Chapter 5 – Conclusions and Recommendations

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5.1 Introduction

The telecom sector in India is showing remarkable growth in India over the past decade or so. India is one of the largest telephone subscribers in the world. It stood second in the world and accounted for 12 per cent of the world’s total telephone subscribers. There is a drastic change in the teledensity of India. In March 2002 the overall tele-density of India was 4.3 and it was increase to 78.1 in February 2012. In March 2002 the rural tele-density of India was 1.2 which was increase to 38.5 in February 2012. Telecom Regulatory Authority of India prepared a report titled ‘Telecom Sector in India: A Decadal Profile’ which gave these figures. It took almost 10 years for mobile to really become a mass device after the prices for calls & devices came down. A lot happened during 2005-2010 and it can be termed as one of the golden periods of Indian wireless history. The ITI must be acknowledged for its survival in this cut throat competition and day by day reduced margin. Telecom operators are applying the best business models in the times of trouble and taking the industry to the next level.

Indian telecom market is described as one of the toughest and competitive markets in the world. The situation is getting more precarious and the telecom sector is witnessing a dip in the gross additions of subscribers in the year 2012. The telecom market has became market of ‘use and throw’ as subscribers are taking advantage of one operator and as the other operator is providing something cheaper they are leaving the previous one.

The other natural fallout of the hypercompetitive market has been the free fall in tariffs over the last three years, dropping by over 40 per cent. Tariffs in India are now among the lowest in the world. In fact, such a market has created unsustainable models where some telecom players are offering services at prices that do not even justify their marginal costs.\(^1\)

Telecom sector in India observe a massive investments. Not only private but also government entities invested a lot in the growing telecom sector in India in the recent past. India’s growth potential has attracted newer players in the telecom industry which result in the increase in the intensity of competition.
Key factors, which will fuel the growth of the sector include increased access to services owing to launch of newer telecom technologies like 4G services, better devices, changing consumer behaviour and the emergence of cloud technologies. The market share of the telecom companies reflects the fragmented nature of the industry, with as many as 15 players. While the private operators hold 88.88 per cent of the wireless market share (based on subscriber base) BSNL and MTNL, the two PSU operators capture 11.12 per cent of the pie.\textsuperscript{ii}

It is found that there is a huge Foreign Direct Investment was made by the foreign investor with the anticipation of growth in this sector. Foreign Institutional Investors continue their capital flows into telecom sector in India. It contributed a lot in the dynamism of Indian economy.

There are many opportunities to the foreign investors to invest in ITI. There are many telecom areas which are still neglected in India and need Foreign Direct Investments. These areas includes E-commerce, Tele-education, Tele-banking, Manufacturing of telecom equipments, manufacturing of telecom components, Exports of telecom equipment, outsourcing of services, Tele-medicine etc. in the year 2005, the Department of Industrial Policy and Promotion which is functioning under the Ministry of Commerce and Industry decided to increase limit of FDI in telecom sector from 49 percent to 74 percent.

There is a unique relationship between service provider and mobile subscriber. Both use to connect with each other without intervention of any other entities. In India most of the mobile operators get connect with their subscribers by using multiple channels to communicate them the various new offers and schemes. It can be possible through SMS and pre recorded calls. Services like do not disturb restrict mobile operators to call the customers to give information about new schemes. Mobile number portability is also one of the difficulties which operators are facing but few operators are taking mobile number portability as an opportunity.

In the fast changing mobile revolution it is found that the telecom products and services have an extremely short lifecycle. It raised a great challenge in front of the mobile operators to market their products and services to the right subscriber at the right time. If the operator is not
able to convey the message to the subscriber it may lose the potential costumer. This method of marketing is called as a “Real-time”.

In this chapter all the findings of 4th chapter are summarized and the concise results in the form of conclusions have been presented. This chapter gives a brief idea about the whole research work and results along with findings obtained through the survey. The chapter will help the reader of this research thesis to get a clear-cut overview of the work that is done by the researcher during the study.

5.2 Conclusions

Total 500 respondents are taken into consideration during analysis. The researcher selected 250 respondents each from Airtel and MTNL. Questionnaire consists of two parts, Part A consists of personal information of the respondents and Part B covers Buying Behaviour of Mobile Consumer.

