

Customer Preferences towards Mobile Services-A Study

D. Rajitha¹

*¹Assistant Professor, Department of Business Management,
Trinity College of Engineering & Technology, Karimnagar.*

Introduction

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment. Marketing management employs tools from economics and competitive strategy to analyze the industry context in which the firm operates. These include Porter's five forces, analysis of strategic groups of competitors, value chain analysis and others. In competitor analysis, marketers build detailed profiles of each competitor in the market, focusing on their relative competitive strengths and weaknesses using SWOT analysis. Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors. Marketing management often conduct market research and marketing research to perform marketing analysis. Marketers employ a variety of techniques to conduct market research, but some of the more common include:

- Qualitative marketing research, such as focus groups and various types of interviews
- Quantitative marketing research, such as statistical surveys
- Experimental techniques such as test markets
- Observational techniques such as ethnographic (on-site) observation

Marketing managers may also design and oversee various environmental scanning and competitive intelligence processes to help identify trends and inform the company's marketing analysis. In this paper an attempt is made to analyse the factors influencing customers in preferring mobile service providers.

Objectives of the Study

1. To study the determinants of customer preference towards mobile service provider.
2. To analyse the customer preferences towards mobile service provider.

Research Methodology

- **Primary Data:** The primary data for the study was collected by administering a structured questionnaire to the mobile customer 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 mobile consumers.
- **Sampling Technique:** The sampling technique used for selecting the sample respondents is Random Sampling Technique.

Conceptual Framework: Customer preferences are expectations, likes, dislikes, motivations and inclinations that drive customer purchasing decisions. They complement customer needs in explaining customer behavior. For example, a customer needs shoes and they'd prefer a particular style, brand and color. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development, distribution and customer experience. The following are common types of customer preference:

- **Convenience:** Preferring things that are easy such as a settling for a nearby restaurant. Convenience is considered a strong type of customer motivation.
- **Effort:** The satisfaction that results from effort. For example, a customer who gains a sense of accomplishment from a diyproject.
- **User Interfaces:** Some customers will prefer the simplest user interface possible. Others will prefer lots of buttons to play with. This can be as much about preference as need.
- **Communication & Information:** Preferences related to communication style and information density. For example, some customers want to read detailed specifications and others want to hear a story.
- **Stability vs Variety:** Customers who would prefer the same exact shoes they purchased a year ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.
- **Risk:** The risk tolerance of the customer applies to seemingly innocuous things such as purchasing a new brand for the first time.
- **Values:** Preferences related to values such as customers who purchase environmentally friendly products.
- **Sensory:** Preferences related to color, look, taste, smell, touch and sound.
- **Time:** Time preferences such as a customer who prefers an attentive waiter who drops buy every 5 minutes versus a customer who doesn't want to feel rushed.

Customer Service: It is well known in the customer service industry that some customers prefer friendly service and others prefer diligence and professional distance. For example, a hotel porter who engages in friendly conversation versus dry information about the room and hotel.

Customer Experience: Preferences related to the end-to-end customer experience. For example, the interior design, lighting, art, music and social atmosphere at a cafe.

