



ATTITUDE OF CONSUMERS TOWARDS USAGE OF CELLULAR PHONE SERVICES

JEYA PRIYA.D¹ AND RAMA.A²

¹Assistant Professor (Research Scholar Part time)

²Associate Professor of Commerce

V.V.Vanniaperumal College for Women

Virudhunagar, Tamil Nadu, India.

ABSTRACT

Services are becoming a critical source of wealth in many ways to economies. The service sector is growing rapidly in almost all parts of the world. Major industries involved in the service sector are transportation and public utilities, communication, electric gas and sanitary services, *etc.* Telecommunication services are playing a major role in the service sector. . The main advantage of Cellular phone service is to connect the people anywhere and anytime, the users can communicate the people throughout the world. So the customers are getting Cellular phone services at their hands. The service providers have to study the consumers' attitude while framing Customer Relationship Management (CRM) strategies. Hence, an attempt has been made to study the attitude of the consumers towards the usage of Cellular phone services.

INTRODUCTION

A consumer is the ultimate user of a product or service. The overall consumer market consists of all buyers of goods and services for personal or family use. Consumers adjust purchasing behavior based on their individual needs and interpersonal factors. They are also affected by their perceived roles which are acquired

through social processes. These roles create individuals' needs for things that will enable the consumer to perform those roles, improve their performance and facilitate reaching their goals or symbolize a role/relation. The perceived roles influence the behaviour pattern of the consumers to a very large extent. While taking steps to market the products, it is essential for the

manufacturer to understand the consumer behaviour towards the product.

CELLULAR PHONE SERVICES - AN OVERVIEW

First cellular telephone service on non-commercial basis started in India on 48th Independence Day at country's capital, Delhi. The first cellular call was made in India on July 31st, 1995 over Modi Telstra's MobileNet Global System for Mobile Communications (GSM) network of Kolkata. Later, mobile telephone services are divided into multiple zones known as circles. Competition has caused prices to drop and so calls across India are one of the cheapest in the world.

Most of the operators follow GSM mobile system which was operated under 900MHz bandwidth and recent players started operating under 1800MHz bandwidth. Code Division Multiple Access (CDMA) operators operate under 800Mhz band, they are first to introduce Evolution-Data Optimized (EV-DO) based high speed wireless data services *via* USB dongle. In spite of this huge growth, Indian telecom

sector is hit by severe spectrum crunch, corruption by Indian Government officials and financial troubles.

In 2008, India entered the 3G arena with the launch of 3G enabled Mobile and Data services by Government owned Mahanagar Telephone Nigam Limited (MTNL) and Bharat Sanchar Nigam Limited (BSNL). Later from November 2010, onwards private operators started to launch their services. The latest release that qualifies as being 4G was released in 2010, often called LTE(Long Term Evolution)-Advanced. 4G is the latest and fastest generation of cellular phone communication. In 2010, the next revolution was started in telecommunication industry that is 5G. It is the advanced version of 4G. 5G technology is going to give tough competition to computers and laptops. It will be available in the market until 2020 at affordable cost with more reliability than other previous cell phones.

Table 1 presents the number of cellular phone service providers and number of subscribers at world level during May 2017.

TABLE 1
CELLULAR PHONE SERVICE
PROVIDERS AND SUBSCRIBERS

Name of the Service provider	No. of Subscribers (in Millions)
Airtel	276.5
Vodafone	209.81
Idea	196.05
Jio	112.55
BSNL	101.8
Aircel	90.56
Rcom	82.17
Telenor	49.34
Tata Docomo	47.53
MTS	7.35
MTNL	3.62

Source:

https://en.wikipedia.org/wiki/Telecommunications_in_India

It is inferred from Table 1 that Airtel ranks first with 276.5 million subscribers followed by Vodafone with 209.81 million subscribers.

CELLULAR PHONE USERS ACROSS THE WORLD

The number of cell phone users in the world is expected to pass the five billion mark by 2019. In 2016, an estimated 62.9 per cent of the population all over the world already owned a Cellular phone. The mobile phone penetration is forecasted to continue to grow, rounding up to 67 per cent by 2019. China is predicted to have just over 1.4 billion mobile connections in 2017, while India will forecast to reach over one billion. By 2019, China is expected to reach almost 1.5 billion mobile connections and India almost 1.1 billion. Table 2 shows that the total population and the number of Cellular phone users across the world during May 2017.

