

A Study On Customer Satisfaction Mobile Network Services Provided By Telecommunication Sector With Special Reference To Krishnagiri District

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Abstract

The Indian Telecommunication enterprise has grown into one thousand million-greenback industry. on this tremendously competitive enterprise, it isn't always simply doing some thing right that subjects, however it's also critical that a corporation is doing nothing wrong. Making profit no longer stays the sole reason of organizations, as focus now a day is on patron pride. therefore, it's far important for every business enterprise to research the existing level of satisfaction of their customers, as to bridge any gaps between the expectations of the patron and the products or services provided via the company. customer pleasure with numerous services presented by using cellular smartphone provider providers is a essential aspect in the telecommunications industry. It without delay influences consumer loyalty and the general achievement of the vendors. customers. nowadays assume seamless and dependable connectivity, high-velocity statistics offerings, excellent customer service, and competitive pricing. cell cellphone provider providers are continuously striving to fulfill and exceed those expectations to enhance consumer satisfaction. The pleasant of community coverage and get in touch with reception is a fundamental determinant of user satisfaction. A dependable community ensures that customers could make and receive calls, send texts, and get right of entry to the net with out disruptions or dropped calls. speedy and regular data services, such as 4G and 5G connectivity, also are pivotal in meeting the demands of modern-day phone customers.

When customers encounter a problem or have a question; they expect immediate and effective support from their mobile phone provider. This is a descriptive study carried out in Krishnagiri district of Tamil Nadu. The study is mainly based on primary data collected from the mobile phones of customers in Krishnagiri district. The main objective of this study to investigate user satisfaction with mobile phone providers is a multifaceted concept that includes network quality, customer support, and price. To remain competitive in this industry, providers need to continuously improve their services to meet and exceed the evolving expectations of their customers.

Keywords: Satisfaction, Mobile Phone, Data Services, Communication Quality, Network Availability, Service Provider, Customer Service, Call Costs, Network Connectivity

Introduction

Telecommunication is the transmission of information over significant distances for communication. Earlier telecommunication used visual signals such as beacons, smoke signals, beacon telegraphs, signal flags, optical heliographs, and audio messages through lung horns conveyed by coded drum beats or loud whistles. In the modern electrical and electronic era, telecommunication includes the use of electrical devices such as telegraphs, telephones, and teleprinters, radio and microwave communications, the use of optical fiber cables and associated electronic devices, and the use of orbital satellites and the Internet. Telecommunication Services in India: India has consistently maintained its position as one of the world's leaders in terms of size and growth rate of its mobile phone industry. The widespread adoption of 4G networks and the imminent introduction of 5G technology has made highspeed Internet connectivity widely available, facilitating digital inclusivity across a wider demographic. Mobile services were launched in India in 1995. Licenses were

issued in 20 counties and four metropolitan areas roughly contiguous to the state. In the early days, there was a lot of turmoil in the mobile sector, but the new Telecommunications Policy of 1999 put an end to that turmoil. Mobile phone services then became widespread, but not without problems. However, 15 years later, in 2015, the number of customers exceeded 900 million. The annual customer growth up to 2015 was 4,444 for both GSM and CDMA networks.

The field of communication has an extensive and monumental historical background. Smoke signals were one of the earliest methods of long distance communication. The use of this particular form of communication was very important in ancient times when there were only a few towns and villages that were geographically dispersed. In the earlier times, musical instruments such as drums and horns were used as a means of communication. Optical and visual communication was achieved through the use of flags, lights, and custom-built towers. Telegraph, radio, television, telephone, and the Internet are technological achievements that have arisen during the development of civilization and industrial society. The first practical landline telephone was manufactured in 1876 by Alexander Bell Graham and Elish Gray. Commercial telephone networks were developed in New Haven and London in 1878 and 1879.

THE GROWING TELECOMMUNICATIONS MARKET

These organizations offer the highest quality of service available. Most of the growing telecommunication's markets offer the option of number portability. The company is a new entrant in the fast growing telecommunications market in South Asia. Every mobile operator strives to expand its customer base by offering better products and services compared to its competitors. Mobile Number Portability (MNP) allows customers to switch mobile phone providers while keeping their existing phone number. Consumers can avail of the Mobile Number Portability (MNP) service only if the company provides the necessary information to avail it.

STATEMENT OF THE PROBLEM

In the modern era, mobile networks play a vital role in both business and people's lives. Mobile phone services are used by everyone, regardless of gender, income, educational background, age, etc. Apparently, most customers are not completely satisfied with the existing telecommunication services, whether the mobile users are prepaid or postpaid. To ensure that mobile users get the maximum benefit from telecommunication services while spending on their learning environment, it is important to analyze the impact of the provision of service quality, network coverage, SMS quality, mobile internet customer service, advertising programs, etc. Therefore, it is important to analyze the customer satisfaction towards various services in the telecommunication industry. Keeping this in mind, this study aimed to investigate the various mobile services among mobile phone users in Krishnagiri district.

