CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

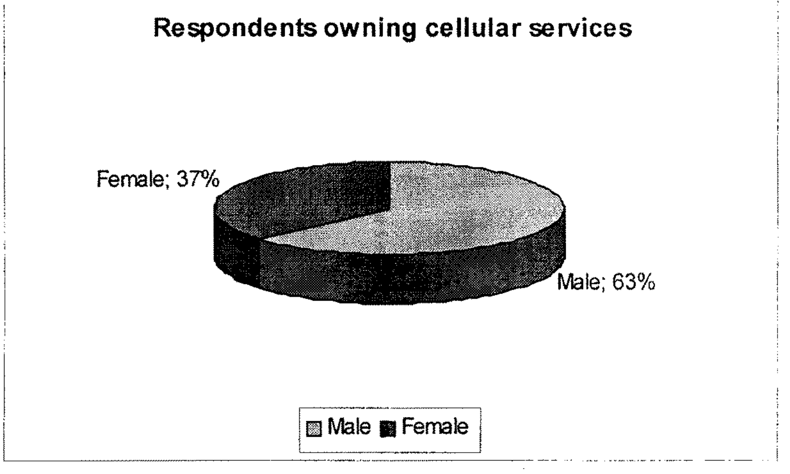
Chapter 4: Data Interpretation & Analysis:

General section

Tabular data:

Table 4.3: Gender of respondents owning cellular services			
Sr.no.	**Particulars**	**No. of respondents**	**Percentage**
1	Male	95	63.33
2	Female	55	36.67
	Total	**150**	**100**

Graphical representation:



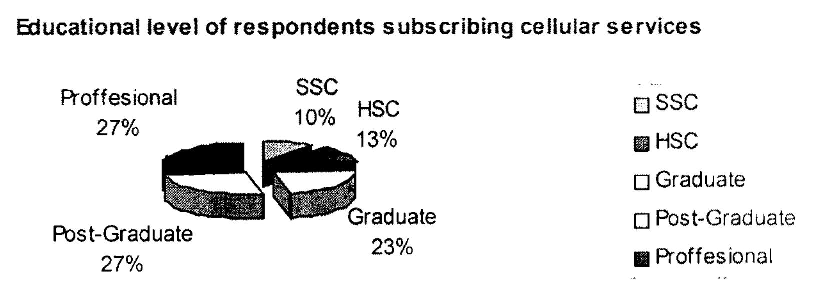
Interpretation:

The above table indicates out of 150 respondents availing cellular services, 63.33 % are male & 36.67 % are female indicating majority residing with the male population due to the multidimensional role they shoulder in the society.

Tabular data:

Table 4.4: Education level of respondents subscribing to cellular services			
Sr.no.	**Particulars**	**No. of respondents**	**Percentage**
1	SSC	15	10
2	HSC	20	13.33
3	Graduate	35	23.33
4	Post-Graduate	40	26.67
5	Professional	40	26.67
	Total	**150**	**100.00**

Graphical representation:



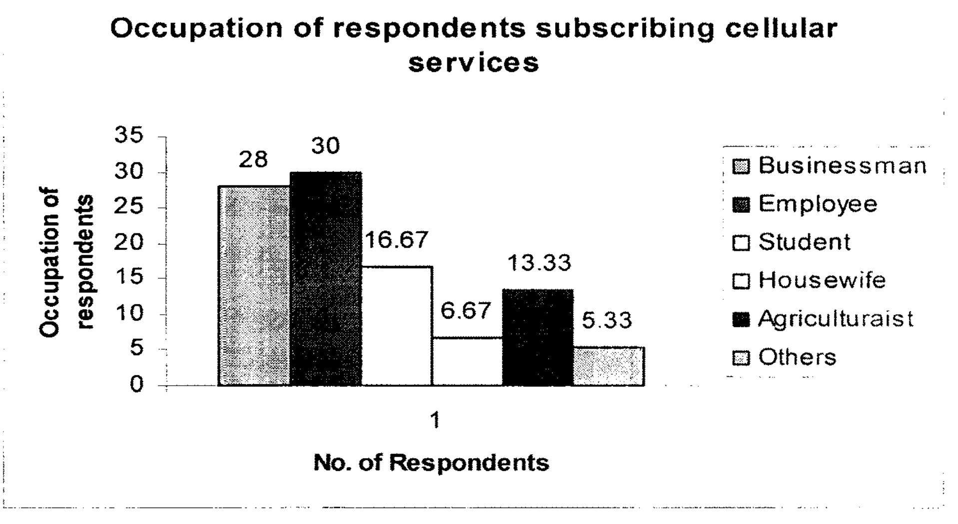
Interpretation:

