

**A STUDY ON CUSTOMER PREFERENCES
TOWARDS MOBILE NETWORK SERVICE
PROVIDERS**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

SAVITHRA. S

39740035



BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited With Grade “A” by NAAC |12B Status by UGC

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Jeppiaar nagar, RAJIV GANDHI SALAI,

CHENNAI-600119.

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Accredited with "A" grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119
www.sathyabama.ac.in



SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SAVITHRA. S (39740035)** who has done the project work entitled **A STUDY ON CUSTOMER PREFERENCES TOWARDS MOBILE NETWORK SERVICE PROVIDERS** under our supervision from December 2021 to April 2022..

DR. VELUMONI

Internal guide

External Guide

Dr. BHUVANESWARI .G

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

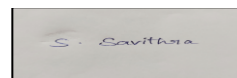
External Examiner

DECLARATION

I **SAVITHRA. S (39740035)** hereby declare that the Project Report entitled "**A STUDY ON CUSTOMER PREFERENCES TOWARDS MOBILE NETWORK SERVICE PROVIDERS**" done by me under the guidance of Dr. D. VELUMONI, MBA, MPhil, PhD School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: Chennai

A rectangular box containing a handwritten signature in cursive script that reads "S. Savithra".

Signature of the Student

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to **Board of Management of SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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S. SAVITHRA

ABSTRACT

A research study was conducted with an objective to understand the Indian consumers' perception choice in selecting cellular mobile telecommunication service providers. Consumers' perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes. A structured questionnaire was developed to collect the required primary data from the consumers.

The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows communication and price were most influential and most preferential factors in selecting telecommunication service provider. However, product quality and availability has a significant impact on consumer perception choice in selecting cellular mobile service provider.

Key Words: Mobile services, customer preferences, customer satisfaction, Chennai city.

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CHAPTER - 1

INTRODUCTION

Mobile, wireless or cellular phone - a portable, handheld communications device connected to a wireless network that allows users to make voice calls, send text messages and run applications. India is the fastest growing mobile phone market in the world.

The booming telecom industry has been attracting large amount of investments in the country. A mobile service provider (MSP) is a company that offers transmission services to users of wireless devices (smart phones and tablet PCs) through radio frequency (RF) signals rather than through end-to-end wire communication. The Indian telecom market is regulated by Telecommunication Regulatory Authority of India (TRAI) which acts as an independent regulator was set up in 1997 by the Indian Government.

The mobile service first operator in India is the state-owned incumbent BSNL. Subsequently, after the Telecommunication policies were revised to allow private operators, companies such as Vodafone Idea, Bharti Airtel, Jio have entered the space in India. Mobile service providers have their own plans, policies, packages and corresponding rates. Although they are offered by various companies, they have only one common purpose. And that is to provide people with telecommunication services so that they could maintain good conversations either for personal purposes or for business reasons.

It is consumers' task to think about as to which company can provide him the best service. Consumers demand a mobile phone service provider who offers the widest selection of features and excellent customer service and avoids hidden charges.

STATEMENT OF RESEARCH PROBLEM

At present, the demand for mobile phone is increasing. There are many players in the mobile phone industry. To market their services, every company is adding many new features. The subscribers are provided with various schemes of mobile phone services. And the market for mobile phone has become very competitive. There is cut throat competition between private players and public sector undertakings such as Bharat Sanchar Nigam Ltd. (BSNL). Due to poor area coverage, many mobile phone industries lost their market. Non-existence of towers in rural areas resulted in a great loss for many mobile phone industries. In this backdrop, an in-depth study on the mobile phone services throws insight into their strengths and weaknesses of factors, may suggest enhancements in appropriate areas for better functionality and/or serviceability.

OBJECTIVES OF THE STUDY

1. To study the prominent factors which influence the choice of mobile service provider.
2. To find out customer satisfaction towards various mobile network service providers.
3. To find out which service provider influences more customers.
4. To offer suggestions to solve the problems.

SCOPE OF THE STUDY

The main aim of the study is to establish a platform to examine the customer preferences for the selected mobile networks. The study also extends to understand the factors influencing to use the particular mobile network service.

