"A STUDY ON CONSUMER BRAND LOYALTY AND CONSUMER SHIFT TOWARDS MOBILE SERVICE PROVIDERS WITH SPECIAL REFERENCE TO TATA DOCOMO SERVICES LTD"- A STUDY BY SAMPLE SURVEY METHOD

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ABSTRACT:

Indian Telecom industry is coming of age with the industry transforming from very few players like BSNL, VSNL, and MTNL to 47 players, Indian telecom industry became highly competitive with firms coming out with cost effective innovative schemes and implementing them at the cost of their profits. Due to cost effective and innovative schemes bombarding the market, the customer is induced to exhibit shift behavior. This paper helps us to study the brand loyalty and shift behavior of the customers towards mobile service providers, number of SIM cards each customer is holding, is customer happy with shifting, reasons for shifting and non-shifting and when does shift behavior really work out? This paper highlights shift behavior, in general and the shift behavior towards TATA DOCOMO in particular which is the finding of a research work by sample survey method.

INTRODUCTION:

The contribution of Indian telecom sector to the growth of India's economy is immense. It is directly contributing more than 1.5 per cent GDP of the country, and has a multiplier effect on growth because of connecting the people and business around it. The Indian telecom Industry is the second largest wireless market in the world with a total wireless subscriber base of 435 million. The Tele Services market in India is reaching maturity stage with 60 mobiles for 100 customers up to March, 2010. But still existing companies are coming with new plans, new tie-ups and also the market is still witnessing new entrants like Virgin Mobile, spice, Aircel and Uninor. This gives an indication that new players also can penetrate into the market only through grabbing the market share of others. With new players and existing players competing to retain or grab market share, each is coming out with innovative, cost effective schemes. So, one can presume that these schemes in turn would induce shift behavior among the customers. Hence the objectives of the study are:

OBJECTIVES OF THE STUDY:

1. To study the consumer loyalty towards mobile service providers (SIM card changing behavior).
2. To know the reasons for shifting /changing SIM cards.

3. To know on an average how many SIM cards are being used by consumer.
4. To know the latest preference of consumers regarding SIM cards
5. To study awareness of TATA DOCOMO services in the market.
6. To know the reasons for customers preference towards "TATADOCOMO".
7. To study the consumer perception of TATA DOCOMO services.

DATA ANALYSIS:

Profile of the Sample:

A sample of 250 mobile users based on convenience sampling are taken in the twin cities of Hyderabad and Secunderabad in May 2010. A questionnaire containing 28 questions was administered. The data generated was tabulated below. Data is analyzed using simple percentages to study the above objectives.

The sample consists of 145 (58 %) Male respondents and 105(42%) female respondents **gender wise**. **Occupation Wise** the respondents are divided into various categories like 14 (5.6%) respondents from Business, Services 51(20.4%), Students 156 (62.4%) respondents, House wives 4(1.6%) respondents. Retired Employees10 (4%) and Others 15 (6%) respondents. **Age wise** respondents are divided into various categories, with 45(18%) respondents belonging to below 20 age group, 157(62.8%) belonged to 21-30 age group,18 (7.2 %) respondents belonged to 31-40 age group, 15 (6%) belonged to 41-50 age group, 8 (3.2%) belonged to 51-60 age group and the remaining 7 (2.8%) respondents belonged to above 60 years. **Income wise,** 68.4% (162) respondents are having less then Rs.5000 income, 21.2% (53) respondents are in the income group of Rs.5001-15000, 5.6% (14) people are in the income level of Rs. 15001-30000, 1.6% (4) respondents belong to Rs.30001-45000 per month, 1.2% (3) respondents belong to Rs.45001-60000 group of income and 5.6% (14) respondents belong to more than Rs.60000 income group.

Table 1: Age Wise Response To Change The SIM cards

Age	Change the SIM card	Percentage	Don't change the SIM card	Percentage	Total	percentage
Below 20	16	15.4	29	19.9	45	18
21-30	76	73.1	81	55.5	157	62.8
31-40	5	4.8	13	8.9	18	7.2
41-50	4	3.8	11	7.5	15	6
51-60	2	1.9	6	4.1	8	3.2
Above 60 years	1	1.0	6	4.1	7	2.8
Total	104	100.0	146	100.0	250	100

From the above table, it is interpreted that only the respondents in the age group of 21-30 changed SIM cards more 76 (73.1%) and followed by 16 (15.4%) changed SIM cards in the age group of below 20 years

Table 2: Gender Wise Response To Change The SIM cards

Gender	Change the SIM card	Percentage	Don't change the SIM card	Percentage	Total	percentage

Male	68	65.4	77	52.7	145	58
Female	36	34.6	69	47.3	105	42
Total	104	100.0	146	100.0	250	100

From the above table, it is interpreted that only the male respondents 68 (65.4%) changed the SIM cards more when compared to female respondents 36 (34.6%).

