CHAPTER - IV

ANALYSIS AND PERCEPTION AND

USAGE OF CELL PHONES
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ANALYSIS OF PERCEPTION AND USAGE OF CELL PHONES

In this Chapter an attempt has been made to examine the behaviour of Cell phone holders towards different kinds of Cell phone Connection from the respondents of Namakkal District.

4.01 Kind of Cell Phone connection

At present, the cell phone companies in India are providing two kinds of connections i.e.,

(i). Pre-paid and

(ii). Post-paid

The pre-paid connections are provided to consumers by charging a fixed non-refundable amount as “Activation Charges”. Minimum Rs. 99 and the maximum of Rs.200 in charged by the companies for new connection. After activation, the consumers are free to choose a wide range of re-charge coupons which are available in every where and any where in India starting from just Rs.10 to Rs.3400. The validity of such cards also vary from a single day to 365 days. Due to such flexibilities, pre-paid connections are mostly preferred by the consumers. The data relating to the number of users of the type of cell phone connection is given in Table 4.01.
<table>
<thead>
<tr>
<th>S.No</th>
<th>Type of cell connection</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Prepaid</td>
<td>76</td>
<td>54%</td>
</tr>
<tr>
<td>2.</td>
<td>Postpaid</td>
<td>54</td>
<td>39%</td>
</tr>
<tr>
<td>3.</td>
<td>Both</td>
<td>10</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**SOURCE : Primary Data**

From the above Table it can be seen that the selected respondents are having Cell Phone Connection of Prepaid or Post-paid (or) both. 54 percent of respondents are having prepaid Connection. 39 percent of respondents are having Post-paid Connections and 7 percent of respondents are having both Connections. It is noted that 10 respondents are having both prepaid and post-paid connections and they simultaneously utilise the facilities offered by such connections.
FIG. 4. DISTRIBUTION OF RESPONDENTS BY THEIR NATURE OF CONNECTION:

- Prepaid: 54%
- Postpaid: 89%
- Both: 7%
4.02 Name of the company

In addition to BSNL many private sector companies were given licence to enter the Telecommunication market. As an existing undertaking BSNL is in an advantageous position in the nearly privatised market,. It is noted that a nation-wide ‘Hutch’ company had found no mark of its presence in Namakkal District. Inspite its aggressive marketing strategies ‘Reliance’ cell company had its share only at 13 percent in the study area. The distribution of respondents on the preference of cell phone connection with regard to the Agency is given in table 4.02.

**TABLE 4.02**

**DISTRIBUTION OF RESPONDENT AND TELECOM COMPANIES**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Number of company</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>BSNL</td>
<td>38</td>
<td>27%</td>
</tr>
<tr>
<td>2.</td>
<td>Airtel</td>
<td>20</td>
<td>14%</td>
</tr>
<tr>
<td>3.</td>
<td>Aircel</td>
<td>32</td>
<td>23%</td>
</tr>
<tr>
<td>4.</td>
<td>Reliance</td>
<td>18</td>
<td>13%</td>
</tr>
<tr>
<td>5.</td>
<td>BPL</td>
<td>18</td>
<td>13%</td>
</tr>
<tr>
<td>6.</td>
<td>TATA</td>
<td>14</td>
<td>10%</td>
</tr>
<tr>
<td>7.</td>
<td>Others</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**SOURCE : Primary Data**

From the above Table, 27 percent of the respondents preferred BSNL connections and 23 percent preferred Aircel connections. As ‘Aircel’ company is functioning in Tamil Nadu area only, it is able to secure the 2nd place in the consumers preference.
FIG: 4.02 DISTRIBUTION OF RESPONDENT AND TELECOM COMPANIES
4.03 Number of Shops visited

Most Indian consumers are security concisions in the sense that before buying any goods/services, they used to search information about the product/service, visit number of shops, consult their friends and relations etc., In the present study an attempt is made to find out this particular aspect of consumer behaviour. It is noted that with regard to cell phone connection the number of consumers are exactly divided into two equal parts i.e., the number of respondents who visited 'None" (or) only one shop is equal to the number of respondents who visited "More than one Shop". The data relating to the number of shops visited by the selected respondents are shown in Table 4.03.

TABLE 4.03

NUMBER OF SHOPS VISITED BY THE RESPONDENTS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Number of shops</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>None</td>
<td>12</td>
<td>9%</td>
</tr>
<tr>
<td>2.</td>
<td>Only One</td>
<td>58</td>
<td>41%</td>
</tr>
<tr>
<td>3.</td>
<td>Two</td>
<td>26</td>
<td>19%</td>
</tr>
<tr>
<td>4.</td>
<td>More than Two</td>
<td>44</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

SOURCE: Primary Data
The above Table shows that 41 percent of the respondents visited only one shop, 31 percent of the respondents visited more than two dealers. Only 9 percent of the respondents didn’t visit any shop/dealer and made straight away purchase the connection from the Agency which they think 'Best'.
FIG: 4.03 NUMBER OF SHOPS VISITED BY THE RESPONDENTS

- None: 31%
- Only One: 9%
- Two: 19%
- More than Two: 41%
4.04 Duration of Use

The cellular phones were introduced by and large only after the New Telecom Policy 1999. In the initial period the charges for each call was higher and some times even for incoming calls BSNL charged certain rates. However, the entry of private sector has changed the entire face of this market. 'Uniform Rate for an entire state', "Concessional Rate/min between 9.00 PM. and 6.00 A.M" induced many people to subscribe cell phone connections. In the early years, cell phones were considered as a "Luxry Item" which become an 'Essential Item' at present. The particulars in this aspect are given in table 4.04.

