

# A Study on Consumer Perception about their Exiting Mobile-Connections

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**Abstract-** The purpose of this study was to determine the consumer perception about their exiting mobile connections. For survey, consumers of **Jhajjar city of Haryana State** are taken and measure the effects on consumers' purchasing behaviour of different services and schemes on mobile connections. The aim of this research is to determine and evaluate consumer satisfaction and the impact of consumer satisfaction on the buyer behaviour of consumers. A purely technical segmentation of the mobile phone market is no longer appropriate. Today, usage benefits are more important than technological performance and the generalization of mobile phones has complicated the market typology. Consumer behaviour is becoming more relevant than technology when it comes to understanding future evolution in the mobile phone market. Consumer's satisfaction of his/her mobile connections plays an important role for a service provider for making appropriate strategies to increase satisfaction level of consumers. A face-to-face interview survey is conducted on 100 consumers of Jhajjar city of Haryana state and who are selected with random sampling. Data are analyzed by using Fisher's Exact Test SPSS 19.0 for window is employed for the scale measurement.

**Index Terms-** consumer perception, technical segmentation, market typology, fisher's exact test, consumer's satisfaction

## I. INTRODUCTION

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants to communicate within a fraction of second at quick speed with clear voice, without any disturbance. Like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Though Telecommunication industry has its origin in the recent past and the growth has been excellent. Consumer feedback is providing the market reflections to the marketer. This enables them to gain awareness about their market performance, consumer preference and their satisfaction level towards the services offered by them. The study at hand will throw light on the customer satisfaction status on various service offerings offered by different mobile connections service providers.

### • Consumer Preferences

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or

desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behaviour they show during searching, purchasing and disposing the products.

### • Consumer Satisfaction

Every human being is a consumer of different products. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business person. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations. Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or delighted. If the performance matches the expectations, the customer is satisfied. If the product's performance falls short of expectations, the customer is dissatisfied.

Consumer satisfaction or dissatisfaction is the feeling derived by the consumer when he compares the service's actual performance with the performance that he expects out of it. Consumers make their expectations from the service quality, service, delivery, communications, past experiences and references. These all are to be judged correctly by the management so that their perceptions match with consumer expectations. If any of these factors are wrongly interpreted then the expected level of consumer satisfaction cannot be reached.

## II. OBJECTIVES OF THE STUDY

The objectives for the research problem in hand are as follows:

1. To know about the awareness level of consumers regarding their mobile connections service provider.
2. To ascertain the services that consumer prefers in selecting a particular mobile connections service provider.
3. To study the consumers' satisfaction level towards various services offered by mobile connections service providers.
4. To assess the problems faced by the mobile phone users regarding their respective mobile connections service providers.

5. To understand and offer valuable suggestions to improve the services of mobile connections service providers.

III. DEMOGRAPHIC PROFILE

**Table 1-Composition of Respondents on the Basis of Gender**

Sr. No.	Gender	No. of Respondents	% of Respondents
1.	Male	79	79
2.	Female	21	21
Total		100	100

**Table 2- Composition of Respondents on the Basis of Marital Status**

Sr. No.	Marital Status	No. of Respondents	% of Respondents
1.	Unmarried	34	34
2.	Married	66	66
Total		100	100

**Table 3 - Composition of Respondents on the Basis of Age Group**

Sr. No.	Age Group	No. of Respondents	% of Respondents
1.	Below-25	37	37
2.	25-35	34	34
3.	36-55	26	26
4.	Above-55	3	3
Total		100	100

**Table 4- Composition of Respondents on the Basis of Income Group**

Sr. No.	Income Group	No. of Respondents	% of Respondents
1.	Below-10,000	52	52
2.	10,000-25,000	11	11
3.	25,001-40,000	11	11
4.	Over 40,000	26	26
Total		100	100

**Table 5 -Composition of Respondents on the Basis of Qualification**

Sr. No.	Qualification	No. of Respondents	% of Respondents
1.	Under Graduation	58	58
2.	Graduation	28	28
3.	Post-Graduation	14	14
4.	Professional Degree	-	0
Total		100	100

IV. RESEARCH METHODOOGY

**Primary Data Collected**

**Table 6 -Consumer Prefrence Towards Cell Phone Service Provider**

Sr. No.	Name of cellular service provider	No. of Respondents	% of Respondents
1.	AIRTEL	13	13%
2.	TATA DOCOMO	4	4%
3.	IDEA	27	27%
4.	BSNL	14	14%
5.	TATA INDICOM	4	4%
6.	VODAFONE	38	38%
TOTAL		100	100%

