THE INTERNATIONAL JOURNAL OF SCIENCE & TECHNOLEDGE

Survey on Comparative Study of Mobile Service Providers

Harsha Rathore
Ph.D Scholar, Pt. Jawaharlal Nehru Institute of Business Management
Vikram University, Ujjain, Madhya Pradesh, India

Abstract:
The paper deals with the concept of telecommunication. Telecommunications, also called telecommunication, is the exchange of information over significant distances by electronic means. A complete, single telecommunications circuit consists of two stations, each equipped with a transmitter and a receiver. Telephone services in India begun in a small scale with the commissioning of a 50-line manual telephone exchange in 1882 in Kolkata. The telecom sector was a government monopoly until 1994 when liberalization gradually took place. Cellular service was launched in November 1995 in Kolkata. In this paper, the aim is to know the market share of various companies of telecom sector in Indore and the importance of quality of service of different mobile service providers used by different customers. The study used exploratory type of research. The survey has been conducted on sample size of 100.Questionnaire method has been used for the survey. The findings are representing by pi-chart and bar graph.

Keywords*: Telecommunication, Mobile service provider companies*

1. Introduction

Telecommunication is one of the fastest growing service industries in the world. While the accent of growth is one the value added service, such as e-mail, cellular phones etc in the developed countries. This sector a crucial role in spurring growth, especially industrial and service, in any economy. Multinational companies are investing in developing countries because of huge latest demand. Telephone penetration has reached saturation levels in the developed world. Telecommunication historically has been a state initiated and controlled sector in all countries. The last two decades has witnessed a restricting of the entire sector across the globe, in terms of privatization and competition. Opening up of economics and privatization in the developing countries has triggered influx of foreign capital and technology.
Telecom density is only 2 %, which is less than that of China (4.5 %) and the world average (10 %). Cellular penetration is also low at 0.1% compared to China (1.1%) and Malaysia (2%). To improve penetration will imply an investment of over Rs. 600 billion in next 5 years. The industry had received the Telecom Policy of 1994 with enthusiasm. It was hoped that this would usher in a new era in the telecom Sector. Unfortunately, delays in implementation and resulting confusion have derailed the same. The initial enthusiastic responses to building have given way to litigation and subsequent delays. Out of the 22 circles made available to the private sector for basic telecom service, only 2 are operational after 5 years. Despite all the delays, India has managed to take steps towards privatization and introduction of competition in basic telecom services. The government has announced a new telecom policy, which clarifies the future role of Department of Telecommunication. The new ISP policy will promote the use of internet. All this aims to promote investment in the telecom sector. The sector will undergo a dramatic transformation in the next 3-5 years.

1.1. TRAI (Telecom Regulatory Authority Of India)

Telecom Regulatory Authority of India (TRAI): TRAI was established under the Telecom Regulatory Authority of India Act, 1997 enacted on March 28, 1997. The goals and objectives of TRAI are focused towards providing a regulatory framework that facilitates achievement of the objectives of New Technology Policy (NTP) 1999. TRAI has endeavored to encourage greater corporation in the telecom sector together with better quality and affordable prices. Cellular services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodafone-Hutch, BSNL and Spice-Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Cellular operators get substantial revenue from these services, and compensate them for reduction in tariffs on airtime, which along with rental was the main source of revenue. The reduction in tariffs for airtime, national long distance, international long distance, and handset prices has driven demand.

1.2. Telecom Sector In India

More than 125 million telephone network is one of the largest communication networks in world, which continues to grow at a blistering pace. The rapid growth in the telecom sector can be attributed to the various pro-active and positive policy measures taken by the government as well as the dynamic and entrepreneurial spirit of the various telecom service providers both in private and public sector. The telecom sector has shown impressive growth during the past decade.

- **Network Expansion:** The total number of telephone subscribers has reached 281.62 million at the end of January 2008 as compared to 232.87 million in July 2007. The overall teledensity has increased to 23.63% in January 2008 as compared to 21.20% in August 2007.
- **Increasing Role of Private Sector:** The private sector has played a significant role in the growth of telecom sector. The share of private sector has risen to 85 per cent in December 2007 from 64.14 per cent in November 2006.

2. Objective

- To know the market share of various companies of telecom sector in Indore
- To know the various factors attributing to competitive edge of one mobile service provider over others.
- To know whether the Youth want to change their current mobile service provider when they are permitted to retain the current mobile phone number that they had.
- To know the importance of price of different mobile service providers used by different customers.
- To know the importance of quality of service of different mobile service providers used by different customers.

