CHAPTER - IV

SOCIO- ECONOMIC CONDITIONS OF SUBSCRIBERS ON MOBILE SERVICE - AN ANALYSIS

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SOCIO- ECONOMIC CONDITIONS OF SUBSCRIBERS ON MOBILE COMMUNICATION SERVICE - AN ANALYSIS

4.1 INTRODUCTION

In this chapter, the researcher deals with an analysis of socio-economic conditions of respondents towards mobile communication service providers. The socio-economic conditions are very important factor which consists of various demographic variables. It should be analysed to get a clear idea about the respondents' economic condition and standard of living in the study area. The independent and dependent variables are considered for analysis. The variables include gender, age, educational qualification, occupation, marital status, income, area, type and size of the family and dependent variables like storage of contacts, frequency of speaking and the preference of subscribers on mobile communication services have been analysed in this chapter.

4.2 ANALYSIS OF SOCIO-ECONOMIC CONDITIONS OF RESPONDENTS

4.2.1 Gender of the respondents

Gender is an important factor which determines the focus of male and female. The gender of the respondents is necessary for the study because due to technological development and increase in the standard of living and equality between genders influence the mobile communication services. The following table 4.1 shows the gender of the respondents.

Table - 4.1

Gender of the respondents

Gender	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Male	78	75.0	392	63.0	470	64.7
Female	26	25.0	230	37.0	256	35.3

Source: Primary Data

The above table 4.1 shows that in the public sector, 75 per cent of the respondents are male and 25 per cent of the respondents are female whereas in the private sector, 63 per cent of the respondents are male and the reaming 37 per cent of the respondents are female. Totally, 64.7 per cent of the respondents are male and 35.3 per cent of the respondents are female.

From this it is clear that the majority of the respondents are male.

4.2.2 Age of the respondents

India is the top most country in the world, having more young people. It is important to analyse the age factor to identify their perception on latest technological development in the communication sector. The following table 4.2 describes the age of the respondents.

Table - 4.2

Age of the respondents

Age	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto 20 yrs	2	1.9	147	23.6	149	20.5
21 to 30 yrs	5	4.8	260	41.8	265	36.5
31 to 40 yrs	28	30.0	84	13.5	112	15.4
41 to 50 yrs	26	25.0	97	15.6	123	20.0
Above 50 yrs	43	41.3	34	5.5	77	10.6

Source: Primary Data

Table 4.2 describes that in the public sector, 41.3 per cent of the respondents belong to the age group of above 50 years, 30 per cent of the respondents belong to the age group of 31- 40 years, 25 per cent of the respondents belong to the age group of 41-50 years, 4.8 per cent of the respondents belong to the age group of 21- 30 years and 1.9 per cent of the respondents belong to the age group of up to 20 years.

In the private sector, 41.8 per cent of the respondents belong to the age group of 21- 30 years, 23.6 per cent of the respondents belong to the age group of up to 20 years, 15.6 per cent of the respondents are in the age group of 41- 50 years, 13.5 per cent of the respondents belong to the age group of 31- 40 years and 5.5 per cent of the respondents belong to the age group of above 50 years.

Totally, 36.5 per cent of the respondents belong to the age group of 21- 30 years, 20.5 per cent of the respondents belong to the age group of up to 20 years, 20 per cent of the respondents belong to the age group of 41- 50 years, 15.4 per cent of the respondents belong to the age group of 31- 40 years and 10.6 per cent of the respondents belong to the age group of above 50 years. It is inferred that the majority of the respondents are under the age group of 21 to 30 years.

4.2.3 Marital status of the respondents

The social set up in India makes a basis for the analysis of the marital status of the respondents. It plays a vital role in this study because it increases good relationship among the family members. It is necessary to have communication with family members, friends and relatives. Thus, the marital status of the respondents is gathered and the results obtained are given below

Table - 4.3

Marital status of the respondents

Marital Status	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Married	72	69.2	407	65.4	479	66.0
Unmarried	32	30.8	215	34.6	247	34.0

Source: Primary Data

The above table shows that in the public sector, 69.2 per cent of the respondents are married and the remaining 30.8 per cent of the respondents are unmarried. In private sector 65.4 per cent of the respondents are married and 34.6 per cent of the respondents are unmarried. In total, 66 per cent of the respondents are married and the remaining 34 per cent of the respondents are unmarried.

It is inferred that the majority of the respondents in the study area are married.

4.2.4 Educational qualification of the respondents

Education is one of the most important factors that influences the society to a large extend. Because it makes the people to think, analyse and take proper decision on time. Hence, an attempt is made to analyse the educational qualification of the respondents.

