “Perception may be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to the environment”.

Customer perception is the process to assess how customers perceive services, how they assess, whether they have experienced quality service and whether they are satisfied or not. Customer perception is directly related to customer expectation. Due to the dynamic nature of expectation perception of any person may also shift over time, person, place or culture. Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences. For understanding customer perception three main features of customer perception should be understood:

- **Intellectual process:** Customer perception is an intellectual process through which a person selects the data from the environment, organizes it and obtains meaning from it
- **Cognitive and psychological process:** Perception is the basic cognitive and psychological process. The manner in which a person perceives the environment affects his behavior. Thus perception of surrounding of a customer also effects customer’s actions, emotions, thoughts or feelings.
- **Intellectual & Psychological process:** Perception is a subjective approach which differs from person and time to time and according to changing situations.

Mobile Phone Company’s Strategies for influencing customer perception are:

- Measure and manage customer satisfaction and service quality
- Aim for customer quality and satisfaction in every service encounter
- Plan for effective recovery

POST PAID

The post paid mobile phone is a mobile phone for which service is provided by a prior arrangement with a mobile network operator. The user in this situation is billed after the fact according to their use of mobile services at the end of each month. Typically, the customer's contract specifies a limit or "allowance. Any usage above that limit incurs extra charges. Theoretically, a user in this situation has no limit on use of mobile services and, as a consequence, unlimited credit. This is better for people with a secured income. Postpaid service mobile phone typically requires two essential components in order to make the "Post-Usage" model viable. The various mobile phone service providers offer the post paid schemes to the customers, Depends upon the usage the customer has to identify the suitable post paid plans.

The following mobile phone service providers offer the post paid schemes they are as follows-

- Airtel
- Vodafone Idea (VI)
- BSNL
- Reliance Jio

The post paid subscribers are nowadays facing so many problems in day to day life. The customer attitude and their behaviors are not same in the all the times, how the customers are choosing the post paid schemes and which basis they are preferring the mobile phone service providers. The following reasons are the customer preferring the network service providers they are as follows brand image, Post Paid advertising effectiveness, Mobile phone plan tariff, Post paid offers and ISD activation, Credit Limit Fixation, Billing problem, Network coverage, Mobile Number Portability Procedure and customer identity proof verification etc

Postpaid service mobile phone typically requires two essential components in order to make the 'post-usage' model viable:

1. **Credit history/Contractual commitment:** This is the basis on which the service provider is able to trust the customer with paying their bill when it is due and to have legal recourse in case of non-payment
2. **Service tenure:** Most postpaid providers require customers to sign long term (1–3 year) contracts committing to use of the service. Failure to complete the term would make the customer liable for early termination fees.

ADVANTAGE OF POST PAID

Following are the advantage of Post Paid connection :

- ✚ No fluctuations in tariff
- ✚ Ensures greater security
- ✚ No need to worry about account balance
- ✚ Low call charges
- ✚ Extras and Bonuses
- ✚ Lots of Entertainment option
- ✚ Better for exigencies

DISADVANTAGE OF POST PAID

Following are the disadvantage of Post Paid connection:

- ✚ High billing amount
- ✚ Lack of control on expenses
- ✚ Mobile number portability is difficult for post paid
- ✚ Pro- rata charging

PRE PAID

A prepaid mobile device is a mobile device in which credit is purchased in advance of service use. The purchased credit is used to pay for telecommunications services at the point the service is accessed or consumed. If there is no credit, then access is denied by the cellular network/Intelligent Network. A pre paid mobile phone is commonly referred to as pay-as-you-go (PAYG), pay-as-you-talk, and pay and go, go-phone or prepay.

In case of pre paid connection a customer has to recharge/refill his mobile phone with a certain recharge amount and use the amount as and when required up to the validity. Prepaid connection is the best way to avoid long term commitment with a cell phone service provider. The best thing about having a prepaid cell phone is that we do not need to pay cancellation charges, in case you plan to switch. A prepaid cell phone is best suited for those people who don't use too much everyday and for those who have a limited budget available.

The following mobile phone service providers offer the prepaid schemes they are as follows-

- Airtel
- Vodafone Idea (VI)
- BSNL
- Reliance Jio

HISTORY:

The history of prepaid mobile phones begins in the 1990s, when larger markets were being sought after by the mobile phone operators. Before this date, all mobile phone services were offered on a post-paid basis, which excluded people with a poor credit rating.

Prepaid mobile service was invented by Subscriber Computing, Inc., an Orange County company, (1986-1998), founded and directed by Arlene Harris.

ADVANTAGE OF PREPAID:

Prepaid comes with several advantage over postpaid in the current scenario, especially after the JIO launch.

The prepaid plans have become insanely cheap after telecom operators (JIO, AIRTEL, and VODAFONE IDEA) launched cheap unlimited calling plans with a high amount of data.

Following are the advantages –

- + Fast process of activation and commitments
- + Special package to choose
- + Portable facility
- + Fluctuation in tariff
- + Lack of contract
- + No credit check required
- + No service fee
- + Less documentation
- + Pre- activated STD and ISD facility

DISADVANTAGE OF PREPAID CONNECTION

Following are the disadvantage of prepaid connection :

- + Time limit
- + Prepaid plans often have limited roaming capabilities when travelling in other countries.
- + In prepaid the call rates are quite high to those of postpaid plans
- + If there is no unlimited plan on the prepaid phone, it may be hard to monitor the prepaid balance
- + Some prepaid plans may have some hidden fees or costs which are likely to go unnoticed.
The hidden cost may be come as a VAT.

CUSTOMER SWITCHING BEHAVIOUR- MOBILE NUMBER PORTABILITY (MNP)

The growing competition in the global market has made it increasingly important for the companies to retain their existing customers. The companies are using various strategies and offering their customers so many offers to retain their customers. Switching process results in relationship dissolution. When firms lose a customer, they are not only losing their future earnings but also incurring the cost of finding new customers. Overtime customers become less price- sensitive therefore, losing loyal customers means giving up high margins. Due to technological advancement and easy access to new technology to every individual, customers are becoming intolerant and they can dissolve the relationship as soon as possible. This is the reason customer retention is the core concern of every organization.

Mobile Number Portability (MNP) is a new development in mobile communication technology. MNP is a service in which the mobile users can switch to other service providers without changing their mobile number. Both prepaid and postpaid users can avail the facility to switch to other favorable service provider. Once a customer changes his/her service provider and retains the same mobile number they are expected to hold their number with a given provider for at least 90 days, before they decide to move to another service provider.

HISTORY OF IMPLEMENTATION

The Mobile Number Portability (MNP) was first introduced in the world by Singapore in the year 1997. Thereafter the service was introduced in different countries like Hong Kong, Australia, Europe, Japan, New Zealand, etc.

After years of debate and delay, the Mobile Number Portability was implemented in India. In India, the first phase in MNP implementation began in Metros in December 31st, 2009 and the second phase for the rest of the country by March 2010. On 25th November 2010, MNP has been implemented in Haryana as field testing to observe implication of MNP on voice as well as non-voice calls. Finally, 20th January 2011, MNP has been implemented across the India in intra-circle.

PROCEDURE OF MOBILE NUMBER PORTABILITY (MNP)

Following are the steps which will help you to port your number:

- 1.** First, choose the service provider you wish to port your number to.
- 2.** Send the following text message - PORT followed by your 10-digit mobile number to TRAI's central number for mobile number portability - 1900.
Example: Send 'PORT 98xxxxxx98' to 1900. You'll receive an SMS back with a port out code which will remain valid for only 15 days.
- 3.** Visit your nearest operator store and tell them you want to port your sim. They will fill the porting form and customer acquisition form for port into the network.
Also, carry a passport size photograph and a self attested copy of identity proof. As an address proof you can submit a copy of the rent agreement, landline bill, electricity bill, or a three month bank statement.
- 4.** Next step is to submit your duly filled porting form and CAF along with requisite documentary proof of the mobile service provider to the operator.
- 5.** If you are a postpaid subscriber, submit a paid copy of the last bill issued along with the porting form and CAF.
- 6.** Once you are done with the necessary formalities, obtain your SIM card from the new service provider. Depending on the service provider, you'll be charged up to Rs 19 for porting.
- 7.** The process usually takes seven working days to complete. For Jammu & Kashmir, Assam, and North East, it may take up to 15 days.
Your new mobile service provider will keep you updated about the date and time of porting via SMS.
- 8.** Replace the old SIM with the new SIM provided by your new mobile service provider after the specified date and time.

Things to be noted

- The services on your current SIM will not be interrupted during porting process. The downtime is for around 2 hours (during night)
- Subscriber can withdraw the porting request within 24 hrs of applying.

1.2 OBJECTIVE OF THE STUDY

- ✚ To study about the postpaid and prepaid services of different service providers.
- ✚ To identify the different factors affecting the choice of customer towards postpaid and prepaid services.
- ✚ To find out the reason for switching between post paid and prepaid.

1.3 SCOPE OF THE STUDY

The scope of this research is to identify the customers perception towards post paid and prepaid connection of various service providers and their switching behavior. This research is based on both primary data and secondary data. Due to Covid-19 only limited number of persons contacted. This study only focuses customer perception towards post paid and pre paid and their switching behavior in Guwahati. This study doesn't say anything about customer perception towards post paid and pre paid of other place. It is very essential for the mobile service provider to understand the customer perception and influence of various demographic variables behind that influences. This study covers and analysis on the measures adopted for the prepaid and post paid of various service providers and their switching behavior for the purpose, a sample of 100 respondents has been taken by the researcher. This study is confined to cellular service providers in Guwahati city only.

1.4 INDUSTRY PROFILE

INDIAN TELECOM INDUSTRY

The telecom industry is one of the fastest growing industries in India. Currently, India is the world's second-largest telecommunications market with a subscriber base of 1.16 billion and has registered strong growth in the last decade. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP) according to a report prepared by GSM Association (GSMA) in collaboration with Boston Consulting Group (BCG). In 2019, India surpassed the US to become the second largest market in terms of number of app downloads. As of 31st August 2020, the total subscriber base in the country stood at 1,168.66 million with a tele-density of 86.22%. Gross revenue of the telecom sector stood at Rs. 66,858 crore (US\$ 9.09 billion) in the first quarter of FY21.

HISTORY

Indian telecommunications started in 1851 when the first operational land lines were laid by the Government near Calcutta (seat of British Power). Telephone services were introduced in India in 1881. In 1883 telephone services were merged with the postal system . Indian Radio Telegraph Company (IRT) was formed in 1923.

After independence in 1947, all the foreign telecommunication companies were nationalized to form the Posts, Telephone and Telegraph(PTT), a monopoly run by the Government Ministry of Communications. Telecom sector was considered as a strategic services and the government considered it best to being under states control.

The first wind of reforms in telecommunications sector began to flow in 1980's when the private sector was allowed in telecommunications equipment manufacturing. in 1985, Department of Telecommunications (DOT) was established. It was an exclusive provider of domestic and long distance service that would be its own regulator (separate from the postal system). In 1986, two wholly governments owned companies were created: The Videsh Sanchar Nigam Limited

(VSNL) for international telecommunications and Mahanagar Telephone Nigam Limited (MTNL) for service in metropolitan areas.

In 1990's telecommunication sector benefited from the general opening up of the economy. Also, examples of telecom revolution in many other countries, which resulted in better quality of service and lower tariffs, led Indian policy makers to initiate a change process finally resulting in opening up of telecom services sector.

NATIONAL TELECOM POLICY 1994 (NTP 1994):-

The National Telecom Policy was announced in 1994 which aimed at improving India's competitiveness in the global market and provide a base for a rapid growth in exports. This policy eventually facilitated the emergence of Internet services in India on the back of established basic telephony communication network. This policy also paved way for the entry of the private sector in telephone services.

The main objectives of the policy were:

- To ensure telecommunication is within the reach of all, that is, to ensure availability of telephone on demand as early as possible.
- To achieve universal service covering all villages, that is, enable all people to access certain basic telecom services at affordable and reasonable prices.
- The policy also announced a series of specific targets to be achieved by 1997 and further recognized that to achieve these targets the private sector association and investment would be required to bridge the resource gap.

Establishment of TRAI

The entry of private players necessitated independent regulation in the sector; therefore, the TRAI was established in 1997 to regulate telecom services, for fixation/revision of tariffs, and also to fulfill the commitments made when India joined the World Trade Organization (WTO)

in 1995. TRAI has recently launched MNP to switch to different cellular service provider retaining his mobile number.

The functions allotted to the TRAI included:

- To recommend the need and timing for introduction of new service provider.
- To protect the interest of customers of telecom services.
- To settle disputes between service providers
- To recommend the terms and conditions of license to a service provider

NEW TELECOM POLICY 1999 (NTP 1999):-

In recognition of the fact that the entry of the private sector, which was envisaged during NTP-94, was not satisfactory and in response to the concerns of the private operators and investors about the viability of their business due to non realization of targeted revenues the government decided to come up with a new telecom policy. The most important milestone and instrument of telecom reforms in India is the New Telecom Policy 1999 (NTP 99). The New Telecom Policy, 1999 (NTP-99) was approved on 26th March 1999, to become effective from 1st April 1999.

Accordingly, the NTP 1999 was framed with the following objectives and targets:

- Availability of affordable and effective communication for citizens was at the core of the vision and goal of the new telecom policy.
- Provide a balance between provision of universal service to all uncovered areas, including rural areas, and the provision of high-level services capable of meeting the needs of the economy.
- Encourage development of telecommunication facilities in remote, hilly and tribal areas of the nation.
- To facilitate India's journey to becoming an IT superpower by creating a modern and efficient telecommunication infrastructure taking into account the convergence of IT, media, telecom and consumer electronics

1.5 LITERATURE REVIEW

1. R. Arun Prasath, Research Scholar and Dr. J. Vijayadurai, Associate Professor, Department of Management Studies, Madurai Kamaraj University, Madurai, India “ A STUDY ON CONSUMER ATTITUDE TOWARDS MOBILE PHONE SERVICE PROVIDERS IN TAMIL NADU” (2016) :

This is an article developed by R. Arun Prasath, Research Scholar and Dr. J. Vijayadurai, Associate Professor of Madurai Kamaraj University, Madurai. In their study examined the consumers attitude towards various service offered by mobile service provider. They found that prepaid SIM card was bought by majority of the respondents. This research aims to recommend the telecom companies should focus on connectivity call rate, coverage, call drops and network quality. This article published in Paripex Indian Journal of Research, Vol: 5, Issue 1, January 2016, PP 27-28, ISSN-2250-1991.

