CHAPTER VII

CONCLUSIONS & SUGGESTIONS
CONCLUSIONS

In little over a decade of liberalization, India has emerged as the fastest growing telecom market in the world. Compared with many other developing countries, India’s mobile services industry has been slow to take-off. But now, the cellular industry is going through a period of change and is expected to grow more in the future. The cellular industry growth has been led by its robust subscriber base. This could able to achieve due to deregulated market competition in recent times. Growth of subscriber base is primarily because of low access deficit charges, decreasing in average revenue per use (ARPU) per month and increasing in income level of the people. There was a partial support to the hypothesis suggested that the growth of cellular subscriber base was due to increase in per capita income and decrease in ARPU per month.

Licenses for cellular services were granted to two operators in each circle on an exclusive basis, effectively creating a duopolistic structure. In 1999, the Government announced a New National Telecom Policy (NTP’99), which replaced the fixed license fee regime with an entry fee plus revenue sharing concept. It also replaced duopoly regime with open competition. This change of policy proved a turning point in the industry, which gradually strengthened its position, expanded its coverage and, gradually the competitive process lowered prices to the
point where it is now cheapest in the world. A fourth operator was also
allowed in a circle for additional competition. N 2003, the Government
allowed the CDMA service providers to migrate to full mobility under a
Unified Access License resulted in the introduction of at least two
CDMA based cellular service providers in most service areas.

The Indian telecom sector has crossed 430 million subscribers in
2008-09. The big six such as Airtel, BSNL, Reliance, Vodafone (Hutch),
Tata Teleservices and Idea own market shares. Entry of six service
providers in a circle led to fierce competition in the market place. Due to
deregulated market competition, companies are adopting various
practices to attract consumers. every cellular service provider is aware
that consumer is life blood of the organization. With the proliferation of
mobile phone users, several micro segments have emerged with their own
specific needs. Mobile phone usage has permeated across gender, age,
profession and various economic class categories. Males are over
represented in the research study as compared to females. Gender
dominance in the consumption pattern exists in the service. There was no
significant difference between the genders regarding having cellular
mobiles as their telephone. This shows that the narrowing gap between
male and female. Females prefer to have cell phones due the added safety
factor. In emergencies mobile phones have become modern lifesavers to women and children.

Age plays a major role in the purchase decision, while buying a product or service. This has revealed that the users of mobile services are relatively young. This implication of this finding is the dominance of youths in the age group of 15-25 years. Elderly people may not be too eager to be a part of mobile revolution in the country. An intelligent marketer should realize that in the age group of 15-25 years generally have a large circle of friends and more access to money. The hypothesis is tested to find out the influence of age on the choice of cellular service provider. Though cellular service providers offer same level of service but there is a significant influence of age in selecting the brand of cellular service provider. Service provider should realize that the best results of service necessarily differ according to the age of the consumer.

By and large, consumers of different occupations use cellular services for different purposes. It is found that on an average, students utilize cellular services to the maximum extent followed by young professionals’ mostly private sector employees. People entering the workforce and moving out of the dependent bracket constitute a big segment. The use of cellular services is affected much by different profession. The hypothesis suggested that profession influences in
selecting service provider. It reveals that mobile phones are beneficial for the students and young professionals.

As far as income is concerned, most of the users of cellular services are students dependent on their parent’s income. Use of cellular service is independent of income. The analysis demonstrates that most of the respondents use cellular phones mainly for personal communications, but some use for work as well. Businessmen are using cellular phone mainly for work. There is a mixed response from private sector employees and government employees towards usage of mobile phones.

