Int. Journal of Management and Development Studies 6(4): 72-85 (2017)
ISSN (Online): 2320-0685. ISSN (Print): 2321-1423
Impact Factor: 0.715

Consumer's Preference and Satisfaction on the Use of Mobile Phones in Coimbatore City

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Abstract: *There are over 7 billion cellular phone subscribers in the world today (International Telecommunication Union, 2016). The growth in mobile phone subscribers today is faster than the growth in fixed telephone subscribers and Internet users. However an important aspect of cellular technology diffusion among advanced industrial countries is that mobile penetration has leveled off in the early part of the millennium with the growth centers for cellular technology shifting to countries such as Russia, China, India, Korea, Malaysia, Indonesia, Philippines and Taiwan. The number of subscribers in Asia was close to 3.9 billion in 2016 and almost all countries have a mobile penetration rate higher than their fixed line penetration rate. To carry out the study 100 respondents who were using mobile phones were contacted. Those who were willing to provide with the necessary details were selected for the study. The study is based primarily on field data. The needed data were collected through structural interview schedule with administered to 100 respondents who are using cell phones. The respondents were selected from Coimbatore city using convenience sampling technique. A most of the questions were of 'opinion survey', interview method enables the investigator to get the correct answers by explaining the questions in detail to the respondents. The results of the survey show that economy is the most influencing factor for the mobile subscribers.*

Introduction

There are over 7 billion cellular phone subscribers in the world today (International Telecommunication Union, 2016). The growth in mobile phone subscribers today is faster than the growth in fixed telephone subscribers and Internet users. According to the Organization for Economic Cooperation and Development, in 2016, mobile penetration reaching 95 subscription per 100 inhabitants in June 2016, up from 86 per 100 a year earlier, according to the OECD report, the addition of 123 million new mobile broadband subscription in the 35 country OECD are made a year- on year rise of 11.3 percent driven by continued growth in the use of smart phone and tablets and lifted the OECD total to 1.214 billion subscription in a population. However an important aspect of cellular technology diffusion among advanced industrial countries is that mobile penetration has leveled off in the early part of the millennium with the growth centres for cellular technology shifting to countries such as Russia, China, India, Korea, Malaysia, Indonesia, Philippines and Taiwan. Driving this mobile growth phenomenon is, a rapid increase in the number of subscribers from three of the world's most populous nations China,

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India and Russia. By the middle of 2004 developing countries as a whole had overtaken the developed countries to account for 56 percent of all mobile subscribers, while accounting for 79 percent of growth in the market. Since 2000, China reported 1.28 billion users, about 77 percent of its total population. India saw an increase of 11 million, reaching a total of 1.12 billion subscribers. In Russia mobile phone subscriber numbers jumped from 36.5 million in 2003 to 103.3 million in 2017.

This rapid growth in the late nineties and early part of the millennium has found several Asian countries like India, Malaysia, Hong Kong, Japan and Taiwan witnessing tremendous competition in mobile provision. The number of subscribers in Asia was close to 3.9 billion in 2016 and almost all countries have a mobile penetration rate higher than their fixed line penetration rate.

The Indian scenario

India is emerging as the fastest growing cellular market in the world. Mobile handset has become the fastest selling consumer durable in index. According to a study conducted by the internet and mobile association of India, the e-commerce sector is estimated to reach Rs 211,005 crores by December 2016.

Table 1: Market Shares of Major Handset Manufacturers in India

Handset manufacturers	Market share (%)
Samsung	22.3
Apple	12.9
Huawei	8.9
Oppo	5.4
Others	46.0

Source: www.wikipedia.org

The present study on “Consumer’s preference and satisfaction on the use of mobile phones in Coimbatore city” is carried out among 100 cell phone users with the following objectives.

Objectives

1. To study consumer’s choice in the selection of mobile phones and SIM cards.
2. To estimate the customer satisfaction on the various cell phone services.
3. To find out the reasons for owning the mobile handsets.

Review of Literature

Customer satisfaction theories are based on the studies on social and experimental psychology carried out by Hoppe (1930) and Lewin (1936) in the first half of the 20th century. Investigating the construct of self-esteem, these scholars discovered the foundation of the “confirmation\disconfirmation” paradigm useful to explain the “satisfaction” perception and link between satisfaction and trust.

