A Study on Mobile Phone User Overall Customer Satisfaction With Respect To Perambalur District

Dr. M. Chandrasekaran*
Professor of Commerce
Dhanlakshmi Srinivasan Engg. College
Perambalur

N. Vanitha**
Asst. Prof. of Commerce
Bharath College of Science and Management
Thanjavur

Introduction:

In today’s global culture, the company’s image is built and made known by its customers. The success of the firm will be determined by how effective it has been in meeting the diverse consumer needs and wants by treating each customer as unique and offering products and services to suit their needs. Profits from customer relationships are the major aspects of all business. So, the basic objective of any business is profit maximization through customers’ satisfaction. The emergence of marketing concept in respect of services is a recent phenomenon. The transmission of information has occupied a place of significance with the changes in economic reforms. Communication can aid in the acceleration of the growth of the economy by transmitting information and simplifying motivation. Communication has been playing a pivotal role in man’s life from time immemorial. Development in the field of communication is at a galloping pace. [8][11][12]

Mobile communication is fairly an achievement of the late 20th century which revolutionized the way human beings communicate with each other. The system is in the process of bringing a major change in the world scenario and transforming the world into a global village.
Mobility helps one to send and receive information anytime, anywhere and make one to keep up the pace in the competitive world. The telecommunication services have made a rapid stride both in quality and quantity. [2][5][9] The process of technological sophistication has gained the momentum, but the users are yet to get the quality service. The managerial experts feel that the telecommunication department needs a conceptualized marketing, which would not only improve the quality of services but also provide ways for generating profits. [4][6][7]

The success in modern business depends on how well the businessman is adopting and adapting with the dynamic pace of the business. Rapid changes are taking place in the field of science and technology, and the consumer is responding to these changes by changing their habits, be it in terms of food habit, clothing, style of living, change in social customs, cultural beliefs etc. In this sea of change, a successful entrepreneur is the one who constantly innovates and caters to changing habits and values of the consumer. Consumer thinks that he has got value for money. If with time he is able to get greater variety, more advanced and new products, it does not matter whether the product is technically new or not but there should be an appeal of newness, with more and more changes. [1][3][10]

Objectives of the Study:
1. To ascertain the opinion of the cell-phone users in various regions of Perambalur district.
2. To examine the factors influencing the purchase decision of cell-phone service providers in Perambalur district.
3. To study the extent of brand awareness and the concept of brand loyalty among the cell-phone buyers of Perambalur district.

Hypothesis:
1. There is no significant association between brand used of the respondents and their overall customer satisfaction.
2. There is no significant difference between monthly income of the respondents and their overall customer satisfaction.
3. There is no significant difference between experience of the respondents and their overall customer satisfaction.
4. There is no significant difference between type of family of the respondents and their overall satisfaction.

Methodology:

Table No:1

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Brand used</th>
<th>Overall customer satisfaction</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low (n=288)</td>
<td>High (n=312)</td>
</tr>
<tr>
<td>1</td>
<td>BSNL</td>
<td>66(22.9%)</td>
<td>75(24%)</td>
</tr>
<tr>
<td>2</td>
<td>Aircel</td>
<td>61(21.2%)</td>
<td>75(24%)</td>
</tr>
<tr>
<td>3</td>
<td>Airtel</td>
<td>59(20.5%)</td>
<td>74(23.7%)</td>
</tr>
<tr>
<td>4</td>
<td>Vodafone</td>
<td>52(18.1%)</td>
<td>41(13.1%)</td>
</tr>
<tr>
<td>5</td>
<td>Reliance</td>
<td>11(3.8%)</td>
<td>6(1.9%)</td>
</tr>
<tr>
<td>6</td>
<td>Tataindicom</td>
<td>10(3.3%)</td>
<td>6(1.9%)</td>
</tr>
<tr>
<td>7</td>
<td>Idea</td>
<td>8(2.8%)</td>
<td>7(2.2%)</td>
</tr>
<tr>
<td>8</td>
<td>Uninor</td>
<td>7(2.4%)</td>
<td>12(3.8%)</td>
</tr>
<tr>
<td>9</td>
<td>Tata Docomo</td>
<td>14(4.9%)</td>
<td>16(5.1%)</td>
</tr>
</tbody>
</table>

The above table indicates that there is no significant association between brand used of the respondents and their overall customer satisfaction. Hence, the calculated value greater than table value.

