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## Consumer Awareness towards Mobile Services-A Study

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### Abstract

With the change of people's life concept, consumers' rational consumption psychology has become increasingly prominent. Social Marketing, Customized Marketing, brand-name shopping, and the consumer's perception of the price of the commodity (directly expressed as the consumer's sensitivity to price), are all main factors for understanding consumer attitudes, and help explain the reaction of market demand to price changes. Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety. In this paper an attempt is made to study the consumer awareness towards mobile services.

### Introduction

*Consumer awareness* refers to the awareness of the consumption of goods formed by consumers in the long-term shopping environment and purchasing activities.

The change of life concept is the subjective factor of the change of consumer awareness. As people's living standards continue to increase and incomes continue to increase, people's life concepts are constantly changing. Differences in consumer personality are the internal motivations for changes in consumer awareness.

Intensified market competition is a catalyst for changes in consumer awareness. Many companies have launched their own branded products in order to gain a foothold in an increasingly competitive market. In the face of a variety of goods and brands, consumers' brand awareness matures. When people buy goods, paying attention to the brand has become a fashion. Faced with the severe competition situation, companies began to realize the importance of implementing brand strategy, and began to focus on market research, and on this basis, deeply grasp the consumer's psychological pulse to improve market share and brand loyalty.

## Consumer Rights and Responsibilities

Consumer Rights is an insight into what rights consumer holds when it comes to seller which provides the goods. What if the goods provided to the consumer by the business is not up to the standard? Then in that case – what should a consumer do? To be precise, what rights consumer has is in the court of law to fight against the malpractices of the business firms or seller.

### Consumer Rights

- **Right to Safety:** This is the first and the most important of the Consumer Rights. They should be protected against the product that hampers their safety. The protection must be against any product which could be hazardous to their health – Mental, Physical or many of the other factors.
- **Right to Information:** They should be informed about the product. The product packaging should list the details which should be informed to the consumer and they should not hide the same or provide false information.
- **Right to Choose:** They should not be forced to select the product. A consumer should be convinced of the product he is about to choose and should make a decision by himself. This also means consumer should have a variety of articles to choose from. Monopolistic practices are not legal.
- **Right to Heard:** If a consumer is dissatisfied with the product purchased then they have all the right to file a complaint against it. And the said complaint cannot go unheard, it must be addressed in an appropriate time frame.
- **Right to Seek Redressal:** In case a product is unable to satisfy the consumer then they have the right to get the product replaced, compensate, return the amount invested in the product. We have a three-tier system of redressal according to the Consumer Protection Act 1986.
- **Right to Consumer Education:** Consumer has the right to know all the information and should be made well aware of the rights and responsibilities of the government. Lack of Consumer awareness is the most important problem our government must solve.

### Objectives of the Study

1. To study the factors those influence the consumer to select mobile service provider.
2. To analyse the consumer awareness level towards mobile service provider.

### Research Methodology

- **Primary Data:** The primary data for the study was collected by administering a structured questionnaire to the consumers of mobile service provider in karimnagar.
- **Secondary Data:** The secondary data used for the study was collected from various resources such as websites, books, magazines and journals.

- **Research Instrument:** The research instrument used for the study is structured questionnaire.
- **Sample Size:** The sample size selected for the study is 120 respondents selected from various consumers of mobile service provider.
- **Sampling Technique:** The sampling technique used for selecting the sample respondents is Random Sampling Technique.

## Data Analysis & Interpretation

1. **Full Talk-time:** 40.83 per cent of the respondents are highly aware of the full talk time offered followed by 28.33 per cent are aware of, 13.33 per cent are neither aware nor not aware, 11.67 per cent are not aware of and 8.83 per cent are highly not aware of.
2. **SMS Pack:** 52.50 per cent of the respondents are highly aware of the sms pack offered followed by 24.17 per cent are aware of, 11.67 per cent are neither aware nor not aware, 6.67 per cent are not aware of and 5 per cent are highly not aware of.
3. **Rate Cutters:** 35.83 per cent of the respondents are aware of the rate cutters offered followed by 32.50 per cent are highly aware of, 18.33 per cent are neither aware nor not aware, 7.50 per cent are not aware of and 5.83 per cent are highly not aware of.
4. **Internet Facility:** 50.83 per cent of the respondents are highly aware of the internet facility offered followed by 23.33 per cent are aware of, 19.17 per cent are neither aware nor not aware, 5 per cent are not aware of and 1.67 per cent are highly not aware of.
5. **Bonus Talktime:** 43.33 per cent of the respondents are highly aware of the bonus talk time offered followed by 32.5 per cent are aware of, 15.83 per cent are neither aware nor not aware, 5.83 per cent are not aware of and 2.5 per cent are highly not aware of.
6. **News Alerts:** 41.67 per cent of the respondents are highly aware of the news alerts by Mobile offered followed by 29.17 per cent are aware of, 16.67 per cent are neither aware nor not aware, 9.17 per cent are not aware of and 3.33 per cent are highly not aware of.
7. **Concessional Call rates:** 40.83 per cent of the respondents are highly aware of the concessional call rates during night hours offered followed by 25 per cent are aware of, 16.67 per cent are neither aware nor not aware, 11.67 per cent are not aware of nor 5.83 per cent are highly not aware of.
8. **MNP:** 37.50 per cent of the respondents are highly aware of the mobile number portability offered followed by 25 per cent are aware of, 16.67 per cent are neither aware nor not aware, 12.50 per cent are not aware of and 8.33 per cent are highly not aware of.
9. **Add-on facility:** 36.67 per cent of the respondents are highly aware of the add-on facility offered followed by 26.67 per cent are neither aware nor not aware, 20.83 per cent are aware of, 11.67 per cent are not aware of and 4.17 per cent are highly not aware of.
10. **Caller Tunes:** 42.50 per cent of the respondents are highly aware of the caller tunes offered followed by 20.83 per cent are not aware of, 16.67 per cent are aware of, 12.50 per cent are neither aware nor not aware, and 7.50 per cent are highly not aware of.