RESEARCH METHODOLOGY

The study is conducted among customers aging between 18-30 which are mostly students to infer their consumption of different mobile network service providers. The study is conducted through distribution of questionnaires online and a total of 70 responses were collected.

The study has used both primary data and secondary data.

Primary data : The primary data has been collected through random sampling, from the sample respondents through the schedule with the help of a questionnaire which was distributed online.

Secondary data : The secondary data has been collected from standard reference book and various websites.

Tools used for analysis : The tools for data analysis are tables, and pie charts.

Limitations of the study :

- 1.This study is limited to 70 respondents . So findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
2. The Study also restricts itself to the geographical area of the city Chennai.
3. Qualitative research & physical in-depth interview cannot be conducted due to on-going global pandemic Covid 19.

CHAPTERISATION SCHEMES

Chapter 1 :INTRODUCTION

The first is the introduction chapter. It includes a brief introduction of the topic, significance of the study, statement of the problem, objectives of the study, scope of the study, research methodology and limitations of the study.

Chapter 2 : REVIEW OF LITERATURE & THEORETICAL FRAMEWORK

This is the second chapter that explains the theoretical basis of the study and contains the survey of available literature pertaining to the study.

Chapter 3 : COMPANY PROFILE

This chapter explains about the details of the various companies and the industry.

Chapter 4 : DATA ANALYSIS & INTERPRETATION

This is an important chapter on the study because it deals with the interpretation and analysis of the topic. The tool used for the analysis is percentage analysis.

Chapter 5 : FINDINGS, SUGGESTIONS & CONCLUSIONS

This is the last chapter on the project. This includes the findings which derived from the analysis of the primary data. It also includes the conclusions made and suggestions on the study conducted.

CHAPTER - 2

LITERATURE REVIEW

REVIEW OF LITERATURE

- **Kumar Ratnesh and AmitKansal (2013)** have studied the Indian telecom industry by concentrating on mobile service providers, and observed that there is high competition among the players in the industry. All the players were giving special offers and schemes as per the market conditions to maximize their subscriber base. Competition in telecom industry was heating up, now it's time for Indian telecom players to align up in the new dynamic business environment. According to the results, the most important determinants for consumers' satisfaction and their foster recommendation (positive word of mouth) to others were Customized VASs, Convenience, Network Coverage and Call tariff.

- **Leo Franklin L. and Ambika S. (2015)** conducted a comparative study on Customer Preference of Mobile Service Providers with Selected Service Providers. They have stated that there is a stiff competition prevailing among the service providers. Since there is a marginal difference between the services rendered by the cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on convenience. They have realized that it is very essential for the mobile service provider to understand the customer preferences and the influence of various demographic variables behind that influence. They have compared the customer preference on mobile communication with reference to service provided by private and public sector.

- **Katleho E. Thokoa and Kalebe M. Kalebe (2015)** conducted a study on "Students' Satisfaction with Mobile Phone Services at National University of Lesotho". They have selected the sample of 100 students of National University of Lesotho using non-probability convenience sampling technique. Their results showed that the students to the extent of 37 per cent of the samples

- have switched from their first service provider to another. Higher call charges and poor network quality were the major reasons for switching from one service network provider to another.
- **Arun Prasath R. and Vijayadurai J. (2016)**, in their study on 'A Study on Consumer Attitude towards mobile Phone Service Providers in Tamil Nadu' examined the consumers' attitude towards various services offered by mobile service provider. They found that prepaid SIM card was bought by majority of the respondents. Value added services in Airtel and Vodafone have satisfied the respondents to a great extent.
- **Zafar (2013)** examines the impact of the mobile service attributes like call rates, service quality, service availability; promotion and brand image of both the gender's purchasing decision. The result reveals that the male and female consumers have different preference in making the purchase decision to the avail mobile service. The study also discovers that the female consumers are tough to satisfy than the male consumers.
- **Raj Kumar Paulrajan and Harish Rajkumar (2011)** in their study examine the perception choice in selecting the cellular mobile telecommunication service providers. The result of the study indicates that in selecting the telecommunication service provider, communication and price has a significant impact in choice of the consumer preference nevertheless the product quality and availability has a significant impact in selecting the mobile telecommunication service provider.

