USER'S LEVEL OF SATISFACTION WITH MOBILE PHONE SERVICE PROVIDERS - WITH SPECIAL REFERENCE TO TIRUPPUR DISTRICT, TAMIL NADU

T. Kavipriya[1] and Dr. P. Rengarajan[2]

[1]Research Scholar, Vidyasagar College of Arts & Science, Tamil Nadu
Email: kavipriya_apr.2007@yahoo.co.in
[2]Head & Associate Professor of Commerce, Vidyasagar College of Arts & Science, Tamil Nadu
Email: trydrraj@gmail.com

ABSTRACT

In recent, the demand for mobile phone is increasing. There are many players in the mobile phone industry. Though cell phone industry has its origin in the recent past and the growth has been excellent. To market their services, every company is adding many new features. Day by day, many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits of the subscribers. The subscribers are provided with various schemes of cell phone services. And the market for cell phone has become very competitive. In this context, the purpose of the study is to find the User's level of satisfaction with mobile phone service providers with special reference to Tiruppur District was undertaken.

Keywords: Mobile Phone Service Providers, History of Cell Phone, Growth trends, Users Level of Satisfaction

INTRODUCTION

The **Cellular telephone** (commonly "mobile phone" or "cell phone" or "hand phone") is a long-range, portable electronic device used for mobile communication. Mobile phones have become an essential and important device for communication in the modern days. Mobile phone communication is a part of telecommunication, which comes in the form of oral communication. Mobile devices are growing in popularity with reduction in prices and improved functionality. Consumers prefer the flexibility and versatility of mobile phone devices. Mobile phone facilities easy and faster means of communication and one can communicate with family and friends and transact the business anywhere, anytime at a reasonable cost. In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming and photography. Mobile phones that offer these more general computing capabilities are referred to as smart

phones. India has the world's second largest mobile phone users with over 903 million as of January 2012[1].

History of Cellular Phones in India

A report of **Cellular Operators Authority of India** regarding the entry of cell phones into India is listed below. This shows the improvement in cell phone introduction over the years.

1992 – Telecommunication Sector in India liberalized to bridge the gap through Government spending and to provide additional resources for the nation's telecom target. Private Sector allowed participating.

1993 – The telecom industry gets an annual foreign investment Rs.20.6 million

1994 – License for providing cellular mobile services granted by the government of India for the Metropolitan cites of Delhi, Mumbai, Kolkata & Chennai. Cellular mobile Service to be duopoly (i.e. not more than two cellular mobile operators could be licensed in each telecom circle), under a fixed license fee regime for 10 years.

1995 – 19 more telecom circles get mobile licenses

1995 (August) – Kolkata became the first metro to have a cellular network

1997 – Telecom Regulatory Authority of India (TRAI) is set up

1998 – Annual foreign investment in telecom stands at Rs. 17,756.4 million

1999 – FDI inflow into telecom sector falls by almost 90% to Rs.2126.7 million

1999 – Tariff rebalancing exercise gets initiated

1999 (March) – National Telecom Policy (NTP) is announced.

2000 (June) – FDI inflow drops further down to Rs.918 million coming

2000 (January) – Amendment of TRAI Act.

2000 - 01 – 3rd / 4th operator licenses

2003 – CDMA networks launched

2004 – Calling Party Pays (CPP) introduced

2005 –Life time Validity products issued

2008 – Fresh licenses issued to 6 players.

2009 – Tariff wars amongst operators

Growth Trends of Mobile Phone Services

The rapid growth and use of mobile phones has made the telecom companies like Airtel, Vodafone, Spice, BSNL, Tata, etc more conscious to provide world class and best facilities to their customers in order to maintain their market. Also, these telecom companies are coming up with new ideas and methodology to provide new and easy services to their customers.

People in today's era are habitual of mobile phones and especially in metropolitan cities where people are well-connected with their friends and families through the mobile phones. All they want in their mobile phones is the best quality, economical in calling so that their talk with their love ones never ends and most importantly better connectivity and good service whenever they needed.

