

**KAKATIYA GOVERNMENT COLLEGE,
HANAMKONDA**

WARANGAL URBAN



**STUDENT STUDY PROJECT
(2020-2021)**

**CONSUMER BEHAVIOUR WITH TELECOM
SERVICE PROVIDERS IN WARANGAL DISTRICT**

Under the Supervision of

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CONSUMER BEHAVIOUR WITH TELECOM SERVICE PROVIDERS IN WARANGAL DISTRICT

Abstract:

The customers are the primary and or key players in the success or failure of every business. And the customer's behaviour is a complex subject. No business can be successful unless and until a customer is fully observed, studied, and understood well his/ her personality traits, perceptions, attitudes, and purchase decision-making process. As the environment changes, many Telecom service providers are now focusing on retaining their existing customer base. This can be done by improving the offerings and services including those of customer satisfaction and loyalty programmes. Developing strategies to improve the quality of service is one of the factors that influence the satisfaction of the customers, which leads to customer retention and in the end to customer loyalty.

Key Words: Telecom Services, Primary players, Consumer behaviour

Introduction

The world without telecommunications may be unimaginable. The bonding with that service is entwined with humankind. If an attempt is made to divide the era on a new basis, it may be apt to divide it as Pre-Telecom Age or era and Post Telecom Age or era provided the Historians and Anthropologists around the world accept it. The impact, importance, dependence on it, usage of it, and the support of it in the day-to-day life of humankind and in the areas of developing the world in all respects across the globe, is very significant. Telecommunication has a very significant role to play in the development of various sectors of the economy. In the 21st century, the telecommunication sector has become pivotal to a country's socio-economic development. It is one of the prime support services needed to promote the growth and modernization of various sectors of an economy. The enormous growth of information and communication technology and its role in the development of various sectors including services like finance, insurance, trade, hotel, and business services as well as industry, agriculture, and governance is commendable.

The Telecom industry in general and the telecom service providers like Reliance Jio, Airtel, BSNL, and the Vodafone Idea, in particular, have been on the tremendous growth path and are very instrumental and playing a very vital role in the development of the country while providing valuable services to the customers as well. The customer base of all these companies, apart from other telecom companies which are not part of the present study, is increasing manifold year after year along with the spectrum of a variety of services being offered to them. These Telecom service providers revolutionized the entire industry with the use of state-of-the-art technology, aggressive business policies, marketing plans, and offers, thus, ultimately benefitting the customers, the economy of the country while benefiting themselves. It is a "Win-Win" strategy /situation for all the stakeholders.

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process. As the environment changes, many Telecom service providers are now focusing on retaining their existing customer base. This can be done by improving the offerings and services including those of customer satisfaction and loyalty programmes. Developing strategies to improve the quality of service is one of the factors that influence the satisfaction of the customers, which leads to customer retention and in the end to customer loyalty.

India's telecommunications market has a subscriber base of approximately 1.1 trillion in August 2021. The country's rural population has increased by approximately 60% in the last two years, which indicates potential demand growth. The total number of wireless or mobile telephone subscribers in August 2021 reached 1,187.72 million. The number of internet subscribers also grew to 813.5 million. India is the second-largest Internet subscriber in the world. Its average wireless data usage per month is 11 GB. Total wireless data usage in India rose by 16.44% during the first quarter of the fiscal year 2017 to 32,397 PB. The share of 3G and 4K data usage in the total volume grew to 97.74% and 1.78%, respectively. The total number of internet users in July 2021 was around 808.60 million. The wireless subscriber base of the top three mobile network operators, namely, Bharti Airtel, Vodafone Idea, and Jio, stood at approximately 443.61 million, 199.23 million, and 118.63 million, respectively. The telecom sector's gross revenue stood at over RHC 64,801 crores in the first quarter of the current fiscal. The government's strong support has been instrumental in the sector's development. Foreign Direct Investment in the telecom sector in India reached US\$ 37.97 billion in 2000, and it is expected to grow at an annual rate of 11% to reach US\$ 100 billion by 2022, according to a survey. The government is encouraging global telecom network manufacturers such as Ericsson, Nokia, Samsung and Huawei to manufacture all their equipment in India with 100% local products. The Rs. 12,195 crore (US\$ 1.65 billion) production-linked incentive (PLI) scheme has already triggered entry of several global players manufacturing mobile devices and components. With the launch of the PLI scheme, many global companies like Nokia and Ericsson are looking to expand their operations in India. Other firms like Cisco and Samsung are also interested in setting up their manufacturing units in the country.

