

## CUSTOMER SATISFACTION TOWARDS MOBILE COMMUNICATION NETWORKS

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### ABSTRACT

Globally, customer satisfaction has become a critical tool to attract and retain the customers. The state of customer satisfaction towards service sector has been operating in the relatively stable and regulative environment. Today's the environment has changed and communication sector is highly competitive and increased growth in market place. This study made an attempt to the study the customer satisfaction towards mobile communication networks. The objective of the study is to study level of satisfaction towards communication network and to identify the problems faced by the respondents towards communication network. The study find out that majority of the respondents were highly satisfied with talk time cost and perceived medium level of satisfaction towards features of network. The most of the respondents feel good customer care services offered by various networks. The coverage of network is the major problem faced by the respondents. The study concluded that, efforts and resources should be properly channelized in order to improve the technical quality in order to reduce coverage problem and delivery good services to the customer.

**KEY WORDS:** Customer Satisfaction, Communication networks, services, etc.,

### INTRODUCTION

The term customer satisfaction has received much attention and interest among the service providers because it is an important key element of business strategy and objective for all business activities. A customer satisfaction is varied and can be related to different dimension with product of service providers. Today's the environment has changed and communication sector is highly competitive and increased growth in market place. A Communication networks is refers to the methods that employees to pass on information or facts to others. It is based on serial data transmission are the platform of up-to-date automation systems. Whether this is office automation or automation of manufacturing or process plants, the task remains always the same, exchanging data between different devices or participants within a system. Communication networks provide a number of advantages over systems in which a point-to-point line enables only two participants to communicate with each other.

### STATEMENT OF THE PROBLEM

Today, utilities face the challenge of using information and communication networks more effectively to manage the demand, generation, transmission, and distribution of their commodity services. Information flow, made possible by emerging network solutions, is a key enabler for increased competitiveness, improved reliability of energy supply, and enhanced business and operational responsiveness. To realize these benefits, utilities need to modernize their network information and communications infrastructure. While their communications networks may be meeting current demands, most utilities know these networks have a limited lifespan. Existing

infrastructures are not built to handle large increases in traffic or to provide rigorous security safeguards.

### OBJECTIVES OF THE STUDY

- ❖ To study level of satisfaction towards communication network.
- ❖ To identify the problems faced by the respondents towards communication network.

### RESEARCH METHODOLOGY

The study was aimed to analyses a Customer Satisfaction towards Mobile Communication networks. It has been carried out with the following steps

**Area of Study:** Udumalpet Taluk

**Sample Size:** N=100 respondents

**Sampling Process:** Convent Sampling technique was used for the purpose of the study.

**Data Type:** For the purpose of the study both primary data and secondary data was used.

**Data Collection Tools:** For the purpose of collection of primary data Structured Questionnaire was used for collecting data. Assistance was given to the questionnaire. Before Survey, the prepared questionnaire was discussed with the experts and finalized after conducting a pilot study, questionnaire was revised and restructured.

**Statistical Tools Used:** Percentage Analysis, Rank Analysis and Chi-Square was applied for the purpose of data analysis.

### HYPOTHESES

On the basis of the above objectives, the following hypotheses were formulated:

**H<sub>01</sub>:** There is no significant relationship between Gender and level of satisfaction of the customers.

**H<sub>02</sub>:** There is no significant relationship between age and level of satisfaction of the customers.

**H<sub>03</sub>:** There is no significant relationship between education qualification and level of satisfaction of the customers.

**H<sub>04</sub>:** There is no significant relationship between Occupation and level of satisfaction of the customers.

**H<sub>05</sub>:** There is no significant relationship between monthly income and level of satisfaction of the customers.