3. Limitations Of The Study

- The research will be conducted in a limited area.
- The internet information can be irrelevant.
- Time will be a major constraint.
- Smaller sample may not always give better results. Sample may not be true representative of the whole population.
- The possibility of biased responses can't be ruled out.
- Due to language problem it is possible that the respondents are not be able to understand the questionnaire and can cause misleading results.
- Lack of availability of full information.
- Lack of interest of respondents.

4. Research Methodology

In this study the research design is of exploratory type. The survey has been conducted on sample size of 100.In the survey the non probability convenience sampling is followed. Both primary and secondary is used. In the survey, the primary data was collected through questionnaires which had opened ended and multiple choice questions. And the secondary data was collected through journals, magazines, newspaper and internet. The data analysis was done by different types of methods like rating, pie charts, percentage, tables and through graph. The scaling was done by different types of methods like nominal, ordinal, interval, ratio Scaling.

4.1. Analysis and Interpretation

4.1.1. Different Age Group of Users using Mobile Service

Respondents were asked about their age group, results gathered are shown below:

Age Group	No. of Users
18-24	68
25-34	17
35-44	15

Table 1: showing no. of different age group users

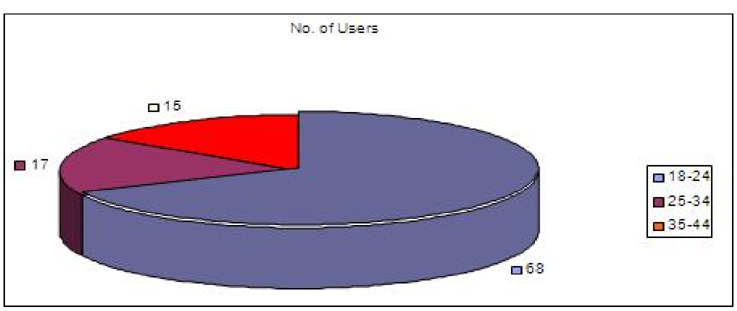

Figure 1: showing no. of different age group users.

- INTERPRETATION:- From the data collected, we came to know that 68 % customers are 18-24 Age Group, 17 % customers are 25-34 Age Group And 15% Customers are 35-44 Age group respectively. From this data, it is clear that more customers are associated to 18-24 Age groups.

4.1.2. Gender Group of Users using Mobile Service

Respondents were asked about their gender group, results gathered are shown below:

Gender	No. of Users
Male	68
Female	32

Table 2: showing the no. of male & female customers.

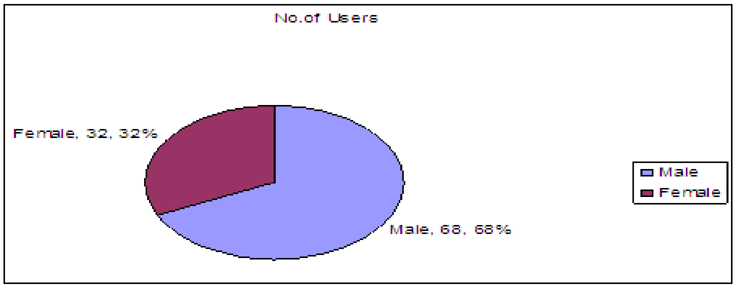

Figure 2: showing the sources from where the customers got acquainted with these companies.

- INTERPRETATION:- From the data collected, we find that 68% male users are using mobile service & 32% Female users are using mobile service. It is shows that maximum no. of users is male.

4.1.3. Different Education Group of Users using Mobile Service.

Respondents were asked about their education group, results gathered are shown below:

Education	No. of Users
Undergraduate	35
Graduate	44
Postgraduate	21

Table 3: showing the No. of years the respondents have been using the current mobile phone services

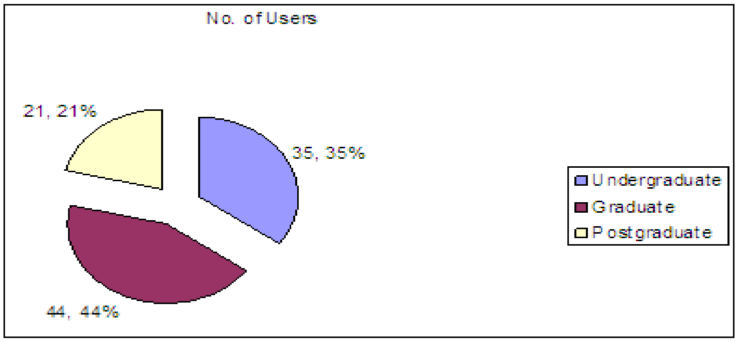

Figure 3: showing the No. of years the respondents have been using the current mobile phone services.