CHAPTER - 3

COMPANY PROFILE

BHARTI AIRTEL



Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. It is headquartered in New Delhi, India. The company ranks amongst the top three mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long-distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce.

- Operations in 16 countries across Asia and Africa
- Customer base of >342 million in India
- Total wireless and wireline subscriber base stood at 198.23 million and 3.54 million, respectively, as of July 2021
- Consolidated total income stood at Rs. 1,006,158 million (US\$ 3.65 billion) in FY21
- Connecting India's leading 1,000+ corporate

JIO



Reliance Jio Infocomm Limited, doing business as Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Jio consists of powerful broadband networks, useful applications, best-in-class services and smart devices distributed to every doorstep in India. Jio's media offerings include the most comprehensive libraries and programmes of recorded and live music, sports, live and catch up television, movies and events. Jio is about creating connected intelligence for 6 billion global minds to unleash the power of a young nation. The three-pronged focus on broadband networks, affordable smartphones and the availability of rich content and applications. Today, Jio is capable of offering a unique combination of telecom, high speed data, digital commerce, media and payment services.

- Third largest telecom-operator in India
- 426.2 million subscribers until FY21
- Total wireless and wireline subscriber base stood at 443.61 million and 3.47 million, respectively, as of July 2021.
- Lowest call drops in the country
- Net profit stood at Rs. 3,508 crore (US\$ 472.54 million) in the fourth quarter of FY21

VODAFONE IDEA



Vi or Vodafone Idea Limited is an Indian telecom operator with its headquarters based in Mumbai and Gandhinagar. It is a pan-India integrated GSM operator offering 2G, 3G, 4G, 4G+, VoLTE, and VoWiFi service.

On 31 August 2018, Vodafone India merged with Idea Cellular, to form a new entity named Vodafone Idea Limited.

On 7 September 2020, Vodafone Idea unveiled its new brand identity, 'Vi' which involves the integration of the company's erstwhile separate brands 'Vodafone' and 'Idea' into one unified brand.

As per to the latest data published by the telecom regulator TRAI, Vi had the lowest upload speed of 0.28 Mbps speed in May 2021.

- As of 31 October 2021, Vi has a subscriber base of 269.03 million, making it third largest mobile telecommunications network in India and 10th largest mobile telecommunications network in the world.

Bharat Sanchar Nigam Limited (BSNL)



Bharat Sanchar Nigam Limited (BSNL) is a technology-oriented company Incorporated on September 15, 2000 and provides all types of telecom services namely telephone services on wireline, wireless local loop (WLL) and mobile, broadband, internet, leased circuits and long-distance telecom service. The company has been in the forefront of technology with 100% digital technology switching network. BSNL's nation-wide telecommunications network covers all district headquarters, sub-divisional headquarters, Tehsil headquarters and almost all the block headquarters. As of April 2019, it had about 29.63-million-line basic telephone capacity, 1.39 million WLL capacity, 114.62 million GSM capacity, 31,611 fixed exchanges, 1,46,172 GSM BTSs, 95 Satellite Stations, 8,49,990 route kilometre (RKm) of OFC, 2,548 RKm of microwave network.

- 100% government owned Public Sector Undertaking
- Workforce of around 186,000
- Total wireless and wireline subscriber base stood at 17.89 million and 5.83 million, respectively, as of July 2021.
- Total income stood at Rs. 876,144 lakh (US\$ 1.19 billion) in the first half of FY21

INDUSTRY PROFILE

In the last ten years, the mobile revolution has truly changed the socio-economic landscape of India and played a pivotal role in the growth and development of the economy. According to Cellular Operator Association of India (COAI), India ranks between the top ten telecom network in the world and the second largest in Asia. India is also one of the fastest growing markets in mobile communications. Telecom Regulatory Authority of India's report on Telecom Services Performance (TRAI, 2010) indicates cellular mobile subscriber base touching 635.71 million in June 2010. Growth in India's mobile telephone sector has been nothing short of spectacular in the past few years, aided by higher subscriber volumes, lower tariffs and falling handset prices. India is home to a number of global mobile operators working with local companies and mobile market has consistently experienced very high annual growth rates with the continuous decline in tariff.