OBJECTIVES OF THE STUDY:

1. To investigate the socio-economic background of the sample participants.
2. To study the customer knowledge regarding mobile communication services.
3. To analyze the relationship between socio-economic background of the respondents and their satisfaction.
4. To determine the impact of various services in the telecommunication sector on the growth of the mobile communication industry.
5. To determine customer preferences towards mobile phone providers.

SCOPE OF THE STUDY

This research study will help telecommunication service providers understand customer expectations and requirements and provide better services. Respondents from Krishnagiri district participated in this study. The objective of this study is to enhance the efforts of the telecommunication sector in providing various services to the customers.

LITERATURE REVIEW:

Gautam and Kumar (2011) studied the factors of service quality, price, promotion, product quality and availability and customer perception that help consumers in choosing a mobile phone provider among competitors in the market. Primary data was collected randomly from respondents in National Capital Region of India using convenience sampling technique. Of the 120 questionnaires received, the target group completed 120. Competition among service providers is not only through improving network quality but also through retaining existing customers using various techniques such as discounts and special offers. The study concludes that in addition to service quality and price, product quality and availability, promotions significantly influence the choice of mobile service provider in the competitive Indian telecommunication market.

Joshi (2011) investigated the service quality and customer satisfaction of various service providers in the telecommunication sector. The study used mobile subscribers of selected service providers Airtel, BSNL, Vodafone, Tata Indicom, Reliance and Spice operating in Chandigarh, Panchkula and Mohali regions. A total of 720 people were interviewed to collect primary data. The gender of the respondents was examined, with 63.8% being male and 36.2% being female. The results showed that customers above 45 years of age have lower mobile phone usage compared to those in the lower age group. Furthermore, the results showed that there is a relatively high level of instability among mobile customers, especially Tata Indicom customers. It can be concluded that customer perception towards service quality and customer satisfaction varies from one service provider to another.

Shah (2012) studied the impact of motivation on subscription decision of a particular service operator and provides guidelines to mobile operator marketers to expand their subscriber base. Primary data was collected using structured questionnaire through survey methodology and the study sample consisted of a total of 150 mobile users from Bardoli region of Gujarat. The study showed that mobile phone customers consider two factors as most important while selecting a particular mobile phone operator namely “Service charges and tariffs” and “Network quality”. It further showed that majority of the respondents select their mobile phone provider based on recommendations from family, colleagues and friends.

SUBSCRIBER BASE OF THE MOBILE TELEPHONY

Service Provider	2015-16	2016-17	2017-18	2018-19	2019-2020	2020-2021	2021-22	2020-2023	2023-2024
Airtel	37.14	41.12	48.11	51.12	55.12	65.14	68.47	70.14	80.45
Reliance	28.06	38.12	42.40	50.11	55.42	58.43	67.85	70.15	90.12
Vodafone	26.12	32.14	42.11	51.24	61.24	70.13	77.45	80.16	98.42
Idea	14.12	16.14	20.16	30.18	40.25	43.15	46.85	88.21	110.11
BSNL	30.12	40.23	48.64	53.14	60.15	70.46	84.12	97.12	112.15
Tada	16.45	20.14	25.34	43.02	51.12	65.12	77.15	85.12	89.12
Aircel	5.54	10.12	18.12	36.15	41.12	48.52	52.91	58.15	60.23

Source: TRAI Reports

Customer's preference towards mobile network service provider

Weight	7	6	5	4	3	2	1	Total	Weight	Rank
Rank	I	II	III	IV	V	VI	VII			
Service Provider										
BSNL	70	69	81	51	83	71	74	500	70.78	V
	495	403	410	208	248	145	73	1982		
AIRTEL	85	85	70	57	63	59	81	500	74.17	I
	630	480	360	220	189	116	82	2077		
IDEA	80	95	75	43	65	57	85	500	73.96	II
	555	575	370	177	195	114	85	2071		
TATA	82	63	80	74	65	75	61	500	71.21	IV
	570	382	405	292	195	148	62	1994		
VODAFONE	70	78	60	82	38	82	90	500	70.10	VI
	520	443	325	308	114	162	91	1963		
RELIANCE	70	89	53	65	75	86	62	500	72.10	III
	532	498	560	265	240	162	63	2020		

AIRCEL	50	70	72	82	85	88	53	500	69.60	VII
	399	378	360	328	255	176	53	1949		

The above table shows various mobile phone providers and the respondents are asked to rate the providers. Based on the rating provided by the respondents, weightage is assigned to determine the most preferred mobile provider. It can be seen that among the respondents, Airtel is ranked first with a score of 74.17, Idea is ranked second with a score of 73.96, Reliance is ranked third with a score of 72.10, Tata is ranked third with a score of 73.96, BSNL is ranked fourth with a score of 71.21, and Vodafone is ranked fifth with a score of 70.78 and sixth with a score of 70.10. The least preferred is Aircel, ranked seventh with a score of 69.60. It can be concluded that majority of the respondents rated Airtel, Idea and Reliance Networks the highest while selecting a network provider.

