Consumer Buying Motives and Perceptions about Mobile Phone Services: A Study of Consumers of Uttarakhand

Dr. D.S. Chaubey*
Dr. SMT Zafar**

ABSTRACT

In recent years, the adoption of mobile phones has been exceptionally rapid in many parts of the world, and especially in India where cellular phones are nowadays almost as common as wrist watches. While mobile phone usage is rather an unexamined field in academic literature, this exploratory study attempts to investigate consumer purchasing motives in cellular phone markets. This paper surveyed more than 300 consumers of mobile phone users in Uttarakhand state and looked at their motives to purchase new mobile phones on the one hand and factors affecting the operator choice on the other. The results indicate that the price and extra services offered in the same price were the most influential factors affecting the purchase whereas price, connectivity and friends' experience with the operator were regarded as the most important in the choice of the mobile phone operator. It is also observed that different factors affecting their decision are associated with their level of education and income. This paper concludes with a discussion of contributions and proposes ideas for future studies in this under researched area.

Keywords: Convergence Point, Consumer Behaviour, Mobile Phone Usage, Mediating Factors, Determining Factors, Usage Intensity

Introduction

The Telecommunication services in India have witnessed a phenomenal change over the last few years. The craze for mobile services in India is increasing substantially. Keeping the high consumer demand into consideration, many big players like Reliance, Airtel, Aircel, Vodafone, BSNL, Tata Indicom, Virgin Mobile etc. have launched their services in the market. Information technology has brought tremendous change in day-to-day activities of common man to entrepreneurs. Number of mobile subscriber went up from 10.4 million at the end of 2002 to 545.05 million in Feb. 2010. The mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. In many countries, mobile phones now outnumber land-line telephones, as now it has also been used by youth as a necessary items. The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality. In the rationale of modern marketing, the firm's existence is dependent on customer's satisfaction. Therefore, the knowledge of "what the customer thinks" and "what consequently would contribute to his satisfaction" is at the requirement of the marketer. The present study aims to identify the factors affecting mobile phone users' behaviour. It also intends to know the consumer's satisfaction with the different services and its future impact on socio economic changes.

After becoming the second most populated country in the world, India is set to achieve another record of having half a billion wireless connections, thus becoming the second largest group of mobile phone users after China. In fewer than twenty years ago, mobile phones were considered to be rare and expensive pieces of equipment used by businesses to a pervasive low-cost personal item but now it has become a common household item. Building trust and adapting to the individual and local needs of the community are critical success factors for the diffusion and success of cutting-edge information and communication technology. With the introduction of private sector telecom service provider in the state the competition in the telecom industry has increased significantly. The aim of study was to objectively understand the behaviour of mobile phone users in Uttarakhand and further capture their satisfaction level, which is influenced by various technical and non technical factors. The specific aspects to be studied were usage pattern in terms of the purpose for which mobile phones are generally used by various categories of consumers, level of the satisfaction of users, reasons for dissatisfaction, if any, level of satisfaction with gadgets and added services provided, liking for various

*Director, Omkarananda Institute of Management and Technology Rishikesh,Uttarakhand.India
**Director Roorkee College of Pharmacy, Roorkee, Uttarakhand. India

attributes of the mobile phone instrument and usage pattern of functionalities and added services.