Table 1. Trends in Mobile Services

Years	Subscriber Base (in millions)	Growth Rate (%)
2001-2002	13.00	263.13
2002-2003	33.58	158.31
2003-2004	50.00	48.90
2004-2005	76.00	52.00
2005-2006	149.50	96.71
2006-2007	165.11	10.44
2007-2008	261.07	58.12
2008-2009	391.76	50.06
2009-2010	584.32	49.15
2010-2011	811.59	38.89
Mean		**82.57**

Source: www.trai.com

The above table explains the growth of mobile phones in terms of subscriber base for the years 2001-2002 to 2010-2011. The trend in the growth rate of the subscriber base depicted an increasing trend over the years. The maximum growth of subscriber base was 263.13 percent during the year 2001-2002. It could also be said that mean growth rate of mobile phones in subscriber base was 82.57 percent during the period. Though the growth trend was fluctuating over the years, there was consistency in the growth of mobile phones subscriber base.

Top 10 Countries Mobile Phone Subscribers Base

Mobile technology has very quickly become common among the people. There was times when an individual dreams of having his own mobile phone as it was expensive in the start. But as the world is getting advanced day by day, mobile and cell phones technology is now the most common department of the advance technology.

Table 2. Top 10 Countries with the number of Mobile Phone Subscribers 2011

Year - 2011	Mobile Phone Subscribers in million	Users (%)
China	896.2	67.1
India	840.28	70.23
United States	302.9	96
Russia	220.5	151.9
Brazil	215	110.5
Indonesia	168.2	73.1

Table 2. Top 10 Countries with the number of Mobile Phone Subscribers 2011

Japan	107.4	84.1
Germany	107	130.1
Pakistan	105.1	63.2
Nigeria	90.5	64.7

Source: http://www.tiptoptens.com/2011/07/13/top-10-countries-with-most-mobile-phone-users/

The worldwide number of mobile phone subscribers surpass 5 billion in 2011 - up from 11 million in 1990 and 750 million in 2000. China leads the mobile phone subscribers list with nearly 900 million as at the end of 2011 - nearly as in the India. United States has seen tremendous growth in the last few years and is to be third place by the year-end 2011. Rapid expansion of cell phones in India will see a future climb in the rankings to a possible number one in 2010. Worldwide mobile phone subscribers are estimated to reach 5.9 billion by the end of the year 2013.

OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

1. To analyse the personal variables and overall details of mobile phone service provider users and overall satisfaction.
2. To analyse the mobile phone users level of satisfaction.
3. To analyse the Overall Satisfaction among the Mobile Phone Service Providers.

REVIEW OF LITERATURE

Mallikarjuna .V, Krishna Mohan .G and Pradeep Kumar .D (2011) in their study "Customer switching in mobile industry - an analysis of pre-paid mobile customers in AP circle of India" found that, Switching is quite high in the pre-paid customer segment due to low switching costs and competitive tariff plans. With entry barriers easing and mobile number portability around the corner, there is a high probability for switching especially in the pre-paid segment. As network coverage, tariff plans, service play a vital role in retaining customers; the mobile operators should employ a number of strategies to manage the challenges. New levels of customer interaction at various stages are necessary to ensure customer intimacy and loyalty. Providing information on different plans, value added services, provision and activation of additional services, and customer friendly environment at all points of interaction are necessary to ensure customer delight. Network coverage and access are the key factors that influence the customer retention. Hence, investment in network and technology should go on to improve the geographic coverage, seamless connectivity and speed. Improvement in the quality of basic service – the voice calls will prove to be an excellent strategy for enhancing customer loyalty.

Amulya. M and Anand, D (2011) in their study "Market Competence of BSNL in the dynamic Telecom World" concluded that, Telecom connects people across the length and breadth of the country, irrespective of income bracket and it provides many benefits to all in the society. It contributes significantly to India's GDP and particularly benefits to the poor people in the country. The mobile phone has revolutionized Indian economy in that it has

become more inclusive in terms of enabling greater participation of the poorer sections of the society. Now, people in these regions can conduct their business activities in a more economical manner, they do not have to move from place to place in order to do business. Small businessmen and small traders are able to do their business over telephone and that is a very important contribution to the growth of the country. And broadband services will only improve matters. BSNL is still the largest network owner across the country and it can do miracles only if it takes unbiased decisions at the right time. Delaying all the decisions and too much political interference is what is pushing it into losses. This is the right time to introspect and take action before it leads to bankruptcy.

METHODOLOGY

The purpose of the present study was to study the User's Level of Satisfaction with Mobile phone service provider in the telecom sector. Mobile phone service providers taken for the study were BSNL, Airtel, Reliance, Aircel and Vodafone.