- INTERPRETATION:- Out Of100 respondents, 35% users are undergradute, 44 % users are Gradute and 21 % users are Post gradute.This clears that maximum users are Graduate.

4.1.4. Different occupation Group of Users using Mobile Service.

Respondents were asked about their occupation group, results gathered are shown below:

Occupation	NO. OF Users
Professional	27
Student	57
House Wife	7
Business Man/Woman	9

Table 4: This table 4 shows the no. of Users belong to different occupation

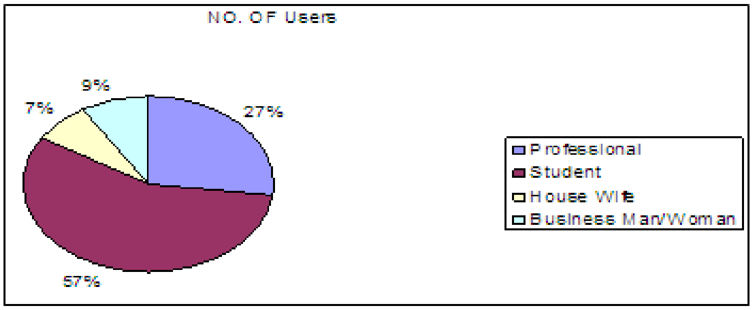

Figure 4: This figure 4 shows the no. of Users belong to different occupation.

- INTERPRETATION:- From the data collected, we came to know that 57% Users are Student, 27 % users are Professional, 9% Users are Businessman/woman and 7 % Users are Housewife. From this data it is clear that more Users are Student in Young Age.

4.1.5. Different Users have different service providers

Respondents were asked about their service provider, results gathered are shown below:

Service Providers	**NO. OF USERS**
Airtel	31
Vodafone	6
BSNL	16
Idea	25
Reliance GSM (Smart)	13
Reliance CDMA (RIM)	9
Virgin Mobile	0
TATA Indicom	0

Table 5: showing percentage of prepaid and postpaid customers.

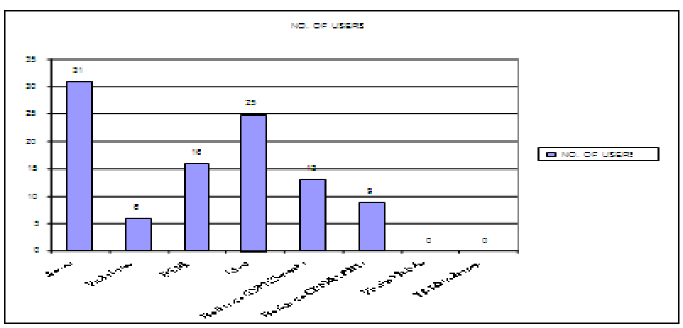

Figure 5: showing percentage of prepaid and postpaid customers

- INTERPRETATION: From the information collected it is clear that 31% Users are AIRTEL, 25% Users are IDEA, 16% Users are BSNL, 13% Users are RELIANCE GSM, 9% Users are RELIANCE CDMA and NO Users of VIRGIN MOBILE & TATA INDICOM.

4.1.6. Importance of various factors in a mobile service provider

Respondents were asked to rank the importance of various factors on a 5 point scale in a mobile service provider. The rank given by them are:

RATING FACTORS	**Very Poor**	**Poor**	**Average**	**Good**	**Excellent**
Best Network	5#	7	33	43	12
Best tariff	3	3	24	51	19
Best Service	4	7	25	50	14
Reliability	3	7	27	43	20
Customer Care Centre	8	40	32	15	5

Table 6: This table 6 showing Importance of various factors in a mobile service provider.
 # represents percentage of Users