Review of Literature

Better understanding of consumers' behavioral patterns related to the acceptance, use and purchase of advanced mobile services is critical to ensure their successful uptake in the market. Regarding the consumer buying behaviour for a mobile phone, in addition to traditional marketing claim, that a consumer's purchasing motivation will be influenced directly by the phone and service related factors including: new technology, phone design and appearance, the relative price, and the associated calling plan, consumer behaviour research on consumers' social and interpersonal environment has indicated that the mobile phone consumer's final purchasing decision will also be influenced by reference groups (such as friends, family, work associates and etc.) on whether to buy a specific product and which brand or model to choose among competing alternatives (Moschis, 1976). In his paper, Liu (2002) studied factors affecting the brand decision in the mobile phone industry in Asia. It was found that the choice of a cellular phone is characterized by two distinct attitudes: attitudes towards the mobile phone brand on one hand and attitudes towards the network on the other. While price and regularity of service were found to dominate choices between network providers, choices between mobile phone brands were affected by new technology features such as memory capacity and SMS-options, more than size. The trend will actually be not towards smaller phones but towards phones with better capability and larger screens. In another study, Riquelme (2001) conducted an experiment with 94 consumers to identify the amount of self- knowledge consumers have when choosing between mobile phone brands. The study was build upon six key attributes (telephone features, connection fee, access cost, mobile-to- mobile phone rates, call rates and free calls) related to mobile phone purchasing and importance given to offered rates and plans. The research shows that consumers with prior experience about a product can predict their choices relatively well but customers tended to overestimate the importance of features, call rates and free calls and underestimate the importance of a monthly access fee, mobile-to- mobile phones rates and the connection fee. According to a recent report by In-Stat/MDR (2002) research institute, colour displays are now driving consumers into stores to purchase new mobile phones and related devices such as PDAs. The finding that colour display is considered more important choice criteria for consumers than for example higher data rates or new features, is quite interesting owing to the fact that other studies reviewed have not mentioned the importance of colour display. The report also indicates that there is real demand for colour display handsets and by the year 2008 it is expected that all mobile phones and PDAs are equipped with a colour display. Jiaqin Yang, Xihao He, Huei Lee (2007) in their study on title "Social reference group influence on mobile phone purchasing behaviour: a cross-nation comparative study" highlighted the comparative study investigating the influence of different reference group on consumer purchasing behaviour between the mobile phone users of USA and China. The study reveals that among the three reference group influence examined, only the utilitarian influence has resulted in statistically significant difference between China and US mobile phone buyers, and another two reference group influences, informational and value-expressive, have relatively insignificant impacts. Based on the results of this study, managerial insights and practical implications for marketing strategies in the mobile phone market are recommended accordingly

The advances in information and communication technology are affecting many aspects of the economy in developed as well as developing nations. Muthumani S. and Thangavel N. (2008) in their study on consumer behavior towards mobile phone services highlighted the perception and expectation of urban and semi urban customers towards mobile service providers in Tamil Nadu. Aisha Khan and Ruchi Chaturvedi (2005) explain that as the competition in telecom area intensified, service providers took new initiatives to customers. Prominent among them were celebrity endorsements, loyalty rewards, discount coupons, business solutions and talk time schemes. The most important consumer segments in the cellular market were the youth segment and business class segment.

Aggarwal Vir, Bala and Kumar Anil (2008) from the Department of Mass Communication, HPU, Shimla, have done their study on the mobile usage behaviour of students of Himachal Pradesh University. The study indicates that mobile phone has converted the whole world in to a global village. Their study reveals that among the different mobile service

providers, the government is a better and preferred service provider.

The general communication habits of mobile phone users in today's society vary depending on the location, time and individual circumstances of the user, as would be expected. Another aspect of mobile communications that would benefit from further investigations by Hoflich(2004) and Katz(2003) in the "Urban Environment'' effects of its uses in public question concerning this physical performance of public communication, and its impact on the way others in the environment behave in an areas not well developed.

Objective of the Study and Methodology

The purpose of research was to discuss the various factors affecting the mobile phone user behavior in the Uttarakhand State. The methodology to conduct the study was composed of different tasks such as review of literature on consumer satisfaction in telecom industry, empirical research based on a stratified random sample survey, a series of structured interviews and few focus group discussions and analytical framework aimed at getting an insight in to the behaviour of consumer by analyzing the data /information gathered through empirical research.

