Chapter – II

Review of Literature
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REVIEW OF LITERATURE

This chapter makes a brief review of the literature relevant to the study. There are only limited studies, which are directly relevant to the study concerned. The researcher has made an attempt to present a brief review of literature available, which consists of articles and M.Phil thesis in the related area.

Mathiyalagan\(^1\) in his study focused to study the purpose of using domestic telephone and to know the social aspects of telephone as to how far it helps in socializing with the people; he found that the majority of the respondents agree that telephone makes them less lonely life, more secure, more hectic, helps to contact friends and relatives easy to tell whilst lies and manipulate others etc., and most of the respondents gave consent that telephone effect rates in socializing and it is used more for outgoing calls and for social reasons.

Thomas\(^2\) in his study focused to identify utility of the telephone medium. The study aims to appraise the rate of utility on a residential tele-link.

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The study revealed that a residential telephone is kept unused for many days. This condition exists where the instrument is not in proper functioning state. Incoming calls metered more than that of outgoing and it was found that telephone is more used by women because the changes are more for using the phone and women make use of home telephone for longer duration than men.

Priya\(^3\) in her study focused on to examine the frequency of intrinsic and instrumental calls made and to study the users attitude towards the telephone. It was found that the highest frequency of calls made and received every day fell in the ‘three times’ category at 38 percent and the number of calls made and received every day are highly dependent on the age, income level and occupation of the user of the telephone. She has also found that relatives are called up over phone more than friends.

Thangam Annamalai\(^4\) in her study focused to study the growth and development of the department of Telecommunication and the impact of telephone tariff on the customers. She aimed to study the subscribers satisfaction with regard to the services rendered by the department and customer attitude towards privatization.

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She found that telephones are widely used by the employee category and the businessmen owing to the nature of their occupation and lifestyle. It was found that majority of the users have opted for the general category and waited for a period ranging between one to three years, to receive their connections. The STD facility has been installed by the majority of subscribers and the respondents feel that the rates for local calls are reasonable whereas the STD call rates are comparatively high. The computerized billing system has been found satisfactory. Majority of the respondents supported the privatization of this sector since they feel it will lead to increased efficiency and excellent customer service.

Bhuvaneswari in her study focused to study the customer opinion about charges, complaints and response to complaints by telephone department and customer’s problems in the use of BPL mobile. The study revealed that the response of department of Telecommunication is poor whereas BPL does it better. The customers feel that the charges are high and these charges need revision.

Sree Nandhini in her study focused to assess the nature of use of cell phones and to analyse the user’s perception of cell phone as a new

medium of communication technology and to measure the users attitude towards the medium. The study revealed that most of the respondents felt that cell phones were very useful for their profession. The study also shows 88.8 percent of the respondents opined that the cell phone helps them to deal business matter confidently and efficiently. The study shows that the attitude of the respondents towards cell phone was not influenced by either education or occupation or income. The study also revealed that the majority (60 percent) of cell phone users were business people.

Karpagam\(^7\) in her focused to study the role and impact of telephone facilities in Trichy district. She aimed to examine the origin, history growth and importance of Telecommunication system in India. She also aimed to analyse role and impact of telephone connections. She found that the department of Telecommunication has to work better to face challenges from liberalization and market environment which are badly affected by large number of factors.

Samuvel\(^8\) in his study focussed to study the different factors considered by customers in selection of the handsets and the practices and

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preferences for use of mobile phone by customers and the opinion of customers on various services provided by the mobile industry. He found that the respondents consider size, quality, price, instruments, servicing an important factors for selecting the handset and the majority of the respondents are satisfied over the payment systems, quality of services, coverage area, tariffs and attending complaints.

Ravikumar in his study attempted to know customer attitude towards services of department of Telecommunication. The study also aimed to ascertain their opinion about call charges. The study revealed that the charges as a reasonable for STD and local calls and have made 100 to 150 calls in a month and they are also aware and availed of free calls. The respondents are non-mobile holders because the call charges are high and network coverages of cellular services are available only in limited areas.

Meera in her study focused to study the customers attitude towards deltagram and their satisfaction. It was also aimed to study the problem faced by the deltagram users and to offer suggestions to improve its services. Attempts on collecting opinion from agents who are important in distribution of service.

It was found that the majority of the respondents use deltagram as it is cheaper than other modes and that they are satisfied with the charges of deltagram. It was also found that majority of the respondents faced problem with deltagram.

Ramacandran in his study on “The cellular Industry” highlighted that the cellular industry whole heartedly welcomes increased competition in mobile services and believes that what the customers really wan is full mobility at an affordable price.

Senthil studied consumers attitude towards cellular phone. He concluded that most of the consumers had positive attitude towards various schemes offered by cellular phone companies and were satisfied with proper handing of their objectives.

Barry Georage conducted a comparative study on sales efficiency of BPL Cellular Limited as ESCOTEL. He also aimed to find out the opinion of the retailers and consumers in order to improve the products and services. The study revealed that if good relationship with retailers is established,

retailers perform well because the retailers only insist customers to buy. Another point is that when compared to Tamilnadu, rates in Kerala is very high.