Selection of the population

For the purpose of this present study Tirupur District is chosen. It is a convenient place to collect the sample to the researcher and sample design is determined before data are collected.

Selection of Sample Size

A sample of 300 respondents was taken based on randomly. These respondents were interviewed and data were collected from Tiruppur District.

Selection of the Sample

Selection of the sample unit was selected under the "Random sampling". Random sampling is a sample selected from a population in such a way that the every member of the population has to get an equal chance of being selected. The choice of sample items depends on chance.

Methods of Data Collection

Both primary and secondary sources of data were used. The primary data required for the study were collected through questionnaire. Primary data has been collected from different mobile phone service provider users in Tiruppur District. The main service providers are BSNL, Airtel, Reliance, Aircel and Vodafone. Secondary data was collected from the Annual reports of the companies, Magazines, Journals and Websites of various National and International Institutions.

Analysis of Data

To arrive at certain conclusions regarding the hypothesis advanced in the present investigation, the following statistical tools for analysis of data were employed to consolidate, classify and analyse the data with reference to the selected objectives of the study. i.e., Simple Percentage Analysis, Weighted Average Score, Multiple Regression Model, Garrett's Ranking Technique, ANOVA, Discriminant Analysis. Statistical calculations have been made making extensive use of Microsoft Excel and SPSS Software Packages on the computer.

ANALYSIS AND INTERPRETATION

Table 3.

S. No	Characters	Details	No. of Mobile phone service provider users	Percentage (%)
1.	Age Group	Below 25 Years	93	31
		25 – 35 Years	111	37
		Above 35 years	96	32
2.	Gender Group	Male	165	55
		Female	135	45
3.	Educational Qualification	Upto School Level	99	33
		UG & PG degree	192	64
		Diplomaholders	9	3
4.	Occupation	Employees	96	32
		Professional	27	9
		Student	72	24
		Businessmen	69	23
		Home maker	36	12
5.	Family Income (P/M)	Below Rs.10,000	12	4
		Rs.10,001 – Rs.20,000	147	49
		Rs.20,001 – Rs.30,000	99	33
		Above Rs.30,000	42	14
6.	Current Mobile Service Providers	BSNL	69	23
		Airtel	48	16
		Reliance	51	17
		Aircel	99	33
		Vodafone	33	11
7.	Period of usage of Mobile Phones	Below 1 year	3	1
		1 – 3 years	48	16
		3 – 5 years	78	26
		Above 5 years	171	57

DISCRIMINANT ANALYSIS

Discriminant analysis is a statistical technique which allows to study the differences between two or more groups with respect to several variables simultaneously and provide a means of classifying any object/individual into the group with which it is most closely associated and to infer the relative importance of each variable used to discriminant between different groups. A linear combination of predictor variables, weighted in such a way that it will best discriminant among groups with the least error is called a linear discriminant function and is given by:

$D = L_1.X_1 + L_2.X_2 + \ldots\ldots\ldots\ldots\ldots\ldots + L_K.X_K$, where Xi's are predictor variables, Li's represents the discriminant coefficients, and D is the value of the discriminant function of a particular individuals/element such that if this value is greater than a certain critical value D*= (D1 bar +D2 bar)/2, the individual would be classified in group I otherwise the individual would be classified in Group III.

In the present study there are three groups namely Users with lower satisfaction (Group I: n1=21), with medium satisfaction (Group II: n2=198) and with higher satisfaction (group III: n3=81).Group II has been excluded from the analysis. 7 Predictor variables considered for the analysis includes the following: X1-Age, X2- Sex, X3-Education, X4-Occupation, X5-Family income, X6-Current service provider and X7- Period of using the mobile phone.

