

**CHAPTER – V**

**FINDINGS , SUGGESTIONS &  
CONCLUSION**

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## **5.0 : FINDINGS, SUGGESTIONS & CONCLUSION:**

### **FINDINGS**

#### **General Section:**

1. Due to the liberal economic policies of the government followed by the booming areas of the population to become self reliant & highly competitive, most of the respondents are found to use cell phones as a status symbol & important means of staying connected in the current age. (Ref: Table no. 4.3& 4.4)
2. From current research it can be easily found that the economy in Sangli district is shifting from the traditional agriculture oriented economy to the modern service oriented economy forcing most of the population to opt for cellular services. (Ref: Table no. 4.5)
3. During the research period the researcher has come to a conclusion that service oriented economy Sangli district has forced majority of the respondents employed in the service sector to go mobile thus subscribing cellular services to improve their contribution towards the workplace & improve their lifestyle, remain in touch with family & friends, not to forget the multifaceted use of cellular services. (Ref: Table no. 4.8 )
4. The researcher has opined that the private player Airtel enjoys a wider subscriber base due to its large presence, quality services & innovative services followed by the government owned Bsnl who owns its subscriber base large due to its status of being government owned & larger rural connectivity. (Ref: Table no. 4.9)

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5. The researcher has concluded that fierce competition existing between cellular services providers in Sangli district, maximizing the respondent's freedom to choose between different cellular services suiting their requirements with different cellular services. (Ref: Table no.4.10)
  6. Sangli district as a whole is shifting its base towards industrialization with more privately businesses setting up their bases thus giving wide scope for respondents to use mobile on regular basis thus prompting cellular service providers to introduce entertainment facilities targeting the same segment. (Ref: Table no.4.11& 4.12)
  7. The researcher has opined that the respondents give high priority to network, brand image, coverage, prompt billing etc. as they are highly mobile & prefer roaming, VAS services in order to retain the current cellular services provider & spread positive word of mouth about them. Not to forget network quality which is equally important & aids in building market reputation, adding new prospects to the current cellular services provider base in Sangli district. (Ref: Table no.4.14 & 4.15)
  8. The researcher is of the opinion that Airtel has a significant presence in Sangli district in both pre-paid & post-paid segment due to its congestion free network, wide area coverage, innovative services etc. followed by Bsnl which has turned aggressive lately by providing competitive call rates, reach in terms of rural connectivity & impact in terms of aggressive advertisements on the print & digital media. (Ref: Table no.4.16)

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### **Pre-paid Section:**

9. The researcher is of the opinion that when it comes to pre-paid services respondents should have the freedom to recharge & enjoy the extra services viz. top up facility, easy recharge etc. (Ref: Table no. 4.17)
10. The research work carried out clearly indicates respondents prefer to enjoy uninterrupted usage of their pre-paid connections while roaming with major attention towards bill credit thus making maximum use of the facility provided by cellular service providers. (Ref: Table no.4.18)
11. The research work carried out concludes that pre-paid connections are popular among higher & middle level income groups. (Ref: Table no.4.19)
12. The researcher is of the opinion that recharge facility is popularly among the younger generation especially teenagers & middle level executives. (Ref: Table no.4.20)
13. The respondents opine that due to stiff rivalry between the cellular services provider's frequency of schemes has intensified seasonally & frequently. (Ref: Table no.4.21)
14. The research work carried out concludes Airtel as the most preferred brand among pre-paid respondents when it comes to providing quality customized & innovative services viz. low cost, low call returns, multi usage etc. (Ref: Table no.4.22)
15. Majority of the respondents interviewed opine Airtel as the most efficient brand in providing cellular services viz. Network quality, lifetime prepaid, schemes, innovative services etc. (Ref: Table no.4.23)