Analysis of equity is based on studies on social- psychology [Homans (1961), Austin, McGinn and Susmilch (1980)] showing that the construct is derived from the proportionality, as perceived by the customer between the outputs and the inputs of an exchange. Equity theory states the importance of parties involved in an exchange process. The parties’ feel equitably treated and thus satisfied if their amount of input to exchange is somewhat in balance with their output of the exchange.

Any study on the mobile phone is not complete if the impact of emotional aspects of the service is not understood (WWRF, 2000). It is in this context that the understanding of customer satisfaction of the mobile commerce becomes much more valid.

Theodore Levitt (1974) said that, "We live in an age in which our thinking about a product or service must be quite different from what it ever was before. It is not so much the basic, generic central thing we are selling that counts, but the whole cluster of satisfaction with which we surrounded it". In this wording he means to say that today to provide complete customer satisfaction we need to have some facilitating and supporting services, which provide our service package a competitive edge. The need is much felt in today's business scenario, as competition is tough and ever increasing.

Sandhir sharma (2004) made a study on choice criteria and satisfaction level of mobile phone service users in Punjab in India. In today’s business scenario, as competition is tough and ever increasing, it is the service sector which has shown a tremendous growth, particularly in mobile phone service sector. Nowadays, information technology development, particularly in telecommunication plays an important role in consumption pattern and living style. This research was conducted to determine the choice criteria and satisfaction level of mobile phone service users in Punjab state.

To identify the promotional strategies of cellular services in a customer perspective, Chinna Durai. M and Kalpana (2006) interviewed 200 customers who were using different cellular services. The sample respondents were located in Coimbatore city. The survey results revealed that the customers were satisfied in mobile phone services. The customers strongly felt that the companies must concentrate on coverage. As a suggestion, the study recommended that cellular companies have to use promotional strategies such as advertising, sales promotion, public relation, and personal selling.

Shrishendu Ganguli (2008) discussed the impact of service quality and features on customer satisfaction from the cellular user’s viewpoint. The study attempted to find out the underlying constructs (using factor analysis) of these service variables for Indian cellular users. Then the variables (factors) extracted were used as independent variables and an attempt was made to explore the impact of these factors on customer satisfaction (dependent variable) which was divided into three parts satisfaction from usage, repeat buying intention and recommendation of service to others.

Savitha Nair, Nivea Nelson N and Karthika R (2016) made a study on “Consumer preference towards mobile phones: An empirical analysis” found that quality of the product is the most important factor influencing the choice, followed by mobile phone features. Actual need triggers the need to purchase mobile phones. Touch screen and design and style are the most preferred aspects of the ‘look and feel’ of the mobile phones. The results of the study provide insights to the players in the market in fine-tuning their product, pricing and promotional strategies accordingly.

Methodology

To carry out the study 100 respondents who were using mobile phones were contacted. Those who were willing to provide with the necessary details were selected for the study. The study is based primarily on field data. The needed data were collected through structural interview schedule with administered to 100 respondents who are using cell phones. The respondents were selected from Coimbatore city using convenience sampling technique. A most of the questions were of 'opinion survey', interview method enables the investigator to get the correct answers by explaining the questions in detail to the respondents. Documentary sources in the form of published and unpublished materials available in books, journals, records, newspapers and websites have been used for completing the present study.

Results and Discussion

Profile of the Sample Respondents

The personal characteristics of the sample respondents determine the preference and satisfaction level of the respondents on the cell phone services. "Consumer's preference and satisfaction on the use of mobile phones in Coimbatore city" was carried out among 62 males and 38 females, totaling the sample size to be 100. Age wise classification of the respondents revealed that a majority of 40% were in the age group of 21-30 years, followed by 30% in the age group of 31-40 years. About 78% were in the age group of 15-40 years.

*Younger generation own mobile phones in a greater percentage.