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Research Paper

Management

A Study on Consumer Attitude Towards Mobile Phone Service Providers in Tamil Nadu

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ABSTRACT
The present study is aimed to determine the consumer attitude and perception of mobile service providers in Tamil Nadu. A descriptive study was conducted to achieve the objectives. In total 200 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services and facilities like, voice clarity, customer care service, mode of connection, call drop, service quality, sales promotion offers, and value added services provided by the service provider. This research aims to recommend that telecom companies should focus on connectivity, call rate, coverage, call drops and network quality.

KEYWORDS Customer Attitude, Mobile Product, Mobile Services

1.1 Introduction
The Indian telecom industry is characterised with intense competition and continuous growth. Currently, there are around a dozen telecom service providers who operate in the world and wireless segment. The government has been actively implementing suitable fiscal and promotional policies to boost domestic demand and to create volume for the industry. The Indian telecom industry has immense growth potential as the telecom market is just 36% compared with 60 in the US, 102 in the UK and 58 in Canada. The wireless segment growth has played a dominant role in taking the telephony to the current levels. In the next few years, the industry is poised to grow further. In fact, it has already entered a consolidation phase as foreign players are struggling to acquire a pie in this dynamic industry. The Indian telecom market is regulated by Telecommunication Regulatory Authority of India (TRAI) which acts as an independent regulator was set up in 1997 by the Indian Government. Despite several controversies, the TRAI has earned a reputation for transparency and competency. Today two types of mobile phone service providers operates in the Indian market, they are Global System for Mobile Communications (GSM) Code Division Multiple Access (CDMA). Presently India has nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 40%, Indian telecom industry has the highest growth rate in the world. The following table shows the list of mobile service providers rendering services to Indian telecom sector. They are as follows: State owned companies like - Bharat Sanchar Nigam Ltd and Mahanagar Telephone Nigam Ltd, Private Indian owned companies like - Airtel, Aircel, Vodafone, Tata Docomo, Idea, Uninor, Videocall, Reliance, MTNL.

1.2 Objective:
To study the consumers' attitude towards various service offered by mobile service provider.

1.3 Review of Literature
Karthik (2009), in his research, "Customer Satisfaction on Mobile Service Provider Networks", aimed at understanding the customer satisfaction in mobile service providers to find out the customer satisfaction level in mobile service provider in the market and to know the customer perception towards the other mobile service providers. This survey was done in twin cities. From the analysis it was found that the choice of mobile handset and services cannot be separated if the customers are classified into to eight groups each with some special requirement service wise and handset's attribute wise. Calou Jacob, Gardan Daniel Adrian, (2010), conducted a research on the topic, "Romanian Consumer Perception Towards Mobile Marketing Campaigns". The qualitative research was regarding future trends of mobile marketing and mobile media. According to findings the perception of the Romanian consumers towards specific mobile marketing techniques is influenced primarily by perceptions towards mobile services in general, and there are still no brand images being associated with this new advertising channel. Yet there is consumers' willingness to use new communication channels if the messages are highly personalized and with a great extent of addressability depending on user characteristics.

1.4 Methodology
In this study both exploratory and descriptive research design were applied. The data were collected through well designed questionnaire schedule and it was processed through tables and by proper structured. There were two method of data collection such as Primary data was collected by personal interview method by using a well designed questionnaire schedule. Secondary data has been collected from company profile, company newsletters, internet, books, news paper and magazine.

Table 1- Respondents on the basis of gender, income

Gender	No. of Respondents	Percentage
Male	133	66.5
Female	67	33.5
Total	200	100

Income Group	No. of Respondents	Percentage
Below Rs 5000	28	14
Rs 5001-10,000	31	15.5
Rs 10,001 - 15,000	78	39
Above 15,001	63	31.5
Total	200	100

27 | PARIPEX - INDIAN JOURNAL OF RESEARCH

2. Kumar Ratnesh, Research Scholar, Mewar University, Rajasthan, India and Dr Amit Kansal, Professor, IIMT Management College, Meerut, India “ AN ANALYTICAL STUDY OF CUSTOMER SATISFACTION INFLUENCING BRAND LOYALTY AND FASTER RECOMMENDATION FOR MOBILE SERVICES PROVIDERS OF INDIAN TELCOM INDUSTRY”(2013):

This is an article issued by Kumar Ratnesh, Research Scholar and Dr Amit Kansal, Professor. They have studied the Indian telecom industry by concentrating on mobile services providers, and observed that there is high competition among the players in the industry. All the Players were giving special offers and schemes as per the market conditions to maximize their subscriber base competition in telecom industry was heating up, now it's time for Indian telecom players to align up in the new dynamic business environment. The article was published in International Journal of Engineering Research in Management & Technology, Volume -2, Issue -12, December 2013, ISSN 2278-9359.

International Journal of Engineering Research in Management & Technology Research Article December 2013
ISSN: 2278-9359 (Volume-2, Issue-12)

An Analytical Study of Customer Satisfaction influencing Brand Loyalty and foster Recommendation for Mobile Services Providers of Indian Telecom Industry

Dr. Kumar Ratnesh, Research Scholar, Mewar University, Rajasthan, India

Dr. Amit Kansal, Professor IIMT Management College, Meerut, India

Abstract:
The Indian mobile phone market is highly competitive with more than 150 device manufacturers trying to attract the consumers with their schemes and offers. Most of these providers focus their efforts on the low-cost feature phone market, which constitute over 91 per cent of overall mobile phone sales, offering a huge scope for growth. India added 1.49 million GSM subscribers in July 2013, taking the total GSM user base in India to 872.63 million. Moreover in June 2013 the GSM telecom operators added 2.33 million new subscribers, to take the user base in 271.6 million as at the end of the month, according to the data released by Cellular Operators Association of India (COAI). The GSM incumbents—Bharti Airtel, Vodafone and Idea Cellular—have jointly crossed 70 per cent in revenue market share and had a 9.6 per cent share of the incremental revenues during the June 2013 quarter, as per the latest figures released by TRAI. The mobile value-added services (MVAS) market is expected to reach US\$ 9.5 billion in 2015, from US\$ 4.9 billion in 2012, as per a joint research report by Wipro Technology and the Internet and Mobile Association of India (IAMAI). A total of 9.4 million smartphones were shipped into the country, registering a growth of 107.3 per cent on an annual basis. India also witnessed 73.5 million mobile handset shipments for the January-April 2013 period.

1. Introduction
India is the world's second largest telecommunication market with more than 150 device manufacturers trying to attract the consumers with their schemes and offers. Most of these providers focus their efforts on the low-cost feature phone market, which constitute over 91 per cent of overall mobile phone sales, offering a huge scope for growth. India added 1.49 million GSM subscribers in July 2013, taking the total GSM user base in India to 872.63 million. Moreover in June 2013 the GSM telecom operators added 2.33 million new subscribers, to take the user base in 271.6 million as at the end of the month, according to the data released by Cellular Operators Association of India (COAI). The GSM incumbents—Bharti Airtel, Vodafone and Idea Cellular—have jointly crossed 70 per cent in revenue market share and had a 9.6 per cent share of the incremental revenues during the June 2013 quarter, as per the latest figures released by TRAI. The mobile value-added services (MVAS) market is expected to reach US\$ 9.5 billion in 2015, from US\$ 4.9 billion in 2012, as per a joint research report by Wipro Technology and the Internet and Mobile Association of India (IAMAI). A total of 9.4 million smartphones were shipped into the country, registering a growth of 107.3 per cent on an annual basis. India also witnessed 73.5 million mobile handset shipments for the January-April 2013 period.

2. Key Developments & Investments
Vicom Networks Ltd has won a contract to provide Wi-Fi and other Internet-related services at the Chennai International Airport. The deal is expected to be in the range of Rs 20-30 crore (US\$ 3.06- US\$ 4.59 million).

- Tata Consultancy Services (TCS) has been selected to deploy a new rating and billing system for Maxis's telecom service provider, CEM. The solution will allow CEM's customers to receive faster response to enquiries and enable them to better manage their services and bills, according to the company's press statement.
- Bright, the global outsourcing and technology services firm under Essar Group, has won a business resource outsourcing contract from Sandt Telecom Co, further extending its existing relation with the company. The deal is estimated to be in the range of US\$ 50- US\$ 60 million.
- Videocall Mobile Services plans to invest Rs. 800 crore (US\$ 122.61 million) in Gajpur for opening over 300 towers and 150 exclusive outlets in 2013-14.
- Reliance Communications (RCOM) and Tata Televisions Ltd (TTL) have joined hands under a 2G intra-circle roaming arrangement. Under the agreement, RCOM will use GSM towers of TTL, across 14 GSM circles while the latter will gain access to an equal number of towers in RCOM's CDMA network to improve its reach.
- Bharti Airtel has raised its stake to 51 per cent in four outlets of OneWeb's wireless broadband business in India. In addition, the firm plans to launch an international fibre-optic cable link to boost internet speeds in Bangladesh.

Ratnesh et al. Page 84

3. Dr. L. Leo Franklin, Assistant Professor & Research Adviser and S. Ambika, Research Scholar, PG & Research Department of Commerce, JJ College of Arts and Science (Auto), Pudukkottai, Tamil Nadu, South India

“A COMPARITIVE STUDY ON CUSTOMER PREFERENCE OF MOBILE SERVICE PROVIDERS WITH SELECTED SERVICE PROVIDER” (2015) :

Thus is an article developed by L. Leo Franklin and S. Ambika. They conducted a comparative study on Customer Preference of Mobile Service Providers with selected service providers. They have stated that there is a stiff competition prevailing among the service providers. Since there is a marginal difference between the services rendered by the cellular service providers there is more possibility for the subscriber to switch from one service to another based on convenience. They have realized that it is very essential for the mobile service provider to understand the customer preferences and the influence if various demographic values behind that influence. They have compared the customer preference on mobile communications with reference to service provider by private and public sector. This article published in International Journal of Business Quantitative Economics and Applied Management Research, Vol: 1, Issue 9, February 2015, PP 51-69, ISSN: 2349-5677

 International Journal of Business Quantitative Economics and Applied Management Research
ISSN: 2349-5677
Volume 1, Issue 9, February 2015

A Comparative Study on Customer Preference of Mobile Service Providers with Selected Service Providers

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ABSTRACT

The telecommunication is the lifeblood for every business activity. Even in this industry there prevails a stiff competition between the service providers. Since there is a marginal difference between the services rendered by the Cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on his convenience. So it is very essential for the Mobile service provider to understand the customer preferences and the influence of various Demographic variables behind that influence.

Mobile communication a service sector is escalating drastically in Coimbatore and Tiruppur Town. There are a handful of Private (AIRCEL, AIRTEL, VODAFONE, RELIANCE and TATA DOCOMO) and Public (BSNL) players serving the market. In this study the customer preference on mobile communication with reference to service provided by private and public sector are compared. BSNL and OTHERS are selected due to their high competitive nature in providing 3 generation technologies such as GPRS and MMS.

Introduction

Communication would mean the transfer of information from a source to a receiver. The most important type of communication is personal communication. People all over the world feel the need to keep in touch, whether it is business or personal. With the advent of technology though there are several mode of communication like E-mail, Chat, and Video conferencing and so on the Telephone is one of the reliable communication mode. People find it difficult to receive a call or make a call when they are on the move within their house. Hence, the concept of cord less

50

4. Debarati Ray and Ishita Chaudhuri “ A STUDY ON MARKET SHARE AND FACTORS AFFECTING THE CHOICE OF CELLULAR SERVICE PROVIDER AMONG YOUNG AGE GROUP OF KOLKATA”(2010):

This is an article developed by Dabarati Ray and Ishita Chaudhuri. In their study pointed the 84% of the young users use prepaid services and good network coverage and family , friends using the same network connection are much more important factors which motivated the customers to get associated to a particular service providers as they offer to make calls and send message at lower rates within the same network. Thus cellular service provider should primarily focus on prevailing good and wide network coverage to its subscribers to retain their customers as well as to increase their market. This article published in The IUP Journal Of Marketing, Vol : 9, No-3, August 2010, PP 41-55.

5. Dr. Neelam Dhandha and Dr. Pooja Goel “WHAT IMPINGES THE CHOICE OF CELL PHONE CONNECTION” (2010):

In their study pointed that prepaid connections are more popular among females while postpaid connection are more frequently used by the male subscribers. People using prepaid connections generally were young age groups i.e. less than 20 years and the old age group i.e. more than 60 years due to their limited usage and professionals, retired, dependents. While more of working force and customers having more monthly incomes than prefer to use postpaid connections. According to the study, the service class and business class prefers postpaid connection. This article was published in Indian Journal of Marketing, Vol: 40, No. 9, September 2010, PP 20-25.

6. M. Sathish , K J Naveen , V Jeevanantham , PSG Institute of management (PSG College of Technology) Coimbatore and K.Santosh Kumar , Priyadarshini Engineering College Vaniyambadi – Vellore “ A STUDY ON CONSUMER SWITCHING BEHAVIOUR IN CELLULAR SERVICE PROVIDERS: A STUDY WITH REFERENCE TO CHENNAI ”(2011):

This is an article developed by M. Sathish , K. Santosh Kumar and K. J Naveen., V. Jeevanantham , they have attempted to identify the factors that effects the consumers into switching the service provider .To find the major influences that goes into the decision of purchasing a SIM card , to find the likeliness of switching the service provider . The study reveals that call rates play the important role in switching the service provider followed my network coverage; value added service, consumer care and advertisement which play the least important role. The article published in Far East Journal of Psychology and Business, Volume – 2, NO- 2, February 2011 , PP 71-81.

A Study on Consumer Switching Behaviour in Cellular Service Provider: A Study with reference to Chennai

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ABSTRACT

Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. India has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The availability of a number of subscriber options for consumers and varied tariff rates of each player, lead 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 and to delve into finding out the likeliness of switching the service provider. The type of research used for this study is descriptive research design. The area covered under this study was Chennai due to availability of well mixed population base in Tamil Nadu. A well structured questionnaire was designed and administered to collect samples across Chennai. Due to high population and need for variety of respondents, Cluster Sampling method was chosen. The sample size was 112. The variables considered for the study are Consumer demographics, Consumer satisfaction with existing service provider, Factors influencing the switching behaviour and factors that affect the switching behaviour of consumers and these were grouped into 4 categories namely customer service, service problems, usage cost, and others. The results from the study reveal that call rates plays the most important role in switching the service provider followed by network coverage, value added service and customer care while advertisement plays the least important role. It is found that there is a relation between switching the service provider and the factors (customer service, service problem, usage cost, etc.). After analysing the findings of the study, we propose that the mobile providers concentrate on increasing network stability and setting tariff rates competitively.