TABLE 4.04

DURATION OF CELL PHONE USAGE BY RESPONDENTS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Period</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Less than 6 months</td>
<td>22</td>
<td>16%</td>
</tr>
<tr>
<td>2.</td>
<td>Months</td>
<td>36</td>
<td>16%</td>
</tr>
<tr>
<td>3.</td>
<td>6 – 12 Months</td>
<td>80</td>
<td>57%</td>
</tr>
<tr>
<td>4.</td>
<td>1 – 5 Years</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>More than 5 Years</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

SOURCE: Primary Data
From the above Table it can be seen that 57 percentage of the respondents were using cell phone connection of for the past one year and above. 32 percentage of the respondents are using this particular facility only for a period less that 1 year. It shows that there is a sudden spurt in the growth of cell phone connections in a short span of one year due to new schemes offered, advancement technology in the communication sector.
FIG: DURATION OF CELL PHONE USAGE BY RESPONDENTS

- Less than 6 Months: 1%
- 1 - 5 Years: 57%
- 6 - 12 Months: 16%
- More than 5 Years: 26%
4.05 Number of Brands Considered

The utility of the Telecom services provided by both public and private sector concerns are same i.e., providing communication facility. However, the “Brand” is used here to the name of the provider of such service. As given earlier BSNL, Airtel, Aircell, BPL-Mobile, Tata indicom and Hutch are in the market as suppliers. To be on the safer side, Indian consumers used to compare the benefits, utilities, advantages offered by different companies and then choose one particular company. The data related to the number of brands considered of the respondents before making a final choice are given in Table 4.05.

**TABLE 4.05**

**NUMBER OF BRANDS CONSIDERED**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Number of Brands</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Only One Brand</td>
<td>48</td>
<td>34%</td>
</tr>
<tr>
<td>2.</td>
<td>Two Brand</td>
<td>48</td>
<td>34%</td>
</tr>
<tr>
<td>3.</td>
<td>Three Brand</td>
<td>26</td>
<td>19%</td>
</tr>
<tr>
<td>4.</td>
<td>More than Three Brand</td>
<td>18</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

**SOURCE : Primary Data**

65
The above Table shows that 34 percent of the respondents took final choice by considering only one brand and the same percentage of the respondents considered two brands before making a final choice. So majority of the respondents (68%) considered only one brand and two brands. Nearly 1/3\textsuperscript{rd} of the respondents considered more than three brands. It is to be noted that the view that Indian consumers are more concisions in confirmed to a certain extent by this result.
FIG: 4.05 NUMBER OF BRANDS CONSIDERED

- 34%
- 19%
- 13%

Legend:
- Only One Brand
- Two Brand
- Three Brand
- More than Three Brand
4.06 Duration of Time Taken

Consumers purchase goods whether durable (or) Non-durable only when they feel that there is an urgency (or) compulsion to buy such goods/services. Every goods/services are bought by the consumers after a careful evaluation of its consequences on their income, savings, status, need etc., So, there is always a time gap between the 'decision to buy' and the 'actual purchase' of goods/services. The duration may be higher in case goods which involve heavy amount like purchase of a car, Two-wheeler etc., The data relating to “time they thought that they would buy” and “actually bought” are presented in the Table 4.06.

**TABLE 4.06**

**TIME TAKEN FOR ACTUAL PURCHASE**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Time</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Less than 1 Week</td>
<td>32</td>
<td>23%</td>
</tr>
<tr>
<td>2.</td>
<td>1– 3 Weeks</td>
<td>34</td>
<td>24%</td>
</tr>
<tr>
<td>3.</td>
<td>3 – 6 Weeks</td>
<td>50</td>
<td>36%</td>
</tr>
<tr>
<td>4.</td>
<td>More than 6 Weeks</td>
<td>24</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

**SOURCE**: Primary Data
The above Table shows that 36 percent of the respondents took 3-6 weeks and 24 percent of the respondents took 1-3 weeks to subscribe cell phone connections. So, 60 percent of the respondents took 1-6 weeks times. As the investment in comparatively low [cell phone cost Rs.2000/- (mini); connection charges Rs.99/- (min)] the decision time is very short., Further only 17 percent of the respondent took more than 6 weeks time for actual purchase of this service.
4.07 Sources of Information

'Information search' is an integral part in the decision making process by a consumer. Information about the availability of goods, its features, price, discount etc are collected by consumers from various sources. Advertisements in News Papers, Weekly Magazines and Television are made to reach specific general public. Each source is selected to reach a certain group of consumers. Posters/hoardings are placed in giant size in major cities, National Highways highlighting the advantages of the services. Each source have its own merits and demerits. The sources of information from which the selected respondents came to know the details about cell phone connections are given in Table 4.07.