Table 3: The Occupation Wise Response To Change The SIM cards

Occupation	Change the SIM card	Percentage	Don't change the SIM card	Percentage	Total	percentage
Business	4	3.8	10	6.8	14	5.6
Employees	9	8.7	42	28.8	51	20.4
Students	84	80.8	72	49.3	156	62.4
House wives	1	1.0	3	2.1	4	1.6
Retired Employees	2	1.9	8	5.5	10	4
Others	4	3.8	11	7.5	15	6
Total	104	100.0	146	100.0	250	100

From the above table it is observed that students 84 (80.8%) changed SIM cards more when compared to other occupations. Business Community 4 (3.8%) only had changed SIM cards.

Table-4: The Income Wise Response To Change SIM cards By The Respondents.

Income	Change the SIM card	Percentage	Don't change the SIM card	Percentage	Total	percentage
Less than 5000	72	69.2	90	61.6	162	64.8
5001-15000	26	25.0	27	18.5	53	21.2
15001-30000	3	2.9	11	7.5	14	5.6
30001-45000	1	1.0	3	2.1	4	1.6
45001-60000	0	0.0	3	2.1	3	1.2
More than 60000	2	1.9	12	8.2	14	5.6
Total	104	100.0	146	100.0	250	100

From the above table it is interpreted that 72(69.2%) respondents, whose income is less than Rs. 5000p.m. had changed more SIM cards and whose income group is Rs.5001-15000 p.m. 26(25.0%) respondents had changed more SIM cards when compared to other income group people.

Table-5: The Type (Company) Of Main Sim Card/ Additional Sim Card Held By Respondents

Company Name	Main Sim Card No. of Respondents	Percentage	Additional Sim card/ No. of Respondents	Percentage
Airtel	87	34.8	93	37.2
Idea	52	20.8	53	21.2
Vodafone	58	23.2	64	25.6
Tata Indicom	32	12.8	29	11.6
Aircel	12	4.8	14	5.6
Uninor	2	0.8	11	4.4
BSNL	27	10.8	28	11.2
Tata Docomo	15	6	53	21.2
Reliance	23	9.2	28	11.2
Others	3	1.2	13	5.2
*Total No. of SIM cards	311	124.4	386	154.4
Total Respondents	250	100	250	100

*** (Total more than 250 because of multiple responses)**

From the above table, it is found that 87(34.8%) of the respondents are using Airtel, 52(20.8%) Idea, 58(23.2%) Vodafone , 32(12.8%) Tata indicom, 12(4.8%) Aircel, 2(0.8%) Uninor, 27(10.8%) BSNL, 15(6%) Tata docomo, 23(9.2%) Reliance and 3(1.2%) are using other mobile services like virgin etc, it is also found that **as additional Sim Card** 93(37.2%) respondents are using Airtel, followed by 53(21.2%) Idea, 64(25.6%) Vodafone ,29(11.6%) Tata indicom, 14(5.6%) Aircel, 11(4.4%) Uninor, 28(11.2%) BSNL, 50(20%) Tata docomo, 28(11.2%) Reliance, 13(5.2%) are using other mobile services like virgin etc,.

Table-6: Changed SIM cards

Status	No. of Respondents	Percentage
Yes	104	41.6
No	146	58.4
Total	250	100

From the above table, it is revealed that 104(41.6%) respondents changed SIM cards and the remaining 146 (58.4%) did not change SIM cards.

Table-7: The Respondents Frequency Of Changing SIM cards

Period	No. of Respondents	Percentage
Every six months	9	8.7
Every month	7	6.7
Every year	27	26.0
*Others	61	58.7
Total	104	100.0

The above table, it is observed that 9 (8.7%) respondents changed SIM cards every six months, 7 (6.7%) every month, 27 (26.0%) every year, 61 (58.7%) of them changed – whenever there are offers, packages, schemes and very irregularly.

