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## An Methodical Study of Customer Attitude towards Caller Tunes for Various Mobile Services Providers

**Ami Sah**

Student, ICBM- School of Business Excellence, Hyderabad, India

**Nafees Zehra**

Student, ICBM- School of Business Excellence, Hyderabad, India

**Ashwini Boyapati**

Student, ICBM- School of Business Excellence, Hyderabad, India

### **Abstract:**

*Indian Telecom market is one of the rapid growing markets after China and is forecasted in terms of 1200 million users by 2013. India has been fast in increasing the number of mobile service provider companies which cost tariff rates hit all time low. TRAI have made efforts to support the competitive market. Service providers are reducing their caller tunes rates in order to increase their business. This allows mobile service providers to target high income as well as low income population to increase the market share. The availability of various subscribers options for consumers and different tariff rates for caller tunes to attract customer from competitors and retain their existing customers. The objective of study is to find out the factors that attracts the customers by giving attractive caller tunes for free or at low cost and explore by finding out the likeliness of purchasing attractive caller tunes and knowing the behavior of consumer while opting for caller tune. The city of research for the study was Hyderabad due to accessibility of well mixed population based in Hyderabad a well structured questionnaire was designed and managed to collect samples across the Hyderabad. By doing research on the huge population of Hyderabad it is found that attractive caller tunes play a very important role. It is found that there is a relation between switching to the new caller tunes and purchasing new caller tunes by looking at the TV advertisements and advice from friends and after analyzing and finding the factors we proposed that the mobile service providers concentrate on increasing attractive caller tunes at lower rates and network stability competitively.*

### **1. Introduction**

Indian mobile market scenario, analysis report forecasts and depicts the phenomenal development in the Indian Telecom market. Due to radical change in the development of Indian mobile market the competition between various mobile service providers has come into existence. Today India is the world's highest growing Telecom market after china. The reason behind the development of the Telecom market is the rapid innovation in technology. The vision of Telecom market is to still reach maximum population in India. During research it was estimated that the Indian telecom market has experienced a composite annual growth of about 25%. The research also states that during the year 2012 and 2013 it was found that more than 15 million crore subscribers were added. Due to this figures the Indian Telecom market has experienced a increase in penetration rate from 23% to 32%, and forecasted to reach 36% by the year 2014. Due to this increased growth in the telecom sector, various mobile service providers are trying to grab the market share of the Indian Telecom market. The competitors are trying to acquire the largest share by concentrating more on low income population, and also taking both rural and urban market into the consideration. Due to the availability of various service providers, consumer has more number of options to select the best service provider based upon less tariff rates. The various mobile service providers are offering services to the customer at the affordable rates. The competition has increased because there is significant difference in buying behaviour patterns of the customers. The research also states that the mobile service providers find difficult to retain the customers, even if the customer is loyal to a particular brand, if the brand does not satisfy his/her needs, the customers switch to a competitors brand. There are several factors which identifies the buying behaviour of customers such as cost, availability, good service connection and many more. Therefore to retain the customers and to attract the new customers it is the responsibility of the mobile service providers to provide all the facilities which the customers want that too at the affordable rates. The mobile service providers have to

invest on resources and should bring new schemes and packages to retain the customers. The research focuses more on customers' satisfaction because of its monotonous buying behaviour as it is the key aspect for the profitability of the business.

## 2. Caller Tunes

Caller tune is the personalized ring back service that enables you to change the conventional "ring ring" sound heard when your friends, colleagues and family members call you with a tune of your choice. Caller tunes service entertains your callers with selected music each time your phone rings, while creating a unique identity for yourself.

## 3. Types of Caller Tunes

- Caller tunes are in the form of film songs like (melody, rock, western etc.), bhakti songs.
- It is in the form of film or movie dialogues.
- It is in the form of instrumental music.

## 4. Purpose and Objective of the Research

The objective of the research is to determine the market share of the caller tunes and to find out the factors that are influencing the customers to buy a caller tunes so as to give attractive caller tunes to the customers, how to attract the customers from the competitors i.e, by reducing the caller tune packages .

## 5. Type of Research

- The type of research for the study of customers' behavior on the buying pattern of caller tunes in the descriptive research design.
- The tools that are used for the research is questionnaire, personal, face to face interview.
- The area that is covered under this study is the city of Hyderabad, A.P.
- The research showed appropriate results due to well mixed population in Hyderabad, a well structured questionnaire managed to collect samples across the Hyderabad city.
- Due to huge population and the need for responses the method of cluster sampling was used. The normal sample size was taken as 200
- The critical factors or the variable factors considered for this study are demographic (age, income, occupation ) customer satisfaction with existing mobile service providers.