Table 2: Profile of the Sample Respondents

Sex / Factor	Male	%	Female	%	Total
Age (years)					
15-20	4	6.45	8	21.05	8
21-30	17	27.42	16	42.10	40
31-40	17	27.42	8	21.05	30
41-50	14	22.58	5	13.16	12
51-60	7	11.29	1	2.63	8
60& above	3	4.84	0	0	2
Total	**62**	**100**	**38**	**100**	**100**
Education					
Primary	4	6.45	0	0	4
Middle	9	14.52	7	18.42	20
Secondary	16	25.81	8	21.05	25
Higher secondary	13	20.97	11	28.95	25
College	17	27.42	10	26.32	20
Professional courses	3	4.84	2	5.26	4
Total	**62**	**100**	**38**	**100**	**100**
Marital status					
Student	4	6.45	11	28.95	20
Unmarried	17	27.42	7	18.42	20
Married	41	66.13	19	50.00	60
Total	**62**	**100**	**38**	**100**	**100**

Source: Data based on Field Survey, 2016

Educational qualification of the respondents revealed that a higher percentage of (74%) the mobile phone owners had completed high school education, 20% are in colleges, and 4% are professionals. Marital status of the respondents revealed that 60% are married.

*****Married people own mobile phones in a greater percentage.

Table 3: Occupation Wise Distribution of the Sample Respondents

Sex / Occupation	Male		Female		Total
	Number	%	Number	%	
Casual labour	17	27.42	5	13.16	20
Permanent employee	14	22.58	6	15.79	15
Business	16	25.81	0	0	30
Unemployed	0		16	42.10	15
Not in the labour force	4	0	11	28.95	20
		6.45			
Total	**62**	**100**	**38**	**100**	**100**

Source: Data based on Field Survey, 2016

Occupation wise analysis reveals that 15% of the respondents are not in the labour force, being students. Majority of the respondents are in some type of work, in which 20% are casual labourers, 15% in regular jobs, 30% in business 15% are unemployed.

*Mostly males were in casual works and none of the males was unemployed

Table 4: Income Wise Distribution of the Sample Respondents

Sex / Monthly Income (Rs)	Male		Female		Total
	Number	%	Number	%	
Nil	4	6.45	27	71.05	35
1000-5000	21	33.87	8	21.05	30
5000-10000	28	45.16	2	5.26	20
10000-15000	5	8.06	0	0	6
15000-20000	3	4.84	1	2.63	8
20000-25000	1	1.61	0	0	1
Total	62	100	38	100	100
Average income (Rs)	7451.61		2052.63		5400

Source: Data based on Field Survey, 2016

As shown in Table-3 20% of the respondents are not in the labour force and 15% are unemployed. Hence 35% of the respondents had no income. About 30% of the respondents had their monthly income in the range of Rs 5,000 – 10,000 followed by 20% having income in the range Rs10, 000-15,000. Only 15% of the respondents had their monthly income exceeding Rs10, 000. In the case of male respondents a majority of 45% had income in the range Rs 5000-10,000.

Mobile Handset Owned

All the respondents on enquiry stated that each own only one mobile phone. Majority of 65% of the respondents own Nokia sets and 8% Sony Ericsson. The various mobile phone sets owned by the respondents are shown in the following table – 5.

Table 5: Distribution of the Respondents Based on Set Owned

Brand	Sex				Total
	Male		Female		
	Number	Percentage	Number	Percentage	
Nokia	42	67.74	23	60.53	65
Sony Ericsson	4	6.45	4	10.53	8
Motorola	4	6.45	3	7.89	7
LG	3	4.84	4	10.53	7
Classic	4	6.45	2	5.26	6
Samsung	2	3.23	2	5.26	4
Tata Indicom	1	1.61	0	0	1
Virgin	1	1.61	0	0	1
NK	1	1.61	0	0	1
Total	62	100	38	100	100

Source: Data based on Field Survey - 2016

All the respondents on enquiry stated that each own only one mobile phone. Among both males and females preference was for Nokia handsets. More than 60% of the females and 65% of the males own Nokia handset.

Brand Holding

An analysis on the SIM (Subscriber Identity Module) cards used by the respondents revealed that (Table-10) majority of both males (48.39%) and females (55.26%) use Airtel SIM card, followed by Aircel by 14.51% of males and 21.05% of females. Tata Indicom and virgin were not owned by any one the female respondent of the current study.