**TABLE 4.07**

**sources of information gathered**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Sources</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>News Papers</td>
<td>24</td>
<td>17%</td>
</tr>
<tr>
<td>2.</td>
<td>Weekly Magazines</td>
<td>12</td>
<td>9%</td>
</tr>
<tr>
<td>3.</td>
<td>Television</td>
<td>24</td>
<td>17%</td>
</tr>
<tr>
<td>4.</td>
<td>Posters/Hoardings</td>
<td>14</td>
<td>10%</td>
</tr>
<tr>
<td>5.</td>
<td>Friends/Neighbours</td>
<td>66</td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Source:** Primary Data
The above Table shows that 47 percent of the respondents know about Cell Phone from their Friends and Neighbours and 17 percent of the respondents came to know from the Television and Newspapers. It is noted that majority of the respondents (47 percent) came to know about the service from their friends/neighbours. The influence of 'Social Group' (or) 'Beer group' is more when compared to other sources in cell phone connection market. Though television reached the entire Indian population it had only a lower dependent source.
4.08 Personal Role in Purchase

Some of the goods (or) services are purchased not only for personal use of a consumer but for the entire family. For example, a colour TV is meant for the entertainment/requirement of the entire family members. Likewise it will be interest to study whether a consumer subscribed cell phone connection for personal use (or) for few member of the family. The role of selected respondents in the purchase of cell phone connection in detail are given in Table 4.08.

**TABLE 4.08**

**PERSONAL ROLE IN DECISION MAKING TO BUY**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Important role</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Myself</td>
<td>56</td>
<td>40%</td>
</tr>
<tr>
<td>2.</td>
<td>Some Family</td>
<td>38</td>
<td>27%</td>
</tr>
<tr>
<td>3.</td>
<td>My &amp; Family</td>
<td>24</td>
<td>17%</td>
</tr>
<tr>
<td>4.</td>
<td>Some one Family</td>
<td>22</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**SOURCE : Primary Data**

From the above table, it can be understood that, 40 percent of the respondents accepted that their decision is of "their own" i.e., they subscribed the connection without consulting any family members. 27 percent of the respondents accepted that some one in the family helped (or) influenced in subscribing cell phone connection. It is a common opinion that a 'Cell Phone' is a personal effect and there is little scope for the influence from others.
4.09 Facilities Considered

Various utility services and facilities are offered in different schemes announced by Tele com operators. The facilities differ in a pre-paid from that of a post-paid connection.

4.09 (A) PRE-PAID CONNECTION

Pre-paid connection attracted many consumer due to it's distinct features. Among others 'No deposits' is the most attractive feature for the selected respondents in their cell connection. As the initial deposit which was collected from Rs.500 to Rs.1000 by the operators, the respondents felt that it is an additional burden to their monthly budget. It is interesting to note that though the amount is small the consumers perceived as a 'burden' (or) 'Unnecessary'. Equally “special rate for night calling” also attracted the respondents. Further ‘Easy control on Bill’; '24 hours recharge facility' and ‘SMS based information’ were also considered by the respondents in selecting this type of cell phone connection. The above five features played the major role in preferring the pre-paid connection. The data related in this aspect were presented in Table 4.09.
# TABLE 4.09 (A)

## IMPORTANT FEATURES OF PRE-PAID CELL CONNECTION

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Facilities</th>
<th>Number of Respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Easy to Control Telephone Bill at Our Choice</td>
<td>38</td>
<td>9%</td>
</tr>
<tr>
<td>2.</td>
<td>No Rentals</td>
<td>16</td>
<td>4%</td>
</tr>
<tr>
<td>3.</td>
<td>No Deposits</td>
<td>44</td>
<td>11%</td>
</tr>
<tr>
<td>4.</td>
<td>Simple to get Connection</td>
<td>22</td>
<td>5%</td>
</tr>
<tr>
<td>5.</td>
<td>No Coverage/Tower Problem</td>
<td>40</td>
<td>9%</td>
</tr>
<tr>
<td>6.</td>
<td>24 Hour Recharge Facility</td>
<td>38</td>
<td>9%</td>
</tr>
<tr>
<td>7.</td>
<td>Instant Balance Enquiry</td>
<td>18</td>
<td>4%</td>
</tr>
<tr>
<td>8.</td>
<td>STD/ISD Facility till the last Rupee</td>
<td>30</td>
<td>6%</td>
</tr>
<tr>
<td>9.</td>
<td>Unlimited Talk Time with own Company Cell Phones</td>
<td>22</td>
<td>5%</td>
</tr>
<tr>
<td>10.</td>
<td>Special Rate for Night Calling</td>
<td>40</td>
<td>10%</td>
</tr>
<tr>
<td>11.</td>
<td>Voice Mail Service</td>
<td>20</td>
<td>5%</td>
</tr>
<tr>
<td>12.</td>
<td>Caller Line Identification</td>
<td>24</td>
<td>7%</td>
</tr>
<tr>
<td>13.</td>
<td>Call Divert, Call Hold and Call Wait</td>
<td>6</td>
<td>1%</td>
</tr>
<tr>
<td>14.</td>
<td>Short-Message Service (SMS)</td>
<td>22</td>
<td>4%</td>
</tr>
<tr>
<td>15.</td>
<td>SMS based Information</td>
<td>38</td>
<td>9%</td>
</tr>
<tr>
<td>16.</td>
<td>WEB/Internet Facility</td>
<td>12</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>430</td>
<td>100%</td>
</tr>
</tbody>
</table>