Research hypothesis

There is a significant association between brand used of the respondents and their overall customer satisfaction.

Null hypothesis There is no significant association between brand used of the respondents and their overall customer satisfaction.

Statistical test

Chi-square test was used the above hypothesis
Table No:2

Oneway ANOVA difference between Monthly Income of the respondents and their Overall Customer Satisfaction

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Overall customer satisfaction</th>
<th>Mean</th>
<th>S.D</th>
<th>SS</th>
<th>Df</th>
<th>MS</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Between Groups</td>
<td>83.809</td>
<td>3</td>
<td>27.936</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Below Rs. 10000 (n=139)</td>
<td>100.83</td>
<td>6.238</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rs.10001 to 20000 (n=241)</td>
<td>100.30</td>
<td>6.383</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rs.2001 to 30000 (n=120)</td>
<td>101.03</td>
<td>5.727</td>
<td></td>
<td></td>
<td></td>
<td>Not Significant</td>
</tr>
<tr>
<td></td>
<td>Above Rs.30000 (n=100)</td>
<td>101.26</td>
<td>6.876</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Within Groups</td>
<td>23730.909</td>
<td>596</td>
<td>39.817</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The above table indicates that there is no significant difference between monthly income of the respondents and their overall customer satisfaction. Hence, the calculated value greater than table value.

**Research hypothesis**

There is a significant difference between monthly income of the respondents and their overall customer satisfaction.

**Null hypothesis**

There is no significant difference between monthly income of the respondents and their overall customer satisfaction.

**Statistical test**

Oneway ANOVA ‘F’ test was used the above hypothesis.

Table No:3

Oneway ANOVA difference between Experience of the Respondents and their Overall Customer Satisfaction
The above table indicates that there is a significant difference between experience of the respondents and their overall customer satisfaction. Hence, the calculated value less than table value.

**Research hypothesis**
There is a significant difference between experience of the respondents and their overall customer satisfaction.

**Null hypothesis**
There is no significant difference between experience of the respondents and their overall customer satisfaction.

**Statistical test**
Oneway ANOVA ‘F’ test was used the above hypothesis

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**Table No:4**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Overall customer satisfaction</th>
<th>Mean</th>
<th>S.D</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Joint family (n=41)</td>
<td>101.32</td>
<td>6.117</td>
<td>t = .619</td>
</tr>
<tr>
<td>2</td>
<td>Nuclear Family (n=559)</td>
<td>100.69</td>
<td>6.322</td>
<td>.536 &gt; 0.05</td>
</tr>
</tbody>
</table>

$Df = 598$
The above table indicates that there is no significant difference between type of family of the respondents and their overall customer satisfaction. Hence, the calculated value greater than table value.

**Research hypothesis**
There is a significant difference between type of family of the respondents and their overall customer satisfaction.

**Null hypothesis**
There is no significant difference between type of family of the respondents and their overall customer satisfaction.

**Statistical test**
Student ‘t’ test was used the above hypothesis

**Findings:**
There is no significant association between brand used of the respondents and their overall customer satisfaction. Hence, the calculated value greater than table value.
There is no significant difference between monthly income of the respondents and their overall customer satisfaction. Hence, the calculated value is greater than the table value.
There is a significant difference between experience of the respondents and their overall customer satisfaction. Hence, the calculated value is less than the table value. So the research hypotheses are accepted and the null hypothesis are rejected.
There is no significant difference between type of family of the respondents and their overall customer satisfaction. Hence, the calculated value is greater than the table value.
References


10. The impact of Television advertising; Learning without involvement ‘Public Opinion quarterly (Fall 1965).
