

MOTIVATING FACTORS INFLUENCING THE CUSTOMERS ON THE SERVICES OFFERED BY THE MOBILE SERVICE PROVIDERS IN TIRUCHIRAPPALLI DISTRICT

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Introduction

Marketing is an activity carried out for people, involved in the flow of goods and services from the producer to consumer. The spirit of marketing is an exchange or a transaction, proposed to satisfy human needs or wants, and with the broader importance can be felt by the opportunities and challenges it has offered in selling and advertising of new products to the society. Marketing is about identifying and meeting human and social needs for “meeting needs profitably”. Services’ marketing has engaged as an indispensable place in business studies all over the globe. Marketers are applying the conventional and modern marketing techniques for marketing their services, without differentiating the physical goods and services, but in reality, they are performing the marketing of services.

Significance of the study

Consumers’ happiness or satisfaction is the most important focus for marketing tangible products or intangible services. Telecommunication service providers offer many special services and the services are offered to the customers who are interested for it with satisfaction. The importance of this study highlights the various motivating factors to what extent the customers are delighted to buy the services offered by the Telecommunication service providers, namely BSNL and BHARAT AIRTEL in Tiruchirappalli District. Hence this research has been undertaken to study the “**MOTIVATING FACTORS INFLUENCING THE CUSTOMERS ON THE SERVICES OFFERED BY THEIR MOBILE SERVICE PROVIDERS IN TIRUCHIRAPPALLI DISTRICT.**”

Statement of the Problem

Indian communication industry is closely included with the world economy, thereby making it necessary for telecommunication companies to operate outside national boundaries. Customers’ satisfaction of service providers should aim at customer delight in the present situation. Though the people have a good awareness of telecommunication provider’s awareness, they do not come forward to purchase products or schemes.

Keeping the various schemes offered by the mobile providers, the telecommunication service providers suggest many motivating offers in order to capture the mind of the consumers. Thus many motivating or influencing factors which attract the customers are taken as main elements for this study.

Scope of the study

This study has been undertaken to identify the different marketing strategies adopted by the public sector telecom service provider BSNL and Bharti Airtel limited private sector telecom service providers in product differentiation, pricing, advertisement and sales promotion. By adopting these marketing strategies the customers are considered as the “KING” and various methods of attractive schemes are offered 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. **(Venkatesh 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 this 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 diversification. **S. 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 analyze the various motivating factors which influence the customers to purchase the schemes offered by the service providers BSNL & BHARAT AIRTEL.

Research Methodology

Research methodology is a way to systematically solve the research problems. This research work was undertaken in Tiruchirappalli town, to analyze the various motivating factors influencing the customers to purchase the schemes offered by the service providers. 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 Factor Analysis has been applied as a statistical tool to find the result for the study.

ANALYSIS AND INTREPRETATIONS

In this present business scenario the needs of the customers are fulfilled by provided various goods and services with innovation and creativity. The various variables such as the motivating factors are taken into consideration to analyse this study. The principle component analysis is used to reduce the variables into phenomenon factor. In this analysis is given for Likert five point scaling method. In the present study reveals that opinion about the attraction of their current service provider. In this factor analysis covers 13 variables for the above result. The above table reveals that the mean value and Standard Deviation value for every individual variables as offers for individual variability as shown in the following variable communality table.

Descriptive statistics showing the Mean score and SD

No	Variables	Mean	Standard Deviation	Analysis N
1	SMS Facilities	1.03	.171	500
2	MMS Facilities	1.047	.267	500
3	Voice Mail	1.11	.430	500
4	Voice clarity	1.02	.154	500

5	New Services	1.04	.196	500
6	Internet services	1.01	.077	500
7	Balance Check	1.00	.089	500
8	Area Coverage	1.01	.126	500
9	Group Call	1.01	.134	500
10	Video Call	1.01	.100	500
11	Traiff plan	1.01	.089	500
12	Connectivity	1.01	.089	500
13	Dialer tunes	1.00	.089	500

The above table shows the various variables selected as motivating factors which attracted the mobile users on the service offered by the mobile service providers in Tiruchirappalli district.