**SOURCE:** Primary Data

75
The Table 4.09 shows that 11 percent of the respondents preferred "No deposit" as an important factor while selecting pre-paid connection and "No coverage/Town problem' accounts for 10 percent. In addition to the above two, Easy to control bill", SMS based information', and '24 hours recharge facilities were also considered in getting cell connections. As 50 percent of the respondents considered these five features, it can be concluded that much importance in given on these features by the consumers in subscribing pre-paid cell phone connections.
FIG: 4.09 (A) IMPORTANT FEATURES OF PRE-PAID CELL CONNECTION

- Easy to Control Telephone Bill at Our Choice
- No Rentals
- No Deposits
- Simple to get Connection
- No Coverage/Tower Problem
- 24 Hour Recharge Facility
- Instant Balance Enquiry
- STD/ISD Facility till the last Rupee
- Unlimited Talk Time with own Company Cell Phones
- Special Rate for Night Calling
- Voice Mail Service
- Caller Line Identification
- Call Divert, Call Hold and Call Wait
- Short-Message Service (SMS)
- SMS based Information
- WEB/Internet Facility
4.09. (B) POST-PAID CONNECTION

The entire Telecom Service market is divided into pre-paid and post-paid connection and each type cater the need and requirement of specific consumers. Under Post-paid scheme a fixed monthly rent is charged starting from Rs.100 to Rs.599 with add-on Facility. Depending upon the usage monthly bill is calculated and sent to the consumer which is to be paid within a stipulated date. Most of the respondent subscribed due to "Wide Area Network" feature. In the initial stage BSNL alone was in a position to provide throughout India network and with a tie-up with it, the Reliance Telecom to a certain extent. The other Companies took one to two years for the erection Towers in specified areas. Though every concern is able to provide wide area net work still consumers perceive this particular facility as an important one.
### TABLE 4.09 (B)

**FEATURES OF POST-PAID CONNECTION**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Facilities</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Simple to get Connection</td>
<td>22</td>
<td>7%</td>
</tr>
<tr>
<td>2.</td>
<td>Easy Connection</td>
<td>30</td>
<td>9%</td>
</tr>
<tr>
<td>3.</td>
<td>STD/ISD Facility</td>
<td>22</td>
<td>7%</td>
</tr>
<tr>
<td>4.</td>
<td>Convenient to use</td>
<td>26</td>
<td>8%</td>
</tr>
<tr>
<td>5.</td>
<td>Availability of Attractive Schemes</td>
<td>32</td>
<td>10%</td>
</tr>
<tr>
<td>6.</td>
<td>Caller Identification</td>
<td>24</td>
<td>8%</td>
</tr>
<tr>
<td>7.</td>
<td>Special Rate for Night Callings</td>
<td>20</td>
<td>6%</td>
</tr>
<tr>
<td>8.</td>
<td>Special Add-on Plan</td>
<td>12</td>
<td>4%</td>
</tr>
<tr>
<td>9.</td>
<td>Wide Area Network</td>
<td>52</td>
<td>16%</td>
</tr>
<tr>
<td>10.</td>
<td>Short Message Service</td>
<td>24</td>
<td>8%</td>
</tr>
<tr>
<td>11.</td>
<td>Call Divert, Call Hold and Call Wait</td>
<td>14</td>
<td>4%</td>
</tr>
<tr>
<td>12.</td>
<td>Voice Mail</td>
<td>12</td>
<td>4%</td>
</tr>
<tr>
<td>13.</td>
<td>SMS based Information Service</td>
<td>30</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>320</td>
<td>100%</td>
</tr>
</tbody>
</table>

**SOURCE: Primary Data**

The above Table shows that 10 percent of the respondents considered availability of attractive schemes and easy connection as important features. Over all 'convenient to use' SMS facility at lower rates, and SMS information service account for 30 percent of the respondents.
FIG: 4.09 (B) FEATURES OF POST-PAID CONNECTION

- Simple to get Connection
- Easy Connection
- STD/ISD Facility
- Convenient to use
- Availability of Attractive Schemes
- Caller Identification
- Special Rate for Night Callings
- Special Add-on Plan
- Wide Area Network
- Short Message Service
- Call Divert, Call Hold and Call Wait
- Voice Mail
4.10 Change of Cell connection

In any market the consumers are free to switch over to another brand if they are not satisfied with a particular preferred brand. The same climate prevails in the telecom market also. Here the consumers are free to change their cell connection from post-paid to pre-paid and vice-versa and from BSNL to any other cell company operators and vice-versa. However, in the selected respondents majority have not changed their connections. The details are shown in Table 4.10

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Options</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Yes</td>
<td>56</td>
<td>40%</td>
</tr>
<tr>
<td>2.</td>
<td>No</td>
<td>84</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

**SOURCE: Primary Data**

From the above table, it is clear that 60 percent of the respondents didn’t change their cell connections and only 40 percent have changed their cell connection.
4.11 Reasons for Change

Due to severe competition, the telecom operators are compelled to offer more benefits in terms of quality, cost etc., However, it may not be possible for them to provide such facilities as the over-all cost of operation will be higher. The failure resulted disconnection by many consumers. The main reason for disconnection and change is “Net work problem”. As concessional rates are offered for certain hours in a day (example : Evening 6.00 PM to Morning 6.00 AM, 9 to 9 scheme), the net work problem arises. The tariff rate/min is also one of the reason for such switch overs. The details of reason for change of connection by the selected respondents are given in Table 4.11.