Table 4. Personal Variables and Mean Score

Personal Variables	**Mean Score**	
	Users with Lower satisfaction (N_1=21)	**Users with higher satisfaction (N_3=81)**
Age-X1	35.286	34.333
Sex-X2	1.429	1.407
Education-X3	1.714	1.630
Occupation-X4	2.571	2.667
Family income-X5	1.571	1.296
Current mobile service provider-X6	3.000	1.704
Period of using a mobile phone-X7	3.286	3.481

Source: Primary data

Table 5. Tests of Equality of Group Means Univariate ANOVAs

Personal Variables.	**Wilk's Lambda**	**F (DF=1,100)**	**Sig**
Age-X1	0.999	0.114	0.736
Sex-X2	1.000	0.030	0.862
Education-X3	0.995	0.516	0.474
Occupation-X4	0.999	0.090	0.764
Family income-X5	0.946	5.730*	0.019
Current mobile service provider-X6	0.836	19.612**	0.000
Period of using a mobile phone-X7	0.990	1.056	0.307

Source: Primary data

Note: *- Significant at 5 % level
**-Significant at 5 % level

It is seen from the above table that among the personal variables, two variables X5 and X6 differ significantly between the two groups of consumers.

Canonical Discriminant function fitted

D = -2.801 + .407 X1 + .405 X2 + .409 X3 + .212 X4 + 1.257 X5 + .689 X6 - .742 X7

Test Functions

Eigen value: .371

Percentage of variation explained: 100

Wilks Lambda = .729

Chi-square = 30.467**; DF = 7; p = .001

Canonical Correlation: .520

Classification of Individual

Using the Discriminant function fitted and the observed predictor variables of the companies, the companies are classified and the correct percentage of classification is presented below.

Table 6. Percentage of correct classification by using Discriminant function

Users with	Using the Dis. Function fitted Users are classed as		Total
	Lower Satisfaction	Higher Satisfaction	
Lower Satisfaction	15	6	**21**
Higher Satisfaction	18	63	**81**

Source: Primary data

From the above table it is observed that out of 21 Users with lower satisfaction, 15 Users (71.4 %) were correctly classified; Out of 81 Users with higher satisfaction, 63 Users (77.8 %) were correctly classified. Hence the percentage of correct classification is (78/102)*100 % or 76.5 % of original grouped cases correctly classified. The percent of correct classification of Consumers using the observed observation clearly indicates adequacy of the model in discriminating between the two groups.

Relative Importance of Predictor Variable

The relative importance of each predictor variables in discriminating between the two groups is obtained and the results are presented in the table.

Table 7. The Relative Importance of Ratios in Discriminating Between the Groups

Independent Variables	Importance value of the variable (Ij)	Relative Importance (Rj)	Rank
Age-X1	0.0448	3.0	4
Sex-X2	0.0086	0.6	7
Education-X3	0.0346	2.3	5
Occupation-X4	0.0202	1.4	6
Family income-X5	0.3458	23.2	2
Current mobile service provider-X6	0.8931	59.8	1
Period of using a mobile phone-X7	0.1453	9.7	3
Total	**0.626**	**100.00**	

Source: Primary data

Among the variables under study, three variables namely current mobile service provider (X6), family income (X5) and Period of using a mobile phone (X7) are substantially important variables in discriminating between groups namely current mobile service provider is higher satisfaction on mobile phone service provider users.

Table 8. Factors Influenced To Select the Particular Service Providers

S. No	Factors	Score		Rank
		Total	Mean	
1.	Brand awareness	14310	47.7	**VI**
2.	Network quality	24270	80.9	**I**
3.	Service quality	21210	70.7	**III**
4.	Availability of dealers	7620	25.4	**IX**
5.	Schemes & offers	23580	78.6	**II**
6.	Tariff rates	19800	66.0	**IV**
7.	Free calls/SMS	16050	53.5	**V**
8.	Advertisements & Communications	4050	13.5	**X**
9.	Value added services	10380	34.6	**VII**
10.	Customer care service	8730	29.1	**VIII**

Source: Primary data

It is seen from the above table that factors influencing to select the particular service provider. The mean score is ranged from 13.5 to 80.9. Network quality scored the first rank, Schemes & offers scored the second rank, Service quality scored the third rank, Tariff rates scored the fourth rank, Free calls/SMS scored the fifth rank, Brand awareness scored the sixth rank, Value added services scored the seventh rank, Customer care service scored the eight rank, Availability of dealers scored the ninth rank and finally Advertisements & communications scored the last rank.

It could be observed that the mean score is ranged from 13.5 to 80.9. Maximum number of mobile phone service provider users to select the particular mobile service provider is Network quality is an important factor.