## 6. Literature Review

Richard Lee, Jamie Murphy, University of Western Australia (2005), their study investigates determinants that cause mobile phone Customers to transit from being loyal to switching. It concluded that there are different factors which affect the Customers to switch from loyalty to switching intentions such as price, technical service quality, Functional service quality, switching costs, etc. But, the rating was given that price is the most important factor which affects the Customers to switch loyalties to another provider.

From web Mobile phones were introduced around a decade ago in 1995 -1996 in India, are becoming the dominant means of accessing communication at the end of 2005 – 2006 there were 90 million mobile subscribers in India in comparison to 50 million subscribers for landlines. Indian mobile subscriber base has now reached 617.53 million users, while number of telephone subscribers (wireline and wireless ) India has increased to 653.92 million for month of may 2010. The increase in mobile phones has been phenomenal in comparison with land lines since the introduction of mobiles in the country. According to the latest report mobile growth rate is more than 3 billion 2014.

With the awareness of quality, today's customer is more demanding and so the industrial growth has been forced to listen to the voice of customer. The change in technology has brought the quality awareness among customers.

## 7. Problem Identification

- The problems which were identified during the research was that most of the customers are unaware of activating and deactivating facility of caller tunes.
- The reason behind this is nothing but the service providers did not make customer aware about the activating and deactivating facility of caller tunes.
- Due to the less marketing strategy the service providers has failed to acquire the market share in terms of providing attractive caller tunes at reasonable package.
- Another problem which was identified was the variety and availability.
- The service providers have failed to provide easy access to the caller tunes.
- Another problem is that the caller tune packages are costly.

## 8. Scope

- The present study can be extended to other geographical areas.
- This study can be extended to understand the switching behavior of a particular cellular service provider.

- This study can be extended to improve the innovation in the caller tunes offering at low price.
- This study can help the various service providers to compete with existing service technology and to bring the necessary changes.
- This study has the scope to identify the gaps in providing the attractive caller tunes to the customers.
- This study also helps the service providers to grab the opportunity to acquire the largest share in the caller tune market.

### 9. Data Collection

The data was collected with the help of a questionnaire, articles and also with the help of literature review. As the research was subjected to the city limits of Hyderabad the samples was collected from different regions or blocks around the city. At the initial stage of research the city Hyderabad was divided into four regions as north, south, east and west respectively, and the random samples was collected. The distribution of questionnaire region wise is as follows,

REGIONS	NO.OF SAMPLES DISTRIBUTE IN THE FORM OF QUESTIONNAIRE
SOUTH	56
NORTH	51
EAST	48
WEST	45

*Table 1*

Due to the huge mix population present at the city Hyderabad the method of cluster sampling was used from which approximately 180 samples were distributed and significant results were collected/gathered.

The availability of various service providers present at the city Hyderabad is as follows,

- BSNL (Bharat Sanchar Nigam Limited)
- Airtel
- Idea
- Vodafone
- Reliance
- Aircel
- Tata Docomo
- Uninor etc.

Each service provider has its own specifications and its own characteristics. Each service players are competing with each other based on offering low costs caller tune facility with good customer service. All the service providers are trying to compete with each other and also to retain the customers as well as to attract new customers.

The characteristics to which a customer prefers while selecting a service connection is as follows,

SPECIFICATION	PERCENTAGE
Caller tune rates	70
Variety	63
Brand name and popularity	35
Value added services	10
Customer Care Services	25
Advertisements	65
Advice	15

*Table 2*

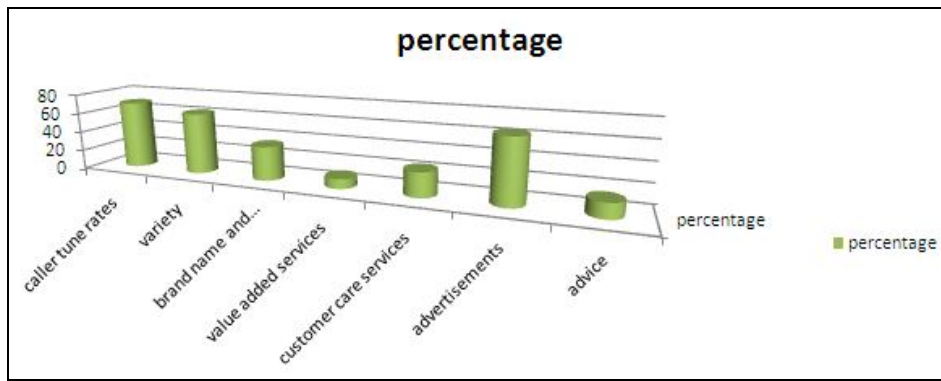


Figure 1

From the above figure the research clearly states that customer prefers to select the service provider based upon the caller tune rates then followed by variety and advertisements respectively.