Out of the 150 respondents interviewed the above table indicates majority of the respondents subscribing cellular services 26.67% are Post graduates & Professionals respectively followed by Graduates 23.33%, HSC 13.33% & SSC 10%.

Tabular data:

Table 4.5: Occupation of respondents subscribing to cellular services			
Sr.no.	Particulars	No. of respondents	Percentage
1	Businessman	42	28
2	Employees	45	30
3	Student	25	16.67
4	Housewife	10	6.67
5	Agriculturist	20	13.33
6	Others	8	5.33
	Total	**150**	**100**

Graphical representation:



Interpretation:

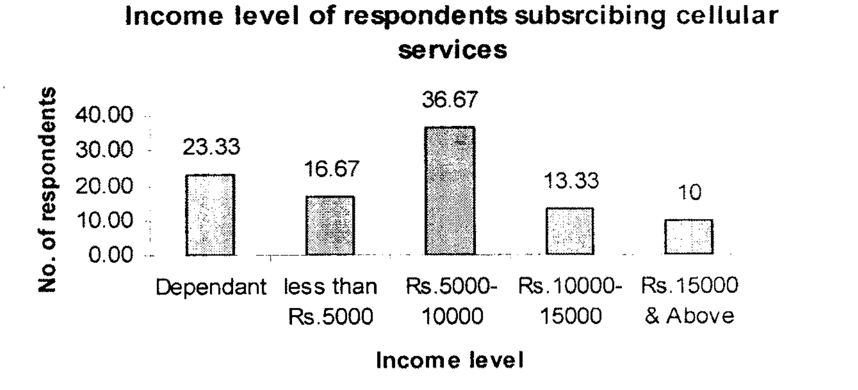
The above table indicates occupation wise distribution of majority of the respondents subscribing cellular services with employees having share of 30% closely followed by businessman 28%, students 16.67%, agriculturist 13.33%, housewives 6.67%, others 5.33% respectively.

Tabular data:

Sr.no.	Particulars	No. of respondents	Percentage
1	Dependant	35	23.33
2	less than Rs.5000	25	16.67
3	Rs.5000-10000	55	36.67
4	Rs.10000-15000	20	13.33
5	Rs.15000 & Above	15	10
	Total	**150**	**100.00**

Table 4.8: Income level of respondents subscribing to cellular services

Graphical representation:



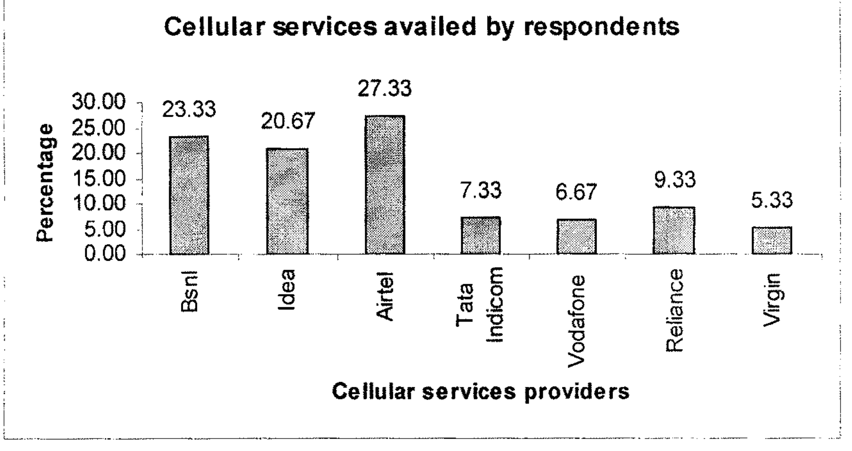
Interpretation:

Majority of the respondents availing cellular services income belong to the income group of Rs.5000-Rs.10000 i.e. 36.67% followed by dependants 23.33%, less than Rs.5000 16.67%, Rs.10000 – Rs.15000 13.33% & Rs.15000 & above 10%.

