CHAPTER – V
FINDINGS, SUGGESTIONS AND CONCLUSION

The study has been undertaken with the main objective of studying Users level of satisfaction with mobile phone service providers with special reference to Tiruppur district. The following are the specific objectives of the study.

• To analyse the personal variables and overall details of mobile phone service provider users and overall satisfaction.
• To find the schemes offered by Mobile phone service providers.
• To find the services offered by mobile phone service providers.
• To analyse the mobile phone service provider users level of satisfaction.
• To analyse the overall various services satisfaction on Mobile Phone Service Provider User’s & Overall Satisfaction among the Mobile Phone Service Providers.
• To find the various problems faced by the mobile phone service provider users.
• To offer suggestions to solve the problems and to improve the services.

5.1 Personal Variables, overall details of mobile phone service provider users & Overall Satisfaction:

Major chunk of mobile phone users are below 35 years of age, service provider companies should also target people above 35 years of age; they being potential mobile users.

Majority of mobile users are male, service operators should also focusing on raising female users.

Major chunk of people are under graduates and post graduates, service provider companies should also target upto school level; they being potential mobile users.

Employees, students and businessmen are major users respectively; persons from vivid occupations should be attracted to mobile usage.

Majority of mobile users are in the moderate income group (income less than `.20,000 per month), service provider companies should try to capture higher income groups (income more than `.20,000 per month).
Aircel is the dominant leading cellular operator followed by BSNL, Reliance, Airtel and Vodafone.

67 percent of mobile users had retained their First mobile phone service provider. But 33 percent of mobile users have changed it.

Majority of the respondents to change their service providers at only one time.

Majority of the mobile users say that they have changed their service provider due to better schemes, for service quality and for good coverage. Better schemes have been emerged as the main reason for mobile users to change their service providers.

Majority of mobile users have been using mobile phone for above 5 years.

**Result of Discriminant Analysis:**

Among the variables under study, three variables namely current mobile service provider (X6), family income (X5) and Period of using a mobile phone (X7) are substantially important variables in discriminating between groups namely current mobile service provider is higher satisfaction on mobile phone users.

Maximum number of mobile phone service provider users need a mobile phone is advantageous over landline has scored the highest rank and status symbol has scored the least rank.

**Result of Hypothesis Testing:**

There is a significant difference in the agreeability scores on the needs for a mobile phone among the users.

The mean score is ranged from 13.5 to 80.9. Maximum number of mobile phone service provider to select the particular mobile phone service provider is Network quality is an important factor.

**5.2 Schemes Offered By Mobile Phone Service Providers:**

Majority (49 percent) of the respondents are using Life time scheme is opted for their mobile phone service provider.

Majority of mobile phone service provider users are not paying above `1,000 monthly expenses on the mobile phones. It is further inquired to the respondent that will they talk more if the call charges further decline. It means
although mobile phone service provider users are willing to talk more on mobile phones but do not wish to pay more.

Multiple Regression Analysis shows that monthly expenses on mobile phones. The coefficient of determination $R^2$ value showed that these variables put together explained the variations of $Y$ to the extent of 48.3%.

**Results of Hypothesis testing:**
There is significant difference in the monthly expenses and personal variables among the mobile phone service provider users.

Majority of the mobile phone service provider users are using prepaid services on mobile phone. Mobile phone service provider users opting for prepaid service said they prepaid for recharge cards available at various rates. It is found that mobile phone service provider users find prepaid scheme more economical.

Postpaid mobile phone service provider users are very few. It is found that the main reason for opting postpaid services were to reasonable talk time and followed easy to get connection.

Majority of the mobile phone service provider users have not switched over from one scheme to another scheme but out of those who have changed another scheme say that various reasons.

Maximum number of postpaid scheme users have changed to Prepaid Scheme.

A very few of the mobile phone service provider users have changed their scheme from prepaid to postpaid scheme. Availability of connections has been emerged as the main reason for mobile phone service provider users to change their schemes.

Majority of the mobile phone service provider users have changed their scheme from postpaid to prepaid scheme. No value for money has been emerged as the main reason for mobile phone service provider users to change their schemes.

**5.3 Services Offered By Mobile Service Providers:**

**Billing Services:**

All the mobile phone service provider users paid on the basis of cash payment.

**Network Services:**
In all 83 percent of mobile phone service provider users are happy with network service as provided with respective service provider.