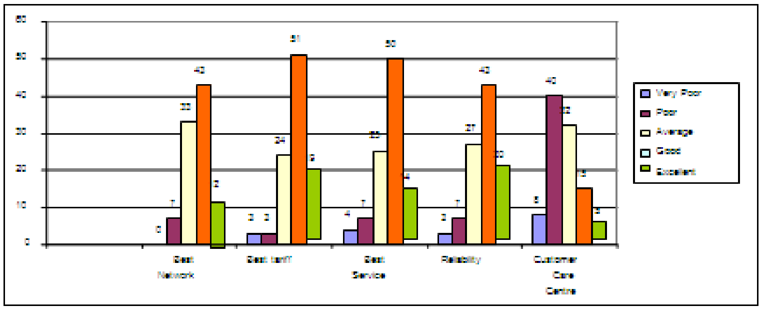

Figure 6: This figure 6 showing Importance of various factors in a mobile service provider.

- INTERPRETATION: - Out of 100 respondents, we came to know that more customers i.e. 43% wish the best network of their mobile service provider should be good, 51% customers want best tariff of service.50% customers want best service of products that should be offered by mobile service provider and 43% customers want good Reliability of their mobile service provider.

4.1.7. Service Providers Introduce new Product/offers in a Particular time

Users were asked to how often your service providers introduce a new product.

Offers	No. of Users
Often	31
Sometimes	55
Rarely	14

Table 7: This table 7 shows the Service Providers Introduce new Product/offers in a Particular time.

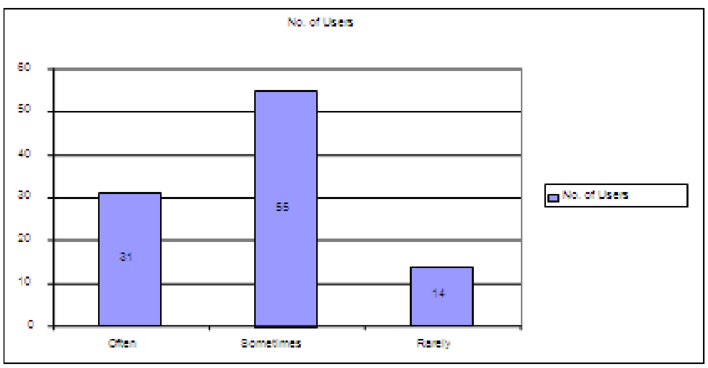

Figure 7: This table 7 shows the Service Providers Introduce new Product/offers in a Particular time.

- INTERPRETATION:- 55% Users Says that a Service Provider Introduces a new offers or Product Sometimes, 31% Users Says that a Service Provider Introduces a new offers or Product Often and only 14% Users says that a Service Provider Introduces a new offers or Product Rarely.so it clear that service providers are not introduce a product/offers regularly in a given period.

4.1.8. Satisfaction with the Call Cantre of service providers.

Satisfaction	No. of Users
Satisfied	39
Partially Satisfied	48
Dissatisfied	13

Table 8:- This table 8 show users Satisfaction with the Call Cantre.

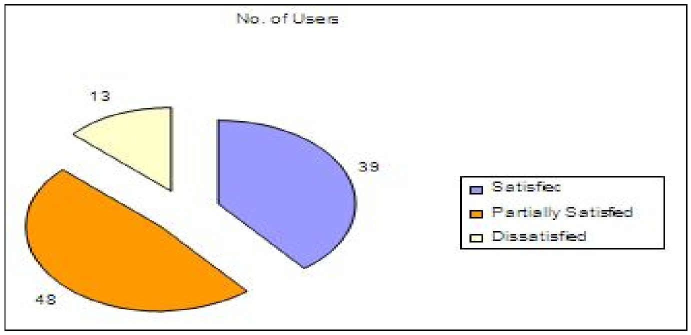

Figure 8: This table 8 show users Satisfaction with the Call Cantre.

- INTERPRETATION:- 48% Users Partailly Satisfied with there present Call Centre, 39% Users Fully Satisfied with there present Call Centre and only 13% Users totally Dissatisfied with there present Call Centre.

<u>4.1.9. Users Complaint against there mobile service provider</u>

Complaint	No. of Users
Yas	40
No	60

Table 9: This table 9 showing Users Complaint against there mobile service provider.