The first part of the questionnaire is related with the personal information of the consumer. This part mainly helps to collect the demographic information of the consumer. The part mainly covers the information of the consumer regarding the name, age, sex, address, income and occupation.

The second part of the questionnaire is related with the questions analysing behaviour of the consumers while choosing the operator. This part mainly helps to collect the information related with the behaviour of the mobile consumer as well as the question related with the operator and advertisement and its impact on their buying behaviour. The part mainly covers the information of the consumer regarding the mobile connection, method of billing, average spending on the mobile, use of internet, use of value added services, impact of advertisement etc. The detail analysis of the data is given below.

Important Findings and Conclusions are summarized below:

1. It is evident from the study that the mobile subscribers market is male dominated. Gender wise distribution of both the operators showed more or less the same the same pattern. In
MTNL there were 76 percent and in Airtel there were 71.20 male subscribers. It shows that the market of mobile consumer is dominated by the male consumers.

2. It is observed from the study that the preference of operator according to age is not uniform. Age group of 30 to 50 years gave more preference to the MTNL and Airtel is preferred by the subscribers in the age group of 15 to 40 years. Many subscribers believe that Airtel is the brand of new age subscribers and MTNL is trusted by the people of middle age group. It is observed from the data that there are very few subscribers in the age group of more than 60 which shows the low adaptability of mobile in that group. It shows that mobile phones have become a part and partial of human life. There is no age barrier for mobile subscribers. Anyone from teenagers to old men is using mobiles for their personal comfort.

3. The study tries to analyse mobile subscribers according to their income. It shows that most of the customers from both the operators lies in the income group of Rs. 1,00,000 to Rs. 4,00,000. The customers falling in the income group of below Rs. 1,00,000 are mostly students. It is evident from the data that mobile is becoming part of life irrespective of the income. Low cost mobile handset made it possible.

4. Use of mobile is evident almost in all the occupations. There are students, employees, businessmen and unemployed too possessing mobiles. The data revealed that Airtel’s customer base is dominated by the students and businessmen and MTNL is preferred by the employed and unemployed consumers. It is observed from the data that both the operators have their presence in all the occupations.

5. One of the important personal attribute is education. During the study subscribers are distributed according to their education. The study shows that there is positive correlation in the education and mobile subscribers. The data reveals that as education level increases there is increase in the mobile subscribers. More than two third of the subscribers from the both the operators are either graduates or post graduates. There are very few illiterates using mobiles.

6. It is observed from the study that there are more prepaid subscribers than the postpaid subscribers using services of both the operators. due to easy availability and less expensive SIM cards customers prefer prepaid services and they change it when other operator provides any other better and cheap services.
7. It is observed from the data that most of the postpaid customers are paying their own bills. There are employers who provide the post paid connections to their employees. The employer use to pay the bill for their employees. Airtel is able to provide more postpaid connection than MTNL.

8. It is observed from the data that mobile subscribers are possessing connection of more than one operator. More MTNL subscribers have connection of more than one operator than Airtel.

9. There are various reasons of using more than one connection for the mobile subscribers. Most of the subscribers from Airtel and MTNL are using more than one connection because of cheaper call rates and better connectivity of the other operators. There are other reasons too which are good internet speed, cheaper SMS, cheaper internet etc.

10. Day by day prices of the mobile handsets are coming down. This helps everyone to buy mobile. Few years before there were very few mobile handset providers. But during last 3-4 years many low cost handset providers are available. From the data of both the operators it is observed that almost 60 percent of the subscribers became mobile owner in last 4 years.

11. Due to acute competition among the operators there is subsequent reduction in calling rates. This is even not the exception for MTNL and Airtel. Near about 60 percent of the subscribers from Airtel and MTNL are spending less than Rs. 400 on their mobile. There are very few subscribers from both the operators are spending more than Rs. 600 per month on mobile.

12. The data reveals that per second plan is most popular plan of calling among the subscribers of both the operators. The subscribers believe that per second billing will help in reduction of their mobile bill. The second popular plan of billing is per minute plan. There are very few subscribers using other plans.