Research methodology:

Sampling layout This have a look at is empirical research primarily based on survey approach. The records accumulated for the take a look at consists of each primary and secondary. The facts had been accrued from direct non-public interview. To choose a hundred and twenty pattern respondents for this take a look at, a stratified random sampling method changed into used.

Data Collection:

For the present observe, number one and secondary records were used, required number one records have been accrued from 120 pattern respondent with the aid of the use of “pre- examined and well-dependent interview time table” and secondary facts amassed from journals, newspapers, net and so forth and the primary-hand facts has been gathered from the clients in Krishnagiri District. The secondary facts turned into gathered from the Indian magazine of marketing, Southern Economist and telecom sectors in India.

Questionnaire design:

Dependent Questionnaire with each open ended questions is used. right care has been taken to make sure that the statistics wishes suit the targets which in flip match the statistics gathered via the questionnaire.

Strategies of analysis:

statistics gathered thru interview agenda had been offered in a master table and sub table were prepared from it. The statistical strategies consist of sample rating technique, simple percentage evaluation are used.

Limitations of the Study:

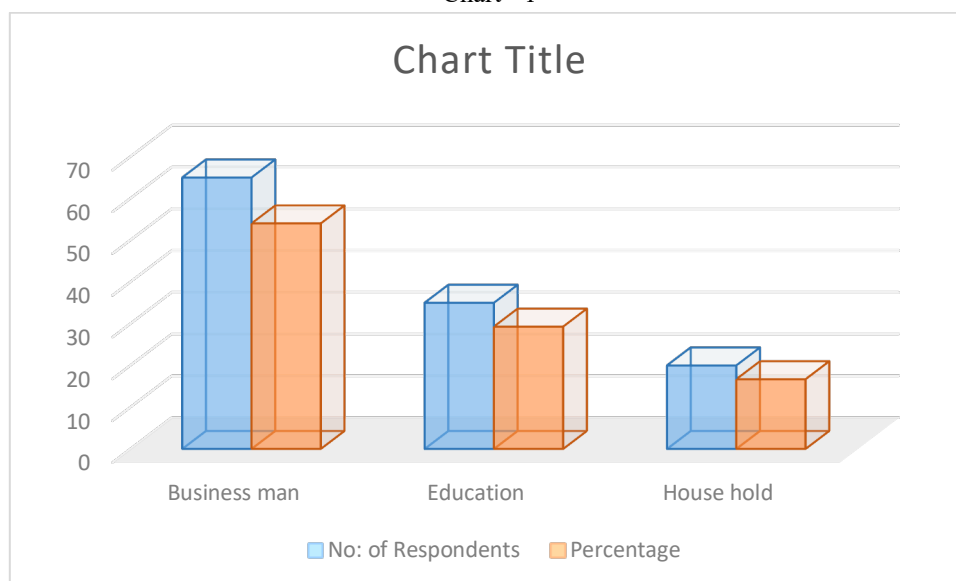
- ❖ Ttime and value constraints, the examine is constrained to a sample of handiest a hundred and twenty respondents.
- ❖ The respondents consisted of humans from various tiers of schooling and lessons and subsequently at some point of the interview manner the language was certainly modified.
- ❖ The location of have a look at become restricted to in Krishnagiri District for this reason the consequences might not necessarily be proper for other geographical areas.

Table- I Mobile Phone Users

Mobile user	No: of Respondents	Percentage
Business man	65	54
Education	35	29.3
House hold	20	16.7
Total	120	100

The above table shows various mobile phone user the highest percentage is Business man for their day-to-day Business Activities. The least preferred is House Hold Customer for the day to day living activities.