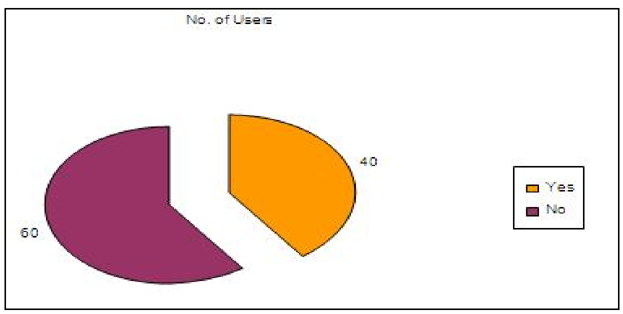

Figure 9: This table 9 showing Users Complaint against there mobile service provider.

- INTERPRETATION: - Out of 100 Users, we came to know that more customers i.e. 60% users no problem with there Service Providers and 40% Users Complaint against there service providers. so we can says that many users have some problem with there service provided related to the network, tariff, call rates and call centre.

<u>4.1.10. Users complaint under different categories</u>

Complaint	No. of Users
Weak Network	11
Tariff Structure	7
Balance Related	8
On Demand Service	4
Call Centre	10

Table 10: This table 10 shows the users complaint under different categories.

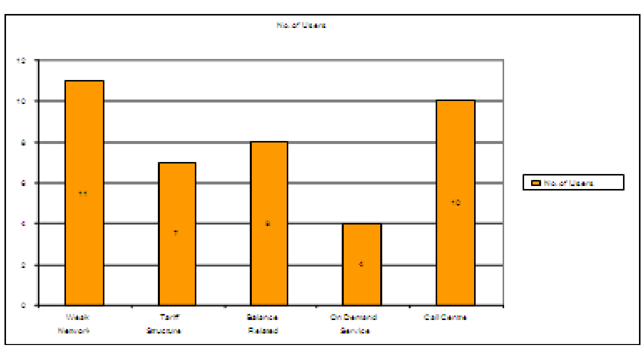

Figure 10: This figure 10 shows the importance of price on a 5 point scale in different brands.

- INTERPRETATION:- From the data collected, it is to be seen that 28% users are complaint against weak Network, 25% Users are Complaint against Call Centre, 20% users are complaint against Balance related, 17% users are complaint against Tariff Structure and 10% users are complaint against On Demand Service.

4.1.11. Overall performance of service provider from user's expectation

Expectation	No. of Users
Better Than I Expected	6
Some How Better	35
As I Expected	48
Some How Worse	9
Worse than I Expected	2

Table 11: This table 11 is showing the overall performance of service provider from user's expectation.

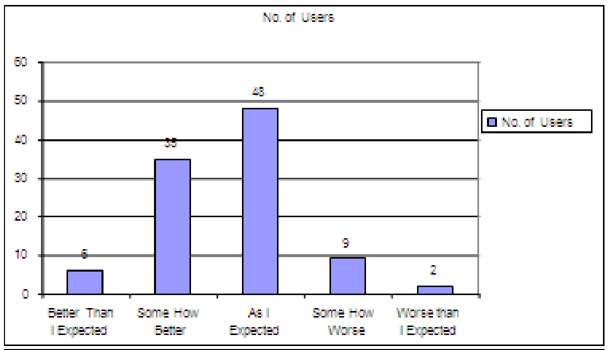

Figure 11: This shows the importance of quality of service on a 5 point scale in different brands.

- INTERPRETATION: - From the data collected, it is clear that more Users i.e. 48% users are getting services what they expected, 35% users are getting services what they some how expected, 9% users are getting services what they some how worse, 6% users are getting services what better than they expected and only 2% users are getting services what worse than they expected.

4.1.12. Recommend other to have connection with your service provider

Recommend to others	No. of Users
Definitely	38
Probably	50
Probably Not	12

Table 12: This table 12 shows the recommend other to have connection with your service provider.

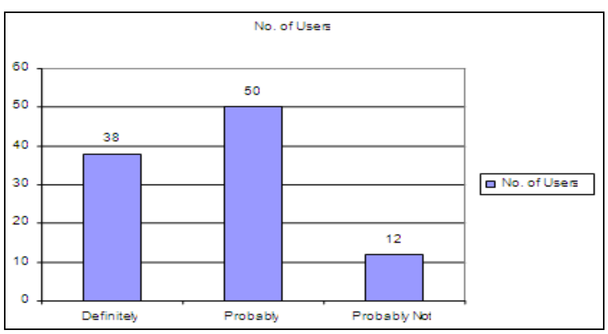

Figure 12:- This table 12 shows the recommend other to have connection with your service provider.