MARKET SIZE

India is the world's second-largest telecommunications market. The total subscriber base, wireless subscriptions as well as wired broadband subscriptions have grown consistently. Tele-density stood at 85.91%, as of December 2021, total broadband subscriptions grew to 792.1 million until December 2021 and total subscriber base stood at 1.18 billion in December 2021.

Gross revenue of the telecom sector stood at Rs. 64,801 crore (US\$ 8.74 billion) in the first quarter of FY22.

The total wireless data usage in India grew 16.54% quarterly to reach 32,397 PB in the first quarter of FY22. The contribution of 3G and 4G data usage to the total volume of wireless data usage was 1.78% and 97.74%, respectively, in the third quarter of FY21. Share of 2G data usage stood at 0.48% in the same quarter.

Over the next five years, rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses.

ROUST DEMAND

- In India, the total subscriber base stood at 1178.41 million in December 2021.
- Tele-density of rural subscribers reached 44.40% in December 2021. From around 4,200 petabytes in 2018, India's overall wireless internet data usage has increased by almost 7x to 32,397 petabytes in 2021.
- Also, India is one of the biggest consumer of data worldwide. As per TRAI, average wireless data usage per wireless data subscriber was 11 GB per month in FY20.

POLICY SUPPORT

The Union Cabinet approved Rs. 12,195 crore (US\$ 1.65 billion) production-linked incentive (PLI) scheme for telecom & networking products under the Department of Telecom. On October 14, 2021, 31 companies comprising 16 MSMEs and 15 Non-MSMEs (eight domestic and seven global companies) have been approved under the Production-linked Incentive (PLI) Scheme. To drive the development of 6G technology, the Department of Telecommunications (DoT) has developed a sixth generation (6G) innovation group.

INCREASING INVESTMENTS

- In Union Budget 2022-23 the Department of Telecommunications was allocated Rs. 84,587 crore (US\$ 11.11 billion). Revenue expenditure was allocated 36% and capital expenditure 64%.
- FDI inflow in the telecom sector stood at US\$ 38.25 billion between April 2000-December 2021.

CHAPTER - 4

DATA ANALYSIS & INTERPRETATION

4.1 GENDER OF RESPONDENTS

GENDER	No. Of Respondents	% of Respondents
Female	28	39%
Male	42	61%
Total	70	100%

Table 4.1

Gender:

70 responses

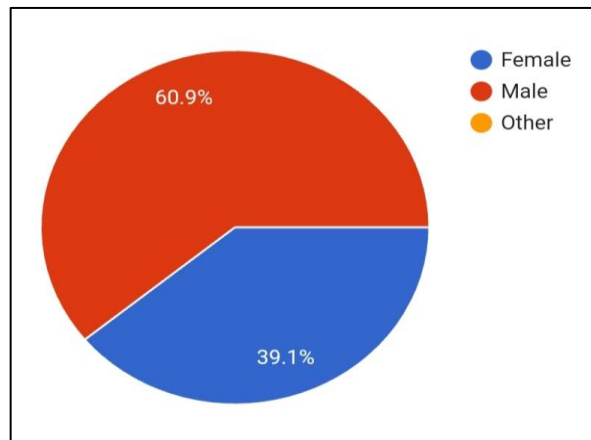


Chart 4.1

INTERPRETATION

- The primary data is collected from a total of 70 respondents
- 39% of the respondents are female
- 61% of the respondents are male

4.2. AGE GROUP OF RESPONDENTS

AGE GROUPS	No. of respondents	% of respondents
Below 20	28	39%
20 - 25	33	47%
26 - 30	7	11%
Above 30	2	3%
Total	70	100%

Table 4.2

Age Group:
70 responses

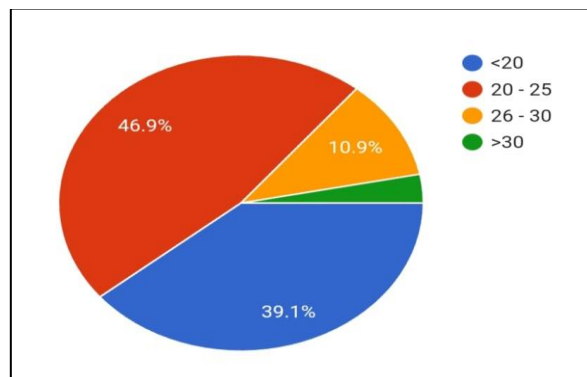


Chart 4.2

INTERPRETATION

- 47% of the respondents are in age group of below 20 - 25 years
- 11% of the respondents are in age group of 26 - 30 years
- 39% of the respondents are aged below 20 years
- 3% of the respondents are aged above 30