**Value Added Services:**

Maximum numbers of mobile phone service provider users are using Value Added Services.

The weighted average score is ranged from 0.65 to 1.06. Maximum number of users is familiar with prepaid & postpaid services, which are offered to them by their respective service provider. SMS, Ring tones & Pictures download, video clips, information services, Internet/GPRS, third party conference are commonly known services to most of the mobile phone service provider users frequently used for value added services.

The factor analysis condensed and simplified the 15 value added services and grouped into 4 factors explaining 69.05 percent of the variability of all the 15 value added services.

**Result of Hypothesis - ANOVA:**

There is significant difference in the mean of awareness scores on the value added services among the mobile phone service provider users.

**Result of Hypothesis testing on level of awareness:**

The result of $\chi^2$ test, the calculated value is less than table value in case of age and occupation, null hypothesis is good. i.e., age and occupation of the users do not aware of value added services, it is clear that the calculated value is more than table value in case of sex, Educational qualification and family income. Hence, it is concluded that null hypothesis does not hold good i.e., sex, Educational qualification and family income of the mobile phone service provider users aware of value added services.

**Customer Care Services:**

Majority of the mobile phone service provider users have contact with Customer Care Service.

Majority of the mobile phone service provider users avail the services of customer care occasionally.

Majority of the mobile phone service provider users say that complaining is the main reason for calling to customer care service.
Customer care service is a key area concerning the mobile phone service provider users satisfaction. It has become the prime need of every service provider to satisfy the customer, so that they can attract more number of subscribers. This requires excellent customer care to be provided by operators. But the study reveals that the mobile users are satisfied with easily accessible and very few of mobile users are not satisfied or dissatisfied with problem solving customer care service and time taken by call centre/customer care/helpline to resolve your complaint with their service provider.

5.4 User’s Level of Satisfaction:

Prepaid billing Services:

With increasing service competition among service providers, subscribers are now more & more interested in getting the billing awareness. Customer is giving now more importance to billing. A prepaid billing service is mainly used for Students, Professionals, homemakers and few of the businessmen and employed persons. The result of the Prepaid billing services shows that majority of the mobile phone service provider users are satisfied with prepaid billing services like that call charges, service charges, availability of schemes, recharge facilities and flexibility of the service provider. Very few of the mobile phone service provider users are either neutral and dissatisfied with their service provider like that service charges and recharge facilities. Finally, mobile phone service provider users are happy with prepaid billing services offered by their respective service provider.

Result of Hypothesis testing on satisfaction score-ANOVA:

There is significant difference in the satisfaction scores on the prepaid billing services among the mobile phone service provider users.

Result of Hypothesis testing on level of satisfaction:

The result of $\chi^2$ test, the hypothesis is rejected in case of age and family income of mobile phone service provider users and in other cases of hypothesis is accepted. So, it is concluded that Sex, Educational qualification and Occupation of the mobile phone service provider users have no significant difference for the level of satisfaction on prepaid billing services.

Postpaid Billing Services:
Postpaid billing service is mainly used for Businessmen and employed persons. Very few mobile phone service provider users are used to postpaid billing services. The result of the Postpaid billing services shows that majority of the mobile phone service provider users are satisfied with postpaid billing services like that call charges, flexibility of schemes, clarity of bills, service charges, timely delivery of the bills and free calls of their service provider. Very few of the mobile phone service provider users are either neutral and dissatisfied with their service provider like that free calls only. Finally, mobile phone service provider users are happy with postpaid billing services offered by their respective service provider.

Result of Hypothesis testing on satisfaction score:
There is significant difference in the satisfaction scores on the postpaid billing services among the mobile phone service provider users.

Result of Hypothesis testing on level of satisfaction:
The result of $\chi^2$ test, the hypothesis is accepted all the case of Age, Sex, Educational Qualification, Occupation and Family income. So, it is concluded that there is no significant difference for the level of satisfaction on postpaid billing services.

Network Services:
Network service satisfaction is affected by the quality of network connectivity. Majority of the mobile phone service provider users are satisfied with network connection and network coverage is the main reason for the selection of a service provider. Availing better network connectivity is the mobile phone service provider users expectation. Very few of mobile phone service provider users are dissatisfied with dealers network. To improve their network service in terms of better connectivity by resolving the connectivity problems and must improve the network service satisfaction level.

Result of Hypothesis testing on satisfaction score-ANOVA:
There is significant difference in the satisfaction scores on the network services among the mobile phone service provider users.

