UNDERSTANDING ATTITUDES OF URBAN CUSTOMERS TOWARDS CELLPHONE SERVICES

- A study with special reference to Kolhapur city (Maharashtra State)

MINOR RESEARCH PROJECT

(Submitted to University Grants Commission, WRO – Pune)

By

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DECLARATION

I, the undersigned hereby declare that this Minor Research Project entitled **" Understanding Attitudes of Urban Customers towards Cellphone Services – A Study with special reference to Kolhapur city (Maharashtra State)** has been composed by me and has not previously formed the basis for the award of any degree, diploma or other similar title. The findings in this report are based on the data collected by myself. While preparing this project I have not copied from any other research work.

Kolhapur

Date -

(Dr. Mrs. Maindargi Varsha Vivekanand)

ACKNOWLEDGEMENT

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I am very thankful to Prof. Dr.V. S. Patil, Dean, Faculty of Commerce and Head of the Department of Commerce and Management, Shivaji University, Kolhapur for his scholarly suggestions and direction for my research.

My sincere thanks are also to Prin. Dr. S. K. Kulkarni for extending guidance during the entire period of this research work.

I am also thankful to University Grants Commission, WRO, Pune for providing me financial assistance to undertake the research work.

I am grateful to all the faculty members of my college who inspired me for the completion of the project. I am thankful to the non-teaching staff for the technical information regarding the proposal for minor research project work. I am also thankful to all the respondents who were the subject of this study for extending me honest co-operation. I record with gratitude the help given by Collectorate of Kolhapur District, District statistical officers of Kolhapur, Kolhapur Municipal Corporation.

I express my deep sense of gratitude to my family members for their sincere and silent support. Last but not the least my thanks are to Mr. V. P. Maindargi and my two sons Chi. Nikhilesh and Nishant and for their patience I have no words to say.

And too the many others who are not specifically named please be assured that I think of you, thank you and love you nonetheless.

Place – Kolhapur

Date - (Dr. Mrs. Ma**indargi V. V.)**

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CHAPTER I

INTO THE SUBJECT

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1.1 Introduction

The revolution in electronics has led significant developments in the whole world in recent years. Technological developments is very fast in its pace. New technologies today are just destined to become obsolete tomorrow. The areas of technology that are greatly affected by this are computer technology and wireless connectivity. Global networking and the people using them are completely transforming the global economy. The way we work, the way we play, the way we communicate all have been transformed by the advent of electronic revolution. Massive number of people will participate in the digital world of the future.

Mobile revolution has set the ball rolling in India. There is a lot of potential and strength in the people for the use of cellphones in India. Use of cellular phone services is increasing day-by-day. People have recognized that mobile telephones can improve their efficiency in their personal life as well as professional life. Today it has become a necessity to have a cell phone for variety purposes varying from user to user. It has made communication possible in a very quick way. The main advantage of wireless connectivity is mobility. People are accessible anywhere at any time. Even while traveling, hearing the voice of wife of child is just a matter of dialing a cell phone. On the other hand cellular phone access is your lifeline to your workplace. Use of mobile phone saves time, money and energy of people in their busy schedule.

Asia emerged as the largest telecommunications marketplace in the world. Although affected by the global economic downturn, regional telecommunications service providers show no sign of the malaise afflicting their US and European counterparts. This is mostly due to the fact that the region only recently began to invest in telecommunications infrastructure to bridge the global digital divide and compete in the digital economy. Government regulations of the telecommunications sector have enabled Asian carriers to avoid the crippling debt. In the next decade growth within the region will be driven by deregulation and pent-up demand for telecommunications services from the less-developed countries, especially the up-and-coming economic powerhouses of China and India.

1.2 Telecommunication Scenario in Asia

One sector that will experience increased spending is in Next Generation technologies, bringing voice and data together on the same networks. Increasingly carriers in countries such as China and India, will mover straight to Next Generation networks rather than deploy older style switched infrastructure. Investment will also increase in supporting the rollout of new services such as new high-speed data and video services.

During 2004, the Asian region will add another 125 million phone connections across fixed and mobile services approximately a 13 % increase from 2003. By the end of 2004, there will be 1.1 billion phone users in the region. Revenue growth across fixed and mobiles services combined in 2004 will reach about $ 17.1 billion, a 7 % increase from 2003. In mobile phone industry China is one of the most vibrant markets in the world. The market's sheer size will propel one of the leading Chinese handset vendors into the worldwide top vendor rankings in 2004. Mobility is rapidly becoming an appealing concept as the freedom of the mobile office and the competitive advantage of always-on, real-time information access translate into concrete benefits. Asia has always been an innovator in this area, with many regional telecommunications operators being the first to offer a variety of wireless data services. Growth will be driven by operators seeking to offer compelling mobile data and wireless services across the region. Key opportunities for growth in this arena include the provision of hotspots, WLANs, wireless-enabled enterprise applications, e-Commerce applications and location-base wireless services.

Research analysts attribute the change in attitude to better economic conditions, improving carrier financial performance and a decline in price competition. This will not only to result in new service offerings, but it will also lead to the first growth in telecom investment in the first growth in telecom investment in the region in five years.

The role of telecommunications as essential to the facilitation of international trade, economic development, and the enrichment of citizen's lives has become widely accepted. Modern means of telecommunications, enhanced by competition, will enable all countries to participate more fully in international trade, particularly if complemented by increased liberalization of cross-border supply of many electronically deliverable services. Innovation in telecommunications will be essential to ensuring that the anticipated growth of electronic commerce can be fully realized. Many emerging economy governments which joined in making GATS commitments on basic telecommunications had come to view inadequate telecommunications networks and services as an impediment to achieving their full economic potential. Moreover, increased accessibility and added variety of telecommunications services will be the foundation of successful national and global information society initiative and the social benefits these initiatives will bestow. There are now over 200 million mobile phone users in China. (As per statistics of 2004)

1.3 Telecommunications Industry in India

India has come in a close second in the sale of mobile phones in the year 2006. China has led the race of mobile sales being the highest in the world with more than 600 million mobile users (Oct. 2008). Subscribers in India are basking in the glory of the ever increasing number of subscriber patronage. Around 14.95 crore new subscribers were listed up from 8.5 subscribers in 2005. A gargantuan number of around 5 million customers enroll each month giving the network providers a huge profit margin. According to the increasing number the subscribers list is said to hit 48 crores by 2011. This is some industry that is climbing the path no matter what comes in its way.

Indian telecom operators could see almost three-fold jump in revenues- from $ 9 billion in 2002 to $ 25 billion by 2007 according to a study released by Ernst and Young. As per the study the Indian telecom network will become the second largest in the world after China in the net five years. The report says that teledensity in India would cross 20 % in the next five years instead of eight years as projected by the government. It estimates the subscriber base to cross the 20 crore (200 million) mark by 2007 and 25 crore in the next couple of years. This will easily make India the second largest market in the world. India's 21.59 million line telephone network is one of the largest in the world and the 3rd largest among emerging economies (after China and Republic of Korea) Given the low telephone penetration rate- 2.2 per 100 people of population, which is much below the global average, India offers vast scope for growth. It is therefore not surprising that India has one of the fastest growing telecommunication systems in the world with system size (total connections) growing at an average of more than 20 % over the last 4 years.

During 2005-06, 274.15 lakh new connections were provided (50.90 lakh by BSNL and MTNL and 223.25 by private sector). The total telephone connections as on December 31, 2005 were 1257.88 lakh comprising 571.78 lakh fixed lines and cellular connections provided by BSNL and MTNL and 686.10 lakh by the private sectors. The equipped capacity of the PSUs increased from 667.39lakh lines as on March 31, 2005 to 735.83lakh lines as on December 31, 2005. The total number of basic phones increased from 573.47 lakh to 672.85 lakh during this period. Currently more than 30 lakh phones are being added each month and it is targeted that by the end of 2007 the total number of phones may reach a level of 250 million taking the tele-density to more than 22 % from the present level of 11.3 %.

The share of private sector in the total telephones has increased from 47 % as on March 31, 2005 to 55 % as on December, 2005. Of the 274.15 lakh additional phones provided during 2005-06 major share i.e. 223.25 lakh more than 81 % was provided by the private sector.

1.4 Increasing Share of Mobile Phones

The share of mobile phones which has increased from 53 % as on March 31, 2005 to more than 62 % as on December 31, 2005. The share of mobile phones has thus surpassed the share of landlines and this trend is likely to continue. BSNL and MTNL have provided 158.21lakh and 6.62 lakh mobile phones as on December 31, 2005.

Table No. 1.1 **Share of fixed and mobile phones in telecom network**

	March – 2005 In lakhs	Dec. 2005 In lakhs
Fixed phones	461.98	477.07
Mobile phones	521.75	780.21
Total -	983.73	1257.28

Under the Bharat Nirman Yajna, a total of 66,822 villages are to be provided with VPTs by Nov. 2007. Against this target a total of 17,182 villages have already been covered. More than 2 lakh public call offices and 14.18 million phones have been provided in the rural areas. Out of 6,07,491 villages in the country 5,39372 villages have been provided with VPTs as on December 31, 2005. Of this, 5,26,907 VPTs have been provided by BSNL.

Use of Mobile Phones in India (Jan. 2006)

- Number of mobile phone users Oct. 2008 – 325.73 million
- Indian population using a mobile phone – 32 %
- Average new mobile phone connectivity per month – 10.16 million approx.
- No. of mobile phone subscribers in India

  1995 – 0.077 million

  2000 – 3.6 millions

  2003 – 8.4 million
- Growth in mobile phone market 2003 – 04 – 89 %
- Govt. target for mobile phone subscription – 200 mill. by 2007 (BSNL)
- Mobile teledensity (No. of mobiles phones per 100 inhabitants)

  1991 – 0

  2002 – 0.65

  2004 – 3.16

  2005 – 4.8
- Growth in cell phone market (2000-05) – almost 2700 %
- Average minutes used per mobile per year – 330 minutes (sep. 05)
- Indian land area covered by mobile network – 30 Approx.

The growth in telecom sector on the one hand has resulted in increased rural teledensity i.e. from .68 % as on March 31, 2000 to 1.79 % as on Dec. 31, 2005. but on the other hand the gap between rural and urban teledensity has widened during this period. As against the teledensity of about 35 % in urban areas, the teledensity in rural areas is only 1.79 %.

The increasing demand for mobile use has been driven by the availability of cheap handsets of as low as $ 15 and call rates that start at 1 US cent, making India the world's fastest growing market for wireless services and the second largest after China.

1.5 Main Competitors in Cellular Phone Area

The competition varies across segments but the current players include state-owned operators as well as private operators. The limited mobility issue has made an exit. Reliance has emerged as the largest cellular service provider with 22 % market share followed by Bharati with 20 % market share. BSNL, Hutch and Idea follow suit. In the fixed line segment, the two public sector incumbents, BSNL and MTNL continue to dominate the market with a combined market share of 95 %. Tata tele-services has emerged as the leading private fixed line operator with a 2 % market share followed by Bharati and Reliance.

Private players as well as State incumbents are on an expansion drive and are spending heavily to expand their networks India-wide. BSNL has plans to roll out additional 18 millions connections in India by the end of fiscal 2004-05 at a cost of Rs. 70,000 million. Bharati has crossed the 6 million customer mark and now plans to scale up network capacity to cater 11 million customers. Its mobile service will expand to 1000 more towns – only 300 of these would be in the new circles and 20,000 villages in total. It plans to spend between 700-750 million $ in the year Mar. 2005. Reliance is hoping to raise around Rs, 50,000 million through equities to increase the coverage for its cellular services to about 5,000 towns from the 1,100 towns it covers. The main players in cellular phone area are as under –

1. Airtel Mobile / Bharati Airtel

Bharati Airtel belongs to the Bharati Group. Bharati group is renowned for its pioneering efforts in Indian telecom industry and it deserves a lot of credit for spreading usage of mobiles in India. A well diversified company with operations in several other industries like retail, insurance and fresh agri products export. Bharati Airtel is India's largest private telecom service provider and has presence in all the 23 telecom circles. Its operations are based upon GSM technology and it has also forayed into broadband and fixed line telephone services. Airtel provides various products and services in postpaid, prepaid and other related arenas. Attractive features of Airtel connection are –

Postpaid connection	Prepaid connection
• *Easy billing* • *Strong network coverage* • *Easy payment options* • *GPRS – Roaming* • *Satisfactory credit limit* • *Long distance calling facility* • *Widest roaming (national and international)* • *E-billing option*	• *Total cost control* • *Prepaid roaming* • *Pre activated STD/ISD without rental deposits* • *Instant balance and validity enquiry* • *Strong network coverage* • *Recharge facility according to their needs* • *Electronic recharge facility*

Bharati in association with Nokia has also started offering bundled packages where new customers can have low priced Nokia 1200 and 1209 handsets with Airtel mobile connection. Other new services being offered by

Airtel are, data services, LMTS services (in case of stolen handsets), phone back up otions, call management services international calling cards etc.

2. **BSNL Mobile**

BSNL was incorporated in Oct. 2000. One of the largest public sector company of India, it is world's 7^{th} largest Telecommunications Company. BSNL first started its telecom operation in fixed line telephony. Gradually it started to provide wide-ranging telecom services in India. BSNL has immensely helped in spreading telephone services in rural region of India. It possesses the widest network providing services in the country and is operational all over the India except Delhi and Mumbai. BSNL is miles ahead of other service providers because of its wide network, national and international SMS facility, international roaming, affordable tariff charges keeping in view the common man. The value added services offered by BSNL are voicemail service, SIM based service, SMS group messaging, national and international roaming, call conferencing, friend and family talk , call forwarding, call holding facility etc. It also offers Wireless Application Protocol (WAP) service which is used for internet surfing. Popular BSNL mobile post paid services are Plan 99, Plan 225, Plan 299 – One India etc. Major prepaid plans are general plans with three options, Saral Anant and Super one India Plan. Different denominations of recharge coupons, flexi and C-Top cards are also available.

3. Hutch India

Hutch India is now known as Vodafone limited. Vodaforn in joint collaboration with Essar group is registered as Vodafone Essar Limited. Vodafone started its operations in India in 1994 when Hutchinson Telecom group acquired the cellular rights in Mumbai circle. Known as one of the most respected telecom company and the best mobile service in the country it has operations in 16 circles with almost 50 million customers. Vodafone is world’s leading telecom company and has operations in several countries. It provides various services to the delight of Indian customers. It has recently launched Applei Phone 3 GTM service. This offer comes in 8 GB – Black and 16 GB – Black/White iphones. Launching of this service is considered as a crucial breakthrough in Indian telecom market due to its revolutionary features like fast 3G wireless technology, support for various enterprise features including Microsoft Exchange etc. Vodafone’s basic and attractive offers involve diverse ranges of offers in both prepaid and postpaid segment. Users can use particular pans depending upon their convenience. Most of the plans offer features like cheap night sms, Vodafone gang plan, full value recharge coupon, cheap ISD call rates etc. the handsets are quite economical and come with several attractive features like polyphonic tunes, stereo, camera, vibrator mode, FM radio, color display, stylish design etc. price varies from 1199 Rs. To 3499 Rs. Apart from these Vodafone bonus cards are also available. Vodafone also boasts of an effective customer care service.

4. Reliance Mobile

The Late Dhirubhai Ambani dreamt of a digital India — an India where the common man would have access to affordable means of information and communication. Dhirubhai, who single-handedly built India’s largest private sector company virtually from scratch, had stated as early as 1999: “Make the tools of information and communication available to people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility." It was with this belief in mind that Reliance Communications (formerly Reliance Infocomm) started laying 60,000 route kilometres of a pan-India fibre optic backbone. This backbone was commissioned on 28 December 2002, the auspicious occasion of Dhirubhai's 70th birthday, though sadly after his unexpected demise on 6 July 2002.

Reliance Communications has a reliable, high-capacity, integrated (both wireless and wireline) and convergent (voice, data and video) digital network. It is capable of delivering a range of services spanning the entire infocomm (information and communication) value chain, including infrastructure and services — for enterprises as well as individuals, applications, and consulting. Today, Reliance Communications is revolutionising the way India communicates and networks, truly bringing about a new way of life.

5. Idea Mobile

Idea is one of the popular mobile phone service provider in India. It is the leading GSM mobile service provider in the country having license to operate in 11 circles throughout the country. Idea has over 17 million customer base and operate in the circles including Delhi, Maharashtra, Goa, Gujrat, Andhra Pradesh, Madhya Pradesh, Chattisgarh, Uttaranchal, Haryana, Uttar Pradesh – West, Himachal Pradesh, Uttar Pradesh – East, Rajasthan, and Kerala. Currently Idea covers almost 45% of the India's poulation and over 50% of the potential cellular market.

Idea offeres two types of mobile connections to the customers, the first one is the prepaid and second one is the post paid. Idea cellular is the front runner as the provider of various modern day mobile services. Idea is the first mobile company in India to launch GPRS and EDGE. Idea provides a range of value added services to its customers in order to entertain them. The services provided by Idea may be SMS bases as well as voice based ones. You can download various ring tones, or you can share the freshest of blonde jokes. Downloading pictures and wallpapers are quite popular among the customers. Idea also provides various useful services like booking of train or flight, latest information on train and flight services, and many more.

6. BPL Mobile

BPL Mobile started its services in 1995. It has more than one million subscribers and its primary operation zone is Mumbai. BPL has constantly strived to improve its technology and provide the customers the best of service and network. That also explains its good coverage and appreciative clarity. Its technological improvement reflects in unique network design. BPL offers various services in prepaid and post segments. Exciting prepaid offers Utsav offer, New 10 ka Gang for Existing Subscribers, Jaadu Recharge, Lifetime validity @ Rs. 299, Jaadu 41, Jaadu 61, India Prepaid – All calls and SMS @ Re. 1 to name a few. Other benefits are seamless roaming, SMS bundle pack (suitable for students), Night pack, several recharge options etc. it also boasts of various value added services like unlimited email on GPRS enabled handsets, voice SMS, BlackBerry smart phone, mobile contests, ring tones, games, mini movies, itemized billing, call conference etc. It also provides missed call alerts, M-commerce, mobile tracker, voicemail and other value enabled services like jokes, astrology, news, movies etc.