13. It is evident from the data that all the subscribers from both the operators using mobile for the purpose of making local or inter circle calls. There are more than two third subscribers from both the operators using mobile for the purpose of making national or long distance or intra circle calls. There are less than 5 percent of subscribers from both the operators using mobile for the purpose of making international calls.
14. Use of internet is becoming the need of hour for every individual. During the study it is revealed that more than 60 percent of the subscribers from both the operators using internet on mobile. More Airtel subscribers are using internet on mobile than the subscribers of MTNL.

15. In India there are 2G, 3G and 4G internet connections are available. 4G connection is available in Kolkotta only. During the study it is found that more than 50 percent of the subscribers from both the operators using 2G connection. The 3G users are very few. Airtel subscribers are more than MTNL in using 2G as well as 3G internet connection.

16. It is evident from the data that most of the respondents who are using mobile internet fall under the category of using less than 1GB data usage. There are around 20 percent of the respondents who are using more than 1GB data.

17. Mobile internet plans are expensive in India. Operators in India are providing unlimited data plans at very competitive prices. There are very few respondents using such plans. Airtel is able to offer more such unlimited data plans to its subscribers than MTNL.

18. During the rating of data plans according to its cost it is observed that most of the respondents from both the subscribers believe that data plans are expensive. Subscribers are of the opinion that Airtel data plans are expensive than MTNL. There are more subscribers who believe that MTNL plans are less expensive than Airtel.

19. During the study it is observed that there are less than 30 percent of the subscribers from both the operators opt for any special package. Special packages are meant to avail special services such as SMS, calls, data plans etc. at lesser cost than normal cost. in MTNL SMS and 2G data plans special packages are popular among the customers. In Airtel customers prefer to take SMS, free minute and 2G data plans special packages. There are other packages also such as National and International calling, 2G and 3G data plans, night calling plans etc.

20. Value Added Services are also one of the important segments which mobile operators provide to their subscribers. In MTNL subscribers prefers to subscribe the services such as ringing tone, missed call alert and GPRS. Airtel subscribers prefer to subscribe the services such as ringing tone, call conferencing and GPRS. There are other services too but for which very few subscribers subscribe.
21. During the study it is observed that there is subsequent impact of advertisement on the mobile subscribers. There are almost 60 percent and more subscribers from both the operators believe that there is impact of advertisement on the selecting the mobile operator.

22. Companies are using brand ambassadors as one of the brand promotion effort in endorsing their product. But during the study of subscribers from both the operators it is found that consumers have not impressed with the impact of brand ambassador.

23. It is observed from the data that most of the MTNL consumers are of the opinion that advertisements are not helpful in selecting plans. On the other hand most of the Airtel subscribers are of the opinion that advertisement helps in selecting the plan. It is observed that Airtel is able to advertise their product to reach the consumers.

24. The data reveal that TV and dealers are one of the most important information sources to gather information regarding the various plans of mobile. Newspapers, hoardings and SMS by operators are also important sources for gathering information. The internet is an emerging medium of information, especially with younger people. It is evident from the above data that Airtel is able to reach the customer through advertisement better than MTNL in all media of advertisement.

25. Customer care service helps in bridging gap between customer and operator. It is one of the important problem solving mechanisms used by the operators. Almost 80 percent subscribers from both the operators accepted that they used the services of customer care for solving their problems.

26. During the study the customer care services were rated by the subscribers of both the operators. More customers rated MTNL service are good as compared to Airtel customers. More customers rated Airtel service are average as compared to MTNL customers. Dissatisfaction from customer care services is more in Airtel subscribers than MTNL subscribers.

27. It is observed from the data that voice call, SMS and internet are the functions of mobile which are used by majority of subscribers from both the operators. There are other functions of mobile such as MMS, Video calls, Mobile banking, social networking, GPS etc. but very few subscribers use these functions.
28. It is observed that almost 60 percent of the subscribers from both the operators are get attracted towards the special schemes of free or extra talk time.

29. It is observed that many subscribers did not opt for the services of Do Not Disturb. The process of application is rather difficult. There are many subscribers who even do not know about this service.

