

Chapter - 7

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

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This chapter presents the findings of the research which are obtained through the analysis of primary data. The application of Factor analysis, k-means cluster analysis, One-way ANOVA, multiple regression analysis, t-test and percentage analysis on the perception of respondents analyzed them anatomically. The findings are as follows.

The sample study revealed that maximum of 78.8% customers using mobile phone are males and 36.7% of the customers using Mobile network services were in the age group 31-40 years, 33.9% of the customers were qualified graduates among them 35.9% were working as professionals. It was further found that 28.6% of the respondents were earning a monthly income of Rs.20001 above and 67.1% of the customers were married.

The analysis revealed that 75.7% of the customers prefer using prepaid scheme, 30.4% of the customers frequently used value added services and 33.1% of the customers used Mobile network services for personnel purpose. The study revealed that 43.1% of the customers were using Mobile network services since one year. 76.9% of the customers were satisfied on the services provided by their current service provider and maximum of customers 67.6% prefer Mobile network.

40.8% of the customer's expressed 60% to 70% satisfaction on Mobile network services. 29.8% accept for having influenced by their relatives to use this brand. 38.2% prefer offers for full talk time and most of the customers (44.7%) consider the network coverage during their purchase of this brand. As most of the customers are educated, 72% of the respondents accept to have seen Mobile network advertisements but 53.7% of the customers accept to have no awareness of Mobile network post paid plans. Maximum of 37.1% of the customers spend Rs.250 on their

monthly network charges. Among them 47.3% of the respondents use Mobile network for both incoming and outgoing.

In case of switchover to other brands, 25.3% prefer Reliance network brands. 44.3% spend Rs.101 to Rs.200 on mobile charges per month. 33.9% of the respondents accept to have motivated by family members for purchase of Mobile network services

The customers using Mobile network services network strongly agreed that there is a good network, customer care, good image, gives best offers on talk times, good data usage package, 2G, 3G and is used by all their friends and colleagues because of its lucrative price, recharge value , which is worth in purchasing this product. The technology used is advanced easy to use and there is professional touch in the service and technology adopted in manufacturing this product.

The twenty one variables of brand switching reasons are reduced into six predominant factors named as Efficient coverage, customer care, brand reputation, affordable price, brand attachment and Easy usage concluding that Mobile network give importance to the brand that gives a good product with best price and service after sale

40.59% loyal customers strongly agreed that Mobile network services has more advantage and thereby they are preferred by many people. Unambitious customers (35.09%) moderately agreed towards the benefits provided by the Mobile network services to the customers and 24.32% switchers expect the Mobile network services to focus more on the developments. There is an association between brand switching reasons and the number of years using Mobile network services as one the reason could be good network coverage. Similarly there is an association between often usage of Value Added services by the customer using Mobile network services.

Maximum of the customers use the Mobile network services since the Mobile network service provider focuses on more talk time plans and attractive offers that helps retain the existing customers. Customers using mobile are educated by creating

awareness on the existing mobile market that makes them decide scientifically at the time of selecting the mobile networks.

Analysing the Percentage of satisfaction among the customers using Mobile network services, make them retain in the same brand and avoid switchover to different brands. The customers of Mobile network are recommended by the people around them during the purchase of mobile network. The brand switching reasons and the offers preferred by the customers using Mobile network services associates with each other. Customers prefer using post paid plans as they are billed after the fact according to their use of mobile services at the end of each month.

Customers are valuable assets for any organisation. The success of any organisation depends upon the satisfaction of the consumers towards the services rendered and retaining the existing customers from switch over to other brands is important for the service providers. Average amount spend on the mobile charges by the customers using Mobile network services depends upon different customers using their mobiles for different purposes. At the time of choosing the mobile network, the customers are recommended by their near and dear circles based on one experiences.

The male customers using Mobile network services moderately agreed towards technological approach, customer care, affordable price and easy usage. The female customers strongly agreed towards brand reputation and moderately agreed towards brand attachment on the product. The customers in the age group 31 to 40 years strongly agree with the efficient coverage, the customer care and moderately agreed towards affordable price. The customers above 40 years moderately agree towards easy usage.