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**Post-paid section:**

16. Majority of respondents opt for uninterrupted usage & bill credit facilities as a major service criterion in case of post-paid services. (Ref: Table no. 4.25)
17. The researcher is of the opinion that the growing service sector contribution towards the service oriented economy of Sangli district with majority of the respondents employed in the service sector & running their own enterprises subscribe to post-paid cellular services to improve their contribution towards the workplace & thus improve their lifestyle, remain in touch with family & friends, not to forget the multifaceted use of cellular services. (Ref: Table no.4.26)
18. The researcher opines that even though Bsnl boasts of providing calls at lower rates in case of post-paid services Airtel's introduction of Blackberry & its national brand image combined its seamless connectivity, zero call drop facility, voice clarity etc. makes them the favourites in Sangli district. (Ref: Table no. 4.27)
19. Airtel is the most preferred brand among post-paid respondents when it comes to providing quality customized services combined with network quality, coverage, schemes, innovative services etc. thus having a higher satisfaction index as compared to its competitors. (Ref: Table no.4.28 ,4.29)
20. The researcher is of the view that change in services occur only when the cell phone operators introduce new schemes, bill defects, dull network coverage, negligent staff etc. which occurs occasionally & more or less seasonally. (Ref: Table no.4.30, 4.31)

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### **Dealer/Retailer Section:**

- 21.The researcher concludes that sales of cellular services in Sangli district are dominated mainly by male population while only a minority of females was found to be selling cellular services in entire Sangli district & cellular services in Sangli district are mainly marketed & sold by graduates followed by Undergraduates & professionals respectively. (Ref: Table no 4.35, 4.36)
- 22.The researcher opines majority of the respondents selling cellular services in Sangli district are pre-dominantly married & belong to higher middle class category & lower middle class category (Ref: Table no.4.37,4.38)
- 23.Majority of the dealers/ retailers opine that Bsnl lately has become aggressive by reducing call rates, providing innovative services like maximum top up facility, value added services etc. & also advertising prominently in print & digital media indicating its market challenger status. (Ref: Table no.4.39)
- 24.One can note Airtel has majority of both pre-paid & post-paid customers in Sangli district indicating its leadership status mainly due to its prompt services & efficient personnel closely challenged by Bsnl indicating its challenger status in Sangli district followed by Reliance, Tata Indicom, Vodafone & Virgin have few Pre-paid & Post-paid connections indicating market nicher status. (Ref: Table no.4.40)
- 25.The researcher concludes that majority of dealers/retailers opined that cellular operators are concentrating on their market position through voucher sales facility, recharge facility, advertisements etc.

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while less attention is being paid to other services viz. E-recharge, Value added services, innovative services, billing & after sales services. (Ref: Table no.4.41)

26. Majority of the dealers/ retailers opine that Airtel 25% has the highest satisfaction index among customers in Sangli district closely followed by Bsnl 23%. (Ref: Table no.4.42)

27. The researcher concludes that GSM players viz. Airtel, Bsnl, Idea have gained the current market status due to aggressive market campaigning & formulating customized strategies to retain & attract customers in around Sangli district. (Ref: Table no. 4.43)

28. The research work carried out indicates Airtel's dominating status 25% in Sangli district due to its aggressive marketing & strategic pricing & promotional policies thus indicating leadership status followed by Bsnl 23% indicating its challenger status where as Idea with 18% of the current market is observed to be a follower, the rest Tata Indicom, Vodafone, Reliance & virgin targeting a selected market highlighting their nicher status. (Ref: Table no.4.44, 4.45)

29. Value added services have gained popularity among the current generation lately as most of the population is highly mobile & possess sophisticated handsets with latest technology. (Ref: Table no.4.46)

30. Airtel is the most preferred brand among majority of respondents in Sangli district due to its innovative services viz. customized services, music stores, phone back up, international back up facility etc. (Ref: Table no.4.47)