Following table shows subscriber Base of different mobile services

Table No. 1.2

Subscriber Base (in million) of Mobile services from March, 2002 to Mar.2006

Service provider	2002	2003	2004	2005	2006	**% growth over FY2006**
Bharati	1.35	3.07	6.50	10.98	19.58	78.32
Reliance	0.38	0.54	7.26	10.45	17.31	65.65
BSNL	0.04	2.29	5.53	9.90	17.65	78.28
Hutch	1.27	2.16	5.15	7.80	15.36	96.92
Idea	0.81	1.28	2.73	5.07	7.37	45.36
Escotel	0.50	0.59	0.99	-	-	-
BPL	0.90	1.13	1.88	2.58	1.34	-48.06
Aircel	0.54	0.73	1.29	1.76	2.61	48.30
Spice	0.47	0.64	1.21	1.44	1.93	34.04
Tata	0.05	0.16	0.63	1.09	4.85	344.95
MTNL	0.22	0.35	0.46	1.08	2.05	89.81
HFCL	0.01	0.03	0.03	0.05	0.06	20.00
Shyam	0.004	0.03	0.03	0.03	0.03	0
Total	6.54	13.00	33.69	52.22	90.14	72.62

- *Maharashtra, Tamilnadu and Kerala service areas of BPL group have been taken over by M/s Hutch*
- *Source Service providers*

Table No. 1.3

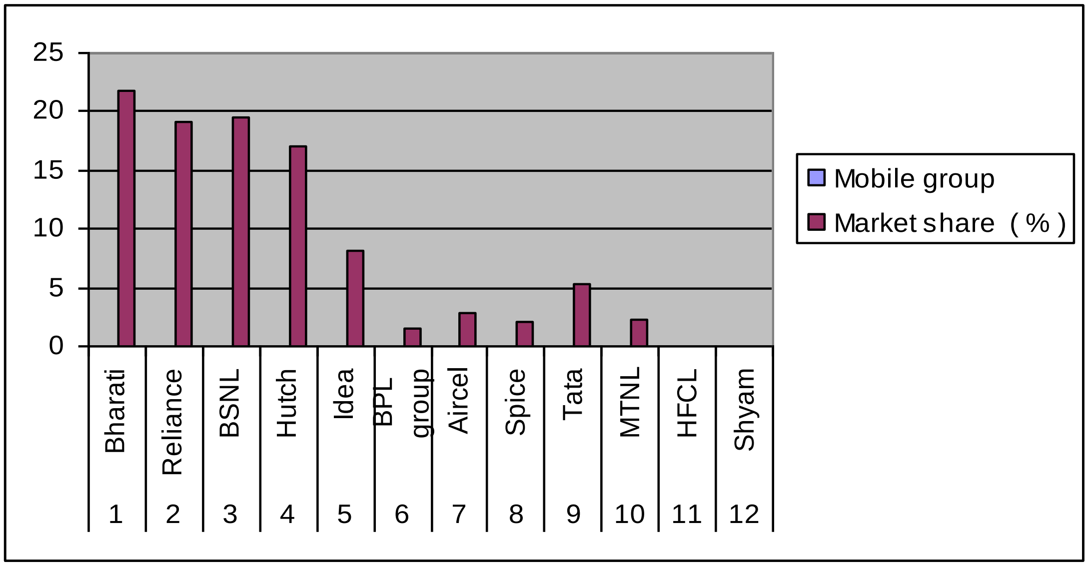
Market share of different mobile operators in terms of subscribers' base

(as on March, 2006)

Sr. no.	Mobile group	No. of subscribers (in Millions)	Market share (%)
1	Bharati	19.58	21.72
2	Reliance	17.31	19.21
3	BSNL	17.65	19.58
4	Hutch	15.36	17.04
5	Idea	7.37	8.18
6	BPL group	1.34	1.49
7	Aircel	2.61	2.90
8	Spice	1.93	2.14
9	Tata	4.85	5.38
10	MTNL	2.05	2.27
11	HFCL	0.06	0.07
12	Shyam	0.03	0.03

Chart No. 1.1

Chart showing the market share of different service providers



As seen from the above tables the nascent Indian cellular industry is extremely dynamic and fiercely competitive. The cellular market in India is the fastest growing and is only behind China in terms of the opportunity it presents. With a view of the constant changes in government policies and the need to react swiftly to these market changes, for the subscribers the key to its competitive advantage lies in its decision making. The company needs to formulate new competitive strategies, product offerings and marketing campaigns almost on a daily basis. Access to information and real time communication with customers is therefore imperative. As rightly pointed out by Mr. Sunil Sood, Chief Operating Officer, Hutchison Telecom East, " having access to timely information is the key to effective decision making. For this a streamlined, constant and reliable communication infrastructure is extremely important." In order to have competitive advantage many cell phones are now introduced in market designed to fit every customers' choices. The war for cell phone model supremacy in market is not only fought in the battlefield of hardware technology but also in the war front of computer software application. The latest cell phone models are now almost indistinguishable from palmtop computers. These cell phones are also integration of other gadgets such as radio-tuner, digital camera etc. The different service providers aggressively attract and market to new customers and poach existing mobile users. For this they have to research ways to improve their quality of service and to support more users in their system. An insight into buyers psyche is therefore sine qua non for successful marketing of services.

The present study is an endeavor to examine some of the important dimensions of customers' attitude towards cell phone services. It will help the service providers to formulate new strategies, policies and market their services in a better way which will ultimately result in the delight of customers.

CHAPTER II

Research Methodology

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Research methodology

2.1 Introduction

Cellphone service providers have achieved great commercial success. The users have recognized that mobile access can improve productivity. It is the best tool of time management in this modern busy era. This study aims to identify the customers' attitudes towards the use of cellphone services. The present chapter outlines the methodology adopted for the study.

2.2 Significance of the study

It becomes necessary for service providers to make determined efforts to learn everything about the customers. An insight into customers' attitude is a must for successful marketing of the plans. Customers' attitude encompasses a vast area like customers' preferences, motivation, their buying process etc. it is a complex psychological process of interactions of various factors like economical, sociological, psychological etc. An understanding of customers attitude towards the cell phone services is very important for the survival and progress of business in a competitive market. The present study is an attempt in this direction.

2.3 Hypothesis of the study

The study is done to test the following hypothesis, which has been deduced partly on the basis of literature reviewed and partly by intuition.

- Different customers use cell phone services for different purposes.
- Attitudes of customers towards the use of cell phone services vary according to income level, age, educational level and type of occupation of the customers.

- Level of satisfaction about cell phone service differs from customer to customer.

2.4 Objectives of the study

In the light of the hypothesis the objectives of the study may be stated as under.

1. To study the attitudes of customers towards cell phone services.
2. To find out the reasons for choosing a specific cell phone services.
3. To identify the level of satisfaction of customers about the cell phone services.
4. To analyse the attitudes of customers according to income, age, education and occupation.
5. To study the position of different service provides in terms of rank given by the customers.
6. To scrutinize the problems faced by the customers while using cell phones.
7. To suggest ways to service providers to provide better services for retaining maximum market share.

2.5 Scope of the study

Markets for cell phones being vast in size and diverse in terms of attitudes of customers, the study limits its scope to the market of Kolhapur city only in view of the limitations of the individual researcher. As the communication means include a wide range of variety i.e. internet, telephone, fax, e-mail, etc. the present study limits its scope to the use of cell phone only. The study concentrates on a period from 2000 onwards. i.e. the dawn of 21st century.

2.6 Methodology of the study

The methodology used for the study can be summarized as under. It describes the logic behind the selection of city, respondents, cell phone providers and period etc.

2.6.1 Selection of the city – In Maharashtra there are eight cities with corporations namely Mumbai, Nagpur, Pune, Aurangabad, Amaravati, Nashik, Thane and Kolhapur. Out of these Mumbai, Pune, Aurangabad and Nagpur are A grade cities having fast changing life styles of people. In other four cities the factors like income, education, occupation, age etc. affect on the attitudes of people. Kolhapur being the residential and working place of researcher and other cities far away from it, the city Kolhapur is selected on account of convenient part of researcher. Kolhapur being Industrial city and film production centre in Maharashtra state, about 300 km. southeast of Mumbai, population (2001) 4,85,200. Lying at the centre of a rich bauxite-mining region, its industries include sugar-refining, textile manufacture and engineering. It was formerly capital of the Deccan site of Kolhapur, founded in the 10th century, which merged with Maharashtra. It is an ancient Buddhist site and a centre of piligrimage called as south Kashi of India. The population of Kolhapur essentially consists of government employees, professionals and businessmen. Kolhapur is one of the industrially advanced districts in the state. It has the highest per capita income in Maharashtra. It is one of the frontline city of India in the field of art, education, culture, sports, agriculture etc. Kolhapur being modern as well as cultured city is therefore expected to be an ideal situation for an in-depth study.

2.6.2 Selection of respondents – Kolhapur being a big and fast developing city with population of 4,85,000 people as per 2001 census, it will be rather difficult to conduct the survey of Kolhapur as a whole. Hence a particular are reflecting different socio-economic status of people living in Kolhapur will be considered for research. Taking into consideration physical continuity Rajarampuri, Takala and Vikramnagar, Shahupuri and Tarabai Park areas are selected. Nearly 500 respondents having cell phone are selected at random. However care will be taken to include respondents of different locations of city. The respondent who had purchased cell phone within last 4 years are selected. Care is taken to select the respondents belonging to diverse age group, educational background, occupation and economic status etc. for the purpose of clear evaluation. Respondents were analysed on the basis of these criterions which is presented in the following tables

Table No. 2.1 - Gender-wise classification of cell phone customers

Gender	No. of respondents	Percentage
Male	407	81.4
Female	93	18.6
Total -	500	100

Table No. 2.2 - Age-wise classification of respondents

Age	**No. of respondents**	**Percentage**

Below 30	253	50.6
30-40	105	21.0
40-50	60	12.0
Above 50	82	16.4
Total	500	100

Table No. 2.3 - Occupation-wise classification of respondents

Occupation	No. of respondents	Percentage
Businessmen	298	59.6
Pvt. Sector employees	93	18.6
Govt. Sector employees	32	6.4
Students	69	13.8
Housewives	08	1.6
Total	500	100

Table No. 2.4 - Income-wise classification of respondents

Income	No of respondents	Percentage
Upto 5,000	113	22.6
5,000 – 10,000	48	9.6
10,000 – 15,000	123	24.6
15,000 – 20,000	154	30.8
Above 20,000	62	12.4

Total	500	100

Table No. 2.5 Education-wise classification of cellphone users

Educational level	No. of Respondents	Percentage
Upto X std.	160	32.0
Graduation	208	41.6
Post graduation	132	26.4
Total	500	100

The analysis of the profile of cellphone users reveals the following.

1. Out of total respondents 81.4 % were male and only 18.6 % were females.

2. Most of the respondents were below 30 years i.e. 50.6 %, followed by the age group of 40-50 years. Other age groups were having their share very small with 12.0 % (40-50 years) and 16.4 % (above 50 years).

3. The educational status of respondents reveals that most of the respondents i.e. 41.6 % were educated till graduation level.

4. With regard to the occupation of customers it was found that maximum number of cell phone users belongs to businessmen category i.e. 59.6 %. Students having cell phone services comprise 13.8 %. Housewives ranked last in the use of cell phone service with 1.6% only.

5. Nearly 22.6 % of respondents had the monthly income of below Rs. 5,000. Other belonged to the income group of Rs. 5,000 - Rs. 10,000 i.e. 9.6 %. The respondents belonging to income category of Rs. 15,000 – Rs. 20,000 are more i.e. 30.8 %

***2.6.3 Selection of service providers* -** A number of service providers are on an expansion drive and are spending heavily to upgrade their network India-wide. The nascent Indian cellular industry is extremely dynamic and fiercely competitive. Out of these only main players were selected considering their market share. BSNL, Bharati, Reliance, Hutch and Idea are selected for study. (the market share of different mobile operators in terms of subscribers base as on Mar. 2006 is given in Table No. 1.3)

***2.6.4 Collection of data* –** The study is mainly based on primary data. Data regarding the reasons for purchasing cell phone, demographic characteristics, facilities by service providers, level of satisfaction, expenditure on cell phone services etc. is collected through structured questionnaires. The questionnaire is pre-tested through a pilot survey of 25 sample respondents. Respondents are taken into confidence so as to get their frank and free opinions. All the completed questionnaires are scrutinized carefully and the data so collected are tabulated, computerized and finally used for the study. In order to sharpen the inferences drawn on the simple description of facts, statistical techniques like frequency distribution, averages, co-relation, chi-squares etc. are used. Although there could be different variables affecting the use of cell-phone, the researcher has concentrated only on income, education, occupation, age only as they are indeed crucial variables determining the socio-economic status of respondents.

The secondary data is collected from government publications like census handbook, Z.P. and Revenue Department Records, Electrol-Kolhapur Muncipal Corporation etc.

2.7 Limitations of the study

Any study based on a customers' survey through a pre-designed questionnaire suffers from the basic limitations of the possibility of difference between what is recorded and what is truth, no matter how carefully the questionnaire has been structured and field investigation has been conducted. The researcher has tried to minimize this error by conducting interviews personally and spending a lot of time with the respondents. Yet there is no fool-proof way of obviating the possibility of an error creeping in here and there. In addition following limitations regarding the scope and validity of the conclusions may be mentioned.

1. The study covered the Kolhapur city only.
2. The study is concerned with attitudes of customers, which is a part of consumer behaviour. To solve the puzzle of consumer behaviour is very complex. It depends upon the needs and the needs go on changing. In some cases he can't pause to find cause and effect relationship. More we study the attitudes, more complex he appears. Hence the study is challenging as we had to study the unpredictable attitude.

2.8 Tentative chapter scheme

The report based on the study is organized into five chapters with tables, charts, maps, diagrams etc. The chapters are organized as –

I – Into the subject

II – Research Methodology

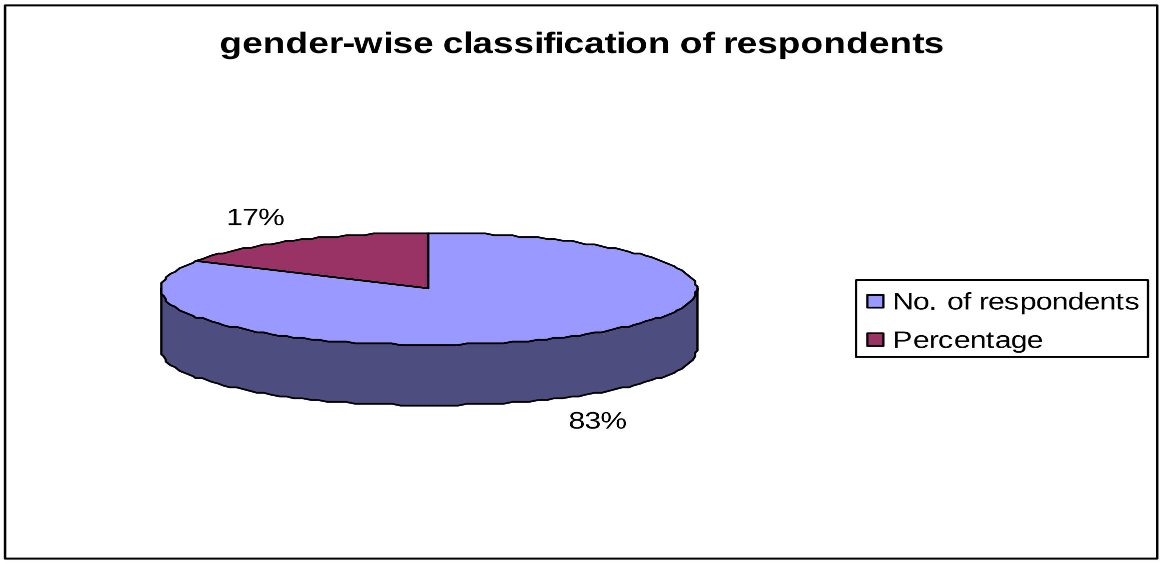
III – Attitude of customers towards the use of cell phone

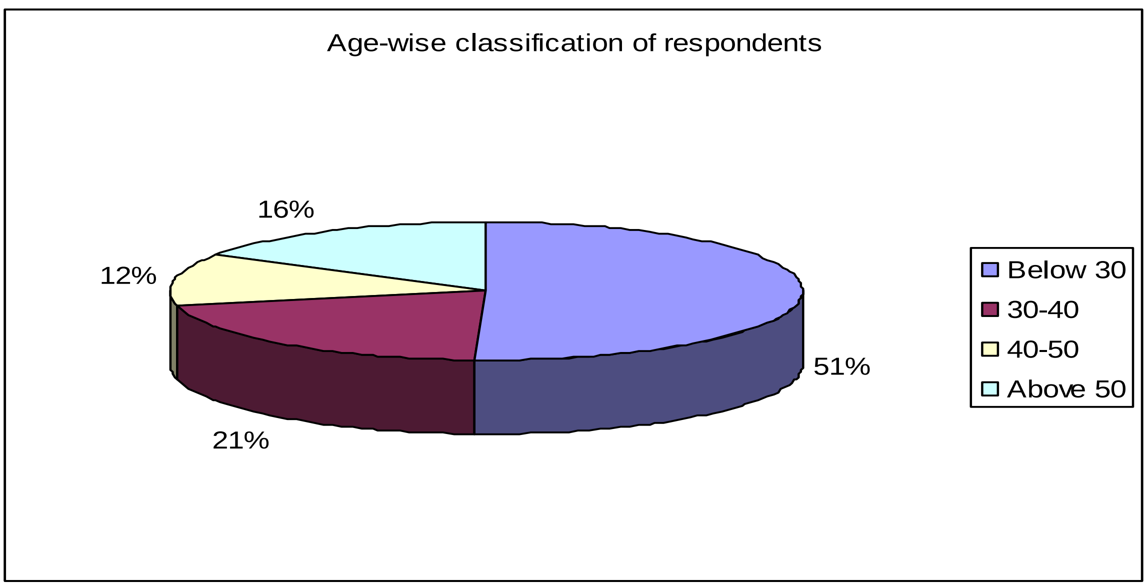
IV – Level of satisfaction by the use of cellphone