Tabular data:

Table 4.9: Cellular services currently availed by respondents			
Sr.no.	Cellular Service Providers	No. of respondents	Percentage
1	Bsnl	35	23.33
2	Idea	31	20.67
3	Airtel	41	27.33
4	Tata Indicom	11	7.33
5	Vodafone	10	6.67
6	Reliance	14	9.33
7	Virgin	8	5.33
	Total	**150**	**100.00**

Graphical representation:



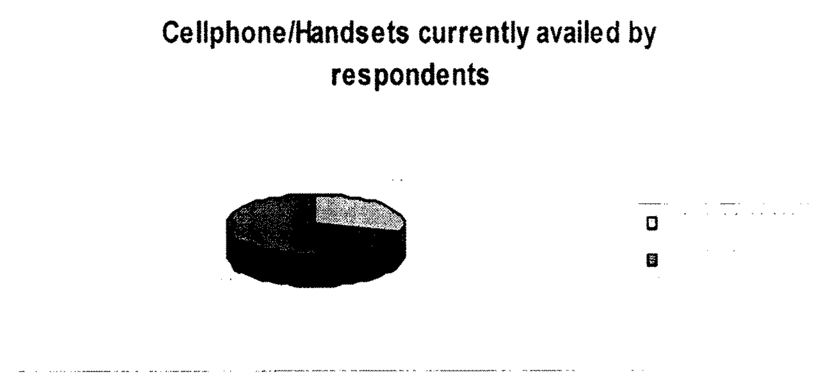
Interpretation:

Out of 150 respondents interviewed majority of the respondents 27.33% subscribe to Airtel followed by Bsnl 23.33%, Idea 20.67%, Reliance 9.33%, Tata Indicom 7.33%, Vodafone 6.67% & Virgin 5.33% respectively.

Tabular data:

Table 4.10: Cellphone/Handsets currently availed by respondents			
Sr.no.	**Cellphone/Handsets**	**No. of respondents**	**Percentage**
1	Company provided	45	30
2	Personally owned	105	70
	Total	**150**	**100**

Graphical representation:



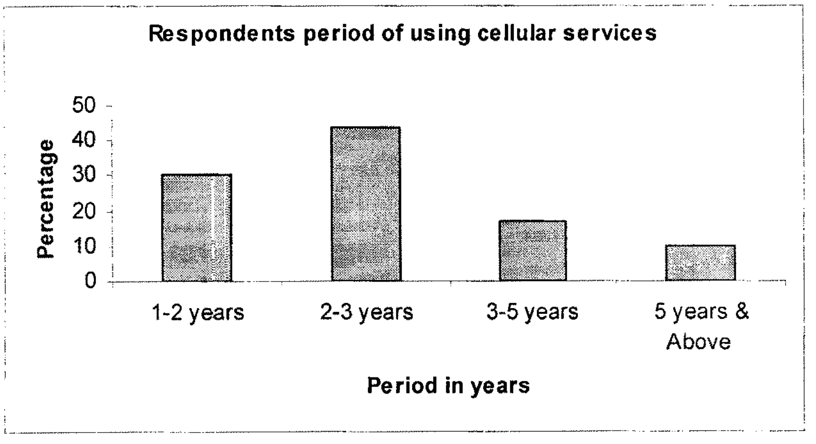
Interpretation:

Out of 150 respondents interviewed the above table indicates majority of the respondents interviewed possess personally owned handsets 70% while only 30% of the population own company provided handsets.