Sathyanarayana\textsuperscript{14} in his study focused to study customer satisfaction over services of Bharti Mobile Ltd., He also aimed to study the effective means in creating awareness about Bharti Mobile Service. Necessary information for taking suitable measures towards customer satisfaction and services of Bharti Mobile Ltd., were found in this study.

Ramachandran\textsuperscript{15} Secretary General, Cellular Operators Association of India says in his article "Cellular Industry", The cellular industry whole heartedly welcomes increased competition in mobile services, and believes that what the customers really want is full mobility at an affordable price.

Rajan Nanda\textsuperscript{16} in his article, "Corporate reports", with an investment of over Rs.200 crore, Escotel is the largest investment, escotel has made in recent years. This itself reflects the importance of telecom for us as a care business.

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\textsuperscript{14} Sathyanarayana, M., "A Study on customer satisfaction of service of Bharti Mobile Ltd.", 2001 – 2002. \\
\textsuperscript{16} Rajan Nanda, Chairman, Escorts Group, "Corporate Reports", Business India No.605, May 14 to 27, 2001.
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Rajeev Chandrasekar\textsuperscript{17} in his article, "Telecom", there has been undue haste in inviting bids for the fourth cellular licence when the third yet to take off. I have to hesitation in saying this as a matter of principle even though I may become one of its beneficiaries.

Malarvizhi\textsuperscript{18} in her study focused to analyse the customer ideas, opinion and preference for telecommunication services rendered through STD/PT operators. The study also aimed to find out consumer satisfaction for such services. The study revealed that consumer make use of telecommunication service better for making long distance calls during concession hours and they prefer to use public booth run by STD/PT operators due to save money and for personal reasons. The study also revealed that consumers are satisfied with services of STD/PT operators and are suggesting for providing further conveniences to consumers.

Ravi Shankar\textsuperscript{19} in his book, "Service Marketing - The Indian perspective" discusses the telecom services marketing. It is not enough to only develop innovative services. It is equally important to develop

\begin{itemize}
\item Rajeev Chandrasekar, BPL Mobile, "Telecom", Business India, No.610, July 23\textsuperscript{rd} to Aug. 5\textsuperscript{th}, 2001.
\item Ravi Shankar, "Service Marketing - The Indian Perspective", Excel Book, New Delhi, 2002.
\end{itemize}
Jha in his book tells that the key dimension to service quality in the communication. Industry is reliability and understanding the consumers. These two variables are the keys to success in developing a marketing strategy for services in meeting customer expectations.

Reckons Viren Popli in his article “Depth”, Telecom companies don’t have the capability to build content, they should be focusing on getting subscribers.

A telecom expert says the number of mobile subscribers has gone upto 24 million during the last decade or so. But with the proper implementation of the new policy, the number will shoot up by atleast five times with in the next five years.

Arun Sikka opines that all the cellular companies providing almost the same range of services, the biggest challenge is to get the customers to ask for the product. He says “as non of us having anything extra ordinary to offer intermesh of product pricing it is the brand which creates the pull”.

Hemant Sachdeva\textsuperscript{24} says that “Branding does matter in telecom market” he also states that with pricing being the major trigger commoditization has taken place. But after a point it is the brand image and the services that make a difference.

Ajita Shashldhas and Srinivasan\textsuperscript{25} in an article stated price war in the telecom industry has commodities the market trot branding has taken a backseat.

Nupur Chaturvedi\textsuperscript{26} states just a year since the services was launched and already MMS phone make up about 20\% of the total handsets in the market spread across price categories. The cell phone operators all have interesting packages that range from completely free to a minimal amount.

Ravi Prasad\textsuperscript{27} has stated that the mobile market in India is on its way to become a commodity has tariffs and service quality is the most important factors rather than the brand image.

\textsuperscript{24} Hemant Sachdeva, Director (Marketing) of Bharti Cellular Ltd., Business Line, Aug.21, 2003 pp. 10-11.
\textsuperscript{25} Ajita Shashldhas and Srinivasan, Business Line, Aug. 19, 2003, pp. 5-7.
\textsuperscript{26} Nupur Chaturvedi, Business World, Oct. 6, 2003
Ashim Ghosh\textsuperscript{28} says that “Telecom is such a huge sector and it’s so easy to be seduced by its different parts, but thankfully we were “.

Sunil Mittal\textsuperscript{29} says that “a wire line telephone will be like a wall clock where every house will have one. But a cellular phone will be like a wrist watch, every one will have one”.

Ravi Kalakota\textsuperscript{30}, CEO, Founder of E-Business strategies provides a new perspective in his article “Mobile Business What’s new, what’s next”. He outlines how a new set of technologies and platforms are enabling new and exciting applications for marketers.

Shyamanujam\textsuperscript{31} in his study, “high growth, low margin” analysis the entry of new service providers, particularly BSNL and Swelled Subscriber base.

In the context of the above, the study of this nature become more relevant and useful.

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