Table 6: Sim Card Used

Sex / SIM Card	Male		Female		Total
	Number	Percentage	Number	Percentage	
Airtel	30	48.39	21	55.26	51
Aircel	9	14.51	8	21.05	17
Reliance	7	11.29	6	15.79	13
Vodafone	7	11.29	2	5.26	9
Cell one	6	9.68	1	2.63	7
Motorola	1	1.61	0	0	1
Virgin	1	1.61	0	0	1
Tata Indicom	1	1.61	0	0	0
Total	62	100	38	100	100

Source: Data based on Field Survey - 2016

Customer Satisfaction

The customers were asked to specify their satisfaction level on various brands as 'very low', 'low', moderate, 'high' and 'very high'. Preferences for the respondents on various brands are given in the following table – 7.

Table 7: Customer Satisfaction Level Towards Various Cell Phone Services – Number Stated

Satisfaction / Brand	Very low	Low	Moderate	High	Very high	ΣW	Weighed average
Airtel	1	4	10	31	5	188	3.69
Aircel	-	3	4	10	-	58	3.41
Cell one	-	1	3	3	-	23	3.29
Vodafone	-	-	4	3	2	34	3.78
Reliance	-	1	3	8	1	48	3.69
Others	-	-	1	1	1	12	4
Total	1	9	25	57	10	372	29.86

Source: data based on field survey, 2016

The table shows that the satisfaction level of customer ranges between moderate and high for all cell phone services.

Table 8: Extracted Reasons for Possessing Mobile Phone

Factor	Male	Female	All
1	For entertainment	Easier to call everyone from anywhere and at any time	Necessity
2	Integrating with the world	For security	Easy billing
3	For convenience	Influenced by T.V	Integrating with the world
4	Variety of price plans	Reputation and image	Easier to call every one from any where and any time
5	Easy billing	Value added services	Every one around me has one
6	Influenced by T.V	For entertainment	Value added services
7	Influenced by radio	Variety of price plans	Influenced by friends
8	-	Inbuilt facilities	Influenced by radio

The analysis thus revealed that

*** For both males and females 'entertainment', 'influence of T.V' and 'variety of price plans' were common reasons for possessing mobile phones.**

*** It was because of 'convenience' that people mainly prefer to have mobile phones.**

Reasons for Buying a Particular Brand

The respondents were asked to specify the reasons for possessing the particular brand. They were given seventeen reasons and were asked to specify their preferences as 'strongly agree', 'agree','neutral','disagree' and 'strongly disagree'. The scores assigned for these were 2,1,0, -1, -2 respectively. The average scores given by the respondents for possessing the particular brands are given in the following table-9.

Table 9: Average Scores Assigned For Particular Brands

Reasons	Male						Female				
	Airtel	Aircel	Cell one	Vodafone	Reliance	Others	Airtel	Aircel	Cell one	Vodafone	Reliance
Ease of use	1.47	1.67	1.33	0.43	1.57	1	1.57	1.625	1	1	2
Physical appearance	1.07	1	0.33	1.43	0.43	1	1.14	0.75	1	0.5	0.67
Brand name	1.30	1.11	1.17	1.43	1.14	0	1.09	0.625	1	0	0.67
Friends & neighbours influence	0.93	0.88	-0.83	0.43	-0.71	0	0.38	-0.125	1	-0.5	0.67
Coverage	1.27	1.56	0.67	1.14	1.43	1.33	1.09	1.25	0	1.5	1.83
Clarity in voice	1.20	1.89	1	1.86	1.29	1.33	1.04	1.25	1	0.5	-0.17
Scheme offered	0.43	1.44	-0.33	0.86	0.57	0.67	0.43	1.125	1	-1	0.33
Less price	0.27	0.56	0.17	0.43	0.57	0.67	0.71	1.875	-1	-0.5	0.5
Camera	-0.53	-0.77	-1.5	-0.43	-0.85	0.33	-0.71	-1.375	-1	0.5	-1
Video	-0.5	-0.67	-1.17	-0.43	-1.14	0.33	-0.95	-1.375	-1	0	-1.83
Entertainment facilities	0.13	0	-0.83	0.14	-0.29	-0.33	0.29	-0.625	-1	1	0.16
Newspaper	1.07	0.89	1	1.86	1.86	1.33	0.80	0.875	1	0	0.67
Poster & Banners	0.03	-0.11	1	0.14	0.14	-0.33	0.14	-0.375	1	-2	-1.17
Notice & Pamphlets	-0.87	-.022	-1	-0.43	-0.85	0	-0.95	-0.875	-1	-0.5	-.17
Radio	-0.17	-1	-0.33	0.29	-1.29	-0.67	-0.33	-0.25	-1	-0.5	-0.5
Television	0.30	0.67	0.33	0.57	1.43	1	1.43	0.375	-1	1	-0.67
Internet	-0.67	-1.78	-1	-0.85	-1.14	-1.33	-1.24	-1.375	-1	-1	-1.33