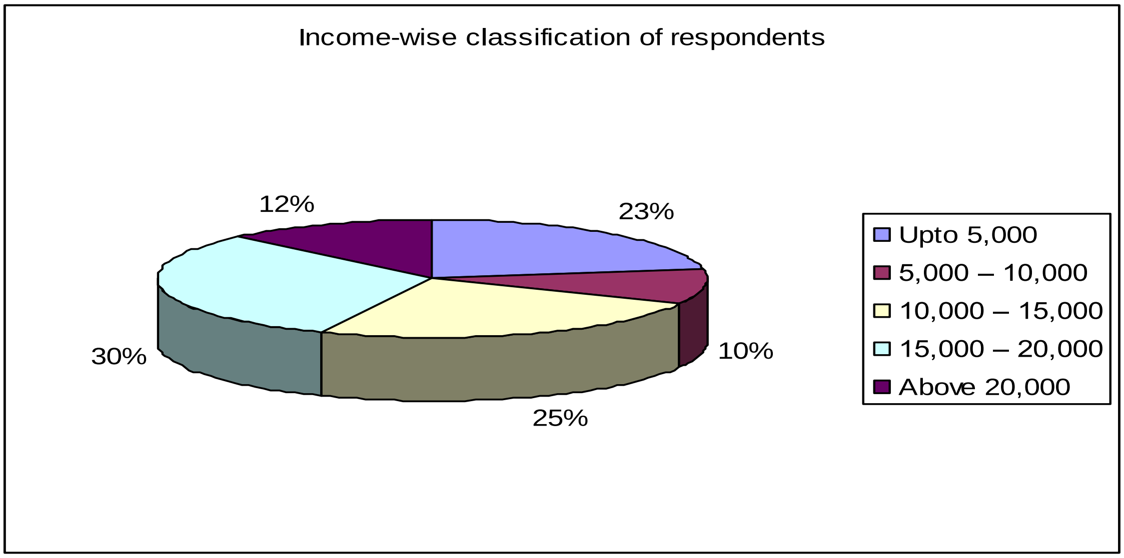
VII – Conclusions and suggestions

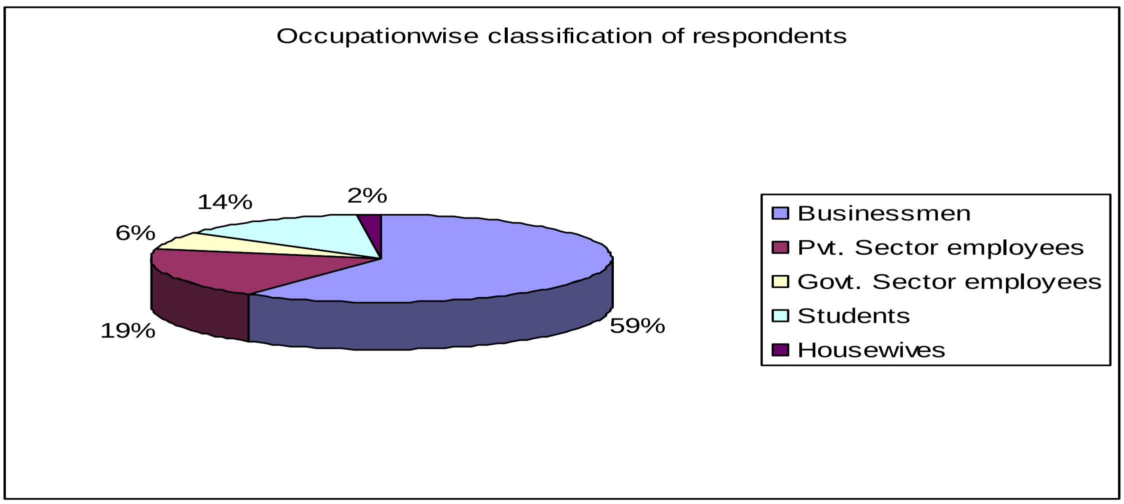
Chart No. 2.1

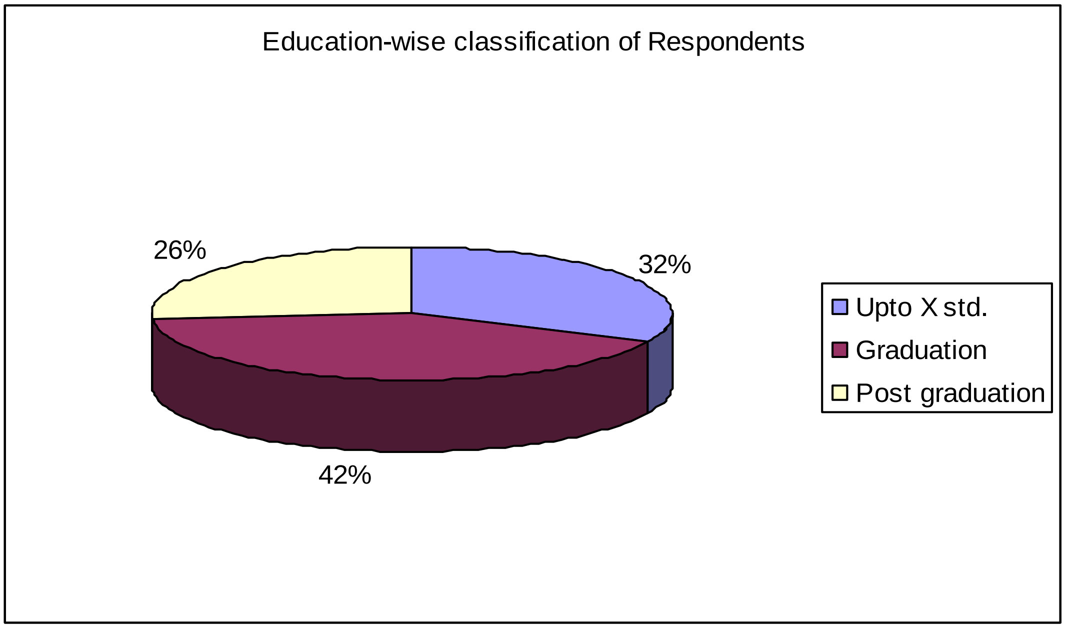
Chart showing the profile of the Respondents


gender-wise classification of respondents
17%
83%
No. of respondents
Percentage


Age-wise classification of respondents
16%
12%
51%
21%
Below 30
30-40
40-50
Above 50


Income-wise classification of respondents
12%
23%
30%
10%
25%
Upto 5,000
5,000 – 10,000
10,000 – 15,000
15,000 – 20,000
Above 20,000


Occupationwise classification of respondents
14%
2%
6%
19%
59%
Businessmen
Pvt. Sector employees
Govt. Sector employees
Students
Housewives


Education-wise classification of Respondents
26%
32%
42%
Upto X std.
Graduation
Post graduation

CHAPTER III

Attitude of urban customers towards the use of cellphone

CHAPTER III

Attitude of urban customers towards the use of cellphone

3.1 Introduction

The consumption function or propensity to consume refers to income-consumption relation. It is the functional relationship between two aggregates i.e. total consumption an gross national income as given by Keynes. Symbolically the relationship is represented as C = f (Y), where C = consumption, Y = Income and F = Functional relationship. The propensity to consume is also influenced by a number of factors like education, urbanization, marketing impact, age, occupation etc. As said by Prof. George Katona, ‘ Expectations and attitudes play an important role in consumer spendings.’ Consumption is thus a symptom of attitudes, values, beliefs and motives of a customer or a group of customers. Pattern means mode of behaviour. Consumption pattern describes how consumers act, how they allocate income, how loyal they are to a particular brand and how they react to new services etc.

The behaviour of consumer is shaped mainly by his financial position. The ability to buy the products and services is the most significant factor in determining the customer’s attitude. Education enables the people to acquire knowledge and information regarding the products and services satisfying their needs. It gives them ability to think and use the resources carefully and to the best alternative from the variety of products. Occupation determines the flow of income, social status, the way of thinking etc. Age wise differences are found in consumption habit of respondents.

The attitude of cellphone users is clearly reflected in the schemes they choose, roaming facility, monthly charges of mobiles, purpose for which the use of mobile is made, period and nature of usage, use of landline, awareness about facilities and their use, frequent change in the service providers etc. The responses to these factors are analysed as under in order to draw meaningful conclusions.

For the purpose of in-depth analysis of attitudes of urban customers towards cellphone services responses were categorized according to sex, education, income, age and occupation of the respondents.

3.2 Nature of scheme opted

Different schemes are offered by service providers so as to cater to the different needs of customers. Most commonly used are postpaid and prepaid. The service providers also offer different plans eg. Life time prepaid, free talk time, free services from airtel to airtel etc. Table no. 3.1 gives idea about the schemes opted and the reasons for choosing it.

Table No. 3.1 Nature of scheme opted by the Respondents

Scheme	No. of respondents	Percentage
Prepaid	312	62.4
Postpaid	180	36.0
Other	08	1.6
Total	500	100

Pie-Chart No. 3.1

Chart showing the nature of scheme opted by respondents

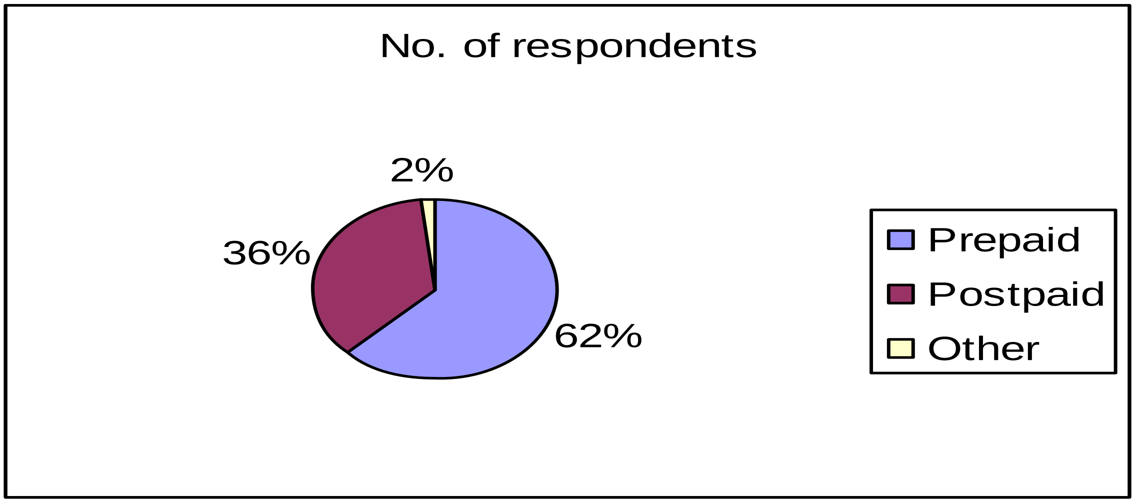


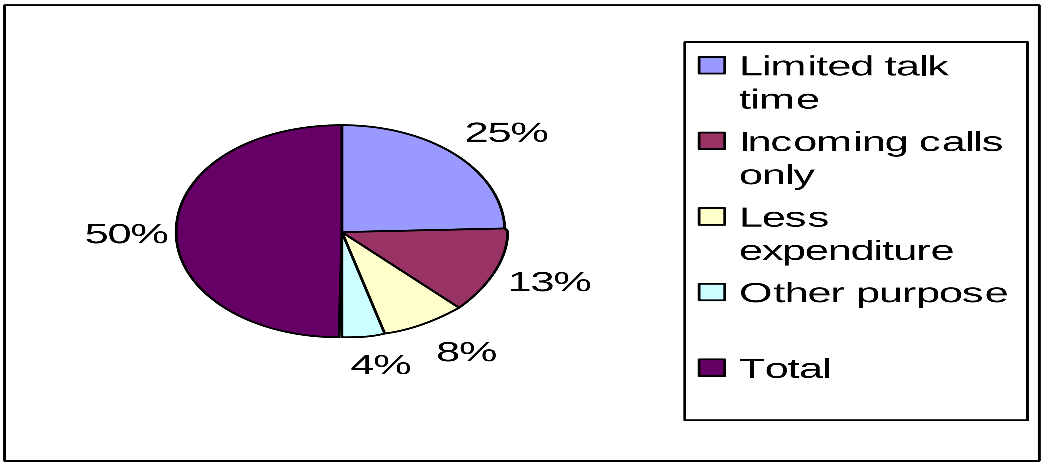
Table No.3.1 (a) Nature of scheme opted according to the gender

Scheme opted	Male		Female		Total
	No.	%	No.	%	
Prepaid	279	89.42	33	10.58	312
postpaid	122	67.78	58	32.22	180
Other	06	75.00	02	25.00	08
Total	407	100	93	100	500

It is clearly seen from the above table that most of the respondents opted prepaid scheme with 62.4 %and the rest 36.0 % had selected the postpaid. The percentage of respondents opting other scheme is non-significant i.e. 1.6%. the postpaid scheme is more popular among urban area. The reasons for choosing postpaid scheme are as under.

Table No. 3.1 (b) Reasons for choosing post paid scheme

Reasons	No. of respondents	Percentage
Limited talk time	153	49.04
Incoming calls only	81	25.96
Less expenditure	50	16.03
Other purpose	28	8.97
Total	312	100



The analysis of the data obtained in table No. 3.1 (b) reveals that –

1. Most of the respondents i.e. 49.04 % had chosen prepaid scheme due to limited talk time.

2. Incoming calls purpose is the second influencing factor upon the selection of prepaid scheme as 25.96 % respondents preferred due to this.

3. Remaining 8.97 % respondents had chosen the prepaid scheme for other purposes like convenience, no specific reason, influence of service providers, opinions of friends etc.

Table No. 3.1 (c) Reasons for choosing post paid scheme

Reasons	No. of respondents	Percentage
Roaming facility	43	23.89
No recharging need	40	22.22
No tension of bal. talk time	81	45
Other	16	8.89
Total	180	100

It is clear from the above table that –

1. Most of the respondents i.e. 45 % opted for postpaid scheme to avoid tensions.
2. 23.89 % respondents using cellphone have selected this scheme to avail roaming facility and had chosen to avoid recharging.

3.2 Monthly expenditure paid by respondents

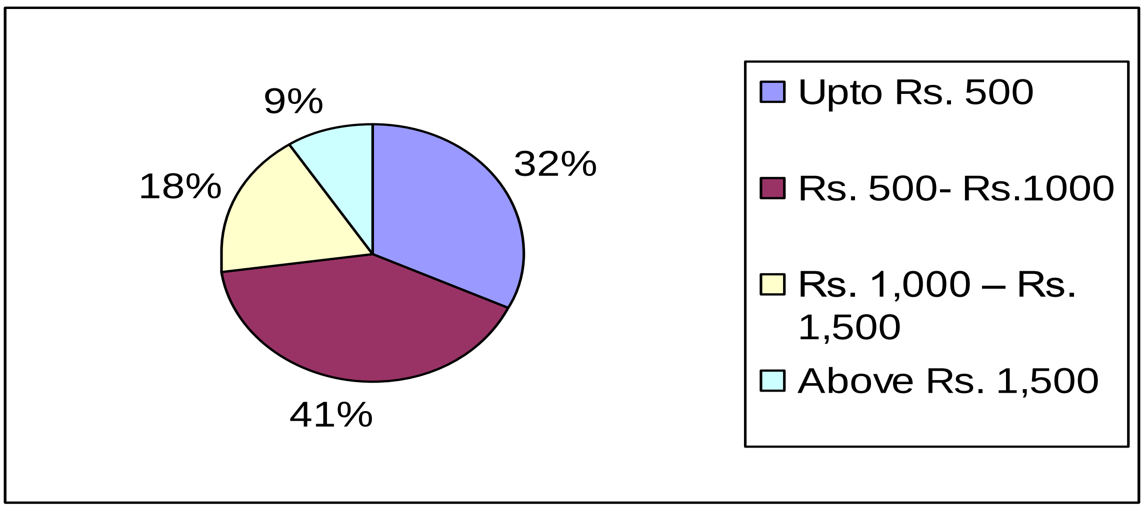
Attitude of urban customers towards cellphone can also be understood by the expenditure incurred by respondents on mobile services. More the need, more the amount of charges paid for it. Table No. 3.2 shows the monthly charges paid by respondents on the use of cellphone services.

Table No. 3.2 Monthly charges paid by respondents on use of cellphone

Monthly charges	No. of respondents	Percentage
Upto Rs. 500	160	32
Rs. 500- Rs.1000	204	40.8
Rs. 1,000 – Rs. 1,500	90	18
Above Rs. 1,500	46	9.2
Total -	500	100

Chart No. 3.3

Chart showing the monthly charges paid by the respondents



It is clear from the above table that,

1. Most of the respondents i.e. 40.8 % pay monthly charges between Rs. 500 – Rs.1,000

2. Only 9 % respondents pay more than Rs. 1,500 for the use of mobile.

3. Respondents paying monthly charges below Rs. 500 are 32 %.

Income is thus the most significant factor affecting the ability to pay the cell phone charges. *Correlation technique is used for finding the relationship between monthly income of the respondents (X) and monthly charges (Y). There is a positive correlation between monthly income and monthly charges as evidenced by the positive correlation coefficient of 0.5. it is concluded that as the monthly income increases, the monthly charges paid towards cell phone services also increases.

Table No. 3.2 (d) Mode of payment of mobile charges

Mode of payment	No. of respondents	percentage
Cash	338	67.6
Cheque	149	29.8
Demand draft	13	2.6
Total -	500	100

As shown in the above table, majority of the respondents prefer payment by cash i.e. 67.6 %, while others preferred cheque and other means. Remaining 2.6 % respondents prefer demand draft for the payment of cellphone services charges.

3.3 Period and Nature of Usage

The respondents were also analysed on the basis of the number of years for which they are availing services. Following table represents this.

Table No. 3.3 (a) Period and Nature of Usage of Cellphone services

Period of usage	No. of respondents	Percentage
Less than 2 years	254	50.8
2 – 5 years	87	17.5
4 – 6 years	95	19
More than 6 years	64	12.8
Total -	500	100

The results obtained from the above table show that, most of the respondents i.e. 50.8 % are using cellphone services for less than 2 years and respondents i.e. 17.4 % are using for 2 to 4 years. Only 12.8 % respondents are using cellular services for ore than 6 years.

Use of mobile is made for both personal as well as official purpose. Table no. 3.3 (b) shows the nature of usage of cellphone services.

Table No. 3.3 (b) Nature of usage of cell phone services

Nature of usage	No. of respondents	Percentage
Official purpose	270	54
Personal purpose	109	21.8
Both official and personal	121	24.2
Total -	500	100

It is evident from the above table that most of the respondents i.e. 54 % are using their cell phone for official purpose, 21.8 % are using it for personal purpose and rest of them use for both personal as well as official purpose.

Table No. 3.3 (c)Nature of usage of cellphone services according to gender

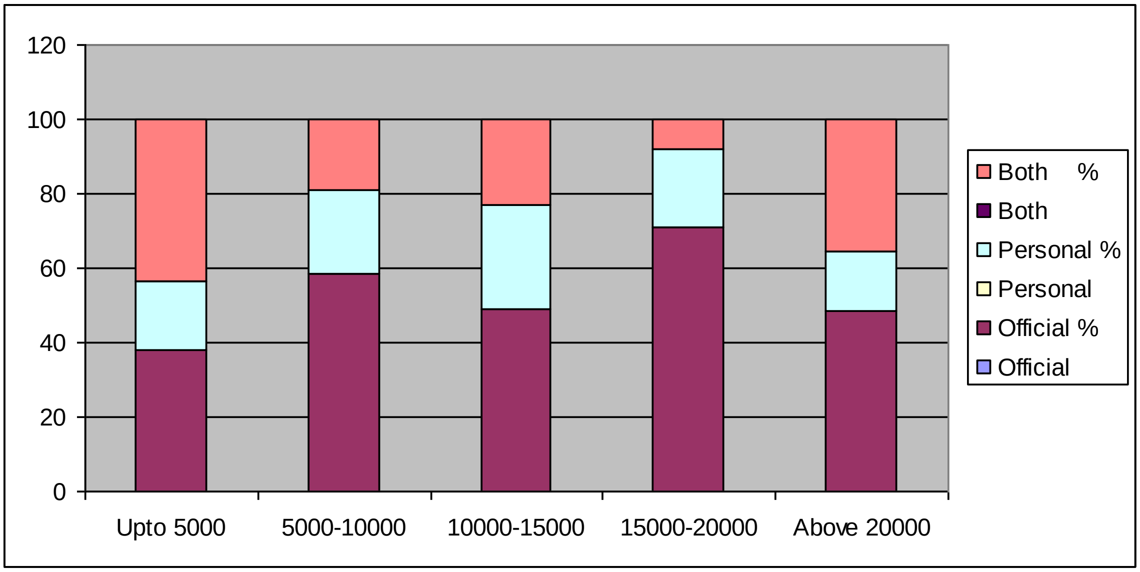
	Official		Personal		Both	
	Nos.	%	Nos.	%	Nos.	%
Male	246	91.11	65	59.63	96	79.33
Female	24	8.88	44	40.36	25	20.67
Total	270	100	109	100	121	100

Use of cell phone varies according to gender. Most of the women use cell phone for personal use, while men are interested in using it for official purpose.

Table No. 3.3 (d)Nature of usage of cellphone services according to Income

Income group	Official		Personal		Both		Total
	Nos.	%	Nos.	%	Nos.	%	
Upto 5000	43	38.05	21	18.58	49	43.36	113
5000-10000	28	58.33	11	22.92	09	18.75	48
10000-15000	61	48.8	35	28.00	29	23.20	125
15000-20000	108	71.05	32	21.05	12	7.89	152
Above 20000	30	48.39	10	16.13	22	35.48	62
Total	270	54.00	109	21.80	121	24.20	500

Chart No. 3.1 - Chart showing Usage of cellphone according to income



It is observed from the above table that nature of use of cellphone varies according to income. The % of respondents using cellphone for personal use is more in income group Rs. 10,000-15,000. Lower income group having income below Rs. 5,000 is interested in using cellphone for both purposes personal as well as private purposes. Higher income group is more interested in using cell phone for office use with 71.05 % respondents.