11. **Online Recharge facility:** 41.67 per cent of the respondents are highly aware of the online recharge facility offered followed by 25. per cent are aware of, 17.50 per cent are neither aware nor not aware, 8.33 per cent are not aware of and 7.50 per cent are highly not aware of.
12. **4G Facility:** 36.67 per cent of the respondents are highly aware of the 4G offered followed by 25 per cent are aware of, 23.33 per cent are neither aware nor not aware, 11.67 per cent are not aware of and 3.33 per cent are highly not aware of.
13. **Roaming Charges:** 33.33 per cent of the respondents are highly aware of the roaming charges offered followed by 25 per cent are aware of, 16.67 per cent are neither aware nor not aware, 15.83 per cent are not aware of and 9.17 per cent are highly not aware of.
14. **Call Charges:** 36.67 per cent of the respondents are highly aware of the call charges while customer care offered followed by 33.33 per cent are aware of, 15.83 per cent are neither aware nor not aware, 11.67 per cent are not aware of nor 2.50 per cent are highly not aware of.
15. **Schemes:** 37.50 per cent of the respondents are highly aware of the schemes offered by Mobile followed by 29.17 per cent are aware of, 16.67 per cent are neither aware nor not aware, 12.50 per cent are not aware of and 4.17 per cent are highly not aware of.

## Conclusion

The company needs to make consumers aware of the services provided by them to all the consumers. The company needs to use either advertisement or any promotional strategies to make consumers aware of the services provided. More than half of the respondents are aware of different services offered. Hence the consumer awareness of services offered by Mobile can be considered as good.

**Table 1. Respondents Awareness on Full Talk time Offered**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	49	40.83
Aware	34	28.33
Neither Aware nor Not Aware	16	13.33
Not Aware	14	11.67
Highly Not Aware	7	5.83
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 2. Respondents Awareness On Sms Pack Offered**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	63	52.50
Aware	29	24.17
Neither Aware nor Not Aware	14	11.67
Not Aware	8	6.67
Highly Not Aware	6	5.00
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 3. Respondents Awareness on Rate Cutters Offered**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	39	32.50
Aware	43	35.83
Neither Aware nor Not Aware	22	18.33
Not Aware	9	7.50
Highly Not Aware	7	5.83
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 4. Respondents Awareness on Internet Facility offered by Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	61	50.83
Aware	28	23.33
Neither Aware nor Not Aware	23	19.17
Not Aware	6	5.00
Highly Not Aware	2	1.67
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 5. Respondents Awareness on Bonus Talktime offered by Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	52	43.33
Aware	39	32.50
Neither Aware nor Not Aware	19	15.83
Not Aware	7	5.83
Highly Not Aware	3	2.50
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 6. Respondents Awareness on News Alerts by Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	50	41.67
Aware	35	29.17
Neither Aware nor Not Aware	20	16.67
Not Aware	11	9.17
Highly Not Aware	4	3.33
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 7. Respondents Awareness on Concessional Call Rates during Night Hours offered By Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	49	40.83
Aware	30	25.00
Neither Aware nor Not Aware	20	16.67
Not Aware	14	11.67
Highly Not Aware	7	5.83
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 8. Respondents Awareness on Mobile Number Portability offered by Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	45	37.50
Aware	30	25.00
Neither Aware nor Not Aware	20	16.67
Not Aware	15	12.50
Highly Not Aware	10	8.33
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 9. Respondents Awareness on Add-on Facility offered by Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	44	36.67
Aware	25	20.83
Neither Aware nor Not Aware	32	26.67
Not Aware	14	11.67
Highly Not Aware	5	4.17
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 10. Respondents Awareness on Caller Tunes offered By Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	51	42.50
Aware	20	16.67
Neither Aware nor Not Aware	15	12.50
Not Aware	25	20.83
Highly Not Aware	9	7.50
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 11. Respondents Awareness on online Recharge Facility Offered By Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	50	41.67
Aware	30	25.00
Neither Aware nor Not Aware	21	17.50
Not Aware	10	8.33
Highly Not Aware	9	7.50
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 12. Respondents Awareness on 4g Offered By Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	44	36.67
Aware	30	25.00
Neither Aware nor Not Aware	28	23.33
Not Aware	14	11.67
Highly Not Aware	4	3.33
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 13. Respondents Awareness on Roaming Charges offered By Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	40	33.33
Aware	30	25.00
Neither Aware nor Not Aware	20	16.67
Not Aware	19	15.83
Highly Not Aware	11	9.17
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 14. Respondents Awareness on Call Charges Whil Customer Care offered By Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	44	36.67
Aware	40	33.33
Neither Aware nor Not Aware	19	15.83
Not Aware	14	11.67
Highly Not Aware	3	2.50
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

**Table 15. Respondents Awareness on Schemes offered by Mobile**

Level of Awareness	Number of Respondents	Percentage of Respondents
Highly Aware	45	37.50
Aware	35	29.17
Neither Aware nor Not Aware	20	16.67
Not Aware	15	12.50
Highly Not Aware	5	4.17
<b>TOTAL</b>	<b>120</b>	<b>100.00</b>

Source: Questionnaire

## References

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