Data Analysis & Interpretation

1. **Goodwill:** 26.67 per cent of the respondents neither agreed nor disagreed that the goodwill is the determinant followed by 22.50 per cent agreed, 20.83 per cent strongly agreed, 16.67 per cent strongly disagreed and 13.33 per cent disagreed.
2. **Call Charges:** 65.83 per cent of the respondents strongly agreed that the call charges is the determinant followed by 21.67 per cent agreed, 6.67 per cent neither agreed nor disagreed, 4.17 per cent disagreed and 1.67 per cent strongly disagreed.
3. **Attractive rate cutters:** 57.50 per cent of the respondents strongly agreed that the attractive rate cutters is the determinant followed by 20.83 per cent agreed, 11.67 per cent neither agreed nor disagreed, 5.83 per cent disagreed and 4.17 per cent strongly disagreed.
4. **Availability:** 50.83 per cent of the respondents strongly agreed that the availability is the determinant followed by 23.33 per cent agreed, 19.17 per cent neither agreed nor disagreed, 5 per cent disagreed and 1.67 per cent strongly disagreed.
5. **Full Talk time Facility:** 48.33 per cent of the respondents strongly agreed that the full talk time facility is the determinant followed by 26.67 per cent agreed, 14.17 per cent neither agreed nor disagreed, 6.67 per cent disagreed and 4.17 per cent strongly disagreed.
6. **Internet Facility:** 48.33 per cent of the respondents strongly agreed that the internet facility is the determinant followed by 32.50 per cent agreed, 9.17 per cent neither agreed nor disagreed, 7.50 per cent disagreed and 2.50 per cent strongly disagreed.
7. **Value Added Services:** 23.33 per cent of the respondents neither agreed nor disagreed that the value added services is the determinant followed by 21.67 per cent agreed, 20.83 per cent strongly agreed, 18.33 per cent disagreed and 15.83 per cent strongly disagreed.
8. **4G Facility:** 60.83 per cent of the respondents strongly agreed that the 4G facility is the determinant followed by 28.33 per cent agreed, 7.50 per cent neither agreed nor disagreed, 2.50 per cent disagreed and 0.83 per cent strongly disagreed.
9. **Friend's Recommendation:** 26.67 per cent of the respondents strongly disagreed that the friend's recommendation is the determinant while preferring mobile service followed by 25 per 14.17 per cent agreed.
10. **ISD Call rates:** 26.67 per cent of the respondents disagreed that the concessional ISD call rates is the determinant while preferring mobile service followed by 25.83 per cent strongly disagreed, 19.17 per cent neither agreed nor disagreed, 15.83 per cent agreed and 12.50 per cent strongly disagreed.
11. **Wider Coverage:** 50.83 per cent of the respondents strongly agreed that the wider coverage is the determinant while preferring mobile service followed by 26.67 per cent agreed, 12.50 per cent neither agreed nor disagreed, 7.50 per cent disagreed and 2.50 per cent strongly disagreed.
12. **Bonus Talktime:** 26.67 per cent of the respondents neither agreed nor disagreed that the bonus talk time is the determinant while preferring mobile service followed by 22.50 per cent strongly disagreed, 20.83 per cent disagreed, 15.83 strongly agreed and 14.17 per cent agreed.

13. **Better Service:** 61.67 per cent of the respondents strongly agreed that the better service is the determinant while preferring mobile service followed by 23.33 per cent agreed, 9.17 per cent neither agreed nor disagreed, 3.33 per cent disagreed and 2.50 per cent strongly disagreed.

Conclusion

From the present study it is observed that customers will prefer those mobile service providers which will have better Goodwill, Call Charges, Attractive rate cutters, Availability, Full Talk time Facility, Internet Facility, 4G Facilities, Wider Coverage and Better Service. The determinants like Value Added Services, Bonus Talktime, Friend's Recommendation and ISD Call rates will not influence the customers while selecting mobile service providers. Therefore the mobile service providers should keep in mind the above factors while designing the services.

Table 1. Respondents Opinion that Goodwill is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	25	20.83
Agree	27	22.50
Neither Agree nor Disagree	32	26.67
Disagree	16	13.33
Strongly Disagree	20	16.67
TOTAL	120	100.00

Source: Questionnaire

Table 2. Respondents Opinion that Call Charges is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	79	65.83
Agree	26	21.67
Neither Agree nor Disagree	8	6.67
Disagree	5	4.17
Strongly Disagree	2	1.67
TOTAL	120	100.00

Source: Questionnaire

Table 3. Respondents Opinion that Attractive Rate Cutters is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	69	57.50
Agree	25	20.83
Neither Agree nor Disagree	14	11.67
Disagree	7	5.83
Strongly Disagree	5	4.17
TOTAL	120	100.00