30. There is sudden deduction of balance of the customers for subscription of services which customer never applied for. During the study it is observed that there are less than 10 percent customers of MTNL facing this problem of activating uncalled services. On the other hand there are near about 30 percent of the Airtel customers are facing this problem.

31. It is evident from the data that majority of the subscribers are of the opinion that Mobile Number Portability is beneficial for the subscribers as they can change the operator without changing number.

32. It is observed from the data that mobile subscribers from both the operators consider Good Network, Lower Call Rates, Free Talk Time, Easy Availability, Lesser Congestion, Low Drop Rate, Modern Technology and Faster Internet as important factors in selecting operator.

33. It is observed from the data that it is difficult to satisfy all the customers. The mobile subscribers rated the services of operators as per their experiences. It is a matter of concern for both the operators that nearly 30 percent of the subscribers rate the services as bad or worst. Dissatisfaction of MTNL subscribers is more than the subscribers of Airtel.

34. It is observed from the data that near about 80 percent mobile subscribers from both the operators would like to continue with them in future. More subscribers would like to continue services of Airtel in future than MTNL subscribers.

5.3 Recommendations

From the above conclusions, following recommendations can be given to improve marketing of the mobile operators:

1. Gender and Mobile
Gender wise distribution reveals that mobile market is still male dominated. There is ample opportunity for the mobile operators to increase their female subscribers through effective marketing and introducing special schemes and offers to female customers. It is observed during the study that high income group women have their mobile but still mobile is out of reach of low income group women. For mobile companies it is possible to increase women mobile subscribers through introduction of very low priced annual plans. It is also possible to start low priced post paid plans especially for women. On the other hand companies should retain and increase the male customers too.

2. Age and Mobile

Mobile is neither a status symbol nor luxury electronic gadget. Mobile became the need of everyone irrespective of age. The need of mobile changes according to the age. The mobile operators need to introduce various plans and schemes by taking in consideration the age and need of the subscribers. There is also scope in promotion of mobile schemes among the senior citizens. There is still opportunity of increasing customer base in the category of above 50 years of the customers.

3. Income, Occupation and Education

Cell phone consuming population is on the raise irrespective of income, literacy and occupation. There is positive correlation between income and mobile subscribers. Recently due to easy availability of low cost mobile phones, everyone is able to buy it. Government of India declared the scheme of free mobiles to the people of below poverty line. This will help in reaching to the customers having income below Rs. 1,00,000. Effective marketing by the mobile operators and low tariff is one of the key strategies in increasing mobile subscribers.

Need of the mobile subscribers changes according to occupations too. For businessmen and employees mobile became necessity but it is not the exception for the students and unemployed too. Operators need to adopt different strategies to attract different customers. Businessmen and employees need mobile mostly for voice calls hence to attract them it is necessary to provide low cost voice plans as their call time is more than the other users. On the other hand to attract the students and unemployed it is necessary to provide low cost data plans
as they spend much time in using internet. MTNL need to increase its presence in the business and students as these two groups are potential future consumers for them.

Three is positive correlation between education and subscription of cell phone. As educational level increases consumers would like to use more advance features of mobile phone. It is difficult for illiterates to use function of mobile but still they use mobile for voice calls.

Mobile operators are trying to introduce many innovative services to their subscribers. It is very difficult to understand the need of the customers as in India there are subscriber with lot of diversity. Hence understanding subscribers need and catering to specific product is really difficult. Operators need to understand mobile subscribers need and preferences and create relevant services to them in an efficient and timely manner is one of the difficult tasks for them.

4. Prepaid and Postpaid Mobile Connection

The mobile market is with full of prepaid customers and MTNL and Airtel are not the exception for this. Operators are trying to increase their subscriber base by providing newer and cheaper services to the consumers. It is observed from various studies that prepaid customers are not loyal with the operators. Mobile Number Portability schemes also give the freedom to the subscribers to change the operator and select the operator having good and cost effective schemes. Hence mobile operators need to introduce unique post paid plans to increase loyal customers. Airtel is taking the help of tele-callers to increase their post paid connection by giving various offers. At the same time Airtel is providing corporate postpaid plans for the employees of particular companies. Many companies are paying the bill of postpaid mobile connection. This helps them to increase the postpaid subscribers. Airtel also offering vanity numbers for postpaid customers. On the other hand it is observed that MTNL is not taking any such efforts to increase post paid customers.