Table - 4.4

Educational qualification of the respondents

Qualification	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Illiterate	1	1.0	66	10.6	67	9.2
Primary	1	1.0	33	5.3	34	4.7
High school	27	26.0	63	10.1	90	12.4
Higher secondary	16	15.3	59	9.5	75	10.3
Graduate	41	39.4	306	49.2	347	47.8
Professional	18	17.3	95	15.3	113	15.6

Source: Primary Data

Table 4.4 shows that in the public sector, 39.4 per cent of the respondents are graduates, 26 per cent of the respondents have studied at the high school level, 17.3 per cent of the respondents are professionals, 15.3 per cent of the respondents have studied at higher secondary level, only one per cent of the respondents are illiterate and only one per cent of the respondents have studied at primary level.

In the private sector, 49.2 per cent of the respondents are graduates, 15.3 per cent of the respondents are professionals, 10.6 per cent of the respondents are illiterate, 10.1 per cent of the respondents have studied at the high school level, 9.5 per cent of the respondents have studied at higher secondary level, and 5.3 per cent of the respondents have studied at primary level.

Totally, 47.8 per cent of the respondents are graduates, 15.6 per cent of the respondents are professionals, 12.4 per cent of the respondents have studied at high school level, 10.3 per cent of the respondents have studied at higher secondary level, 9.2 per cent of the respondents are illiterate and 4.7 per cent of the respondents have studied at primary level.

It is inferred that 47.8 per cent of the respondents are graduates.

4.2.5 Occupation of the respondents

Occupation plays a vital role in determining the status of the people. It is necessary to analyse the occupation of the respondents to describe the preference of the respondents based on their occupation. Thus, it is analysed and the results are given below.

Table - 4.5

Occupation of the respondents

Occupation	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Government	56	53.8	10	1.6	66	9.1
Private	2	1.9	170	27.3	172	23.7
Entrepreneur	26	25.0	69	11.1	95	13.1
Homemaker	8	7.7	88	14.1	96	13.2
Student	3	3.0	129	20.7	132	18.2
Agriculturist	4	3.8	113	18.2	117	16.1
Unemployed	5	4.8	43	7.0	48	6.6

Source: Primary Data

The above table shows that in the public sector, 53.8 per cent of the respondents are government employees, 25 per cent of the respondents are entrepreneurs, 7.7 percent of the respondents are home makers, 4.8 per cent of the respondents are unemployed, 3.8 percent of the respondents are agriculturists, 3 per cent of the respondents are students and 1.9 per cent of the respondents are private employees.

In the private sector, 27.3 per cent of the respondents are private employees, 20.7 per cent of the respondents are students, 18.2 per cent of the respondents are agriculturists, 14.1 percent of the respondents are home makers, 11.1 per cent of the respondents are entrepreneurs, 7 per cent of the respondents are unemployed and 1.6 per cent of the respondents are government employees.

In total, 23.7 per cent of the respondents are private employees, 18.2 per cent of the respondents are students, 16.1 per cent of the respondents are agriculturists, 13.2 percent of the respondents are home makers, 13.1 per cent of the respondents are entrepreneurs, 9.1 per cent of the respondents are government employees and 6.6 per cent of the respondents are unemployed.

It is inferred that 23.7 per cent of the respondents are working as private sector employees.

4.2.6 Income of the respondents

Income describes the standard of living and status of the people**.** It is one of the most important factors to know the socio-economic conditions of the respondents. Thus, the income of the respondents is gathered and the results obtained are given below.

Table - 4.6

Income of the respondents

Annual Income	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto ₹1,00,000	8	7.7	305	49.0	313	43.1
₹1,00,001- 2,00,000	34	32.7	192	30.9	226	31.2
₹ 2,00,001 – 3,00,000	24	23.1	96	15.4	120	16.5
Above ₹ 3,00,000	38	36.5	29	4.7	67	9.2

Source: Primary Data

The above table 4.6 shows that in the public sector, 36.5 per cent of the respondents belong to the income group of above ₹3,00,000, 32.7 per cent of the respondents belong to the income group of ₹1,00,001 - 2,00,000, 23.1 per cent of the respondents belong to the income group of ₹2,00,001 - 3,00,000 and 7.7 per cent of the respondents belong to the income group of upto ₹1,00,000.

In the private sector, 49 per cent of the respondents belong to the income group of upto ₹1,00,000, 30.9 per cent of the respondents belong to the income group of ₹1,00,001 - 2,00,000, 15.4 per cent of the respondents belong to the income group of ₹2,00,001 - 3,00,000 and 4.7 per cent of the respondents belong to the income group of above ₹3,00,000.