Table 9. Monthly Expenses on Mobile Phones

Monthly Expenses	No. of Mobile phone service provider users	Percentage (%)
Below Rs.500	156	52
Rs.501 – Rs.1,000	87	29
Rs.1,001 – Rs.1500	12	4
Above Rs.1500	45	15
Total	**300**	**100**

Source: Primary data

The above table reveals that monthly expenses on mobile phones of the mobile phone service provider users. Out of 300 mobile phone service provider users, 52 percent of the mobile phone service provider users for mobile phone are below Rs.500, 29 percent of the mobile phone service provider users for mobile phone between Rs.501 to Rs.1,000, 15 percent of the mobile phone service provider users for mobile phone are above Rs.1,500 and remaining 4 percent of them for mobile phone between Rs.1,001 to Rs.1,500.

Majority of users are not paying above Rs.1,000 monthly expenses on the mobile phones. It is further inquired to the respondent that will they talk more if the call charges further decline. It means although mobile users are willing to talk more on mobile phones but do not wish to pay more.

Table 10. Regression Model for Monthly Expenses on mobile

Variables	Regression Coefficient	Standard Error	t- value (d.f = 291)	R^2
CONSTANT	-1.855	0.390	-4.752	.483
Period - X6	0.317	0.070	4.500**	
Family Income - X5	0.539	0.108	4.984**	
Ty Scheme - X7	0.273	0.048	5.683**	
Sex - X2	-0.429	0.099	-4.318**	
Occup - X4	0.150	0.034	4.373**	
Age - X1	0.036	0.007	5.309**	
Value Added - X9	0.735	0.164	4.488**	
Ser Prov - X8	-0.072	0.034	-2.141*	

Note: *- : Significant at 5 % **: significant at 1% level.

Regression Fitted: Y = -1.855 + 0.317 X6+ 0.539 X5 + .273 X7 - -0.429 X2 + 0.036 X1 + .735 X9 - .072 X8.

The multiple regression models indicated that monthly expenses on mobile phone. The analysis of variance of multiple regression models for Y-monthly expenses on mobile phone indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 48.3 %.

H_0: There is no significant difference in the personal variables and monthly expenses among the mobile phone service provider users.

Table 11. ANOVA for Regression

Source	Sum of Square	Degrees of Freedom	Mean Square	F
Regression	163.275	8	20.40933	33.93 **
Residual	175.005	291	0.601393	
Total	**338.28**	**299**		

Note: **- Significant at 5 % level

It is observed from the above table that the calculated value of F 33.93 is greater than the table value 1.94 (33.93>1.94). The null hypothesis is rejected. It is concluded that there is significant relationship in the monthly expenses and personal variables among the mobile phone service provider users.

II. User's Level of Satisfaction:

Prepaid Billing Services:

Table 12. Prepaid Billing Services

Factors	HS	S	N	DS	HDS	Weighted Total	Weighted average score	Rank
Call charges	93	147	3	0	0	1062	4.370	**I**
Service charges	45	186	9	0	3	999	4.111	**V**
Availability of schemes	81	159	3	0	0	1050	4.320	**II**
Recharge facilities	45	189	6	3	0	1008	4.148	**IV**
Flexibility	69	171	3	0	0	1038	4.272	**III**

Source: Primary data

The above table depicts that prepaid billing services and level of satisfaction. The weighted average score is ranged from 4.111 to 4.370. Out of 243 respondents, 240 mobile phone service provider users are satisfied with call charges as charged by the service provider and remaining 3 of mobile phone service provider users are neutral with the call charges. 231 of mobile phone service provider users are satisfied with service charges as charged by the service provider and remaining 12 mobile phone service provider users are neutral. 240 of mobile phone service provider users are satisfied with availability of schemes is given by the service provider and remaining 12 mobile phone service provider users are either neutral

with the schemes. 231 of mobile phone service provider users are satisfied with recharge facilities given by the service provider and remaining 9 mobile phone service provider users are either neutral or dissatisfied with the recharge facilities. 237 of mobile phone service provider users are satisfied with the service provider is flexibility and remaining 3 mobile phone service provider users are neutral with the service provider.

With increasing service competition among service providers, subscribers are now more & more interested in getting the billing awareness. Customer is giving now more importance to billing. A prepaid billing service is mainly used for Students, Professionals, homemakers and few of the businessmen and employed persons. The result of the Prepaid billing services shows that majority of the mobile phone service provider users are satisfied with prepaid billing services like that call charges, service charges, availability of schemes, recharge facilities and flexibility of the service provider. Very few of the mobile phone service provider users are either neutral and dissatisfied with their service provider like that service charges and recharge facilities. Finally, mobile phone service provider users are happy with prepaid billing services offered by their respective mobile phone service provider.