### LIMITATIONS OF THE STUDY

- ✚ The study is restricted to the area near to Udumalpet Taluk so it cannot be generalized to entire area.
- ✚ The study is based on convenient sampling only.
- ✚ The study being based on primary data, the accuracy and reliability depend on the information provided by the respondents

### REVIEW OF LITERATURE

**S.S.Sudheesh, Arun Chand and A.K.Subramani** (2015) has conducted to assess the association between demographic variables and factors of customer satisfaction. To access the customer satisfaction towards signal coverage, data plan, value added services, payment options of Vodafone and Airtel. It is concluded that the variables such as age group, gender etc. are having less impact on the factors of customers satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Vodafone with respect to the

chosen factors. This study also indicates that the customers' satisfaction is comparatively slight advanced with in Vodafone than Airtel.

**Naidu Brahmani, S.Vamsi** (2016) has conducted a study on "CUSTOMER SATISFACTION TOWARDS RELIANCE JIO: AN EMPIRICAL STUDY". To evaluate the satisfaction level of jio sim users .To analyze the impact of demographic variables on the overall satisfaction level of jio sim. To explore the reasons / factors affecting the Satisfaction level of jio sim users. Most of the customers are suggest in improving the network coverage of jio services and it assists reliance jio to capture the greatest market share in the current trend. It can be survived in the market with its competitors for a long period and also create a good image in the minds of customers.

**R. Sorna priya and M. Sathiya** (2016), has conducted a study on "Customer Satisfaction towards Reliance Jio Network". To know the awareness of customers about Jio network To study the preference of customers towards other networks with jio To analyze the customer's satisfaction towards Jio network To give findings and suggestions. If the company charges for its service in the future, the researcher suggested it to charge minimum rate on data and calling services than their rival competitors. Improvement in the customer care services will enrich their CRM practices and to retain existing customers and to create new customers. Through the word of mouth, the customers are aware of Jio and strive for accessing its services. That is why, it is recommended to increase the quality of their services. To remove the network problem and calling congestion, the present study suggests installing the towers in the place of unavailability of network and the remote areas.

## RESULT AND DISCUSSIONS

**Table.1. Demographic profile of the Respondents**

Variables	Classification	No of Respondents	Percentage
<b>Gender</b>	Male	30	30
	Female	70	70
<b>Age</b>	Below 18 years	02	02
	18-25 years	74	74
	25-45 years	20	20
	Above 45 years	04	04
<b>Educational Qualification</b>	Secondary Level	04	04
	Higher Secondary Level	06	06
	Under Graduate	76	76
	Post Graduate	14	14
<b>Occupation</b>	Private Employee	08	08
	Student	70	70
	Government employee	10	10
	Agriculture	06	06
	Private	06	06
<b>Monthly Income</b>	Below Rs.5,000	36	36
	Rs.5,000-Rs.10,000	36	36
	Rs.10,000-Rs.20,000	16	16
	Above Rs.25,000	12	12

Source: Primary data

The above table states that majority (70 percent) of the respondents are female, more than (74 percent) of the respondents belong to the age group between 18 to 25 years, majority (76 percent) of the respondents are under graduates, majority of the respondents occupation are Students and Majority (36 percent) of the respondents monthly income are Below Rs.5,000 and Rs.5,000 to Rs. 10,000 Respectively.

**Table.2. Details of the respondents with the usage of communication networks**

Particulars	Classification	No of Respondents	Percentage
<b>Types of network used</b>	Jio	28	28
	Airtel	38	38
	Vodafone	16	16
	BSNL	08	08
	Idea	06	06
	TATA Docomo	02	02
	Others	02	02
<b>Type of Plans</b>	Prepaid	84	84
	Post paid	16	16
<b>Features of Network</b>	2G	12	12
	3G	38	38
	4G	50	50
<b>Number of Sim Cards Used</b>	1	38	38
	2	54	54
	3	08	08

**Source: Primary data**

The above table states that majority (38 percent) of the respondents used Airtel network, more than (84 percent) of the respondents were prepaid plan customer, nearly half (50 percent) of the respondents are using 4G network feature and majority (54 percent) of the respondents are using two sim cards simultaneously.