The relation between various variables can be better understood by the help of hypothesis testing.

**10. Hypothesis**

- H0: The factors are random and are independent of each other.
- H1: The factors are related to one another.

So, the factors are in fact related to one another. The five factors are interrelated and from there mean ranking, it is found that caller tune rates is the most important factor for switching behavior followed by variety, value added service, customer care and finally advertisement which plays the least important role.

**11. K Test**

- H0: There is no relation between the switching of service providers by consumers and the factors\* that affect it.
- H1: There is a relation between the switching of service providers by consumers and the factors\* that affect it.

**12. Network Service Providers Most Preferred by the City of Hyderabad, A.P.**

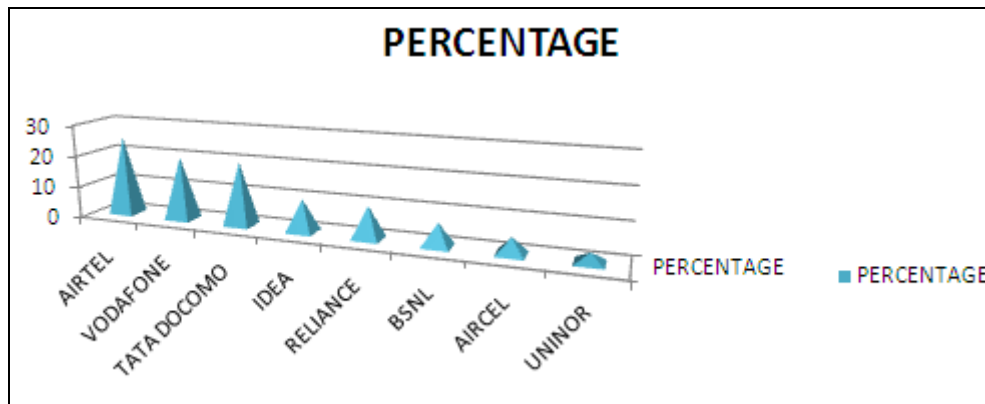


Figure 2

The above graph shows that market share of various mobile service providers at the city Hyderabad. This diagram represents that Airtel has the majority of the subscribers having the largest share in the mobile market followed by Vodafone, Tata Docomo, Idea, Reliance, BSNL, Aircel, and Uninor respectively.

The buying behavior pattern of the customers depends upon age and preference towards the music.

**13. Factors That Influences The Customer To Select The Service Connection:**

- Family
- Friends
- Self Decision
- T.V. Advertisements

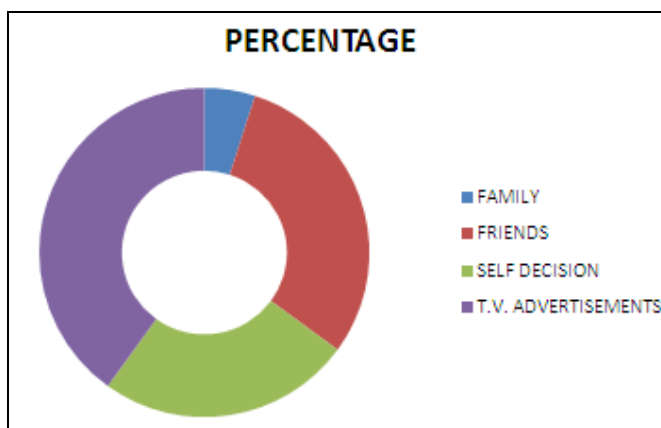


Figure 3

#### 14. Outcome of the Research

- From the above research it was found that attractive caller tune rate plays a very important role for a customer to select the caller tune.
- Most of the customer are unaware about the activation and deactivation facility of caller tunes.
- Service providers fail to provide customer service to provide the preference caller tune.
- Service providers fail in the marketing strategy to promote caller tune selection facility.
- Service providers offering caller tunes by charging more prices.
- From the research it is found that most of the young population are using caller tunes compare to different age groups.

#### 15. Suggestions

- To acquire the largest market share in providing the caller tunes at low cost rates.
- Service provider has to develop such an infrastructure to improve activation and deactivation facility of a caller tunes.
- Service providers have to provide varieties in the caller tunes for the people of different age groups.
- Service providers have to develop good marketing strategy.
- Service provider has to provide special offers to increase the sale of caller tunes.
- Service provider has to take time to time feedback from the customers to increase their efficiency.

#### 16. Conclusion

From the above research we conclude that low rates of the caller tunes will helpful in retaining the existing customers. In order to create new customer and retain existing customers the service providers should improve the accessibility, availability, awareness, and should provide variability in the caller tunes.

#### 17. Reference

1. <http://warse.org/pdfs/2013/icacsesp93.pdf> by Prof. Narsimha Bhatt