**Table 7-Showing Various Factors Inducing to Purchase the Mobile**

Sr. No.	Influencing Factor	No. of Respondents	% of Respondents
1.	Family Members	42	42%
2.	Neighbours	6	6%
3.	Relatives	7	7%
4.	Friends	30	30%
5.	Advertisement	5	5%
6.	Dealer	3	3%
7.	Others	7	7%
Total		100	100%

**Table 8 - Composition of Respondents on the Basis of Purpose of Purchase of the Cell Connections**

Sr. No.	Influencing Factor	No. of Respondents	% of Respondents
1.	Business	18	18%
2.	Personal	82	82%
Total		100	100%

**Table 9 -Consumer preferences towards Cell Phone Service Provider on the Basis of Scheme**

Sr. No.	Service Provider	Prepaid Scheme		Post paid Scheme		Total	
		Total No.	%	Total No.	%	Total No.	%
1.	Airtel	11	12.36	2	18.18	13	13
2.	Tata Docomo	4	4.4	0	0	4	4
3.	Idea	26	29.21	1	9.1	27	27
4.	BSNL	11	12.37	3	27.27	14	14
5.	Tata Indicom	4	4.4	0	0	4	4
6.	Vodafone	33	37.1	5	45.5	38	38
Total		89		11	100	100	

**Table 10 -Influencing Factors to Purchase the Cell Phone Service**

Sr. No.	Influencing Factors	No. of Respondents	% of Respondents
1.	Brand Image	27	27%
2.	Availability	30	30%
3.	Customer care Service	11	11%
4.	Service charges	13	13%
5.	Price	19	19%
Total		100	100%

**Table 11 – Consumers Attitude towards the Importance of Having a Mobile Phone Connection**

Sr. No.	Attributes	No. of Respondents	% of Respondents
1.	Necessity	68	68%
2.	Status	10	10%
3.	Luxury	10	10%
4.	Compulsion	12	12%
Total		100	100%

**Table 12 -Composition of Respondents on the Basis of Usage Purpose**

Sr. No.	Usage Purpose	No. of Respondents	% of Respondents
1.	Incoming	12	12
2.	Outgoing	10	10
3.	Both	71	71
4.	Messaging	7	7
Total		100	100

**Table 13 -Consumer satisfaction Level on the Basis of Price**

Sr. no.	Service provider	Highly Satisfied		Satisfied		Not Satisfied		Total	
		Total No.	%	Total No.	%	Total No.	%	Total No.	%
1.	AIRTEL	6	13.3	7	13.5	-	0	13	13
2.	DOCOMO	2	4.4	2	3.85	-	0	4	4
3.	IDEA	12	26.7	14	27	1		27	27
4.	BSNL	6	13.3	8	15.4	-	0	14	14
5.	INDICOM	1	2.23	3	5.8	-	0	4	4
6.	VODAFONE	18	40	18	34.5	2		38	38
TOTAL		45		52		3		100	

**Table 14 -Consumer Satisfaction Level on the Basis of Performance of Service Provider**

Sr. no.	Service Provider	Highly Satisfied		Satisfied		Not Satisfied		Total	
		Total No.	%	Total No.	%	Total No	%	Total No.	%
1.	AIRTEL	3	8.33	10	16.4	-	0	13	13
2.	DOCOMO	-	0	4	6.56	-	0	4	4
3.	IDEA	11	30.6	16	26.2	-	0	27	27
4.	BSNL	3	8.33	9	14.8	2	66.7	14	14
5.	INDICOM	2	5.6	2	3.3	-	0	4	4
6.	VODAFONE	17	47.2	20	32.8	1	33.3	38	38
TOTAL		36		61		3		100	

**Table 15 -Consumer Satisfaction Level on the Basis of Performance of Schemes**

Sr. no.	Service Provider	Highly Satisfied		Satisfied		Not Satisfied		Total	
		Total No	%	Total No.	%	Total No.	%	Total No.	%
1.	AIRTEL	3	10	8	13.6	2	18.2	13	13
2.	DOCOMO	2	6.67	2	3.4	-	0	4	4
3.	IDEA	8	26.7	15	25.4	4	36.4	27	27
4.	BSNL	3	10	8	13.6	3	27.3	14	14
5.	INDICOM	1	3.33	2	3.4	1	3.4	4	4
6.	VODAFONE	13	43.3	24	40.7	1	3.4	38	38
TOTAL		30		59		11		100	