Most of the mobile user’s felt that to increase the satisfaction level, the service providers should have ability to perform the promised service and priority to resolve problems. It was also observed that user’s were unhappy about the long waiting hours in resolving problems by the service provider’s. All these factors accounted for larger negative service gap. There were some users, who expressed their dissatisfaction as to not getting information on the type of service facilities that are provided for the costs incurred at the time of activation of their mobile number. Some user’s felt that employees of the service provider are neither busy nor willing to help consumers. Therefore, the employees of the service provider should emphasize on the responsiveness.
Cellular mobile market in India is getting more competitive, therefore, firms expecting to build and maintain competitive advantages in the market, according to the result of the study, must try their best to achieve higher consumer satisfaction and improve service quality. Service providers must pay attention to and invest more on consumer relationship management programs for their consumers to survive in the market. Service provider’s must pay attention to and invest more on consumer relationship management programs for their consumers to service in the market. Service provider’s priority should be to identify the most important factors in assessing service quality. Service support is an important quality element for achieving high consumer satisfaction level. Problems can happen in the service provision process, service providers should Build an efficient service supporting system to resolve the problems quickly and sufficiently based on consumer’s inconvenience. Employees who are involved in providing service should be provided with adequate training in order to offer a consistently high standard of service delivery.

**Users:**

- Out of total 600 respondents (69.5 %) belong to male and (30.5 %) female. (36.6 %) (Highest) belong to 18-25 in the age group. (36.7 %) (Highest) of mobile users belong to the education group. (32.7

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% (Highest) of respondent belong to the own business. (27 
%(Highest) of users belong to the none (students, unemployed, 
housewife's)

➤ Out of total 600 respondents (30.8 %) (Highest) of male and 
female are using the mobile between 1-2 years. (25.3 %) (Highest) 
of users having mobile in between 1-2 years in the age group. (29.2 
%) (Highest) respondents are using the mobile for 1-2 years in the 
education group. (29.7 %) (Highest) of respondents using the 
mobile in between 1-2 years in the occupation group (29.7 %) 
(Highest) of respondents using the mobiles in between 1-2 years in 
the monthly income group.

➤ Out of total 370 respondents, (23.5 %) (Highest) mobile use the 
BSNL prepaid service. (24.9 %) (Highest) of respondents to get 
BSNL prepaid service in the age group. (22.3 %) (Highest) of users 
belong to BSNL prepaid service in the education group. (25.1 %) 
(Highest) of users belong to BSNL prepaid service in the 
occupation group. (25.3 %) (Highest) users belong to BSNL 
prepaid service in the monthly income group.

➤ Out of total 230 respondents (24.7%) use the BSNL mobile post 
paid service. (20.4 %) (Highest) of users to get BSNL post paid
service. (30.8 %) (Highest) of users belong to BSNL post paid service in the education group. (30.5 %) (Highest) or respondents belong to BSNL post paid service in the occupation group. (32.9 %) (Highest) of users belong to BSNL post paid service in the monthly income group.

➢ Out of total 600 respondents (18.9 %) (Highest) of both male and female prefer the Vodafone cellular brand. (22 %) (Highest) of users prefer Vodafone cellular brand in the age group. (25.4 %) (Highest) of users prefer Vodafone cellular brand in the education group. (20.1 %) (Highest) of users prefer BSNL cellular brand in the occupation group. (24 %) (Highest) of users prefer BSNL cellular brand in the monthly income group.

➢ Out of total 600 both male and female respondents (14.7 %) (Highest) expressed the signal strength is very good. (31.8 %) (Highest) of users expressed the signal strength of mobile is very good in the age group. (43.4 %) (Highest) of users expressed the signal strength is average in the education group. (44.6 %) (Highest) of respondents expressed the signal strength is average in the occupation group. (47.2 %) (Highest) of users expressed the signal strength is average in the monthly income group.
Out of total 600 both male and female respondents (29.5 %) (Highest) expressed that the quality of voice is average. (32 %) (Highest) of users expressed that the quality of voice of very good in the age group. (36.4 %) (Highest) of users expressed that the quality of voice is average in the education group. (44.4 %) (Highest) of respondents expressed the quality of voice is very good in the occupation group. (40.5 %) (Highest) of users expressed the quality of voice is very good in the monthly income levels.

