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A STUDY ABOUT "THE CUSTOMERS PERCEPTION  
TOWARDS THE SERVICE QUALITY OF VODAFONE"  
IN MADURAI DISTRICT.



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### ABSTRACT

The Project entitled "A STUDY ABOUT "THE CUSTOMERS PERCEPTION TOWARDS THE SERVICE QUALITY OF VODAFONE" IN MADURAI DISTRICT is carried out with on objective to determine the consumer satisfaction on Vodafone service providers services in Madurai District and to find out the consumers mentality towards using the services. The research type used in this study is descriptive research. Data were collected by survey method though structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the consumer convenience sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage and Chi – Square Tests method used for analyzing the collected data.



**KEYWORDS :** *Promotions Price, Services Quality, Trust.*

### INTRODUCTION :

Vodafone is a mobile network operator headquartered in Newbury, Berkshire, England and UK. It is the largest mobile telecommunications network in the world by turnover and has a market value of about \$100 billion (December 2007). Vodafone currently has equity interest in 25 countries and Partner Networks (networks in which it has no equity stake) in a further 39 countries. The name Vodafone comes from Voice datafone, chosen by the company to "reflect the provision of voice and data services over mobile phones." In one of the biggest brand transition exercises in recent times. Hutch, India's fourth – largest mobile service provider will be renamed Vodafone. Vodafone is spending somewhere in the region of Rs.250 crore on this high – profile transition. Vodafone has acquired 67 per cent in Hutchison Essay from Hong – based Hutchison Whampoa, and completed the acquisition of Hutchison Essay in May 2007.

**OBJECTIVE:**

- To study the satisfaction level of the respondents towards the service provided by Vodafone.

**RESEARCH METHODOLOGY:**

Research adopted the descriptive research for the study. Research design is the basis of defining the research problem. The preparation of the design of the project is popularly known as research design. It was used in primary data was collected directly from the faculty through the questionnaire method. The probability Sample techniques are used to Simple random sampling and the sample size is 100 in this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas 5. High Satisfaction 4. Satisfaction 3. Neutral 2. Dissatisfaction 1. Highly dissatisfaction.

**REVIEW OF LITERATURE:**

The references for the literature review used for the problem in hand are as follows. Seth et al (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. Liu (2002) found that the choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other. Samuel (2002) observed that most of the respondents consider size, quality, assurance, convenience, empathy and tangibles. Liu (2002) found that the choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other. Samuel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

**BRAND LOYALTY:**

Jacoby (1971) suggests that Brand loyalty is the purchase response of an individual or consumer for one or more alternative brands over a time period deciding from a set of alternative Brands.

**BRAND LOYALTY:**

Aaker (1991) and Reichheld (1996) suggest that brand loyalty is become very much important

factor for marketers and consumer researchers. Study suggests that an organization which is having so many loyal customers will lead them to greater share and high profit (Buzzell et al., 1975), (Raj, 1985), and (Jensen and Hansen, 2006). Dick and Basu (1994) suggest that brand loyal customers will engage in positive word of mouth for company and even do not accept the marketing strategies of competitors.

#### PRICE:

According to Kotler and Armstrong (2010) price is one the important factor which plays a vital role in brand switching, price is that amount which consumer pays for any product or service, while purchasing or using of that product or service. If service providers charge price sensible and give the better services than it will create customer satisfaction and very less consumer will switch to another brand, because price fairness is an extremely significant concern that leads toward satisfaction (Martin et al., 2007). That's mean price has a positive impact on brand switching. If service provider charge high price than more consumers will switch to another brand (Hermann et al., 2007).

#### SERVICE QUALITY:

Service quality is defined as approach which can be known as the services received by customers as compared to expectations regarding it (Parasuraman et al., 1988). As Guatan and Chandhok (2011) suggest that Customers expectations and perceived performance having the direct relationship for the better experience of the perceived service quality. Service quality can measured through following factors:

- 1) Responsiveness.
- 2) Assurance.
- 3) Customer Perceived Network Quality.
- 4) Value Added Services.

#### TRUST:

Trust is considered as important factor to build the relationships among the customers and the organization. It is trust which makes customer closer to the organization (Morgan and Hunt, 1994). Trust is build when organization promises to provide the quality service to customers and it is successful to provide them that service quality then the trust is build. (Nawaz and Usman, 2011).

#### OBJECTIVES OF THE STUDY

##### Primary Objective:

1. To Study the brand switching attitude of present Vodafone customers in Madurai District.

##### Secondary Objective:

1. To Study the various factors motivating for switch over from one mobile service to Vodafone.
2. To know about the various services provided by the Vodafone.
3. To find out the various reasons for switching over towards Vodafone.
4. To provide valuable suggestion to the service provider.