Key words: Switching Behaviour, Cellular service provider, network stability
Paper Type: Research Paper

7. Muhamed Thayyib. K, Assistant Professor, Department of Management Studies, Mahatma Gandhi College, Iritty, Kannur, Kerala, India “THE IMPACT OF JIO ON INDIAN TELECOM INDUSTRY ”(2018): This research paper reviews the impact of JIO (Telecommunication Company)on the telecom sector in India . A paper highlights the introduction of the JIO on Indian Telecom sector. The paper was mentioned that the various strategies adopted by Jio on capturing advantage on other telecom service providers. It specifies that JIO creates a revolution in the Indian Telecommunication Industry through providing additional services to its customers. This article was published in International Journal of Research in Management, Economics and Commerce, Vol: 8, Issue 4, April 2018, PP 78-82, and ISSN 2250-057 X

Muhammed Thayyib, K, International Journal of Research in Management, Economics and Commerce, ISSN 2250-057X, Impact Factor: 6.384, Volume 08 Issue 04, April 2018, Page 78-82

The Impact of Jio on Indian Telecom Industry

Muhammed Thayyib, K

(Assistant Professor, Department of Management Studies, Mahatma Gandhi College, Iritty, Kannur, Kerala, India)

ABSTRACT: This Research paper reviews the impact of Jio (Telecommunication Company) on the telecom sector in India. Paper highlights the introduction of the Jio in Indian telecom sector. The paper also mentions that the various strategies adopted by Jio on capturing advantage on other telecom service providers. It specifies that Jio creates a revolution in the Indian telecommunication industry through providing various additional services to its customers.

KEYWORDS: 4G network, India, LTE mobile network, Strategies, Impact

I. INTRODUCTION

After the globalization of India economy in 1991 the telecommunication sector remained one of the most happening sectors in India. The recent years witnesses rapid and dramatic changes in the field of telecommunication. In the last few years more and more companies both foreign, domestic, come into cellular service, service market and offers large number of services to the people. Telecommunication industry is one of the most emerging industry in the world. Currently India is the world second largest telecommunication market and still going. Indian telecommunication market is an excellent opportunity for network providers. Recently Reliance Jio has give a big job to Indian telecom sector.

Reliance Jiofocomm Limited announce the launch of its digital services with jio in Mumbai on 5th September 2016 with the permission of Telecom Regulatory Authority of India (TRAI). Jio provide a wireless 4G LTE service network to its customers at very low price. Jio announces that it had acquired 16 million subscribers with in the first month of commercial operation and crossed 50 million subscribers in record 83 days by October 2017 it had about 130 million subscribers.

Significance or Need of the Study

The launch of Jio likely to transform the Indian telecommunication sector but at the same time it make pressure on multiple fronts on the current telecom operators such as Airtel, Vodafone, Idea, BSNL etc. The entrance of jio brought a stormy revelation in the telecom market. The current study investigates the impact of jio in telecom sector and other market players. To study this references and data sources have been analysed over all impact on market and customers taken in to consideration.

The Study seeks to achieve the following broad objectives:

1. To find the impact of Reliance Jio in Telecom sector
2. To analyse the effect of 4G network on other competitor
3. To analyse the competition of telecom industry in modern era.

Reliance Jio

Reliance Jiofocomm Limited or Jio is an LTE mobile network operator in India, launched in September 5,2016. It is a wholly owned subsidiary of Reliance Industries headquartered in Navi Mumbai, Maharashtra, that provides wireless 4G LTE service network (without 2G/3G-based services) and is the only 'VoLTE-only' (voice over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India. Reliance Jiofocomm Limited (RJIO), a subsidiary of Reliance Industries Limited(RIL),India's largest private sector company. Jio is the first telecom operator to hold pan India unified license. Jio announces that it had acquire 16 million subscribers with in the first month of commercial operation. Jio continues to be the fastest growing company in the world, by October 2017 it had about 130 million subscribers.

History Jio's headquarters in RCP, Navi Mumbai In June 2010, Reliance Industries (RIL) bought a 99% stake in Infotel Broadband Services Limited (IBSL) for \$4,800cr. Although unlisted, IBSL was the only firm to win broadband spectrum in all 22 zones in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jiofocomm Limited (RJIL) in January 2015.

In June 2015, Jio announced that it will start its operations all over the country by the end of 2015. However, four months later in October 2015, the company's spokesman sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016-2017.

<http://indusedu.org>

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Page 78

8.Amjad Iqbal, Mubashar Hassan Zia, Sajid Bashir, Khurram Shahzad and Muhammad Waqas, Faculty of Management Sciences, Riphah International University “ANTECEDENTS AND OUTCOMES OF CUSTOMER SATISFACTION IN USING PREPAID CELLULAR SERVICES IN PAKISTAN” (2008) : In their study pointed that perceived quality, perceived value and perceived expectations are leading variables for customer satisfaction. While repurchase likelihood, customer complaints and price tolerance are dependent on actual satisfaction. Finding suggests that customers have high expectations that are fulfilled by the cellular service providers to same extent. This study reveals the perceptions of Pakistan prepaid cellular service users in context of value, quality and overall expectation and at the same time the effectiveness of customer satisfaction on price tolerance, customer complaints and repurchases likelihood.. This article was published in 2008 (online)

ANTECEDENTS AND OUTCOMES OF CUSTOMER SATISFACTION IN USING PREPAID CELLULAR SERVICE IN PAKISTAN

Amjad Iqbal¹,Mubashar Hassan Zia²,Sajid Bashir³,Khurram Shahzad⁴ and Muhammad Waqas Aslam⁵

This study is focused on estimating and comparing the perceived expectation and the actual satisfaction level of prepaid cellular service users in Pakistan. In this study 225 prepaid cellular service users were investigated randomly. Perceived quality, perceived value and perceived expectations are leading variables for customer satisfaction, while repurchase likelihood, customer complaints and price tolerance are dependent on actual satisfaction. Findings suggest that customers have high expectations that are fulfilled by the cellular service providers to some extent.

Keywords: perceived quality, perceived value, perceived expectations, customer satisfaction, price tolerance, customer complaints, repurchase likelihood.

Introduction:

Cellular service has become a necessity of this era for every individual in order to remain in contact either with relatives, family or with business. A lot of cellular service providers are active in Pakistan with both prepaid and postpaid packages. This research is basically conducted in order to measure the customer satisfaction of prepaid cellular service users in Pakistan. Customer satisfaction in prepaid cellular service varies with the needs and requirements of customers as well as the availability of services accordingly. In Pakistan most of the customers are using cellular services in order to remain in contact with other people, some people make use of calls, sms, mms or some of them only for connectivity to web.

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1.6 RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology is the systematic theoretical analysis of the methods applied in the field of study. To know the customer perception, a descriptive research work is done and was used to gain the insight of the customer perception towards postpaid and prepaid of various service providers and their switching behavior in Guwahati city. Close- ended questions and answer in brief questions were asked to the samples and data were collected from them.

1. Research Design

A descriptive research design was used in the study , gathering data that describe the events and organizes, tabulates, depicts, describes the data collections. Descriptive research includes survey and fact findings of different kinds of problem under study. Here in the study, a detail research had been done from the selected sample.

2. Area of the study

The study is based on the area of Guwahati city, which is known to be the largest city in all North-East .

3. Sources of Data

The task of data collection begins after a research problem has been defined. In this study data was collected through both primary and secondary data sources.

- **Primary Data:** The primary data were collected from the respondents with the help of a questionnaire and field survey too.
- **Secondary Data:** The secondary data were collected from articles, journals, magazine, newspaper, company manuals, company website, etc.

4. Method of sampling

The method of sampling adopted was “Simple Random Sampling” carried out on the popularity of online shopping among college going student.

5. Sample size

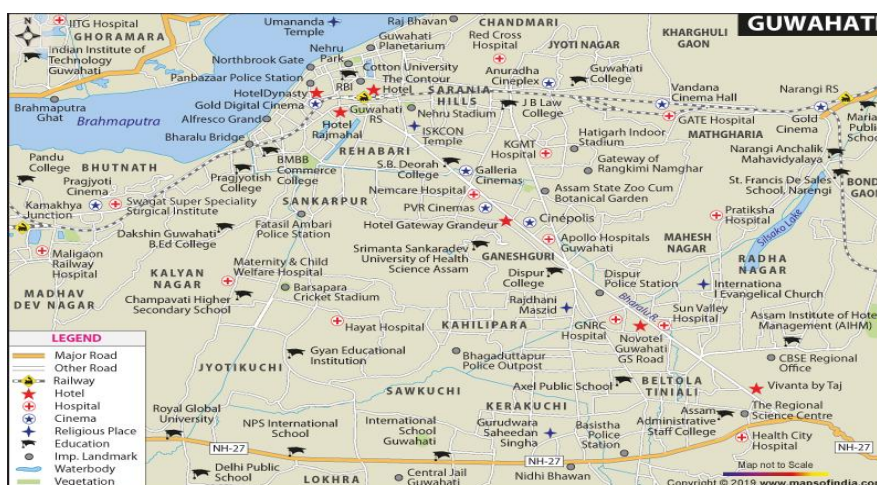
The sample size is taken for the study is 100 respondents.

6. Research tool

Data has been collected with the help of questionnaire and are analyzed by using different statistical tables like bar diagram, column diagram, pie diagram, line diagram.

7. Time period

The data and information were collected within the month of February 2021



Map of Guwahati, Assam

1.7 SIGNIFICANCE OF THE STUDY

Perception is the primary goal of every business organization. In this competitive business scenario every activities begins and ends with the customer need. In the present scenario, the Telecommunications is livelihood for every business activities. Even in this industry there prevails a stiff competition between the service provider In spite of a well-established network and infrastructure supporting, certain service providers weren't able to root their footsteps in the market due to lack in customer service and satisfaction. Further their promotional initiatives haven't yielded fruitful results. Since there is a marginal difference between the services rendered, by the cellular service providers there is more possibility for the subscribers to switch from one service provider to another based on their convenience . So it very essential for the service provider to understand the customer perception and influence of various demographic variables behind that influence.

1.8 LIMITATION OF THE STUDY

There are several limitations found while undergoing the Research, those are stated below :

- ✚ Some respondents were not willing to fill up the questionnaire and even were not cooperative. Hence, there may be biasness in the data collection.
- ✚ During the collection of data some respondent finds it very difficult to answer the question.
- ✚ The data given by the respondents are not scientifically true in some cases.
- ✚ At the time of collecting primary data , due to COVID-19 pandemic it was difficult to collect the data from the respondent
- ✚ The data given by Government under their websites are quite old and not updated.
- ✚ The findings and conclusion are based on knowledge of the respondents which sometimes may be biased.

CHAPTER -II

COMPANY PROFILE

 RELIANCE JIO

 VODAFONE IDEA (VI)

 AIRTEL

 BSNL

RELIANCE JIO



Jio's headquarters in RCP, Navi Mumbai	
Type	Subsidiary of Reliance Industries
Industry	Telecommunications
Founded	15 February 2007; 14 years ago
Founder	Mukesh Ambani
Headquarters	Maker Chambers IV, 222 Nariman Point, Mumbai, Maharashtra, India
Key people	Mukesh Ambani (Chairman) Sandip Das (Managing Director)






Reliance Jio Infocomm Limited, Jio , is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 41.08 core (410.8 million) subscribers

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. Since April 2020, Reliance Industries has raised ₹152,056 crore (US\$21 billion) by selling 32.97% equity stake in Jio Platforms.

In May 2016, Jio launched a bundle of multimedia apps on Google play such as- JioPages, JioChat, JioCinema, JioCloud, JioHealth, JioNews, JioMeet, JioMoney, JioSaavn, Jio Security, JioTV, Jio Voice, MyJio

Products and services

-  Mobile broadband
-  JioFiber
-  LYF *smart phones*
-  Jio Phone
-  Jio net Wi-Fi

VODAFONE IDEA (VI)



<i>Vodafone Idea's new brand identity 'Vi' in use since 7 September 2020</i>	
Type	Public
Industry	Telecommunications
Predecessors	Vodafone India Idea Cellular Limited
Founded	31 August 2018; 2 years ago
Headquarters	Mumbai (Corp.) Gandhiangar (Reg.)
Key people	Kumar Mangalam Birla(Chairman) Ravinder Takkar




Vodafone is a telecommunication company and it was first launched in 1991, Newbury, United Kingdom. In 1994, Vodafone was launched in India. Vodafone is the Indian subsidiary of UK-based Vodafone Group plc and was a provider of telecommunications services in India with its operational head office in Mumbai. As of March 2018, Vodafone India had a market share of 21% and with its merger with Idea. Vodafone Idea is the Third largest mobile telecommunications network in India.

Merger with Idea Cellular

The entry of Jio in 2016 had led to various mergers and consolidations in the Indian telecom sector. It was announced in March 2017 that even Idea Cellular and Vodafone India would be merged. The merger got approval from Department Of Telecommunications in July 2018. On August 30, 2018, National Company Law Tribunal gave the final nod to the Vodafone-Idea

merger. The merger was completed on 31 August 2018, and the newly merged entity was named Vodafone Idea Limited.

Products and services

-  Mobile telephony
-  Wireless broadband
-  Internet services

BHARTI AIRTEL LIMITED



Type	Public
Key people	Sunil Bharti Mittal (Chairman) Gopal Vittal (MD & CEO)
Industry	Telecommunications
Founded	7 July 1995; 25 years ago
Founder	Sunil Bharti Mittal
Headquarters	Nelson Mandela Road, New Delhi, India

Bharti Airtel Limited, also known as Airtel, is an Indian multinational telecommunications services company based in New Delhi, Delhi NCT, and India. It operates in 18 countries across South Asia and Africa, and also in the Channel Islands. Airtel provides 2G, 4G LTE, 4G+ mobile services, fixed line broadband and voice services depending upon the country of operation. Airtel had also rolled out its VoLTE technology across all Indian telecom circles. It is the second largest mobile network operator in India and the second largest mobile network operator in the world with over 457.96 million (45.796 crore) subscribers. Airtel was named India's 2nd most valuable brand in the first ever Brandz ranking by Millward Brown and WPP plc.