4.3 OCCUPATIONAL STATUS OF RESPONDENTS

OCCUPATIONAL STATUS	No. of respondents	% of respondents
Student	43	63%
Employer	4	6%
Employee	19	25%
Home maker	4	6%
Total	70	100%

Table 4.3

Occupation of the Respondent

70 responses

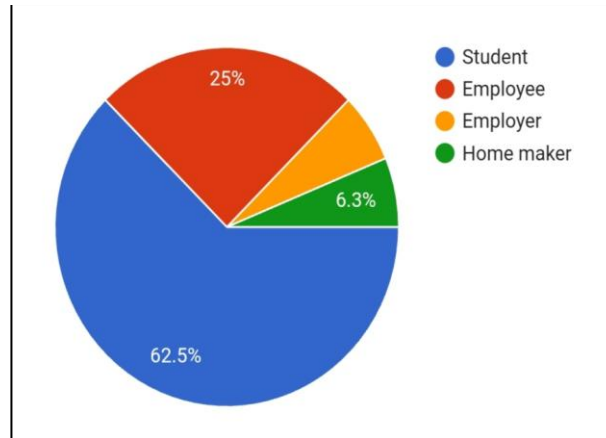


Chart 4.3

INTERPRETATION

- The majority of the respondents are students which consists of 63%
- 6% of the respondents are employers and home makers
- 25% of the respondents are employees

4.4 PREFERRED MOBILE NETWORK SERVICE PROVIDERS

PREFERENCE	No. of Respondents	% of respondents
Airtel	32	45%
Jio	31	44%
Vodafone Idea (VI)	5	8%
BSNL	2	3%
Total	70	100%

Table 4.4

Mobile network:
70 responses

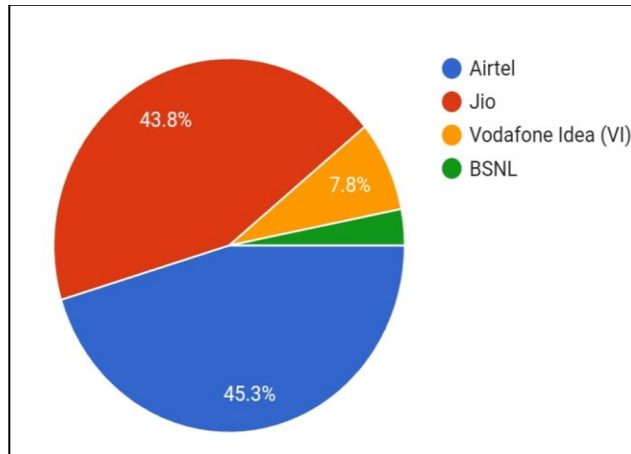


Chart 4.4

INTERPRETATION

Out of the 70 respondents, Airtel is the most popular being by 45% respondents followed by Jio 44%. Vodafone Idea (VI) is used by 8% of the respondents. Bharat Sanchar Nigam Limited (BSNL) is used by 3% of respondents.

4.5 TYPE OF CONNECTION

Connection Type	No. Of Respondents	% of Respondents
Prepaid	66	97%
Postpaid	4	3%
Total	70	100

Table 4.5

Type of connection:
70 responses

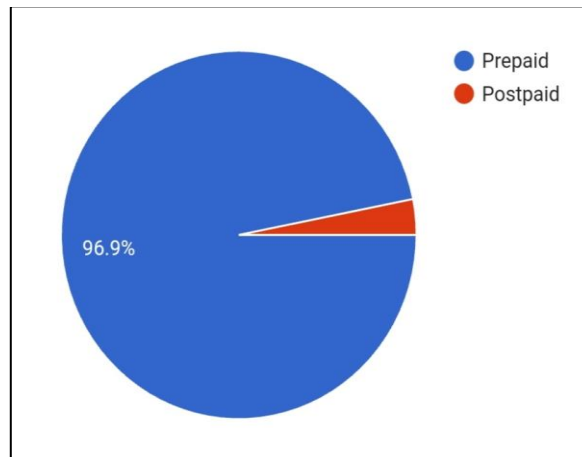


Chart 4.5

INTERPRETATION

Out of the 70 respondents, majority of them are using prepaid connection about 97% and only 3% respondents uses postpaid connection.

