Chapter - I

Introduction and Design of the Study
INTRODUCTION AND DESIGN OF THE STUDY

Mobile phone is a type of wireless communication used by mobile phone users. It is called cellular because the system uses many base stations to divide a service area into multiple cells. Cellular calls are transferred base station to base station as a user travels from cell to cell.

The concept of cellular communication was born in the Bell laboratories of the USA in the late 1960's. In the mid 1970's, AT & T Bell labs demonstrated what came to be known as cellular mobile radio telephony. In 1973 cell was invented. The first cellular system was opened in Nordic countries like Sweden, Norway and Finland in the early 1980's with in two years cellular service were launched in USA using 'Advanced Mobile Phone Services'. In the following few years its operation reached very industrialized country in the world. In just fifteen years the global subscriber base for cellular has risen from zero to fifty million spread in more than 100 countries which is about one tenth of the wired telephone lines. Manufacturers are of the view that there will be 350 – 400 million global users of mobile communication by the year 2005. And if the figure continues to grow like this, time is not far when
mobile communication will stand at par with fixed telephone installation of even higher.

**Indian Scenario**

According to Cellular Operations Association of India, cellular industry growth from 8.82 lakhs subscribers in March 1998 to 11.95 lakhs in March 2000. The growth is faster and better in circles than in metros. Among metros, Delhi overlooking Mumbai in becoming the metro with largest subscriber base. Among circles, Tamilnadu did the best by nearly tripling its subscriber base from 33952 to 90956. Tamilnadu is one of the five ‘A’ category circles in India including Pondicherry and excluding Chennai. The current operations in Tamilnadu are,

- a. RPG
- b. SKYCELL
- c. AIRCELL
- d. AIRTEL
- e. BPL
- f. BSNL
- g. RELIANCE
Statement of the problem

As a modernization of telecommunication service, mobile phone system was developed and brought into use. At the time of its inception, the response of consumers were only moderate. This may be due to the fact that found costly. Later on, almost all the companies are coming out with handsets in mobile service and that is considered to be affordable if not cheaper. This system introduced mainly to attract large number of consumers so as to ensure the larger user of mobile phone services. There are many companies offering prepaid services, for this purpose we are in need of handsets. In this context, it is worth to study the consumer response towards handsets and to study their response towards the particular company to which they prefer to use.

Review of Literature

A study made by Jayanthi (2003 M.Phil, Alagappa University) entitled the satisfaction of prepaid cards system of BSNL in Attur Town revealed the need for development of communication system.

Another study made by R. Ravi on comparative analysis on post paid and prepaid card on handsets identifies the merits and demerits of these systems in the telecommunication pattern.
Yet another study on customer satisfaction towards Aircel and BPL by K. Murugesh (2001 M.Phil., University of Madras) classifies the satisfaction of customers in what aspects and about Aircel and BPL?

In order to stress the need for handsets in mobile phone services, this study was undertaken by the researcher.

**Objectives of the study**

The following are the broad objectives of the study.

1. To study the consumer awareness about Handset mobile phone services.
2. To study the practices other consumer regarding use of handsets.
3. To study the factors that influences the consumers in choosing handsets.
4. To study the customer preference among different brands of Handsets.

**Methodology of the study**

The following methodology is used in the study.

1. **Area of the study**

   The area of the study refers to Salem Town Only.
II. Sources of data

The study has used primary data. The data were collected from 100 customers by using questionnaire method. This has been prepared in such a way that the respondents are able to express their opinions freely and frankly.

III. Sampling Design

The study has used primary data collected from customers using mobile phone service. 100 customers were selected for the study. In the selection of respondents convenient random sampling method is used.

IV. Tools for analysis

The following statistical tools were used in the study

a. Descriptive Analysis
b. Chi-Square Analysis
c. Weighted Average Score Analysis

Limitations of the study

The following are the limitations of the study

1. For want of time, the study is restricted to Salem Town Only.
2. Data collection took more time but adequate attempts have been made to collect unbiased data.
SCHEME OF CHAPTERISATION

Chapter I : Deals with Introduction, Statement of the problem, review of literature, objectives of the study, methodology, limitations of study and scheme of chapterisation

Chapter II : Deals with Review of Literature relevant to the study selected.

Chapter III : Deals with marketing of services and profile of Handsets.

Chapter IV : Deals with Analysis and Interpretations.

Chapter V : Deals with Findings, Suggestions and Conclusion.