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## CUSTOMER SATISFACTION SELECTED CELLULAR SERVICES PROVIDERS IN VILLUPURAM DISTRICT

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Reference Number: 16447/Ph.DK4/Commerce/Part-time/October 2017.Date.22.08.2017

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### ABSTRACT

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction, this study is aimed to analysis the customer satisfaction in villupuram district, how the people choosing the brand of cellular phone and what are the parameter to choose the selected brands. Brand preference reflects a desire to use a particular company's products or services, even when there are equally priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expending more effort to obtain it. Brand preferences are important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. Brand preference is strongly linked to brand choice that can influence the consumer decision making and activate brand purchase, many brands

**Key words:** customers, satisfaction, villupuram

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### INTRODUCTION:

There are many components that need to be taken into account when discovering wireless telephone buying decision method including both external and interior situation

that sway the evolution of mobile telephone market in general and one-by one buyer's motives decision making in particular. Furthermore it is significant to gaze at the buying behavior. As the mobile telephone market is the typical technology push propelled market where goods conceived ahead of the recognition of living buyer desires. In buyer brand selection of mobile telephones, buyers are under consequences of individual and ecological components. buyer investigates merchandise qualifications before deciding what they purchase, where they purchase, how and how much they buy and why they purchase it. Responses to these questions are hidden in their heritage, economic position, family life, insight, personality, motivation, beliefs and mind-set. Everyone is influenced from these factors differently. In general, buyers anticipate quality and likeness from the merchandise, and then they are affected by other components while they are looking for quality and likeness. In a recently undertook nearly all of the respondents report that they are influenced powerfully by brand imagery and quality of the product.

#### **STATEMENT OF THE PROBLEM:**

India's handset market, one of the largest in the world, continues to grow strongly every year. Back in the early 2000s, mobile phones were typically only found in key urban centers and primary cities due to the low number of models in the market, high handset costs, expensive tariffs and limited network coverage. The situation has changed over the past few years with the entry of more global brands and the emergence of homegrown manufacturers in the handset market. Wider availability of more affordable handsets, including Smartphone's, and significantly lower call rates has catalyzed growth in the market, most notably in rural areas. Competition within the crowded market is intense with more than 50 device manufacturers now selling their products. Foreign mobile market is making use of the brand name to steal Indian mobile market brand though low price module, high end latest features and many such. Students are the key -player in mobile market, hence their preference towards market needs thorough study. Worldwide Smartphone market grew at a robust CAGR (compound annual growth rate) of 31.6% during 2011-2015 due to increased preference of consumers for advanced phones, increased penetration of low-cost devices (sub-\$125) in the emerging markets and ongoing replacements in the mature markets.

#### **OBJECTIVES OF THE STUDY:**

1. To study the customer satisfaction of selected cellular in villupuram district
2. To study the reasons for brand preference for a particular brand
3. To identify the major features which a users looks in a mobile phone
4. To identify students preference in mobile market (foreign product v/s Indian products).

### **DATA COLLECTION:**

Primary data refers to the data, which is collected for the first time. The primary data collection was done with the help of questionnaire method.

Secondary data refers to the study made by others for their own purposes. It was collected from books, journals, magazines and websites.

### **TOOLS USED FOR DATA COLLECTION:**

The required data for this analysis were gathered by adopting questionnaire method. Simple percentage analysis were admired in all questions were ever required and multiple regression analysis were used for satisfaction.

### **SAMPLE SIZE:**

The researcher has adopted convenience sampling method for this study. 180 respondents are chosen as a sample size for the study.

### **PERIOD OF THE STUDY:**

The study has been conducted during the period 2019-2020

### **NEED OF THE STUDY:**

Satisfaction is the customer's fulfillment response. It is a judgment that a product or a service feature, or the product or service itself, provides a pleasurable level of consumption – related, fulfillment. In minimal technical terms, this definition can be translated to mean that satisfaction is the customers evaluation of a product or service in It is also important to recognize that, to measure the customer satisfaction at a particular point of time as if it were static, satisfaction is a dynamic, moving target that may evolve over the time, influenced by a variety of factors. Particularly when product usage or the service experience takes place over the time, Satisfaction may be highly variable depending on which point the usage or experience cycle is focused on.