Out of total 600 respondents (18.7 %) (Highest) of both male and female use the BSNL effective ads on various media. (21.3 %) (Highest) of both male and female respondents use the BSNL effective ads on various media in the age group. (19.2 %) (Highest) of respondents opinion on effective ads on various media prefer Vodafone in the education group. (32.7 %) (Highest) of both male and female respondents use the own business effective ads on various media in the occupation group. (19.5 %) (Highest) of both male and female respondents use the Vodafone effective ads on various media in the occupation group.

Out of total 600 respondents (19.5 %) (Highest) of respondents of both male and female use the Vodafone of better call rates. (21.1
% (Highest) of respondents use the BSNL better call rates in the age group. (24.9 %) (Highest) of users prefer the BSNL offer better call rates in the education group. (22.1 %) (Highest) of users prefer the Vodafone better call rates in the occupation group. (23.4 %) (Highest) of respondents prefer the Vodafone in the income levels group.

➢ Out of total 600 respondents (40.2 %) to get the mobile service information through all source. (31.2 %) (Highest) of respondents use the mobile services through family, friends and businessman. (30.8 %) (Highest) of users belonging to all education groups. (28.2 %) respondents expressed the ranking the order of mobile service prefer all the above in the occupation group. (47.2 %) respondents expressed the rank the order of mobile service prefer all the above in the income level group.

➢ Out of total 600 respondents (22.1 %) (Highest) or both male and female use the Vodafone. (22.9 %) (Highest) of users prefer the BSNL mobile service better offers in the age group. (19.6 %) (Highest) of respondents belonging to BSNL best offers in the education group. (28.9 %) (Highest) of users use the Vodafone best offers in the occupation group. (21.1 %) (Highest) of users belonging to Vodafone better call rates.
Out of total 600 respondents (28.8 %) (Highest) of respondents expressed that the usage of phones being all the above. (22.8 %) (Highest) of respondents prefer all the above mobile services in the age group. (38.5 %) (Highest) of users belong to all the above in the education group. (29.6 %) (Highest) of respondents express the reasons for using the cellular services are all the above in the occupation group. (24 %) (Highest) of users prefer all the above mobile service in the monthly income levels.

Out of total 600 respondents (39 %) (Highest) of respondents expressed that the problem of mobile phone getting disconnected frequently. (30.2 %) (Highest) of users expressed the problem of mobile phone getting disconnected never in the age group. (42.8 %) (Highest) of respondents expressed the problem mobile phone in the education group. (42.8 %) (Highest) of respondents expressed that the problem of mobile phone in the education group. (39.5 %) (Highest) of users expressed the problem of mobile phone in the occupation group. (48.7 %) (Highest) of users expressed the problem of phone in the income group levels.

Out of total 600 respondents (20.6 %) (Highest) of respondents of both male and female use the BSNL mobile service. (18.7 %)
(Highest) users to shift their mobile prefer to take BSNL mobile service in the age group. (26.8 %) (Highest) of users prefer to shift the BSNL mobile service in the education group. (23.6 %) (Highest) of users prefer BSNL service in the occupation group. (22.1 %) (Highest) of users to shift they're mobile to buy the BSNL mobile service in the income level group.

➢ Out of total 600 respondents (37.1 %) (Highest) expressed the roaming network coverage of mobile is very good in the age group. (24.5 %) (Highest) respondents expressed the roaming network coverage of mobile is very good in the age group. (31.8 %) (Highest) of respondents expressed the roaming network coverage is very good in the education group. (30.7%) (Highest) of respondents expressed the roaming network coverage is very good in the occupation group. (31.2 %) (Highest) of users expressed the roaming network coverage is very good in the income level group.

➢ Out of total 600 respondents (57 %) (Highest) are satisfied with roaming plans. (60.2 %) (Highest) of respondents are satisfied with the roaming plans in the age group. (60.5 %) (Highest) of respondents are satisfied with the occupation group. (57.2 %) (Highest) of respondents are satisfied with the roaming plans in the income level group.
Out of total 600 respondents (46.2 %) expressed their response more than 2 minutes from the customer care call in the age group. (48.3 %) (Highest) expressed their response more than 2 minutes in the age group. (45.7 %) users expressed that time taken by the customer care to get the response is greater than 2 minutes in the education group. (48 %) of respondents expressed that the time taken by the customer care to get the response is greater than 2 minutes in the occupation group. (46.4 %) (Highest) of respondents expressed that the time taken by the customer care to get the response is greater than 2 minutes in the monthly income level group.