4.6 SCHEMES

Schemes	No. Of Respondents	% of Respondents
Life time	5	8%
Students pack	4	6%
Normal monthly plan	61	86%
Total	70	100%

Table 4.6

Schemes:
70 responses

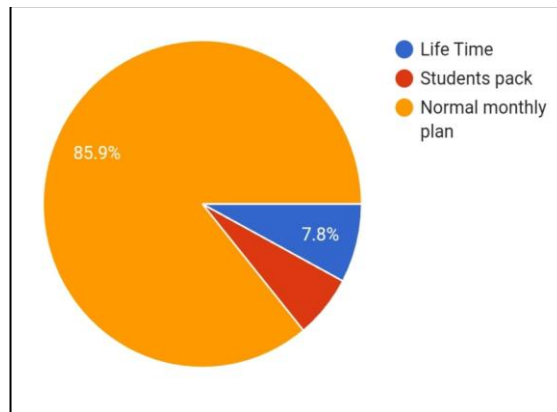


Chart 4.6

INTERPRETATION

From the above table majority of the respondents use normal monthly plan with 86%. And 8% of them use life time pack and 6% of the respondents use students pack.

4.7 LONGEVITY

Periods	No. Of Respondents	% of Respondents
Less than 1 year	6	9%
1 - 2 year	26	37%
More than 2 years	38	53%
Total	70	100%

Table 4.7

Periods:

70 responses

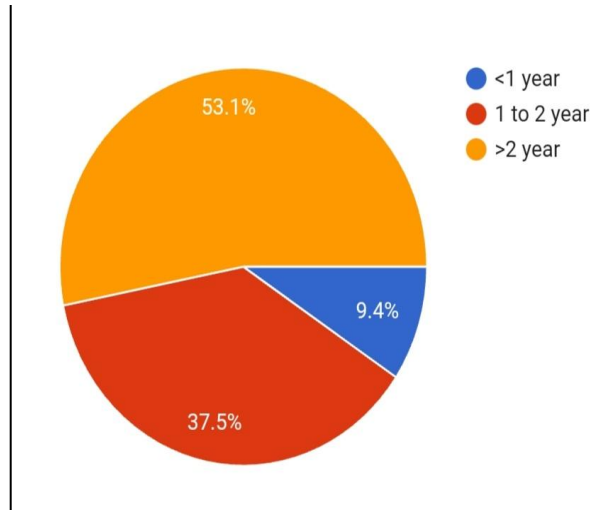


Chart 4.7

INTERPRETATION

From the above table Maximum no of respondents are using their mobile networks for more than 2 years followed by 1 to 2 years. Only 9% of the respondents uses their mobile network less than 1 year.

4.8 ON THE BASIS OF AFFORDABILITY

Mobile Networks	No. Of Respondents	% of Respondents
Airtel	28	39%
Jio	34	48%
Vodafone Idea (VI)	4	6%
BSNL	4	6%
Total	70	100%

Table 4.8

Affordability:
70 responses

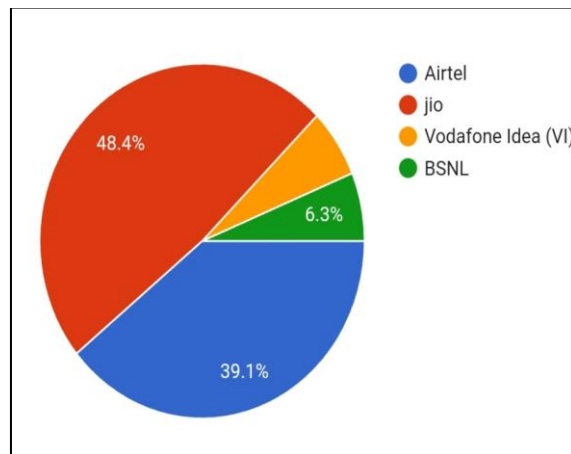


Chart 4.8

INTERPRETATION

From the above chart, Jio network is more affordable with 48% of the respondents followed by Airtel with 39%.