The research topic was chosen and taken up keeping the above importance and imperatives in view. By studying, analyzing, interpreting and reporting the vital

observations made out of it would definitely contribute something for the betterment of all the concerned with and or of it. Hence the study of it in detail, in minute levels and from the gross root levels, is very imperative. The more is the in-depth study of telecom services on one side, the development of technology on the other side, the higher the benefits to all the stake holders of it. May it be customers of it, may it be telecom service providing companies, may it be the economy and may it be the society as a whole.

Review of Literature

Engel, et al. (1986)¹ defined consumer behaviour as “those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts”. “Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences to understand, forecast, and possibly control consumer behaviour more effectively. Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavor which has become a substantial academic industry in its own right”.

Parasuraman, et al. (1988)² found that service quality is one of the key parameters that appraise the customers’ perception towards reliability, assurance, tangibles, empathy and responsiveness. Service quality is a key factor that influences the customers’ perception of the company. The relationship between a customer and a company is influenced by the quality of their service. A good service quality rating indicates that the customer is satisfied with the company's products and services.

Foxall (1990)³ observed that cognitivism is a theory which explains how humans behave. This article presents a framework which explains how this paradigm works. The closeness of the everyday discourse makes it possible to explain complex behaviour. This is also why it is attractive to explain complex behaviour. Due to the extensive use of cognitive reasoning in other social science disciplines, this field of consumer research has greatly assisted in the development of its field.

Zeithaml, V.A., A. Parasuraman, and Berry, (1990)⁴

The study revealed that the main factors that affect the quality of service provided by telecom service provider are: internal and external factors. This study also revealed that the service provider's ability to adapt to these forces is very important to their

customers.

Solomon (1995)⁵ defined Consumer Behaviour as the “Consumer Behaviour is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires “

Batt and J.E. Katz (1998)⁶ The authors investigated the variables that influence customers' numerous mobile phone subscriptions in the Swedish market. According to their study findings, business subscription and home size are consistently the most important indicators of numerous mobile phone subscriptions. This may be accomplished by persuading customers to get more subscriptions from the same operator or intra-operator multiple subscriptions, such as service bundling or collective subscriptions.

Geropott et al., (2001)⁷ The authors have aimed at knowing the relationship between customer pleasure and loyalty that was studied in Germany's cellular mobile service industry. They found that the three constructs under consideration, namely customer satisfaction, customer loyalty, and customer retention, are different from one another, as follows: Customer satisfaction leads to the development of client loyalty, which has an impact on customer retention.

Wang and Lo (2002)⁸ The authors have discussed in detail about "Service Quality, Customer Satisfaction, and Behavioural Intentions-Evidence from China's Telecommunications Industry." "Service Quality, Customer Satisfaction, and Behavioural Intentions-Evidence from China's Telecommunications Industry." According to the authors, one of the most significant determinants of total service quality and customer satisfaction is the network's overall performance quality. Findings indicate that customer perception of quality has a substantial beneficial effect on customer satisfaction, which in turn has a favourable impact on customers' behaviour intentions

Selvaraj and GanesanMalathi (2005)⁹ Authors have focused upon the telecommunication in the cellular industry. It was discovered that the vast majority of cell phone customers are happy with their mobile services, but they believe that the billing pattern is not up to mark. Because of this, they considered mobile services to be a more affordable way of communicating. They are pleased with the advertising provided by mobile phone providers, according to them.

Malhotra and Gardner (2008)¹¹The authors of this study focused on India, which is one of the largest healthcare markets in the world. They discussed the various advantages of mobile technology in the healthcare sector and how it could help improve the lives of the country's population. The study revealed that many medical practitioners are not well-equipped to handle the increasing number of remote patients. This is mainly due to the lack of training in using wireless telemedicine and remote patient monitoring. Most of the respondents said that they would like to see wireless technology being widely used in healthcare facilities. However, some of them were worried about the security of their data. This awareness could be improved through various means such as holding conferences and seminars on current issues and technologies.

Need and Significance of the Study

The study has got the prominence with and in the times of Industry 4.0 and keeping in view of the Technology Acceptance Stage of the Telecommunication Services. At this juncture, the customers, their levels of awareness, expectations, perceptions, preferences, priorities and satisfaction levels are changing at a faster rate than the advent of technology. That is the reason why studies such as this have to be taken up on a constant basis, irrespective of the size, location of the area of the study, with a purpose to catch up with, to fine-tune with, to adjust with, to cushion with and to absorb the transformations in the Telecom sector. With such kind of unending efforts, some findings, some solutions, some suggestions would eventually come out. This is a proven fact since the ages of evolution of mankind. The research topic has been taken up keeping all such broader contributions of the Telecom services along with all the stakeholders of it, that is, the customers, and the telecom service providers, investors, suppliers, public, society and the Government, in focus. This research work would help in identifying factors that influence the purchase and usage of telecom services across India in general and Warangal District in particular. It would also help in identifying the reasons why customers choose, use and leave a particular service provider. Another significant and notable aspect is that the outcomes of the research may be extended throughout India to capture common characteristics of pan India consumers.