Communality Table

No	Variables	Initial	Extraction
1	SMS Facilities	1.000	.650
2	MMS Facilities	1.000	.893
3	Voice Mail	1.000	.940
4	Voice clarity	1.000	.859
5	New services	1.000	.822
6	Internet service	1.000	.862
7	Balance check	1.000	.954
8	Area coverage	1.000	.985
9	Group call	1.000	.935
10	Video call	1.000	.872
11	Tariff plan	1.000	.974
12	Connectivity	1.000	.974
13	Dialer tunes	1.000	.072

Extraction Method: Principle component Analysis

Source : Primary Data

The above table reveals that 13 variables process individual variances ranging from 0.072 to 0.985. It implies that the variance have lower limit is 7.2 percent to 98.5 percent. This limited is highly important in the calculation of factors. The below table shows the variables loading in each factor should be determined from the component matrix.

Component matrix^a

Variables	Component			
	1	2	3	4
Area coverage	.907		-.209	-.336
Tariff plan	.887	-.329		.272
Connectivity	.887	-.329		.272
Group call	.875		-.211	-.346
Video call	.834	-.281		.305
MMS Facility	.245	.894		.176

Voice mail	.185	.877		.362
New services	.170	.800	-.178	.347
Internet services	.143	.103	.907	
Voice clarity	.633	-.174	.647	
SMS Facility	.211	.425	.588	-.281
Balance Check	.393	.437	-.230	-.745
Dialer tunes		.156		.217

Extraction method : Principle component Analysis

a. 4 compoments extracted.

The above table reveals that the selected first factor consists of 13 variables. Therefore the factors can be used as basic mobile services offered by the service providers. It is clear that the customers utilized the services offered by the mobile service providers. It also reveals that the customers are having enough knowledge, level of awareness and attitude about utilizing the various offers, provided by the mobile service providers. The below table shows the factors of structure matrix it represents the correlation between the variables and the selected factors.

Structure Martrix

S.No	Variables	Components			
		1	2	3	4
1	Connectivity	.987			-.147
2	Tariff plan	.987			-.147
3	Video call	.932			-.113
4	Voice call		.967	.101	-.157
5	New service		.900		-.160
6	MMS Facilities		.898	.267	-.301
7	Dialer tunes		.236		
8	Internet service			.914	
9	SMS Facility		.231	.735	-.323
10	Voice Clarity	.625		.719	
11	Balance Check		.143	.109	-.967
12	Area coverage	.708		.127	-.790
13	Group call	.678		.116	-.780

Extraction Method : Principal Component Analysis

Rotation Method : Oblimin with Kaiser Normalization

The above table reveals that the factors are allowed to be correlated with another one. The first factor consist of 6 variables i.e., connectivity .987, Tariff plan .987, Video Calls .932, Voice Clarity .625, Area coverage .708 and Group Call .678. Thus, the factor can be used as network based services. The second factor consist of 6 variables i.e., Voice call .967, New services .900, MMS facilities .898, Dialer tunes .236, SMS Facilities .231 and Balance check .143. Hence, the factor can be used as value added services. The third factor consist of 8 variables i.e., Voice Call .101, MMS Facilities .267, Internet Service .914, SMS Facilities .735, Voice Clarity .719, Balance Check .109, Area Coverage .127 and Group Call .116. Hence,

the factors can be used as special services. The forth factor consist of 10 variables i.e., Connectivity -.147, Tariff plan -.147, Video call -.113, Voice call -.157, New service -.160, MMS Facilities -.301, SMS Facility -.323, Balance Check -.967, Area coverage -.790 and Group call -.780. Thus, the factors can be used as promotion based service. The factors can be positive or negative. A negative value indicates that the variable has an inverse relationship with other factor. Below the correlation matrix table shows the correlation coefficient between the variables.

CONCLUSION

The major task of cellular communication service companies is to create the awareness among the subscribers for its different tariff schemes. It is very difficult for the cellular communication service company to convince the cell phone owners to have a positive approach towards the cellular communication service. This is considered as the basic problem of marketing of Cellular Communication Service from the point of view of service providers. But in spite of 3 G, and 4 G, the telecommunication sector is having a rapid growth to bring in more innovation and creativity in their novel schemes.