Tabular data:

Table 4.11: Respondents period of using cellular services			
Sr.no.	**Usage pattern**	**No. of respondents**	**Percentage**
1	1-2 years	45	30
2	2-3 years	65	43.33
3	3-5 years	25	16.67
4	5 years & Above	15	10.00
	Total	**150**	**100**

Graphical representation:



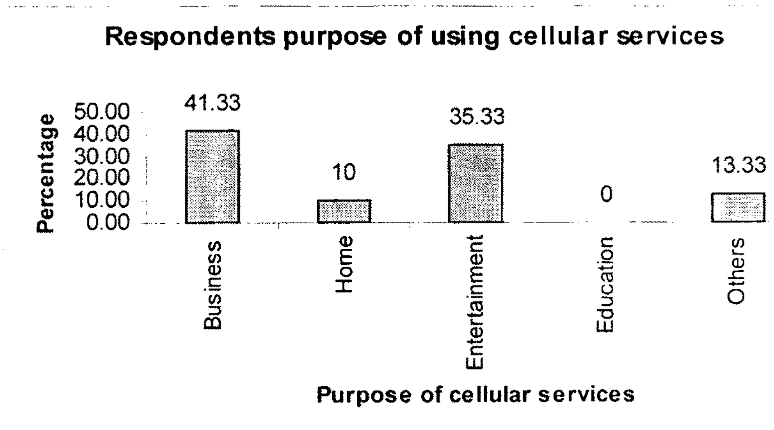
Interpretation:

The above table indicates 43.33% respondents use cellular services for a period of 2-3 yrs followed by 30% using cellular services for a period of 1-2 yrs, 16.67% using cellular services for a period of 3-5 yrs, 10 % using cellular services for a period of 5 yrs & above.

Tabular data:

Table 4.12: Respondents purpose of using cellular services			
Sr.no.	Purpose of cellular services	No. of respondents	Percentage
1	Business	62	41.33
2	Home	15	10
3	Entertainment	53	35.33
4	Education	0	0
5	Others	20	13.33
	Total	**150**	**100.00**

Graphical representation:



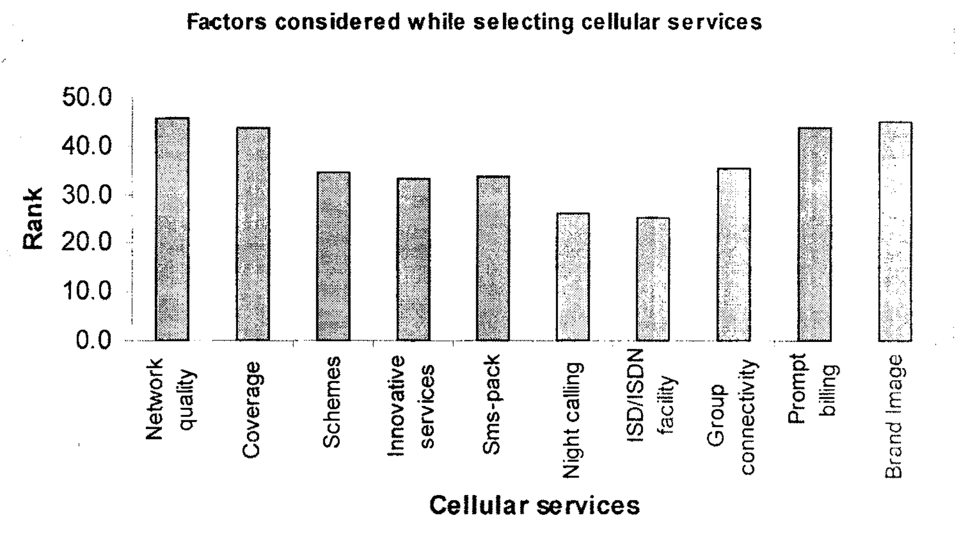
Interpretation:

The above table indicates 41.33% use cellular services for business purpose, while 35.33% use cellular services for entertainment, 13.33% use it for other uses viz. stock news, astrology, sms etc. followed by 10% who use cellular services to remain in close touch with family & friends.