Postpaid Billing Services:

Table 13. Postpaid Billing Services

Factors	HS	S	N	DS	HDS	Weighted Total	Weighted average score	Rank
Call charges	27	28	2	0	0	253	4.438	**II**
Flexibility of schemes	22	35	0	0	0	250	4.385	**III**
Clarity of bills	12	45	0	0	0	240	4.210	**V**
Service charges	18	36	3	0	0	243	4.263	**IV**
Timely delivery of bills	33	24	0	0	0	261	4.578	**I**
Free calls	19	32	0	3	3	235	4.123	**VI**

Source: Primary data

The above table depicts that postpaid billing services and level of satisfaction. The weighted average score is ranged from 4.123 to 4.578.

Out of 57 respondents, 55 mobile phone service provider users are satisfied with call charges as charged by the service provider and remaining 2 of mobile phone service provider users are either neutral with the call charges. 57 of mobile phone service provider users are satisfied with flexibility of schemes given by their service provider. 57 of mobile phone service provider users are satisfied with clarity of bills are given by their service provider. 54 of mobile phone service provider users are satisfied with service charges as charged by the service provider and remaining 3 mobile phone service provider users are either neutral or dissatisfied with the service charges. 57 of mobile phone service provider users are satisfied with timely delivery of bills given by the service provider. 51 of mobile phone service provider users are satisfied with free calls given by the service provider and remaining 6 mobile phone service provider users are dissatisfied and highly dissatisfied with the service provider.

Postpaid billing service is mainly used for Businessmen and employed persons. Very few mobile phone service provider users are used to postpaid billing services. The result of the Postpaid billing services shows that majority of the mobile phone service provider users are satisfied with postpaid billing services like that call charges, flexibility of schemes, clarity of bills, service charges, timely delivery of the bills and free calls of their service provider. Very few of the mobile phone service provider users are either neutral and dissatisfied with their service provider like that free calls only. Finally, mobile phone service provider users are happy with postpaid billing services offered by their respective mobile phone service provider.

Network Services

Table 14. Network Services

Factors	HS	S	N	DS	HDS	Weighted Total	Weighted average score	Rank
Voice quality	50	246	4	0	0	1246	4.153	**V**
Network connection	82	213	5	0	0	1277	4.256	**I**
Coverage	63	233	9	0	0	1259	4.197	**II**
Ability to make or receive calls easily	54	241	7	0	0	1249	4.163	**IV**
Dealers network	65	226	3	6	0	1256	4.187	**III**

Source: Primary data

The above table reveals that network services and level of satisfaction. The weighted average score is ranged from 4.153 to 4.256. Out of 300 respondents, 296 mobile phone service provider users are satisfied with voice quality and remaining 4 of mobile phone service provider users are either neutral with the call charges. 295 of mobile phone service provider users are satisfied with network connection and 5 of mobile phone service provider users are neutral with the network connection. 291 of mobile phone service provider users are satisfied with coverage and 9 of mobile phone service provider users are neutral with coverage. 293 of mobile phone service provider users are satisfied with ability to make or receive calls easily and remaining 7 mobile phone service provider users are either neutral or dissatisfied with their service provider. 291 of mobile phone service provider users are satisfied with dealers network and remaining 9 mobile phone service provider users are either neutral or dissatisfied with their service provider.

Network service satisfaction is affected by the quality of network connectivity. Majority of the mobile phone service provider users are satisfied with network connection and network coverage is the main reason for the selection of a service provider. Availing better network connectivity is the mobile phone service provider users expectation. Very few of mobile phone service provider users are dissatisfied with dealers network. To improve their network service in terms of better connectivity by resolving the connectivity problems and must improve the network service satisfaction level.

