

A STUDY ON THE OPINION OF CUSTOMERS TOWARDS SELECTION OF NETWORK SERVICE PROVIDERS IN SRIVILLIPUTTUR TALUK

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ABSTRACT

Communication plays a very important role in our business and day to day life. It is nothing just creation and transmission of information from one person to another. It is a two way process. The response and feedback from the other side is very essential. Global System for Mobile phone communication (GSM) was introduced in the year 1992 with digital standard and circuit switched data. Now a days we are using modernized computers, laptop and various types of smart mobile phone for transmitting our information like ideas, opinion, knowledge, feelings and expression positively or negatively about the personal and business matters. Several private operators have entered in to provide mobile phone network services. It leads to increase the competition in the market. They are providing better services than that of public network service. In this competition situation one can find the attitude of the customer towards the proper selection of network service. This leads to keep on doing customer research to identify the ever changing customer needs and wants. Hence, the researcher is made an attempt to analyze the opinion of customers towards Network service providers in Srivilliputtur taluk. This study has adopted weighted average mean score to identify the various factors which are influencing the selection of network service providers.

Key words : Communication, Network service, Customer attitude

INTRODUCTION

Communication plays a very important role in our business and day to day life. It is nothing just creation and transmission of information from one person to another. It is a two way process. The response and feedback from the other side is very essential. Global System for Mobile phone communication (GSM) was introduced in the year 1992 with digital standard and circuit switched data. Now a days we are using modernized computers, laptop and various types of smart mobile phone for transmitting our information like ideas, opinion, knowledge, feelings and expression positively or negatively about the personal and business matters. Several private operators have entered in to provide mobile phone network services. It leads to increase the competition in the market. They are providing better services than that

of public network service. In this competition situation one can find the attitude of the customer towards the proper selection of network service. This leads to keep on doing customer research to identify the ever changing customer needs and wants. Hence, the researcher is made an attempt to analyze the opinion of customers towards Network service providers in Srivilliputtur taluk. This study has adopted weighted average mean score to identify the various factors which are influencing the selection of network service providers.

STATEMENT OF THE PROBLEM

In this competitive world, there are many number of network service providers existing in the market. The customers are facing many problems in selecting the network service providers. The problems faced by the customers like tower problem, recharge, various types of schemes, roaming and data usage problems which are the main issues related to network service providers. Majority of the customers are lacking knowledge on updated services and technology of network. It is the duty of the network service providers to update the customers' needs and wants and observe the attitude of the customers. Hence, the researcher has selected the Srivilliputtur taluk for the study.

REVIEW OF LITERATURE

Sreekumar D Menon (2014) in his paper titled, "Customer Perception towards A Public Sector Telecom Company (BSNL) in Mobile Services" has highlighted the importance of communication both developed and developing countries. He narrated that many service providers are offering various products and services. But they did not consider the customer perception and their psychological feelings. They pointed out the expectations of the customer and performance of the product must be equal. If it is not equal, the customers get dissatisfied. Hence, the service providers have to consider the various factors that are satisfying the expectations of the customers.

Dr. S. Franklin John and Dr. Sheeja(2018). R, in their paper titled "A Study On Customer Satisfaction Towards 4g Connectivity By The Service Provider With Special Reference To Coimbatore City" has stated that the high speed network 4G which consists of LTE network. The standards and structure needed to have 4G network according the needs and variable characteristic of customers. Majority of the customers are satisfied with the 4G than that of 3G network service. This service is mainly available in only town areas. It is suggested that the service facilities should be covered not only in urban areas but also in rural areas.

Nurdaulet Nurysh, Navaz Naghavi, Benjamin Chan Yin Fah(2019), in their paper, titled. 'Study on Factors Affecting Customer Satisfaction in Mobile Telecommunication Industry in Malaysia' described that the wireless communication field shows positive upward trend moving in the market. In this information era, the rapid growth of wireless technologies and high demand of consumers for more advanced wireless services, are playing with high speed data communication. This study examined the important factors that will decide the perceived value and service quality which are influencing the customer satisfaction and updating the added values needed for the customers are essential for successful standing in the market.

OBJECTIVES OF THE STUDY

- To know the demographic profile of the respondents
- To analyze the opinion of customers in selecting the particular Network Service Providers
- To identify the various factors influencing in selection of a particular Network Service Provider

METHODOLOGY:

This study is based on both primary and secondary data. The primary data were collected through framing questionnaire. The secondary data were collected from the various sources like magazines, reports, online resources and books. The suggestions of the study were emerged from the inferences drawn from the respondents of network users in Srivilliputtur Taluk.