**Table 16 -Consumer Satisfaction Level on the Basis of Periodical Offers**

Sr. no.	Service Provider	Highly Satisfied		Satisfied		Not Satisfied		Total	
		Total No.	%	Total No.	%	Total No.	%	Total No.	%
1.	AIRTEL	7	26	5	10.6	1	3.9	13	13
2.	DOCOMO	1	3.7	3	6.4	-	0	4	4
3.	IDEA	6	22.2	15	31.9	6	23.1	27	27
4.	BSNL	3	11.1	6	12.8	5	19.2	14	14
5.	INDICOM	1	3.7	2	4.3	1	3.9	4	4
6.	VODAFONE	9	33.3	16	34.1	13	50	38	38
TOTAL		27	100	47	100	26	100	100	

**Table 17 -Consumer Satisfaction Level on the Basis of Outgoing Call Charges**

Sr. no.	Service Provider	Highly Satisfied		Satisfied		Not Satisfied		Total	
		Total No.	%	Total No.	%	Total No.	%	Total No.	%
1.	AIRTEL	9	24.3	4	7.1	-	0	13	13
2.	DOCOMO	2	5.5	2	3.2	-	0	4	4
3.	IDEA	7	19	19	34	1	14.3	27	27

4.	BSNL	7	19	6	10.7	1	14.3	14	14
5.	INDICOM	1	2.7	3	5.4	-	0	4	4
6.	VODAFONE	11	29.7	22	39.3	5	71.4	38	38
TOTAL		37		56		7		100	100

V. DEVELOPMENT OF HYPOTHESIS

The study attempts to compare and analyse the satisfaction factors of exiting mobile connection of consumers. Following Hypothesis are tested:

- 1. **H<sub>1</sub>**: The association between the gender of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. .
- 2. **H<sub>2</sub>**: The association between the age group of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. .
- 3. **H<sub>3</sub>**: The association between the experience of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.
- 4. **H<sub>4</sub>**: The association between the monthly income of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

5. **H<sub>5</sub>**: The association between the qualification of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

VI. DATA ANALYSIS & INTERPRETATION

Fisher’s Exact Test Analysis

- **Gender of the Respondents and the Level of Satisfaction Towards their exiting mobile connection**

The gender-wise classification of the sample respondents and their level of satisfaction towards their exiting mobile connection are given in Table18. In order to find out the association between the gender of the respondents and their level of satisfaction towards their exiting mobile connection, the fisher’s exact test is applied

**Table18.-Gender and the Level of Satisfaction**

Gender	Totally Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Totally Satisfied	Total
Male	3(4.6)	5(5.4)	26(26.2)	43(40.8)	77
Female	3(1.4)	2(1.6)	8(7.8)	10(12.2)	23
Total	6	7	34	53	100

Source: Survey data

Figures given in the brackets represent the Expected Frequency)

**Table 19 - Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	3.109 <sup>a</sup>	3	.375	.377		
Likelihood Ratio	2.725	3	.436	.534		
Fisher's Exact Test	<b>3.289</b>			.317		
Linear-by-Linear Association	2.614 <sup>b</sup>	1	.106	.126	.074	<b>.030</b>
N of Valid Cases	100					

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.38.

b. The standardized statistic is -1.617.

**Null hypothesis:** The association between the gender of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

As the calculated Chi-square value (**3.289**) is less than the table value (**7.815**) at 5% level of significance for 3 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the gender of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

- **Marital Status of the Respondents and the Level of Satisfaction Towards their mobile connection**

The marital status of the sample respondents and their level of satisfaction towards their exiting mobile connection are given in Table20. In order to find out the association between the marital status of the respondents and their level of satisfaction towards the mobile connection, the fisher’s exact test is applied.

**Null hypothesis:** The association between the marital status of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

As the calculated Chi-square value (**7.899**) is greater than the table value (**7.815**) at 5% level of significance for 3 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the marital status of the respondents and their level of satisfaction towards their exiting mobile connection is significant.

**Table 20 -Marital Status and the Level of Satisfaction**

Marital Status	Totally Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Totally Satisfied	Total
Married	0(2.0)	5(4.6)	28(23.8)	33(35.6)	66
Unmarried	3(1.0)	2(2.4)	8(12.2)	21(18.4)	34
Total	3	7	36	54	100

Source: Survey data

Figures given in the brackets represent the Expected Frequency)

**Table 21 -Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	8.716 <sup>a</sup>	3	.033	.027		
Likelihood Ratio	9.522	3	.023	.029		
Fisher's Exact Test	<b>7.899</b>			.033		
Linear-by-Linear Association	.069 <sup>b</sup>	1	.792	.890	.446	<b>.106</b>
N of Valid Cases	100					

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.02.

b. The standardized statistic is -.263.

- **Age Group of the Respondents and the Level of Satisfaction Towards their exiting mobile connections**

The age-wise classification of the sample respondents and their level of satisfaction towards their exiting mobile connection are given in Table22. In order to find out the association between the gender of the respondents and their level of satisfaction towards their exiting mobile connections, the Chi-square test is applied.