Table-8: The Number Of SIM cards Held By Respondents

No. of SIM cards	No. of Respondents	Percentage
One SIM card	139	55.6
Two SIM cards	65	26
Three SIM cards	23	9.2
Four SIM cards	11	4.4
Other	12	4.8
Total	250	100

The above table shows that 139 (55.6%) of the respondents are holding only one sim card, 65 (26%) two SIM cards, 23(9.2%) three SIM cards, 11 (4.4%) four SIM cards, and 12 (4.8%) of them are holding more than four SIM cards per head.

Table-9: The Holding Period Of Sim Card/Cards

Name of the	Period of holding SIM cards			
	0-1 year	1-2 years	2-3years	Above 3 years

SIM card	Number of people	percen tage	Number of people	percen tage	Number of people	percen tage	Number of people	percen tage
Airtel	**26**	**10**	**14**	**6**	**18**	**7**	**40**	**16**
Idea	**18**	**7**	**15**	**6**	**6**	**2**	**16**	**6**
Vodafone	**28**	**11**	**23**	**9**	**5**	**2**	**15**	**6**
Tata Indicom	**12**	**5**	**9**	**4**	**4**	**2**	**7**	**3**
Aircel	**14**	**6**	**1**	**0**	**0**	**0**	**0**	**0**
Uninor	**2**	**1**	**0**	**0**	**0**	**0**	**0**	**0**
BSNL	**7**	**3**	**5**	**2**	**3**	**1**	**13**	**5**
Tata Docomo	**53**	**21**	**0**	**0**	**0**	**0**	**0**	**0**
Reliance	**13**	**5**	**4**	**2**	**1**	**0**	**11**	**4**
Others	**6**	**2**	**0**	**0**	**0**	**0**	**0**	**0**
Total	**179**	**72**	**71**	**28**	**37**	**15**	**102**	**41**

*** (Total is more because of multiple responses)**

From the above table, it is observed that 179 (72%) of the respondents are holding the SIM cards for0-1 year, 71 (28%) from 1-2 years, 37 (15%) from 2-3 years, 102(41%) for more than 3 years. 40 (16%)of the respondents are holding Airtel for more time (above 3 years) and Tata Docomo and Uninor for fewer periods (less than 1 year).

Table- 10: Ranking Of Reasons For Changing SIM cards By The Respondents

Reasons	Ranks for reasons for changing the SIM cards by respondents									
	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Rank IX	Rank X
Week end offers, Schemes etc.,	**39**	**16**	**15**	**12**	**7**	**7**	**8**	**2**	**4**	**0**
Network Connectivity	**31**	**24**	**15**	**9**	**6**	**4**	**4**	**2**	**1**	**3**
On-Line Payment Service	**5**	**15**	**6**	**3**	**7**	**9**	**3**	**12**	**6**	**2**
Sms Packages	**30**	**26**	**18**	**13**	**6**	**5**	**6**	**4**	**2**	**1**

Poor Service Quality	**9**	**9**	**7**	**5**	**14**	**9**	**8**	**4**	**5**	**1**
High Call cost	**15**	**13**	**14**	**12**	**10**	**7**	**7**	**1**	**5**	**3**
Hidden Charges	**5**	**6**	**7**	**6**	**12**	**6**	**8**	**8**	**6**	**2**
Group offers	**9**	**7**	**6**	**11**	**9**	**5**	**7**	**8**	**6**	**3**
Best Tariff offer in the market	**7**	**11**	**8**	**6**	**6**	**9**	**6**	**10**	**11**	**4**
Others	**3**	**0**	**1**	**2**	**0**	**2**	**1**	**2**	**5**	**27**

***(Total will be more because of multiple responses from the respondents)**

From the above table, it is observed that the respondents reasons for changing simcards are ranked from one to ten .

