Analysis of Mobile User Problems in Western Maharashtra

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ABSTRACT:
The Indian telecommunications industry is one of the fastest-growing in the world and India is projected to become the second largest telecom market globally by 2010. India is now growing at the rate about 10 million new mobile users every month, and this pace of growth will continue. Four factors will drive the growth of the mobile subscriber base: footprint expansion by existing operators especially in rural India, launch of operations by newer operators, issuing of 3G licenses which will open up a new world of data services, and cheaper handsets which will even further lower entry barriers.

This paper presents a result of a comparative study based on data analysis. The research concludes that dependency of young people on mobile is quite similar among the cities surveyed, although a few differences were identified with respect to their communications.

The study showed that majority of the cell phone users are students and professionals. The majority of subscribers who are using prepaid service is high as compared to postpaid service subscribers.

Cell phone service providers have different area coverage problems which affect their services in Kolhapur, Sangli and Satara.

Keywords: Cell phone, mobile service, service provider, mobile communications, telecommunication.

I. I. Introduction

In a competitive market scenario, increasing customer quantity is the foremost interest of every commercial entity. Cellular operators are no exception to this fact. To entice new customers they offer new and exiting features almost everyday: caller-tunes, ring tones, mms, GPRS, call forwarding, call waiting, voice mail, missed call information, call conferencing, contests, free offers, recharge voucher discounts, life time validity, double voucher validity, favorite numbers, night talk discounts etc. Further, to come to par with international standards and facilities, the sub-sector of value added services was opened up to private investment in these services. Indian Cellular service companies are providing some new services other than voice calls. Cellular Service users are expecting more convenient services from service providers.

Technology has brought various products and services to the customers doorstep. As a result people living in urban areas have benefitted widely from the use of such products. However it is essential that attention be concentrated more on the utilization of such products rather than on the technology. The young segment, especially are early adapters to these applications and they are also frequent users. To identify the influence of mobile on them, a survey was carried out among different classes of people on the basis of structured schedule.

The state operators (BSNL and MTNL) account for almost 90% of revenues from basic services. Private sector services are presently available in selective urban areas and collectively account for less than 5% of subscriptions. However private services focus on the business/ corporate sector, and offer reliable high-end services such as leased lines, ISDN, closed user group and video conferencing.

Cellular service can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodafone-Hutch, and Idea Cellular while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Three types of telecommunication services are available i.e. Basic Services, Cellular Services and Internet Service provider (ISP). WiMAX is emerging as both a 3G mobile and a broadband wireless alternative.

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India is home to a large population of mobile users. The number of cell phone users in Kolhapur, Sangli and Satara of Maharashtra is rapidly increasing. This paper examined 348 mobile phone users. They were a mixture of male and female respondents, students, and working professionals. It assessed their attitude towards mobile services. To choose the required sample, random sampling method was been utilized. Respondent No. 348 relates to only those who could grasp the contents of my questionnaire fully. In fact the researcher had to approach a much larger number. Mobile services in the region have advanced to the stage where, in addition to traditional service such as voice call and SMS, users can freely enjoy the latest mobile technologies such as mobile Internet, Emailing, e-commerce, e-payment, and video-conferencing.

Therefore, researcher has initiated questionnaire surveys to help in understanding the common nature and different factors influencing mobile phone usage in the region.

This shows that majority of cell phone users have little knowledge about cellular services and have to be educated in easy use of cellular services.

II Literature Review

The strong increase in the number of mobile subscribers in developing countries has helped narrow the gap between countries in the “high” ICT (Information and Communication Technology) group and those in the other groups. Mobile is not the only service which is increasing day by day even internet service has the same increasing ratio. The different class of customers are not familiar with the mobile value added services.

This paper is an effort to study the impact of different techno-economic variables on mobile services growth across regions of these countries so that regulatory policies could be formulated to sustain and improve the growth. This study is one of the first of its kind to analyze the inter-region growth of mobile services growth in India. The model incorporating traditional demographic and economic variables that represent the demand side, has been augmented with supply side variables. [1]

Focusing on the usefulness, convenience, value-added advantage and other unique characteristics that this technology could bring to users is very important in the marketing and education efforts. In addition, mobile industry stakeholders have to decide on the best billing and payment methods that fit their consumers’ needs and financial abilities. Security is another reported concern by consumers in this study. To tackle this, stakeholders have to increase and empower security measures from the technical side to guarantee maximum safety in mobile transactions. In addition, they have to inform customers about their efforts on this side and show them that m-commerce is as safe as they say it is. This should increase customers confidence and trust in the technology and urge them to adopt it. Confirmation of available privacy measures and polices by mobile commerce service providers is also needed by m-commerce consumers.[2]

In the next generation (NG) mobile communication environment, it is expected that mobile services will be user centric and the mobile service platform will play an important role in supporting various future mobile services not only for service providers to provide services effectively but also for users to use services easily. [3]

III. Research Methodology

Keeping in mind the aforesaid objectives, the methodology chosen for the present study is elaborated as under:

1. Survey Method: In order to elicit relevant information pertaining to the problems of mobile users a survey method was adopted. At the outset, a pilot survey was conducted to clarify and finalize the key issues.

After the pilot survey, three symbolic cities namely Kolhapur, Sangli, and Satara were selected and the researcher sampled over a hundred subscribers in each city, to ask their choice.
Out of total subscribers it is observed that, 87% are using prepaid and remaining 13% are using postpaid scheme.

The majority of subscribers who are using prepaid service is high as compared to postpaid service subscribers.

Fig 2: Percentage of reasons for brand selection

It is observed that majority of subscribers select a handset because of good battery life and easy to handle reasons as compared to other reasons.

Fig 3: Subscribers as per the network technology

About 87% of Subscribers are using GSM and remaining 13%

It is observed that, users of GSM network technology are more than that of CDMA network technology.

The next question in the survey was:

Why did you select this network? Specify your reason:

It is indicated from fig 4:

(GC=Group communication, EC= Clear and effective communication, BP=Best plan, BR=Better range, IF=Internet Facility, BC=Better coverage, GS= Good schemes)

Fig 4: Subscribers as per the service provider and reason to select the service provider

It is observed from the above graphs, that majority of customers have given following suggestions for service providers. Large number of subscribers consider better range (17.26%), good schemes (17.43%), better coverage (18.28%), best plan (17.04%), clear and effective communication (16.47%) to select a service provider. Also a few number of Subscribers consider Group communication (2.26%) and Internet facility (11.26%).

It is observed that better range, good schemes, better coverage, best plan, clear and effective communication are the important factors from subscribers point of view while selecting particular service provider.

V. Summary and Recommendations

Overall, this study provided some insights into consumers' attitudes towards mobile services in Kolhapur, Sangli and
The results of this survey can contribute to service providers and customers in Kolhapur, Sangli and Satara. Although, this study surveyed only 348 mobile phone users, it was able to give some good indications of what mobile phone users think of the emerging technology and what their concerns are. This survey was meant to contribute to that effort. Some recommendations that we believe would be of importance to the mobile service providers in Kolhapur, Sangli and Satara as given below.

The numbers of CDMA technology users are less than GSM technology users. Service providers should work on user friendly knowledge giving schemes, so that maximum users are benefited. Customers should make use of Services like Bluetooth, fast Internet etc. There are ample number of customers who use prepaid services. There are less number of mobile users who take advantage of all the value added services. To improve and sustain the growth of mobile user centric services are needed.

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