Result of Hypothesis testing on level of satisfaction:
The result of $\chi^2$ test, the hypothesis is rejected in case of Age, Educational Qualification and Family income of mobile phone service provider users and
in the other cases the hypothesis is accepted like sex and occupation of mobile phone service provider users. So, it is concluded that age, educational qualification and family income of mobile phone service provider users have significant difference in the level of satisfaction on network services.

**Value Added Services:**

Value Added Services have become one of the powerful ways for service providers to attract more & more customers. It is observed that maximum number of mobile phone service provider users are availing the valued added services. But now everyone frequently uses some Value Added services like SMS, ring-tone downloading, internet connection and gaming, etc. Majority of mobile phone service provider users are satisfied with charges for value added services and very few of mobile phone service provider users are neutral, dissatisfied and highly dissatisfied with internet connection, activation time for value added services, free SMS and guaranteed delivery of notification.

**Result of Hypothesis testing on satisfaction score:**

There is a significant difference in the satisfaction scores on the value added services among the mobile phone service provider users.

**Result of Hypothesis testing on level of satisfaction:**

The result of $\chi^2$ test, the hypothesis is rejected all the case of Age, Sex, Educational Qualification, Occupation and Family income. So, it is concluded that there is a significant difference in the level of satisfaction on value added services.

5.5 **Various Problems faced by Mobile Phone Users:**

**Prepaid billing Services:**

Maximum number of Aircel prepaid mobile users are faced by many problems and followed by Airtel, Reliance, Vodafone and BSNL mobile phone service provider users.

**Postpaid Billing Services:**

Maximum number of Aircel Postpaid mobile users are faced by many problems and followed by Airtel and Reliance mobile phone service provider users.

**Network Services:**
Maximum number of Aircel mobile users are faced by Network problem and followed by Airtel, BSNL, Reliance and Vodafone mobile phone service provider users.

**Value Added Services:**

Maximum number of Aircel users are faced by value added services problem and followed by Airtel, Reliance and BSNL mobile phone service provider users.

**Customer Care Services:**

Maximum number of Aircel users are faced by customer care services problem and followed by Airtel, Reliance, BSNL and Vodafone mobile phone service provider users.

5.6 **Overall Satisfaction on Mobile Phone Service Provider &**

**Overall Satisfaction among the Mobile Phone Service Providers:**

**Prepaid Billing Services:**

The overall satisfaction mean score is higher in the age group of below 25 years and least score in the age group of above 35 years.

Overall satisfaction mean score is higher in male users and followed by female mobile phone service provider users are satisfied.

Overall satisfaction mean score is higher in UG & PG degree of mobile users and least score in upto 12th qualification of mobile phone service provider users.

Overall satisfaction mean score is higher in professional group of mobile users; next higher score is followed by students, home maker, businessmen and least score in employee group of mobile phone service provider users.

Overall satisfaction mean score is on par among family income group of mobile users.

**Result of Hypothesis testing on overall satisfaction:**

The result of ANOVA test, the hypothesis is rejected in the case of age, educational qualification and occupation and other in the case of hypothesis is accepted like sex and family income. So, it is concluded that the age, educational qualification and occupation of mobile phone service provider users have significant difference in the overall satisfaction on the prepaid
services whereas in other cases personal variables do have significant difference in the overall satisfaction on the prepaid services.

**Postpaid Billing Services:**

- Overall satisfaction mean score is higher in the age group of above 35 years and is least score in the age group of below 25 years of the mobile phone service provider users.
- The overall satisfaction mean score is higher in male group of mobile users and is least in female group of mobile phone service provider users.
- Overall satisfaction mean score is higher in upto 12th qualification of mobile users; second higher score in UG & PG degree and least score in diplomaholders of mobile phone service provider users.
- Overall mean satisfaction score is higher in employees group of mobile users, next higher score is followed by professional group, businessmen, students and least score in home maker group of mobile phone service provider users.
- Overall satisfaction mean score is on par among family income group of postpaid mobile phone service provider users.

**Result of Hypothesis testing on overall satisfaction:**

The result of ANOVA test, the hypothesis is rejected in the case of sex and educational qualification and other in the case of hypothesis is accepted age, occupation and family income. So, it is concluded that the sex and educational qualification of mobile phone service provider users have significant difference for the overall satisfaction on the postpaid services whereas in other cases personal variables do have significant difference in the overall satisfaction on the postpaid services.