Products and Services

- ✚ Fixed line telephone
- ✚ Mobile phone
- ✚ Broadband
- ✚ Satellite television and Digital Television
- ✚ Internet television

BHARAT SANCHAR NIGAM LIMITED (BSNL)



BSNL

BSNL Headquarters, New Delhi	
Type	Government owned enterprise
Industry	Telecommunications
Founded	1 October 2000; 20 years ago
Headquarters	New Delhi, India
Area served	India
Key people	Pravin Kumar Purwar , ITS (Chairman & MD) (interim)

Bharat Sanchar Nigam Limited (BSNL) is an Indian government owned Telecommunications Company, headquartered in New Delhi, Delhi, India. It was incorporated by Department of Telecommunications, Ministry of Communications, and Government of India on 1 October 2000. It provides mobile voice and internet services through its nationwide telecommunications network across India. It is the largest wire line telecommunications network company in India with more than 50% market share and fourth largest wireless telecommunications operator.

SERVICES

- ✚ Fixed line telephone
- ✚ Mobile phone
- ✚ Broadband
- ✚ Internet television
- ✚ IPTV

CHAPTER – III

DATA ANALYSIS AND INTERPRETATION

Data Analysis:

Data analysis is a process of inspecting, cleaning, transforming and modeling of data with the objective of highlighting the useful information, suggesting conclusion as and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different businesses, science and social science domains.

Data Interpretation:

Interpretation refers to the task of drawing inferences from the data collected after an analytical or experimental study. The factors that been observed by the researcher in the course of the study can be better understood through interpretation and also it provides a theoretical conception which can serve as a guide for further researches.

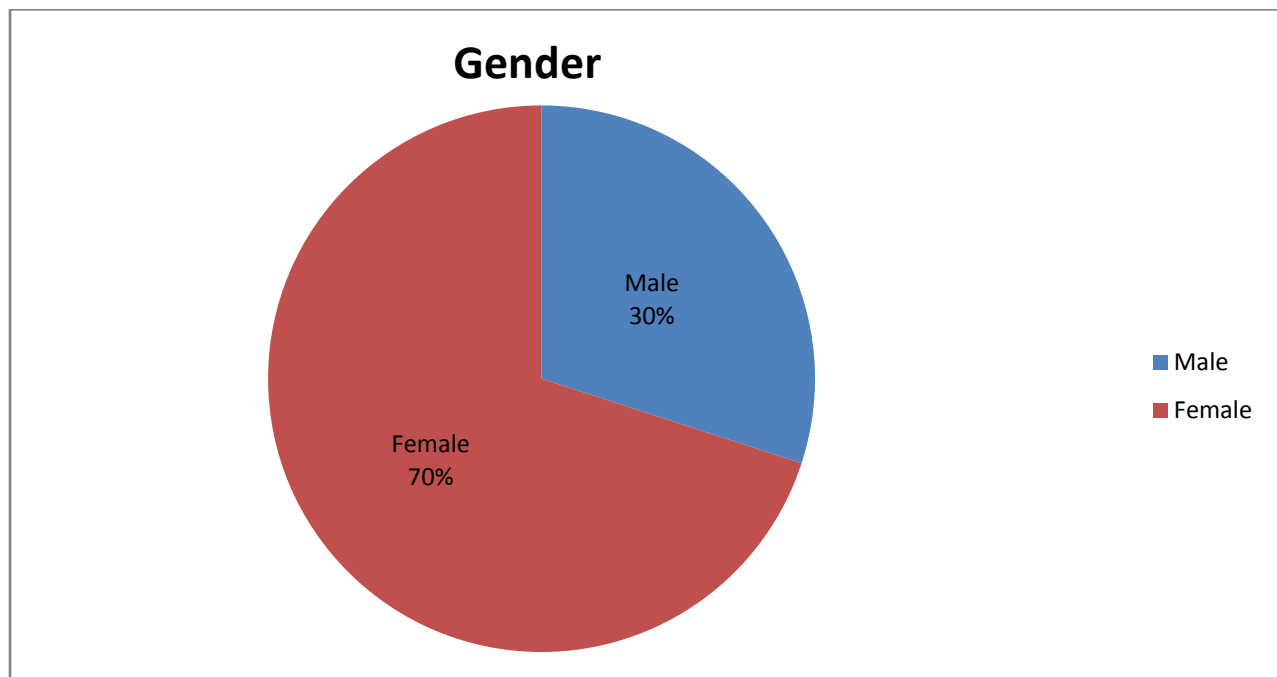
The analysis can further be explained with the help of tables and graphs drawn below:

Table 3.1 Classification of Gender

Gender	No. of Respondents	Percentage
Male	30	30%
Female	70	70%
Total	100	100%

Source: Field survey

Figure 3. 1 Classification of Gender



Source: Table 3.1

INTERPRETATION:

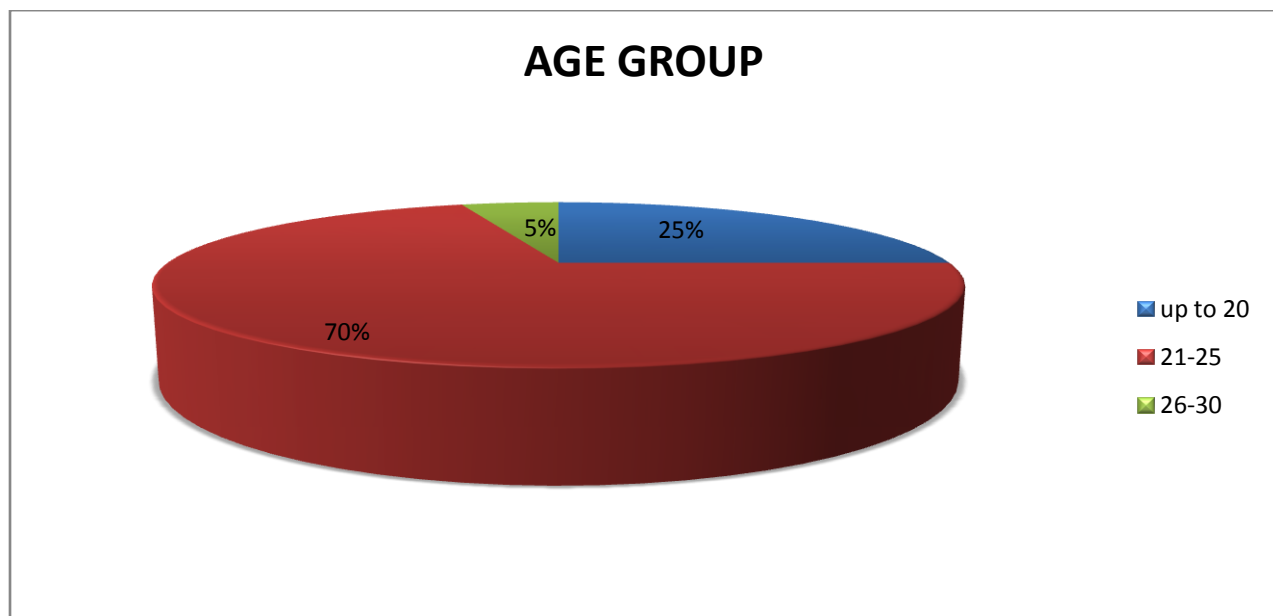
The Figure Shows the Classification of Gender which indicates that 30% of the respondents are male and 70% of the respondents are female.

Table 3.2 Grouping the respondents according to their age

Ages (in years)	Number of Respondent	Percentage
Up to 20	25	25%
21-25	70	70%
26-30	5	5%
Total	100	100%

Source: Field survey

Figure3.2 Grouping the respondents according to their age



Source: Table 3.2

INTERPRETATION:

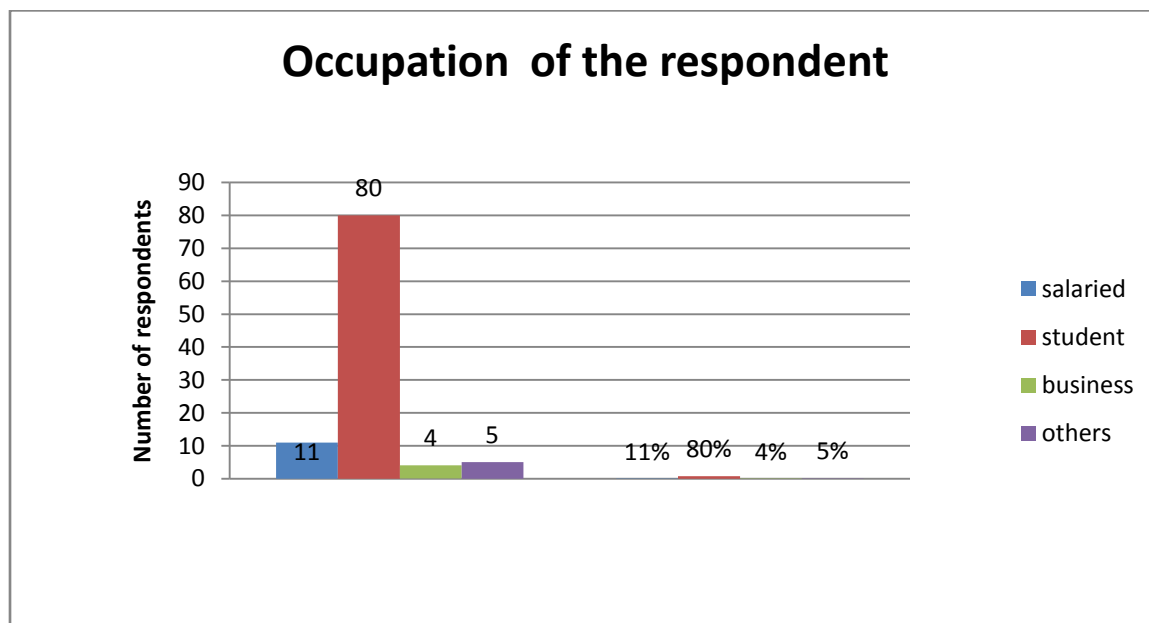
The above figure shows the grouping of the sample used as the research according to their ages out of 100 respondents. The above table and graph show that the respondents are from the age of 20- 30. Groups were made in Up to 20 years, 21-25 years and 26-30 years. It has been found that 70%, 25% and 5% respondents were from the first, second and third group respectively.

Table 3.3 Occupation of the respondents

Occupation	Number of respondents	Percentage
Salaried	11	11%
Student	80	80%
Business	4	4%
Others	5	5%
Total	100	100%

Source: Field survey

Figure 3.3 Occupation of the respondents



Sources: Table 3.3

INTERPRETATION:

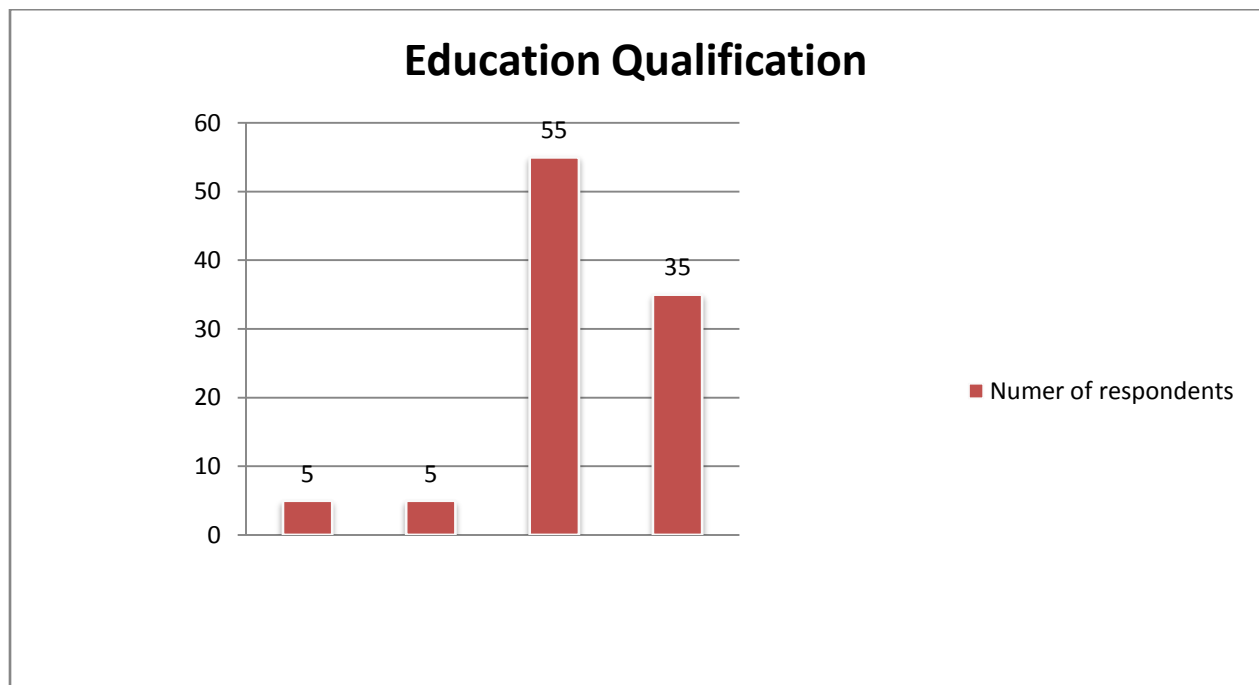
From the above figure the occupation can be classified as Salaried, Student, Business and Others. It has been found that 80% of the respondents were Student, where 11% respondents were Salaried and while business and others group forms only 4% and 5% respectively.