4.9 CUSTOMER'S SATISFACTION

Satisfaction	No. Of Respondents	% of Respondents
Yes	62	92%
No	8	8%
Total	70	100%

Table 4.9

Satisfaction of customers:

70 responses

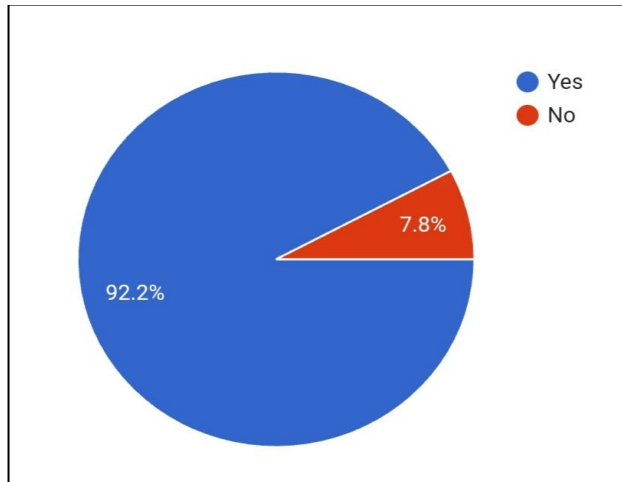


Chart 4.9

INTERPRETATION

From the above chart, 92% of the respondents are satisfied with their current Mobile network service provider.

4.10 IDEA OF SHIFTING MOBILE NETWORK SERVICE PROVIDERS

Idea to Shift	No. Of Respondents	% of Respondents
Yes	44	64%
No	26	36%
Total	70	100%

Table 4.10

Idea of Shifting:
70 responses

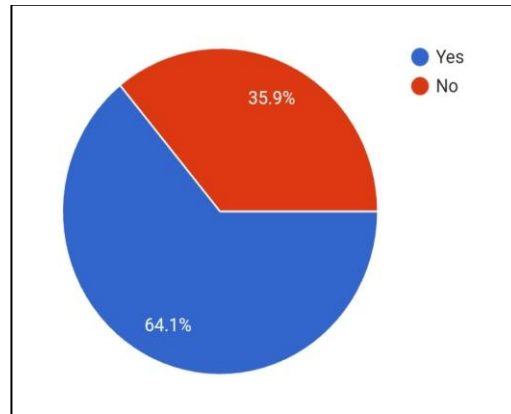


Chart 4.10

INTERPRETATION

Out of 70 respondents, 64% of the respondents have the idea to change their current Mobile network.

4.11 REASONS FOR SHIFTING

Reasons	No. Of Respondents	% of Respondents
High cost	10	18%
Slow internet	16	26%
No offers	3	2%
Any other	31	54%
Total	70	100

Table 4.11

Reasons:

70 responses

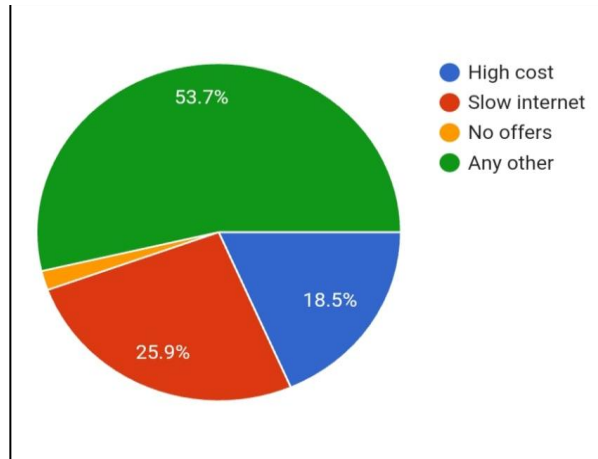


Chart 4.11

INTERPRETATION

From the above table, 54% of the respondents have other readings for changing their network while 26% of the respondents have the issue of slow internet. Followed by 18% for high cost and only 2% choose to change because of no offers.