**TABLE 4.11**

**REASON FOR CHANGE OF CELL CONNECTION**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Reasons</th>
<th>Number of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Net work Problem</td>
<td>18</td>
<td>26%</td>
</tr>
<tr>
<td>2.</td>
<td>High Tariff Rate/Min</td>
<td>16</td>
<td>23%</td>
</tr>
<tr>
<td>3.</td>
<td>Difficult in Re-charging</td>
<td>8</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Most inconvenient</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Payment</td>
<td>8</td>
<td>11%</td>
</tr>
<tr>
<td>5.</td>
<td>Hidden/Additional</td>
<td>6</td>
<td>9%</td>
</tr>
<tr>
<td>6.</td>
<td>Charges</td>
<td>10</td>
<td>14%</td>
</tr>
<tr>
<td>7.</td>
<td>No attractive Scheme</td>
<td>4</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Lesser Talk – Time</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>70</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**SOURCE: Primary Data**
From the above Table, it is clear that 26 percent of respondents, changed their connection due to network problem and 23 percent due to high tariff Rate/min. Though different type of schemes are announced by the operators, 14 percent of the respondents disconnected due to the non-availability of attractive schemes with their operators.

**Ranking of Telecom operators**

Every supplier of Telecommunication service widely advertise number of facilities are available to the consumers from their company. A careful analysis of their advertisements the following four features are more dominant related this particular service.

(i). Wide Network Coverage

(ii). Talk Time Value

(iii). Call Rate/min

(iv) Value-added Services

The respondents were asked to rank the companies based on the above four features at their choice by assigning 1st Rank to VIth rank.

The results are given in Tables 4.12, 4.13, 4.14 and 4.15
Table 4.12

RANKING ON THE BASIS OF NETWORK COVERAGE

<table>
<thead>
<tr>
<th>RANK</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME OF COMPANIES</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
</tr>
<tr>
<td>BSNL</td>
<td>60</td>
<td>43</td>
<td>32</td>
<td>23</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>AIRCELL</td>
<td>20</td>
<td>14</td>
<td>36</td>
<td>26</td>
<td>28</td>
<td>27</td>
</tr>
<tr>
<td>AIRTEL</td>
<td>18</td>
<td>13</td>
<td>26</td>
<td>19</td>
<td>34</td>
<td>24</td>
</tr>
<tr>
<td>RELIANCE</td>
<td>16</td>
<td>12</td>
<td>14</td>
<td>10</td>
<td>32</td>
<td>23</td>
</tr>
<tr>
<td>BPL</td>
<td>12</td>
<td>8</td>
<td>16</td>
<td>11</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>TATA INDICOM</td>
<td>14</td>
<td>10</td>
<td>16</td>
<td>12</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>140</td>
<td>100</td>
<td>140</td>
<td>100</td>
<td>140</td>
<td>100</td>
</tr>
</tbody>
</table>

No of respondents
Table 4.13

RANKING ON THE BASIS OF TALK TIME VALUE

<table>
<thead>
<tr>
<th>NAME OF COMPANIES</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Total No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSNL</td>
<td>22</td>
<td>16</td>
<td>28</td>
<td>20</td>
<td>36</td>
<td>26</td>
<td>30</td>
</tr>
<tr>
<td>AIRCELL</td>
<td>38</td>
<td>27</td>
<td>24</td>
<td>17</td>
<td>28</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>AIRTEL</td>
<td>4</td>
<td>10</td>
<td>38</td>
<td>27</td>
<td>30</td>
<td>21</td>
<td>34</td>
</tr>
<tr>
<td>RELIANCE</td>
<td>22</td>
<td>16</td>
<td>22</td>
<td>16</td>
<td>30</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>BPL</td>
<td>18</td>
<td>13</td>
<td>18</td>
<td>13</td>
<td>16</td>
<td>12</td>
<td>26</td>
</tr>
<tr>
<td>TATA INDICOM</td>
<td>26</td>
<td>19</td>
<td>8</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>TOTALWEIGHT</td>
<td>140</td>
<td>100</td>
<td>140</td>
<td>100</td>
<td>140</td>
<td>100</td>
<td>140</td>
</tr>
</tbody>
</table>
Table 4.14

RANKING ON THE BASIS OF CALL RATE/MIN

<table>
<thead>
<tr>
<th>RANK</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Total No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME OF COMPANIES</td>
<td>No %</td>
<td>No %</td>
<td>No %</td>
<td>No %</td>
<td>No %</td>
<td>No %</td>
<td></td>
</tr>
<tr>
<td>BSNL</td>
<td>30 21</td>
<td>30 21</td>
<td>28 20</td>
<td>22 16</td>
<td>16 12</td>
<td>14 10</td>
<td>140</td>
</tr>
<tr>
<td>AIRCELL</td>
<td>48 34</td>
<td>32 23</td>
<td>16 11</td>
<td>18 13</td>
<td>22 16</td>
<td>4  3</td>
<td>140</td>
</tr>
<tr>
<td>AIRTEL</td>
<td>12  9</td>
<td>30 21</td>
<td>32 23</td>
<td>42 30</td>
<td>14 10</td>
<td>10  7</td>
<td>140</td>
</tr>
<tr>
<td>RELIANCE</td>
<td>16 11</td>
<td>20 14</td>
<td>32 23</td>
<td>22 16</td>
<td>32 23</td>
<td>18 13</td>
<td>140</td>
</tr>
<tr>
<td>BPL</td>
<td>18 13</td>
<td>22 16</td>
<td>20 14</td>
<td>24 17</td>
<td>30 21</td>
<td>26 19</td>
<td>140</td>
</tr>
<tr>
<td>TATA INDICOM</td>
<td>16 11</td>
<td>4  3</td>
<td>12 9</td>
<td>14 10</td>
<td>26 18</td>
<td>68 49</td>
<td>140</td>
</tr>
<tr>
<td>TOTAL</td>
<td>140 100</td>
<td>140 100</td>
<td>140 100</td>
<td>140 100</td>
<td>140 100</td>
<td>140 100</td>
<td></td>
</tr>
</tbody>
</table>
### Table 4.15