Source: Estimates based on field survey, 2016

The customers were asked to state the reasons on why they prefer mobile phones. They were given eleven reasons such as ‘easy to carry’, ‘SMS facilities’, ‘MMS facilities’, ‘camera’, ‘video’, ‘calculator’, ‘Fm’, ‘E-mail’, ‘rate of calls’, ‘better service’ and ‘satisfied rent’. The respondents gave their opinion on a five point rating scale as ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’ and ‘strongly disagree’. The values assigned for these were 2,1,0, -1 and -2 respectively. The average scores given by the customers on the eleven stated reasons are shown in the following table 10.

Table 10: Average Scores on Reasons for Preferring Mobile Phones

Reasons	**Male**	**Female**	**All**
Easy to carry	1.68	1.74	1.7
SMS facilities	1.27	-1.81	0.21
MMS facilities	-0.65	-1.24	-0.87
Camera	-0.82	-1.12	-0.87
Video	-0.42	-1.76	-0.93
Calculator	0.55	0.18	0.41
FM	-0.34	-0.53	-0.41
E-Mail	-1.13	-1.45	-1.25
Rate of calls	0.74	0.60	0.69
Better service	0.55	1.53	0.92
Satisfied rent	-0.53	0.76	-0.62

Source: Estimates based on field survey, 2016

The main reason for males to prefer mobile phone was because it is ‘easy to carry’ (score 1.68). Females also mainly prefer mobile phones because of the same reason. Next to this males prefer mobile phone because of ‘SMS facilities’ (score1.27). But females strongly disagreed on this (score –1.81), ‘Call rates’ and ‘better service’ were the other reasons for males to prefer to mobile phone. Females also agreed that ‘call rates’ and ‘better service’ made them to prefer mobile phone. ‘MMS facilities’, ‘camera’, ‘video’, ‘FM’, ‘E-mail’ were not attractive factors to possess mobile phone. Combining both males and females it was found that mobile phones are preferred mainly because it is ‘easy to carry’ (score 1.7) and for ‘better service’ (score .92). Extra facilities were not monitoring factors for the customers to possess mobile phone.

Satisfaction

It is necessary to analyse the satisfaction/dissatisfaction level of the customers in using mobile phones. This will enable the manufacturers to concentrate on features which are attractive for the customers and also to improve the features in which the customers are not satisfied. Hence this section studies the satisfaction/dissatisfaction of the customers on the various features of the cell phones. The following table- gives the satisfaction/dissatisfaction of the males on the features of mobile handsets.

If a consumer’s satisfaction exceeds 50 points and dissatisfaction is less than 50 points, then that particular feature is ‘attractive’. If a consumer’s satisfaction exceeds 50 points and dissatisfaction also exceeds 50, it is ‘one dimensional’. If customer’s satisfaction is less than 50 and dissatisfaction is also less than 50, the customer is ‘indifferent’ to the future. If the customer’s satisfaction lies between 25 and 50 and his dissatisfaction exceeds 50, then the customer considers the feature as ‘must be’. If the customer’s satisfaction is less than 50 and his dissatisfaction lies between 0 and 25, the feature is ‘reverse’.