### **REVIEW OF THE LITERATURE**

Thokoa and Kalebe (2015) Customer satisfaction is important in that satisfied customers form the foundation of a successful service provider because it leads to repeat purchases, brand loyalty, as well as positive word of mouth that may further improve financial performance of the preferred service provider.

Rodolfo Martínez Gras ; Eva Espinar Ruiz (2012) highlight a new dimension in information and technology with respect to teenagers in Spain. The main objective of this article is to analyze the relationship between Information and Communication Technologies and Spanish adolescents. Specifically, researchers have studied, through qualitative methodology, the characteristics of teenagers' access and uses of

technological devices. and analyzed the purposes that motivate the utilization of Information and Communication Technologies, highlighting a close relationship between technologies and peer communication and entertainment. On the contrary, there is an under-utilization of all these devices for teaching and learning purposes.

Androulidakis ; G. Kandus (2011) correlated the brand of mobile phone to users' security practices,. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regard.

The Dream Catchers Group (2008) investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumers' perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis-a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).

## ANALYSIS AND INTERPRETATION

### 1.GENDER OF THE RESPONDENTS

TABLE - 1

PARTICULARS	FREQUENCY	PERCENTAGE
15-18	21	11.7%
19-21	125	69.4%
22-25	34	18.9%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that a majority of 69.4% of students fall in the age group of 19-21.

### 2. AGE OF THE RESPONDENTS

PARTICULARS	FREQUENCY	PERCENTAGE
MALE	89	49.4%
FEMALE	91	50.6%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table 2 it is clear that majority of 50.6% of female have responded remaining 19.4% of respondents.

### 3. Occupation of the respondents

PARTICULARS	FREQUENCY	PERCENTAGE
SERVICE	35	19.6%
PROFESSIONAL	29	16.2%
BUSINESS	60	33.5%
OTHERS	55	30.7%
<b>TOTAL</b>	<b>179</b>	<b>100%</b>

Source: Primary data

From the above table 3 explain that a most of respondent (33.5%) of the respondent are in field of business, followed by 30.7% in other fields.

### 4. Income level of the family (per month)

PARTICULARS	FREQUENCY	PERCENTAGE
10000-20000	47	26.1%
20000-40000	60	33.3%
40000-50000	39	21.7%
Above 50000	34	18.9%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that Rs20000-40000 income per month is majority category with 33.3% followed by Rs10000-20000 with 26.1%.

### 5. Current Mobile Brand using

PARTICULARS	FREQUENCY	PERCENTAGE
MOTO	15	8.3%

REDMI	35	19.4%
APPLE	20	11.1%
SAMSUNG	36	20%
OPPO	12	6.7%
VIVO	10	5.6%
MICROMAX	3	1.7%
LAVA	5	2.8%
IBALL	1	0.6%
GIONE	1	0.6%
LYF	1	0.6%
OTHERS	41	22
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

Table 5 it is clear that 20% of the respondents use Samsung mobiles followed by 19.4% using Redmi mobiles.

#### 6. Indian brand or foreign brand

PARTICULARS	FREQUENCY	PERCENTAGE
INDIAN BRAND	69	38.3
FOREIGN BRAND	111	61.7%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that 61.7% of respondent are using foreign brand and 38.3% of the remaining are using Indian brand mobiles.

#### 7. Changing of Mobile Phone

PARTICULARS	FREQUENCY	PERCENTAGE
Less than 6 months	16	8.9%
6 months – 1 year	33	18.3%

1 year – 2 year	45	25%
More than 2 year	86	47.8%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that 47.8% of the respondents change their mobile phones once in 2 years, followed by 25% who change their phone from 1-2 years.