5. Services of More than One Operator

Dual SIM phones are gaining in popularity all over the world. In mobile market consumer become a king. Consumers are getting information about most of the new schemes of all operators through various sources. Recently it is observed that most of the consumers are
taking advantages of these schemes by choosing services of more than one operator. In India most of the service providers are selling new SIM cards almost at through away prices. Most of the consumers are taking one number permanent and changing another number which provides services at cheaper cost. This is really one of the difficult things that the operators are facing. The different reason for choosing more than one operators are Cheaper Call Rates, Better Connectivity, Good Internet Speed, Cheaper SMS, Cheaper Internet etc.

6. Expenses on Mobile and Method of Billing

Competition in the Indian wireless market is very tough as compared to global scenario. In India there are almost 20 operators are operating and competing with each other. Numbers of operators working in the other markets are 3-5 in countries like China, Brazil, Russia or Korea. According to report ‘Envisioning the Next Telecom Revolution’ by FICCI, DoT and AT Kearney, “ARPU for GSM operators declined at an average CAGR (compounded annual growth rate) of about 24 per cent between 2008 and 2011, while for CDMA operators ARPU fell at a CAGR of 13 per cent during the same period.” Due to fall in call prices there is also fall in average monthly expenditure on mobile by the consumers. The mobile operators need to introduce some innovative services to increase the revenue. The new avenues of increasing revenue for the operators are data services and Value Added Services.

Tata DOCOMO is one of the companies who started real price war in the Indian telecom market. Before the entry of the Tata DOCOMO almost all the operators were charging ‘on a per-minute pulse’. The tariffs were around Rs. 1 per minute for local calls and Rs. 1.50 per minute for STD calls. Tata DOCOMO entered in the market with a unique plan which is called as ‘pay per second’ plan. They offered the mobile subscribers billing method for per second use. They started their plan with 1 paisa per second charges for calling local as well as STD calls. In the per minute plan the subscriber has to pay for a minute whatever is the duration for the call. This unique concept shows Tata’s commitment to value the customer. It was an attempt to liberate the consumer from the ‘telecom clutter-land’ of confusing tariffs that fleeced them by making them pay even for the unused. This plan helped the mobile subscribers to reduce their expenses on mobile up to certain extent. This is the beginning the era of honest and transparent world of telecom services. Because of the introduction of per second billing by Tata other operators also
followed them and now all the operators in India are charging per second for those subscribers who want it. In Mumbai MTNL and Airtel are providing Per Minute and Per Second billing with few other methods of billing too.

7. Places of Calling

In India there is lot of reforms in calling rates of the mobile. After 2010, there are almost same calling rates for local and national calling. Few operators are providing special calling rates for making national and international calls. Telephone Regulatory Authority of India is planning to introduce free roaming all over the country. TRAI is negotiating and consulting with the operators for the same. It already started consultation process with the operators to start free roaming in India. Now it is one of the important threats to mobile operators. Free roaming will also reduce the revenue of the operators. Due to competition there is fall in tariff of international calls too. Now survival of mobile operators is possible by raising tariffs and innovative technology.

8. Use of Internet

The mobile phone will drive internet use in India in coming 2-3 years. It is estimated that there are almost 121 million internet users in India. According to research aggregated by wearesocial.net, there are more than 898 million mobile subscribers in India. Out of these subscribers there are 292 million subscribers who are from rural areas. There is increase in smart phone owners in India. There are almost all phones having internet browsing capabilities. Most of these phones are selling around Rs. 5,000 in India. Indian mobile manufacturer are increasing in India who are selling the good quality mobiles at very low cost.

Generally most of the Indians use the internet with either computer or mobile. The use of internet is not only for checking the mails but also for varied reasons. There is increase in connectivity of mobile internet almost all over India including many rural areas. There is also
increase in the users of social networking sites all over the country. Sites like facebook, twitter, orkut, linkedin etc. are much popular among the youngsters.

Due to competition in voice call the next important opportunity for mobile operators is mobile internet data. In India there are 3 mobile internet connectivity technologies are available i.e., 2G, 3G and 4G. 4G is not available in Mumbai. 3G improved the internet quality in India. The 3G connection helps the subscribers with high speed mobile broadband, video calling, video streaming etc.