Table 3.4 Classification of Education Qualification

Education Qualification	Number of respondent	Percentage
Up to Matriculation	5	5%
Higher Secondary	5	5%
Graduate	55	55%
Post Graduate	35	35%
Total	100	100%

Source: Field survey

Figure 3.4 4 Classification of Education Qualification



Source: Table 3.4

INTERPRETATION:

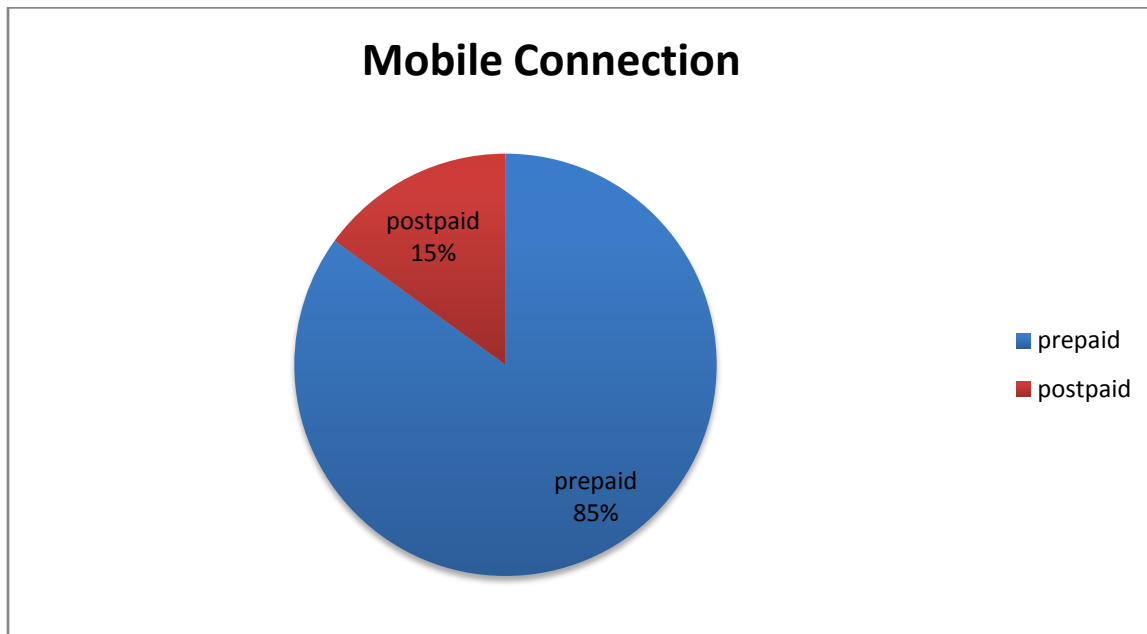
From the above figure , it found that higher number of respondent are Graduate i.e. 55% , 35% of the respondent are Post Graduate and the remaining respondent are 5% Higher Secondary and 5% Up to Matriculation .

Table 3.5 .Kind of mobile connection use by the users.

Mobile Connection	Number of respondent	Percentage
Prepaid	85	85%
Postpaid	15	15%
Total	100	100%

Source: Field survey

Figure 3.5 Kind of mobile connection uses by the users



Source: Table 3.5

INTERPRETATION:

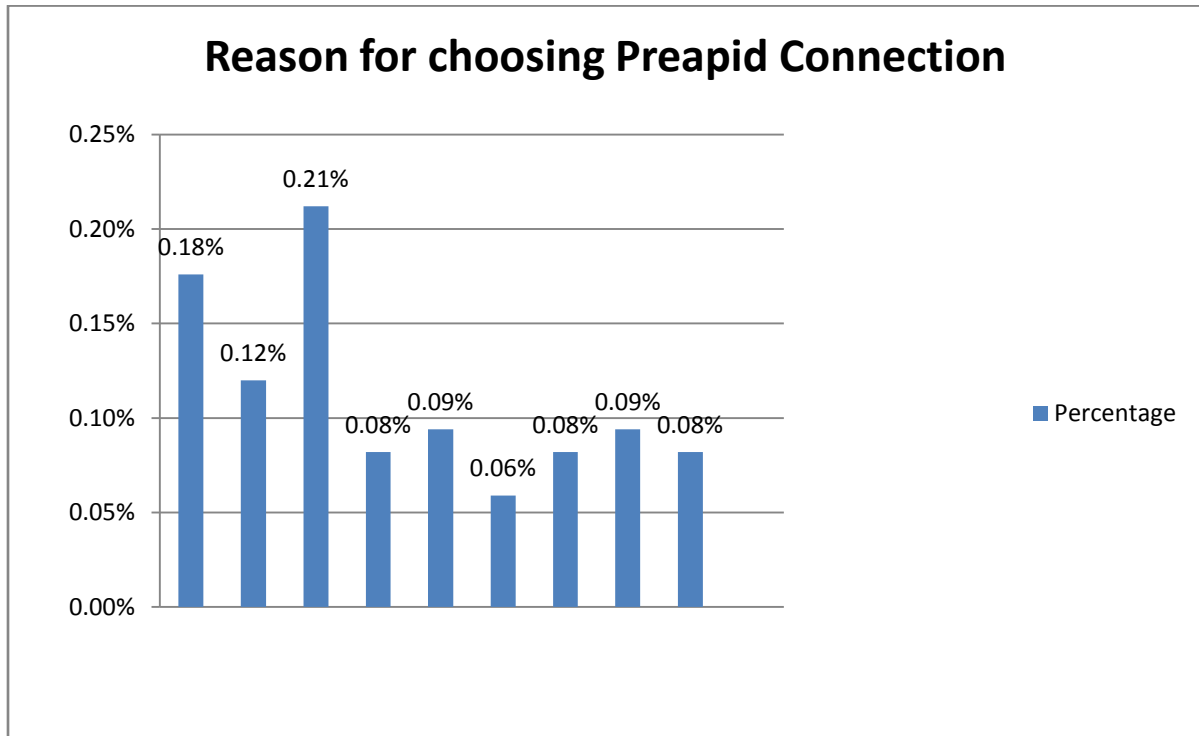
Out of the total respondents 85% are found to be prepaid customers and the remaining 15% as postpaid customers. Prepaid Connection is more popular among the users because of large number of offers available to the prepaid users. It also relieves the users so many formalities and documentation which are found in a postpaid connection. Moreover it ensures instant activation, better control over expenses, no monthly rentals and easy switching.

Table 3.6 If prepaid, the reason for choosing prepaid connection (out of 85 respondent)

Reason for choosing prepaid connection	Number of respondents	Percentage
No monthly commitment/Rental	15	0.176%
Better control over expenses	10	0.117%
Large no. of offers	18	0.212%
Top option available	7	0.082%
Less Documentation	8	0.094%
No security Deposit	5	0.059%
Easy Switching	7	0.082%
Instant Activation	8	0.094%
Pre-activated STD and ISD facility	7	0.082%
Total	85	100%

Source: Field survey

Figure 3.6 If prepaid, the reason for choosing prepaid connection (out of 85 respondent)



Source: Table 3.6

INTERPRETATION:

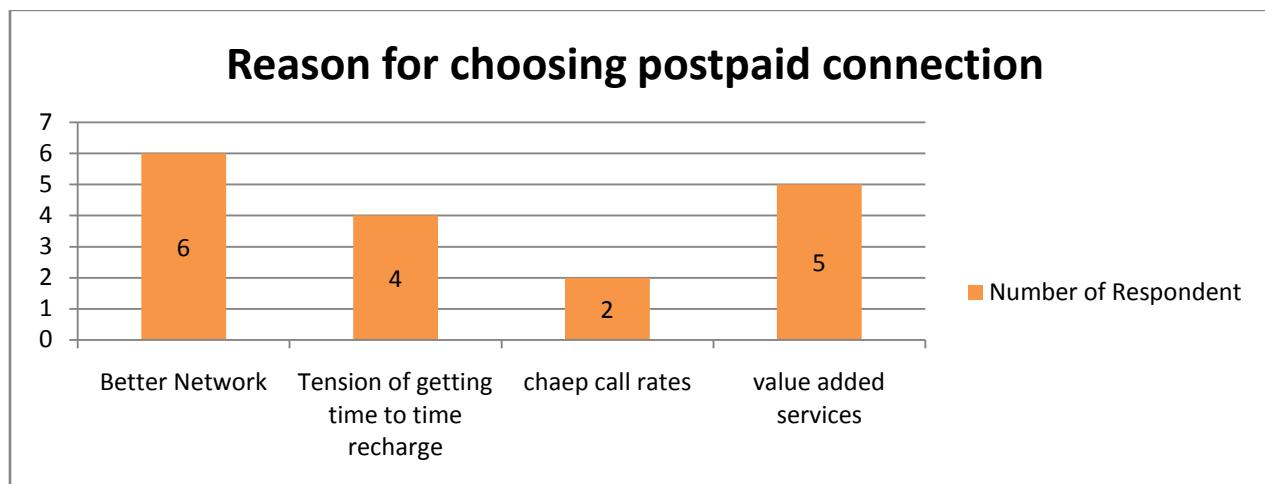
Prepaid Connection was the most preferred among the respondents. According to the respondents No monthly rentals, Better control over expenses, large number of offers and instant activation are the most prominent reasons for opting for the prepaid connection. 15% of the respondent prefers no monthly commitment or rental. 10% prefer better control over expenses. 18% choose it because it offers a large number of offers and choice can be made among them. 7% of them like top option available, less documentation and security deposited. 7% of the respondents chose prepaid connection because of easy switching from one service provider to another and 10% like instant activation . 7% like Pre-activated STD and ISD facility and they can connected with their friends and family.

Table 3.7 If postpaid, the reason for choosing postpaid connection (out of 15 respondent)

Reason for choosing postpaid connection	Number of respondent	Percentage
Better Network	6	0.4%
Tension of getting time to time recharge	4	0.27%
Cheap call rates	2	0.13%
Value added services	3	0.2%
Total	15	100%

Source: Field survey

Figure 3 If postpaid, the reason for choosing postpaid connection (out of 15 respondent)



Source: Table 3.7

INTERPRETATION:

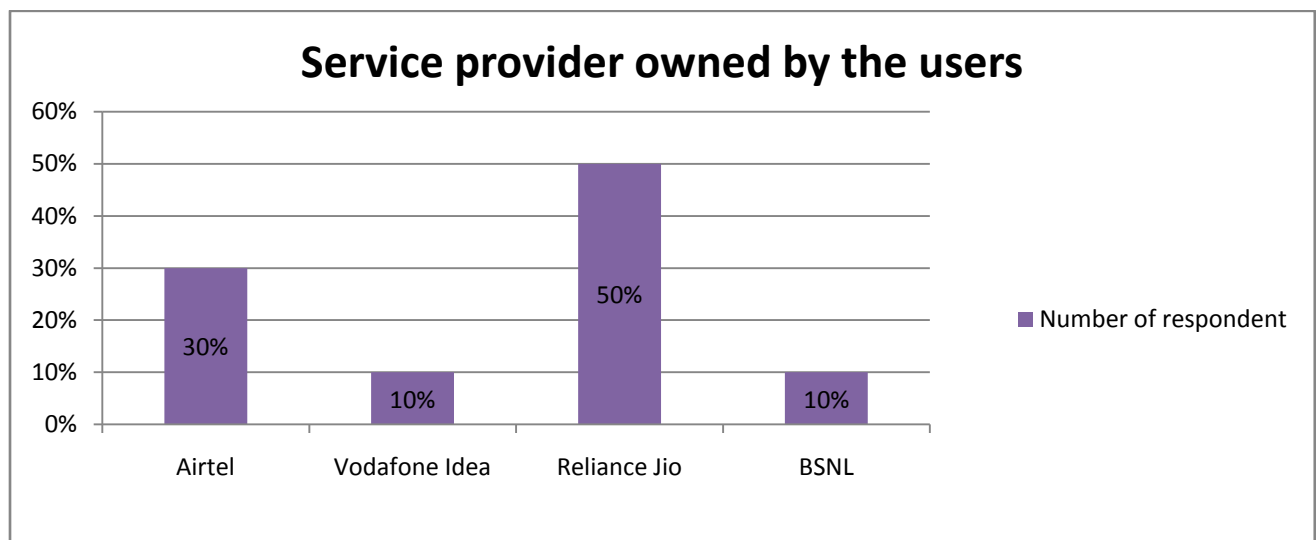
According to the current study, only 15% of the respondent opts for postpaid connections. Thus it is clear that is not much preferred among the respondents. Out of 15 respondents, 6 respondents like it for better network, and again 4 respondent for tension for getting time to time recharge. Cheap call rates and Value added services are like by 2 and 3 of the respondent.

Table 3.8 Service provider owned by the users

Service provider	Number of respondent	Percentage
Airtel	30	30%
Vodafone Idea	10	10%
Reliance Jio	50	50%
BSNL	10	10%
Total	100	100%

Source: Field survey

Figure 3.8 Service provider owned by the users



Source: Table 3.8

INTERPRETATION:

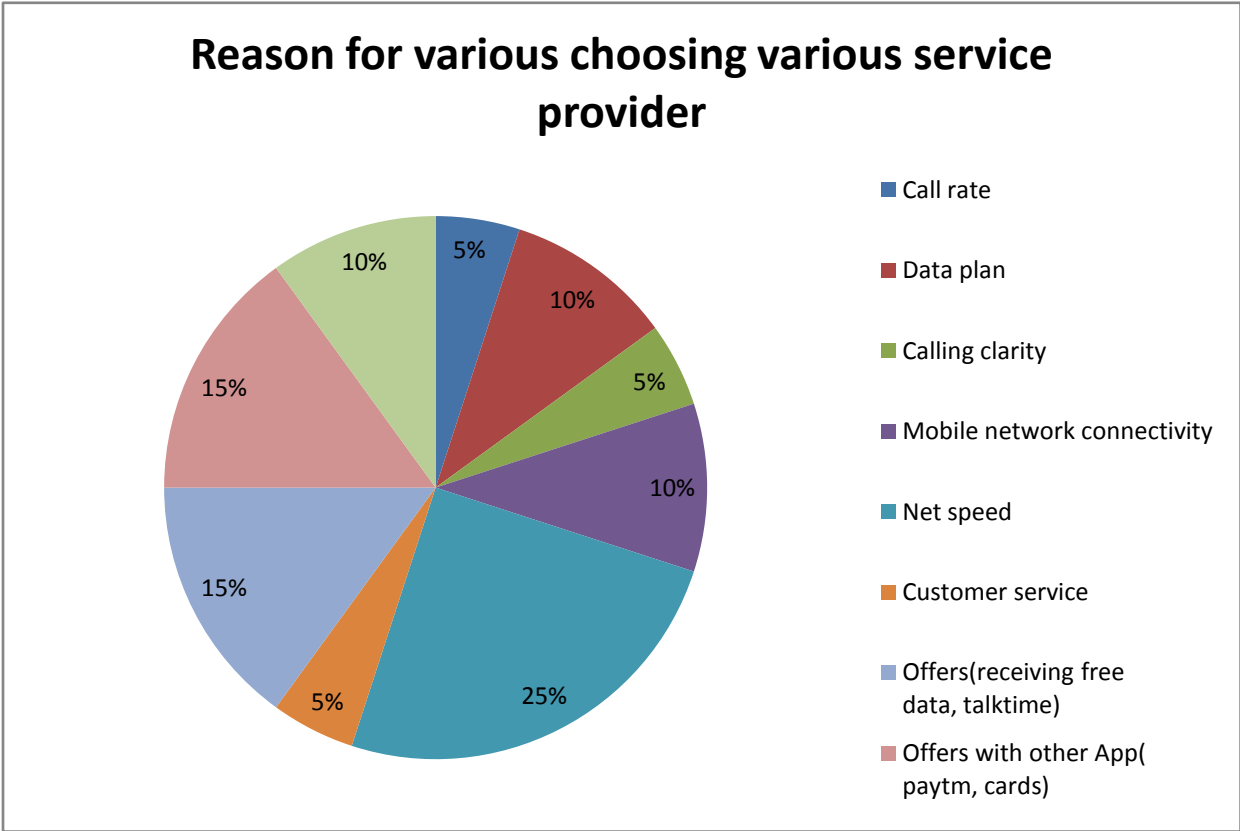
From the above figure , it found that Airtel Reliance Jio are the top choice of the respondents. Airtel forming 30% and Reliance Jio forming 50% of all the service providers. And the rest service provider Vodafone Idea and BSNL are forming 10% and 10% respectively.