**Table.3.Rank the Network Preferred**

**Table.3.1.GARRETT RANKING TABLE VALUE**

$100(R_{ij}-0.5)/N_j$	Present Position	Garrett Table value
$100(1-0.5)/7$	7.14	79
$100(2-0.5)/7$	21.43	66
$100(3-0.5)/7$	35.71	58
$100(4-0.5)/7$	50	50
$100(5-0.5)/7$	64.29	43
$100(6-0.5)/7$	78.57	34
$100(7-0.5)/7$	92.86	21

**Table.3.2.CALCULATION OF GARRETT RANKING**

Prefer Network	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Garrett Score	Mean Score	Garrett Rank
Airtel	1106	1320	1044	900	602	272	168	5412	54.12	II
Jio	1896	660	588	400	774	544	294	5148	51.48	IV

BSNL	2528	1584	928	700	516	102	0	6358	63.58	I
Idea	632	1584	1392	500	860	272	126	5366	53.66	III
Vodafon	869	792	812	1400	430	612	168	5003	50.03	V
Tata Docomo	790	528	1160	600	602	884	210	4774	47.74	VI
Other	0	132	116	400	516	748	1134	3046	30.46	VII

**Source: Primary data**

The table shows that BSNL was ranked as first with the mean score of 63.58, followed by Airtel was ranked as second with the mean score of 54.12, Idea was ranked as third with the mean score of 53.66, Jio ranked as fourth with the mean score of 51.48, Vodafone ranked as fifth with the mean score of 50.03, followed by Tata Docomo ranked as sixth with the mean score of 47.74 and other network ranked as seventh with the mean score of 30.46.

**Table.4.Level of Satisfaction towards features of network**

Feature	HS	S	N	DS	HDS	Score	Rank
Talk time cost	8	51	19	20	2	262	I
Roaming charge	9	35	43	13	-	258	II
My family member prefer	23	37	15	25	-	248	III
Advertisement	7	55	25	13	-	238	IV
Customer care	31	35	13	21	-	222	V
Sim cost	9	71	19	1	-	218	VI
Popularity	20	43	31	3	3	216	VII
Offers	33	43	21	3	-	192	VIII
Internet speed	45	31	19	9	-	190	IX
Tower	75	15	5	5	-	134	X

**Source: Primary data**

The above table reveals the level of satisfaction of the respondents towards features of network. Respondents were highly satisfied with talk time and they were ranked as first. Respondents were satisfied with roaming charges, preferred by family members and its advertisements as they were ranked as second, third and Fourth respectively. Customer care, Sim Cost and popularity were ranked as fifth, sixth and seventh respectively. Internet speed and tower were ranked as ninth and tenth respectively.

Majority of the respondents were highly satisfied with talk time cost.

**Table.5.Customer care Respondents**

Customer care Respondents	No. of Respondents	Percentage of Respondents
Poor	12	12
Better	26	26
Satisfied	22	22
Good	36	36
Excellent	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

Out of 100 respondents, 36 percent of respondents feel good for customer care services, 26 percent of the respondents feel better for customer care services, 22 percent of the respondents feel satisfied, 12 percent of respondents feel poor and 4 percent of respondents feel excellent for the customer care services.

Majority (36 percent) of the respondents feel good for customer care services offered by various networks.

**Table.6.Factor influenced purchasing Sim card**

<b>Factor</b>	<b>No. Of. Respondents</b>	<b>No. Of. Respondents</b>
Family Prefer	38	38
Advertisement	12	12
Tower	8	8
Simcard	4	4
Offer	6	6
Customer Care	0	0
Talk Time	2	2
Roaming Cost	10	10
Internet speed	20	20
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

The above table reveals that factors influenced to purchase sim card. Out of 100 respondents, 38 percent of the respondents were influenced by family, 20 percent of the respondents were influenced by internet speed, 12 percent were off from advertisement, 10 percent of the respondents were influenced by roaming cost, 8 percent of the respondents by tower, 6 percent of the respondents were influenced by offer, 4 percent and 2 percent of the respondents Sim card and Talk Time respectively.