Table No. 3.3 (e) Usage of cellphone according to occupation

Occupation	Official		Personal		Both		Total
	Nos.	%	Nos.		Nos.		
Businessmen	185	62.08	38	12.75	75	25.17	298
Students	26	37.68	28	40.58	15	21..74	69
Private service	43	46.24	28	30.11	22	23.65	93
Govt. service	14	43.75	10	31.25	08	25.00	32

Housewives	02	22.22	05	55.56	02	22.22	09
Total	270	54.00	109	21.80	121	24.20	500

The above table presents that, occupation is also the most important factor the use of cellphone either for personal or for official purpose. The more use of cellphone is made for official purpose by businessmen i.e. 62.08 % and private sector employees with 46.24 % respondents. Housewives are totally not interested in using cellphone for official purpose with only 22.22 % respondents.

Table No. 3.3 (f) Usage of cellphone according to age

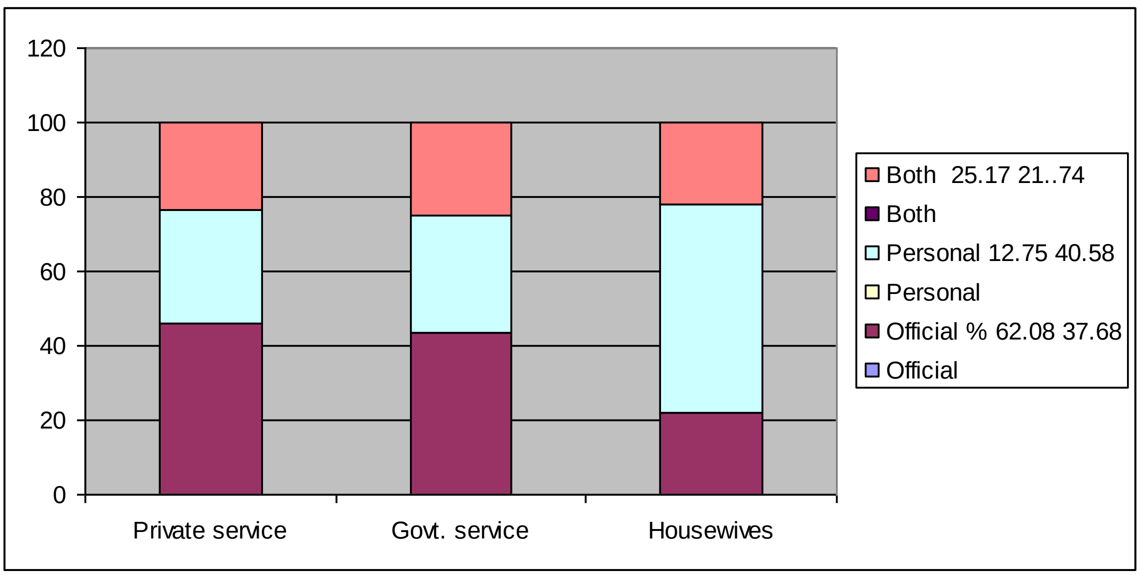
Age group	Official		Personal		Both		Total
	Nos.	%	Nos.		Nos.	%	
Below 30 yrs.	164	64.82	22	8.70	67	26.48	253
30-40 years	51	48.57	34	32.38	20	19.05	105
40-50 years	32	53.33	12	20.00	16	26.67	60
Above 50 years	23	28.05	41	50.00	18	21.95	82
Total	270	54.00	109	21.80	121	24.20	500

Nature of use of cell phone differs according to age also. Respondents below 30 years are interested more in using cellphone for official purpose i.e. 64.82 %. On the other hand old age people are interested in using for personal purpose with 50 % respondents.

Table No. 3.3 (g) Usage of cellphone according to Education

Education	Official		Personal		Both		Total
	Nos.	%	Nos.	%	Nos.	%	
Upto SSC	32	20.00	78	48.75	50	31.25	160
Graduation	92	44.23	67	32.21	49	23.56	208
Postgraduation	63	47.73	35	26.51	34	25.76	132
Total	270	54.00	109	21.8	121	24.20	500

Chart No.3.1 – Chart showing usage of cellphone according to education



It is observed from the above table that lower educated people use mobile phones mostly for personal use i.e. 48.75 %, while highly educated people use it for official use with 47.75 %.

3.4 Types of calls attended

Mobile phones are used for incoming and outgoing purpose. Many times considering the financial budget persons use it only for incoming purpose. Table No. 3.4 reveals the observations in this regard.

Table No. 3.4 (a) Types of calls attended by mobile users

Types of calls	No. of respondents	Percentage
Incoming	188	37.6
Incoming & outgoing	312	62.4
Total -	500	100

It is clearly seen from the above table that, nearly 37.6 % respondents use mobile for incoming calls only and others attend incoming calls at the same time make outgoing calls. Low charges for mobile phones attracted the people to use it both for incoming and outgoing purposes.

Table No. 3.4 (b) Types of calls attended by mobile users according to gender

Gender	Incoming		Outgoing		Total
	Nos.	%	Nos.	%	%
Male	125	30.71	282	69.29	417
Female	63	67.74	30	32.26	93
Total	188	37.60	312	62.40	500

It is clearly observed from the above table that most of the females are interested in using cellphone for incoming calls purpose with 67.74 % as compared with male i.e. 30.71 % using cellphone for outgoing purpose.

Table No. 3.4 (C) Types of calls attended by mobile users according to income

Income group	Incoming		Outgoing		Total
	Nos.	%	Nos.	%	
Upto 5000	68	60.18	45	39.82	113
5000-10000	26	54.17	22	45.83	48
10000-15000	51	40.80	74	59.20	125
15000-20000	31	20.39	121	79.61	152
Above Rs.20000	12	19.35	50	80.65	62
	188	37.60	312	62.40	500

It is clearly seen from the above table that lower income is more interested in using cellphone for attending income calls only with 60.18 % respondents. On the contrary 80 % of the respondents from higher income group people use cellphone for outgoing purpose. As the income level grows the people are using cellphone more for outgoing purposes. Thus the income position of the person determines the use of cellphone either for incoming purpose or for outgoing purpose.

Table No. 3.4 (d)Types of calls attended by mobile users according to occupation

Occupation	Incoming		Outgoing		Total
	Nos.	%	Nos.	%	
Businessmen	85	28.52	213	71.48	298
Students	58	84.05	11	15.94	69
Private service	23	24.73	70	75.27	93
Govt. service	16	50.00	16	50.00	32
Housewives	06	75.00	02	25.00	08
Total -	188	37.60	312	62.40	500

It is inferred from the above table that businessmen and private servicemen make the use of cellphone for outgoing purpose more with 71.48 % and 75.27 % respondents respectively. Students are more interested in using cellphone for income purpose only.

Table No.3.4 (e) Types of calls attended by mobile users according to age

Age-group	Incoming		Outgoing		Total
	Nos.	%	Nos.	%	
Below 30	62	24.51	191	75.49	253
30-40	45	42.86	60	57.14	105
40-50	39	65.00	21	35.00	60
Above 50	41	50.62	40	49.38	81

Total	188	37.60	312	62.40	500

Table No. 3.4 (e) clearly shows that, the use of cellphone varies according to the age of the respondents. The respondents falling in the age group below 30 years i.e. young generation make use of mobile more for outgoing purpose i.e. 75.49 %. The respondents belonging to the age group of 40-50 years use mostly for incoming purpose with 35.00 % respondents.

Table No. 3.4 (f) Types of calls attended by mobile users according to education

Education	Incoming		Outgoing		Total
	Nos.	%	Nos.	%	
Upto X	92	57.50	68	42.50	160
Graduation	52	25.00	156	75.00	208
Post graduation	44	33.33	88	66.67	132
Total	188	37.60	312	62.40	500

The education level of a person determines the use of cellphone. Lower educated persons use cellphone for incoming purpose, while highly educated people have recognized the importance of use of cellphone for outgoing purpose also.

3.5 Landline connection

The study is further made to see whether the respondents possessed landline services before getting cell connection or not. The analysis of responses is shown in the following table.

Table No. 3.5(a) Possession of landline connection

Landline connection	No. of respondents	Percentage
Yes	322	64.4
No	178	35.6
Total -	500	100

The above table makes it clear that, mobile can't be a substitute for landline. 64.4 % landline holders use mobile phones, while 35.5 % mobile holders are not interested in landline connection. For them use of cell phone is as convenient as landline as it serves both purposes.

Table No. 3.5(b) Possession of landline connection according to gender

Gender	Yes		No		Total
	Nos.	%	Nos.	%	
Male	291	71.50	116	28.50	407
Female	31	33.33	62	66.67	93
Total	322	64.40	178	35.60	500

Gender-wise classification represents that the use of both landline and mobile is found more in respondents belonging to male category. Women are less interested in having both landline plus cellphone connections as compared to men.

Table No. 3.5(c) Possession of landline connection according to income

Income groups	Yes		No		Total
	Nos.	%	Nos.	%	
Upto 5000	31	27.43	82	72.57	113
5000-10000	25	52.08	23	47.92	48
10000-15000	62	49.60	63	50.40	125
15000-20000	146	96.05	06	3.95	152
Above Rs.20000	58	90.62	06	9.37	64
Total	322	64.40	178	35.60	500

The use of both landline and mobile depends upon the economic position of the respondents. Higher income group people possess both landline and mobile with 96.05 % for income group of Rs. 15,000-20,000 and 90.62 % for income group above Rs. 20,000, while lower income group people have tendency to have any one as they can't afford to pay the bill. Only 27.43 % respondents from this group had both landline and mobile phone connection.

Table No. 3.5(d) Possession of landline connection according to occupation

Occupation	Yes		No		Total
	Nos.	%	Nos.	%	
Businessmen	216	72.48	82	27.52	298
Students	15	21.74	54	78.26	69
Private service	64	68.82	29	31.18	93

Govt. service	21	65.63	11	34.38	32
Housewives	06	75.00	02	25.00	08
Total	322	64.40	178	35.60	500

The use of both landline and mobile is also determined by the occupation of the respondents. The use of both is found more in businessmen and private sector employees i.e. 72.48 % and 68.82 % respectively. Government employees and housewives, students are more cautious about the overuse of phone and they have tendency to use only one phone.

Table No. 3.5(e) Possession of landline connection according to age

Age	Yes		No		Total
	Nos.	%	Nos.	%	
Below 30 years	168	66.40	85	33.60	253
30-40 years	74	70.48	31	29.52	105
40-50 years	37	61.67	23	38.33	60
Above 50 years	43	52.44	39	47.56	82
Total	322	64.40	178	35.60	500

As shown in the above table, the age of respondents is also reflected in the use of both landline and mobile use. Young respondents below 30 years are interested in keeping both with 66.40 %, while the old age people prefer only one connection at one time. They think using of both phones is a luxury.

Table No. 3.5(f) Possession of landline connection according to education

Education	Yes		No		Total
	Nos.	%	Nos.	%	
Upto X	88	55.00	72	45.00	160
Graduate	154	74.03	54	25.97	208
Post-graduate	80	60.60	52	39.40	132
Total -	322	64.40	178	35.60	500

The above table shows that, use of both the connections is needed more for highly educated people i.e. 60.60 % for postgraduate and 74.03 % for graduates. Lower education group is less interested in retaining both the connections.

3.6 Landline service provider

Respondents having landline connections were further analysed to know their landline service provider. The data regarding this is presented in the following table.

Table No. 3.6 (a) Landline service provider

Landline service	No. of respondents	percentage
Private	40	12.4
BSNL	282	87.6

Total -	322	100

Table No. 3.6(a) clearly shows that, respondents have more trust in BSNL for landline connection with 87.60 % respondents. Private companies are less preferred by the people for landline connection.

Table No. 3.5(b) Landline service provider according to gender

Gender	Private		BSNL		Total
	Nos.	%	Nos.	%	
Male	31	11.07	249	88.93	380
Female	09	21.42	33	78.58	42
Total	40	12.42	282	87.58	322

No significant difference is found according to gender in the use of BSNL or private.

Table No. 3.5(c) Landline service provider according to income

Income groups	Private		BSNL		Total
	Nos.	%	Nos.	%	
Upto 5000	02	6.45	29	93.55	31
5000-10000	06	24.00	19	76.00	25
10000-15000	09	16.98	53	83.02	62
15000-20000	11	7.53	135	92.46	146
Above Rs.20000	12	26.08	46	73.92	58
Total	40	14.18	282	85.82	322

Almost all the income groups prefer BSNL. Comparatively higher income group prefer private service provider more with 26.08 %. It may be due to more facilities and flexible option plans offered by private service providers.

Table No. 3.5(d) Landline service provider according to occupation

Occupation	Private		BSNL		Total
	Nos.	%	Nos.	%	
Businessmen	22	10.18	194	89.82	216
Students	01	6.66	14	93.34	15
Private service	12	23.07	52	76.93	64
Govt. service	03	16.66	18	83.34	21
Housewives	02	33.33	04	66.67	06
Total	40	12.42	282	87.58	322

The respondents preferring BSNL service providers are found more among students as compared to others. Significant variations are not found in the use of BSNL or private landline services according to occupation.

Table No. 3.5(e) Landline service provider according to age

Age	Private		BSNL		Total
	Nos.	%	Nos.	%	
Below 30 years	25	14.88	143	85.12	168
30-40 years	09	12.16	65	87.84	74
40-50 years	03	8.10	34	91.90	37

Above 50 years	03	6.97	40	93.03	43
Total	40	12.42	282	87.58	322

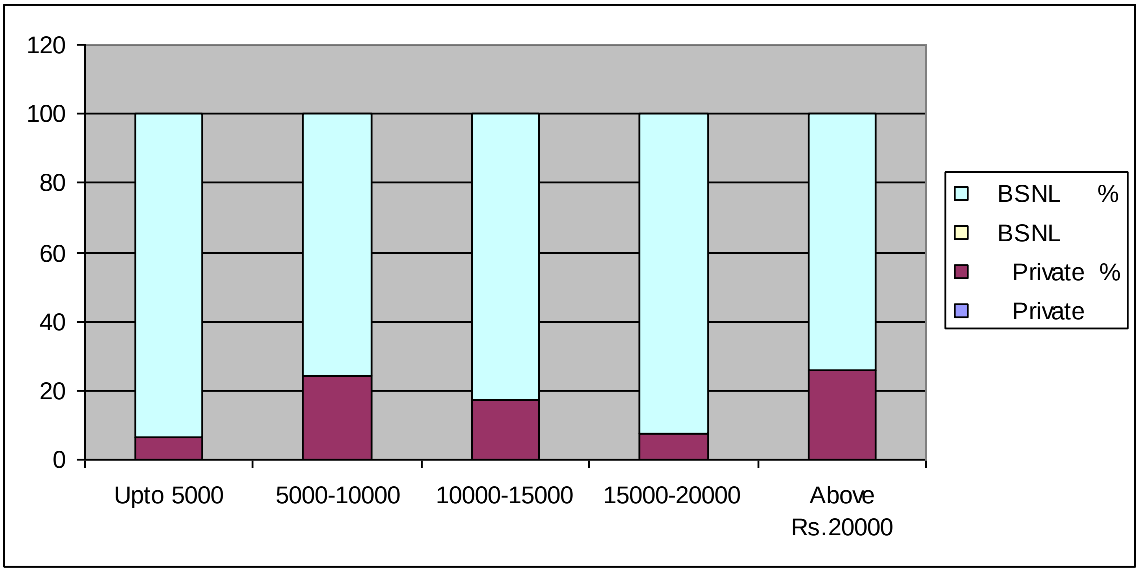
Age-wise classification of cell phone users represents that the young people use private connection more i.e. 14.88 %. On the other hand respondents above 50 years believe in public sector and they didn't show their interest towards private sector. Only 6.97 % respondents from the age group above 50 years use private landline service provider.

Table No. 3.5(f) Possession of landline connection according to education

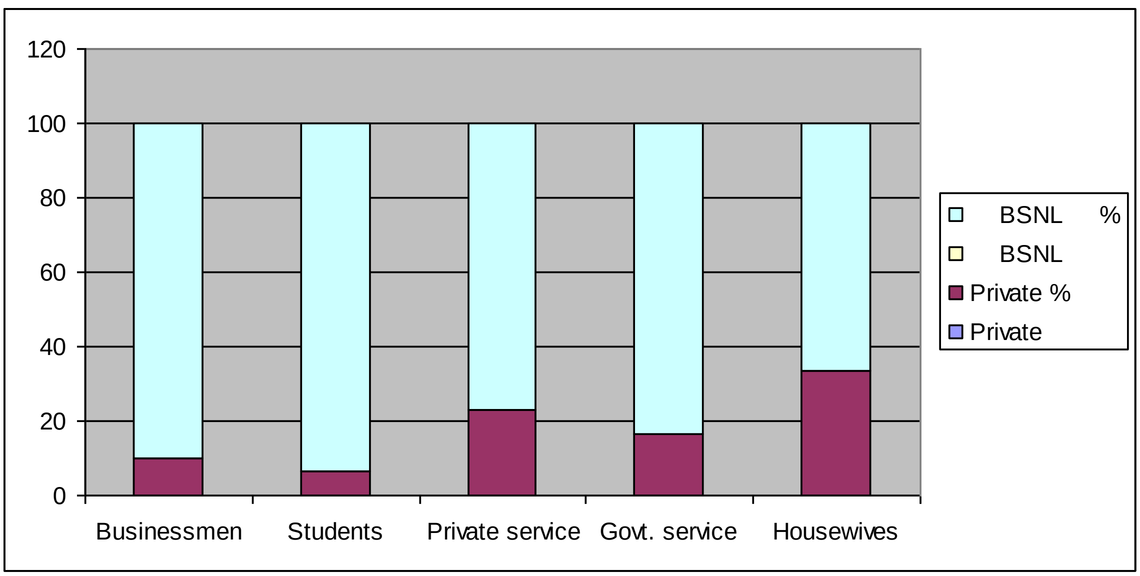
Education	Private		BSNL		Total
	Nos.	%	Nos.	%	
Upto X	07	7.95	81	92.05	88
Graduate	11	8.21	123	91.79	134
Post-graduate	22	27.50	58	72.50	80
Total -	40	12.42	282	87.58	322

Educational qualification makes the people know about the plus and minus points of both private and public sector. Highly educated people make careful analysis and have private connections also i.e. 27.50 %. But lower educated people believe only in BSNL connection with only 7.95 % respondents.