TABLE 2
WORLDWIDE CELLULAR PHONE SUBSCRIBERS

Ranks	Country	Number of Cell phones(millions)	Population	Mobile phone (% of population)
1	China	1,321,930,000	1,371,220,000	96.40
2	India	1,180,824,744	1,311,050,530	91.74
3	United States	327,577,529	317,874,628	103.1
	World	7,000,000,00	7,324,782,000	96

Source: https://en.wikipedia.org/wiki/List_of_countries_by_number_of_mobile_phones_in_use

Table 2 exhibits that China has reached the first position and India has reached the second position out of their total population.

OBJECTIVES OF THE STUDY

1. To study the socio-economic profile of the respondents.
2. To highlight the reasons for using cellular phones.
3. To examine the consumer behaviour towards cellular phone services.
4. To analyse the association between the usage of cellular phones and various service providers.
5. To give suggestions on the basis of the findings of the study.

METHODOLOGY

The present study is based on both primary and secondary data. The primary data has been gathered from 60 cellular phone users in Virudhunagar through well structured questionnaire by adopting

convenience sampling technique. The secondary data has been collected from books, journals, magazines, websites and encyclopedias. The primary data has been analysed by using mean, percentage analysis, Chi-square test, Kruskal Wallis test and Garrett's ranking technique.

ANALYSIS AND DISCUSSION

In this study, an attempt has been made to study the socio economic profile of the respondents, reasons for using cellular phone services, consumer behaviour towards usage of cellular phone services and association between purpose of using cellular phones and various service providers.

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The present study deals with socio-economic background of Cellular phone users such as age, gender, occupation and monthly income. The socio-economic

variables are analysed with the help of chi square test by framing a null hypothesis that “There is no significant difference among Cellular phone users in relation to socio-economic variables”.

TABLE 3
SOCIO -ECONOMIC PROFILE OF THE RESPONDENTS

Socio-Economic Variables		No. of Respondents	d.f.	Calculated Value	Table Value	Results
Gender	Male	36	1	2.4	3.84	Significant
	Female	24				
Age(in years)	Below 20	15	3	18.9	7.81	Not significant
	20-40	21				
	40-60	6				
	Above 60	6				
Occupation	Student	18	5	21	11.1	Not significant
	Government employee	9				
	Private Employee	18				
	Business	6				
	Homemaker	6				
	Retired	3				
Monthly Income(in ₹)	Below 10000	18	4	29.25	9.45	Not significant
	10000-20000	24				
	20000-30000	9				
	30000-40000	3				
	Above 40000	3				
Amount spent on cell phone services per month (in ₹)	Below 500	45	1	15	3.84	Not significant
	500-1000	15				

Source: Primary data

REASONS FOR USING CELLULAR PHONES

The reason for using Cellular phones varies from one respondent to another since respondent's behavior, tastes, and preferences have been changing from time to time. To identify the most important reason, Garrett's ranking method has been used. Table 4 shows the details of scores given by the respondents for using Cellular phone services.

TABLE 4
REASONS FOR USING CELLULAR PHONES

Reasons	Ranks						Total score	Rating percent	Rank
	I	II	III	IV	V	VI			
Convenient for contact	42	18	-	-	-	-	60	73.1	I
Emergency Access	6	-	24	30	-	-	60	52.7	III
24 hours usage	-	6	18	24	12	-	60	50.0	IV
Entertainment	12	30	18	-	-	-	60	63.9	II
Social network	-	6	-	6	36	12	60	37.8	V
Send message	-	-	-	-	12	48	60	25.8	VI
Total	60	60	60	60	60	60			

Source: Primary data

Table 4 shows the Garrett's ranking score of each reason. The average scores are ranked according to their values. It is found that most of the respondents prefer Cellular phone for communicating with others while making calls.

CONSUMER BEHAVIOUR TOWARDS USAGE OF CELLULAR PHONE SERVICES

In this section, time spent on calls, usage of sim cards and payment schemes are studied.

TIME SPENT ON CALLS

Most of the Cellular phone users spend their valuable time for communication with others (making calls). Making calls is the most important feature of Cellular phones.