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31. Students are found to be efficient users of cellular services closely followed by adults, business man, entrepreneurs & corporates. (Ref: Table no.4.48)
32. Airtel with 33% & 32% market share in both pre-paid & post paid segment is ranked high among cellular subscribers in Sangli district followed by Bsnl, Idea, Tata Indicom, Reliance, Vodafone & Virgin. (Ref. Table 4.49, 4.50)
33. Majority of dealers/retailers opine that VAS (value added services ) are popular students, adults, entrepreneurs & corporate households as they are used for entertainment ,educational basis as it is found to be cheap, convenient & as per personal requirements prominently delivered by Airtel . (Ref. Table 4.50, 4.51)
34. Innovative services viz. Digital network, validity, call rates etc. are prominently in demand as majority of the population is highly mobile & compare services to those offered in other cities. (Ref. Table no. 4.53)
35. Airtel clearly leads the innovative services, promotional service, prompt billing segment in Sangli district closely followed by Bsnl, Idea. (Ref Table no.4.54, 4.55, 4.56)
36. Majority of dealers, retailers opine customers opt for talk time 24%, credit facility 20%, full money value 18% & value added services 15% while subscribing to per-paid services.(Ref. Table no. 4.57)
37. Majority of dealers, retailers opine customers prefer uninterrupted usage 25%, prompt billing 20% bill credit & avoiding regular recharge while subscribing to post-paid services.(Ref. Table no. 4.58)



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38. Majority of dealers, retailers opined 30% customers prefer frequent change in cellular services as every cellular operator provides unique schemes, services not currently available with rivals in the market. (Ref. Table no. 4.59, 4.60)
39. Majority of dealers, retailers opined that lower tariffs, customized services, innovative services, small amount recharge etc are expected from customers in the near future. (Ref: Table no. 4.62)
40. Majority of the customers opine cellular services providers do not stand on promises they offer due to the inability of the office staff to clear their doubts as when required while many a times the in house staff are puzzled as they do not have any knowledge about the schemes advertised on the print & digital media. (Ref: Table no.4.63)
41. Most of the dealers/retailer's interviewed cited that cellular operators mostly deal on cash basis as the competition is cut throat & view them merely as agents & not loyal customers of the company indicating rare visits from company personnel. (Ref: Table no.4.64, 4.65)
42. Majority of the customers opined that GSM operator's viz. Airtel, Bsnl, Idea would introduce future services viz. 3G/2G, video conferencing etc. in the near future but also indicated that Reliance being CDMA operator would lead the campaign. (Ref: Table no.4.67)

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## SUGGESTIONS

### General Section:

1. The mobile sector is growing at alarming pace in Sangli district but less attention is being paid towards its use & cell phone etiquettes thus the customers must be educated about the hazards of over use of cell phones & its use for constructive purposes.
2. The cellular services providers should stand by the promises offered & educate their dealers/retailers to communicate it in the right spirit to their customers.
3. Cellular services providers in around Sangli district should concentrate on the network quality, coverage especially in the interiors as major service criteria to retain existing customers & attract new ones in largely untapped rural market.
4. CDMA service provider's viz. Tata Indicom, Reliance should switch on to GSM network as the future lies in 3G/2G connectivity while majority of respondents prefer handsets personally owned according to their status, age & position in the society.
5. Majority of the schemes, innovative services that are communicated should be activated in the rural areas to boost the overall connectivity, reach & impact of the cellular services providers.

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### **Pre-paid Section:**

1. The cellular services providers should be allotted spectrum in case of pre-paid services to serve customized services to their present & potential customers.
2. The schemes, services allotted by majority of the cellular services providers should be specific, innovative & customized as per their customers needs.
3. Recharge facility should be provided online as most of the respondents believe that this freedom is not allocated to them.
4. Bsnl should try to introduce recharge facility instead of top-up vouchers which will further strengthen its market base in pre-paid sector in Sangli district.
5. CDMA player's viz. Tata Indicom, Reliance, Virgin should concentrate on providing services irrespective of company provided handsets as opined by majority of the respondents.

### **Post-paid section:**

1. The Cellular services providers should try to curb the documentation & activation procedure required in case of new connections.
2. Majority of the schemes, services should be specified in writing to the existing & potential customers, changes if any should be communicated before hand to avoid any confusion, deactivation etc.

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3. Services, schemes should be circulated on regular basis as this gives the respondents opportunity to enjoy & retain their service provider.
  4. Dull network, bill defects if any should be communicated to the respondents by company personnel on regular basis thus boosting company's image in terms of goodwill & efficient services.
  5. The extra services availed by the respondents viz. call conferencing, internet, roaming etc. should be specified through sms, voice mail to avoid any hidden costs & maintain healthy relations with the subscribers.