SAMPLE DESIGN

The primary data have been gathered by the researcher from the various categories of the Network services. As the numbers of mobile phone user's are infinite, it is very difficult to adopt the census method to collect data. So the researcher has used convenience sampling. A sample of 100 respondents of using mobile phone has been selected using convenient sampling method.

CLASSIFICATION OF RESPONDENTS ACCORDING TO SOCIO-ECONOMIC FACTORS

Demographic factors	No. of Respondents	Percentage to total
Age		
Below 20 years	25	25
21-30 years	40	40
31-40 years	20	20
Above 40 years	15	15
Total	100	100
Gender		
Male	52	52
Female	48	48
	100	100
Marital status		
Married	30	30
Unmarried	70	70
	100	100
Category wise classification		
Students	40	40
Government employees	20	12
Private employees	25	18
House wife	05	05
Business	10	10
	100	100
Literacy level		
Primary school level	10	10
Secondary school level	15	15
Higher Secondary level	25	25
College level	50	50
Total	100	100
Family income per month		
Less than Rs.10000	15	15
Rs.20000-Rs.30,000	50	50
Rs.30000-Rs.40000	22	22
More than 40,000	13	13
Total	100	100
Name the cellular Tele communication service providers		
Airtel	45	45
Vodafone	35	35
Aircel	10	10
BSNL	10	10
	100	100
Facilities available		
SMS facility	58	15.06
Service quality	75	19.48
Network service	80	20.78
Fast communication	85	22.08

Value added service benefit	87	22.60
	385	100.00

FINDINGS OF THE STUDY

- The age wise classification of the respondents reveals that the aged people (21 – 30 years) dominate in the use of Network.
- The gender wise classification shows that most of the respondents are male member constituting 52% and remaining members are female respondents.
- While considering the marital status of the users, it is observed that 30% of the respondents are married and the remaining respondents are unmarried.
- The category wise classification of the respondents reveals that most of the users are students (40%).
- The occupation wise classification of the users reveals the fact that 25 respondents are private employee out of 55 working peoples.
- The qualification level of the users exposes that majority of the 50% respondents are under graduate. It is very useful to select their network.
- The analysis of the annual income of the respondent's family indicates that 50% of the respondents are coming under the income group of Rs.20000 to Rs.30000.
- An analysis of the period of usage shows that, majority 45% of the respondents are utilizing the Airtel services.
- The opinion about the facilities provided by the Network Service Providers disposes the majority of the respondents (58%) are exploiting the SMS facilities.
- The various services provided by the Network Service Providers is inferred that, majority of the respondents (75%) are considered the service quality.
- The attitude of customers to selection of a particular Network is revealed that the most of the respondents (28%) have opined that the Network coverage is excellent.
- An analysis of the cultural factors influencing in selecting a particular Network reveals that, the most of the respondents 26% have answered that Social heritage is the main factor which influencing the selection of Network service provider. It is identified through Weighted Average Mean score.
- The level of factor influencing to purchase the Network is displayed that the majority of the respondents are influenced by the suggestions made from friends to purchase the particular service provider.
- The social factors influences reflect that the majority respondents are having own interest to selection their network.

- It is noted that among 100 respondents, 58 respondents are agreed to the motivation made through their psychological factors in using the Network service providers.

SUGGESTIONS

The following suggestions are offered to improve the services rendered by the Network Service Providers.

- ❖ To be a focus for the concentration of the age group of above 40 years, it is recommended that the service providers should arrange little conference about the technology in mobile phone and the subscribers (Network Service Providers).
- ❖ It is acknowledged that 5% of the respondents are House wife and 10% of the respondents are businessman so, the researcher has optional to the Network Service Providers that the various offers and special schemes are provided to these category peoples.
- ❖ It is reported that there are minimum number of users of Aircel and BSNL network in the Srivilliputtur taluk, it is advised that the Marketability can be augmented by adopting the strategies and techniques like personal canvassing, regular and prompt service facility and more good-looking advertisements.
- ❖ The Network Service Providers should commence new attractive and innovative schemes to the customers; this will result in rising the number of new subscribers and keep the existing customers.

CONCLUSION

The communication is the blood which runs into all the parts of our body. It is essential for the individual and business life. In this communication transmission, network service providers are playing the main role in the day to day life of business as well as individual. These service providers make our communication very easy and fastest way of exchanging from one to another. They are the facilitators of communication process for effective and successful personal and business life. Hence, They have to update the customer needs and wants, technology, create good infrastructure for rendering effective and smooth service to the all types of customers. They have to give lot awareness programmes to increase the new subscribers and satisfy and retain the existing customer.

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