RANKING ON THE BASIS OF VALUE ADDED SERVICES

<table>
<thead>
<tr>
<th>RANK</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
<th>V</th>
<th>VI</th>
<th>Total No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME OF COMPANIES</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>BSNL</td>
<td>36</td>
<td>26</td>
<td>28</td>
<td>20</td>
<td>40</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td>AIRCELL</td>
<td>38</td>
<td>27</td>
<td>42</td>
<td>30</td>
<td>20</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>AIRTEL</td>
<td>12</td>
<td>9</td>
<td>32</td>
<td>23</td>
<td>28</td>
<td>20</td>
<td>38</td>
</tr>
<tr>
<td>RELIANCE</td>
<td>30</td>
<td>21</td>
<td>20</td>
<td>14</td>
<td>22</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>BPL</td>
<td>12</td>
<td>9</td>
<td>14</td>
<td>10</td>
<td>16</td>
<td>11</td>
<td>38</td>
</tr>
<tr>
<td>TATA INDICOM</td>
<td>10</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>16</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>TOTAL</td>
<td>140</td>
<td>100</td>
<td>140</td>
<td>100</td>
<td>140</td>
<td>100</td>
<td>140</td>
</tr>
</tbody>
</table>
The results of Ranking given by the respondents were summarized and presented in the table 4.16

Table 4.16

RESULTS OF RANKING OF SERVICE PROVIDERS

<table>
<thead>
<tr>
<th>Name of the Company</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Net Work Coverage</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>BSNL</td>
<td>R1</td>
</tr>
<tr>
<td>Aircel</td>
<td>R2</td>
</tr>
<tr>
<td>Airtel</td>
<td>R3</td>
</tr>
<tr>
<td>Reliance</td>
<td>--</td>
</tr>
<tr>
<td>Bpl-Mobile</td>
<td>--</td>
</tr>
<tr>
<td>Tata-Indicom</td>
<td>--</td>
</tr>
</tbody>
</table>

SOURCE: Primary Data

From the above table it is clear that the 'BSNL' enjoys the first rank in providing 'Best Net Work coverage'. As an established public sector under taking it was possible. However it was ranked second as for as the call Rate/min and providing value added service compared to other operators. It is noted that the Aircel, the local brand (Tamil Nadu only) secured first tank in terms of Talk time
value, call Rate/mini and value added service. The late entry of national operators like Airtel, Hutch and Reliance gave way for the Aircel Company to secure first rank in all the three aspects. Though the Reliance entered the Tamil Nadu state in the earlier years of 2000, the confusion over its post-paid system created a side-line marketing among consumers. Now they are concentrating on the pre-paid type of connections than the post-paid. It is learnt that the national players have gained considerable share in Tamil Nadu overtaking the local brand ‘Aircel.

DEMOGRAPHIC VARIABLES

Generally the purchase of goods/services are associated with certain demographic variables of the consumers. An attempt is made in this part to understand the demographic variables of the respondents.
AGE

It is perceived that the cell phones are meant for youths through it is immense for middle aged business people. The age of the respondents were collected and presented in Table 4.17

Table 4.17

DISTRIBUTION OF RESPONDENTS BY THEIR AGE

<table>
<thead>
<tr>
<th>S.No</th>
<th>Age limit</th>
<th>No. Of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 25 Yrs</td>
<td>44</td>
<td>31%</td>
</tr>
<tr>
<td>2.</td>
<td>26 – 35</td>
<td>50</td>
<td>36%</td>
</tr>
<tr>
<td>3.</td>
<td>36 – 45</td>
<td>38</td>
<td>27%</td>
</tr>
<tr>
<td>4.</td>
<td>46 – 55</td>
<td>8</td>
<td>6%</td>
</tr>
<tr>
<td>5.</td>
<td>Above 55 Yrs</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

SOURCE: Primary Data

From the above table, it can be noted that 36 percent of the respondents are in the age group of 26-35 and 31 percent are in below 25 years. So, 67 percent respondents are below 35 years. It is interesting to note that none in the age group of above 55 years.
EDUCATION

Education level of consumers is linked with the selection of an advertisement media. To reach illiterate consumers T.V, posters, Radio and Hoardings are used and for literate 'Print Media' is extensively used. As the information collected about a product/service is an influence of its purchase, the educational level of the respondents were collected and presented in Table 4.18.