Table 3.9 Reason for choosing a particular service provider

Reason for choosing particular service provider	Number of respondent	Percentage
Call rate	5	5%
Data plan	10	10%
Calling clarity	5	5%
Mobile network connectivity	10	10%
Net speed	25	25%
Customer Service	5	5%
Offers(receiving free data, talk time plans)	15	15%
Offers with other app(pay tm, cards)	15	15%
Others	10	10%
Total	100	100%

Source: Field survey

Figure 3.9 Reason for choosing a particular service provider



Source: Table 3.9

INTERPRETATION:

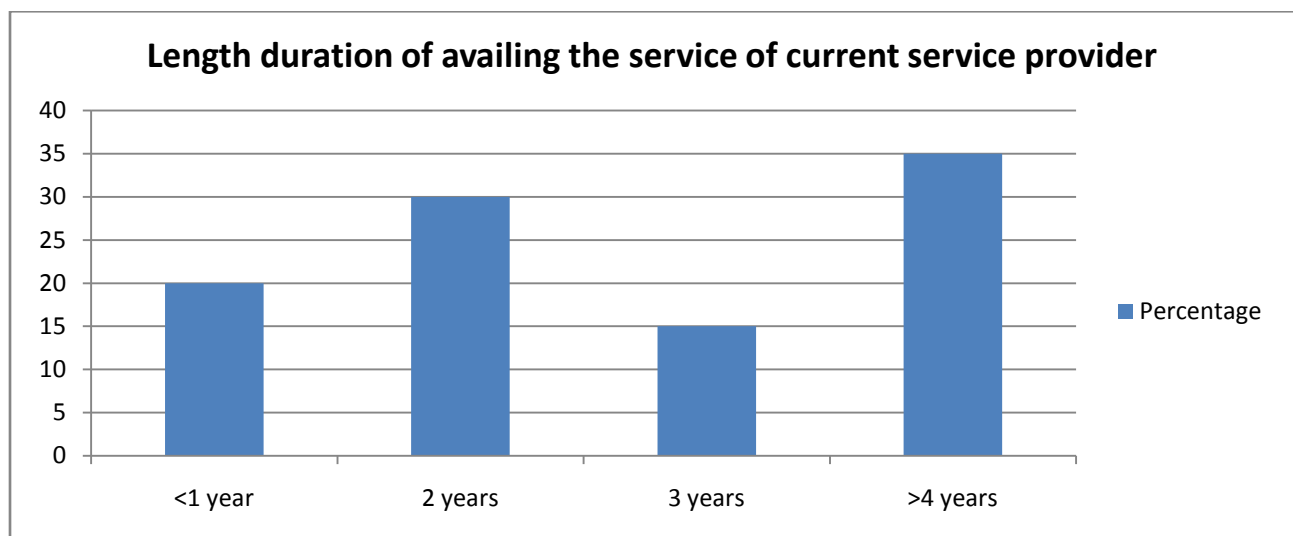
As per from the above figure, it found that 25% of the respondent choose the service provider because of high net speed , 5% of the users choose service provider because of call rate, 10% choose it for data plan, 5% for calling clarity, 10% is for because mobile network connectivity, 5% users like for customer care, 15% of the users like because of various offers receiving or through other app like pay tm, cards etc. And remaining 10% of the respondent choose it for other various reason .

Table 3.10 Length of duration of availing the services of current service provider.

Length duration of availing the services of current service provider	Number of respondent	Percentage
<1 year	20	20%
2 years	30	30%
3 years	15	15%
>4 years	35	35%
Total	100	100%

Source: Field survey

Figure 3.10 Length of duration of availing the services of current service provider.



Source: Table 3.10

INTERPRETATION:

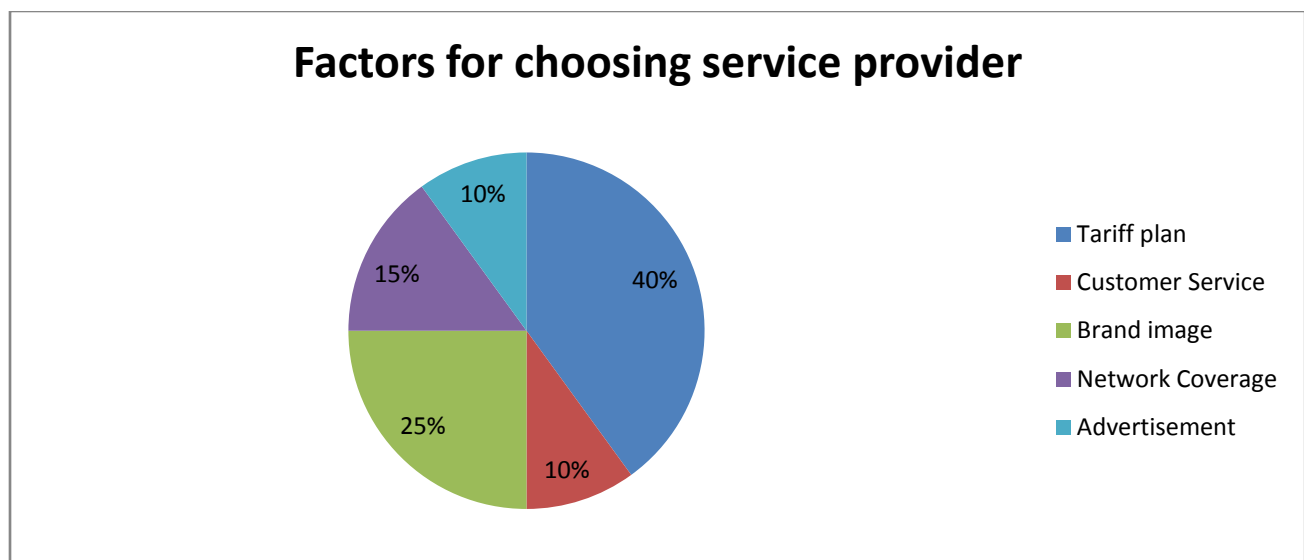
It is clear from the study that most of the respondent have been using their current SIM and the service provider for last more than 4 years. 20% of the respondents have been using the current sim card not more than 1 years. 15% of the respondents using their sim card for 3years. Most and foremost 35% of the respondent using it for more than 4years.

Table 3.11 Important factor for choosing a service provider

Factor for choosing a service provider	Number of Respondent	Percentage
Tariff Plans	40	40%
Customer Services	10	10%
Brand image	25	25%
Network Coverage	15	15%
Advertisement	10	10%
Total	100	100%

Source: Field survey

Figure 3.11 Important factors for choosing a service provider



Source: Table 3.11

INTERPRETATION:

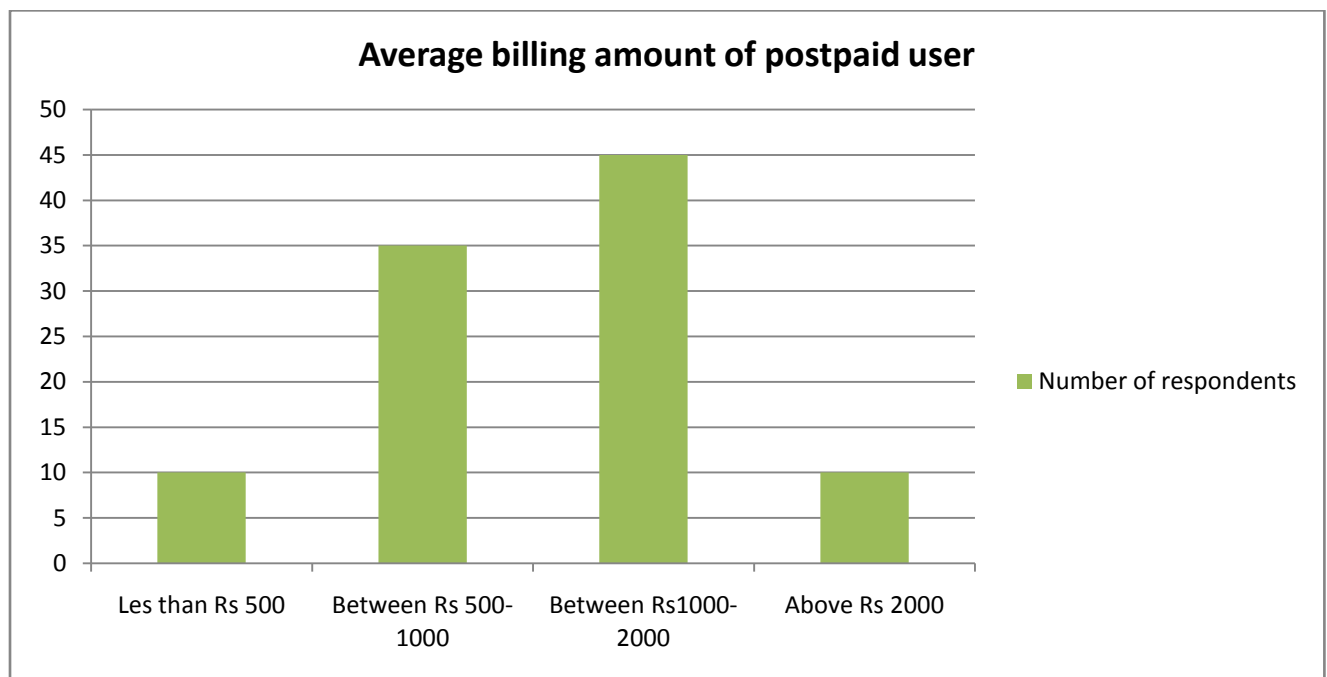
Among the various reasons for choosing the current service provider, respondents preferred to have Better brand image, Better network coverage, and Tariff plans. 40% give Tariff plans as an important factor for choosing the service provider. 25% prefer to have Brand image . 15% respondents choose network coverage And 10% respondent prefer in both advertisement and customer service

Table 3.12 Average billing amount of postpaid user

Billing amount	Number of respondent	Percentage
Less than Rs 500	10	10%
Between Rs. 500-1000	35	35%
Between Rs. 1000-2000	45	45%
Above Rs. 2000	10	10%
Total	100	100%

Source: Field survey

Figure 3.12 Average billing amount of postpaid user



Source: Table 3.12

INTERPRETATION:

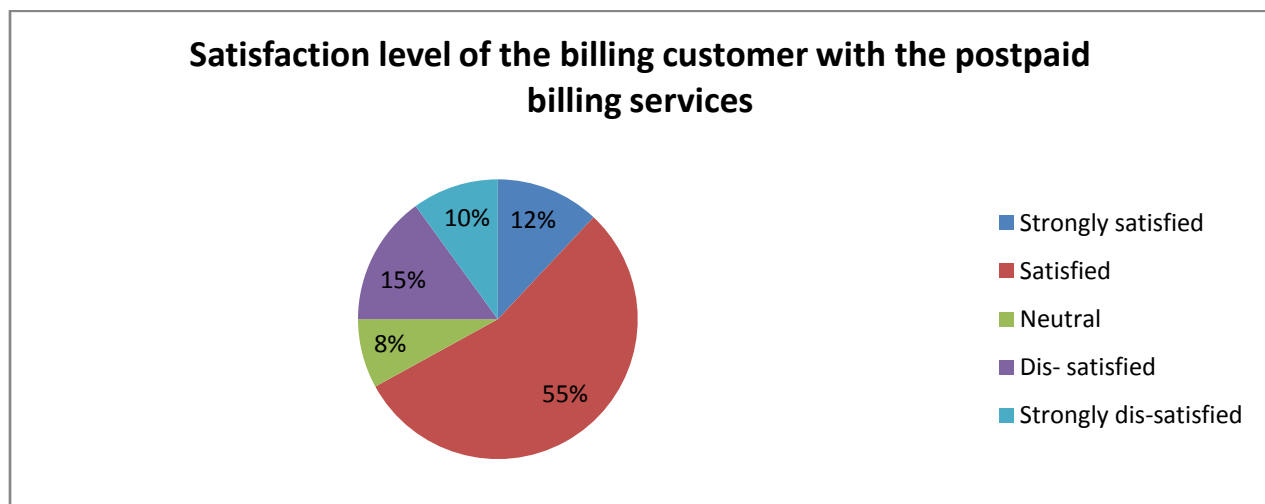
As per the above data , 45% of users billing amount is between Rs1000-2000, 35% users billing amount is between Rs500-1000, 10% of the respondents billing amount is less than Rs 500. And than billing amount of above Rs 20000 comes for the billing user .