Chart - 1



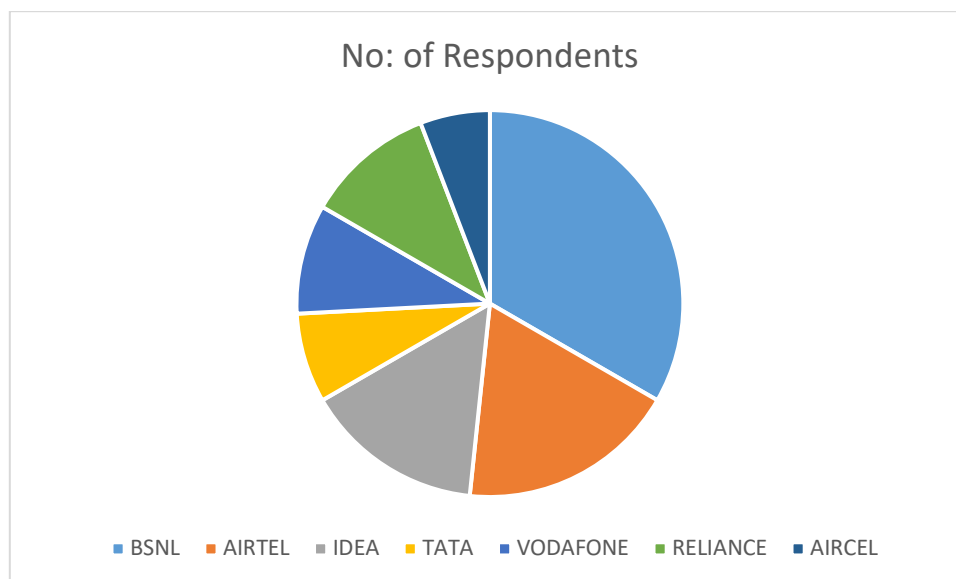
The above Chart shows various mobile phone user the highest percentage is Business man for their day-to-day Business Activities. The least preferred is House Hold Customer for the day to day living activities.

Table – II MOBILE PHONE SERVICE PROVIDER- WISE

Mobile Phone Service Provider	No: of Respondents	Percentage
BSNL	40	33.33
AIRTEL	22	18.33
IDEA	18	15
TATA	9	7.5
VODAFONE	11	9.16
RELIANCE	13	10.83
AIRCEL	7	5.83
Total	120	100

The above table shows various mobile phone Service Provider given Various Services to the Customer for Increase their Standard of Living. The highest percentage 33.33 % of Quality Service Provider is BSNL Telecommunication. The least Service Provider is Aircel Mobile Phone Service Provider 5.83 %. Therefor the Researcher give suggestions all the Telecommunication industry must provide quality service the customer for their satisfaction.

Chart – II



The above Chart shows various mobile phone Service Provider given Various Services to the Customer for Increase their Standard of Living. The highest percentage 33.33 % of Quality Service Provider is BSNL Telecommunication. The least Service Provider is Aircel Mobile Phone Service Provider 5.83 %. Therefor the Researcher give suggestions all the Telecommunication industry must provide quality service the customer for their satisfaction.

FINDINGS OF THE STRUDY:

- ❖ Almost 70% of the clients belong to male category.
- ❖ Commonly 50.% of the clients are doing Agricultural activity.
- ❖ Almost 75% of the customers belong to man or woman circle of relatives.
- ❖ Nearly 70% of the customers are operating in the rural vicinity.

SUGGESTIONS OF THE STUDY:

As noted within the future of Indian telecom and on the premise of the number one research and secondary studies, the following suggestions may be concluded: decreasing the tariff plans of provider companies will increase extra opposition. Bringing extra up gradation in VAS for the betterment of the users. improvement of community infrastructure in each the urban and rural area. more FDI inflows can be more desirable. greater Direct to home (DTH) services will provide advantages to the clients. businesses can provide new and one-of-a-kind schemes to their customers. enhance records services on constant and cord line offerings. Increase in net speed on cellular can be the standards for the operators.

Conclusion

India has one of the world's largest telecommunication networks. The telecom tale continues to be the satisfactory proof of the efficacy of the reform's manner. mobile smartphone provider companies play a pivotal function in the modern telecommunications landscape, connecting individuals and organizations in an ever-evolving digital global. It discusses the dynamic nature of the enterprise, the competitive environment, and the elements that have an impact on client options. in just six years, the range of cellular subscribers has long gone up from just about 1,000,000 to a hundred million, a subscriber base that best 4 other nations china, the us, Japan, and Russia can boast of none can doubt the correlation among this explosive boom in numbers and the steep decline in the price of the cellular telephone and of its utilization. looking on the competition fashion, plainly soon in destiny, rural colleges could be having wide bank and net facilities as their part of studies as well as routine lives. there is availability of internet facility in lots of villages. but quickly it will be taught in secondary and higher secondary colleges in all villages and numerous fee introduced offerings have made the marketplace extra completive and made clean for the customers, Implementation of quantity portability and 4G generation had solved many problems and made easy and cozy for the clients.

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