Source: Questionnaire

Table 4. Respondents Opinion that Availability is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	61	50.83
Agree	28	23.33
Neither Agree nor Disagree	23	19.17
Disagree	6	5.00
Strongly Disagree	2	1.67
TOTAL	120	100.00

Source: Questionnaire

Table 5. Respondents Opinion that Full Talk time Facility is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	58	48.33
Agree	32	26.67
Neither Agree nor Disagree	17	14.17
Disagree	8	6.67
Strongly Disagree	5	4.17
TOTAL	120	100.00

Source: Questionnaire

Table 6. Respondents Opinion that Internet Facility is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	58	48.33
Agree	39	32.50
Neither Agree nor Disagree	11	9.17
Disagree	9	7.50
Strongly Disagree	3	2.50
TOTAL	120	100.00

Source: Questionnaire

Table 7. Respondents Opinion that Value Added Services is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	25	20.83
Agree	26	21.67
Neither Agree nor Disagree	28	23.33
Disagree	22	18.33
Strongly Disagree	19	15.83
TOTAL	120	100.00

Source: Questionnaire

Table 8. Respondents Opinion that 4g Facility is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	73	60.83
Agree	34	28.33
Neither Agree nor Disagree	9	7.50
Disagree	3	2.50
Strongly Disagree	1	0.83
TOTAL	120	100.00

Source: Questionnaire

Table 9. Respondents Opinion that Friend's Recommendation is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	19	15.83
Agree	17	14.17
Neither Agree nor Disagree	22	18.33
Disagree	30	25.00
Strongly Disagree	32	26.67
TOTAL	120	100.00

Source: Questionnaire

Table 10. Respondents Opinion that Concessional ISD Call Rates is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	15	12.50
Agree	19	15.83
Neither Agree nor Disagree	23	19.17
Disagree	32	26.67
Strongly Disagree	31	25.83
TOTAL	120	100.00

Source: Questionnaire

Table 11. Respondents Opinion that Wider Coverage is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	61	50.83
Agree	32	26.67
Neither Agree nor Disagree	15	12.50
Disagree	9	7.50
Strongly Disagree	3	2.50
TOTAL	120	100.00

Source: Questionnaire

Table 12. Respondents Opinion that Bonus Talktime is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	19	15.83
Agree	17	14.17
Neither Agree nor Disagree	32	26.67
Disagree	25	20.83
Strongly Disagree	27	22.50
TOTAL	120	100.00

Source: Questionnaire

Table 13. Respondents Opinion that Better Service is the Determinant

Opinion	Number of Respondents	Percentage of Respondents
Strongly Agree	74	61.67
Agree	28	23.33
Neither Agree nor Disagree	11	9.17
Disagree	4	3.33
Strongly Disagree	3	2.50
TOTAL	120	100.00

Source: Questionnaire

References

1. Philip kotler, gray Amstrong, Prafulla Agnihotri, Principles of Marketing, 17e, Pearson Education, 2018.
2. Terence A. Shimp, J. Craig Andrews, Advertising, Promotion, and other aspects of integrated marketing communications, 9e, Cengage, 2016.
3. Kardes, Cline, Cronley, Consumer behavior- science and practice, Cengage Learning, 2012.
4. Karna, J., Hansen, E. & Juslin, H. (2003). Social Responsibility in Environmental Marketing Planning. European Journal of Marketing, 37(5/6), pp. 848-873.
5. S. Ramesh kumar, Consumer behavior and branding, Pearson, 2013.
6. Lakshman Jha, Customer relationship: A Strategic Approach, Global India Pvt Ltd, 2008.
7. Dheeraj sharma, Jagadish Deth, Banwari mittal, Consumer behavior-A Managerial Perspective, Cengage Learning, 2015.
8. <http://en.wikipedia.org/wiki/Marketing>.