**TABLE 4.18**

**DISTRIBUTION OF RESPONDENTS BY THEIR EDUCATION**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Qualification</th>
<th>No. Of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elementary</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>2.</td>
<td>10th - 12th Std</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>3.</td>
<td>Graduate</td>
<td>58</td>
<td>41</td>
</tr>
<tr>
<td>4.</td>
<td>Post Graduate</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>5.</td>
<td>Professionals</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**SOURCE: Primary Data**

The study area i.e., Namakkal District is not only famous for Lorry Body Building and Poultry but also for quality education. It can be seen from the above table that 41 percent of the respondents are graduates and high school level education is 21 percent. Even respondents with elementary education (7 percent) had purchase cell phone connections.
MONTHLY INCOME

An individual's income plays a key role in deciding what to buy? When to buy? Etc. If the price of a good/service is felt as beyond the reach of an individual, the good/service may not find a profitable market. So, the monthly income of the respondents were collected and presented in Table 4.19.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Amount Rs.</th>
<th>No. Of respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>3000 - 5000</td>
<td>60</td>
<td>43%</td>
</tr>
<tr>
<td>2.</td>
<td>5000 - 10000</td>
<td>48</td>
<td>34%</td>
</tr>
<tr>
<td>3.</td>
<td>10000 - 25000</td>
<td>28</td>
<td>20%</td>
</tr>
<tr>
<td>4.</td>
<td>Above 25000</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>140</td>
<td>100%</td>
</tr>
</tbody>
</table>

SOURCE: Primary Data

From the above table it can be seen that 43 percent of the respondents are earning an income of Rs.3000 - Rs.5000 per month and 34 percent are Rs.5000-Rs.10,000. It can be assumed that due to change of Indian life-style even the persons with a monthly income of less than Rs.10,000 are able to subscribe cell phone connections. It become an essential instead of luxury.
OCCUPATION / PROFESSION

The occupational status (or) the profession engaged vastly influence the purchase of certain durable goods like car, Tow-Wheeler, colour, T.V etc., So, an attempt is made on the occupational status of the respondents and given in Table 4.20.

**TABLE 4.20**

**DISTRIBUTION OF RESPONDENTS BY THEIR OCCUPATION**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Occupation</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Advocate</td>
<td>10</td>
<td>7%</td>
</tr>
<tr>
<td>2.</td>
<td>Agriculture</td>
<td>18</td>
<td>13%</td>
</tr>
<tr>
<td>3.</td>
<td>Auditor</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>4.</td>
<td>Businessman</td>
<td>30</td>
<td>21%</td>
</tr>
<tr>
<td>5.</td>
<td>Clerical – private</td>
<td>12</td>
<td>9%</td>
</tr>
<tr>
<td>6.</td>
<td>Clerical– Government</td>
<td>8</td>
<td>6%</td>
</tr>
<tr>
<td>7.</td>
<td>Doctor</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>8.</td>
<td>Engineer</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>9.</td>
<td>Officer – Private</td>
<td>10</td>
<td>7%</td>
</tr>
<tr>
<td>10.</td>
<td>Officer– Government</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>11.</td>
<td>Teacher/Lecturer</td>
<td>20</td>
<td>14%</td>
</tr>
<tr>
<td>12.</td>
<td>Student</td>
<td>8</td>
<td>6%</td>
</tr>
<tr>
<td>13.</td>
<td>If any other</td>
<td>12</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**SOURCE: Primary Data**
From the table it can be seen that people belonging to all occupations subscribed the cell phone connection. However, 21 percent of the respondents belong to “Business” and 13 percent “Agriculturist”. Even clerical cadre people both in private and government organization had subscribed cell phone connection. It may be said that due to its utility, the cell phone connection attracted every one in the Indian Society.
FIG 4.20 DISTRIBUTION OF RESPONDENTS OF THEIR OCCUPATION

PERCENTAGE

0% 5% 10% 15% 20% 25%

 Advocate Agriculture Auditor Businessman Clerical - private Clerical - Government Doctor Engineer Officer - Private Officer - Government Teacher/Lecturer Student If any other

OCCUPATION

- 21%
- 13%
- 7%
- 6%
- 4%
- 7%
- 14%
- 6%
- 9%
Association of Demographic Variable and Cell Phone Connection

In the present study an attempt is made to find out the association between Age, Education, Income and Occupation with the Brand of operators preferred. Many market research studies covered that there is an association between demographic variables and the preference of a particular brand.

Age

The Age wise classification of the preferred brand of Telecom operators were presented in Table 4.21. Based on the information the following becoming Hypothesis is framed.

Ho : There is no association between Age and Preference of Cell Phone Connection Operators.