Totally, 43.1 per cent of the respondents belong to the income group of upto ₹1,00,000, 31.2 per cent of the respondents belong to the income group of ₹1,00,001 to 2,00,000, 16.5 per cent of the respondents belong to the income group of ₹2,00,001 to 3,00,000 and 9.2 per cent of the respondents belong to the income group of above ₹3,00,000.

It is inferred that the majority of the respondents gets an annual income of below ₹1,00,000.

4.2.7 Area of the respondents

People in the world have been divided into two distinct groups as urban and rural. It is important to analyse the people in rural and in urban area to know the reachable of mobile network in the entire world. The following table describes the area of the respondents.

Table - 4.7

Area of the respondents

Area	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Rural	30	28.8	333	53.5	363	50.0
Urban	74	71.2	289	46.5	363	50.0

Source: Primary Data

The above table 4.7 describes that in the public sector, 71.2 per cent of the respondents are in an urban area and the remaining 28.8 per cent of the respondents are in a rural area whereas in the private sector, 53.5 per cent of the respondents are in a rural area and 46.5 per cent of the respondents are in an urban area. Totally, 50 per cent of the respondents are in a rural area and the remaining 50 per cent of the respondents are in an urban area.

It is inferred that public sector BSNL has not yet reached the rural area as the private sector reached.

4.2.8 Type of family of the respondents

In India, family is considered as the backbone for everything. But, due to modernisation and westernisation of culture, families split into nuclear groups in most of the area. Hence, it is important to analyse the type of family of the respondents.

Table - 4.8

Type of family

Type of family	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Nuclear	72	69.2	497	79.9	569	78.4
Joint	32	30.8	125	20.1	157	21.6

Source: Primary Data

The above table 4.8 shows that in the public sector, 69.2 per cent of the respondents belong to nuclear family and 30.8 per cent of the respondents belong to joint family, whereas in the private sector, 79.9 per cent of the respondents belong to nuclear family and 20.1 per cent of the respondents belong to joint family. Totally 78.4 per cent of the respondents belong to nuclear family and the remaining 21.6 per cent of the respondents belong to joint family.

It is inferred that 78.4 per cent of the respondents belong to nuclear family.

4.2.9 Size of family of the respondents

Size of family means the total number of members in the family. It is necessary to analyse the size of the family to know the availability and need for communication with their family members. Thus, the following table 4.9 describes the family size of the respondents.

Table - 4.9

Size of family

No. of family Members	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Small (Upto 3)	31	29.9	68	11	99	13.6
Medium (4to5)	69	66.3	397	63.8	466	64.2
Large (Above 5)	4	3.8	157	25.2	161	22.2

Source: Primary Data

The above table 4.9 shows that in the public sector, 66.3 per cent of the respondents belong to medium size family, 29.9 per cent of the respondents belong to small family and 3.8 per cent of the respondents belong to large size family. In the private sector, 63.8 per cent of the respondents belong to medium size family, 25.2 per cent of the respondents belong to large size family and 11 per cent of the respondents belong to small family. In total, 64.2 per cent of the respondents belong to medium size family, 22.2 per cent of the respondents belong to large size family and 13.6 per cent of the respondents belong to small family.

It is inferred that 64.2 per cent of the respondents belong to medium size family.

4.2.10 Storage of contacts by the respondents

Contact means having important people name and phone numbers in the mobile phone. Contact person is increasing from person to person based on their working conditions and their nature of the behavior in framing relationship with others. All people don't prefer to save and store all the contacts; they stored few contacts which are needed with whom good relationship should be maintained.

Table - 4.10

Storage of contacts

Contacts	**Public Sector**		**Private Sector**		**Total**	
	(n=104)	**(100%)**	**(n=622)**	**(100%)**	**(n=726)**	**(100%)**
Upto 25	29	27.9	125	20.1	154	21.2
26 to 50	2	1.9	129	20.7	131	18.0
51 to 75	5	4.8	77	12.4	82	11.3
76 to 100	53	51.0	66	10.6	119	16.4
Above 100	15	14.4	225	36.2	240	33.1

Source: Primary Data

The above table 4.10 describes that in the public sector, 51 per cent of the respondents have 76 to 100 contacts, 27.9 per cent of the respondents have upto 25 contacts, 14.4 per cent of the respondents have more than 100 contacts, 4.8 per cent of the respondents have 51 to 75 contacts and 1.9 per cent of the respondents have 26 to 50 contacts.

In the private sector, 36.2 per cent of the respondents have more than 100 contacts, 20.7 per cent of the respondents have 26 to 50 contacts, 20.1 per cent of the respondents have upto 25 contacts, 12.4 per cent of the respondents have 51 to 75 contacts and 10.6 per cent of the respondents have 76 to 100 contacts.