**Dealer/Retailer Section:**

1. Majority of the schemes, services passed on from the company should be communicated & documented on papers so as to provide maximum benefits to the customers.
2. The number of connections available should be availed in time once the company passes on any schemes, services etc. this will enable the customers to enjoy & spread positive word of mouth of the cellular service providers.
3. The cost of value added services, extra services should be clearly specified to the old & new customers once they are available.
4. The dealers/retailers in Sangli district should insist on companies to have in house meets regularly, occasionally to benchmark, clear doubts if any & train them in new services areas that are launched

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5. Personal visits especially in rural areas should be enhanced by company executives to get MKIS about the competitors & to ensure better services to dealers, retailers plus customers in the near future.

**Companies:**

1. The researcher opines that established players should view customers not only as a consumer of their services but a strategic partner for gaining market status & retaining the same in the era of stiff competition as the government has opened doors for new entrants to play in the market.
2. There should exist synergy between TRAI & COAI in implementing spectrum, frequency & number of subscribers in around Sangli district.
3. The schemes, VAS allocated to subscribers in Sangli district must be customized i.e. according to their usage, payment ability.

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## CONCLUSION

The current research indicates Sangli district is currently dominated by GSM player's viz. Airtel, Bsnl, Idea, Vodafone while CDMA player's viz. Tata Indicom, Reliance enjoy a considerable market share by providing basic services like pre-paid & post-paid connections, sms, voice sms, recharge vouchers etc. The current services providers are on the verge of introducing innovative services viz. GSM, GPRS, congestion free network, high speed internet etc. to increase their subscriber base. This highlights the fact that these cellular operators are on expansion mode by providing innovative services which requires further investigation as to how successfully they implement it.

The researcher has tried to focus on respondents in terms of cell phone uses, features they look into and their future expectations which will enable the healthy use & further growth of subscriber base in Sangli district. It also investigates how pre-paid connections which have a major market share can be broadened & improvised through allotted spectrum, innovative & customized services, Online recharge facility, technology savvy handsets. While post-paid connections can be increased by curbing the documentation & activation procedure, introducing schemes, services in writing to the existing & potential customers, spontaneity in communicated dull network, bill defects, extra services if any.

The researcher also highlights the plight of dealers/retailers viz. communication gaps in schemes & services, number of connections, cost of value added services, extra services, in house meets, personal visits by company personnel to maintain a strong base & improve customer base in Sangli district & suggestions to improve it.

## Questionnaire for Customers

1 Name:- \_\_\_\_\_

2 Residential Address


Pin code 

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Telephone No 

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Mobile 

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Business Address


Pin code 

--	--	--	--	--	--	--

Telephone No 

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Email 

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3 Gender:-  Male  Female

4 Education:

SSC  HSC  Graduate  Post Graduate  Professional

5 Occupation:

Businessman  Employee  Student  Housewife  Agriculturalist:

Others, specify \_\_\_\_\_

6 Marital Status:

Married  Unmarried

7 Cellular service provider No.: \_\_\_\_\_

8 Monthly Income:

Dependant on others  Less than Rs.5000  Rs.5000-Rs.10000   
Rs.10000- 15000  Above 15000

9 Which Cellular service provider services do you currently avail?

BSNL  Idea  Airtel  Tata Indicom  Vodafone  Reliance  Virgin

10 Which Cellular phone/Handset do you currently avail?

Personally owned  Provided by Cellular service provider

11 Specify the Period of using cellphone services;

1-2 years  2-3 years  3-5 years  5 years & above

12 State the purpose of using a cell phone services

Business  Home  Entertainment  Education  If others please specify....

13 What benefits do you derive using a cell phone?

Entertainment benefits  Enjoy wide coverage at low cost  Internet facilities   
Business purpose  Remain in touch with family & friend's  All of the above  None of the above

14 What factors did you consider while selecting your cellular service provider?

Rate the following from least 1 to highest 5.