The survey was based on in-depth interviews and the questionnaires distributed among the targeted population that included mobile users and individuals from the internet and mobile business sectors. The questionnaire was pre-tested on 10 individuals to assess its design and clarity and was then redesigned and distributed among 306 individuals of the targeted population which consists respondents from students to services category, business person to farmers as well as housewives. However, faced by a number of constraints, an exploratory research was conducted whereby a non-probability sampling technique was utilised. It is important not to generalise the findings where authors recommend that further quantitative analysis be conducted through random sampling to confirm the study findings. The objective of the questionnaire was to investigate and demonstrate the relationship between the research variables by measuring the salient beliefs and intentions of mobile users in Uttarakhand towards technology-based mobile services. Moreover, the questionnaire was measuring the level of awareness among customers. All questionnaires were handed in person

to the respondents during an interview session with a motive to explain the purpose of the research and to guide them through the questionnaire. Most of the results of the questions in both the questionnaire and the interviews were of a quantitative nature with the intent to measure each of the research variables and to understand the relationships between them. On the basis of review of literature, a null hypothesis was also formulated. It was hypothesized that factors influencing consumers in their purchase decision are not associated with their demographic characteristics. To attain these objectives and test the hypothesis, a random survey of 306 respondents located in Uttrakhand state were administered. To collect the necessary information, various parameters were developed with the help of literature. The responses to these parameters were gathered, coded, tabulated and analyzed. To measure the intensity of parameters open ended and close ended questionnaire was used. To test the hypothesis various statistical techniques like mean, standard deviation, factor analysis and two tests were applied. The Table 1. demonstrates the breakdown of the sample by demographic categories.

Table 1. Demographic Characteristic of Respondents

	Categories	Count	Percentage
Gender	Female	49	16.0
	Male	257	84.0
	upto 20Years	43	14.1
	21 to 25 Years	175	57.2
Age	25to 35 years	36	11.8
	35 to 50 years	28	9.2
	above 50 years	24	7.8
	Upto Matric	35	11.4
Education Level	Intermediate	92	30.1
	Upto Graduation	69	22.5
	Post Graduate and others	110	35.9
Monthly Income	Upto Rs.8000PM	17	5.6
	Rs. 8000 to Rs15000PM	168	54.9
	Rs.15000PM to Rs.25000 PM	91	29.7
	Above Rs. 25000P	30	9.8

The data presented in the above table indicates that sample is dominated by male respondents as it is indicated by 84% respondents in the sample. Age analysis of respondents indicates that most of respondents fall in the age group of 21-25 years as it was indicated by 57.2 percent respondents in the sample. The information related to educational qualifications of the respondents indicates that majority of the respondents fall in those categories who are educated upto post graduation or having professional degree to their credit. Information pertaining to level of education of respondents sample is dominated by those respondents who are having monthly income ranging from Rs. 8000 to Rs. 15000 per month.

Table 2. Classification of Customer on the Basis of Subscription of Particular Mobile Services

S.No.	Name of service Providers	No. of Respondents	Percentage
A	Vadafone	14	4.6
B	Airtel	59	19.3
C	Reliance	55	18.0
D	BSNL	56	18.3
E	Idea	23	7.5
F	Tata Indicom	29	9.5
G	Virgin Mobile	29	9.5
H	Aircel	41	13.4
	Total	306	100.0

Over the last few years the competition in the mobile services industry has increased significantly as these services started as one dominated by private sector enterprises and the government honestly followed a policy of "managed competition" by licensing more than one service provider in a telecom circle. Almost all service providers are based on new technologies that are state-of-the art and supposed to be having the cheapest mobile telecom tariffs in the world. Since all the service providers were new and had the same vintage of technology, their competition was more in terms of price and conditions of sale. Keeping this into consideration an attempt was made to know the market share of mobile telecom service providers on the basis of customer subscription of mobile services by the customers of Uttarakhand state. It is seen that Airtel, Reliance and BSNL have neck to neck competition with 19.3%, 18% and 18.3% customers with them. Aircel was indicated by 13.4% respondents. Tata Indicom and Virgin mobile were indicated by 9.5% respondent each. Idea and Vodafone services were indicated by 7.5% and 4.6% respondents respectively.