Value Added Services:

Table 15. Value Added Services

Factors	HS	S	N	DS	HDS	Weighted Total	Weighted average score	Rank
Charges for VAS	53	247	0	0	0	1253	4.177	**II**
Internet connection	48	237	6	9	0	1233	4.110	**III**
Activation time for VAS	43	248	0	3	6	1222	4.073	**V**
Free SMS	69	227	4	0	0	1265	4.217	**I**
Guaranteed Delivery of Notification	45	243	3	5	4	1225	4.083	**IV**

Source: Primary data

The above table reveals that value added services and level of satisfaction. The weighted average score is ranged from 4.073 to 4.217. All mobile phone service provider users are satisfied with charges for value added services. 285 of mobile phone service provider users are satisfied with internet connection and 15 of mobile phone service provider users are either neutral or dissatisfied with internet connection. 291 of mobile phone service provider users are satisfied with activation time for value added services and 9 of mobile phone service provider users are dissatisfied and highly dissatisfied with activation time for value added services. 296 of mobile phone service provider users are satisfied with free sms services and 4 of mobile phone service provider users are either dissatisfied with free sms services. 288 of mobile phone service provider users are satisfied with guaranteed delivery of notification and 12 of mobile phone service provider users are either neutral or dissatisfied with guaranteed delivery of notification.

Value Added Services have become one of the powerful ways for service providers to attract more & more customers. It is observed that maximum number of mobile phone service provider users are availing the valued added services. But now everyone frequently uses some Value Added services like SMS, ring-tone downloading, internet connection and gaming, etc. Majority of mobile phone service provider users are satisfied with charges for value added services and very few of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with internet connection, activation time for value added services, free SMS and guaranteed delivery of notification.

Customer Care Services:

Table 16. Customer Care Services

Factors	HS	S	N	DS	HDS	Total	Weighted average score	Rank
Easily accessible	51	201	6	30	12	1149	3.83	**I**
Response time taken to answer your call by a customer care	45	204	6	36	9	1140	3.80	**II**
Problem solving of customer care	39	198	9	48	6	1116	3.72	**IV**
Time taken by call centre/customer care/helpline to resolve your complaint	42	207	6	36	9	1137	3.79	**III**

Source: Primary data

The above table shows that level of satisfaction about Customer Care Services. The weighted average score is ranged from 3.72 to 3.83. Out of 300 mobile phone service provider users, 252 mobile phone service provider users are satisfied with easily accessible by the service provider and remaining 48 of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with the service provider. 249 mobile phone service provider users are satisfied with Response time taken to answer your call by a customer care by the service provider and remaining 51of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with the service provider. 234 mobile phone service provider users are satisfied with Problem solving of customer care by the service provider and remaining 66 of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with the service provider. 249 mobile phone service provider users are satisfied with Time taken by call centre/customer care/helpline to resolve your complaint by the service provider and remaining 51of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with the service provider.

Customer care service is a key area concerning the mobile phone service provider users satisfaction. it has become the prime need of every service provider to satisfy the customer, so that they can attract more number of subscribers. This requires excellent customer care to be provided by operators. But the study reveals that the mobile phone service provider users are satisfied with easily accessible and very few of mobile phone service provider users are not satisfied or dissatisfied with problem solving customer care service and time taken by call centre/customer care/helpline to resolve your complaint with their service provider.

III. User's Overall Satisfaction Score among the Mobile Phone Service Providers:

Table 17. Overall Satisfaction Score

Service Providers	Overall mean score	Rank
BSNL	4.000	**5**
Airtel	4.091	**3**
Reliance	4.059	**4**
Aircel	4.783	**1**
Vodafone	4.125	**2**

Source: Primary data

The overall mean satisfaction score ranged from 4.000 to 4.783. The mobile service provider Aircel has secured higher mean score and stood at first and BSNL has secure least mean score and stood at last among the mobile service providers.

H_0: There is no significant difference in the overall satisfaction mean score among service providers.

Table 18. ANOVA

SOURCE	SS	DF	M S	F
Between groups	28.941	4	7.235017	74.78**
Within groups	28.53	295	0.096746	
Total	**57.571**			

Note: **- Significant at 5 % level

It is observed from the above table that the calculated value of F 74.78 is greater than the table value 2.37 (74.78>2.37). The null hypothesis is rejected. It is concluded that there is significant relationship in the overall satisfaction scores among the mobile phone service provider.

FINDINGS OF THE STUDY

- Among the variables under study, three variables namely current mobile service provider (X6), family income (X5) and Period of using a mobile phone (X7) are substantially important variables in discriminating between groups namely current mobile service provider is higher satisfaction on mobile phone service provider users.
- The mean score is ranged from 13.5 to 80.9. Maximum number of mobile phone service provider users to select the particular mobile service provider is Network quality is an important factor.
- Majority of users are not paying above Rs.1,000 monthly expenses on the mobile phones. It is further inquired to the respondent that will they talk more if the call charges further decline. It means although mobile users are willing to talk more on mobile phones but do not wish to pay more.