TABLE 5
TIME SPENT ON CALLS

Time	No. of Respondents	Percentage
Less than 30 minutes	15	25
30minutes-1 hour	12	20
1 -2 hours	21	35
2-3 hours	6	10
More than 3 hours	6	10
Total	60	100

Source: Primary data

Table 5 shows that 25 per cent (15 out of 60) of respondents spent more than 30 minutes, 20 per cent (12 out of 60) of respondents spent 30 minutes to 1 hour, 35 per cent (21 out of 60) of respondents spent 1 hour to 2 hours, 10 per cent (6 out of 60) of respondents spent 2 hours to 3 hours and 10 per cent (6 out of 60) use more than 3 hours for communication with others.

USAGE OF SIM CARDS

Majority of the Cellular phone users are activating one SIM card but few respondents are using multiple SIM cards for communicating others.

TABLE 6
USAGE OF SIM CARDS

Number	No. of Respondents	Percentage
One	48	80
Multiple	12	20
Total	60	100

Source: Primary data

Table 6 clearly shows that majority of the respondents (80 per cent) are using one SIM card and 20 per cent of the respondents use multiple SIM cards.

PAYMENT SCHEMES

The service providers provide prepaid and postpaid scheme for users to pay their amount.

Table 7

PAYMENT SCHEMES

Schemes	No. of Respondents	Percentage
Prepaid	54	90
Postpaid	6	10
Total	60	100

Source: Primary data

Table 7 reveals that majority of the respondents are preferring the prepaid scheme (90 per cent) and 10 per cent only use the postpaid scheme

ASSOCIATION BETWEEN PURPOSE OF USING CELLULAR PHONES AND VARIOUS SERVICE PROVIDERS

To study the association between the purpose of using cellular phones and various service providers, Kruskal Wallis test has been used.

HYPOTHESIS

H₀: "There is no significant difference among the respondents regarding the usage of cellular phone under various service providers"

Table 8 shows the ranks given by the respondents for various service providers.

TABLE 8

RESULT OF KRUSKAL-WALLIS TEST

Factor	Service Providers													
	Airtel		Aircel		BSNL		Vodafone		Jio		Idea		Tata Docomo	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
To call	292	1	59	37	201	11	92	30	147	21	65	36	78	34
To send SMS	88	31	280	2	165	17	243	8	162	18	198	12	157	19
To use internet	179	16	231	9	276	3	141	22	249	7	101	27	254	6
To listen music	99	28	182	15	138	23	271	4	194	13	50	40	118	26
To take photos	228	10	84	32	190	14	82	33	268	5	45	42	71	35
To watch videos	131	24	94	29	55	38	151	20	52	39	48	41	120	25
		110		124		106		117		103		208		135

Source: Primary data

$$H = 12n(n+1) \sum_{k=1}^k R_{2ni} - 3(n+1)$$

$$\begin{aligned} \text{Calculated value} &= 12/42 * 43(2016.67+2562.67+1872.67+2281.5+1768.17+7210.67+3037.5)-129 \\ &= 12/1806(20749.85)-129 \\ &= 0.0067(20749.87)-129 \\ &= 10.024 \end{aligned}$$

$$\text{Table value} = 12.584$$

$$\text{Degrees of freedom} = (n-1) = (7-1) = 6$$

As the calculated value is less than the table value, the null hypothesis is accepted. It is concluded that there is no significant difference among the respondents regarding the usage of cellular phone under various service providers.

SUGGESTIONS


On the basis of findings of the study, the following suggestions are given to improve the Cellular phone services.


- Airtel company has to provide call oriented offers to their customers as 'call options' got the highest score.
- Aircel Company and Idea Company have to provide SMS oriented offers to their customers as 'SMS options' got the highest score.
- BSNL and Tata Docomo Company have to provide internet offers to their customers as 'internet options' got the highest score.

CONCLUSION

Cell phone is the most important invention in this age. Almost everyone has got a cell phone. Now- a- days, it is the status symbol of a man and it is necessary for his daily activities. At the same time, it is not only used for the welfare of mankind but also its misuse has serious effects on our society globally. There are the reports that cellular phones are being misused by antisocial and miscreant elements to carry out their inhumane activities. Good or bad are the two sides of a coin, but it is up to the users, to make the best use of cellular phone.


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