Table 3. Purpose of Having Mobile

S.No.	Purpose	No. of Respondents	Percentage
A	Official	17	5.6
B	Flaunt	46	15.0
C	Internet	41	13.4
D	To be in touch with family and friends	120	39.2
E	Passion	17	5.6
F	Dissatisfaction with the services of Land Lines	19	6.2
G	STD Calls	12	3.9
H	Security	11	3.6
I	SMS	12	3.9
J	Others uses	11	3.6
	Total	306	100.0

The economy of the country is growing at the fast rate. The uses of motivational needs in identifying mobile phone uses and related features have been the focus of study for many researchers. Research studies show that over the years, the expenditure on non-food items has grown faster than the expenditure on food items. India is witnessing a great change in the lifestyles and buying patterns of consumers. The number of modern gadgets like telecommunication and its accessories and other machines in the number of households is now on the increase. Yesterday's luxuries are now becoming today's necessities. Keeping these into consideration an attempt was made to assess the purpose of possessing a mobile phone from the respondents. The survey indicates that most of the respondents keep mobile to be in touch with their family and friends as it was indicated by 39.2% respondents in the sample. Official and for the purpose of accessing internet was indicated by 5.6% and 13.4% respondents respectively. Another 5.6%, 6.2%, 3.9%, 3.6%, 3.9%, 3.6%, respondents respectively indicated that they were having mobile phone services for Passion, Dissatisfaction with the services of Land Lines, STD Calls, Security, SMS, Others uses. It is significant to note that a large number of respondent indicated that they were having mobile phone services for making flaunt in the social circle.

The time we are living is may be one of the most fascinating to study mobile phone purchasing motive and perception of next mobile phones services. The current trend in the mobile phone industry is that we are experiencing a shift from second generation mobile to third generation. This means mobile phone will not be device used for speaking but a hand set that allows customer a variety of new different services like Internet services, Calculator, Message recording, Photography, Banking and other related services, MMS, SMS, Call Diverting, WAP, Contact Number backup, FM Facilities etc. It is seen from the survey that there is high degree of awareness about Internet services, Calculator, Message recording, Photography, and SMS services available on phone as it was indicated by almost all respondents in the sample. However, customer awareness about the feature such as Banking and other related services on phone, Call Diverting, WAP, Contact Number backup, FM Facilities are very low as presented in the Table 4.

Table 4. Awareness about the different Features or Services provided by Mobile Service Providers

S. No.	Different Features of Services	No. of Respondents	Percentage
A	Internet services	305	99.67
B	Calculator	302	98.69
C	Message recording	303	99.01
D	Photography	301	98.36
E	Banking and other related services	217	70.91
F	MMS	161	52.61
G	SMS	303	99.01
H	Call Diverting	246	80.39
I	WAP	159	51.96
J	Contact No. backup	160	52.28
K	FM Facilities	86	28.10
L	Others features	157	51.30
	Total		100.0
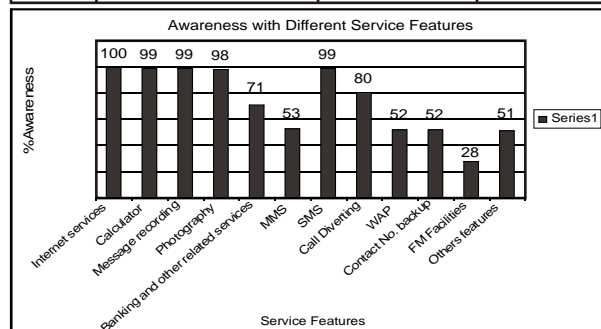
In earlier days the mobile phone being viewed as an expensive luxury only affordable to the powerful and rich in India, But today, not only in urban areas, but also in smaller towns and remote rural farms, the mobile phone has become a common, affordable, and convenient communication device. Reduction in the tariff has made it affordable to all and increased its uses significantly. An attempt was made to know the number of call made per day by the respondents. The analysis indicates that 19.3 percent respondents make average 5 calls per day. 27.8 percent respondents make 5 to 10 calls per day. 53 % respondents are equally divided among those who make 10-15 calls in a day or more than 15 calls per day respectively (See Table 5).