**Null hypothesis:** The association between the age group of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. As the calculated Chi-square value (**7.899**) is less than the table value (**13.512**) at 5% level of significance for 9 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the age group of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

**Table 22 -Age Group and the Level of Satisfaction**

Age Group	Totally Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Totally Satisfied	Total
Below-25	3(1.1)	1(2.6)	13(13.3)	20(20.0)	37
25-35	0(1.0)	5(2.4)	11(12.2)	18(18.4)	34
36-55	0(.8)	0(1.8)	12(9.4)	14(14.0)	26
Above-55	0(.1)	1(.2)	0(1.1)	2(1.6)	3
Total	3	7	36	54	100

Source: Survey data

Figures given in the brackets represent the Expected Frequency)

**Table 23 -Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	15.815 <sup>a</sup>	9	.071	.089		
Likelihood Ratio	17.678	9	.039	.041		
Fisher's Exact Test	<b>13.512</b>			.086		
Linear-by-Linear Association	.601 <sup>b</sup>	1	.438	.448	.245	<b>.046</b>
N of Valid Cases	100					

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .09

b. The standardized statistic is .775.

- **According to the Income level of the Respondents and the Level of Satisfaction Towards their exiting mobile connections**

The Income -wise classification of the sample respondents and their level of satisfaction towards their exiting mobile connection are given in Table24. In order to find out the association between the Income of the respondents and their level of satisfaction towards their exiting mobile connections, the Chi-square test is applied.

**Null hypothesis:** The association between the Income of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. As the calculated Chi-square value (**7.899**) is greater than the table value (**7.292**) at 5% level of significance for 9 degrees of freedom, the null

hypothesis is rejected and it could be concluded that the association between the income of the respondents and their level of satisfaction towards their exiting mobile connection is significant.

**Table 24 -Age Group and the Level of Satisfaction**

Income Level	Totally Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Totally Satisfied	Total
Below-10,000	2(1.5)	3(3.6)	21(18.4)	25(27.5)	51
10,000-25,000	0(.3)	2(.8)	1(4.0)	8(5.9)	11
25,001-40,000	0(.3)	1(.8)	4(4.0)	6(5.9)	11
Over 40,000	1(.8)	1(1.9)	10(9.7)	15(14.6)	27
Total	3	7	36	54	100

**Source: Survey data**  
**(Figures given in the brackets represent the Expected Frequency)**

**Table 25 – Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	6.955 <sup>a</sup>	9	.642	.648		
Likelihood Ratio	7.954	9	.539	.657		<b>.036</b>
Fisher's Exact Test	<b>7.292</b>			.547		
Linear-by-Linear Association	.290 <sup>b</sup>	1	.590	.613	.318	
N of Valid Cases	100					

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .33.

b. The standardized statistic is .539.

- Qualification of the Respondents and the Level of Satisfaction Towards their exiting mobile connections**

The Qualification-wise classification of the sample respondents and their level of satisfaction towards their exiting mobile connection are given in Table 26. In order to find out the association between the qualification of the respondents and their

level of satisfaction towards their exiting mobile connections, the Chi-square test is applied.

**Null hypothesis:** The association between the qualification of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. As the calculated Chi-square value (**7.899**) is less than the table value (**13.512**) at 5% level of significance for 9 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the qualification of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

**Table 26 -Qualification and the Level of Satisfaction**

Qualification	Totally Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Totally Satisfied	Total
Undergraduate	3(1.7)	4(4.1)	20(20.9)	31(31.3)	58
Graduate	0(.8)	2(1.9)	11(9.7)	14(14.6)	27
Post Graduate	0(.4)	1(1.0)	5(5.0)	8(7.6)	14
Professional Degree	0(.0)	0(.1)	0(.4)	1(.5)	1
Total	3	7	36	54	100

**Source: Survey data**  
**(Figures given in the brackets represent the Expected Frequency)**

**Table 27 -Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	3.260 <sup>a</sup>	9	.953	.949		
Likelihood Ratio	4.700	9	.860	.895		
Fisher's Exact Test	<b>5.408</b>			.983		

Linear-by-Linear Association	.823 <sup>b</sup>	1	.364	.390	.210	<b>.048</b>
N of Valid Cases	100					

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .03.

b. The standardized statistic is .907.

## VII. CONCLUSION

1. The association between the gender of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. .
2. The association between the age group of the respondents and their level of satisfaction towards their exiting mobile connection is not significant. .
3. The association between the experience of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.
4. The association between the monthly income of the respondents and their level of satisfaction towards their exiting mobile connection is significant.
5. The association between the qualification of the respondents and their level of satisfaction towards their exiting mobile connection is not significant.

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