In total, 33.1 per cent of the respondents have more than 100 contacts, 21.2 per cent of the respondents have upto 25 contacts, 18 per cent of the respondents have 26 to 50 contacts, 16.4 per cent of the respondents have 76 to 100 contacts and 11.3 per cent of the respondents have 51 to 75 contacts.

It is inferred that 33.1 per cent of the respondents have more than 100 contacts.

4.2.11 Frequency of speaking of the respondents

People prefer to communicate with few persons frequently rather than with all the contacts stored in the mobile. They may be their friends, relatives, family members and officials. It is very important to analyse the frequency of communication, to identify the preference of speaking of the respondents.

Table - 4.11

Frequency of speaking

Frequency of speaking	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Friends	28	26.9	347	55.8	375	51.7
Relatives	16	15.4	47	7.5	63	8.7
Family members	33	31.7	188	30.2	221	30.4
Officials	26	25.0	29	4.6	55	7.6
Consumers	1	1.0	11	1.8	12	1.6

Source: Primary Data

The above table 4.11 shows that in the public sector, 31.7 per cent of the respondents frequently speak with their family members, 26.9 per cent of the respondents frequently speak with their friends, 25 per cent of the respondents frequently speak with officials, 15.4 per cent of the respondents frequently speak with their relatives and only one per cent of the respondents frequently speak with their consumers for promoting business.

In the private sector, 55.8 per cent of the respondents frequently speak with their friends, 30.2 per cent of the respondents frequently speak with their family members, 7.6 per cent of the respondents frequently speak with their relatives, 4.6 per cent of the respondents frequently speak with officials and 1.8 percent of the respondents frequently speak with their consumers for promoting their business.

Totally, 51.7 per cent of the respondents frequently speak with their friends, 8.7 per cent of the respondents frequently speak with their relatives, 7.6 per cent of the respondents frequently speak with officials and 1.6 per cent of the respondents frequently speak with their consumers for promoting business.

It is inferred that 51.7 per cent of the respondents speak with their friends.

4.2.12 Incoming calls received by the respondents

Incoming calls mean call made by others. As it is free of cost, the receiver need not pay anything for it. The person receives calls from others who are in need to contact. It is an important feature of mobile phone to contact with people. Hence, it is necessary to identify calls received by the respondents.

Table - 4.12

Incoming calls

No. of calls per days	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
upto 5	76	73.1	447	71.9	523	72.0
6 to 10	15	14.4	121	19.4	136	18.7
11 to 15	9	8.7	43	6.9	52	7.2
Above 15	4	3.8	11	1.8	15	2.1

Source: Primary Data

The above table shows that in the public sector, 73.1 per cent of the respondents receive calls daily up to five times, 14.4 per cent of the respondents receive six to ten calls daily, 8.7 per cent of the respondents receive 11 to 15 calls daily and 3.8 percent of the respondents receive more than 15 calls daily.

In the private sector, 71.9 per cent of the respondents receive calls daily up to five times, 19.4 per cent of the respondents receive six to ten calls daily, 6.9 per cent of the respondents receive 11 to 15 calls daily and 1.8 percent of the respondents receive more than 15 calls daily.

Totally, 72 per cent of the respondents receive calls daily up to five times, 18.7 per cent of the respondents receive six to ten calls daily, 7.2 per cent of the respondents receive 11 to 15 calls daily and 2.1 percent of the respondents receive more than 15 calls daily.

It is inferred that 72 per cent of the respondents receive up to five calls daily.

4.2.13 Outgoing calls of the respondents

Outgoing calls mean the subscriber makes call to others. It is depending upon the respondent's need and attitude. The outgoing calls are charged by the service providers. Hence, it is very necessary and important to analyse the preference for making calls to others by the respondents. The following table shows the number of calls made by the respondents.

Table - 4.13

Outgoing calls

No. of calls per days	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto 5	65	62.5	487	78.3	552	76 .0
6 to 10	26	25.0	71	11.4	97	13.4
11 to 15	9	8.7	37	6.0	46	6.3
Above 15	4	3.8	27	4.3	31	4.3

Source: Primary Data

The table 4.13 shows that in the public sector, 62.5 per cent of the respondents make calls daily up to five times, 25 per cent of the respondents make six to ten calls daily, 8.7 per cent of the respondents make 11 to 15 calls daily and 3.8 percent of the respondents make more than 15 calls daily.

In the private sector, 78.3 per cent of the respondents make calls daily up to five times, 11.4 per cent of the respondents make six to ten calls daily, 6 per cent of the respondents receive 11 to 15 calls daily and 4.3 per cent of the respondents make more than 15 calls daily.