Majority (38 Percent) of the respondents were influenced by Family to purchase sim card.

**Table.7.Problems faced by the respondents**

<b>Problems</b>	<b>No. of Respondents</b>	<b>Percentage of Respondents</b>
Coverage	28	28
Cost wise	26	26
Speed	20	20
Voice Quality	12	12
Roaming Charge	14	14
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

Out of 100 respondents, 28 percent of the respondents were faced coverage as their problem, 26 percent of the respondents were faced cost problem, 20 percent of the respondents were faced low speed, 14 percent of the respondents were faced roaming charge as a problem and 12 percent of the respondents were faced quality of voice.

Majority (28 percent) of the respondents are faced coverage as a major problem.

## HYPOTHESES TESTING

The following table shows the results of hypotheses testing which is calculated using Chi – Square test.

**H<sub>01</sub>:** There is no significant relationship between Gender and level of satisfaction of the customers.

**H<sub>02</sub>:** There is no significant relationship between age and level of satisfaction of the customers.

**H<sub>03</sub>:** There is no significant relationship between education qualification and level of satisfaction of the customers.

**H<sub>04</sub>:** There is no significant relationship between Occupation and level of satisfaction of the customers.

**H<sub>05</sub>:** There is no significant relationship between monthly income and level of satisfaction of the customers.

**Table 8: Relationship between selected independent and dependent variables**

Hypotheses	Chi -Square value		Degree of freedom	Result
	Calculated value	Table value		
Gender and level of satisfaction of customers	4.58	5.16	2	Accepted
Age and level of satisfaction of customers	16.48	12.6	6	Rejected
Educational Qualification and level of satisfaction of customers	51.44	12.6	6	Rejected
Occupation and level of satisfaction of customers	10.6	15.5	8	Accepted
Income and level of satisfaction of customers	5.37	12.6	6	Accepted

**Source: Primary data**

It is understand from the above table that there is no significant relationship between gender, occupation and income level and level of satisfaction of customers and there is significant relationship between age, educational qualification and level of satisfaction of customers.

## FINDINGS

- Majority (70 percent) of the respondents were female.
- Majority (74 Percent) of the respondents were of 18-25 years of age.
- Majority (76 percent) of the respondents were under graduate.
- Mostly (70 Percent) of the respondents occupation were students.
- Majority (36 percent) of the respondents monthly income below Rs.5,000 and Rs.5,000-Rs.10,000.
- Majority (38 percent) of the respondents were using Airtel Network.
- Mostly (84 Percent) of the respondents were using prepaid.
- Majority (50 Percent) of the respondents using 4G features.
- Majority (54 Percent) of the respondents having 2 sim cards.
- Majority of the respondents were highly satisfied with talk time cost.
- Majority (60 percent) of the respondents perceived medium level of satisfaction towards features of network.

- Majority (36 percent) of the respondents feel good for customer care services offered by various networks
- Majority (38 Percent) of the respondents were influenced by Family to purchase sim card.
- Majority (28 percent) of the respondents are faced coverage as a major problem.
- There is no significant relationship between gender, occupation and income level and level of satisfaction of customers and there is significant relationship between age, educational qualification and level of satisfaction of customers.

## CONCLUSION

A study on Customer satisfaction towards mobile communication networks concluded that it brings to light the prime objectives of communication networks. The study find out that majority of the respondents were highly satisfied with talk time cost and perceived medium level of satisfaction towards features of network. The most of the respondents feel good customer care services offered by various networks. The coverage of network is the major problem faced by the respondents. The study concluded that, efforts and resources should be properly channelized in order to improve the technical quality in order to reduce coverage problem and delivery good services to the customer.

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