#### METHODOLOGY OF THE STUDY:

The Survey research was used in this Study, Convenience sampling technique was employed in selecting the sample. For the purpose of the study a sample of 150 respondents were surveyed with the

help of structured questionnaire both open – ended and close – ended questions was used. The statistical tool used for the data analysis in the study is Simple Percentage, Chi – square Analysis and Weighted Average method.

**LIMITATIONS OF THE STUDY:**

- 1.Observations of a particular case cannot be universally applied to all instances.
- 2.The survey sample is only from industrial area of Madurai.
- 3.Unwillingness of the respondent to provide information properly.
- 4.For the sake of convenience the sample size was limited to 150.
- 5.The Parameters taken in the questionnaire might be insufficient to represent all the issues.
- 6.Time period is very short.

**ANALYSIS AND INTERPRETATION OF DATA:**

The results of the analysis of the collected data are presented below:

**Percentage Analysis:**

**GENDER OF THE RESPONDENTS**

Gender	No. of Respondents	Percentage
Male	105	70
Female	45	30
Total	150	100

**INFERENCE:**

It is noted from the above table inferred that majority 70% of respondents are male and 30% of the respondents are female. It is concluded that maximum number of respondents are male (70%).

**CHI – SQUARE ANALYSIS:**

- 1) Age Vs. Factor influencing Brand Switching
- 2) Age Vs. Factor influencing Brand Switching

Age	FACTORS INFLUENCING BRAND SWITCHING				
	Price	Service Quality	Brand Loyalty	Trust	Total
Below 25 years	8	19	14	1	42
26 – 35 years	9	6	1	0	16
36 – 45 years	15	28	11	4	58
46 years and above	15	11	5	3	34
Total	47	64	31	8	150

(H0) :	There is no significant relationship between Age and Brand Switching Factors.
(H1) :	There is significant relationship between Age and Brand Switching Factors.

Calculated X2 Value = 17.079  
 Table Value = 16.919  
 Significant level = Significant at 5% Level  
 Remarks = Significant

**INFERENCE:**

A comparison of the calculated value with that of the table value indicates that the calculated value is higher than the table value and it's significant at 5% level. So the null hypothesis is rejected. Hence, there exists a close significant relationship between Age and Brand switching factors.

**WEIGHTED AVERAGE METHOD:**

1) Ranking among – Factors influencing to switching the Brand.

S. No	Factors	Weighted Avg.	Rank
1.	Price	820	2
2.	Services Quality	910	1
3.	Brand Loyalty	779	3
4.	Trust	654	4

**INFERENCE:**

From the above table, it can be inferred that majority of the respondents have ranked the Service quality as a first factor to switch the brand.

**FINDINGS:**

- It is clear from the analysis that majority 64% of the respondents are switching the brand due to Services quality of the mobile network.
- It is found from the analysis that majority 47% of the respondents are switching the brand due to Price of the mobile network.
- It is noted from the analysis that majority 31% of the respondents are switching the brand due to brand loyalty of the mobile network.
- The respondents have ranked Service Quality (weighted Average score = 910) as First in respect to switch the brand.
- The respondents have ranked Trust (weighted Average score = 654) as Fourth in respect to Switch the brand.
- It is observed from the analysis, there exists close significant (Chi square value = 17.079) exists a close significant relationship between Age and Brand switching factors.
- It is inferred from the analysis, there exists close significant (Chi square value = 19.068) relationship between service provider to activate sim and the amount spent per month.

**SUGGESTIONS:**

- + The Maximum switch over are from Airtel and Vodafone shall Identify the reason and take at most care to retain them in Vodafone service and to extend its market.
- + Service provider should be provided with enough facilities in such a way that the sim cards are activated on the same day.
- + New Promotional Schemes should be added to the existing ones to attract the new customers and retain the existing users.
- + Vodafone may offer attractive postpaid schemes for enrolling their Prepaid Subscribers into Postpaid plan.
- + Significant details of the promotional activities should be given to service providers, since word of mouth communication is the best mean to reach the existing customers.

#### CONCLUSION:

This study was conducted to know the different factors which influence customers to switch brand in the network. The data was analysis and hypothesis has been developed on the basis of the ground theories. The survey has been conducted to know the effect of the different independent variables such as brand loyalty, price, trust and the Services quality on the dependent variable such as brand switching and hypothesis has been tested. The results suggest if there is high Services quality then brand switching will be less. So the cellular service providers have to understand the needs, wants and the expectations of the customers and then formulate appropriate strategies to focus.

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