Out of total 600 respondents (23.5 %) (Highest) face the signal problem. (27.1 %) (Highest) of respondents found drawback with customer care in the age group. (20.2 %) (Highest) of users face the problem of signal in the education group. (29.8 %) (Highest) of users getting the problem of customer care in the occupation group. (29.8 %) of users get the drawback with the customer care in the income level group.
Employees:

➢ Out of total 120 employees (63.3 %) belong to male and (36.7 %) belong to female. (25 %) (Highest) of employees work in BSNL and remaining (12.5 %) each employees work in six private companies in the age group.

➢ Out of total 120 employees (34.1 %) (Highest) belong to the customer care. (34.2 %) (Highest) of employees selected customer care in the age group.

➢ Out of total 120 employees (34.2 %) (Highest) belong to customer care. (22.5 %) (Highest) of employees selected customer care in the age group.

➢ Out of total 120 employees ((23.4 %) (Highest) are working at least 10 years to 15 years. (19.2 %) of employees are working at less than 10 years than 15 years in the age group.

➢ Out of total 120 employees (27.5 %) (Highest) are satisfied on average basis. (26.7 %) (Highest) employees expressed the satisfaction of the company is average in the age group.

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Out of total 120 employees (32.5 %) (Highest) are satisfied on average basis. (33.3 %) (Highest) of employees are satisfied on average basis in the age group.

Out of total 120 employees (22.5 %) (Highest) agree the salary satisfaction. (29.2 %) of employees are satisfied on average basis in the age group.

Out of total 120 employees (25 %) are satisfied on average basis. (33.3 %) of employees are satisfied on [opportunity for advancement] average basis in the age group.

Out of total 120 employees (25 %) are satisfied on [work load] average basis. (30.8 %) of employees are satisfied [work load] on average basis in the age group.

Out of total 120 employees (24.1 %) are extremely satisfied [job security] on average basis. (29.2 %) of employees are satisfied [job security] on average basis in the age group.

Out of total 120 employees (25 %) are extremely dissatisfied. (32.5 %) employees are satisfied [benefits] on average basis in the age group.
Out of total 120 employees (30.9 %) are satisfied on average basis.
(30.8 %) of employees are satisfied [training & seminar] on average basis in the age group.

Out of total 120 employees (22.5 %) are satisfied on average basis.
(25.8 %) of employees are satisfied [work hours] on average basis in the age group.

Battery discharges in short span of time.
Calls are charged at the higher rates than mentioned in plan.
Receivers are defective in majority of instruments.
Weak network and interference.
Customers are satisfied with various new plans.
It was observed that most of the customers expressed their Unhappiness over billing services. Either they were wrongly charged or they never received bills on time.
Senior citizens are very particular about rentals.
Through survey, I came to know that most of the customers are Satisfied with Cellular plans. Most of the customers are using STD pack Most of the customers are using supersaver-399 plan.
I observed that most of the customers like Airtel advertisement and punch-line.
Respondents like to purchase new mobile connection based on advertisements and schemes.

People like to watch advertisement mostly on television.

Maximum respondents were using mobile phones for more than one year

Few years’ back mobile connections were not common among the students. But with the mobile revolution now we can find almost every student will have mobile phone.

Most of the students prefer prepaid connections than postpaid connections. Most preferred cellular company amongst the students is Airtel and the least Preferred company is reliance.

The students are satisfied mostly with the services provided by the different cellular companies.

Maximum numbers of respondents were attracted towards the coverage facility and the least like the roaming services.

T.V. and Internet are the best media advertisements that put more impact on the students buying decisions.

Maximum numbers of students are loyal to their particular service providers and they were using their connections since 2 years.