- INTERPRETATION:- From collected data, we came to know that 50% Users are Probably recommend others to have connection, 38% Users are Definitely Recommend others to have connection and only 12% Users are not recommend others to have connection. From this we can observe that more Users are recommending others to have connection with the services provider.

4.1.13. Switching Habits of Customers

Respondents were asked if they are permitted to retain the current mobile phone number that they have, then they would change their current mobile service provider

RESPONSE	NO. of Users
Yes	20
No	80

Table 13: This table 13 showing whether respondents are satisfying or not when they were asked if they are permitted to retain the current mobile phone number that they have, then they would change their current mobile service provider

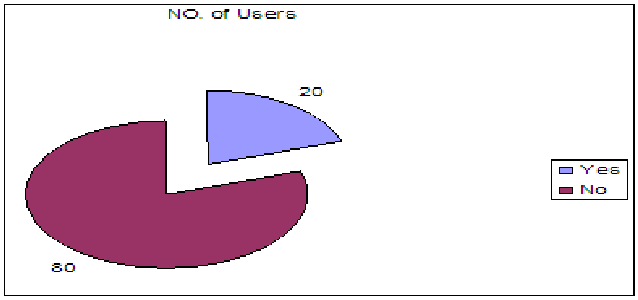

Figure 13: This figure 13 showing whether respondents are satisfying or not when they were asked if they are permitted to retain the current mobile phone number that they have, then they would change their current mobile service provider.

- INTERPRETATION: Out of 100 Users 80% are not satisfying to change their current mobile service provider even if they are permitted to retain the current mobile phone no.. Only 20 % are satisfied to change their current mobile service provider when they are permitted to retain the current mobile phone no.

4.1.14. Selection of New Service Providers

Service Providers	NO. of Users
Airtel	6
Vodafone	3
BSNL	4
Idea	4
Reliance CDMA	3

Table 14: This table 14 shows the brand of different mobile service providers which are to be preferred when the respondents are satisfied to change their current mobile service provider when they are permitted to retain the current mobile phone no.

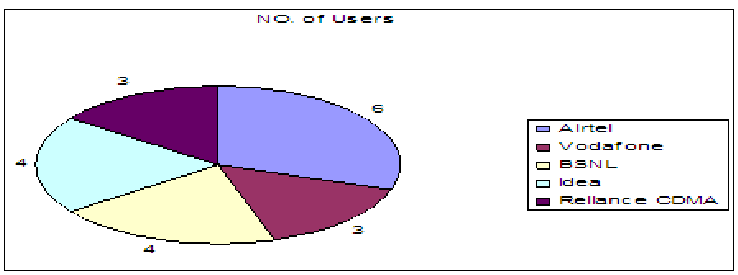

Figure 14: This figure 14 shows the brand of different mobile service providers which are to be preferred when the respondents are satisfied to change their current mobile service provider when they are permitted to retain the current mobile phone no.

- INTERPRETATION:- 30% Users prefer to adopt Airtel when they are satisfied to change their current mobile service provider when they are permitted to retain the current mobile phone no., 20% & 20% respondents rated their preference to BSNL and Idea respectively, and 15% & 15% Users prefer to adopt Vodafone and Reliance CDMA respectively.

4.1.15. Why users choosing another service provider

Facilty	No. of Users
Call Rates	5
Services	2
Network	8
Schemes	2
Tariff	3

Table 15: This table 15 showing why users choosing another service provider.

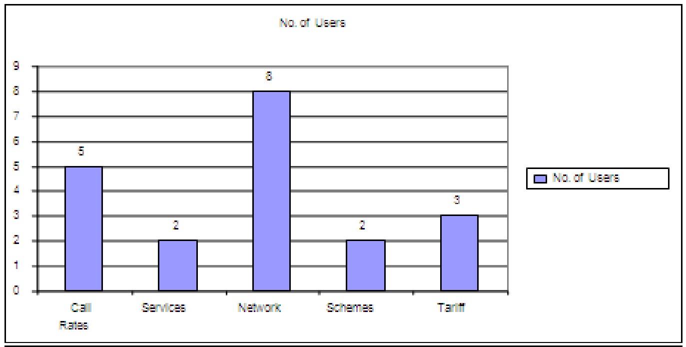

Figure 15: This table 15 showing why users choosing another service provider.