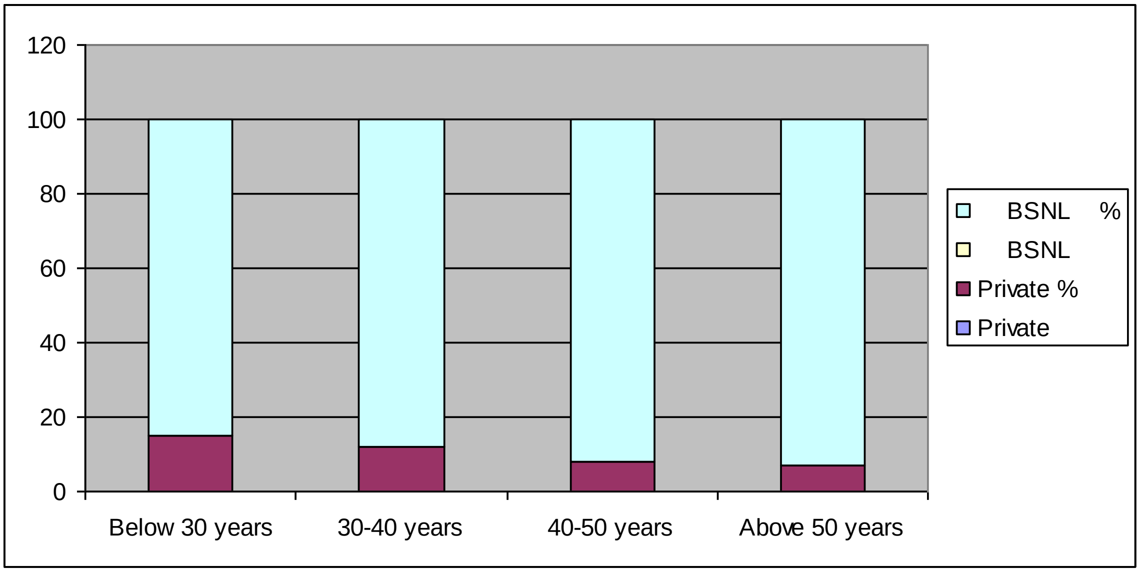
Bar Chart No.3.–Chart showing landline service provider according to income



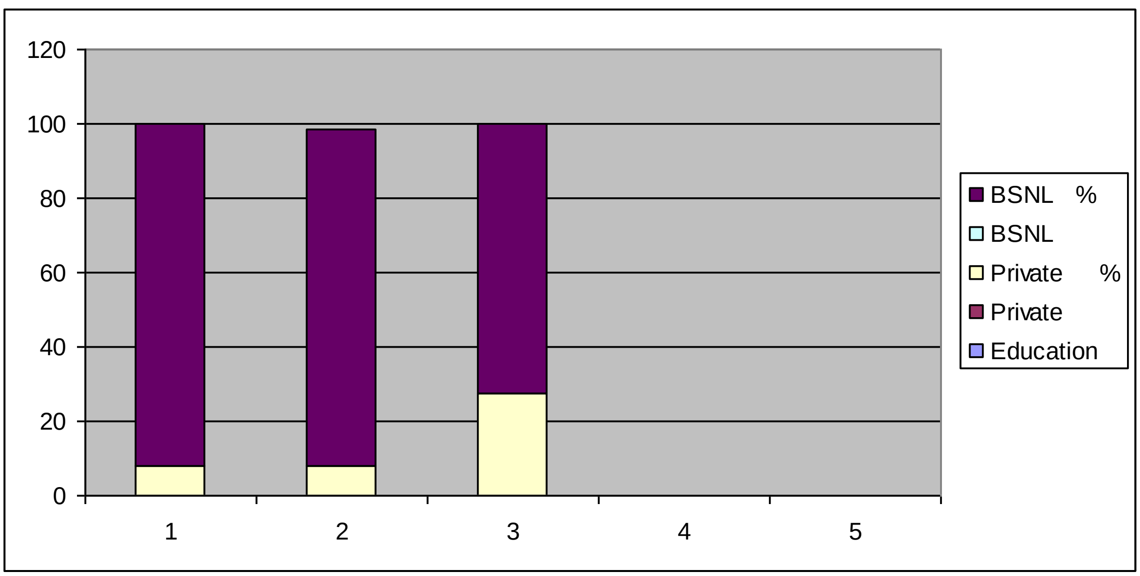
Bar Chart No. Chart showing landline service provider according to Occupation



Bar chart No. chart showing landline service provider according to age



Bar chart No.Chart showing landline service provider according to education



3.6 Surrendering of Landline connection

Further investigation is also made to know the current position of landline possessed by the respondents. The respondents were asked whether they have surrendered landline connection or not? Table No. 3.6 gives the clear idea about this.

Table No. 3.6 (a) Surrendering of landline connections

Response	No. of respondents	Percentage
Disconnected	46	14.28
Not disconnected	276	85.72
Total -	322	100

It is observed from the above table that, out of 322 respondents 14.28 % had disconnected the landline connection after purchasing cell phone. They purchased cell phone as an alternate to landline. Remaining majority of respondents didn't disconnect the landline connection even after purchasing cell phone. Most of the customers use both landline and cell phone service.

Table No. 3.6(b) Surrending of landline connections according to gender

Gender	Disconnected		Not disconnected		Total
	Nos.	%	Nos.	%	
Male	26	8.93	265	91.07	291
Female	20	64.51	11	35.49	81
Total	46	14.29	276	85.71	322

The percentage of respondents surrendering landline is more in women as compared to men i.e.64.51 % as against 8.93 % only in men. Women are more cautious about additional financial burden created by mobile use.

Table No. 3.6(c) Surrendering of landline connection according to income

Income groups	Disconnected		Not disconnected		Total
	Nos.	%	Nos.	%	
Upto 5000	15	48.38	16	51.26	31
5000-10000	12	0.48	13	0.52	25
10000-15000	06	9.68	56	90.32	62
15000-20000	09	6.16	137	93.84	146
Above Rs.20000	04	6.89	54	93.11	58
Total	46	14.29	276	85.71	322

There is close link between surrendering landline connection and income. Higher income group as they afford have not surrendered their landline connection only 6.89 %. But most of the respondents from lower income group i.e. 48.38 % have surrendered the use of landline connection.

Table No.3.6(d)Surrendering of landline connection according to occupation

Occupation	Disconnected		Not disconnected		Total
	Nos.	%	Nos.	%	
Businessmen	17	7.83	199	92.17	216
Students	06	40.00	09	60.00	15
Private service	11	17.18	53	82.82	64

Govt. service	08	38.10	13	61.90	21
Housewives	04	66.67	02	33.33	06
Total	46	14.29	276	85.71	322

It is seen from the above table that, most of the businessmen have not disconnected their landline connection. 92.17 % of the businessmen have kept their landline connection. Housewives have surrendered their landline connection. Students had also tendency to surrender landline connection after getting mobile. But private sector employees show interest in the use of landline along with cellphone i.e. 82.82 % private servicemen have not surrendered their landline connection.

Table No. 3.6(e) Surrendering of landline connection according to age

Age	Disconnected		Not disconnected		Total
	Nos.	%	Nos.	%	
Below 30 years	18	10.71	150	89.29	168
30-40 years	09	12.16	65	87.84	74
40-50 years	8	21.62	29	78.38	37
Above 50 years	11	25.58	32	74.22	43
Total	46	14.29	276	85.71	322

The surrendering of landline connection is found more in old age people. They are more cautious about the expenditure to be made on telephone use i.e. 25.58 % respondents from the age group of above 50 years surrendered the landline connection.

Table No. 3.6(f) Surrendering of landline connection according to education

Education	Disconnected		Not disconnected		Total
	Nos.	%	Nos.	%	
Upto X	19	21.6	69	78.40	88
Graduate	06	3.90	148	96.10	154
Post-graduate	21	26.25	59	73.75	80
Total -	46	14.29	276	85.71	322

The percentage of surrendering landline is more in educational group of postgraduates i.e. 26.25 %, while respondents from educational group of graduates had low response for surrendering landline with only 3.90 %.

It may be concluded therefore that the attitude of customers towards the use of cellphone varies according to the gender, income, education, occupation and age of the respondents. An attempt is made in the forthcoming chapter to study the level of satisfaction by the use of cellphone services.

Chart No.3- Chart showing surrendering of landline according to income

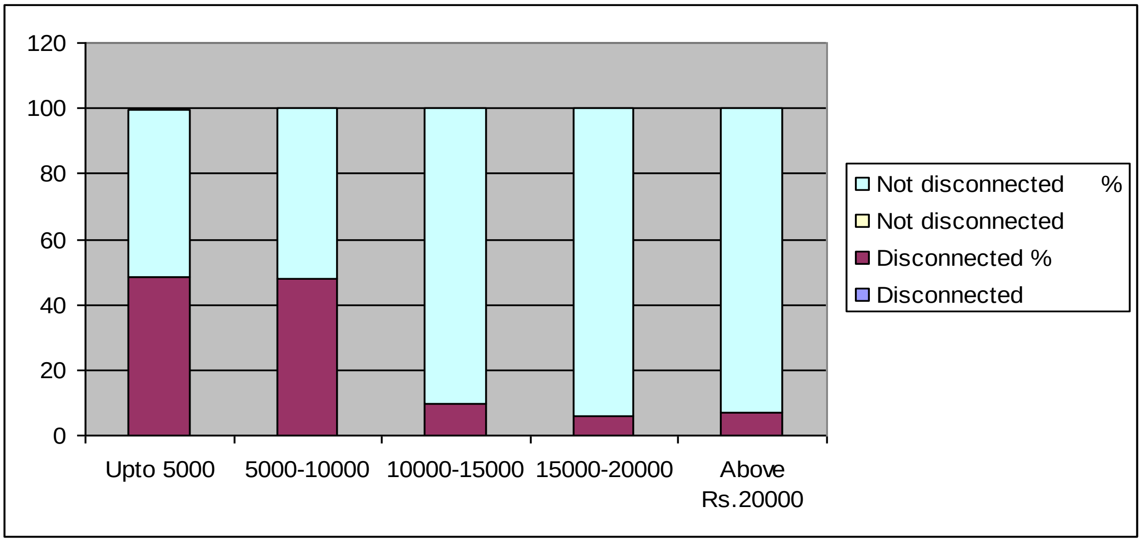


Chart No.3.Chart showing surrendering of landline according to occupation

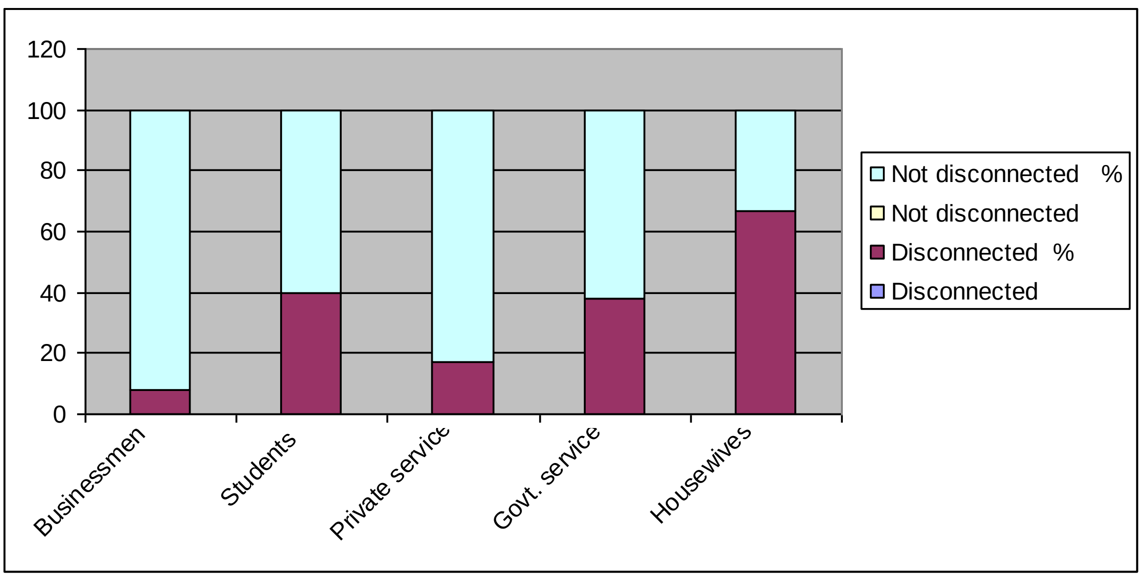


Chart No. 3. Chart showing surrendering of landline according to age

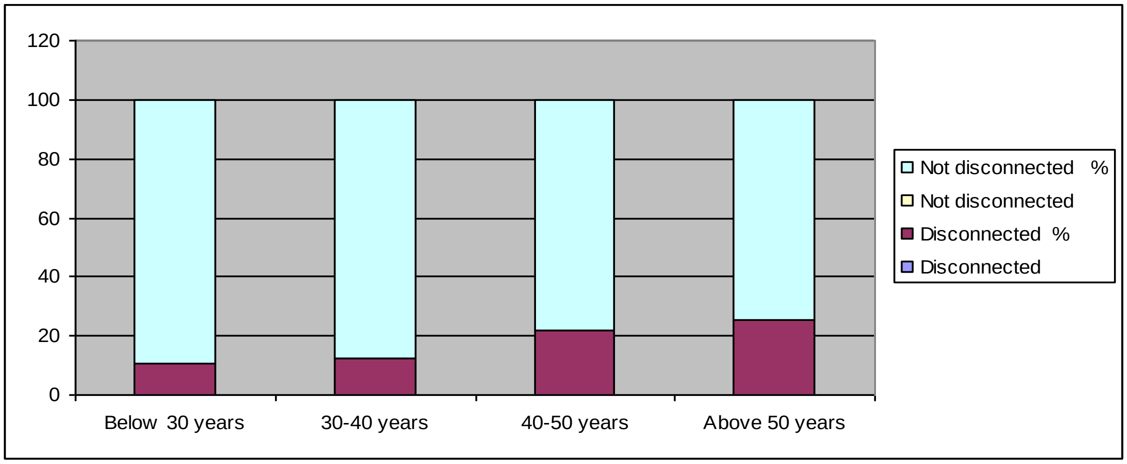
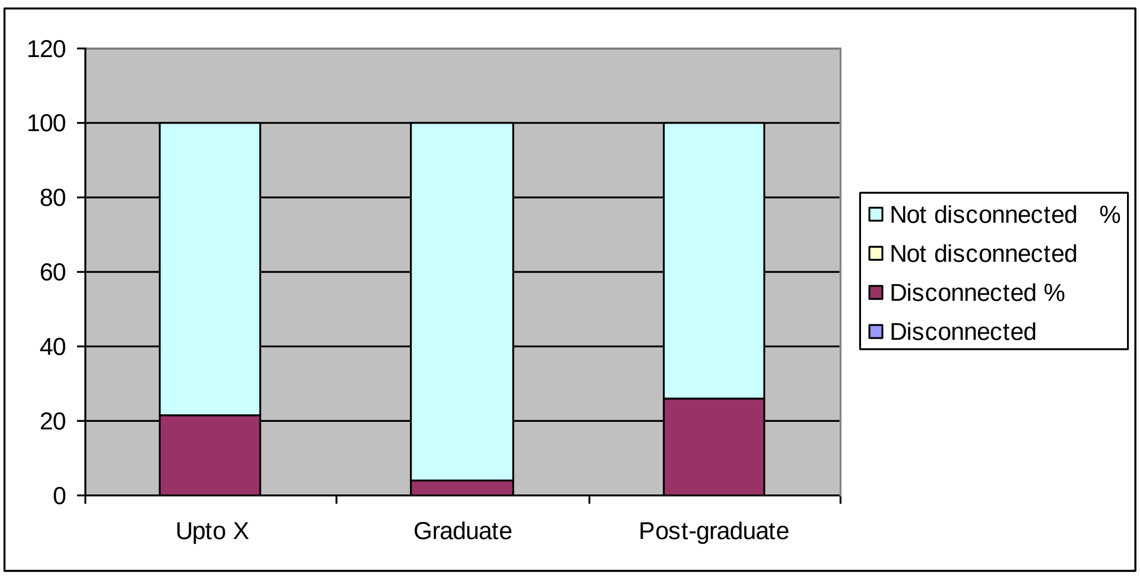


Chart No. 3. Chart showing surrendering of landline according to education



CHAPTER IV

LEVEL OF SATISFACTION BY THE USE OF CELL PHONE SERVICES

4.1 Introduction

4.2 Reasons for choosing a cell phone

4.3 Facilities of cellphone known

4.4 Usage of SMS

4.5 Benefits of using cellphone

4.6 Facilities provided by service providers and level of satisfaction

4.7 Change in service provider

4.8 Problems faced by cellphone users

CHAPTER IV

LEVEL OF SATISFACTION BY THE USE OF CELL PHONE SERVICES

4.1 Introduction

Today cell phone has become a basic necessity for various purposes. The purposes using of using the cell phone vary from user to user. Some of them get cell phone connection jus to show their prestige and others to promote their business. Some prefer it as a means for convenience. In any case the use of cell phone makes communication possible in a very quick manner. Therefore cell phone is now becoming a lifestyle product. The operators repositioned the cell phone as a common utility product and through the use of prepaid cards and aggressive distribution with innovative schemes they are attracting a whole new set of users. The main question is whether the users are really satisfied with the use of cell phone or not. In order to capture future market or survive it becomes very important for the service provider to see whether the users get expected level of satisfaction or not. Following are some of the important issues dealt regarding this like reasons for choosing a cell phone, facilities of cell phone known by the customers, benefits of using a cell phone, changing of service provider, level of satisfaction of services etc.

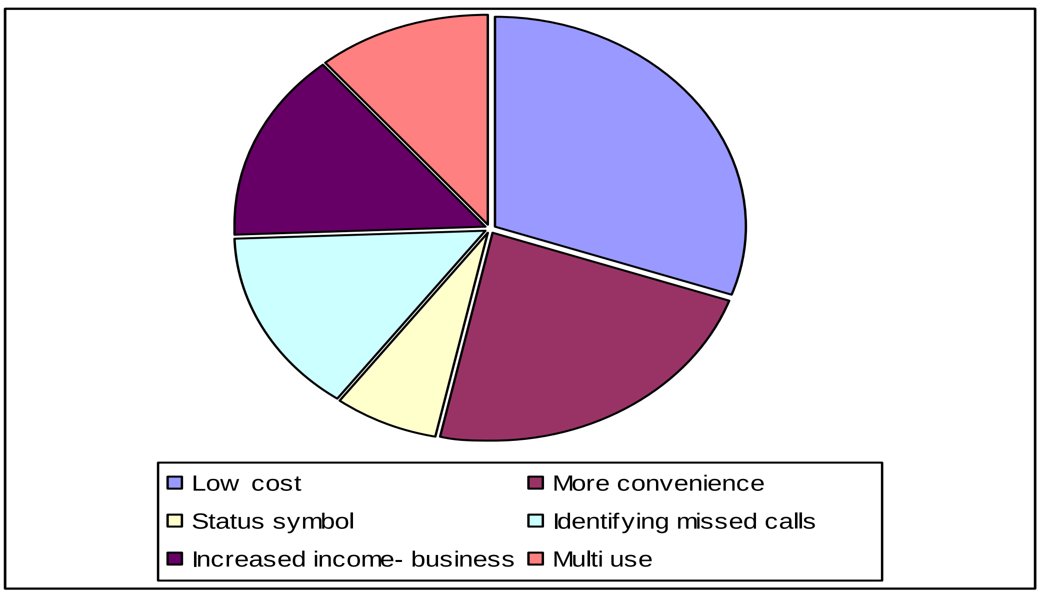
4.2 Reasons for choosing a cell phone

The various reasons for choosing a cell phone as given by the respondents are presented in the following table.

Table No. 4.2 (a) Reasons for choosing cell phone

Reasons	No. of respondents	Percentage
Low cost	152	30.4
More convenience	115	23
Status symbol	33	6.6
Identifying missed calls	71	14.2
Increased income- business	74	14.8
Multi use	55	11
Total	500	100

Pie Chart No. 4.1- Chart showing the reasons for using cellphone



It is inferred from the above table that majority of the respondents i.e.

30.4 % have chosen the cellphone for low cost. 14.2 % respondents have chosen the cellphone for identifying missed calls and 23 % respondents have chosen because of more convenience. Only 6.6% of respondents suppose cell phone as status symbol.

