

## **A Study on Customer Perception of Mobile Phone Service Provider in Tirupur District**

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### **ABSTRACT**

A study on customer perception of mobile phone service provider in tirupur district. To identify the satisfaction level of Customer perception on Mobile phone service provider. To identify the customer opinion about Customer perception on Mobile phone service provider. The source of data is collected from customer. The sample size is 100 and time constraint is the major problem in the study. The tool used for analysis and interpretation is simple percentage analysis. Both open end and close end questions are used in the questionnaire.

Most of the customer using the mobile service provider group Aircel in Prepaid Category. Most of respondents are belongs to Easy access to report complaints group of Agree completely, neutral, is agree somewhat Category. Most of respondents are belongs to overall mobile service provider group of neutral Category. Overall mobile service provider of users like as neutral but next level to the dissatisfied of the perception.

## **I. INTRODUCTION**

### **1.1 INDUSTRY PROFILE**

**GSM (Global System for Mobile Communications**, originally **Group Special Mobile**), is a standard set developed by the [European Telecommunications Standards Institute](#) (ETSI) to describe technologies for second generation (**2G**) digital [cellular networks](#). Developed as a replacement for first generation (1G) analog cellular networks, the GSM standard originally described a digital, circuit switched network optimized for [full duplex](#) voice [telephony](#). The standard was expanded over time to include first circuit switched data transport, then packet data transport via [GPRS](#) (General Packet Radio services). Packet data transmission speeds were later increased via [EDGE](#)(Enhanced Data rates for GSM Evolution). The GSM standard is more improved after the development of third generation (**3G**) [UMTS](#) standard developed by the [3GPP](#). GSM networks will evolve further as they begin to incorporate fourth generation (**4G**) [LTE Advanced](#) standards. "GSM" is a [trademark](#) owned by the [GSM Association](#).

Early European analogue cellular networks employed an uncoordinated mix of technologies and protocols that varied from country to country, preventing interoperability of subscriber equipment and increasing complexity for equipment manufacturers who had to contend with varying standards from a fragmented market. The work to develop a European standard for digital cellular voice telephony began in 1982 when the [European Conference of Postal and Telecommunications Administrations](#) (CEPT) created the Group Special Mobile committee and provided a permanent group of technical support personnel, based in Paris. In 1987, 15 representatives from 13 European countries signed a [memorandum of understanding](#) to develop and deploy a common cellular telephone system across Europe. The foresight of deciding to develop a continental standard paid off, eventually resulting in a unified, open, standard-based network larger than that in the United States.

### **OBJECTIVES OF THE STUDY**

To study the Customer perception on Mobile phone service provider in tirupur district..

- To study the influence of Demographic variables of the respondents.
- To find out usage level of various schemes provided Mobile phone service provider.
- To identify the operational performance of Mobile phone service provider.

### **LIMITATIONS OF THE STUDY**

- The area of study is limited to Tirupur town only; hence the results may not be true for other geographical areas.
- Validity & Reliability of the data are obtained depends on the responses from the customer.
- Structured questionnaire are base for collecting the data, it may have disadvantages of not being to probe deep into the respondents thoughts.

### **RESEARCH METHODOLOGY**

#### **Geographic area:**

The study covers the area of TIRUPUR city.

#### **Research Design:**

It is a Descriptive research

#### **Data Sources:**

The research has collected primary data from customers through questionnaires & interview schedule.

#### **Sampling Unit:**

Customer for awareness collection

Questionnaire consists of 14 questions

**Sampling size:** Sample size used in the study is 100

#### **Sampling Technique:**

Convenience sampling

#### **Research instrument:**

Research instrument used for collecting a data is questionnaire cum Interview schedule.

#### **Questionnaire design:**

Closed ended questions

#### **Interview methods:**

Personal Interview

#### **Statistical Tools Applied:**

1. Chi square and
2. Bar chart.
3. Table

**age of the respondent \* satisfied mobile service provider of the respondents Cross tabulation**

Count

		satisfied mobile service provider of the respondents					Total
		Extremely dissatisfied	Dissatisfied	neutral	Satisfied	Extremely satisfied	
age of the respondent	below 20	3	3	6	5	3	20
	20-30	4	11	9	11	2	37
	30-40	4	9	4	6	2	25
	above 40	2	4	5	2	5	18
Total		13	27	24	24	12	100

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.885 <sup>a</sup>	12	.539
Likelihood Ratio	10.724	12	.553
Linear-by-Linear Association	.007	1	.932
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is 2.16.

**Hypothesis:**

H0: There is no relationship between the age and satisfied mobile service

H1: There is relationship between the age and satisfied mobile service

**Inferences:**

10.885 < 21.026 ,we accept the null hypothesis.

**SUGGESTION**

Based on above finding of the study following suggestion are offered for greater level of customer perception of mobile phone service provider in tirupur district.

- ❖ Most of the respondents are use the product 2-4 years only so to improve the validation of usage.
- ❖ Most of the respondents are using only prepaid to improve sale of postpaid.
- ❖ Most of the respondents are monthly income is5000-10000 because mobile service provider is provide more facility for the cheaper call rates

**II. CONCLUSION**

From the study the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioral pattern of the user is analyzed in this study.

It is identified that the customer perception of mobile phone service provided on User is at neutral level of the respondent's .But most of the respondents are not dissatisfied with the easy access report complaints. Overall mobile service provider of users like as neutral but next level to the dissatisfied of the perception.

**BIBLIOGRAPHY**

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