- The multiple regression models indicated that monthly expenses on mobile phone. The analysis of variance of multiple regression models for Y-monthly expenses on mobile phone indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 48.3 %.
- The result of the Prepaid billing services shows that majority of the mobile phone service provider users are satisfied with prepaid billing services like that call charges, service charges, availability of schemes, recharge facilities and flexibility of the service provider. Very few of the mobile phone service provider users are either neutral and dissatisfied with their service provider like that service charges and recharge facilities. Finally, mobile phone service provider users are happy with prepaid billing services offered by their respective mobile phone service provider.
- Majority of the mobile phone service provider users are satisfied with network connection and network coverage is the main reason for the selection of a service provider. Availing better network connectivity is the mobile phone service provider users expectation. Very few of mobile phone service provider users are dissatisfied with dealers network. To improve their network service in terms of better connectivity by resolving the connectivity problems and must improve the network service satisfaction level.
- Maximum number of mobile phone service provider users are availing the valued added services. But now everyone frequently uses some Value Added services like SMS, ring-tone downloading, internet connection and gaming, etc. Majority of mobile phone service provider users are satisfied with charges for value added services and very few of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with internet connection, activation time for value added services, free SMS and guaranteed delivery of notification.
- Customer care service is a key area concerning the mobile phone service provider users satisfaction. it has become the prime need of every service provider to satisfy the customer, so that they can attract more number of subscribers. This requires excellent customer care to be provided by operators. But the study reveals that the mobile phone service provider users are satisfied with easily accessible and very few of mobile phone service provider users are not satisfied or dissatisfied with problem solving customer care service and time taken by call centre/customer care/helpline to resolve your complaint with their service provider.
- The overall mean satisfaction score ranged from 4.000 to 4.783. The mobile service provider Aircel has secured higher mean score and stood at first and BSNL has secure least mean score and stood at last among the mobile service providers.

RESULT OF HYPOTHESIS TESTING

- There is significant relationship in the monthly expenses and personal variables among the mobile phone service provider users.
- There is significant relationship in the overall satisfaction scores among the mobile phone service provider.

CONCLUSION

Yesterday's luxuries are today's necessities. Today, there are a number of mobile service providers in the market and they offered various services for the purpose of mobile users. But users prefer to avail services from favourite service providers due to various reasons. It is cleared that the coverage area, billing system, plans offered and lower service charge and the mobile users are considered these factors to decide the service provider. The present study reveals that Aircel is the dominant leading mobile service provider in our Tiruppur District and other service providers to improve their services among the mobile users. The overall mobile users attitude towards mobile services is that they are satisfied with the existing services but they still they want more services to be provided.

REFERENCES

1. "Highlights of Telecom Subscription Data as on 31st December, 2011"
2. www.trai.gov.in
3. www.coai.in
4. http://dewagadget.com/review-top-10-most-mobile-phone-users-in-the-world.html
5. http://www.dnb.co.in/IndianTelecomIndustry/industrystructure.asp
6. Mallikarjuna .V, Krishna Mohan .G and Pradeep Kumar.D, "Customer switching in mobile industry - an analysis of pre-paid mobile customers in AP circle of India", International Journal of Research in Computer Application & Management, May 2011, Vol.1, No. 3, Pg. 63
7. Amulya. M and Anand, D, "Market Competence of BSNL in the dynamic Telecom World", Indian Journal of Marketing, June 2011, Vol.41, No. 6, Pg. 13-21.
8. http://www.212articles.com/growth-of-mobile-phone-service-provider/
9. http://india.mapsofindia.com/transportation/telecom-backbone-of-india.html
10. http://www.tmobilecellphones.biz/mobile-service-providers/index.htm
11. http://www.indianjournalofmarketing.com/
12. trai annual report
13. Coai annual report
14. http://www.onlinemarketing-trends.com/2011/08/global-mobile-market-is-now-2-of-global.html
15. "Highlights of Telecom Subscription Data as on 31st December, 2011"
16. www.tiptoptens.com/2011/07/13/top-10-countries-with-most-mobile-phone-users/