The potential for customer satisfaction was less than 50 for all the features. Thus it is revealed that males were not satisfied with any of the features present in the mobile phones. It shows that the feature F19 is ‘reverse’ and F20 is ‘must be’. It implies that by reducing price, customers dissatisfaction can be eliminated; but his satisfaction cannot be increased. ‘High price and features’ and ‘low price and features’ do not perform as expected, causing customer dissatisfaction. If they perform as expected, they would have influenced the male customer’s satisfaction. The customer’s are ‘indifferent’ on other features; they have little influence in satisfying the customers. The other features have little influence on customer satisfaction and dissatisfaction. If any of these product features are expensive they could be eliminated, to reduce product cost without influencing customer satisfaction or dissatisfaction.

From that table it can be seen that features ‘weight’ and ‘low price’ are ‘attractive’, which if present can increase satisfaction of the female respondents. But, if they are not present they do not cause customer dissatisfaction.

Features ‘internet’, ‘entertainment’, ‘camera’ and ‘high price’ are ‘reverse’ features. These features have the potential to cause some level of customer dissatisfaction. Eliminating it would reduce customer dissatisfaction but not increase customer satisfaction.

The female customer’s are ‘indifferent’ to the other features. They have little influence on customer satisfaction or dissatisfaction. If any of these product features are expensive they could be eliminated, to reduce the product cost without influencing customer satisfaction or dissatisfaction.

The following table –13 shows ‘low price’ as an attractive feature for the customers. This implies that if the mobile handset is of low price with features, then it increases customer satisfaction. If they are not present they do not cause customer dissatisfaction. Similarly F12 and F19 ie ‘internet’ and ‘high price’ are ‘reverse’ features. These features have the potential to cause some level of customer dissatisfaction, eliminating these would reduce customer dissatisfaction but do not increase customer satisfaction.

Taking all the respondents together it was found that to attract customers the mobile handset should never be designed to have a ‘high price’.

To satisfy male respondents any mobile handset should never be designed to have ‘high price’. Males prefer to have mobile handsets with lesser price and more features.

To attract female respondents the mobile handsets should not be heavy; the price must be lower with many features. ‘Internet’, ‘entertainment’, and ‘camera’ are not attractive for females.

Table 11: Male Respondent's Satisfaction/ Dissatisfaction on Mobile Handsets Features

Features No	Performance Features	Attractive	One Dimensional	Must be	Indifferent	Reverse	Questionable	Customer Satisfaction	Customer dissatisfaction
F_1	Weight	19	2	2	14	6	19	48.84	23.26
F_2	Message	11	0	4	28	13	6	19.64	30.36
F_3	Design	14	0	4	27	8	9	20.75	22.64
F_4	Screen size	10	0	3	38	4	7	18.18	12.73
F_5	Screen Brightness	15	0	2	33	7	5	26.31	15.79
F_6	Ring tones	15	0	2	37	6	2	25.00	13.33
F_7	Key size	11	0	4	42	5	0	17.74	14.525
F_8	Keypad function	16	0	2	23	7	14	33.33	18.75
F_9	Capacity	11	2	1	38	8	2	21.67	18.33
F_{10}	Organiser	7	1	2	41	9	3	13.33	20.00
F_{11}	Connectivity	6	2	4	40	7	16	13.55	22.03
F_{12}	Internet	5	-	5	20	16	9	10.87	45.65
F_{13}	Entertainment	8	1	4	30	10	7	16.98	28.30
F_{14}	Brand Name	9	1	3	31	11	19	18.18	27.27
F_{15}	Camera	6	3	1	21	12	3	20.93	37.21
F_{16}	Volume adjustment	14	2	3	34	6	7	27.11	18.64
F_{17}	Colour	14	1	3	33	4	4	27.27	14.54
F_{18}	Language setting	10	0	5	40	3	12	17.24	13.79
F_{19}	High price	7	2	13	12	16	12	18.00	62.00
F_{20}	Low price	9	15	10	14	4	10	46.15	55.77

Source: Estimates based on field survey, 2016

Table 12: Female Respondents Satisfaction/ Dissatisfaction on Mobile Handsets Features