TABLE 4.21
AGE AND CELL PHONE COMPANY PREFERRED

<table>
<thead>
<tr>
<th>Age</th>
<th>BSNL</th>
<th>AIRCEL</th>
<th>AIR TEL</th>
<th>RELIANCE</th>
<th>BPL</th>
<th>TATA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPTO 25 YRS</td>
<td>6</td>
<td>22</td>
<td>6</td>
<td>0</td>
<td>10</td>
<td>2</td>
<td>42</td>
</tr>
<tr>
<td>26- 35</td>
<td>14</td>
<td>6</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>36-45</td>
<td>14</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>46-55</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>ABOVE 55 YRS</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>42</td>
<td>36</td>
<td>18</td>
<td>14</td>
<td>20</td>
<td>16</td>
<td>14</td>
</tr>
</tbody>
</table>

D.F : 20  C.V. : 56.95  Table Value : 31.4
As the CV is higher than the TV the Ho is rejected i.e., there is an association between Age and the brand of Telecom Operators preferred. It is understood that a particular age group preferred a particular Telecom Operator. However, it is not possible to conclude which Age group preferred which Telecom operator as it required further statistical analysis.
FIG:4.21 AGE AND CELL PHONE COMPANY

PREFERRED

NAME OF THE CELL PHONE COMPANY

- BSNL
- AIRCEL
- AIRTEL
- RELIANCE
- BPL
- TATA

PERCENTAGE

- UPTO 25 YRS
- 26-35
- 36-45
- 46-55
- ABOVE 55 YRS
Education

The educational level of the respondents and their preference of different brand of Telecom operators are given in Table 4.21. Based on this, the following Hypothesis is framed

**Ho: There is no association between education and preferred brand of Telecom operator.**

<table>
<thead>
<tr>
<th>TABLE 4.22</th>
</tr>
</thead>
</table>

**EDUCATION AND CELL PHONE COMPANY PREFERRED**

<table>
<thead>
<tr>
<th>Education Qualification</th>
<th>BSNL</th>
<th>AIRCEL</th>
<th>AIR TEL</th>
<th>RELIANCE</th>
<th>BPL</th>
<th>TATA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry</td>
<td>0</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>10th to 12th</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td>Graduate</td>
<td>26</td>
<td>14</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>64</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>2</td>
<td>10</td>
<td>0</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>26</td>
</tr>
<tr>
<td>Professional Qual</td>
<td>8</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>34</td>
<td>18</td>
<td>16</td>
<td>18</td>
<td>16</td>
<td>146</td>
</tr>
</tbody>
</table>

D.F: 20  C.V.: 43.94  Table Value : 31.41

As the C.V is higher than the T.V, the Ho is rejected i.e., there is an association between Education and brand preferred. It is understood that a particular education level group preferred a particular brand of cell phone connection.
FIGI: EDUCATIONAL QUALIFICATION AND CELL PHONE COMPANY PREFERRED

NAME OF THE CELL PHONE COMPANY

- [ ] Elmentry
- [ ] 10th to 12th
- [ ] Graduate
- [ ] Post Graduate
- [ ] Professional Qual
Monthly Income

The details of monthly income and the brand preferred are given in Table 4.23. Based on this, the hypothesis is framed as:

**Ho:** There is no association between income and the brand preference of the operator.

**TABLE : 4.23**

MONTHLY INCOME AND CELL PHONE COMPANY PREFERRED

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>BSNL</th>
<th>AIRCEL</th>
<th>AIR TEL</th>
<th>RELIANCE</th>
<th>BPL</th>
<th>TATA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3000-5000</td>
<td>6</td>
<td>18</td>
<td>14</td>
<td>6</td>
<td>12</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>5000-10000</td>
<td>18</td>
<td>10</td>
<td>2</td>
<td>8</td>
<td>4</td>
<td>10</td>
<td>52</td>
</tr>
<tr>
<td>10000-25000</td>
<td>14</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>34</td>
</tr>
<tr>
<td>above 25000</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
<td>34</td>
<td>20</td>
<td>16</td>
<td>18</td>
<td>16</td>
<td>146</td>
</tr>
</tbody>
</table>

d.f : 20        C.V.: 48.72        Table Value : 25.00

As the CV is greater than TV, the Ho is rejected i.e., there is an association between income and the company preferred for cell phone connection. It is understood that a particular income group preferred a particular brand. Further analysis may reveal the income group and its most preferred brand of the Telecom operator.
FIG: 4.23 MONTHLY INCOME AND CELL PHONE COMPANY PREFERRED

NAME OF THE CELL PHONE COMPANY

- BSNL
- AIRCEL
- AIRTEL
- RELIANCE
- BPL
- TATA

PERCENTAGE

- 3000-5000
- 5000-10000
- 10000-25000
- Above 25000
Occupation

The preference of cell phone operators and their occupation is presented in Table 4.24. The following hypothesis is framed.

**Ho:** There is no association between occupation and the brand of cell phone connection.

**TABLE 4.24**

OCCUPATION AND CELL PHONE COMPANY PREFERRED

<table>
<thead>
<tr>
<th>Occupation</th>
<th>BSNL</th>
<th>AIRCEL</th>
<th>AIR TEL</th>
<th>RELIANCE</th>
<th>BPL</th>
<th>TATA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Auditor</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Business Man</td>
<td>14</td>
<td>10</td>
<td>0</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>34</td>
</tr>
<tr>
<td>Clerical Private</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Clerical Govt</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Doctor</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Eng</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Office Private</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Office Govt</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Teacher/Leg</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>22</td>
</tr>
<tr>
<td>Stud</td>
<td>0</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>If and other</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>44</td>
<td>34</td>
<td>16</td>
<td>18</td>
<td>18</td>
<td>16</td>
<td>146</td>
</tr>
</tbody>
</table>

d.f.: 20  C.V.: 112.52  Table Values: 79.1
As the CV is higher than TV, the Ho is rejected i.e., there is an association between occupation and brand preference of cell phone connection. It is understood that there is a strong association and a particular occupational groups of consumers preferred only a particular brand of cell phone connection.