Sr. no.	Factors	Least 1 to highest 5				
		1	2	3	4	5
1	Network quality					
2	Coverage					
3	Schemes					
4	Innovative services					
5	Sms-pack					
6	Night calling					
7	ISD/ISDN facility					
8	Group connectivity					
9	Prompt billing					
10	Brand Image					

(Please mark ✓ in the appropriate boxes)

- 15 **What features of services do you look into while opting for a cell operator in the near future?**  
 Video conferencing  Digital voice clarity  High speed net facilities  Number portability   
 3G/4G connectivity  Roaming facility  If any other please specify.....

- 16 **Which type of connection do you currently avail from your cellular service provider?**  
 Pre-paid  Post-paid

**PRE PAID SERVICES:**

**Why do you prefer pre-paid services than post-paid services?**

- 17 Controlled Billing  Easy recharge  Life time validity  Top up facility   
 If other, Please specify \_\_\_\_\_

- 18 **Which service criteria do you look into while opting for pre-paid services?**

Uninterrupted usage  Bill credit  Bill details  Roaming facility  Avoid regular charging   
 if any other please specify.....

- 19 **State your average monthly charges expenditure on pre- paid services.**

1. Less than Rs.500.  2. Rs.500 - Rs.1000  3. Rs.1000- Rs.5000  4. Rs. 5000 & above

- 20 **How many times do you use recharge facility?**

Weekly  Monthly  Quarterly  Half yearly  Yearly

- 21 **How many times does your cellular operator provide schemes for recharging?**

No schemes  Occasionally  Frequently  Seasonally  Rarely

- 22 **Rate the following attributes from least 1 to highest 5 while availing pre-paid services from your cellular services provider.**

Sr. No	Service Parameter	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Low cost							
2	Low call returns							
3	Convenience							
4	Multi usage							
5	Status symbol							
6	Network coverage							
7	Roaming facilities							
8	Value added services							
9	SMS- pack							
10	Brand Image							

(Please mark ✓ in the appropriate boxes)



- 23 **Rate your satisfaction level from least 1 to highest 5 about the factors considered by you after using services of your cellular service provider.**

Sr.no.	Cellular service providers	Network quality	Coverage	Schemes	Innovative services	Sms-pack	Night calling	ISD/ISDN facility	Group calling	Prompt billing	Customer care	Brand Image
1	BSNL											
2	Idea											
3	Airtel											
4	Tata Indicom											
5	Vodafone											
6	Reliance											
7	Virgin											

(Please mark ✓ in the appropriate boxes)

- 24 **What Suggestions do you opine to cell operators to serve you better in the near future?**

**POST PAID Services:**

- 25 **Which service criteria do you look into while opting for post-paid services?**  
 Uninterrupted usage  Bill credit  Bill details  Roaming facility  Avoid regular charging   
 if any other please specify.....
- 26 **State your average monthly charges expenditure on post paid services.**  
 1. Less than Rs.500.  2. Rs.500 - Rs.1000  3. Rs.1000- Rs.5000  4. Rs. 5000 & above
- 27 **How many times does your cellular operator provide schemes for billing?**  
 No schemes  Occasionally  Frequently  Seasonally  Rarely
- 28 **Rate the following attributes from least 1 to highest 5 while availing post-paid services from your cellular services provider.**

Sr. No	Service Parameter	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Low cost							
2	Low call returns							
3	Convenience							
4	Multi usage							
5	Status symbol							
6	Network coverage							
7	Roaming facilities							
8	Value added services							
9	SMS- pack							
10	Brand Image							

(Please mark ✓ in the appropriate boxes)

29 **Rate your satisfaction level regarding the factors considered by you after using post-paid services of your cellular service provider.**

Sr.no.	Cellular service providers	Network quality	Coverage	Schemes	Innovative services	Sms-pack	Night calling	ISD/ISDN facility	Group calling	Prompt billing	Customer care	Brand Image
1	BSNL											
2	Idea											
3	Airtel											
4	Tata Indicom											
5	Vodafone											
6	Reliance											
7	Virgin											

(Please mark ✓ in the appropriate boxes)

30 **How many times have you changed services of cellular operators?**

Not changed       Occasionally       Frequently       Seasonally       Rarely

31 **State reasons for your change in services.....**

Faulty Services       Dull Network Coverage

Billing defects       Heavy call rates

Negligent Staff

if any other please specify.....