Totally, 76 per cent of the respondents make calls daily upto five times, 13.4 per cent of the respondents make six to ten calls daily, 6.3 per cent of the respondents make 11 to 15 calls daily and 4.3 per cent of the respondents make more than 15 calls daily.

It is inferred that 76 per cent of the respondents make calls daily up to five times.

4.2.14 Incoming SMS by the respondents

Normally, incoming SMS is received in all the categories of people. The service providers and some business promotional activities regarding products or services are also sending SMS to the mobile users. It is free of cost to the subscribers. The subscribers may receive SMS from friends, relatives, known and unknown, commercial institutions and government. The following table describes that the incoming messages of the respondents.

Table - 4.14

Incoming SMS

No. of SMS per day	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto 10	61	58.7	194	31.2	255	35.1
11 to 20	13	12.5	97	15.6	110	15.2
21 to 30	10	9.6	21	3.4	31	4.3
Above 30	20	19.2	310	49.8	330	45.4

Source: Primary Data

The above table 4.14 explains that in the public sector, 58.7 per cent of the respondents receive up to 10 SMS daily, 19.2 per cent of the respondents receive more than 30 SMS daily, 12.5 per cent of the respondents receive 11 to 20 SMS daily and 9.6 per cent respondents receive 21 to 30 SMS daily.

In the private sector, 49.8 per cent of the respondents receive more than 30 SMS daily, 31.2 per cent of the respondents receive up to 10 SMS daily, 15.6 per cent of the respondents receives 11 to 20 SMS daily and 3.4 per cent of the respondents receive 21 to 30 SMS daily.

Totally, 45.4 per cent of the respondents receive more than 30 SMS daily, 35.1 per cent of the respondents receive up to 10 SMS daily, 15.2 per cent of the respondents receives 11 to 20 SMS daily and 4.3 per cent of the respondents receive 21 to 30 SMS.

It is inferred that 45.4 per cent of the respondents are receiving more than 30 SMS daily.

4.2.15 Outgoing SMS by the respondents

Nowadays, subscribers are frequently sending SMS. The service providers are charging some minimum amount for SMS like making calls. Thus, it is important to analyse the number of sending SMS. The following table describes the outgoing SMS of the respondents in a day.

Table - 4.15

Outgoing SMS

No. of SMS per day	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto 10	75	72.1	289	46.5	364	50.1
11 to 20	9	8.6	64	10.3	73	10.1
21 to 30	6	5.8	68	10.9	74	10.2
Above 30	14	13.5	201	32.3	215	29.6

Source: Primary Data

Table 4.15 describes that in the public sector, 72.1 per cent of the respondents send upto 10 SMS daily, 13.5 per cent of the respondents send more than 30 SMS daily, 8.6 per cent of the respondents send 11 to 20 SMS daily and 5.8 per cent of the respondents send 21 to 30 SMS daily. In the private sector, 46.5 per cent of the respondents send upto 10 SMS daily, 32.3 per cent of the respondents send more than 30 SMS daily, 10.9 per cent of the respondents send 21 to 30 SMS daily and 10.3 per cent of the respondents send 11to 20 SMS daily.

Totally, 50.1 per cent of the respondents send upto 10 SMS daily, 29.6 per cent of the respondents send more than 30 SMS daily, 10.2 per cent of the respondents send 21 to 30 SMS daily and 10.1 per cent of the respondents send 11to 20 SMS daily.

It is inferred that 50.1 per cent of the respondents send SMS upto 10.

4.2.16 Life style of the respondents

The lifestyle changes tremendously due to increase in the standard of living. Here, the researcher analyses whether there is any change in the life style of the respondents after having mobile connection. It is analysed through three point scale, i.e. increased, decreased and no change.

Table - 4.16

Life style of the respondents

Life style	Public		Private		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Increased	71	68.3	210	33.8	281	38.7
Decreased	0	0	76	12.2	76	10.5
No change	33	31.7	336	54.0	369	50.8

Source: Primary Data

The above table 4.16 describes that in the public sector, 68.3 per cent of the respondents increased their lifestyle, 31.7 per cent of the respondents' life style has not been changed and no respondents think that mobile decreased their life style. In the private sector, 33.8 per cent of the respondents increased their lifestyle, 54 per cent of the respondents' life style has not been changed and 12.2 per cent of the respondents think that their lifestyle has been decreased.

Totally, 50.8 per cent of the respondents' life style has not been changed, 38.7 per cent of the respondents increased their lifestyle and 10.5 per cent of the respondents think that it has been decreased their life style.