For week end offers& schemes, 39 of the respondents have given 1st rank, 16 persons ranked 2nd, 15 ranked 3rd and so on…**For network connectivity**, 31 respondents ranked 1st for 24 of them ranked 2nd and 15 ranked 3rd. **For On-line Payment**, 15 respondents had given 2nd rank and 12 ranked 8th. **For Sms packages** 30 respondents ranked 1st and 26 of them given 2nd 18 had given 3rd. F**or poor quality of service** 14 respondents had given 5th rank and 9 respondents had given 1st, 2nd and 6th rank. **For high call cost** 15 respondents ranked 1st, 13 ranked 2nd and 14 ranked 3rd. F**or hidden charges** 12 respondents had given 5th rank, 8 of them ranked 7th&8th. **For group offers** 11 respondents ranked 4th, 9 people ranked 1st &5th. F**or best tariff offer in the market** 11 respondents ranked 2nd&9th, 10 people ranked 8th. **For other reasons for changing SIM cards,** 27 respondents ranked 10th.

Table-11: Ranking Of Reasons For Not Changing Simcards

Reasons	**Ranks for reasons for not changing the SIM cards**									
	Rank I	**Rank II**	**Rank III**	**Rank IV**	**Rank V**	**Rank VI**	**Rank VII**	**Rank VIII**	**Rank IX**	**Rank X**
	No. of respondents									
Loosing Connectivity with friends	**72**	**40**	**18**	**10**	**6**	**6**	**3**	**5**	**4**	**4**
Price sensitivity	**14**	**21**	**14**	**14**	**16**	**9**	**10**	**8**	**4**	**5**
Brand loyalty	**27**	**39**	**20**	**13**	**7**	**5**	**5**	**5**	**5**	**3**
Same network benefits	**14**	**18**	**19**	**19**	**15**	**16**	**7**	**1**	**5**	**5**
Quality	**34**	**18**	**20**	**23**	**11**	**10**	**7**	**3**	**2**	**4**
Better Connectivity	**31**	**20**	**18**	**16**	**21**	**14**	**9**	**1**	**2**	**2**

Packages, Schemes	**12**	**8**	**17**	**12**	**11**	**11**	**16**	**15**	**7**	**6**
On-Line Payment of Bill	**4**	**3**	**2**	**3**	**7**	**9**	**10**	**10**	**13**	**14**
Group offers	**5**	**12**	**4**	**11**	**6**	**9**	**7**	**17**	**15**	**11**
Sms packages	**16**	**8**	**16**	**11**	**13**	**12**	**11**	**8**	**13**	**17**
Other reasons	**2**	**2**	**2**	**0**	**2**	**2**	**2**	**6**	**6**	**17**

(Total will be more because of multiple responses from the respondents

From the above table, it is interpreted that

For the reason loosing connectivity with friends for not changing simcards, 72 respondents had ranked 1st, 40 ranked 2nd and 18 ranked 3rd. **For price insensitivity,** 21 respondents ranked 2nd and 14 ranked 1st, 3rd and 4th. **For brand loyalty,** 39respondents ranked 2nd, 27 ranked 1st and 20 ranked 3rd. **To the reason of same network benefits**,19 respondents ranked 3rd and 4th, 18 ranked 2nd. **. For Quality,** 34 ranked 1st, 18 ranked 2nd and 20 ranked 3rd .**For packages and schemes,** 17 respondents ranked 3rd ,16 ranked 7th and 12 ranked 1st &4th. F**or better connectivity of the present sim card,** 31 ranked 1st**, 20** ranked 2nd and 18 ranked 3rd. **For On-line payment of bills,** 10respondents ranked 7th &8th. **For group offers,** 12 ranked 2nd and 11 people ranked 4th and 10th. **For Sms packages**, 16 respondents ranked 1st and 3rd and 13 respondents ranked 5th .

Table-12: The Service Satisfaction Of The Present SIM Card/Cards Of Respondents

Name of the SIM card	Yes	percentage	No	percentage
Airtel	**95**	**38**	**8**	**3.2**
Idea	**47**	**18.8**	**9**	**3.6**
Vodafone	**65**	**26**	**12**	**4.8**
Tata Indicom	**20**	**8**	**5**	**2**
Aircel	**10**	**4**	**3**	**1.2**
Uninor	**1**	**0.4**	**2**	**0.8**
BSNL	**22**	**8.8**	**7**	**2.8**
Tata Docomo	**33**	**13.2**	**20**	**8**
Reliance	**30**	**12**	**3**	**1.2**
Others	**5**	**2**	**2**	**0.8**

(Total will be more because of multiple responses from the respondents)

From the above table, it is observed that, 95(38%) respondents are satisfied with the services of Airtel and 8(3.2%) are not satisfied. 47(18.8%) are satisfied for Idea and 9(3.6%) are not. 65(26%) satisfied with Vodafone, and 12(4.8%) are not satisfied. 20(8%) satisfied with Tata Indicom and 5(2%) are not. 10(4%) are satisfied with Aircel, and 3(1.2%) are not. 1(0.4%) are satisfied with Uninor and 2(0.8%) are not satisfied. 22 (8.8%))of the BSNL customers are satisfied and 7(2.8%) are not. 33(13.2%) are satisfied with Tata Docomo and 20(8%) are not. 30(12%) of reliance are satisfied and 3(1.2%) are not. 5(2%) respondents are satisfied with other mobile services and 2(0.8%) are not.