**Network Services:**

- The overall satisfaction mean score is higher in the age group of 25-35 years of mobile users and is least in low age group of below 25 years of mobile phone service provider users.
- Overall satisfaction mean score is higher in male users and followed by female mobile phone service provider users are satisfied.
Overall satisfaction mean score is higher in UG & PG degree of mobile users; second higher score in upto 12th qualification and least score in diplomaholders of mobile phone service provider users.

Overall satisfaction mean score is higher in businessmen group of mobile users, next higher score is followed by professional group, employees, students and least score in home maker group of mobile phone service provider users.

Overall satisfaction mean score is on par among family income group of network services among the mobile phone service provider users.

**Result of Hypothesis testing on overall satisfaction:**

The result of ANOVA test, the hypothesis is rejected in the case of educational qualification and occupation and other in the case of hypothesis is accepted age, sex and family income. So, it is concluded that the educational qualification and occupation of mobile phone service provider users have significant difference for the overall satisfaction on the network services whereas in other cases personal variables do have significant difference in the overall satisfaction on the Network services.

**Value Added Services:**

The overall satisfaction mean score is higher in the age group of 25 -35 years and is least in high age group of above 35 years of mobile phone service provider users.

Overall satisfaction mean score is higher in male users and followed by female mobile phone service provider users are satisfied.

Overall satisfaction mean score is higher in UG & PG degree of mobile users; second higher score in diplomaholders and least score in upto 12th qualification of mobile phone service provider users.

Overall satisfaction mean score is higher in businessmen group of mobile users, next higher score is followed by professionals, employees, students and least score in home maker group of mobile phone service provider users.

Overall satisfaction mean score is on par among family income group of value added services among the mobile phone service provider users.

**Result of Hypothesis testing on overall satisfaction:**
The result of ANOVA test, the hypothesis is rejected in the case of Age, Sex, Educational qualification and Family income and other in the case of hypothesis is accepted for occupation. So, it is concluded that the age, sex, Educational qualification and family income of mobile phone service provider users have significant difference for the overall satisfaction on the value added services whereas in other cases personal variables do have significant difference in the overall satisfaction on the value added services.

**Overall Satisfaction among the Mobile Phone Service Providers:**

The overall satisfaction mean score ranged from 4.000 to 4.783. The mobile phone service provider Aircel has secured higher mean score and stood at first and Vodafone has secure least mean score and stood at last among the mobile service providers.

**Result of Hypothesis testing on overall satisfaction:**

The result of ANOVA test, the hypothesis is rejected in the case of overall service providers satisfaction. It is concluded that there is a significant difference in the overall satisfaction scores among the service provider.

**SUGGESTIONS:**

1. **Billing Services:**
   - To improve the service quality every service provider has to improve their billing services covering the billing charges including tariff for roaming & other billing services like timely billing updates.
   - The service providers in order to bring the uniformity for call charges as charged by different service providers.
   - All the service providers try to increase post paid users.
   - Most of the prepaid users say that unnecessary balance is deducted from the service providers.

2. **Network Services:**
   - Most of the mobile users have the problems in network coverage. To overcome this problem, the service provider must install more towers where they are not having their wide service area coverage.
   - Improving the signal strength could solve this problem.
   - To reduce the number of call drops frequently.
Sometimes network is busy. It is one of the highest problems in network services. The service provider should overcome this problem.

3. **Value Added Services:**

Value Added Service is an important service from the growth point of view of service providers. Operators must provide the desired value added services to customer but with good network connectivity & better bandwidth.

Many of the service providers automatically activate value added services and deduct the balance amount.

4. **Customer Care Services:**

Mobile Service provider must provide a mechanism in order to restrict the unwanted messages & every subscriber should know of such mechanism.

Complaints must be resolved within 24 hrs.

Customer care service needs to be improved by service provider in terms of service activation and new scheme awareness on timely basis.

**Conclusion:**

Yesterday’s luxuries are today’s necessities. Today, there are a number of mobile phone service providers in the market and they offer various services for the purpose of mobile users. But users prefer to avail services from favourite service providers due to various reasons. It is cleared that the coverage area, billing system, plans offered and lower service charge and the mobile users are considered these factors to decide the service provider. The overall mobile users attitude towards mobile services is that they are satisfied with the existing services but still they want more services to be provided.