In India 3G is expensive. Still due to competition and increasing number of 3G subscribers there is reduction in prices of 3G plans. Mobile companies are trying to increase the customers for unlimited data plans by reducing the prices of unlimited data plans. The mobile subscribers have to pay heavy charges if they do not opt for data plans in India.

Still subscribers from both the operators in Mumbai are not satisfied with the mobile internet. There are lot of connectivity problems and problems of speed in both 2G and 3G networks. Still these companies need to do much more improvements in the technology.

9. Special Packages and Value Added Services

Special packages are meant for reducing cost of services. There are various value recharges for various services. The subscribers use these special purpose value packs as per their need. These special purpose value packs reduce average monthly expenses up to certain extend. It is observed that still most of the consumers are not aware of these plans. There is needed to reach the customers with these special packages and help the customers to reduce the expenses. In the real sense these value packs helps in increasing revenue of the mobile operators too. Airtel is effectively reaching their subscribers with these value packs than the MTNL.

Indian mobile subscribers are not used to with the Value Added Services. There are many services which are used by very few subscribers. Mobile operators are trying to increase the VAS customers by advertisements. Airtel is effectively reaching their subscribers with these Value Added Services than the MTNL.
10. Advertisement

During the study it is found that there is positive correlation between advertisement and buying behaviour. Advertisement is one of the most influential ways to reach the consumers. Consumers accept that there is an impact of advertisement on their buying behaviour. Mobile operators need to use the media of advertisement in the most appropriate way to convey the information related with the new schemes. Airtel is using advertisements effectively than the MTNL. As MTNL is public sector company there is lot of restriction on spending on advertisement but this is not the case in Airtel. Airtel spends good amount of money on advertisement and became the highest selling brand in India.

Companies are using brand ambassadors as one of the brand promotion effort in endorsing their product. Airtel is doing much better than MTNL in recognizing their brand as well as brand ambassador. Sayali Bhagat is working as brand ambassador for MTNL. On the other hand there are many celebrities who are acting as brand ambassador for Airtel. These celebrities are Bollywood stars Sharukh Khan, Saif Ali Khan, Karina Kapoor, Madhavan and Genelia, Musician A.R. Rahaman and Cricketer Sachin Tendulkar. But during the study it is found that consumers have not impressed with the impact of brand ambassador. It is suggested that there is need of informative advertisements what the consumer wants rather than the brand ambassadors endorsing the products.

Audio visual media is one of the important media to reach the customers. TV and dealers are one of the most important information sources to gather information regarding the various plans of mobile which is provided by both the operators. Newspapers, hoardings and SMS by operators are also important sources for gathering information. The internet is an emerging medium of information, especially with younger people. With the introduction of Do Not Disturb service operators are missing the most advantageous and less expensive media of providing information that is Telemarketing and SMS. It is necessary to use the dealer effectively as it is lease expensive and most effective media of advertisement as most of the consumers take the information from the dealers. Dealers are not satisfied with the commission structure as it is in between 1 to 2 percent only. Companies need to provide better incentives for the dealers. MTNL
is not able to make effective advertisement and reach the consumer. On the other hand Airtel is working well on effective media campaigns to reach the consumers.

11. Customer Care Services, Do Not Disturb Services and Problem of Activating Uncalled Services

Customer care helps in retaining their customers and getting them loyal. Generally customers would like to call customer care services when they face problems. Customers from both the operator face problems and they take the help of customer care services. There is long waiting to report the problem on customer care. There are many customer care executives who are not expert in solving the problem. It is necessary to improve the quality of subscribers’ experience, by giving an optimal and proactive level of customer care. There is need to improve customer care services by reducing waiting period and speedy problem solving.

There are many subscribers who did not opted for the services of Do Not Disturb. The process of application is rather difficult. There are many subscribers who even do not know about this service. There are many subscribers who complained that their DND services did not started by the operator after applying again and again. Hence it is suggested that companies need to ask the subscriber at the time of taking connection only about activating DND services. There is need to simplify and speeding up the process of DND.