Table-13: The Reasons For Service Dissatisfaction Of The Present SIM Card/Cards Of Respondents

Reason for the dissatisfaction	No. of respondents	percentage
Net work problem	58	23.2
connectivity	19	7.6
Lack of response from customer care	17	6.8
High call cost	28	11.2
Hidden charges	22	8.8
Other reasons	12	4.8

It is observed from the above table , that 58(23.2%) are not satisfied with the present sim card because of bad net work and bad signals , 19 (7.6%) because there is no connectivity and 17 (6.8%) due to lack of response from customer care, 28(11.2%) for High call cost, 22(8.8%) for hidden charges of the mobile companies, 12(4.8%) of the respondents are not satisfied due to other reasons.

Table-14: The Preferences Of SIM cards, If Respondent's Want To Change The Present SIM Card

Name of the SIM card	No. of respondents	percentage
Aircel	21	9.3
Idea	14	6.2
Tata docomo	57	25.1
Airtel	50	22.0
Vodafone	32	14.1
Uninor	9	4.0
BSNL	22	9.7
Reliance	7	3.1

Others	**15**	**6.6**
Total	**227**	**100.0**

It is observed from the above that in case, if the respondents want to shift/ change to other mobile services their preference is 21(8.4%) want to shift to Aircel. 14(5.6%) for Idea, 57(22.8%) to Tata Docomo, 50(20%) to Airtel, 32(12.8%) to Vodafone, 9(3.6%) to Uninor, 22(8.8%) to BSNL, 7(2.8%) to Reliance and 15 (6%) want to shift to other mobile service providers.

Table-15: The Awareness Of And Willingness To Shift To Tata Docomo Mobile Services

Awareness	No. of respondents Awareness	Percentage	No. of respondents Willing to shift	Percentage
Yes	**215**	**86**	**93**	**37.2**
No	**35**	**14**	**157**	**62.8**
Total	**250**	**100**	**250**	**100**

It is observed from the above that 215 (86%) of the respondents are aware of Tata Docomo mobile service providers and 35 (14%) are not aware of Tata Docomo services. It is also observed that 93 (37.2%) are willing to shift to Tata Docomo mobile service providers and 157 (62.8%) are not willing to shift.

Table-16: The Source Of Awareness Of Tata Docomo Mobile Services

Source of awareness	No. of respondents	Percentage
Friends	**71**	**28.4**
Relatives/Family members	**27**	**10.8**
Word of mouth	**17**	**6.8**
Advertisements /pamphlets	**149**	**59.6**
Messages from service providers	**12**	**4.8**

From the above table it is observed that 71(28.4%) respondents came to know about Tata Docomo from friends. 27(10.8%) from Relatives and family members. 17(6.8%) from word of mouth. 149(59.6%) from Advertisements and pamphlets. 12 (4.8%) of the respondents know from messages from service providers.

Table-17: The Respondents Reasons For Shift To Tata Docomo Mobile Services

Reasons for shift	No. of respondents	Percentage
Good offers/schemes/packages	71	76.3
Good network/connectivity	14	15.1
Good customer care	6	6.5
Others	2	2.2
Total	93	100.0

From the above table, it is observed that, out of 93 respondents who are interested to shift to Tata Docomo, out of them, 71 (76.3%) for good offers/schemes/packages. 14 (15.1%) because of good network and connectivity. 6(6.5%) due to good customer care services. 2(2.2%) are wanted to shift because of other reasons.

Table-18: The Satisfaction Of Customers Of Tata Docomo Mobile Services

Satisfaction of Respondent	No. of respondents	Percentage
Yes	33	62.3
No	20	37.7
Total	53	100

From the above table, it is observed that 33 (62.3%) of the customers of Tata Docomo are satisfied with the services of the company and the product, whereas, 20(37.7%) of the customers are not satisfied with the quality of the services and also with the product.