The customers with post graduation qualification strongly agree with the efficient coverage, customer care. The customers having post graduation qualification moderately agreed towards affordable price and easy usage. The customers having professional occupation strongly agree with the efficient coverage in Mobile network services. The customers having graduate qualification strongly agreed with the customer care, easy usage and moderately agreed towards affordable price

The customers earning a monthly income Rs.15001 to Rs.20000 strongly agreed towards technological approach, customer care. Those earning a monthly income Upto Rs.5000 strongly agreed towards affordable price. It is further revealed that customers earning a monthly income of Rs.5001 to Rs.10000 are less convincible towards brand attachment and those earning a monthly income Rs.10001 to Rs.15000 strongly agreed that Mobile network service are easy usage.

The married customers strongly agreed towards customer care and moderately agreed towards technical approach, affordable price and easy usage. The customers using Mobile network services expressed more satisfaction over the brand name, coverage, voice clarity and application of latest technology in plans and moderate satisfaction towards value added services, availability of plans, Mobile network advertisement and the tariff charges roaming and ISD call charges the SMS call charges, 3G services, payment methods adopted, customer grievances mechanism., number portability facilities, periodic announcement of new plans and popular ring tones and services charges charge by the Mobile network services.

The eighteen variables of customer satisfaction is deduced into six variables namely add-on service, clarity satisfaction, service cost, advance service, innovative technology, perfect billing. 15.29% disloyal customers are highly satisfied towards the network coverage, easy connectivity with clear voice, tariff and roaming charges and advertisement. 51.76% moderately loyal customers are moderately satisfied towards billing payment methods, its periodic process and 3G services. 32.95% loyal customers moderately expressed satisfaction towards clarity satisfaction and service cost. The Mobile network service providers enhance the quality of service, so that the customer is more satisfied with the services and adheres to the same company for a longer period of time. There is an association between the customer's satisfaction and usage of Value Added services by the customer using Mobile network services.

The customer has a positive opinion on the current service provider who offer best transmission services and devices support to the customers using Mobile network services. The purpose of using the Mobile network services by the customer explains

his satisfaction in using the product due to its good network and other added advantages.

Many of the customers prefer Mobile network services when compared to other brands because they have a professional touch in service and technology and solve customer grievances immediately. The percentage of satisfaction derived in using Mobile network services as the main reason being best network coverage. The customers are influenced from family, friends, relatives, and media for using Mobile network services since everyone using this brand have more confident and brand attachment on product.

In this competitive world, mobile companies in order to retain their existing customers and attract new customers, provide more offers suitable to the customer's preferences and stop them from switching over to other brands easily. Awareness of Mobile network advertisement plays a major role in a consumer's buying decision-making process. It is imperative and very helpful to analyze the response of the customers towards the product and Availability of the product to the consumer is one such way of doing this.

Awareness of Mobile network post-paid plans being satisfaction among the customer as they are given the benefit of charging their bills at a flat rate for any usage equal to or less than that allowance. Prices on Mobile network recharges are affordable by different types of income earning groups of customers using Mobile network services. Using of Mobile network services attracts the customers with service guarantee and offering long term loyalty benefits staggered over a period of time. Average amount spend on recharges per month, is purely based on the customers usages of mobile networks.

The male customers using Mobile network services expressed moderate satisfaction towards add-on service, service cost. The female customers expressed high satisfaction towards innovative technology. Male customers strongly agreed towards clarity satisfaction, perfect billing. The customers in the age group 31 to 40 years expressed high satisfaction towards add-on services, perfect billing and moderate satisfaction towards service cost, advance service. The customers in the age

group 31 to 40 years expressed more satisfaction towards networking services and innovative technology.

The customers with post graduation educational qualification expressed high satisfaction towards add-on services, clarity satisfaction and perfect billing. The customers having SSLC qualification expressed high satisfaction towards innovative technology. The customers with professional occupation expressed high satisfaction towards add-on services and moderate satisfaction towards service cost. The customers working in Government /Private expressed high satisfaction towards clarity satisfaction.

The customers having self employed occupation moderate expressed satisfaction towards service segmentation and highly satisfied towards perfect billing. The customers earning a monthly income Rs.10001 to Rs.15000 expressed high satisfaction towards add-on services, clarity satisfaction and perfect billing and moderate satisfaction towards service cost. It is further revealed that customers earning a monthly income of Rs.15001 to Rs.20000 high satisfaction towards advance service and innovative technology.