Table No. 4.2 (b) Reasons for using choosing cellphone according to gender

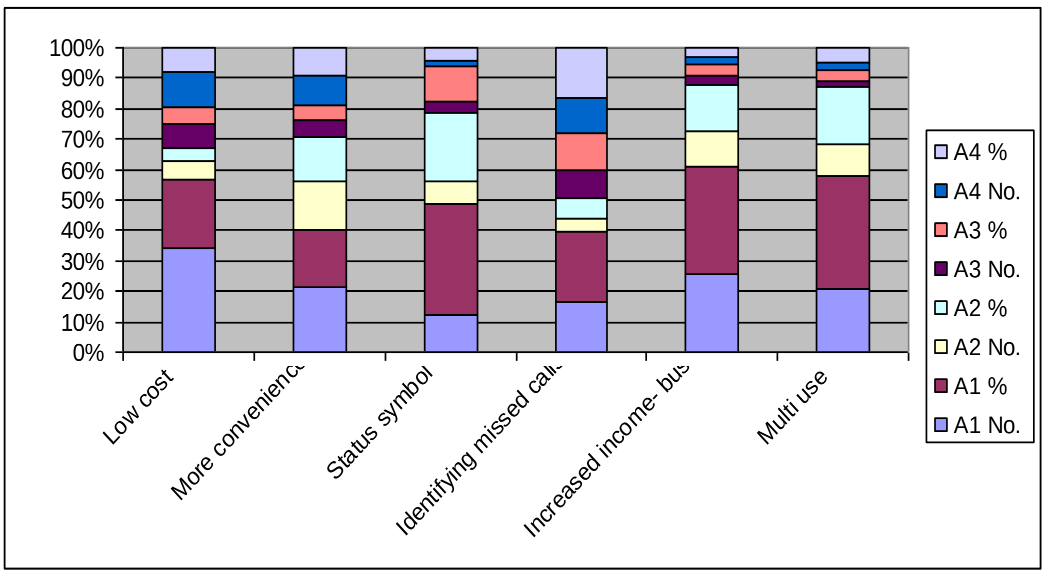
Reasons	Male		Female		Total
	No.	%	No.	%	
Low cost	112	73.68	40	26.32	152
More convenience	93	80.86	22	19.14	115
Status symbol	38	84.84	05	15.16	33
Identifying missed calls	53	74.64	18	25.36	71
Increased income- busi.	72	97.30	02	2.70	74
Multi use	49	89.09	06	10.91	55
Total	407	81.40	93	18.60	500

It is seen from the above table that, men use cellphone for more convenience. In order to increase the income from the business 97.30 % respondents use cellphone. Low cost is the main motivating factor for women to use cellphone i.e. 26.32 % followed by status symbol.

Table No. 4.2 (c) Reasons for using choosing cellphone according to income

Reasons	I1		I2		I3		I4		I5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low cost	52	32.89	15	9.86	27	17.76	40	26.32	18	11.84	152

More convenience	20	17.39	16	13.91	30	26.09	33	28.70	16	13.91	115
Status symbol	02	6.06	03	9.09	05	15.15	18	54.54	05	15.15	33
Identifying missed calls	**28**	**39.43**	**07**	**9.86**	**10**	**14.08**	**22**	**30.99**	**04**	**5.63**	**71**
Increased income- busi.	**03**	**4.05**	**03**	**4.05**	**28**	**37.84**	**26**	**35.14**	**14**	**18.92**	**74**
Multi use	**08**	**14.54**	**04**	**7.27**	**23**	**41.82**	**15**	**27.27**	**5**	**9.09**	**55**
Total	**113**	**22.60**	**48**	**9.60**	**123**	**24.60**	**154**	**30.80**	**62**	**12.4**	**500**



A close examination of table No. 4.2 (b) gives clear idea that, lower income group is more interested in using cellphone for low cost with 32.89 % respondents. Higher income group use cellphone for increasing income from business i.e. 18.91 % respondents followed by status symbol with 15.15 % respondents. Convenience attracted middle income group to use cellphone.

Table No. 4.2 (d) Reasons for using choosing cellphone according to Occupation

Reasons	**O1**		**O2**		**O3**		**O4**		**O5**		**Total**
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low cost	105	69.08	22	14.47	10	6.57	14	9.21	01	0.66	152
More convenience	62	53.91	25	21.74	11	9.57	15	13.04	02	1.74	115
Status symbol	12	36.36	09	27.27	02	6.06	08	24.24	02	6.06	33
Identifying missed calls	**26**	**36.62**	**20**	**28.17**	**09**	**12.67**	**15**	**21.42**	**01**	**1.41**	**71**
Increased income- busi.	**49**	**66.22**	**09**	**12.16**	**-**	**-**	**16**	**21.62**	**-**		**74**
Multi use	**44**	**80.00**	**08**	**14.55**	**-**	**-**	**01**	**1.82**	**02**	**3.64**	**55**
Total	**298**	**59.60**	**93**	**18.60**	**32**	**6.4**	**69**	**13.80**	**08**	**1.60**	**500**

It is observed from the above table that occupation-wise variations are found in the use of cellphone. Businessmen use cellphone mostly for increasing their income from business i.e. with 66.22 % respondents followed by its economical use with 69.08 % respondents. 53.91 % businessmen find it convenient to make use of cellphone than landline. Students make more use of cellphone for identifying missed calls with 21.42 % .housewives make multi-use of cellphone.

Table No. 4.2 (e) Reasons for using choosing cellphone according to age

Reasons	A1		A2		A3		A4		Total
	No.	%	No.	%	No.	%	No.	%	
Low cost	86	56.57	16	10.52	20	13.16	30	19.74	152
More convenience	46	40.00	35	30.43	12	10.43	22	19.14	115
Status symbol	16	48.48	10	30.30	05	15.15	02	6.06	33
Identifying missed calls	**28**	**39.44**	**08**	**11.27**	**15**	**21.13**	**20**	**28.17**	**71**
Increased income-busi.	**45**	**60.81**	**20**	**27.03**	**05**	**6.76**	**04**	**5.41**	**74**
Multi use	**32**	**58.18**	**16**	**29.09**	**03**	**5.45**	**04**	**7.27**	**55**
Total	**253**	**50.60**	**105**	**21.00**	**60**	**12.00**	**82**	**16.40**	**500**

It is clearly observed from the above table that, lower age group people use cellphone for low cost with 56.57 % respondents. They also make its use for status symbol. For increasing the income from business the use of mobile is made by this age group. Respondents above 50 years are less interested in using cellphone for status symbol. They don’t use cellphone for increasing income also. But make its use more for identifying missed calls.

Table No. 4.3 (f) Reasons for using choosing cellphone according to education

Reasons	E1		E2		E3		Total
	No.	%	No.	%	No.	%	
Low cost	40	26.31	54	35.52	58	38.15	152
More convenience	25	21.73	48	41.74	42	36.52	115
Status symbol	05	15.15	20	60.60	08	24.24	33
Identifying missed calls	**52**	**73.24**	**14**	**19.72**	**05**	**7.04**	**71**
Increased income-busi.	**28**	**37.84**	**30**	**40.54**	**16**	**21.62**	**74**
Multi use	**10**	**18.18**	**42**	**76.36**	**03**	**5.46**	**55**
Total	**160**	**32.00**	**208**	**41.60**	**132**	**26.40**	**500**

Table No. 4.3 (f) depicts that, educational level determines the reason for using cellphone. Graduates use cellphone for more convenience with 41.74 % respondents. More use of cellphone is made by this group as status symbol. Lower educated people use cellphone mostly for identifying missed calls with 73.24 % respondents.

4.3 Facilities of cellphone known by the respondents

A number of facilities are available in cell phone. But the main facility is communication and many users are unaware about other facilities. Investigation regarding this had thrown light on this aspect as under.

Table No. 4.3 (a) Facilities of cellphone known to the respondents

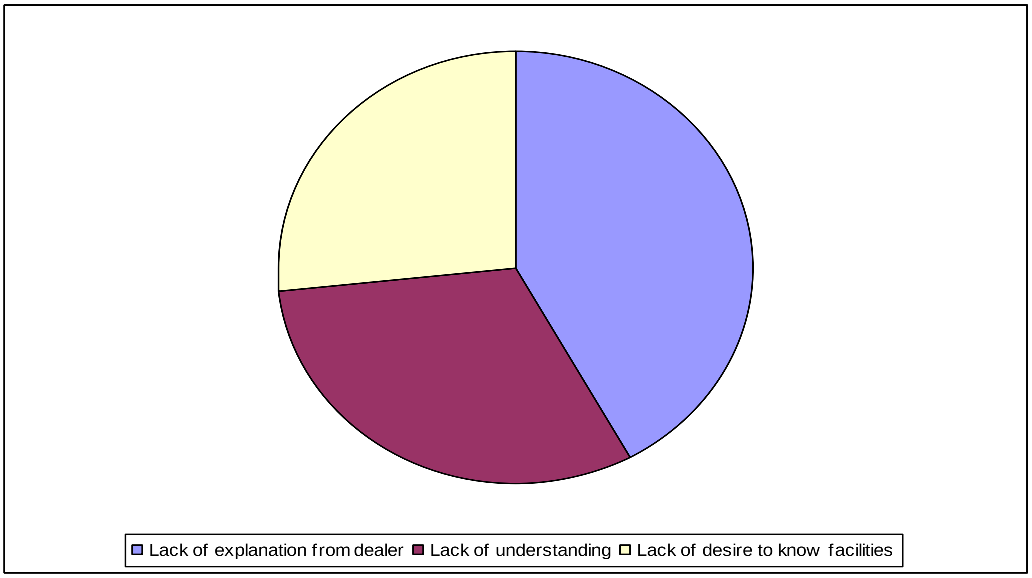
	No. of respondents	Percentage
Facilities known	317	63.4
Facilities not known	183	36.6
Total	500	100

Most of the respondents have knowledge of facilities provided by service provider. But 36.6 % are still unaware. They use it only for communication. The reasons for non-awareness can be classified as under.

Table no. 4.3 (b) Reasons for non-awareness of services

Reasons for non-awareness	No. of Respondents	Percentage
Lack of explanation from dealer	77	42.07
Lack of understanding	57	31.15
Lack of desire to know facilities	49	26.78
Total	183	100

Pie Chart No. 4.2Chart showing the non-awareness about facilities by service providers



It is clear from the above table that, among 183 respondents, who don't know about the facilities available in their cellphone 42.07 % don't know due to lack of explanation from dealer, 31.15 % can't understand the facilities and remaining 26.78 % don't have desire to know the facilities available. They just use it for communication purpose.

Table No. 4.3 (c) Reasons for non-awareness about facilities according to gender

Reasons	Male		Female		Total
	No.	%	No.	%	
Lack of explanation from dealer	10	12.98	67	87.01	77
Lack of understanding	15	43.86	32	56.14	57
Lack of desire to know facilities	23	46.93	26	53.07	49
Total	58	31.69	125	68.31	183

It is clearly shown by table No. 4.3 (c) that, women are unaware about facilities due to lack of explanation from the dealer with 87.01 % respondents. Men get the explanation from the dealer and only 12.98 % men respondents lack explanation from the dealer.

Table No. 4.3 (c) Reasons for non-awareness about facilities according to income

Reasons	I1		I2		I3		I4		I5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Lack of explanation from dealer	18	23.38	12	15.58	05	6.49	27	35.06	15	19.46	77
Lack of understanding	10	35.08	11	19.29	06	10.53	15	26.32	05	8.77	57
Lack of desire to know facilities	10	20.41	10	20.41	05	10.20	12	24.49	12	24.49	49
Total	**48**	**26.22**	**33**	**18.03**	**16**	**8.74**	**54**	**29.51**	**32**	**17.49**	**183**

Analysis of reasons for non-awareness shows that, lack of understanding is found more in lower income group i.e. 35.08 %. Higher income group has lack of desire to know the facilities given by service providers.

Table No. 4.3 (d) Reasons for non-awareness about facilities according to occupation

Reasons	O1		O2		O3		O4		O5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Lack of explanation	35	45.45	25	32.47	06	7.79	11	14.29	-	-	77

from dealer											
Lack of understanding	25	43.86	17	29.82	03	5.26	10	17.54	02	3.51	57
Lack of desire to know facilities	15	30.61	19	38.78	05	10.20	06	12.25	04	8.16	49
Total	**75**	**40.98**	**61**	**33.33**	**14**	**7.65**	**27**	**14.75**	**06**	**3.28**	**183**

Occupation-wise classification of non-awareness of cellphone facilities shows that businessmen lack the explanation from dealer more with 45.45 % respondents. Lack of desire to know the facilities are found more in private sector employees i.e. 38.78 %.

Table No. 4.3 (e) Reasons for non-awareness about facilities according to Age

Reasons	A1		A2		A3		A4		Total
	No.	%	No.	%	No.	%	No.	%	
Lack of explanation from dealer	10	12.99	10	12.99	28	36.36	29	37.66	77
Lack of understanding	15	26.32	11	19.30	16	28.07	15	26.32	57
Lack of desire to know facilities	13	26.53	12	24.49	04	8.16	20	40.82	49
Total	**38**	**20.77**	**33**	**18.03**	**48**	**26.23**	**64**	**34.97**	**183**

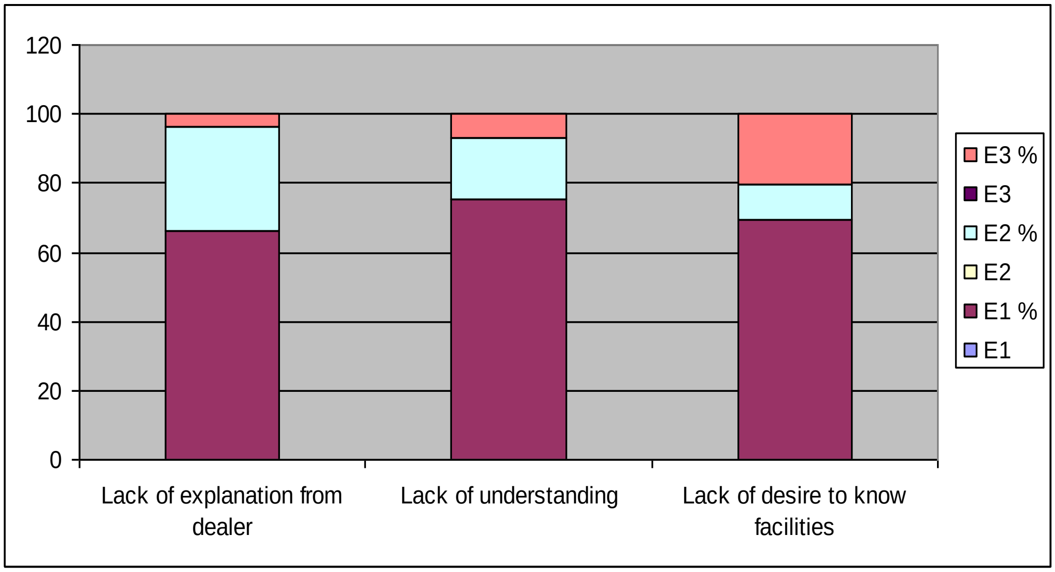
It is clearly indicated from the above table that, higher age group people are not interested in getting the explanation from the dealer. Respondents above 50 years have no desire to know the facilities provided by the service providers i.e. 40.82 % respondents.

Table No. 4.3 (f) Reasons for non-awareness about facilities according to education

Reasons	E1		E2		E3		Total
	No.	%	No.	%	No.	%	
Lack of explanation from dealer	51	66.23	23	29.87	03	3.90	77
Lack of understanding	43	75.44	10	17.54	04	7.02	57
Lack of desire to know facilities	34	69.39	05	10.20	10	20.41	49
Total	**128**	**69.95**	**38**	**20.77**	**17**	**9.28**	**183**

Table No. 4.3 (f) represents that, lower educated people are not interested in getting the explanation from the dealer with 66.23 % respondents. They can’t understand the different facilities provided by the service providers. Most of the respondents from lower educational group has no desire to know the facilities i.e. 69.39 % respondents.

Bar Chart No.4.2 Chart showing facilities known according to education



4.4 Usage of SMS

Cellphones are also used for SMS. Use of SMS saves both time and cost. There is no need that receiver should receive the message at time when it is delivered. The message can also be stored. Just like correspondence SMS are sent. The study also made about the usage of SMS services. The number of respondents having usage of SMS services are presented in the following table.

Table No. 4.4(a) Usage of SMS

Use of SMS	No. of respondents	Percentage
Yes	366	73.2
No	134	26.8
Total	500	100

Most of the respondents make use of SMS services provided by cellphone. The cellphone subscribers are using SMS services due to various reasons which are presented below.

Table No. 4.4 (b) Reasons for using Cellphone

Reasons for use of SMS	No. of respondents	Percentage
Cheap	173	47.27
Personal	81	22.13
convenience	112	30.60
Total	366	100

It is clear from the above table that, out of 366 respondents, 47.27 % are using SMS because it is cheap and 27.86 % think it as convenient. An attempt is also made to ascertain the association between SMS used and nature of the scheme opted for the service i.e. prepaid or postpaid by using co-efficient of correlation technique. The values of Q computed is found to be (- .20). This indicate that there is negative association between SMS used and nature of scheme opted.

Table No. 4.4 (c) Usage of SMS according to gender

Reasons	Male		Female		Total
	No.	%	No.	%	
Cheap	143	82.66	30	17.34	173
Personal	66	81.48	15	18.52	81
Convenience	104	92.85	08	7.15	112
Total	313	85.52	53	14.48	366

It is clearly seen from the above table that, use of SMS is made more by men as they find it cheaper and more convenient. Women use SMS more for personal use only.

Table No. 4.4 (d) Usage of SMS according to Income

Reasons	I1		I2		I3		I4		I5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Cheap	22	12.71	17	9.83	63	36.42	40	23.12	31	17.92	173
Personal	15	18.52	16	19.75	23	28.40	21	25.93	06	7.41	81
Convenience	21	18.75	05	4.46	37	33.04	39	34.82	10	8.93	112
Total	**58**	**15.85**	**38**	**10.38**	**123**	**33.61**	**100**	**27.32**	**47**	**12.92**	**366**

Table No. 4.4 (d) presents that, the use of SMS is made more by the income group Rs. 10,000 – Rs. 15,000 i.e. 33.61 %. This group mostly use SMS as it is cheap. Respondents falling in the income group Rs. 15,000- Rs. 20,000 find the use of SMS more convenient.

Table No. 4.4 (e) Usage of SMS according to Occupation

Reasons	O1		O2		O3		O4		O5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Cheap	128	73.99	11	6.36	18	10.44	14	8.09	02	1.16	173
Personal	42	51.85	20	24.69	04	4.94	15	18.52	-	-	81
Convenience	77	68.75	10	9.80	05	4.90	20	19.61	-	-	112
Total	**247**	**67.49**	**41**	**11.20**	**27**	**7.38**	**49**	**13.39**	**02**	**.01**	**366**

It is clearly observed from table No. 4.4 (e)that, most of the businessmen make use of SMS as they find it cheaper i.e. 73.99 % respondents. Housewives are totally not interested in making SMS. Students also find it convenient to make use of SMS with 19.61 % respondents.

Table No. 4.4 (f) Usage of SMS according to Age

Reasons	A1		A2		A3		A4		Total
	No.	%	No.	%	No.	%	No.	%	
Cheap	97	56.07	60	34.68	08	4.62	08	4.62	173
Personal	51	62.96	20	24.69	07	8.64	03	3.70	81
Convenience	90	80.35	15	13.39	05	4.46	02	1.78	112
Total	**238**	**65.03**	**95**	**25.96**	**20**	**5.46**	**13**	**3.55**	**366**

Table No. 4.4 (f) depicts that, most of the respondents below age of 30 years use SMS with 65.03% respondents and that is too for convenience. Respondents falling in the age group of 30-40 years are interested in using SMS for saving the expenditure.