Table 5. Number of Call Made in a Day

S.No.	Name Of Service Providers	No. Of Respondents	Percentage
A	0-5 Calls in a Day	59	19.3
B	5-10 Calls in a Day	85	27.8
C	10-15 Calls in a Day	81	26.5
D	More Than 15 Calls in a Day	81	26.5
	Total	306	100.0

Views regarding connectivity of Reliance, Idea, Vodafone, Tata Indicom , and Virgin mobile are not so positive. Connectivity is one of the most important aspects to increase the customer satisfaction with telecom services. According to TRAI report, only one out of 128 cellular licensees across the country has managed to meet the customer satisfaction benchmarks including network performance and customer care services in a survey conducted by the Telecom Regulatory Authority of India (TRAI). The only operator who met TRAI's benchmark of over 95% consumer satisfaction was Airtel in the Mumbai circle. Survey indicates that 46.1% respondent were of opinion that BSNL gives the better connectivity. It is followed by the Airtel which was indicated by 40.5 percent respondents (See Table 6).

Table 6. Better Connectivity

S. No.	Name of service Providers	No. of Respondents	Percentage
A	Vodafone	6	2.0
B	Airtel	124	40.5
C	Reliance	19	6.2
D	BSNL	141	46.1
E	Idea	8	2.6
F	Tata Indicom	3	1.0
G	Virgin Mobile	5	1.6
	Total	306	100.0

Telecommunication markets have changed dramatically in recent years. Customers in many countries who used to have only one service provider now have a wide variety to choose from. The availability of wide variety of service features and high technological product and fast changing technology has forced companies to attract and retain existing customer. The telecom companies on expanding the relationship with existing customers. The purchase decision of products such as mobile phone, which are used publicly, is strongly influenced by various tangible and intangible factors like Price, Mobile Handset Compatibility, Mobile services of Friends and relatives, Free Extra services and Others technological and non technological issues. The analysis indicates that free extra services offered by the service provider is one the most important factor that customer look into while selecting a particular mobile services provider. It was indicated by 42.2% respondent in the sample. Economic factors like price of the product and tariff rate etc are the second important factor considered by 18.6% respondents in the sample. Factor like Mobile Handset Compatibility and Mobile services of Friends and relatives were considered by 14.7 and 11.1% respondents in the sample (See Table 7).

Table7. Factors Responsible for using Particular Mobile Service.

S. No.	Factors	No. of Respondents	Percentage
A	Price	57	18.6
B	Mobile Handset Compatibility	45	14.7
C	Mobile services of Friends and relatives	34	11.1
D	Free Extra services	129	42.2
E	Others	41	13.4
	Total	306	100.0

Table 8. indicates the degree of association between different factors motivating the customers in favour of particular service provider with their level of education The calculated value of Chi Square test statistics ($\chi2$) = 107.507(a) at 5 percent level of significance is greater than the tabulated value (18.307) with 12 degree of freedom . Hence the hypothesis is rejected indicating that different factors motivating the customer in favour of particular service provider are associated with their level of education.