- INTERPRETATION:- 40% Users prefer to switch service provider for Best Network, 25% Users prefer to switch service provider for Best Call Rates, 15% Users prefer to switch service provider for Best Tariff, 10% & 10% Users prefer to switch service provider for Best Schemes & Service.

4.1.16. Recommendation offers to using service providers

Facilty	No. of Users
Call Rates	25
Services	20
Network	35
Schemes	10
Tariff	10

Table 16: This table 16 showing recommendation offers to using service providers.

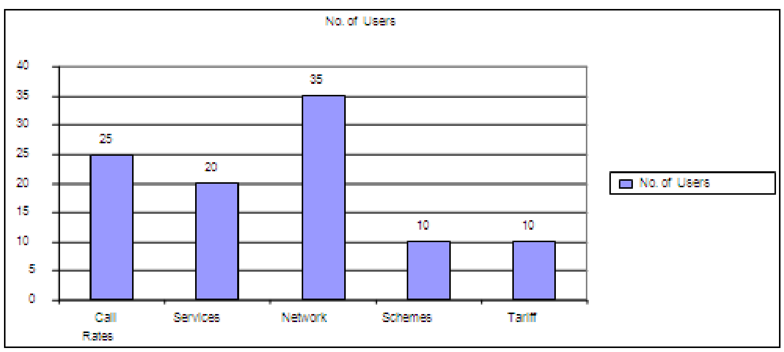

Figure 16: This table 16 showing recommendation offers to using service providers.

- INTERPRETATION:- 35% users recommendate to service provider for Network, 25% users recommendate to service provider for Call Rates, 20% users recommendate to service provider for Services and 10% & 10% users recommendate to service provider for Schemes & Tariff.

We Can say that the service providers to improve to there Network & Reduce the Call Rates.

5. Findings

- Few years back mobile connections were not common among the students. But with the mobile revolution now we can find almost every student with mobile phone.
- Most of the students prefer prepaid connections than postpaid connections.
- Most preferred cellular company amongst the students is Airtel and the least preferred company is Spice/Idea.
- Friends and T.V. are the best media advertisements that put more impact on the students buying decisions.
- Maximum respondents were using their current mobile service providers for more than 3 years.
- Majority of customers don't want to change their current mobile service provider even if they are permitted to retain the current mobile phone number that they had.
- Mostly the students are satisfied with the services provided by the different cellular companies.
- Mostly the Youth don't use their mobile services beyond making calls and text messages.
- Majority of customers do associate with BSNL due to its comparatively low cost and free calls. Airtel attract customers due to its wide network and more Dealers. Vodafone due to its network, call cost and customer care service. Spice/Idea due to its network and customer care.

6. Conclusion

Telecom sector is booming sector. Its market is quite competitive in M.P. with so many companies venturing here. Most of the customers are associated with Airtel due to its Best Service and Better Network. Vodafone is a new player in the market. Idea seems to be just behind the Airtel in the ranking. Portability of number is the demand of customers from companies' side. India's telecommunication sector has been touted as one of the most lucrative markets for mobile service providers and also for global mobile companies.

7. Recommendation

- Mobile service providers should provide the facility of portability of number.
- Mobile service providers should provide the web access at cheaper cost.
- Telecom market is quite competitive so mobile service providers should provide the services at cheaper cost.
- Mobile service providers should focus on providing better network coverage Especially BSNL.
- Mobile service providers should also start providing 3G technology in Rural as well as Urban areas.
- Mobile service providers should provide various schemes for their existing customers.
- Tariff plan for STD and ISD calls should be reduced.

8. References

1. Kothari C.R., "Research methodology" "Vishwa Publication, New Delhi, 2nd edition.
2. Kotler, Philip, "Marketing Management", Prentice Hall of India Pvt. Ltd. New Delhi, 9th edition.
3. http://www.airtel.in
4. http://en.wikipedia.org/wiki/Idea_Cellular
5. http://en.wikipedia.org/wiki/Spice_Telecom
6. http://www.pluggd.in/indian-telecom-industry/idea-tmi-acquires-spice-telecom-1805/
7. http://www.adityabirlanuvo.com/media/features/features.aspx?ID=1d95UDdxCdM
8. http://www.mobiles.in/mobile-service-providers.htm
9. http://www.trai.gov.in/
10. http://www.bsnl.co.in/about.htm
11. http://www.scribd.com/doc/8201189/study-of-students-preference-different-mobile-service-providers
12. http://trak.in/Tags/Business/telephone-subscribers/