Table No. 4.4 (g) Usage of SMS according to Education

Reasons	E1		E2		E3		Total
	No.	%	No.	%	No.	%	
Cheap	50	28.90	79	45.66	44	25.43	173
Personal	12	14.81	39	48.15	30	37.04	81
Convenience	31	27.68	45	44.12	36	35.29	112
Total	**93**	**25.41**	**163**	**44.54**	**110**	**30.05**	**366**

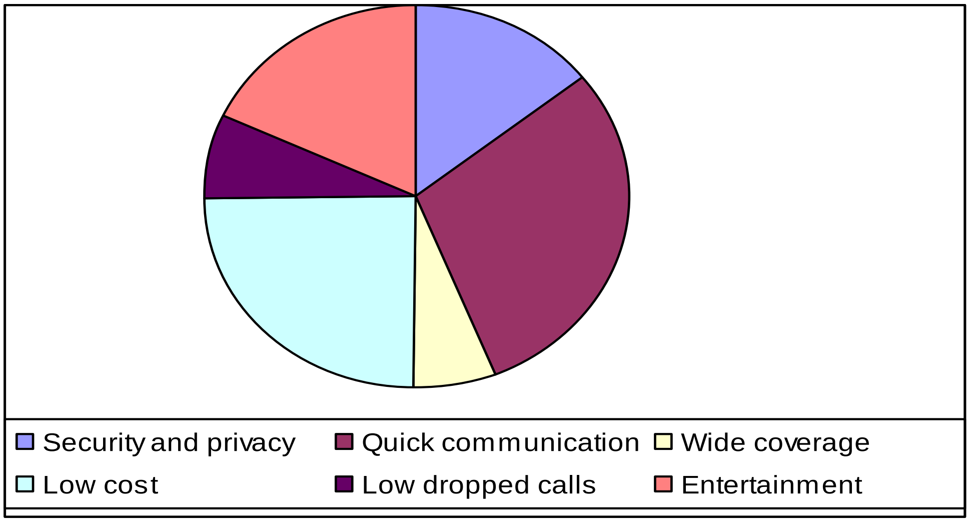
Education-wise use of SMS gives the idea that, graduate respondents use more SMS with 44.54 %. They use SMS as they think it cheap i.e. 45.66 % respondents. Highly educated people use SMS for their personal use mainly.

4.5 Benefits of using cell phone

Use of cell phone varies from person to person. As such the benefits derived by respondents by using a cellphone also differ. The survey gathered information regarding the benefits of using cellphones by the respondents. They are grouped as under.

Table No. 4.5 (a) Benefits of using cellphone

Benefits	No. of respondents	Percentage
Security and privacy	72	14.4
Quick communication	148	29.6
Wide coverage	30	06
Low cost	124	24.8
Low dropped calls	36	7.2
Entertainment	90	18
Total	500	100



It is inferred from the above table that, 14.4 % respondents enjoyed the benefits of security and privacy. Most of the respondents i.e. 29.6 % are benefited by quick communication at any place. The percentage of respondents enjoying the benefits of low dropped calls is very low i.e. 7.2%

Table No. 4.5 (b) Benefits of using cellphone according to gender

Reasons	Male		Female		Total
	No.	%	No.	%	
Security and privacy	57	79.17	15	20.83	72
Quick communication	140	94.59	08	5.41	148
Wide coverage	08	26.70	22	73.30	30
Low cost	115	92.74	09	7.26	124
Low dropped calls	01	27.77	35	72.23	36
Entertainment	86	95.55	04	4.45	90
Total	407	81.40	93	18.60	500

It is observed from the above table that, men are benefited by quick communication by the use of cellphone. Women are benefited by wide coverage by cellphone use.

Table No. 4.5 (c) Benefits of using cellphone according to Income

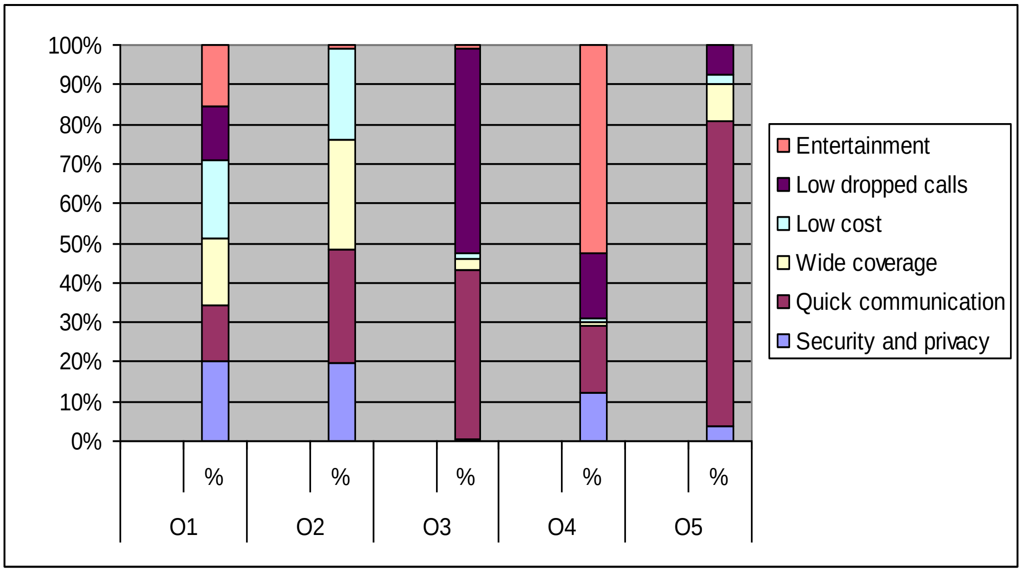
Reasons	I1		I2		I3		I4		I5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Security and privacy	04	5.56	06	8.33	24	33.33	28	38.89	10	13.88	72
Quick communication	46	31.08	09	6.08	24	16.22	53	35.81	16	10.81	148
Wide coverage	05	16.67	02	6.67	06	20.00	10	33.33	07	23.33	30
Low cost	**45**	**36.29**	**25**	**20.16**	**27**	**21.77**	**25**	**20.16**	**02**	**1.61**	124
Low dropped calls	**06**	**16.66**	**03**	**8.33**	**08**	**22.22**	**14**	**38.89**	**05**	**13.89**	36
Entertainment	**07**	**7.78**	**03**	**3.33**	**34**	**37.78**	**24**	**26.67**	**22**	**24.44**	90
Total	**113**	**22.60**	**48**	**9.6**	**123**	**24.6**	**154**	**30.8**	**62**	**12.4**	500

It is clearly seen from the above table that, lower income group is more benefited by the low cost of using cellphone i.e. 36.29 % respondents. Security and privacy are not important for the lower income group. Higher income group is more benefited in terms of quick communication, wide coverage and low dropped calls.

Table No. 4.5 (d) Benefits of using cellphone according to occupation

Reasons	O1		O2		O3		O4		O5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Security and privacy	52	72.22	12	16.66	01	0.13	06	8.33	01	0.14	72
Quick communication	75	50.67	35	23.64	17	11.48	17	11.48	04	2.70	148
Wide coverage	18	60.00	07	23.3	02	0.66	02	0.66	01	0.33	30
Low cost	**86**	**69.35**	**24**	**19.35**	**05**	**0.40**	**08**	**0.64**	**01**	**0.08**	**124**
Low dropped calls	**18**	**50**	**08**		**05**	**13.88**	**04**	**11.11**	**01**	**0.27**	**36**
Entertainment	**49**	**54.44**	**07**	**0.77**	**02**	**0.22**	**32**	**35.55**	**00**	**00**	**90**
Total	**298**	**59.60**	**93**	**18.60**	**32**	**6.40**	**69**	**13.80**	**08**	**0.16**	**500**

Bar chart No. 4.3Chart showing the benefits of using cellphone according to occupation



Occupation-wise analysis of the respondents gives a picture that, businessmen are more benefited by security and privacy i.e. 72.22 %, private servicemen are benefited in terms of quick communication. Students are benefited more by entertainment facilities offered by service providers. Housewives are interested in the benefit of quick communication.

Table No. 4.5 (e) Benefits of using cellphone according to age

Reasons	A1		A2		A3		A4		Total
	No.	%	No.	%	No.	%	No.	%	
Security and privacy	32	44.44	13	18.05	12	16.66	15	20.83	72
Quick communication	92	62.16	23	15.54	13	8.78	20	13.51	148
Wide coverage	21	70.00	06	20.00	01	0.33	02	6.66	30
Low cost	**54**	**43.54**	**25**	**20.16**	**17**	**13.70**	**28**	**22.58**	**124**
Low dropped	**05**	**13.88**	**09**	**25.00**	**11**	**30.55**	**11**	**30.55**	**36**

calls									
Entertainment	**49**	**54.44**	**29**	**32.22**	**06**	**6.66**	**06**	**6.66**	**90**
Total	**253**	**50.60**	**105**	**20.10**	**60**	**12**	**82**	**16.40**	**500**

Table No. 4.5 (e) represents that, respondents below 30 years are benefited more by quick communication and wide coverage with 62.16 % and 70.00 respondents respectively. On the other hand respondents above 50 years are benefited more in terms of low dropped calls.

Table No. 4.5 (f) Benefits of using cellphone according to education

Benefits	**E1**		**E2**		**E3**		**Total**
Security and privacy	9	12.5	35	48.61	28	38.88	72
Quick communication	43	29.05	45	30.40	60	40.54	148
Wide coverage	05	16.66	16	53.33	09	30.00	30
Low cost	60	48.38	52	41.93	12	9.67	124
Low dropped calls	08	2.22	15	41.66	13	36.11	36
Entertainment	35	38.88	45	50.00	10	11.11	90
Total	160	32	208	41.60	132	26.40	500

Education-wise analysis of respondents presents that highly educated people are benefited in terms of quick communication and security and privacy. Highly educated people use cellphone irrespective of its cost. Only 9.67 % respondents from post-graduates use cellphone for the benefit of low cost.

4.6 Facilities provided by the service providers and level of satisfaction

Due to competition in the market, mobile service providers are bombarding the customers with a lot of facilities. Customers are also interested in availing these concessions by having careful study of different companies. It would be better to understand the opinions and attitudes of the respondents with regard to their level of satisfaction about the cellphone services.

The respondents were asked to give their satisfaction level with the various aspects of service provider. For this 5 point Likert's scale was used. The scale ranged from 'highly satisfied' to 'highly dissatisfied'. The weightage given was highly satisfied – 5, satisfied – 4, neutral – 3, dissatisfied – 2 and highly satisfied -1.

The individual scores were summed up and their Mean was calculated. The values of Mean, s.d. and co-efficient of variance (c.v.) were calculated. Table No. 4.6 indicates the position of various service providers in terms of Mean rank given by the customers.

Table No. 4.6 Level of satisfaction of services

Factors	Airtel		Reliance		BSNL		Hutch		Idea	
	M	**c.v.**	**M**	**c.v.**	**M**	**c.v.**	**M**	**c.v.**	**M**	**c.v.**
Better services	**3.8**	**31.57**	**4.2**	**23.80**	**4.2**	**19.04**	**3.6**	**33.33**	**3.6**	**33.33**
Attractive plan	**3.8**	**31.57**	**3.5**	**34.28**	**4.3**	**18.60**	**2.8**	**35.71**	**3.5**	**40.00**
Network cover.	**3.8**	**34.21**	**3.4**	**44.11**	**3.2**	**28.12**	**3.6**	**33.33**	**3.4**	**35.29**

Call rates	**3.5**	**42.59**	**2.9**	**48.27**	**3.9**	**20.51**	**3.1**	**38.70**	**3.2**	**34.37**
Security deposit	**3.9**	**33.33**	**3.4**	**38.23**	**3.9**	**20.51**	**3.3**	**33.33**	**3.5**	**33.33**
Easy billing	**3.8**	**34.21**	**3.7**	**32.43**	**3.6**	**25.00**	**3.5**	**34.28**	**3.6**	**35.13**

The results obtained from table No. 4.6 indicate that regarding better services, the mean value of Reliance and Airtel were found to be good i.e. 4.2 and 3.8 respectively as compared to other service providers. Regarding attractive plan also Airtel mean value was satisfied but BSNL value is better with 4.3. Regarding network coverage Airtel mean value i.e. 3.8 is more followed by Hutch i.e. 3.4.

It is clearly observed from the above table that customers have given first priority to Airtel, second to BSNL (though BSNL had a very good market share and a vast turnover), third to Idea, fourth to Reliance and fifth to Hutch– Thus the positions of different service provider is given as –

Service provider	Position
Airtel	I
BSNL	II
Idea	III
Reliance	IV
Hutch	V

4.7 Change in service provider

There is a tendency among some respondents to shift from one service provider to another. The study is also made to pinpoint whether there is any change in the service provider by the respondents.

Table No. 4.7 (a) Change in service provider

Change in service provider	No.of respondents	Percentage
Yes	333	66.6
No	167	33.4
Total	500	100

It is evident that, 33.4 % of the respondents have not changed their service provider. They are satisfied with their existing service provider. But most of the respondents changed their service provider due to the following reasons.

Table No. 4.7 (b) Reasons for change in service provider

Reasons for change	No. of respondents	Percentage
Better services	103	30.93
Economy	137	41.14
More schemes	37	11.11
Wide coverage	56	16.82
Total	333	100

Most of the respondents changed their service provider due to economy i.e. 41.14 %. Better services attracted 30.93 % respondents. 16.82 % respondents showed interest in wide coverage.

Table No. 4.7 (c) Change in service providers according to gender

Reasons	Male		Female		Total
	No.	%	No.	%	
Better services	76	73.78	27	26.21	103
Economy	86	62.77	51	37.23	137
More schemes	32	86.48	05	13.51	37
Wide coverage	46	82.14	10	17.86	56
Total -	240	72.07	93	27.93	333

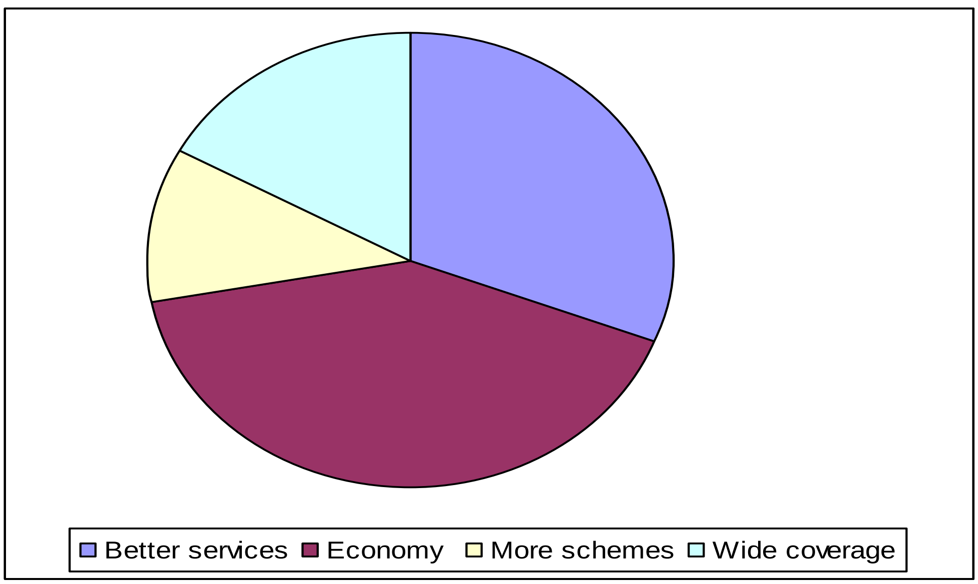
As shown in the above table men are interested in changing service provider mainly due to more schemes. Female change service provider due to economy.

Table No. 4.7 (d) Change in service provider according to Income

Reasons	I1		I2		I3		I4		I5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Better services	15	14.56	09	0.87	31	30.09	40	38.83	8	7.76	103
Economy	48	35.03	18	13.13	26	18.97	42	30.65	03	0.21	137
More schemes	15	40.54	08	21.62	05	13.51	06	16.21	03	8.10	37
Wide coverage	**05**	**8.92**	**03**	**5.35**	**11**	**19.64**	**22**	**39.28**	**15**	**26.18**	56
Total -	**83**	**24.92**	**38**	**11.41**	**73**	**21.92**	**110**	**33.03**	**29**	**8.71**	333

Income-wise differences are found in the respondents in the tendency of changing service provider. Higher income group is attracted by the better services provided by different service providers. i. e. I 4 group with 38.83 % respondents. Also for getting wide coverage this group preferred change in service provider. Lower income group changed service provider for economy and more beneficial scheme with 35.03 % and 40.54 % respectively. Economy in the billing didn't attract higher income group and only 0.21 % respondents from higher income group were attracted by economy factor.

Pie Chart No. 4.4- Chart showing the reasons for changes in service provider



Bar Chart No.4.4- Chart showing the changes in service provider according to income

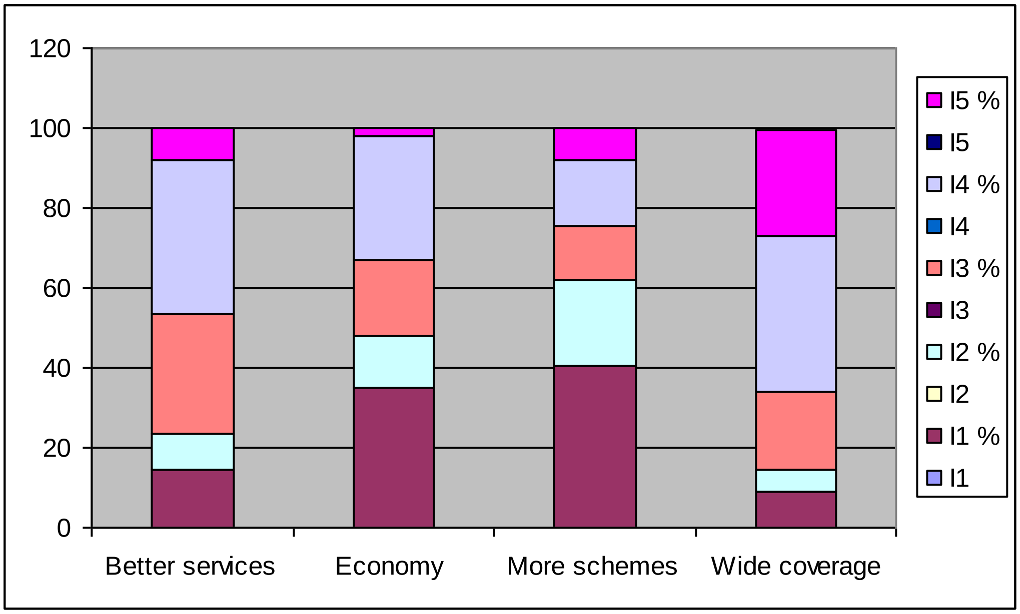


Table No. 4.7 (e) Change in service provider according to Occupation

Reasons	O1		O2		O3		O4		O5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Better services	68	66.01	10	9.70	08	7.76	17	16.50	-	-	103
Economy	82	59.85	35	25.54	07	5.10	12	8.75	01	0.07	137
More schemes	17	45.94	08	21.62	06	16.21	05	13.26	01	0.27	37
Wide coverage	**34**	**60.71**	**12**	**21.42**	**04**	**7.14**	**06**	**10.71**	**-**	**-**	56
Total -	**201**	**60.36**	**65**	**19.51**	**25**	**7.50**	**40**	**12.01**	**02**	**0.60**	333

It is depicted in the above table that businessmen tend to change service provider for getting better services and wide coverage with 66.01 %

and 60.71 % respondents respectively. More schemes attracted businessmen to change the service providers with 45.94 % respondents. For getting wide coverage businessmen preferred it more.