The moot point now is to how to manage and cope up with the ever-changing attributes related to the domain of the study, i.e. The Products and Services of Telecommunication and Consumer Behaviour. It is believed that there is a possibility to gauge, measure, assess, understand, predict, suggest, and conclude the trends and tendencies in Telecom services and behavioural aspects by applying psychological observations, studies, scientific researches, computer-based algorithms, software and other advanced statistical tools and finally by taking up the similar kind of researches as proposed by the researcher, on a continuous basis.

Objectives of the Study

1. To identify the difference in male female in using the mobile phone
2. To find out the difference between the Urban and Rural customers in using the mobile phone services

Research Methodology:

A sample from 100 people was collected randomly and it was analysed to test hypothesis using t’ test.

Hypotheses of the Study

In consonance with the above objectives, the following “Null Hypotheses” is set for the Study.

HO₁: There is no significant difference in the male and female customers in using the mobile phones

HO₂: There is no significant difference between urban and rural customers in using the mobile phone services.

Data Sources

Primary data collected through some small close ended questionnaire

Sample Selection

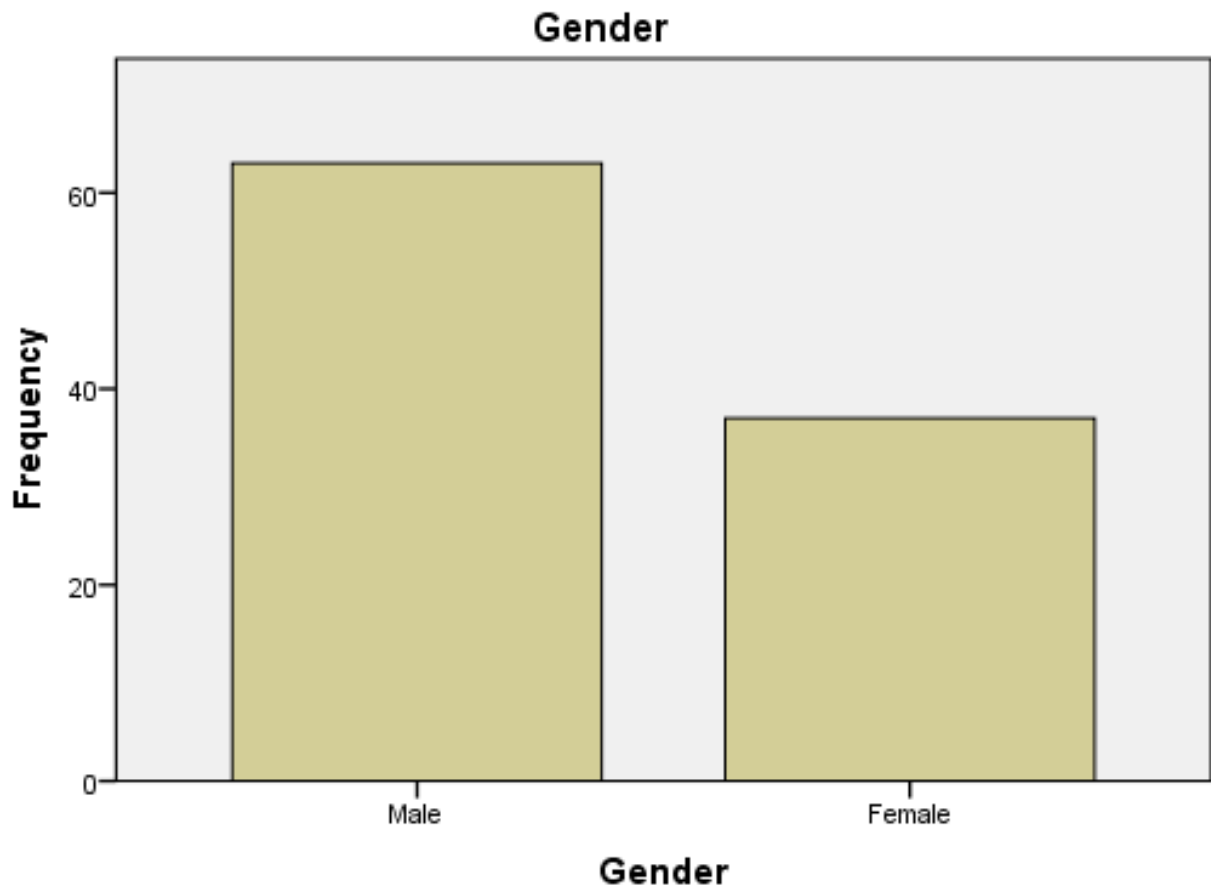
Sample size is taken as 100 on random basis