It is inferred that 50.8 per cent of the respondents felt that there is no change in their lifestyle by using a mobile phone.

4.2.17 Period of using current service provider of the respondents

The period means how many years the subscribers using the current service provider. It is a very important factor which determines the subscriber's satisfaction. Thus, period of using current service provider has a vital role in subscribers' satisfaction. The following table shows the period of using the current service provider by the respondents.

Table - 4.17

Period of using current service provider

Period	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Below 1yr	8	7.7	106	17.0	114	15.7
1 to 2 yrs	17	16.3	146	23.5	163	22.5
2 to 3 yrs	17	16.3	120	19.3	137	18.9
3 to 4 yrs	40	38.5	142	22.8	182	25.0
Above 4 yrs	22	21.2	108	17.4	130	17.9

Source: Primary Data

The table 4.17 describes that in the public sector, 38.5 per cent of the respondents have been using this service provider for 3 to 4 years, 21.2 per cent of the respondents have been using this service provider for above 4 years, 16.3 per cent of the respondents have been using their current service provider for 1 to 2 years, 16.3 per cent of the respondents have been using it for 2 to 3 years and 7.7 per cent of the respondents are using the current service provider for below 1 year.

In the private sector, 23.5 per cent of the respondents have been using the service provider for 1 to 2 years, 22.8 per cent of the respondents have been using this service provider for 3 to 4 years, 19.3 per cent of the respondents have been using it for

2 to 3 years, 17.4 per cent of the respondents have been using this service provider for above 4 years and 17 per cent of the respondents are using the current service provider for below 1 year.

Totally, 25 per cent respondents have been using this service provider for 3 to 4 years, 22.5 per cent of the respondents have been using the service provider for 1 to 2 years, 18.9 per cent of the respondents have been using it for 2 to 3 years, 17.9 per cent of the respondents have been using this service provider for above 4 years and 15.7 per cent of the respondents are using the current service provider for below 1 year.

It is inferred that 25 per cent of the respondents use the current service provider for more than 3 years.

4.2.18 Influence to select the service provider of the respondents

The subscriber may be influenced by someone to select their mobile service provider. They may be their family member, friends, colleagues, relatives, dealers and advertisements. It is important to know the influencing factor to select the service provider. The following table shows the factors influence to select the service provider.

Table - 4.18

Influence to select the service provider

Influences	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Family members	31	29.8	205	33.0	236	32.5
Friends	1	1.0	159	25.6	160	22.0
Colleagues	14	13.5	25	4.0	39	5.4
Relatives	32	30.7	42	6.7	74	10.2
Dealers	12	11.5	56	9.0	68	9.4
Advertisements	14	13.5	135	21.7	149	20.5

Source: Primary Data

The above table describes that in the public sector, 30.7 per cent of the respondents are influenced by their relatives, 29.8 per cent of the respondents are influenced by their family members, 13.5 per cent of the respondents are influenced by colleagues, 13.5 per cent of the respondents are influenced by advertisements, 11.5 per cent of the respondents are influenced by dealers and one per cent of the respondents are influenced by friends.

In the private sector, 33 per cent of the respondents are influenced by their family members, 25.6 per cent of the respondents are influenced by friends, four per cent of the respondents are influenced by colleagues, 21.7 per cent of the respondents are influenced by advertisements, 9 per cent of the respondents are influenced by dealers and 6.7 per cent of the respondents are influenced by their relatives.

Totally, 32.5 per cent of the respondents are influenced by their family members, 22 per cent of the respondents are influenced by friends, 20.5 per cent of the respondents are influenced by advertisements, 10.2 per cent of the respondents are influenced by their relatives, 9.4 per cent of the respondents are influenced by dealers and 5.4 per cent of the respondents are influenced by colleagues.

It is inferred that 32.5 per cent of the respondents are influenced by their family members to select the service providers.

4.2.19 Amount spent for recharge per month by the respondents

It is an amount which is spent for mobile communication and service facilities offered by the service provider. The recharge coupons are available from ₹10 to 10,000. Thus, it is important to analyse the amount spent by the subscribers for recharge per month.

Table - 4.19

Amount spent for monthly recharge

Recharge Amount	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto ₹100	16	15.4	348	55.9	364	50.1
₹ 101 to 250	61	58.7	129	20.7	190	26.2
₹ 251 to 500	6	5.7	115	18.6	121	16.7
Above ₹500	21	20.2	30	4.8	51	7.0

Source: Primary Data

Table 4.19 describes that in the public sector, 58.7 per cent of the respondents recharge ₹101 to 250 in a month, 20.2 per cent of the respondents recharge more than ₹500 in a month 15.4 per cent of the respondents recharge upto ₹100 in a month and 5.7 per cent of the respondents recharge ₹251 to 500 in a month.