There is one common complaint by most of the mobile subscribers that their operators use to activate those services which they never asked for. Airtel subscribers are facing this problem more than the MTNL subscribers. It is one of the unethical ways of revenue earning. After a lot of such complains TRAI has taken initiative to curb this problem. Operators are blaming that this happens because of the mistakes of the subscribers. It is suggested that mobile operators should take telephonic confirmation before activating the services.

12. Functions of Mobile
Voice calls, SMS, Internet and Social networking are functions of mobile used by the majority of the subscribers from both the operators. Mobile operators are also providing new and innovative functions such as MMS, video calling, mobile banking, GPS, Mobile TV etc. But these companies are unable to attract customers for these innovative services. This is because of very high prices of these services. The companies need to take initiative and make these products popular among the consumers by using effective marketing. This can be possible by reducing its prices at that level where consumer can afford it.

13. Mobile Number Portability

Mobile Number Portability is the scheme introduced by the TRAI through which mobile subscriber can change the operator without changing their existing number. Majority of the subscribers are of the opinion that Mobile Number Portability is beneficial for the subscribers as they can change the operator without changing number. Initially when MNP was introduced at that time mobile subscribers were facing several problems. Many service providers were intentionally taking time to complete the porting requests. Operators were also rejecting the applications of the subscribers for one or other reasons. MNP is not the threat, it is rather opportunity for those service providers who are good at their services.

14. Factors Considered in Selecting Operator

Mobile subscribers consider Good Network, Lower Call Rates, Free Talk Time, Easy Availability, Lesser Congestion, Low Drop Rate, Modern Technology and Faster Internet are important factors in selecting operator. For the operators only reducing call rate will not attract new customers but they need to provide quality services to the customers. Most of the operators are unable to provide better coverage to the subscribers. There is impact of innovative schemes on consumers. Most of the consumers are looking for such schemes having free or extra talk time. The mobile operators need to introduce such schemes which will be useful and cost effective for the consumers. It is recommended by the researcher that service provider should provide better connectivity. Better connectivity is possible by increasing the number mobile towers in the areas where there is low frequency of signals. Service provider should increase the bandwidth of signal in order to strengthen the network connectivity even while traveling.
will help in reducing the network connectivity problems and so can increase the network service satisfaction. It is found through research that people are very much interested in getting the reduced tariff including roaming charges. So researcher recommends that service providers should reduce their billing charges.

15. Rating Services of Operators

It is difficult to satisfy all the customers. The mobile subscribers rated the services of operators as per their experiences. It is a matter of concern for both the operators that nearly 30 percent of the subscribers rate the services as bad or worst. To provide better services there is need of better coverage through using latest technology. There is need to invest in mobile infrastructure by the operators. There is need to provide better customer care services to resolve the problems of customer speedily. The operators can take exit interview of those subscribers who are leaving the operator by adopting MNP. This exit interview can help to understand the weaknesses of their own and they can correct it to satisfy the other customers. Although there are near about 30 percent dissatisfied customers from both the operators. But near about 80 percent customers would like to continue with the same operator in future.

The findings of the current study may help mobile phone operators. With this study mobile operators may plan well to use their limited resources more proficiently. They may try their best to improve the customers’ satisfaction by understanding the need of the subscribers which is studied during this study. However, the findings of this study may provide needed feedback and contribute to the improvement of players’ strategy and their marketing program. The study only included information of limited variables.

5.4 Scope for Future Study

The researcher during the study and investigation came across certain areas which still remain unexplored. Hence, the researcher has felt that future studies can be undertaken on the following areas:
1. Study of Mobile Phones Marketing
2. Customer Satisfaction in Cell Phone Industry
3. Job satisfaction in cell phone industry
4. Impact of Mobile Number Portability on selected mobile operators
5. Impact of China Mobile on Branded Mobiles
6. SMS Marketing : Changing Marketing Scenario
7. Study of Mobile Banking in India
8. Study of Mobile Phone Usage Among the Teenagers And Youth
9. Quality of Service of Cellular Mobile Service
10. An analysis of The Indian Cellular Mobile Services Industry: A Decade of Growth and Current Slowing Down
11. Value Added Services : New Revenue Generation Service