

# ATTITUDE OF THE CUSTOMERS ABOUT THE ATTRACTIVE SCHEMES OFFERED BY THE MOBILE PROVIDERS IN TIRUCHIRAPPALLI DISTRICT

R. Krishnapriyaradha, Ph.D Research Scholar (Part-Time ) Commerce, Dept of Commerce, Holy Cross College (Autonomous) Holy Cross College, Tiruchirappalli -620 002.

S.M. Pushparani, (Retd). Associate Prof. Dept of Commerce, Holy Cross College (Autonomous) Holy Cross College, Tiruchirappalli -620 002.

## Introduction

Marketing is a movement of goods as flow of main services provided for people which is very indispensable for day to day life of the people. It is an exchange or a transaction which is projected to fulfill the needs and wants of the human beings. On the other hand, marketing is very significant and can be felt as opportunities and challenges offered in selling and advertising of new products by way of goods and service in the market. Marketing is related to identify and meet the human needs for meeting the needs profitably. It paves the way for marketers for applying the traditional or conventional and modern marketing techniques for their services, without differentiating the goods and services, for executing various services.

## Significance of the study

The satisfaction of the consumers is the most imperative focus for marketing tangible products or intangible services. Telecommunication service providers offer many special services and these services are offered to the customers who are concerned for it with satisfaction. The magnitude of this study highlights the attitude of the consumers towards the assorted attractive schemes offered by the service providers namely BSNL & BHARATHI AIRTEL) to the mobile users as consumers in Tiruchirappalli District. Hence this research has been undertaken to study the “**ATTITUDE OF THE CUSTOMERS ABOUT THE ATTRACTIVE SCHEMES OFFERED BY THE MOBILE PROVIDERS IN TIRUCHIRAPPALLI**”.

## Statement of the Problem

Indian communication industry is strongly integrated with the global economy, in this manner it focuses the telecommunication companies to operate outside national boundaries. Customers' satisfaction towards the level of attractive schemes offered by the service providers should aim at customer delight in the present position. People are aware of the new and existing schemes offered by the telecommunication providers who offer many attractive and innovative new schemes among the mobile users, in Tiruchirappalli district. Keeping in mind, the various attractive schemes offered by the telecommunication service providers, the various attractive and

innovative current schemes draws the mind of the consumers regularly. Thus, this paper attempts to analyse the attitude of the mobile users towards the different or assorted schemes offered in Tiruchirappalli district.

## Scope of the study

This study has been carried out to recognize the diverse marketing approaches implemented by the public sector telecom service provider BSNL and Bharthi Airtel limited private sector telecom service providers in promoting their product through multiple marketing strategies. To carry out these various schemes in the market penetration tactics, the customers are considered as the “KING” and various methods of attractive schemes are offered to the customers to capture the market in this competitive business scenario. This study will be very helpful to the public and private telecommunication service providers, experts, researchers and policy makers.

## Review of Literature

**Rust and Oliver (1994)** defined satisfaction as the “customer’s fulfillment response”, which is an evaluation as well as an emotion-based response to a service. **Fornell C. et al. (1996)** in their research paper titled ‘The American customer satisfaction index: Nature, purpose, and finding’ argued that perceived quality, which had been explained as the server market evaluation of recent consumption experienced, would have a direct and positive impact on overall customer satisfaction. **Cronin et al., (2000)** assessed service satisfaction using items that include interest, enjoyment, surprise, anger, wise choice, and doing the right thing. (**Venkaatesh et al., 2003**). Identifiability shows the ability to recognizing the identity of a user through a mobile device. **Chin Chin Wong and Pang LeangHiew (2005)** studied the correlations between factors affecting the diffusion of mobile entertainment in Malaysia. The study deals with a timely issue and provides an overview of the current state of deployment of mobile entertainment services in Malaysia from consumers ‘perspectives. **Vignesh Kumar, S (2006)** Stated that “A study on Customer Satisfaction Level of the Reliance India Mobile (Postpaid) users in Madurai Region”, The survey was conducted among the postpaid RIM users in the areas of Madurai region with a sample size of 150. Descriptive research with probability random sampling technique was used to collect the data. **Shashi Kumar Charifey (2007)** identified that “Consumer Satisfaction on Mobile Service Depends on the Demographic Characteristics of the Respondents”. The deep positive impact of mobile services on social changes has been identified. **Pedro S. Coelho and JörgHenseler (2009)** conducted two large-scale, representative, cross-sectional studies in different service industries based on the ECSI (European Customer Satisfaction Index) framework. **Rajpurohit R.C.S et.al (2011)** ‘Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers an Exploratory Study in Jodhpur City, Rajasthan’ found that consumers prefer a particular mobile phone service provider on the basis of call tariffs, network coverage and value added services. **Dineshkumar .U and Moorthy V. (2012)**, in his article ‘A Study on Customer Satisfaction towards Airtel in Dharmapuri District’ is carried out with an objective to determine the consumer preference and satisfaction. **Vipan Bansal and Bindu Bansal (2013)** stated that “A Study on Customer Satisfaction of Mobile Phone Service

Users Operating in the Malwa Region of the Punjab”. The Indian telecom sector like any other industrial sector in the country has gone through many phases of growth and diversifications. **Nemat Sheereen (2014)** in his article entitled, ‘A Study on Customer Satisfaction of BSNL Services in Kerala’ has stated that BSNL is one of the leading telecommunication service providers in Kerala.

## Objectives of the Study

The main objective of this study is to evaluate the attitude of the mobile users about the different attractive schemes offered by the service providers BSNL & BHARAT AIRTEL in Tiruchirappalli District.