32 **What Suggestions do you opine to cell operators to serve you better in the near future?**

Signature of Respondent.



How many of your loyal customers do avail the extra services you currently sell?

9

Services	Cellular service providers						
	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
Recharge vouchers							
E-recharge Services							
Value added services							
Billing services							
After sales services							

(Please mark ✓ in the appropriate boxes)

10

What parameters of services do your customers prefer while availing cellular services?

Sr.no.	Cellular service providers	Network quality	Coverage	Schemes	Innovative services	Sms-pack	Night calling	ISD/ISDN facility	Group calling	Prompt billing	Customer care	Brand Image
1	BSNL											
2	Idea											
3	Airtel											
4	Tata Indicom											
5	Vodafone											
6	Reliance											
7	Virgin											

(Please mark ✓ in the appropriate boxes)

11

Which cellular service has the largest market share from your counter?

BSNL  Airtel  Idea  Reliance  Tata Indicom  Vodafone

12

Who would you rate the market leader (1), market challenger (2), market follower (3), market nicher (4) in the present market? Rate them in scale from least 1 to highest 5.

Sr. no.	Cellular service providers	Least 1 to highest 5				
		1	2	3	4	5
1	BSNL					
2	Idea					
3	Airtel					
4	Tata Indicom					
5	Vodafone					
6	Reliance					
7	Virgin					

(Please mark ✓ in the appropriate boxes)

- 13 Rate the different service providers in scale from least 1 to highest 5, regarding following parameters

Sr.no.	Cellular service providers	Network quality	Coverage	Schemes	Innovative services	Sms-pack	Night calling	ISD/ISDN facility	Group calling	Prompt billing	Customer care	Brand Image
1	BSNL											
2	Idea											
3	Airtel											
4	Tata Indicom											
5	Vodafone											
6	Reliance											
7	Virgin											

(Please mark ✓ in the appropriate boxes)

- 14 Rate the different service providers in scale from least 1 to highest 5, regarding following service characteristics

Sr.no.	Cellular service providers	Relational quality	Competitiveness	Reliability	Market Reputation	Support features	Network Quality	Convenience	Prompt billing	Value-Added services	Brand Image
1	BSNL										
2	Idea										
3	Airtel										
4	Tata Indicom										
5	Vodafone										
6	Reliance										
7	Virgin										

(Please mark ✓ in the appropriate boxes)

- 15 State the frequency of pricing schemes, promotional schemes and value added offers provided by cellular services provider?

Cellular-service providers	Occasionally	Frequently	Seasonally	Regularly
BSNL				
Idea				
Airtel				
Tata Indicom				
Vodafone				
Reliance				
Virgin				

(Please mark ✓ in the appropriate boxes)

Idea				
Airtel				
Tata Indicom				
Vodafone				
Reliance				
Virgin				

(Please mark ✓ in the appropriate boxes)

- 16 State the demographic profile of customers opting cellular services from your shop?  
Rate them in scale from least 1 to highest 5.

Sr.no.	Demography	Pre-paid connections	Post paid connections	Recharge vouchers	E-recharge services	Value-added services	Billing services	After-sales services
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

- 17 Who do you think has the highest market share in pre- paid services?  
Rate them in scale from least 1 to highest 5.

Sr.no.	Demography	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

- 18 **Who do you think has the highest market share in post- paid services?  
Rate them in scale from least 1 to highest 5.**

Sr.no.	Demography	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

- 19 **State reasons why do your customers opt for Value added services.**  
 a) Cheap  b) Personal  c) Convenient  d) Entertainment, Educational facility   
 e) All of the above  f) If any other please specify.....

- 20 **Who do you think has the highest market share in Value added services?  
Rate them in scale from least 1 to highest 5.**

Sr.no.	Demography	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

- 21 **What features of innovative services do your customers look into while opting for a cell operator services?**  
 a) Digital Network  b) Validity  c) Entertainment, Educational facility  d) Call rates   
 e) Roaming facility  f) If any other please specify.....