Tabular data:

Table 4.14: Factors considered while selecting cellular services									
		Respondents-Rating							
Sr.no.	Factors	1	2	3	4	5	Total	W/Avg.	Rank
1	Network quality	0	0	20	25	105	685	45.7	1
2	Coverage	0	15	15	20	100	655	43.7	3
3	Schemes	20	22	25	35	48	519	34.6	6
4	Innovative services	15	35	25	35	40	500	33.3	8
5	Sms-pack	22	22	29	35	42	503	33.5	7
6	Night calling	46	34	26	24	20	388	25.9	9
7	ISD/ISDN facility	38	50	23	24	15	378	25.2	10
8	Group connectivity	16	14	35	45	40	529	35.3	5
9	Prompt billing	10	5	5	30	100	655	43.7	4
10	Brand Image	0	0	15	45	90	675	45.0	2

Graphical representation:



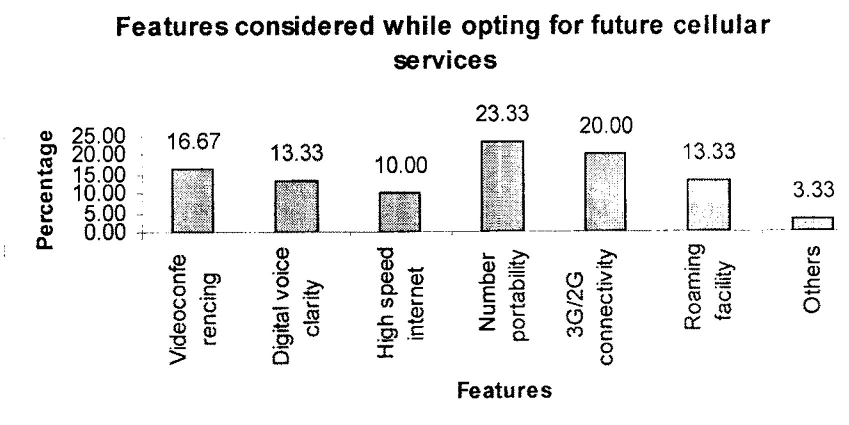
Interpretation:

Out of 150 respondents interviewed the above table indicates majority of the respondents have ranked network quality as their first choice while subscribing to cellular services while secondary preference is given to brand image followed by coverage, prompt billing , group connectivity, schemes, Sms pack, innovative services, night calling & ISD/ISDN facilities respectively.

Tabular data:

Table 4.15: Features considered while opting for future cellular services			
Sr.no.	**Features**	**No. of respondents**	**Percentage**
1	Videoconferencing	25	16.67
2	Digital voice clarity	20	13.33
3	High speed internet	15	10.00
4	Number portability	35	23.33
5	3G/2G connectivity	30	20.00
6	Roaming facility	20	13.33
7	Others	5	3.33
	Total	**150**	**100.00**

Graphical representation:



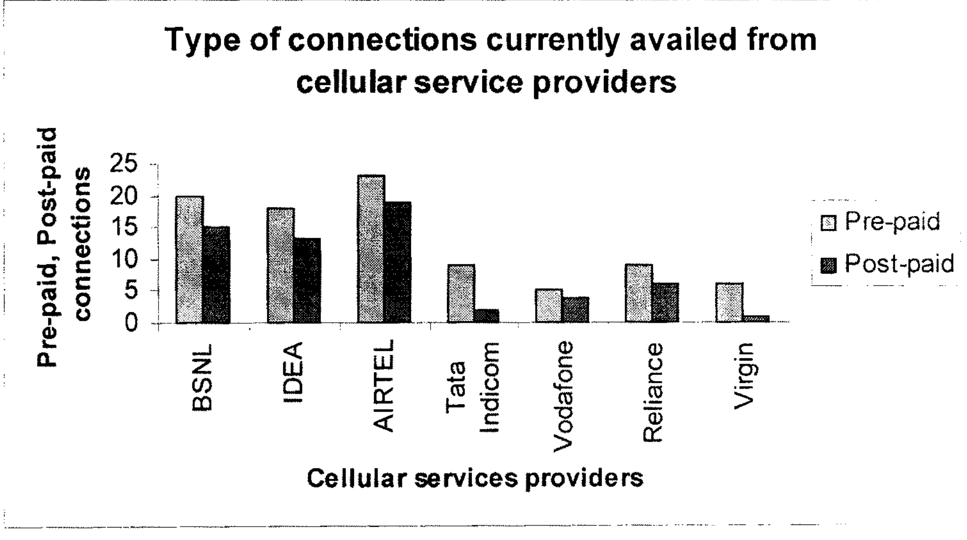
Interpretation:

The above table indicates majority of the respondents 23.33% prefer number portability as it gives them an opportunity to experiment different services of the cellular services provider retaining their existing number thus avoiding unnecessary documentation & expenses. 20% respondents opine 3G/2G connectivity as it provides wide scope of digital connectivity, seamless connectivity, virtually zero call drops, accessing TV channels & visiting popular websites.13.33% respondents opined digital voice clarity & roaming facility respectively as Sangli district as a whole is bent on industrialization & offering customized services to its customers. 16.67% respondent's opined video conferencing as new trend to view & speak to their family & friends .10% respondents opined high speed internet as the current internet services do not stand as per the promises offered, while 3.33% preferred other services like further drop in local, Isd/Isdn call rates, customized services etc.

Tabular data:

Table 4.16: Type of connections currently availed from cellular service providers								
Sr.no.	**Connections**	**No. of respondents**						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Pre-paid	20	18	22	9	5	9	6
2	Post-paid	15	13	19	2	5	6	1
	Total	**35**	**31**	**41**	**11**	**10**	**15**	7

Graphical representation:



Interpretation:

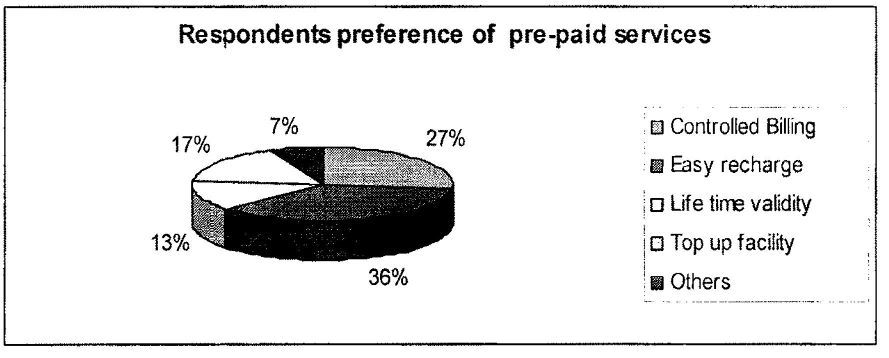
The above table indicates the type of connections viz. pre-paid, postpaid where Airtel is clearly stands the leader with 41% share followed by Bsnl 35%, Idea 31%, Reliance 15%, Tata Indicom 11%, Vodafone10%, Virgin 7%.

Pre-paid services

Tabular data:

Table 4.17: Respondents preference of pre-paid services			
Sr.no.	**Preferences**	**No. of respondents**	**Percentage**
1	Controlled Billing	24	26.67
2	Easy recharge	33	36.67
3	Life time validity	12	13.33
4	Top up facility	15	16.67
5	Others	6	6.67
	Total	**90**	**100**

Graphical representation:



Interpretation:

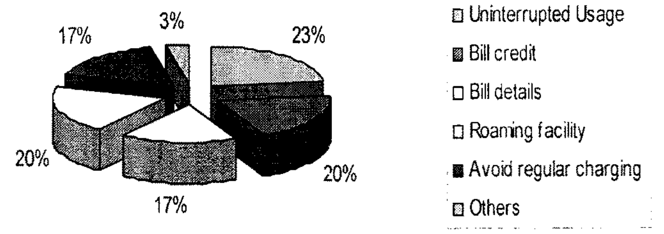
The above table indicates out of 90 respondents, 36.67% respondents prefer easy recharge when it comes to pre-paid services followed by controlled billing 26.67%, top up facility16.67%, life time validity 13.33% & others viz. drop in call rates, availability, recharge outlets etc.