## Research Methodology

Research methodology is a way to systematically solve the research problems. This research work was undertaken in Tiruchirappalli district, to assess the attitude of the mobile users about the diverse attractive schemes offered by the service providers BSNL & BHARAT AIRTEL in Tiruchirappalli District. This is a descriptive study, where the researcher has used primary data and secondary data, based on the four Revenue divisions (Srirangam, Lalgudi, Musiri, Tiruchirappalli City), Tiruchirappalli district (Census 2011 report). Multi stage random sampling technique by adopting disproportionate sampling method to select 500 sample respondents through survey method by administering a well structured questionnaire. For the purpose of analyzing this research Pearson Coefficient Correlation Analysis has been applied as a statistical tool to find the result for the study.

## ANALYSIS AND INTREPRETATIONS

### *Attitude of the customers about the attractive schemes offered by the mobile providers in Tiruchirappalli District – ( Pearson Correlation Coefficient )*

Correlation Coefficient is calculated to ascertain the statistical relationships between two or more values in fundamental statistics. Pearson Correlation Coefficient is a measure of the strength and direction of the linear relationship between two variables that is defined as the (sample) covariance of the variables divided by the product of their (sample) standard deviations.

## PEARSON CORRELATION COEFFICIENT BETWEEN 13 DIMENSIONS

Correlation Matrix<sup>a,b</sup>

Variables	SMS Facility	MMS Facility	Voice Mail	Voice Clarity	New service	Internet services	Balance check	Area coverage	Group call	Video call	Tariff plan	Connectivity	Dialler tunes
SMS Facility	1.000	.438	.311	.286	.024	.442	.255	.169	.157	-.018	-.016	-.016	-.008
MMS Facility	.438	1.000	.843	-.026	.750	.174	.324	.214	.198	.050	-.023	-.023	.156
Voice Mail	.311	.843	1.000	-.026	.852	-.020	.197	.124	.113	.022	-.023	-.023	.197
Voice Clarity	.286	-.026	-.026	1.000	-.021	.664	-.005	.402	.378	.511	.573	.573	-.005
New service	.024	.750	.852	-.021	1.000	-.016	.219	.143	.132	-.021	-.018	-.018	-.009
Internet services	.442	.174	-.020	.664	-.016	1.000	-.003	-.007	-.008	-.008	-.007	-.007	-.003
Balance check	.255	.324	.197	-.005	-.219	-.003	1.000	.707	.666	-.004	-.004	-.004	-.002
Area coverage	.169	.214	.124	.402	.143	-.004	.707	1.000	.942	.629	.705	.705	-.004
Group call	.157	.198	.113	.378	.132	-.008	.666	.942	1.000	.592	.664	.664	-.005
Video call	-.018	.050	.022	.511	-.021	-.008	.004	.629	.592	1.000	-.894	.894	-.004
Tariff plan	-.016	-.023	-.023	.573	-.018	-.007	-.004	.705	.664	.894	1.000	1.000	-.004
Connectivity	-.016	-.023	-.023	.573	-.018	-.007	-.004	.705	.664	.897	1.000	1.000	-.004
Dialler tunes	-.008	.156	.197	-.005	-.009	-.003	-.002	-.004	-.005	-.004	-.004	-.004	1.000

a. Determinant = .000

b. This matrix is not positive definite(NPD).

The above table reveals that the correlation matrix among the attitude about the attractive schemes offered by the service providers among the customers on various offers provided currently in Tiruchirappalli District. Following are the thirteen (13) various variables selected from the schemes such as SMS facility, MMS facility, Voice Mail, Voice clarity, New services, Internet services, Balance check, Area coverage, Group call, video call, Tariff plan, Connectivity and Dialler tunes.

The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and SMS facility is 0.438 which indicates 43.8 percentage positive relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and MMS facility is 0.843 which indicates 84.3 percentage positive relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Voice Mail is - 0.026 which indicates 0.26 percentage positive relationships and it is significant at 0.05% level.

The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Voice Clarity is - 0.021 which indicates 0.21 percentage negative relationships and it is significant at 0.05% level.

The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and New service is - 0.016 which indicates 0.16 percentage positive relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Internet services is -.003 which indicates 0.03 percentage negative relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Balance Check is 0.707 which indicates 70.07 percentage positive relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Area coverage is 0.942 which indicates 94.2 percentage positive relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Group Call is 0.592 which indicates 59.2 percentage positive relationships and it is significant at 0.05% level.

The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Video call is 0.894 which indicates 89.2 percentage positive relationships and it is significant at 0.05% level.

The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Tariff Plan is 1.000 which indicates 10.0 percentage positive relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Connectivity is -0.004 which indicates 0.04 percentage negative relationships and it is significant at 0.05% level. The correlation coefficient between attitude of the mobile users about the innovative schemes offered by the service providers and Dialler Tunes is 1.000 which indicates 10.0 percentage positive relationships and it is significant at 0.05% level. Hence there is a close positive relationship between the level of attitude among the consumers about the various attractive and innovative schemes offered by the mobile service providers and are analysed in the above Pearson correlation coefficient analysis. Thus the above table shows that the various thirteen (13) variables selected for the purpose of this study are not positive definite (NPD).

## Conclusion

In the developing countries service industries are becoming prominent to serve the needs of the ultimate or definite customers. Services' marketing has engaged an indispensable place in business studies throughout the world. Currently, marketers are applying the conventional/traditional and modern marketing techniques for penetrating their new innovative marketing strategies for their new schemes or services. In fact they are very much concerned on marketing of physical goods and of services, but in reality; they are performing the marketing of services in a creative and innovative style.