In the private sector, 55.9 per cent of the respondents recharge upto ₹100 in a month, 20.7 per cent of the respondents recharge ₹101 to 250 in a month, 18.6 per cent of the respondents recharge ₹251 to 500 in a month and 4.8 per cent of the respondents recharge more than ₹ 500 in a month.

Totally, 50.1 per cent of the respondents recharge upto ₹100 for a month, 26.2 per cent of the respondents recharge ₹101 to 250 for a month, 16.7 per cent of the respondents recharge ₹251 to 500 for a month and seven per cent of the respondents recharge more than ₹500 for a month.

It is inferred that, 50.1 per cent of the respondents recharge upto ₹100 per month.

4.2.20 Amount spent for outgoing calls by the respondents

The subscribers should recharge their account for making outgoing calls. For outgoing calls, the charges will be deducted from the subscribers' main account of the balance. Apart from this, the balance is used for other purposes like using the internet, downloading, sending SMS and setting caller tunes. Hence, it is important to analyze the major amount spent for making calls per month by the respondents.

Table - 4.20

Amount spent for outgoing calls monthly

Amount for Outgoing Calls	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Upto ₹100	33	31.7	408	65.6	441	60.7
₹101 to 250	45	43.3	130	20.9	175	24.1
₹251 to 500	5	4.8	67	10.8	72	10.0
Above ₹500	21	20.2	17	2.7	38	5.2

Source: Primary Data

The above table shows that in the public sector, 43.3 per cent of the respondents spend ₹101 to 250 for making outgoing calls, 31.7 per cent of the respondents spend upto ₹100 for outgoing calls, 20.2 per cent respondents spend more than ₹500 for making outgoing calls and 4.8 per cent of the respondents spend ₹251 to 500 for making outgoing calls.

In the private sector, 65.6 per cent of the respondents spend upto ₹100 for outgoing calls, 20.9 per cent of the respondents spend ₹101 to 250 for making outgoing calls, 10.8 per cent of the respondents spend ₹251 to 500 for making outgoing calls and 2.7 per cent respondents spend more than ₹500 for making outgoing calls.

Totally, 60.7 per cent of the respondents spend upto ₹100 for outgoing calls, 24.1 per cent of the respondents spend ₹101 to 250 for making outgoing calls, 10 per cent of the respondents spend ₹251 to 500 for making outgoing calls and 5.2 per cent of the respondents spend more than ₹500 for making outgoing calls.

It is inferred that 60.7 per cent of the respondents spend ₹100 for outgoing calls per month.

4.2.21 Mode of new promotional offers

The service provider wants to inform the promotional offers to their subscribers. For that, various modes are used to convey the information. They are TV, radio, posters, friends, relatives, SMS and dealers. The following table shows that mode used to convey the information about promotional offers to the respondents.

Table - 4.21

Mode of new promotional offers

Mode of New Offers	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
TV	10	9.6	64	10.3	74	10.2
Radio	12	11.5	35	5.6	47	6.5
Posters	13	12.5	42	6.8	55	7.6
Friends	36	34.7	111	17.8	147	20.2
Relatives	2	1.9	35	5.6	37	5.1
Service provider's SMS and call	16	15.4	260	41.8	276	38.0
Dealers	15	14.4	75	12.1	90	12.4

Source: Primary Data

The above table shows that in the public sector, 34.7 per cent of the respondents get details about offers from their friends, 15.4 per cent of the respondents get information from service provider's SMS and calls, 14.4 per cent of the respondents get information from dealers, 12.5 per cent of the respondents get information from posters, 11.5 per cent of the respondents get information through radio, 9.6 per cent of the respondents get information through TV and 1.9 per cent of the respondents get information from their relatives.

In the private sector, 41.8 per cent of the respondents get information from service provider's SMS and calls, 17.8 per cent of the respondents get details about offers from their friends, 12.1 per cent of the respondents get information from dealers, 10.3 per cent of the respondents get information through TV, 6.8 per cent of the respondents get information from posters, 5.6 per cent of the respondents get information through radio and 5.6 per cent of the respondents get information from their relatives.

Totally, 38 per cent of the respondents get information from service provider's SMS and calls, 20.2 per cent of the respondents get details about offers from their friends, 12.4 per cent of the respondents get information from dealers, 10.2 per cent of the respondents get information through TV, 7.6 per cent of the respondents get information from posters, 6.5 per cent of the respondents get information through radio and 5.1 per cent of the respondents get information from their relatives.

It is inferred that 38 per cent of the respondents know about the offers through SMS and calls from the service provider.