Table 8. Association between Education and other factors influencing use of Particular Mobile (Cross Tabulation)

Education Qualification	Important factor of using particular mobile					Total
	Price	Mobile Handset Compatibility	Mobile Services of Friends and Relatives	Free Extra Services	Others	
Upto Matrics	9	0	0	26	0	35
Intermediate	34	15	17	26	0	92
Upto Graduation	1	9	14	23	21	68
Post Graduate and others	13	20	3	54	20	110
Total	57	44	34	129	41	305
Pearson Chi-Square	(χ^2)	107.507(a)				

Table 9. Income Level and other factors influencing use of Particular Mobile (Cross Tabulation)

Income Classification	Important factor of using particular mobile					Total
	Price	Mobile Handset Compatibility	Mobile Services of Friends and Relatives	Free Extra Services	Others	
Upto Rs.8000PM	0	5	8	4	0	17
Rs. 8000 to Rs15000PM	37	23	15	75	18	168
Rs. 15000PM to Rs.25000 PM	10	10	7	43	21	91
Above Rs. 25000PM	10	6	4	7	2	29
Total	57	44	34	129	41	305
Pearson Chi-Square	51.590(a)					

Table 9. indicates that Chi Square test calculated at 5% level of significance with 12 degree of freedom (χ^2)=51.590 (a) is greater than the tabulated value (18.307). So, the null hypothesis is rejected indicating that different factors motivating the customer in favour of particular service providers are associated with their level of income of respondents.

Table 10. Most Preferred Brands of Mobile Services

S. No.	Factors	No. of Respondents	Percentage
A	Virgin	16	5.2
B	Reliance	54	17.6
C	Tata indicom	23	7.5
D	Airtel	140	45.8
E	Vodafone	22	7.2
F	Idea	16	5.2
G	Don't know	35	11.4
	Total	306	100.0

The competition in the telecommunication industry has increased significantly. With the rising costs of getting a new product or service ready for the market, it has become even more important to cut through the effective branding. Today the entire telecommunication firms are doing their best to build the brand through adapting marketing strategy. In the

Table 10. research indicates that 45.8% respondent is of the opinion that Airtel is their most preferred brand. It is followed by the reliance which was indicated by 17.6% respondents in the sample. Virgin, Tata indicom, Vodafone, and idea were indicated by 5.2%, 7.5%, 7.2% and 5.2% respondents respectively. 11.4% respondents expressed their inability to decide best brand (See Table 10).

Factor Analysis

Factor analysis is a method of data reduction. It does this by seeking underlying unobservable (latent) variables that are reflected in the observed variables .The purpose of factor analysis is to discover simple patterns in the pattern of relationships among the variables. In particular, it seeks to discover if the observed variables can be explained largely or entirely in terms of a much smaller number of variables called factors. In our case suppose each of 306 people, who are all familiar with different kinds of motivating factor in selecting a particular mobile service provider, rate each of 12 variables on the question. We could ask about the number of dimensions on which the ratings differ

In order to accurately capture the respondent's perception reliability analysis is carried out. So first reliability analysis was carried out with the help of Reliability Test (Table 11) Here, the reliability is shown to be good using all 12 items because alpha is. 607 (Note that a reliability coefficient of. 60 or higher is

considered "acceptable" in most social science research situations).

Table 11. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Alpha = .607	Standardized item alpha = .6088	12

Table 12 indicates KMO and Bartlett's test of sphericity. This measure varies between 0 and 1, and values closer to 1 are better. The Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix. These tests provide a minimum standard which should be passed before a factor analysis (or a principal components analysis) should be conducted.

Table 12. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		520
Bartlett's Test of Sphericity	Approx. Chi-Square	436.457
	df	66
	Sig.	.000

Table 13. Descriptive Statistics

	N	Mean	Std. Deviation
Call Rate 306	3.5098	1.25772	
Proximity of Service Center	306	4.1863	.92751
Delivery Point User friendly	306	3.4216	1.05678
Satisfaction With Time gap Between Service sought and Delivered	306	3.3758	1.25421
Relationship with vendor/Sales Person	306	3.3333	.97173
Trust in Company/Brand Name	306	3.8529	.97910
Accessibility to the customer care on phone	306	3.6471	1.16208
Responsiveness of Customer care	306	3.8039	1.10770
network quality	306	3.4575	1.04009
Overall satisfaction level with the service	306	3.1536	1.06167
quality of mobile service provider			
Accountability towards customers	306	3.5719	.96312
Advance feature provided in services	306	3.2484	1.04195
Valid N (list wise)	306		

This section analyzes the comparative mean score of various factor which influence employees to remain with the present organization.