Features No	Performance Features	Attractive	One Dimensional	Must be Indifferent	Indifferent	Reverse	Questionable	Customer Satisfaction	Customer dissatisfaction
F_1	Weight	11	2	0	8	5	12	50	26.92
F_2	Message	9	1	1	19	5	3	28.57	20.00
F_3	Design	9	0	2	21	5	1	24.32	18.92
F_4	Screen size	10	2	2	20	2	2	33.33	16.66
F_5	Screen Brightness	8	1	2	19	5	3	25.71	22.86
F_6	Ring tones	6	0	3	20	3	6	18.75	18.75
F_7	Key size	3	1	1	24	8	1	10.81	27.03
F_8	Keypad function	13	0	1	14	5	5	39.39	18.18
F_9	Capacity	1	1	1	30	4	1	5.40	16.22
F_{10}	Organiser	4	0	1	29	4	0	10.53	13.16
F_{11}	Connectivity	1	1	1	29	4	2	5.55	16.67
F_{12}	Internet	2	1	3	13	12	7	9.68	51.61
F_{13}	Entertainment	2	0	6	14	11	5	6.06	51.51
F_{14}	Brand Name	2	0	3	27	3	3	5.71	17.14
F_{15}	Camera	4	1	3	7	13	10	17.86	60.71
F_{16}	Volume adjustment	7	1	2	19	7	2	22.22	27.71
F_{17}	Colour	5	3	2	22	3	3	22.85	22.86
F_{18}	Language setting	4	1	4	26	2	1	13.51	18.92
F_{19}	High price	3	3	3	7	13	9	20.69	65.51
F_{20}	Low price	8	8	4	9	1	8	53.33	43.33

Source: Estimates based on field survey, 2016

Table 13: Satisfaction/Dissatisfaction on Mobile Handset Features to All

Features No	Performance Features	Attractive	One Dimensional	Must be Indifferent	Indifferent	Reverse	Questionable	Custom Satisfaction	Custom dissatisfaction
F_1	Weight	29	4	2	22	11	32	48.53	25.00
F_2	Message	18	2	5	47	19	9	21.98	28.57
F_3	Design	23	0	6	49	12	10	25.56	20.00
F_4	Screen size	18	3	5	58	5	11	23.59	14.61
F_5	Screen Brightness	24	0	5	49	13	9	26.37	19.78
F_6	Ring tones	20	0	5	56	10	9	21.98	16.48
F_7	Key size	14	1	5	66	13	1	15.15	19.19
F_8	Keypad function	29	0	3	36	13	19	35.80	19.75
F_9	Capacity	12	3	3	69	9	4	15.63	15.62
F_{10}	Organiser	11	1	3	70	12	3	12.37	16.49
F_{11}	Connectivity	7	3	4	69	12	5	10.53	20.00
F_{12}	Internet	7	1	6	31	33	22	10.26	51.28
F_{13}	Entertainment	11	1	9	44	21	14	13.95	36.04
F_{14}	Brand Name	13	1	5	57	14	10	15.56	22.22
F_{15}	Camera	10	3	4	28	25	30	18.57	45.71
F_{16}	Volume adjustment	21	3	5	54	12	5	25.26	21.05
F_{17}	Colour	19	4	5	53	9	10	25.56	20.00
F_{18}	Language setting	14	2	9	64	6	5	16.84	17.89
F_{19}	High price	10	6	15	19	29	21	20.25	63.29
F_{20}	Low price	18	24	12	23	4	19	51.85	49.30

Source: Estimates based on field survey, 2016

Conclusion

The results of the survey show that economy is the most influencing factor for the mobile subscribers. The manufacturers of mobile phones should consider this when designing mobile phones to attract all segments of the economy. To attract female customers the mobile handsets should not be heavy and the price must be low. To satisfy the customers, the mobile handsets should never be designed to be heavy and with high price. As majority of the customers are in the moderate-income group, the manufacturers should try to capture all income groups.

Suggestions

- Future researcher could generate bigger sample size, to analyse the problem in a more scientific approach.
- The positive and negative impacts of using cell phones could be studied covering the younger and senior citizens.
- A comparative analysis on the different types of cellphone sets on a macro level can give suitable suggestions to the manufacturers to improve their products.

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