4.2.22 Activation of Do Not Disturb (DND)

It is an option to the subscribers that, the subscribers can register DND for avoiding disturbance made by the service provider as promotional SMS or calls. If the subscribers want to apply for activating DND, the subscribers have to send SMS to

1909 as “to stop” or call the customer care service. Hence, it is necessary to identify the respondents’ activation of DND.

Table - 4.22

Activation of Do Not Disturb (DND)

Activation of DND	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Yes	30	28.8	133	21.4	163	22.5
No	74	71.2	489	78.6	563	77.5

Source: Primary Data

The table 4.22 shows that in the public sector, 71.2 per cent of the respondents have not activated DND and the remaining 28.8 per cent of the respondents have registered to avoid disturbance from the promotion offers offered by the service providers. In the private sector, 78.6 per cent of the respondents have not registered under the DND scheme and the remaining 21.4 per cent of the respondents have registered. In total, 77.5per cent of the respondents have not registered under DND while the remaining 22.5 per cent of the respondents have registered.

It is inferred that 77.5 per cent of the respondents have not registered their number under Do Not Disturb (DND).

4.2.23 Change of service provider before implementation of MNP

Before implementing the Mobile Number Provider (MNP) scheme, if the subscriber wants to change their service provider, they had to lose their number. But, with the help of MNP, the subscribers can retain their eisting number. The following table shows the change of service providers before implementation of MNP scheme by the respondents.

Table - 4.23

Change of service provider before MNP

Change Operator before MNP	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Yes	1	1.0	87	14.0	88	12.1
No	103	99.0	535	86.0	638	87.9

Source: Primary Data

The table 4.23 shows that in the public sector, 99 per cent of the respondents remains in their existing service provider and the remaining only one per cent of the respondents switched over from their past service provider to another service operator. In the private sector, 86 per cent of the respondents remain in their existing service provider and the remaining 14 per cent of the respondents switched over from their past service provider to another service operator. Totally, 87.9 per cent of the respondents remains in their existing service provider and the remaining 12.1 per cent of the respondents switched over from their past service provider to another service operator.

It is inferred that 87.9 per cent of the respondents have not switched over to other service providers.

4.2.24 Switching over after MNP scheme

After implementing MNP scheme, it is easy to change the service providers. Therefore, the switch over from one service provider to another have taken place often. Hence, it is very important to analyse the subscribers using MNP to change their service provider. The following table shows the switching over under the MNP scheme of the respondents are given below.

Table - 4.24

Switching over using MNP scheme

Switch over Using MNP	Public Sector		Private Sector		Total	
	(n=104)	(100%)	(n=622)	(100%)	(n=726)	(100%)
Yes	9	8.7	112	18	121	16.7
No	95	91.3	510	82	605	83.3

Source: Primary Data

The above table 4.25 describes that in the public sector, 91.3 per cent of the respondents have not switched over from their past service operator to current service operator after MNP scheme and 8.7 per cent of the respondents have switched over their past service operator to current service operator. In the private sector, 82 per cent of the respondents have not switched over from their past operator after MNP scheme and 18 per cent of the respondents have switched over their past service operator to current service operator. Totally, 83.3 per cent of the respondents have not switched over from their past operator after MNP scheme and 16.7 per cent of the respondents have switched over their past service operator to current service operator.

It is inferred that 83.3 per cent of the respondents have not switched over from their past service operator to current service operator.

4.3 CONCLUSION

This chapter concludes that the findings of demographic factors of the respondents. The socio- economic conditions are analysed using percentage analysis. It showed that the majority of the respondents are male and under the age group of 21 to 30 years. And, also it describes that majority of the respondents are married and graduates in the study area. It is clear that most of the respondents are working as private employees and get the annual income of upto ₹1,00,000. The researcher has given weightage to both urban and rural equally. In the study area, the majority of the respondents are living in nuclear family with 4-5 family members. In this regarding, the communication system prefers that the majority of the respondents stored more than 100 contacts and frequently talking with their friends and make call at least 5 times to others and received minimum of 5 times per day. The half of the respondents felt that there is no change in their life style. The respondents are influenced by their family members to select their current service provider. The respondents recharge for ₹100 per month and spend the amount for outgoing calls. The respondents came to know about the promotional offers offered by service providers through SMS and calls only because the majority of the respondents are not activated DND. The researcher found out that only few respondents have used MNP scheme to change the service provider. This chapter concludes that the results obtained from the collected data are the socio- economic conditions highly influenced on the mobile communication service. The subscribers prefer the services based on their economic conditions and it will reflect on their preference, opinion and satisfaction which were analysed in the next chapter.