Table-19: The Respondent's Reasons For Satisfaction Of Tata Docomo Mobile Services

Reasons for holding	No. of respondents	Percentage
Good offers/schemes/packages	40	16
Good network/connectivity	14	5.6
Good services/customer care	3	1.2
Same network benefits	3	1.2
Others	4	1.6
Total	64	25.6

From the above, it is observed that 40 (16%) are holding Tata Docomo for good offers/schemes/packages. 14(5.6%) for good network/connectivity. 3 (1.2%) for the reason that good service and customer care is provided. 3(1.2%) for same network benefits. 4(1.6%) respondents are holding for other reasons.

Table-20: The Respondent's Suggestions To Improve The Services Of Tata Docomo Mobile Services

Suggestions	No. of Respondents	Percentage
Improvement in network/signals/connectivity/clarity	111	44
Improve quality of customer care service	13	5
Better Sms offers to be provided	19	8
Improve availability of recharge coupons	20	8
Presently Working Better	2	1
Suitable to only less talking people	10	4
Talk time should be increased	12	5
Introduction of Internet, Night Balance ,Group calling	16	6
To increase band width	2	1
Introduce benefit cards (one month to one year)	2	1
Improve Advertisements/ marketing strategies	5	2
STD/ISD plans should be improved	20	8

From the above table, it is observed that 111 (44%) of the respondents had given suggestion to improve network, signals, clarity, and connectivity for Tata docomo mobile service providers. 13 (5%) of the respondents suggested to improve the quality of customer care services. 19 (8%) suggested to provide better SMS offers. 20 (8%) suggested to improve the availability of recharge coupons and top-up cards. 10 people suggested that Tata Docomo is useful only to those who talk for very less time (seconds). 12 respondents suggested to improve talk time offers. 16 respondents suggested internet, night calling discount , group calling, and multi-media offers. 2 people asked to improve band width 2 respondents suggested introducing benefit cards (business). 5 respondents suggested improving marketing and advertising strategies. While 20 of the respondents suggested to improve even STD/ISD plans of Tata Docomo.

FINDINGS:

- Out of 104 (41.6%) respondents who had changed sim cards, 84 (80.8%) are students in the age group of 21-30. Business Community 4 (3.8%) in the age group of 41-50 and 50 above had changed SIM cards. Shift behavior is more rampant among student community and least among business people as business people want to be more connected because of their business network.

- 2 Male respondents 68 (27.2%) changed SIM cards more than female respondents 36 (14.4%).
- The respondents 72 (28.8%), with income less than Rs. 5000p.m. changed Sim Cards and in the income group of Rs.5000-15000 p.m. 26 (10.4%) respondents changed SIM cards when compared to other income group people. So it is interpreted that the people whose income is less change SIM cards.
- 87(35%) respondents are using Airtel SIM cards followed by Vodafone58 (23.2%), followed by Idea mobile service providers 52 (21%).
- The respondents who change SIM cards frequently are 104 (42%), and those who do not change are 146 (58%).
- Out of 250 respondents, 104 (42%) respondents who change sim cards, (27) 26% of them change SIM cards every year. 9 (9%) every six months and 7 (7%) change every month. The Respondents who change SIM cards every month and every six months are students whose age group is between 21-30years.
- 61 (59%) of the respondents changed SIM cards because of good offers, schemes, packages in the market.
- 139 (56%) respondents held one sim Card. 65 (26 %) held Two SIM cards. Three SIM cards are there with 23 (9%) of the respondents. 11 (4.4%) are holding four SIM cards and the remaining 12 (4.8%) are holding more than four SIM cards per head.
- It was found that the additional SIM cards held by respondents are (93)37.2% respondents are holding Airtel, (64)25.6% respondents are having Vodafone, (53)21.2% are holding Idea and (53)21.2% respondents are holding Tata Docomo mobile services.
- Airtel mobile services are being used by 40 (16%) respondents for more than 3 years. 26 (10%) respondents from one year. 14 (6%) respondents from 2 years and 18 (7%) respondents from 3 years.
- 53 (21%) respondents are using Tata Docomo mobile services for 0-1 year.
- The reasons for changing SIM cards are network connectivity, week end offers, schemes, Sms packages and Poor quality of service providers.
- It is found that the reasons for not changing SIM cards are losing connectivity with friends, brand loyalty satisfaction with present service, same network benefits and Sms packages of present SIM cards.
- The main SIM card satisfaction level is more for Airtel 95 (38%) respondents, followed by Vodafone 65 (26%) respondents, followed by Idea 47 (18.8%) respondents, followed by Tata Docomo 33 (13.2%) respondents and followed by reliance 30 (12%) respondents.
- .57 (23%) of the respondents have shown their willingness to shift towards Tata Docomo, incase if they want to change. 50 (20%) people want to shift to Airtel.
- It was found that 215 (86 %) of respondents are aware of Tata Docomo mobile services and Remaining 35 (14 %) respondents are not aware of Tata Docomo.
- 149 (60%) of the respondents, who are aware of Tata Docomo, are through the Advertisements and pamphlets, 71(28%) through friends, 27(11%) through relatives and family members and remaining 17 (6.8%) through word of mouth.
- The respondents who are willing to shift to Tata Docomo are 93(37.2%) of the sample and the rest 157 (62.8%) does not want to shift to Tata Docomo.
- 33(62.3%) customers of Tata Docomo are satisfied and 20 (37.7%) are not satisfied.
- 56 (22.4%) suggested to improve network and connectivity. so it is concluded that the majority is dissatisfied with network of Tata Docomo. 12 (4.8%) felt that the tariff plan offered by Tata Docomo is also offered by many companies offers and prices. 15 (6%) opinioned that there is lack of response from customer care centre, and 6 (2.4%) had given other reasons for dissatisfaction like STD/ISD rates, internet and Sms offers.