Table 3.13 Satisfaction level of the billing customer with the postpaid billing services

Satisfaction	Number of customer	Percentage
Strongly satisfied	12	12%
Satisfied	55	55%
Neutral	8	8%
Dis- satisfied	15	15%
Stongly dis-satisfied	10	10%
Total	100	100%

Source: Field survey

Figure 3.13 Satisfaction level of the billing customer with the postpaid billing services



Source: Table 3.13

INTERPRETATION:

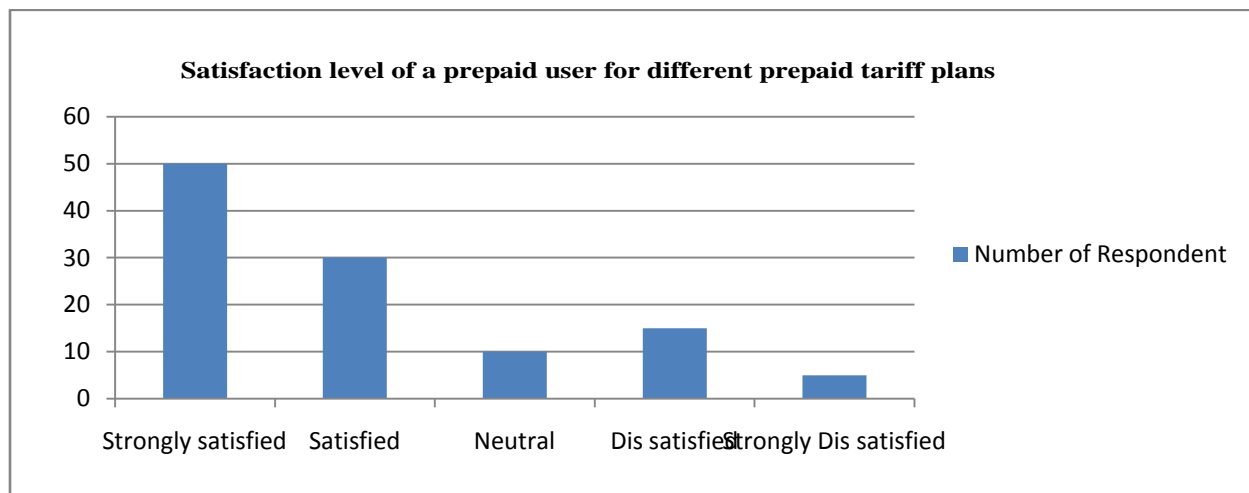
From the above figure, it found that 55% of the billing customers are just satisfied with the postpaid billing services .While 12% of the customers are strongly satisfied with the postpaid billing services. And 10% and 15% of the billing customer are dis-satisfied and strongly dis-satisfied respectively. And the remaining 8% are just neutrally satisfied i.e. may or may be.

Table 3.14. Satisfaction level of a prepaid user for different prepaid tariff plans

Satisfaction level	Number of respondent	Percentage
Strong Satisfied	50	50%
Satisfied	30	30%
Neutral	10	10%
Dis satisfied	15	15%
Strongly Dissatisfied	5	5%
Total	100	100%

Source: Field survey

Figure 3.14 Satisfaction level of a prepaid user for different prepaid tariff plans



Source: Table 3.14

INTERPRETATION:

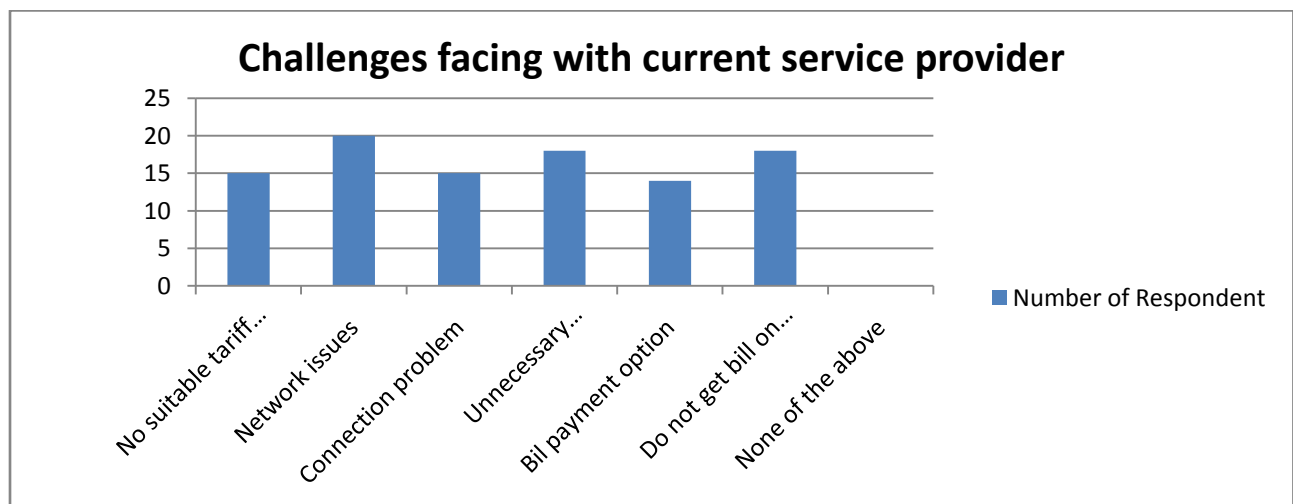
From the above figure, it found 30% of the prepaid users are just satisfied with the different tariff plans .While 50% of the users are strongly satisfied with the prepaid tariff plans. And 15% and 5% of the prepaid customer are dis-satisfied and strongly dis-satisfied respectively. And the remaining 10% are just neutrally satisfied i.e. may or may be.

Table 3.15 Challenges facing by the customer with the current service provider

Challenges	Number of Respondent	Percentage
No suitable tariff plans	15	15%
Network issues	20	20%
Connection problem	15	15% ¹
Unnecessary balance out	18	18%
Bill payment option	14	14%
Do not get bill on time	18	18%
None of the above	0	0%
Total	100	100%

Source: Field survey

Figure 3.15 Challenges facing by the customer with the current service provider



Source: Table 3.15

INTERPRETATION:

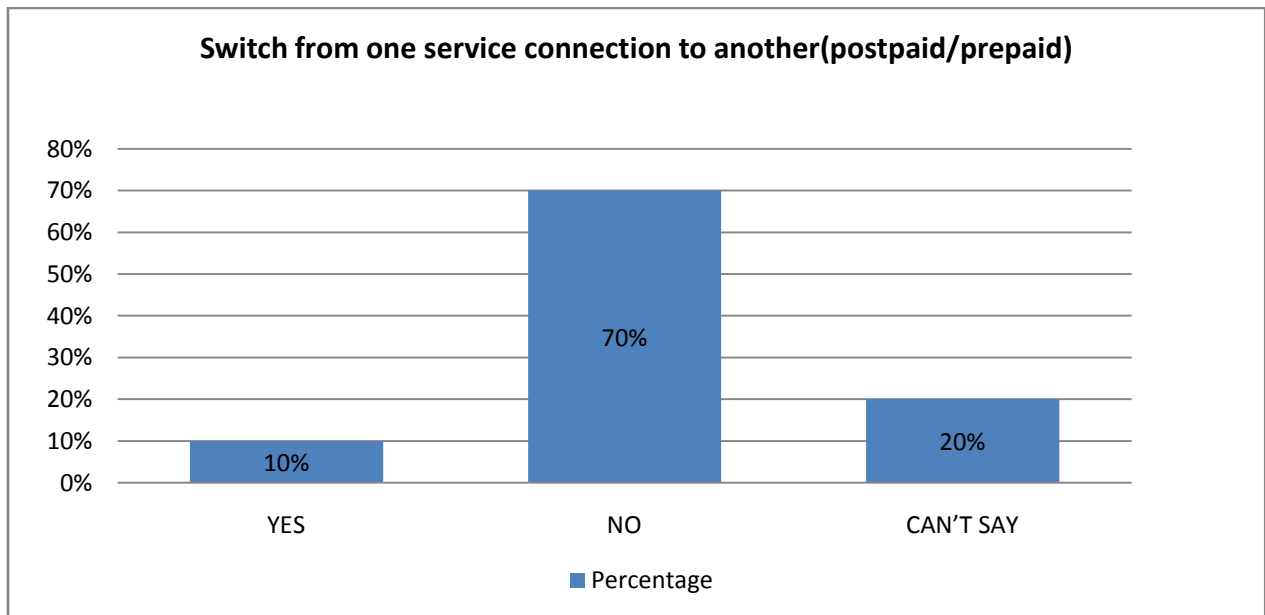
It found from the above data that 20% of the customers are facing problem of network issues. 15% customers face problem from connection problem, 18% of the customers facing problem when there is a unnecessary balance out, 14% customers facing problem in bill payment option, 18% faces problem when they don't get bill on time. Lastly 15% of the customers facing problem when there is no suitable tariff plans.

Table 3.16 Switch from one service connection to another (postpaid/prepaid)

Switch service connection	Number of Respondent	Percentage
Yes	30	30%
No	50	50%
Can't say	20	20%
Total	100	100%

Source: Field survey

Figure 3.16 Switch from one service connection to another (postpaid/prepaid)



Source: Table 3.16

INTERPRETATION:

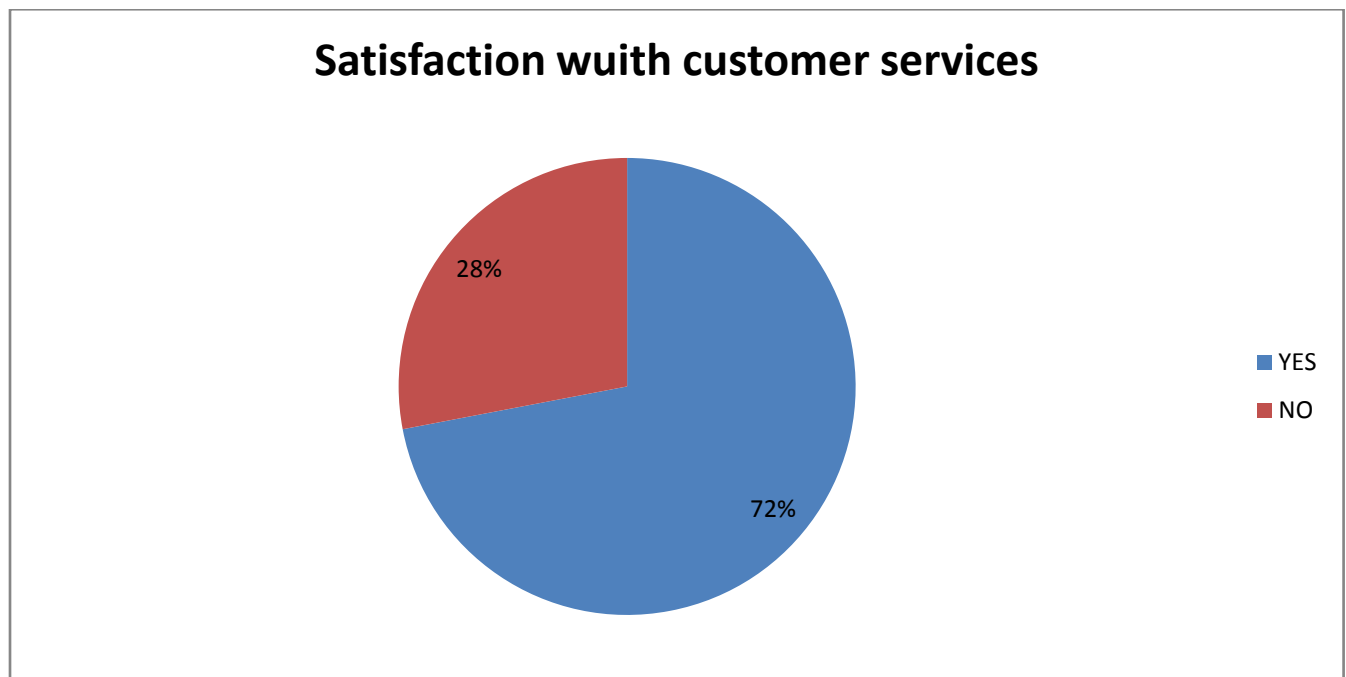
Among the unsatisfied respondents, 10% of the respondents are sure of changing their current connection type. Of all the respondents, 70% do not want to change their connection type. There are also 20% respondents who cannot decide whether to change their connection type or not. Thus it is found that most of the respondents are satisfied with their connection type.

Table 3.17 Satisfaction with customer service of present service provider

Satisfaction	Number of Respondent	Percentage
Yes	72	72%
No	28	28%
Total	100	100%

Source: Field survey

Figure 3.17 Satisfaction with customer service of present service provider



Source: Table 3.17

INTERPRETATION:

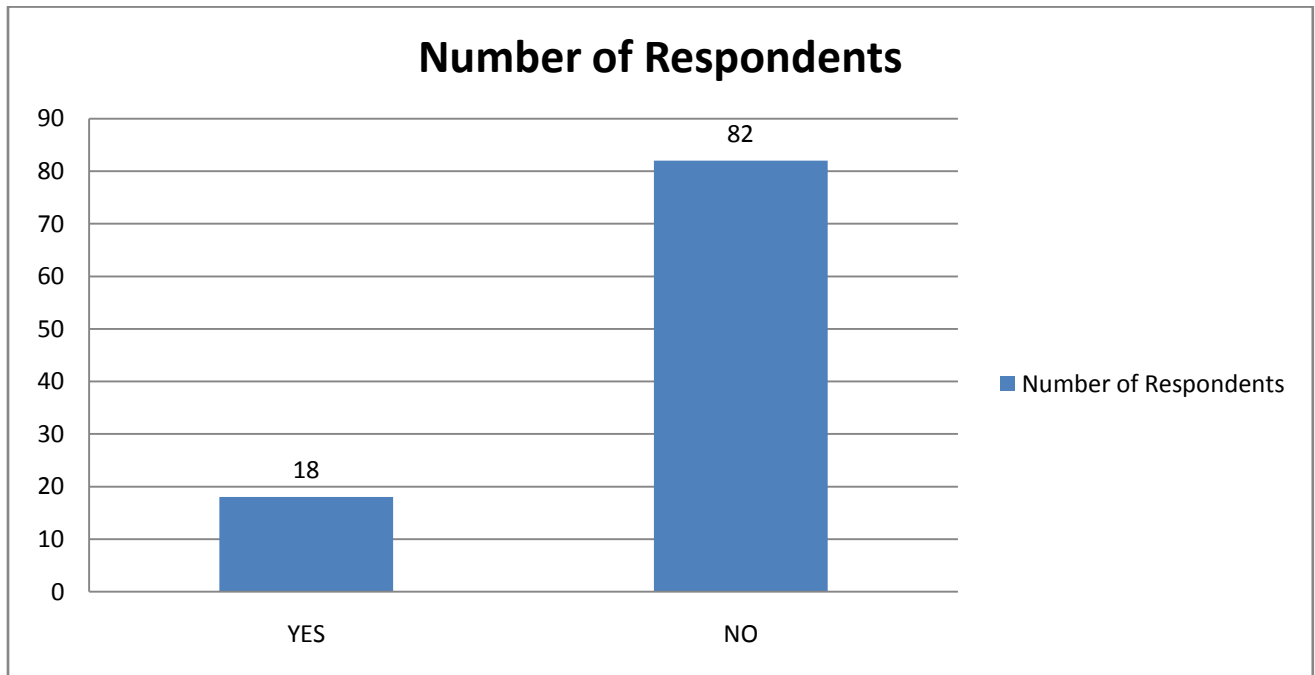
Customer service plays an important role in every service provider. As given data, it found that 72% respondents are really satisfied with the customer service of respective service provider. While 28% respondents are not satisfied with the customer service .