Data Analysis:

Gender wise Distribution

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	63.0	63.0	63.0
	Female	37	37.0	37.0	100.0

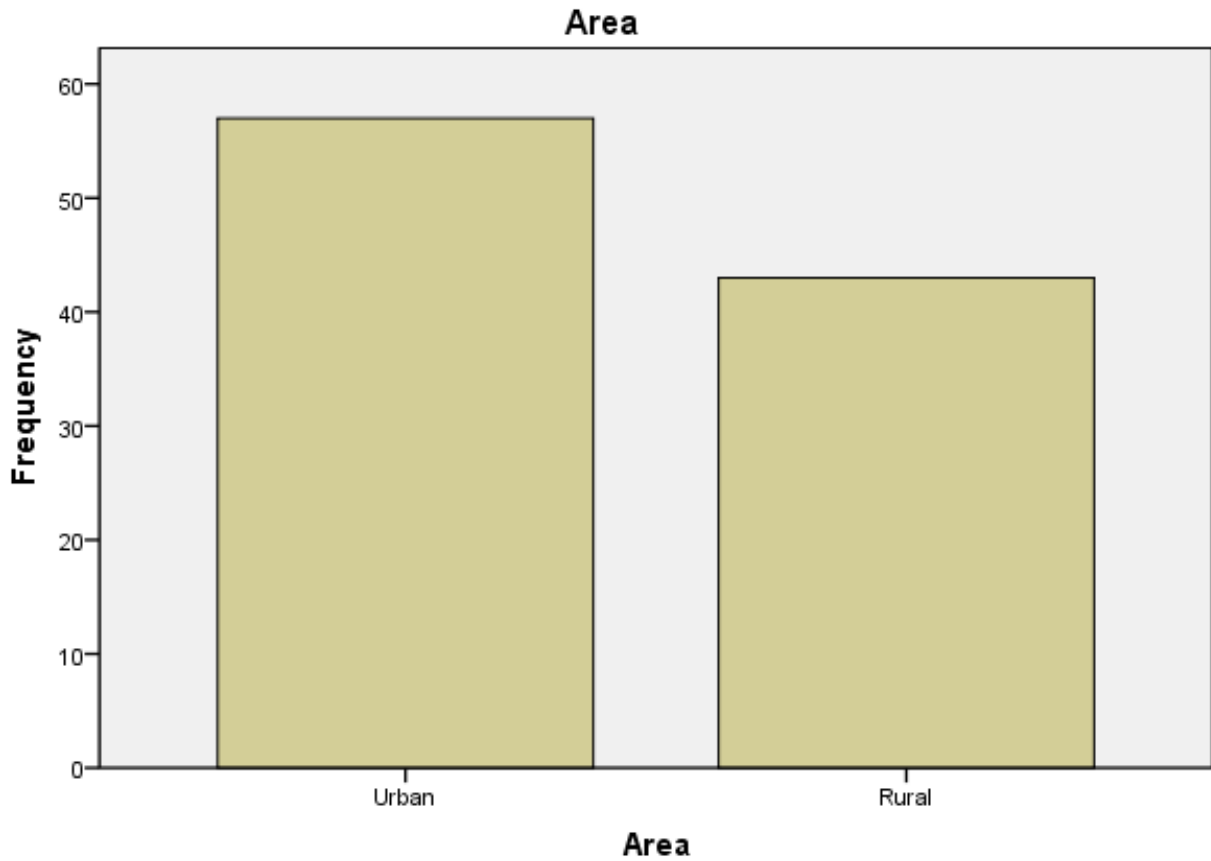
Total	100	100.0	100.0
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It was observed that from the above table that 63 percent of the respondents are male users in and the 37 percent of the respondents are female users of mobile services

Area wise Distribution

		Area			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	57	57.0	57.0	57.0
	Rural	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