#### 8. Favorite brand in Mobiles

PARTICULARS	FREQUENCY	PERCENTAGE
SAMSUNG	33	18.3%
IPHONE	70	38.9%
REDMI	28	15.6%
OPPO	7	3.9%
VIVO	14	7.8%
MICROMAX	2	1.1%
LYF	1	0.6%
GIONE	1	0.6%
OTHERS	24	13.2%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that Iphone is liked by a majority of 38.9% following by 18.3% likes Samsung, and Iphone be the most liked brand.

#### 9. Important element of choosing a mobile phone

PARTICULARS	FREQUENCY	PERCENTAGE
BRAND	61	34.3%
FUNCTIONALITY	105	59%
ADVERTISEMENT	7	3.9%
BATTERY	1	0.6%

OTHERS	6	3%
<b>TOTAL</b>	<b>178</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that “Functionality” is the important factor in choosing a mobile phone with 59% of respondents selecting it, followed by “Brand” with 34.3%

#### 10. Key feature influencing the brand

PARTICULARS	FREQUENCY	PERCENTAGE
ADVERTISEMENT	42	23.3%
REPUTATION	62	34.4%
FEATURES	108	60%
PRICE	56	31.1%
QUALITY OF SELFIE	1	0.6%
<b>TOTAL</b>	<b>269</b>	<b>150%</b>

Source: Primary data (Can choose more than one)

From the above table it is clear that “Features” are the key influential factor of choosing a brand with 60% respondents choosing it, followed by “reputation” of the brand with 34.4%.

#### 11. Feature of a Phone Attracts Customers

PARTICULARS	FREQUENCY	PERCENTAGE
CAMERA	95	52.8%
BATTERY LIFE	89	49.4%
STORAGE CAPACITY	63	35%
PROCESSING SPEED	79	43.9%
CONNECTIVITY	20	11.1%
<b>TOTAL</b>	<b>346</b>	<b>192%</b>

Source: Primary data (Can choose more than one)

From the above table it is clear that camera, battery life acts as a key feature

that attracts a person to buy it with 52.8% and 49.4% respectively followed by the processing speed (Depends upon the processor of the phone)

### 12. Recommendation of current brand to other's

PARTICULARS	FREQUENC Y	PERCENTAGE
Yes	141	78.3%
No	39	21.7%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that 78.3% agreed to recommend their current brand to others and 21.7% are not willing to recommend their current brand to others.

### 13. Preferred Operating System

PARTICULARS	FREQUENCY	PERCENTAGE
Android	124	68.9%
Ios	42	23.3
Bada (Samsung Electronics)	3	1.7%
Mlui	8	4.4%
Blackberry	3	1.7%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that "Android" is the most favorable operating system in the mobile phones with 68.9% followed by Ios with 23.3%.

### 14. Mobile Brand Preference

PARTICULARS	FREQUENCY	PERCENTAGE
Indian	78	43.3%
Foreign	102	56.7%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that foreign bands are the most preferred brand with 56.7% of respondents supporting, whereas Indian brands are backed by 43.3%.

#### 15. Are you satisfied with the brand you preferred in over-all terms

PARTICULARS	FREQUENCY	PERCENTAGE
Yes	160	88.9%
No	20	11.1%
<b>TOTAL</b>	<b>180</b>	<b>100%</b>

Source: Primary data

From the above table it is clear that 88.9% of respondents are satisfied with brand in overall terms, whereas 11.1% are dissatisfied with the overall terms.