Chapter 3.18 Switch from current service provider

Switch	Number of Respondent	Percentage
Yes	18	18%
No	82	82%
Total	100	100%

Source: Field survey

Figure 3.18. Switch from current service provider



Source: Table 3.18

INTERPRETATION:

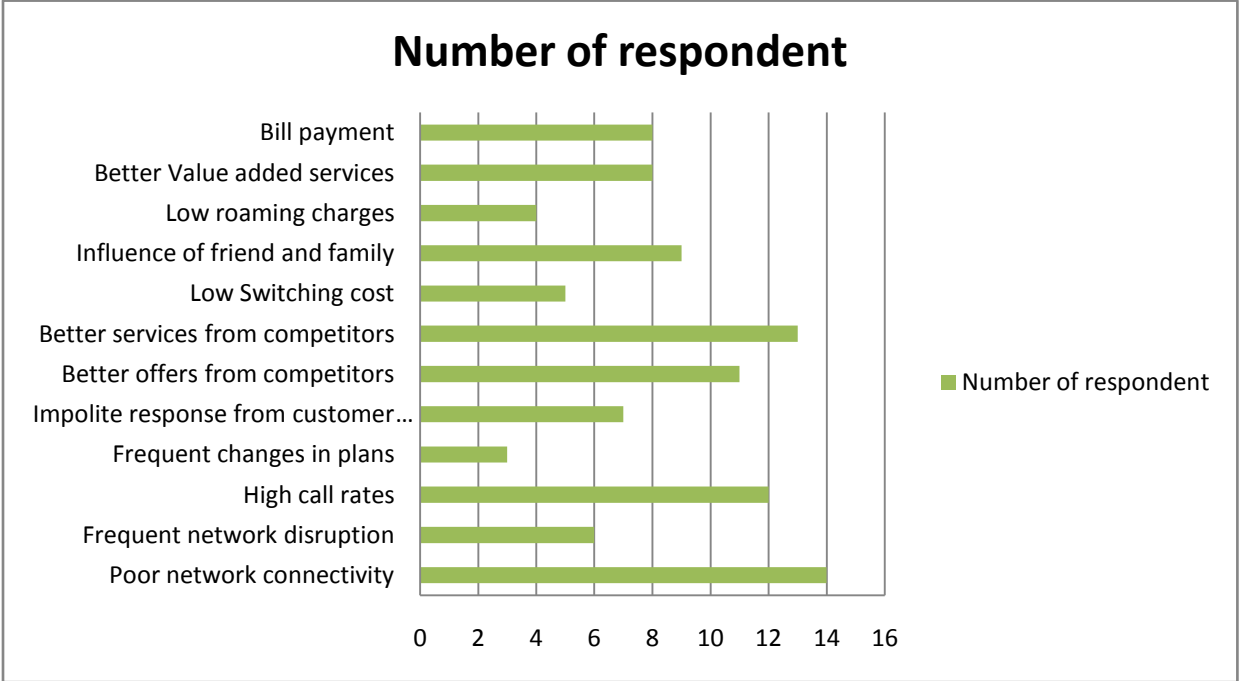
Among the unsatisfied respondents, 18 respondents are sure of changing their current service provider to another. Of all the respondents, 82 respondents do not want to change their service provider. Thus it is found that most of the respondents are satisfied with their current service provider.

Table 3.19. Reason for switching

Reason for switching	Number of Respondents	Percentage
Poor Network Connectivity	14	14%
Frequent network disruption	6	6%
High call rates	12	12%
Frequent change in plans	3	3%
Impolite response from customer care executive	7	7%
Better offers from competitors	11	11%
Better services from competitors	13	13%
Low switching cost	5	5%
Influence of friend and family	9	9%
Low roaming charges	4	4%
Better Value added services	8	8%
Bill Payment	8	8%
Total	100	100%

Source: Field survey

Figure 3.19 Reason for switching



Source: Table 3.19

INTERPRETATION:

Various reasons have been analyzed for the switching intentions of the respondents. Among the various stated reason , poor network connectivity, high call rates, better services from competitors, better offers from competitors are the most important reasons that can be considered for switching from the current service provider. In here 14 respondents choose poor network connectivity to switch from one service provider to another. 6% respondents choose frequent network disrupts. 12% choose high call rates, 3% choose frequent change in plans, 7% will switch for impolite response from customer care executive, 11% for better offers from competitors, 13% for better services from competitors, 5% for low switching cist, 9% for getting influence from friends and family, 4% for low roaming charges, 8% for both better value added services and bill payment respectively.

CHAPTER-IV

FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDING

4.2 SUGGESTIONS

4.3 CONCLUSION

4.1 FINDINGS

Some of the major findings after the analysis and interpretation of the data are :

- ✚ From the study the researcher had found that out of the total respondents 85% are using prepaid connection and the remaining 15% using postpaid connection. Prepaid Connection is more popular among the users because of large number of offers available to the prepaid users. It also relieves the users so many formalities and documentation which are found in a postpaid connection. Moreover it ensures instant activation, better control over expenses, no monthly rentals and easy switching.
- ✚ According to the current study, only 15% of the respondent opts for postpaid connections. Thus it is clear that is not much preferred among the respondents. Out of 15 respondents, 6 respondents like it for better network, and again 4 respondent for tension for getting time to time recharge. Cheap call rates and Value added services are like by 2 and 3 of the respondent
- ✚ From the study the researcher found that Airtel, Reliance Jio are the top choice of the respondents. Airtel forming 30% and Reliance Jio forming 50% of all the service providers. And the rest service provider Vodafone Idea and BSNL are forming 10% and 10% respectively.
- ✚ It found that 25% of the respondent choose the service provider because of high net speed, 5% of the users choose service provider because of call rate, 10% choose it for data plan, 5% for calling clarity, 10% is for because mobile network connectivity, 5% users like for customer care, 15% of the users like because of various offers receiving or through other app like pay tm, cards etc. And remaining 10% of the respondent chooses it for other various reasons.
- ✚ It found from the analysis that 20% of the customers are facing problem of network issues. 15% customers face problem from connection problem, 18% of the customers

facing problem when there is a unnecessary balance out, 14% customers facing problem in bill payment option, 18% faces problem when they don't get bill on time. Lastly 15% of the customers facing problem when there is no suitable tariff plans.

- ✚ Among the unsatisfied respondents, 10% of the respondents are sure of changing their current connection type. Of all the respondents, 70% do not want to change their connection type. There are also 20% respondents who cannot decide whether to change their connection type or not. Thus it is found that most of the respondents are satisfied with their connection type.
- ✚ Customer service plays an important role in every service provider. As given data, it found that 72% respondents are really satisfied with the customer service of respective service provider. While 28% respondents are not satisfied with the customer service .
- ✚ Various reasons have been analyzed for the switching intentions of the respondents. Among the various stated reason , poor network connectivity, high call rates, better services from competitors, better offers from competitors are the most important reasons that can be considered for switching from the current service provider. In here 14 respondents choose poor network connectivity to switch from one service provider to another. 6% respondents choose frequent network disrupts. 12% choose high call rates, 3% choose frequent change in plans, 7% will switch for impolite response from customer care executive, 11% for better offers from competitors, 13% for better services from competitors, 5% for low switching cist, 9% for getting influence from friends and family, 4% for low roaming charges, 8% for both better value added services and bill payment respectively.

4.2 SUGGESTION

With continuous changes taking place and the world becoming more and more dynamic, the cellular operators need to improve upon their quality of service and render optimized facilities to the customers to get going.

Following are the suggestions for the service providers to improve and prosper:

- ✚ Indian mobile operators have to invest in expanding network coverage and providing technically superior quality services to retain customers. Mobile operators need to enhance the quality of service at all touch points to ensure loyalty.
- ✚ Even though all the mobile service providers implement Do Not Disturb (DND) registry as a mandatory service, it is neither thoroughly popularized nor properly implemented. Efforts should be made to help penetrate this service among the customer base by the service providers.
- ✚ Many times to increase the number of customers, many easy allocations are done without paper work. The service providers should carry out a proper reference check and then activate the mobile number of the customers.
- ✚ Proper connectivity and network availability widely affects the target customers. Service providers, to increase their customers, should not follow a mad rush to sell connections which hampers connectivity and increase network disruptions. Either there should be restrictions on the allocation limit of every network tower or more towers should be added to ensure better connectivity.
- ✚ Service providers need to rebuild relationship with the customers to understand their changing needs and design appropriate strategies to meet changing needs. Data mining and CRM practices can be implemented to identify the specific requirements of the customers and customized plans can be delivered to enhance customer satisfaction and loyalty. Loyalty programmed for existing, high volume users are another way to keep customers.
- ✚ Mobile operators should lay equal emphasis on retaining customers and finding new customers.

4.3 CONCLUSION

Mobile phones services becoming popular day by day. The service providers are offering attractive offers to the customers to attract them and to increase their market share. There is a tough competition in the cellular market in India and different service providers are not leaving a single stone unturned and making effort to increase their revenue and market Share and also satisfaction to their existing customers and to attract new prospect.

The Telecom industry, especially the mobile plane industry is growing at a robust rate. In 2003, the mobile phone industry captured 28 million subscribers, which increased to 229million in 2007. As of 31st August 2020, the total subscriber base in the country stood at 1,168.66 million. Therefore, it can be said that in the near future cellular service providers are going to face intensely tough competition thereby introducing different innovative marketing strategies to survive and it will be very difficult for the new entrants to create any place the market.

Major conclusions that emerged front the study are customer generally prefer to use prepaid mobile connection over postpaid connection for the reason of instant activation, no monthly commitment or rental, Better control over cost and large number of offers. Among the customers' preferring postpaid connection, the most preferred reasons were better network, no tension or getting timely recharge and cheap call rates. Reliance Jio is the most preferred choice among the customers followed by Airtel and Vodafone Idea which were voted as the 2nd and 3rd preferred choice respectively.

The main reasons for choosing particular service provider are Tariff charges, network coverage and customer service. Customers generally prefer to have cheaper call rates. Moreover, customers have also shown their inclination towards internet usage on mobile phones and Value Added Services (VAS). Customers are also indifferent towards celebrity endorsement.

The very new concept of MNP, which allows the customers to switch to different service providers while retaining their current mobile number, has entered the Indian market thought has already been existent in many other parts of the globe. This is really a revolution in the cellular industry which allows the customers to easily switch to other service provider of their

choice or to opt for a new scheme with some other service provider if they are dissatisfied with the current service provider. According to the current study, only few of the respondents were willing to switch from the current service provider retaining their previous mobile numbers. Poor network connectivity, frequent network disruptions, better services and offers from competitors and high tariff charges are the most important factors influencing the respondents to switch. Due to tough competition, the mobile operators, at one point of time, decreased the call tariffs and later hiked them indirectly through top-up plans. This compels the customers to look out for cheaper packages. Frequent juggling of tariff and service charges is not a well paying proposition for mobile operators.

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ANNEXURE

QUESTIONNAIRE

Dear Respondent,

I am a student of M.com 3rd semester of K.C. Das Commerce College under Gauhati University. As an integral part of our course curriculum, I am conducting a survey on the topic, “**A STUDY ON CUSTOMER PERCEPTION TOWARDS POSTPAID AND PREPAID OF VARIOUS SERVICE PROVIDERS AND THEIR SWITCHINH BEHAVIOUR AMONG YOUTH WITH SPECIAL REFERENCE TO GUWAHATI CITY**”. You are kindly requested to extend your cooperation in filling this questionnaire which would enable me to attain my study. I assure you that this information will be kept confidential and will be used for academic purpose only.

Yours Faithfully
Archina Begum

1. Name of the respondent
2. Gender
 - Male
 - Female
3. Age
 - Up to 20
 - 21-25
 - 26-30
4. Occupation
 - Salaried
 - Business
 - Student
 - Others
5. Education Qualification
 - Up to Matriculation
 - Higher Secondary
 - Graduate
 - Post Graduate

6. Which type of mobile connection do you use?
 - Post Paid
 - Prepaid

7. If prepaid, the reason for choosing prepaid connection (Tick Multiple Options)
 - No monthly commitment/ Rental
 - Better control over expenses
 - Large no. of offers
 - Top option available
 - Less Documentation
 - No security Deposit
 - Easy Switching
 - Instant Activation
 - Pre- activated STD and ISD facility

8. If postpaid, the reason for choosing postpaid connection(Tick Multiple options)
 - Better Network
 - Tension of getting time to time recharge
 - Cheap Call rates
 - Value Added Services

9. Which service provider do you presently own ?
 - Airtel
 - BSNL
 - Vodafone Idea (VI)
 - Reliance Jio

10. What is the reason for choosing a particular service provider?
 - Call rate (std and local charge per call)
 - Data plan
 - Calling clarity
 - Mobile network connectivity(availability/reliability of connection)
 - Net speed (better download/upload speed)
 - Customer service
 - Offers (receiving free data, talktime plans)
 - Offers with other Apps (paytm, cards)
 - Other

11. For how long have you been availing the services of your present service provider?

- <1year
- 2years
- 3years
- >4years

12. Which of the following factor are important for you choosing a service provider?

- Tariff Plans
- Customer Services
- Brand Image
- Network Coverage
- Advertisement

13. If you are a post paid user, than what is your average billing per month?

- Less than Rs 500
- Between Rs 500-1000
- Between Rs 1000-2000
- Above 2000

14. If you are a billing customer than are you satisfied with the postpaid billing services?

- Strongly Satisfied
- Satisfied
- Average
- Dis- Satisfied
- Strongly Dis Satisfied
-

15. If you are a prepaid customer, are you satisfied with the prepaid tariff plans/recharge coupons Offered by your service provider?

- Strongly Satisfied
- Satisfied
- Neutral
- Dis- Satisfied
- Strongly Dis- Satisfied

16. What are the challenges are you facing with the current service provider ?

- No suitable tariff plans
- Network issues
- Connection problems
- Unnecessary balance cut

- Bill payment option(post paid)
- Do not get bill on time (post paid)
- None of the above

17. Do you want to switch from your current connection type to another? (prepaid/postpaid)

- YES
- NO
- Can'T Say
-

18. Are you satisfied with the customer services of your present service provider?

- YES
- NO

19. Would you like to change your current service provider?

- YES
- NO

If yes, specify the new provider

20. What is the reason for switching ? (tick multiple option)

- Poor Network Connectivity
- Frequent Network Disruption
- High Call Tariffs
- Frequent change in plans
- Impolite response from Customer Care Executive
- Better offers from competitors
- Better services from competitors
- Low switching Cost
- Influence of friend and family
- Low roaming charges
- Better Value Added Services
- Bill Payment

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