Maximum respondents were using mobile phones for more than one Year

Avoiding fault rates
➢ Providing good customer services

➢ Billing in time

➢ Aggressive branding exercise

➢ Reducing cost base

➢ Increasing work force

➢ Strengthening new services

➢ The cellular companies should concentrate on increasing network to gain the wider acceptance from user

➢ Since market price is sensitive the company may take steps to rationalize its tariff plans from time to time in comparison with its competitors

➢ Cellular companies adopted an ad campaign to increase its brand awareness using clarity endorsement

➢ Today, the differentiation in the telecom industry comes through service standards, value added services & user experience and when it comes to making a choice, what is important to the consumer today is simply be it tariffs (or) new products. So, the cellular companies have to provide all these needs to their subscribers.

➢ The next turning point in telecom revolution will perhaps take place when 3G technology based services are introduced, allowing the phone user to click and then exchange digital pictures via e-
mail, surf the internet, do banking, stock trading & other commerce transactions while on the move.

➢ The point which is really affected the users is the additional charges which they feel is included while billing. Hence the bills should furnish detailed information about the charges charged.

➢ Cellular companies make use of advanced technology in order to reduce the call rates and increase its value added services

➢ There is marginally low percentage of respondents regarding the know how of value added services

➢ The survey also suggests that after sale services like customer care should be improved

➢ The documentation procedure for the post paid users looks tedious

➢ The cellular companies should come out with refreshing schemes like free SMS, latest news updates and changes in the pulse rate.

➢ The survey reveals that new connection due to the following problems
   A. Billing   B. Service   C. Cost   D. Packages

➢ Equal focus should be more on lower, middle and high-income groups

➢ Increase the service capacity (good service) by increasing the number of communication towers

➢ To attract new customers cellular service companies should offer some special offers
SUGGESTIONS

➢ Provide adequate training to the sales man.

➢ User manuals and the plans pamphlets should be printed in English and Telugu.

➢ Better quality batteries should be provided with the set.

➢ Sales promotion should be more intense.

➢ Issue identity cards and sales kit to the salesman.

➢ People like to watch advertisement on television mostly

➢ Increase the length of the wire of antenna.

➢ Cellular companies needed to maximize its future flexibility and growth potential by adopting a business-driven framework for integration, allowing it to implement and deliver new services rapidly. With competition intensifying in the Indian telecom services market, Cellular companies needed to find a way to focus on developing new services that could set it apart from the competition and strengthen its customer relationships.

➢ Improved cross selling and targeting and a more seamless, efficient total customer experience through end-to-end integration of customer-facing processes.

➢ Optimization of business processes and infrastructure, through flexible, standardized integration framework, is needed.
Outsourcing of technology will provide Cellular companies to focus resources on growing the business.

Flexible pricing model will enable Cellular companies to avoid major increases in capital expenditures.

Better network services would be giving competitive benefit to the Cellular companies.

Most of the customers (80%) feel that the product and service which they are making customers aware about latest pricing will increase its market share in terms of cost effectiveness.

Solving existing non-compatible handset problem and better communication to inform latest pricing strategies will lead to substantial increase in consumer base for virgin mobile.

In order to enhance customer satisfaction, time gap between services sought and delivered should be minimized.

In the lifetime plans, cellular companies should reduce the call rates.

They should provide other facilities like massage and minimum call rates in the same network.

They should make aware the customers that they have limited license period.

They should not take other hidden charges.
➢ There should not be any compulsion that customer have to recharge their card in 180 days with certain amount. This is the main drawback of the lifetime validity plan.

➢ To ensure better customer satisfaction & maintain higher level of Customer relationship management, the billing department has to be more effective & efficient.

➢ To retain existing customers means offering the best scheme. This would automatically attract new customers. Airtel need not spend on advertisement to attract new customers.

➢ Airtel should continue to offer the best toppings to stay at the top.

➢ There should be no compromise in quality and the network facility in cellular companies

➢ Maximum respondents were using mobile phones for more than one year.

➢ People like to watch advertisement on television mostly.