### FINDING OF THE STUDY

- i. A majority, that is 20% of the respondents are using Samsung product followed by 19.4% of the respondents using Redmi. Indian brands like Gionne, lyf are at last with 0.6% each.
- ii. In case of a market segment, International market of phones play a dominant role over Indian phones with 61.7%
- iii. Frequency of a person changing his mobile phone depends upon the income of the family, malfunctioning of existing mobiles, model becoming obsolete and many such. Nearly 47.8% of respondents change their phone once in two years, followed by 25% of respondents changing their mobile phones once in 1-2 years.
- iv. Despite of its price margin Iphone stands out in the list as the most favorable brand with 38.9% of respondents choosing it as favorable brand followed by the competitor Samsung with 18.3%. Iphone plays huge part in sales and brand reputation comparatively to other mobile phones. Again Indian mobile brand like Gionne and Lyf sleeps last at the list.
- v. Functionality is considered to be the most important factor that as its impact in choosing a mobile phone in the market with 59% of the respondents choosing it., the functionality of the mobile phones includes its camera clarity, internal memory, battery capacity, processing speed, charging speed and many such. Functionality is followed by Brand Name with 34.3%.

- vi. Features of a phone influences or plays a key role to adopt to that particular phone brand
- vii. With the adverse of technology everything is bought into a small phone, were the phones are needed for camera, watching movie hearing songs more than making calls, camera, battery life and processing speed tops the priority list.
- viii. It is surprising that nearly 80% of the respondents are ready to recommend their brand of mobile phones to others.
- ix. A mobile phone runs on operating systems which has huge impact on brand preference. Android tops the list with 68.9% of the respondents favoring it followed by Ios of android.
- x. It is surprising to see that nearly 43.3% of the respondents prefer Indian mobile phones, but it is not into practicality because of reasons like obsolete technology, no fast updates and lack of performance upgrades and many such. Hence Indian brand mobile phones must concentrate on the above mentioned list to be the most favorable mobile market technology.

## SUGGESTIONS

- The Indian mobile market should try to reach maximum consumers in India by making distribution channel more effective.
- The Indian mobile market should continue to work on the Strategy of T.Q.M (Total Quality Management).
- The Indian market should adopt to world trends and needs
- Customers should figure out features and functions as a key influential actor in choosing a mobile product.
- Indian mobile products should analyze the trend and technological needs of customers and provide such products
- The quality of the mobile phones should be increased for better life.
- Customer should focus on Indian product rather than Chinese products, to improvise Indian market.
- Life of the phone should also be considered as an important factor as factors are.

## CONCLUSION

The Indian smartphone industry is rapidly growing quarter by quarter, but still, the domestic makers are in a complex situation at present. Apart from the Chinese OEMs, other international smartphone brands like Apple and Samsung are also taking away the opportunities of domestic companies. Though it will take longer to regain the market

share, the Indian mobile companies will surely find ways to survive in the highly competitive market. Micromax is the only native smartphone maker who is safeguarding the Indian front adjacent to the Chinese competitors. To tackle the sheer competition, Micromax came up with its Yu smartphone brand which sports 'Made in India' badge on it. At the same time, other prominent Indian mobile brands like Lava, Spice, Karbonn, and iBall have failed to get appreciation in both Indian and other markets. In total, it is found that Technical Features are most considered attributes of mobile phone followed by Looks, Image & Resource, Entertainment, Basic Attributes, Storage, Display, Way Entertainment, User Friendly and Weight. Technical attributes includes Internet/GPRS, Huge Memory, Sending & receiving e-mail, Strong battery back-up, Operating System, Video-calling Facility and Multi- Window. Looks encompasses Shape, Size, Colour, Touch-Screen, Screen size and Social Media Application. Image with Resource involves Dual Sim, Wi-fi and Brand Image. Entertainment attributes incorporates Bluetooth, MP 3 Player and Playing Games. Basic Attributes includes Communication and Design & Appearance. Storage & Display attributes contains Video-recorder, Sophisticated and Good audio-video quality. Way Entertainment attributes embraces Camera and FM-Radio. User friendly attributes includes Key Pad and as a modem. The key restrictions faced by the Indian mobile makers are the sub-standard build quality, unwillingness to provide updated firmware and seedy circuits. On contrary, the Chinese manufacturers are offering innovation, quality, and expertise in their products which have put them an edge over its Indian rivals.

**WEBSITES:**

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