Sr.no.	Demography	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

- 21 **What features of innovative services do your customers look into while opting for a cell operator services?**  
a) Digital Network       b) Validity       c) Entertainment, Educational facility       d) Call rates   
e) Roaming facility       f) If any other please specify.....

- 22 **Who do you think has the highest market share in providing innovative services? Rate them in scale from least 1 to highest 5.**

Sr.no.	Demography	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

- 23 **Who do you think has the highest market share in Promotional services? Rate them in scale from least 1 to highest 5.**



Who do you think has the highest market share in Prompt billing services?  
Rate them in scale from least 1 to highest 5.

24

Sr.no.	Demography	BSNL	Idea	Airtel	Tata Indicom	Vodafone	Reliance	Virgin
1	Students							
2	Adults							
3	Businessman							
4	Professionals							
5	Housewives							
6	Entrepreneurs							
7	Corporate households							

(Please mark ✓ in the appropriate boxes)

25 Which service criteria do your customers look into while opting for pre-paid services?

- a) Talk time  b) Free incoming  c) Credit facility  d) Full money value   
e) Value added services  f) if any other please specify.....

26 Which service criteria do your customers look into while opting for post-paid services?

- a) Uninterrupted usage  b) Bill credit  c) Prompt billing  d) Roaming facility   
e) Avoid regular charging  f) if any other please specify.....

27 How many times have your customers changed services of cellular operators?

- a) Not changed  b) Occasionally  c) Frequently  d) Seasonally

28 State reasons for your customers change in services.....

- a) Better Services  b) Economy  c) Network Coverage  d) Value added schemes   
e) Billing problems  f) Heavy call rates  g) Negligent Staff  h) If any other please specify.....

29 How much money do your customers allocate for cellular services monthly?

- a) Less than Rs.150  b) Rs.150-Rs.500  c) Rs.500- Rs.1000  d) Rs1000 & above

✓ 30 What future expectations do your customers expect from cell operators in the near future?

- a) Lower tariffs  b) Customized services  c) Small amount recharge  d) Innovative services   
e) If any other please specify.....

31 Do the current cellular service providers stand by the promises they offer as advertised, communicated?

- Yes  No

✓ 32 How often do the company executives visit your premises?

- a. Regularly  b. Rarely  c. Occasionally  d. Never

33 How often do the company executives communicate schemes, offers, bill complaints etc?

- a. Regularly  b. Rarely  c. Occasionally  d. Never

28 **State reasons for your customers change in services.....**  
 a) Better Services  b) Economy  c) Network Coverage  d) Value added schemes   
 e) Billing problems  f) Heavy call rates  g) Negligent Staff  h) If any other please specify.....

29 **How much money do your customers allocate for cellular services monthly?**  
 a) Less than Rs.150  b) Rs.150-Rs.500  c) Rs.500- Rs.1000  d) Rs1000 & above

30 **What future expectations do your customers expect from cell operators in the near future?**  
 a) Lower tariffs  b) Customized services  c) Small amount recharge  d) Innovative services   
 e) If any other please specify.....

31 **Do the current cellular service providers stand by the promises they offer as advertised, communicated?**  
 Yes  No

32 **How often do the company executives visit your premises?**  
 a. Regularly  b. Rarely  c. Occasionally  d. Never

33 **How often do the company executives communicate schemes, offers, bill complaints etc?**  
 a. Regularly  b. Rarely  c. Occasionally  d. Never

34 **What benefits are offered to you by your current Cellular service provider service provider?**  
 a. Commission  b. Gift packs  c. Tour packages  d. Cash/Non cash prizes   
 e. If any other please specify.....

35 **Specify the service providers going to launch following facilities in near future.**

Sr.no.	Cellular service providers	Video conferencing	Digital voice clarity	High speed net facilities	Number portability	3G/4G connectivity	Roaming facility	Other
1	BSNL							
2	Idea							
3	Airtel							
4	Tata Indicom							
5	Vodafone							
6	Reliance							
7	Virgin							

(Please mark ✓ in the appropriate boxes)

36 **What Suggestions do you opine to cell operators to serve your customers better in the near future?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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