SUGGESTIONS:

The following are the suggestions given to **TATA DOCOMO Mobile services** based on the above study:

- Any offer plan would work out only when the other services like network, connectivity is good. Hence, it is suggested that the Network of Tata Docomo should be improved first so that offers from Tata Docomo will become successful.
- Today's customers are using mobile phones for calls and Sms services. Other mobile service providers are providing both. So, Tata Docomo's offers should be extended to the SMS offers also.
- Offers will be diffused only when supply matches the demand. So, recharge coupons should be made more available in the market.
- Customer care services do not mean disturbing the customers very often. Frequent calls from customer care executives should be minimized as they may call at odd times. Awareness about various offers should be done through SMS rather than disturbing the customers through calling.
- In general, every customer has friends or relatives or contacts at the national or international level. Hence, offers should also be extended to STD/ISD plans. Should focus on business cards or benefit cards to the business class of customers
- Provision like number portability to various service providers should be provided. Tata Docomo should be a pioneer in giving this facility in Andhra Pradesh.
- The present offer (1 paisa/1second) is suitable for those who talk for very less time on mobile; it should also come out with plans for those who talk more on mobile phones.
- Network, connectivity should be improved in rural areas. Sudden disconnectivity, late connectivity should be answered.
- Voice Cracking is more in rural areas, so companies should focus on this aspect.
- They should adopt clear billing for post-paid services.
- When inadvertent activation of hello tunes, ring tones, cricket alerts, sms alerts happens a quick deactivation facility should be facilitated

CONCLUSIONS:

From the study, the tabulated results revealed that there is more shift behavior among the age group of 21-30. The brand loyalty among mobile users above 40 years is more. It is also revealed that there is more than one SIM card per head as well as per house hold. The reasons for brand loyalty are good network, connectivity, good customer care services, offers, schemes and packages. The reasons for shift are poor connectivity, poor network, high call charges and hidden costs. From the above study it is understood that many respondents want to shift to Tata Docomo if it is providing good network in rural areas and inside the buildings. Many respondents are waiting for number mobility. Many respondents opined that the Tata Docomo plans were not new as many new entrants are coming out with much better plans so it should focus not only on new offers but also focus on network connectivity in all the areas. In spite of attractive plans, packages, schemes Tata Docomo is not making its mark because of network problem and loosing signals in between the calls and poor connectivity. So, from the above study it can be concluded that reducing call charges from minute pulse to seconds pulse may attract the customers but this plans will not retain the customers to stay with the same service provider. .So, Tata Docomo should focus first on the basic expectations of the customer then it can focus on other things like call charges, Sms offers and so forth.

Sample survey method is found fruitful in this study.

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