CHAPTER - 5

FINDINGS, SUGGESTIONS & CONCLUSIONS

FINDINGS

1. It is found from the study that the majority of the respondents have given top preference to Airtel and Jio network and least preference to Vodafone Idea (VI) and Bharat Sanchar Nigam Limited (BSNL) in preferring the network service providers.
2. With the increasing competition and technology, the expectation of the customers has increased to a large extent.
3. The customers are quiet comfortable to switch their service providers to a new one in the market.
4. BSNL need to work more on the lines of their counter players in the market.
5. The main expectation is to get better services at lower cost.
6. Network quality is one of the most important drivers of overall service quality, and customer satisfaction.
7. It is found from the study that the majority of the respondents have given top preference to service quality, price affordability and customer care service and least preference to promotional offers in preferring the mobile network service providers.

SUGGESTIONS

1. It is found from the study that the majority of the respondents have given top preference to Airtel and Jio. Hence it is suggested that the other service providers (BSNL and Vodafone Idea (VI)) have to focus on improving their service quality, responsiveness, attractive offers, customer care service and impactful advertisement in order to widen their subscriber's base and capture more customers and market share.
2. It is found from the study that the majority of the respondents have given top preference to the service quality. Service quality of the network plays a vital role. Hence it is suggested that the operators have to maintain proper service quality in the call connectivity, Fulfilling their expectation, value added service offered by them including mobile data, caller tune, dry run, playback etc.
3. Service operators should promote more sales promotion schemes with various alternatives of payments and other packages.
4. Mobile service providers give more offers in the data usage and voice call tariff. It helps to attracts new customers and increase sales volume of the company.
5. Marketing of offers and service quality is essential for any successful business. So mobile network providers must take effort to popularize the service, service differentiation through appropriate publicity measures.

CONCLUSION

The Indian mobile telephony market has grown at a rapid speed in the last decade. Declining the call tariffs and favourable regulatory policies have led to a tremendous increase in the subscribers' base. Proper identification of the Customer preferences will facilitate the favourableness towards the various mobile service providers. Continuous research on consumers will enhance the customer satisfaction. The present research focuses on the study of customer preferences with the special reference to the mobile network users in Chennai city. The study has been carried out to find out the most preferred mobile network service provider and the factors influencing to use the particular mobile network service. The results revealed that, Airtel and Jio are the most preferred mobile network service providers. Service quality, Price affordability and customer care service are the most influencing factors in the selection of a particular mobile network service provider. If these suggestions are considered by the respective mobile network service providers and it would certainly help to improve the service quality of the mobile network service providers and also it improves the level of satisfaction of the mobile network users.

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QUESTIONNAIRE

1. NAME_____

2. E-MAIL ID_____

3. GENDER

- Female
- Male
- Other

4. AGE GROUP

- Below 20
- 20 - 25
- 26 - 30
- Above 30

5. OCCUPATION OF THE RESPONDENT

- Student
- Employer
- Employee
- Home maker

6. PREFERRED MOBILE NETWORK SERVICE

7. PROVIDERS

- Airtel
- Jio
- Vodafone Idea (VI)
- BSNL

8. TYPE OF CONNECTION

- Prepaid
- Postpaid

9. WHICH SCHEME ARE YOU USING?

- Life time
- Students pack
- Normal monthly plan

10. HOW LONG ARE YOU USING THE MOBILE NETWORK?

- Less than 1 year
- 1 - 2 years
- More than 2 years

11. WHICH NETWORK SERVICE PROVIDER IS MORE AFFORDABLE?

- Airtel
- Jio
- Vodafone Idea (VI)
- BSNL

12. ARE YOU SATISFIED WITH YOUR CURRENT

NETWORK?

- Yes
- No

13. IN THE NEAR FUTURE DO YOU HAVE ANY IDEA TO
SHIFT FROM THE CURRENT NETWORK?

- Yes
- No

14. IF YES, WHY?

- High cost
- Slow internet
- No offers
- Any other