Descriptive statistics of mean and standard deviation of various variables influencing selection of mobile phone service provider Table 13. indicates that Proximity of Service Center scored highest mean (M=4.1836) it was followed by Trust in Company/Brand Name with mean (M=3.8529). Consumer are of the opinion that Responsiveness of Customer care is most helpful to them in selecting particular service provider as it scored mean 3.8039. The Accessibility to the customer care on phone has also found place in customer preference as it has score mean of 3.6471. The higher standard deviation of variables like Call Rate, Satisfaction With Time gap Between Service sought and Delivery, Accessibility to the customer care on phone, Responsiveness of Customer care, indicates that customer response to such variables is inconsistent implying that some of the customers give high preference to such factors whereas some give very low preference to such factors.

To reduce the total number of variables to a manageable number, factor analysis was carried out through SPSS 15 version. For convenience we have shown variance table which is as follows (Table 14 & 15):

Table 14. Total Variance Explained

Comp-onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumu-lative %	Total	% of Variance	Cumu-lative %	Total	% of Variance	Cumu-lative %
1	1.984	16.537	16.537	1.984	16.537	16.537	1.943	16.189	16.189
2	1.673	13.944	30.481	1.673	13.944	30.481	1.593	13.279	29.468
3	1.361	11.342	41.823	1.361	11.342	41.823	1.414	11.781	41.249
4	1.314	10.953	52.776	1.314	10.953	52.776	1.252	10.433	51.682
5	1.117	9.307	62.083	1.117	9.307	62.083	1.248	10.401	62.083
6	.929	7.742	69.825						
7	.861	7.177	77.002						
8	.708	5.900	82.902						
9	.628	5.231	88.134						
10	.552	4.603	92.737						
11	.543	4.526	97.263						
12	.328	2.737	100.000						

Extraction Method: Principal Component Analysis.

Table 15. Rotated Component Matrix(a)

	Component				
	1	2	3	4	5
Call Rate	-.087	-.108	.229	.533	-.511
Proximity of Service Center	-.006	.850	-.011	.184	-.088
Delivery Point User friendly	.060	.091	.785	.061	-.070
Satisfaction With Time gap Between Service sought and Deliver	.011	-.025	.167	.139	.841
Relationship with vendor/Sales Person	-.112	.642	-.058	-.264	.261
Trust in Company/Brand Name	.848	.111	.052	-.051	-.042
Accessibility to the customer care on phone	.805	-.022	-.077	.139	-.011
Responsiveness of Customer care	-.093	-.106	.692	-.031	.304
Network quality	.725	-.109	.037	-.004	.066
Overall satisfaction level with the service 101 quality of mobile service provider	.005 .	-.070	.893	.165	
Accountability towards customers	.128	.563	.473	-.128	-.223

Extraction Method: Principal Component Analysis.

 Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 8 iterations.

After careful examination of the factor loadings, the 12 variables were associated with the respective dimensions as shown in Table 16.

Table 16. Principal Components and Associated Variables

Brand Factors	Convenience Factors	Service Factors	Economic Factors	Technological Factors
Trust in Company/ Brand Name	Proximity of Service Center	Responsiveness of Customer care	Satisfaction With Time gap Service sought and Deliver	Overall satisfaction level with the service quality of mobile service provider
Accessibility to the customer care on phone	Accountability towards customers	Delivery Point User friendly	Call Rate	Advance feature provided in services
Network quality	Relationship with vendor/Sales Person.			