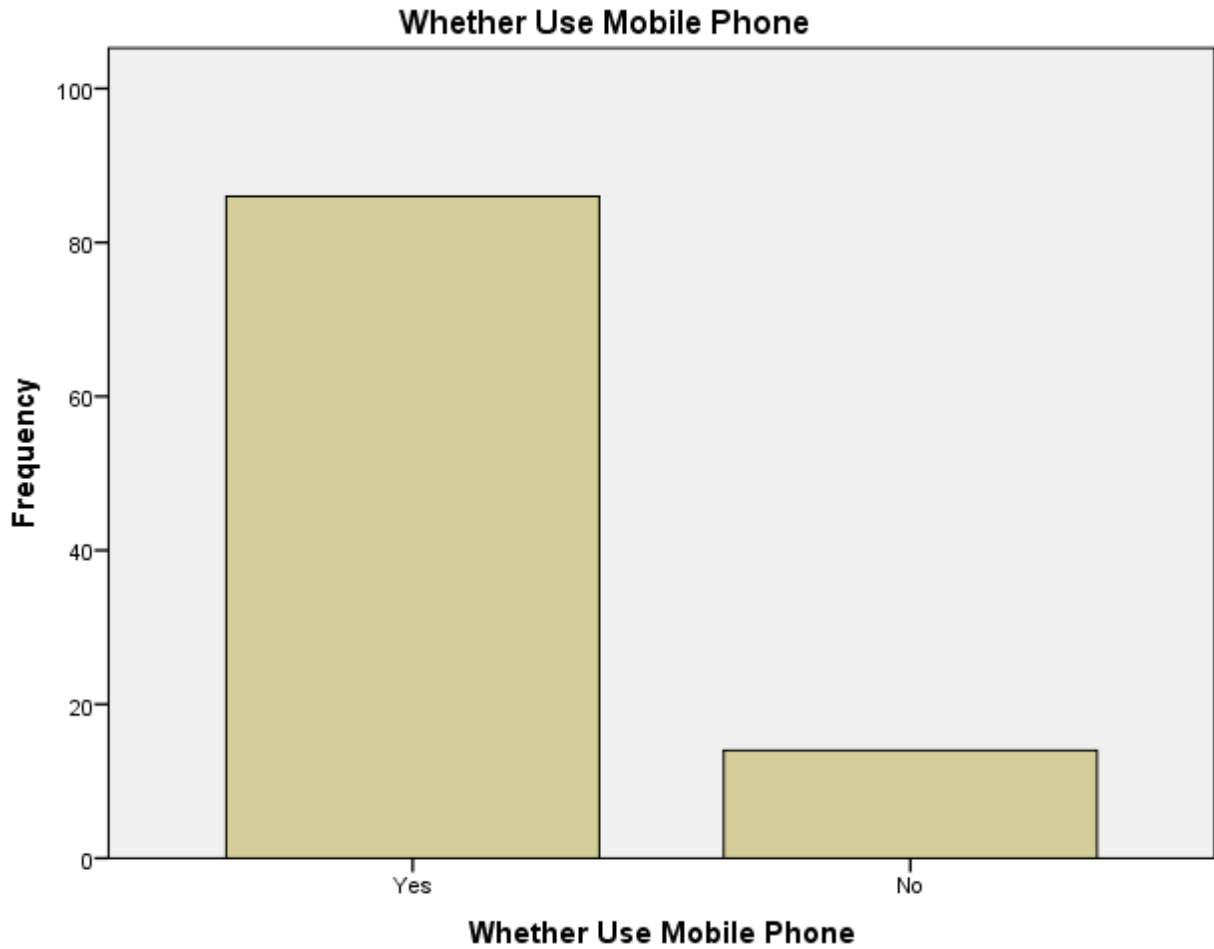


It was observed that from the above table that 57 percent of the respondents are users in urban area and the 43 percent of the respondents belong to rural area

The Usage of Mobile Phones

Whether Use Mobile Phone				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	86.0	86.0
	No	14	14.0	100.0
	Total	100	100.0	100.0

It was observed that from the above table that 86 percent of the population use mobile phones



It was observed that from the above table that 86 percent of the respondents use mobile phones and 14 % of the respondents do not use mobile phone services

Analysis:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Gender	100	1.37	.485	.049
Whether Use Mobile Phone	100	1.14	.349	.035

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender	28.234	99	.000	1.370	1.27	1.47
Whether Use Mobile Phone	32.690	99	.000	1.140	1.07	1.21

Statistical Tools

‘t’ Test was used to test the hypothesis

Findings and Results

In both the cases, the null hypothesis was rejected. So it was concluded that there is a significant difference between the male and female and urban and rural in case of mobile users.

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