The married customers expressed high satisfaction towards add-on services, net working clarity and perfect billing and moderate satisfaction towards service cost, advance service. The unmarried customers expressed high satisfaction for innovative technology. The customer preferring technology, customer care, and brand reputation get more satisfaction in the add-on services of Mobile network services. The affordable price, brand attachment and easy usage of customer make them to realize their satisfaction on add-on services.

The regression analysis concludes that the brand switching reasons factors of Mobile network services except brand reputation offer them good satisfaction levels. The customers of Mobile network services are able to get the services preferred by them at the initial stages of obtaining services. The brand switching reasons of Mobile network customers on technology, efficiency of services, brand attachment and easy usage give them high satisfaction on service cost after experiencing the services. The multiple regression analysis clearly displayed that the customer preference towards

technology, customer care, effective cost and easy usage fetch them a maximum satisfaction on the advance service of Mobile network services.

The innovative technology satisfaction of Mobile network services directly depends upon the preference of customers on technology, customer care, brand reputation as well as the brand attachment of the service. It is inferred that the brand switching reasons of Mobile network services are able to predict the satisfaction of the customers on perfect billing significantly. The perfect billing satisfaction of Mobile network service customers can be well predicted by the customer preference on technological services, cost and friendly operative procedures. The quality of service provided by the mobile companies' service provider directly influences the customers satisfaction and loyalty. The brand switching reasons is the point on inception for the customers to expect the service and the satisfaction is the ultimate perception after experiencing the service. There is a significant influence of brand switching reasons on customer's satisfactions and loyalty.

SUGGESTIONS

Most of the customers are satisfied with the services provided by Mobile network services for which necessary steps shall be taken to retain the customers and provide more satisfaction.

Mobile network is advised to provide full fledged information to customers seeking information and thereby customer care executives are required to be courteous towards customers.

Finding better to communicate updating of services and offer to the customers shall be the ultimate goal of the service providers. The Mobile network services shall introduce discriminate pricing for different age groups and for different occupations of the customers using the Mobile network services.

Since friends/relatives act as a major source of information, A satisfied consumer's word-of-mouth will create new consumers. So the service providers

should concentrate on that and transform service utility and satisfaction into consumer delight.

The company should give much concentration to improve the network coverage and implement rate cutters to all schemes. Effective measures to analyze the market position of the competitors in necessary to retain in this field of business.

Consumers look into various plans offered by the service providers before they dwell on a particular plan. So the service providers should chalk out various plans to cater to the different segments of market.

Mobile network Company should sustain the level of availability of recharge cards at all shops. Cost and tariff contributes should be the major factor for attracting customers, so the company should implement cost and tariffs to face their competitors.

They should invest more on improving their network coverage in order to retain their consumers and the service provider should accept valid feedbacks from consumers regularly and make sure that they satisfy the consumers.

Consumers are more satisfied by availing the value-added services from their service providers therefore the Mobile network service providers should concentrate on providing more benefits of value-added services.

CONCLUSION

The research findings reflect the consumer preference and their priority towards Mobile network services among different brands in the mobile telecommunication market. Scientific advancements and technological improvements make the consumers keep abreast of latest information about the availability of plans and cell phone services in the market. Consumers get information through television, newspapers friends/neighbours colleagues, dealers and sales personnel. More and effective way of tariff planning should be made to have a highly satisfied consumer base. The Mobile network service providers shall concentrate more on increasing

network stability and setting tariff rates competitively. The findings also concludes that mobile operators should shift focus on building corporate image and analyse more carefully the reason for consumers to switch brands in this industry. It is identified that the service provided by Mobile network services to the customers is at satisfactory level yet, service providers should focus on the promotional measures to enhance their service activity to satisfy their customers. They have to increase the awareness of brand switching reasons of Mobile network services through the television advertisement and focus on increasing their distribution channel

SCOPE FOR FURTHER RESEARCH

The Mobile network services should increase the awareness in the society about the 3G service. A comparative study can also be conducted on similar brands of mobile networks as between metro cities, where brand switching reasons of mobile networks are acceptable to a larger group of the consumers. A study analysing different service providers can be done. This study can be conducted among particular groups of persons based on age, occupation and status.