Principal components & associated variables indicate that first factor indicating the customers preference in favour of particular service provider is the combination of Trust in Company/Brand Name, Accessibility to the customer care on phone and Network quality accounting   16.537% variance of the total variances.   The second Factor is the combination Proximity of Service Center, Accountability towards customers, Relationship with vendor/Sales Person which accounts 13.944% variance of total variance. Third factor is the combination Responsiveness of Customer care and Delivery Point User friendly which account 11.342 % variance of the total variances. Fourth factor is the Satisfaction with Time gap Between Service sought and Deliver, and Call Rate which accounts 10.953% of total variance.   Fifth factor is the combination of Overall satisfaction level with the service quality of mobile service provider and Advance feature provided in services which accounts 9.307% of total variance.

Findings

In the present fast moving commercial world, the facts and finding change in short period of time. There is no concrete parameter to judge and conclude the authenticity of market trend and consumer behavior. The present study revealed that Government is playing parental role in communication industry and opened the telecommunication sector for active private sector participation. This ultimately became beneficial for consumers. It is found that Airtel, Reliance and BSNL are having neck to neck competition. Tata Indicom, Virgin mobile, Idea and Vodafone services are struggling for having better control and to become top competitors.

The study revealed that due to globalization India is witnessing a drastic change in the lifestyles and buying patterns of consumers. Status symbols in the past are now common requirements. The number of modern gadgets like telecommunication, its accessories and other electronic equipments are part of every household and are increasing day by day. The survey reveals that most of the respondents keep mobile to be in touch with their family and friends and marginal percentage for passion, dissatisfaction with the services of land lines, STD calls, security, SMS and others uses. But the study acknowledges some astonishing views of respondent that they were having mobile phone services for flaunting and are also ready to shift from second generation to third generation mobile for various hi-tech additional services like Internet services, Calculator, Message recording, Photography, Video recording, Banking and other related services, MMS, SMS, Call Diverting, WAP, Contact Number backup, FM Facilities etc. The analysis indicates that 19.3 percent respondents make average 5 calls per day. 27.8 percent respondents make 5 to 10 calls per day. 53 % respondent is equally divided among those who make 10-15 calls in a day or more than 15 call per day respectively.

The study revealed that under global competition, telecommunication markets in recent years have changed dramatically. Customers, who used to have only one service provider now have a wide variety to choose from. The competition has forced companies to develop new models and new offerings at cheap cost for their survival. Connectivity plays the

key role in increasing the customer satisfaction with telecom services. Further it is found that only Airtel has managed to satisfy its customers in Mumbai circle. Rest are below the required status. It is also found that still people have highest faith in government company BSNL followed by Airtel.

The study also realizes that buying behavior and decisions are strongly influenced by various tangible and intangible factors like price, mobile handset, compatibility, mobile services of friends and relatives, free extra services and others technological and non technological issues. The study also indicates that free extra services offered by the service provider is one of the most important factor that customer look into while selecting. After that, economic factors play effective role like price of the product and tariff rate etc., the factor like mobile handset, compatibility and mobile services of friends and relatives.

Conclusion

Information technology has changed the world into a small orbit and brought tremendous change in the present socio-economic environment. Due to ever-growing services in telecommunication, economy, trade and commerce have increased their horizon. The craze for mobile services in India has grown tremendously and will continue in a same passion with growing awareness and stable economy. With formation of new state of Uttarakhand, economic activities have increased multifold. With the entry of private sector in the field of communication industry, competition has intensified drastically. Large number of companies are operating and offering different services and service packages. Therefore, the knowledge of "what the customer thinks" and "what consequently would contribute to his satisfaction", is of prime importance to the marketer. It is observed that there is poor awareness about advance features provided in the mobile phone services. It is also observed that different factors affecting their decision are associated with their level of education, income and background.

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