Table No. 4.7 (f) Change in service provider according to Age

Reasons	A1		A2		A3		A4		Total
	No.	%	No.	%	No.	%	No.	%	
Better services	57	55.33	17	16.50	18	17.47	11	10.67	103
Economy	65	47.44	30	21.89	12	8.75	30	21.89	137
More schemes	09	24.32	12	32.43	08	21.62	08	21.62	37
Wide coverage	**18**	**32.14**	**16**	**28.57**	**07**	**12.50**	**15**	**26.78**	56
Total -	**149**	**44.74**	**75**	**22.52**	**45**	**13.51**	**64**	**19.21**	333

It is clearly found in the above table that, young generation change service provider for economy i.e. 47.44 % and better services i.e. 55.33 %. Respondents above 50 years are shifted towards other service provider for wide coverage. More schemes offered by other service providers attracted middle age group respondents.

Table No. 4.7 (g) Change in service provider according to Education

Benefits	**E1**		**E2**		**E3**		**Total**
	Nos.	**%**	**Nos.**	**%**	**Nos.**	**%**	

Better services	**51**	**49.51**	**28**	**27.18**	**24**	**23.30**	103
Economy	**39**	**28.46**	**68**	**49.63**	**30**	**21.89**	137
More schemes	**05**	**13.51**	**14**	**37.83**	**18**	**48.64**	37
Wide coverage	**11**	**19.64**	**19**	**33.93**	**26**	**46.42**	56
Total -	**106**	**31.83**	**129**	**38.73**	**98**	**29.42**	333

Table no. 4.7 (g) shows clearly that higher educated people have tendency to switch over to another service provider due to more schemes offered by them i.e. 48.64 % respondents followed by wide coverage with 46.42 % respondents. Better services attracted lower educated people. Middle educated people are influenced by economy with 49.63 % respondents.

4.8 Problems faced by Cellphone customers

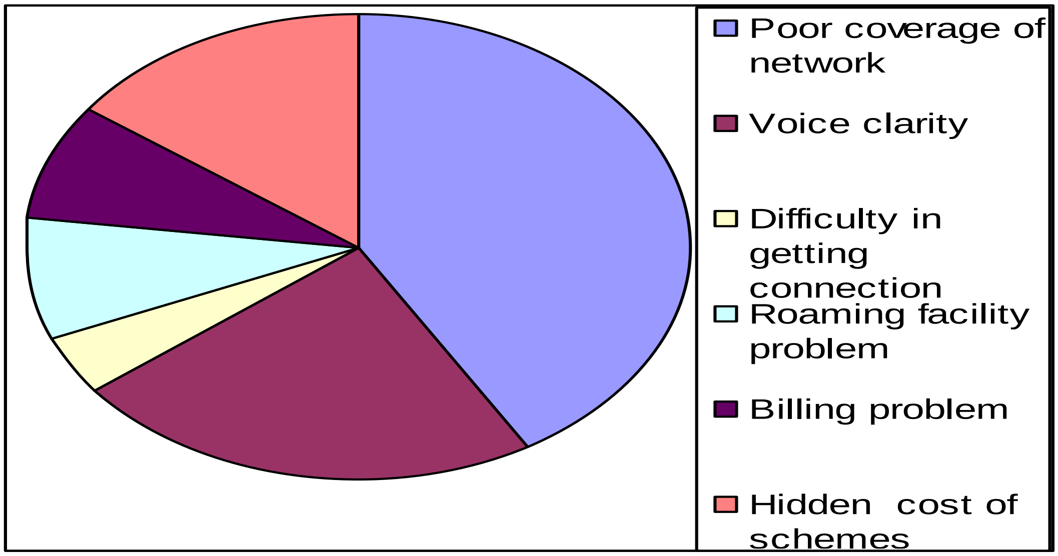
While using the cellphone for convenience, the respondents also faced some problems. The customers were asked to give their opinion about the problems faced by the. The opinions given by them are given in Table No. 4.7

Table No. 4.8 Problems faced by cellphone customers

Problems faced	No. of respondents	Percentage
Poor coverage of network	207	41.40
Voice clarity	115	23.00
Difficulty in getting connection	21	4.20
Roaming facility problem	42	8.40
Billing problem	40	8.00

Hidden cost of schemes	75	15.00
Total	500	100.00

Pie-Chart 4.5 Chart showing the problems faced by cellphone users



Most of the respondents are facing the problem of poor coverage of area i.e. 41.40 % respondents. Voice clarity is another problem faced by 23.00 % respondents. Customers' satisfaction is measuring the scale of creditability of the services provided by an organization. Cell phone services are not an exception to it. The survey gave an opportunity to get the feedback of customers about the cellphone services offered by the service providers. The results of the survey have created good image for the service providers. Majority of the respondens are satisfied with the services provided. The survey indicates that till some problems exist that require the attention of service providers. They need to bridge the gap between the services promised and services offered. BSNL must improve the quality of services to compete with private service providers.

Chapter V

CONCLUSIONS AND SUGGESTIONS

5.1 Introduction

5.2 Conclusions

5.3 Suggestions

CHAPTER V

Conclusions and suggestions

5.1 Introduction

Customer today is exposed to a veritable flood of information from different sources. When he is informed about the existence of product, he may develop a positive or negative or neutral attitude towards it. Different service providers should remain in touch with the preferences, attitudes, opinions and personality traits of the customers. Their promotional efforts must be based on identifying and anticipating the needs and changing desires of customers. Research in consumer behaviour should thus be carried out on a continuous basis by the service providers to keep them in the forefront thereby improving the productivity of their marketing efforts and to have competitive advantage. Consumer behaviour has always a scope for research studies because of changing attitudes with the passage of time. It will enable the service providers to formulate effective sales and advertising strategies. The present study is an attempt in this direction. The salient findings of this study are as under.

5.2 Conclusions

1. **The nature of scheme opted**

- Most of the respondents are interested in prepaid scheme. The main reason for selecting prepaid scheme was limited talk time (as they become alert about talk time while making calls). Other factors behind the selection were convenience, opinions of friends, influence of service providers etc.
- Postpaid scheme users preferred the scheme to avoid the tension of balance of talk time.

2. **Monthly charges paid**

- Most of the respondents had monthly bill of Rs. 500-1,000. only 9 % respondents fall in the category of more than Rs. 1,500 bill for mobile services.
- Income is the most significant factor affecting the ability to pay cellphone charges. As monthly income increases, the monthly charges paid towards cellphone bill also increased.
- Majority of the respondents think it convenient to pay mobile bill in cash than D.D., cheque etc.

3. **Period and Nature of Usage**

- Use of cellphone has become regular from last 2 years. Only 12.8 % respondents were having cellphone for the last 6 years.
- Higher income group started using mobile earlier than other due to their financial capacity.
- Highly educated people were the early users of mobile phone as they became early aware of new technology and its use.
- The profession of a person compels him to use mobile. Businessmen are more interested in the mobile use. Government servicemen had not shown interest in the early purchase of cellphone as it would not increase their income with the use. Housewives ranked last in the use of mobiles.

4. **Possession of landline connection**

- 4.1 Most of the respondents had landline connection before getting cellphone services. Only 35.6 % respondents thought the use of cellphone as convenient as landline as it serves both purpose and they kept only cellphone connection.
    - Landline connection holders preferred BSNL connection. But no
- significant difference is found in male and female respondents in the use of BSNL or private connection.
- Use of BSNL is preferred by all the income groups. Comparatively higher income group preferred private connection more due to more

facilities and flexible option plans offered by them.

- The % of respondents preferring BSNL service providers is found more among as compared to others. ranked last in the use of BSNL.
- Agewise difference is found in the use of BSNL and private landline connection holding. Young people are more interested in the use of private connection. On the other hand respondents above 50 years believe in public sector and they didn't show their interest towards private sector.
- Educational qualification made the respondents aware about merits and drawbacks of both private sector and public sector service provider. Highly educated respondents made careful analysis and have private connection. But less educated people believed mostly in BSNL.

4. **Surrendering of landline connection**

- The utility of landline was not reduced even with the possession of mobile phones. Only 14 % respondents have surrendered landline connection after having mobile services.
- Women had more tendency of surrendering landline connection as they are more cautious about additional financial burden.
- Attitude of surrendering landline connection varies according to income. Higher income group had not surrendered their landline connection, while most of the respondents from lower income group surrendered their earlier landline connection i.e.

- The attitude of surrendering landline connection is affected by the profession of the respondents. Businessmen due to the utility have not surrendered, private sector employees showed interest in the landline connection alongwith mobile. Housewives were more interested in surrendering landline connection.
- The surrendering of landline was found more in aged people. They are more cautious about the expenditure to be made on telephone use.
- Highly educated people have shown interest in surrendering landline connection.

5. **Reasons for using cellphone services**

- Low cost is the main reason behind the use of cellphone. The facility of identifying the missed call also attracted majority of the mobile holders.
- Easy access to work place and home is also an important reason behind the use of cellphone. Any time availability i.e. ATA is the major reason.

6. **Facilities known by the respondents**

- Most of the respondents have knowledge of facilities provided by service providers. But even some are unaware about the facilities due to lack of explanation given from dealer, lack of understanding, lack of desire to know etc.

7. **Usage of SMS**

- Nearly 73 % respondents made use of SMS services provided due to low cost and storage facility. They found the use of SMS more convenient than call for some times.

8. Benefits of using cellphone and level of satisfaction

- Benefits derived by the respondents from using cellphone differed from person to person. % respondents were benefited by quick communication at any place.
- Airtel and BSNL were found to be good regarding better services. Regarding network coverage reliance mean value i.e. was more followed by BSNL. BSNL and Idea were found to at the satisfaction level regarding call rates, but Airtel respondents were not satisfied.
- The position of service providers as given by the respondents stood as I – Airtel, II –

9. **Problems faced by cellphone users**

- Majority of the respondents are facing the problem of poor coverage of network. Voice clarity is another problem faced by respondents. Most of the respondents are satisfied with the services provided. Till some problems exit, they don't require the attention of service providers,
- Most of the cellphone users don't enjoy privacy at home and professionalisation, lack of concentration at work due to disturbance.

It can be concluded therefore that the attitude of customers towards cellphone use vary according to income, education, age, sex and education. Of course income, education and occupation are interrelated.

Well educated people are more opt to be found in higher income groups. More educational qualification has long been recognized as a pre-requisite for entering specific professions. Hence the highly educated people, higher income group and professional groups have similar attitude towards the use of cellphone with little differences.

5.3 Suggestions

It is clear from the entire discussion that the hypothesis regarding the attitude of cellphone users, its relationship with income, occupation, education etc. stated at the beginning of the study stand proved. From service providers' point of view it has to be an endeavor not only to attract the public by offering what they like the most, but also to have their patronage by meeting their needs on a continuous basis. The clue to such a strategy lies in their extent of understanding various forces that influence customers' decision making and attitude. The present study has attempted to examine some of the import dimensions of consumer behaviour and brought out some important findings especially for the service providers and their advertising agencies. The major recommendations that the study offers on the basis of its findings are given below.

1. Today in the era of publicity advertising has emerged as the major source of information for the customers. Hence the service providers should heavily use advertising for the use of cellphone. Advertising has to rise above from being just a source of information and the contents and appeals used in advertising need more thinking. The service providers should undertake detailed studies on attitudes and

motivations of customers and customers' profile in order to carry out changes in their products.

2. Market segmentation plays very important role in identification of target market for services. Various options are available for this like sex, income, occupation, education etc. Considering the role of various options in shaping the customers' attitude proper segmentation is suggested herewith.
3. Instead of solely depending on poster advertising it would be advisable to use door to door marketing, demonstration camps, word of mouth communication. Publicity should be made in regional language.
4. People of all income groups, of all occupations and from all educational levels didn't have the same attitudes, think in the same way or live by the same scale of values which is presented by the study. No one scheme is equally appealing to all.
5. Middle income group is very particular to maintain a standard of living. His finances may be tight yet he struggles to make ends meet. Sometimes they try to get information from the existing users about different schemes, its utility, performance etc. it should be suggested to service providers to make use of existing users of cellphone for making publicity of cellphone.
6. Middle class assigns a lot of importance to the well-being of family. The demands from children get priorities in their families. Hence strong family tie appeal should be used by service providers in order to attract them towards cellphone use.

7. Middle class people are price-conscious. They compare the different schemes, try to get maximum mileage out of every spent. Hence service providers should make use of incentives like free handsets, free talk time, attractive cost-saving schemes, installment facility etc.
8. As the middle class constitute the main demand base with % users, service providers have to concentrate more and tap the largest chunk of total demand.
9. Majority of the customers believe in bargaining. Considering this, flexible approach allowing psychological satisfaction resulting from bargaining has to be an essential component of pricing policy.
10. Higher income group prefer the cellphones because of color, luxury, technological superiority. Attractive models even with more cost would attract them more.
11. Better educated people should be given factual information as these people are more rational customers. But at the same time use of emotional appeals should also be made by the service providers.
12. Higher income group customers and highly educated customers are quality conscious. They don't adjust with quality. Service providers must provide them assurance of the quality of their services.
13. More educated people are tempted by time and labour saving equipments so that they can engage themselves in other academic activities. Service providers should appeal to highly educated people by this element.
14. Bombarding of publicity by way of call on cellphone is screened out by customers. They give a particular ringtone to identify the call by

service providers. The service providers would keep in mind this and they should keep proper interval in publicity.

15. Service providers should not promise more than the actual. Even a good scheme will not be considered if it fails to live up to expectations of customers. Eg. Downloading of ringtones at free of charge.
16. Customers are too easily satisfied with the schemes they have. Service providers should create discontent with the existing schemes to increase their turnover.
17. In a competitive market schemes of different service providers are too similar with others. Service providers have to search for innovative ideas for differentiating their schemes, so that it can't be easily duplicated by competitors. Eg. 'Mobile bill collection at home free facility' in order to collect the bill in time.
18. Service providers should be aware of attitudes of customers, how, when, where they buy and they should make the services available within the customers' easy reach. Otherwise the customers may switch over to substitute service providers available at the immediate vicinity.
19. Expanded us of new technologies should be made by service providers. Eg. Making possible three-dimensional images of speaker, television facility etc.
20. Respondents should be provided with more value added services such as E-banking, E-ticketing, E-global payment etc.
21. With some additional talk time with prepaid connection, the number

of prepaid connections will be increased. Service providers should provide this additional talk time facility with prepaid connections.

22. The cost of handset should be kept low. Though it is decreasing day by day yet, it is not within a common man’s reach today. If the handsets are provided free of cost then the use of services will be increased to the greatest extent.
23. Customers below poverty line should be provided with handsets at negligible price and the call rates should be kept low. These people should be made habitual to cellphone use by this way. Cellphone replacement offer at no cost should be given. ‘Service at doors within few minutes for any problem’ policy should be adopted.
24. Concessions should be given to those having both landline and mobile connection so that people would not surrender the landline connection.
25. For providing the cellphone services at the best possible cheap rate, the service providers should reduce the cost of operation, marketing etc. with the increasing number of users cost per call will also be reduced.
26. Service providers should not only give the users knowledge about different bill plans but of other facilities provided. They should make all the schemes clear and ensure that they are understood by all. Separate staff should be appointed for this.
27. Provision of automatic mobile jammers should be made to avoid accidents while travelling.
28. The service providers must install more towers where they are not

having wide coverage area.

29. Service providers should make the customers alert about the probable mishaps due to the careless use of cellphone. Instruction card should be installed and followed while using cellphone so that cellphone can be viewed as a utility tool.

Thus the study of customers attitudes towards cell phone use brought out by our study necessitate that service providers should remain in touch with the preferences, attitudes, opinions and personality traits of the customers. Research in customers attitude should thus be carried out on a continuous basis by the service providers to keep them in the forefront thereby improving their efficiency. Consumer behaviour has always a scope for research studies because of different attitudes according to the age, income, occupation etc. it will enable the service providers to formulate effective publicity strategies.

The above recommendations are based on conclusions drawn from our study, which quite obviously was narrow in scope. These conclusions can be taken as tentative hypothesis for conducting suitable research and thereby framing marketing strategies for services in other markets. Using the findings of this study as a starting point and testing their validity and reliability the service providers may carry out detailed studies on customers’ attitude to meet the need of their specific services.

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It is seen from the above table that, men use cellphone for more convenience. In order to increase the income from the business 97.30 % respondents use cellphone. Low cost is the main motivating factor for women to use cellphone i.e. 26.32 % followed by status symbol.

Table No. 4.2 (c) Reasons for using choosing cellphone according to income

Reasons	I1		I2		I3		I4		I5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Low cost	52	32.89	15	9.86	27	17.76	40	26.32	18	11.84	152
More convenience	20	17.39	16	13.91	30	26.09	33	28.70	16	13.91	115
Status symbol	02	6.06	03	9.09	05	15.15	18	54.54	05	15.15	33
Identifying missed calls	**28**	**39.43**	**07**	**9.86**	**10**	**14.08**	**22**	**30.99**	**04**	**5.63**	**71**
Increased income- busi.	**03**	**4.05**	**03**	**4.05**	**28**	**37.84**	**26**	**35.14**	**14**	**18.92**	**74**
Multi use	**08**	**14.54**	**04**	**7.27**	**23**	**41.82**	**15**	**27.27**	**5**	**9.09**	**55**
Total	**113**	**22.60**	**48**	**9.60**	**123**	**24.60**	**154**	**30.80**	**62**	**12.4**	**500**

Table No. 4.4 (d) presents that, the use of SMS is made more by the income group Rs. 10,000 – Rs. 15,000 i.e. 33.61 %. This group mostly use SMS as it is cheap. Respondents falling in the income group Rs. 15,000- Rs. 20,000 find the use of SMS more convenient.

Table No. 4.4 (e) Usage of SMS according to Occupation

Reasons	O1		O2		O3		O4		O5		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Cheap	128	73.99	11	6.36	18	10.44	14	8.09	02	1.16	173
Personal	42	51.85	20	24.69	04	4.94	15	18.52	-	-	81
Convenience	77	68.75	10	9.80	05	4.90	20	19.61	-	-	112
Total	**247**	**67.49**	**41**	**11.20**	**27**	**7.38**	**49**	**13.39**	**02**	**.01**	**366**

It is clearly observed from table No. 4.4 (e)that, most of the businessmen make use of SMS as they find it cheaper i.e. 73.99 % respondents. Housewives are totally not interested in making SMS. Students also find it convenient to make use of SMS with 19.61 % respondents.

Table No. 4.4 (f) Usage of SMS according to Age

Reasons	A1		A2		A3		A4		Total
	No.	%	No.	%	No.	%	No.	%	
Cheap	97	56.07	60	34.68	08	4.62	08	4.62	173
Personal	51	62.96	20	24.69	07	8.64	03	3.70	81
Convenience	90	80.35	15	13.39	05	4.46	02	1.78	112
Total	**238**	**65.03**	**95**	**25.96**	**20**	**5.46**	**13**	**3.55**	**366**

Table No. 4.4 (f) depicts that, most of the respondents below age of 30 years use SMS with 65.03% respondents and that is too for convenience. Respondents falling in the age group of 30-40 years are interested in using SMS for saving the expenditure.