Tabular data:

Table 4.18: Respondents service criteria while opting for pre-paid services			
Sr.no.	**Services Criteria**	**No. of respondents**	**Percentage**
1	Uninterrupted Usage	21	23.33
2	Bill credit	18	20
3	Bill details	15	16.67
4	Roaming facility	18	20
5	Avoid regular charging	15	16.67
6	Others	3	3.33
	Total	**90**	**100**

Graphical representation:

Respondents service criteria while opting for pre-paid services



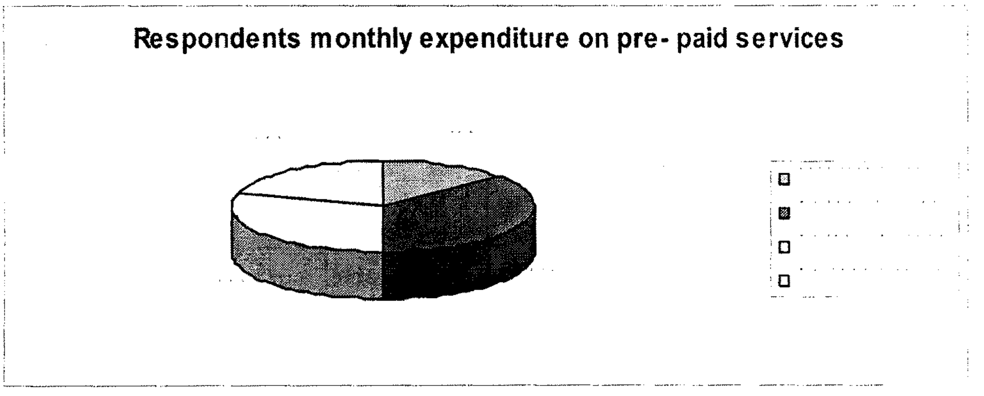
Interpretation:

The above table indicates that majority of the respondents 23.33% prefer uninterrupted usage while opting for pre-paid services followed by bill credit & roaming facilities 20% each, bill details & avoiding regular charging 16.67% respectively & while 3.33% respondents opine others viz. drop in call rates, availability, recharge outlets etc.

Tabular data:

Table 4.19: Respondents monthly expenditure on pre- paid services			
Sr.no.	Monthly expenditure	No. of respondents	Percentage
1	Less than Rs.500	12	13.33
2	Rs.500 - Rs.1000	33	36.67
3	Rs.1000- Rs.5000	27	30
4	Rs.5000 & above	18	20
	Total	**90**	**100**

Graphical representation:



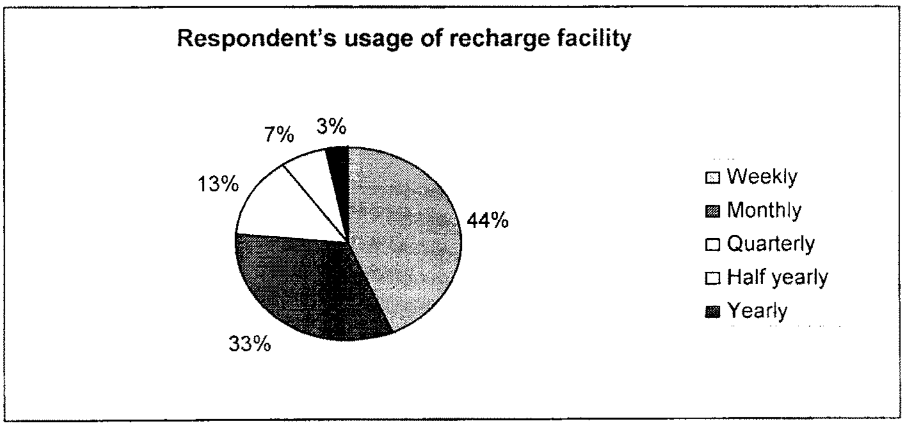
Interpretation:

The above table indicates 36.67% respondents incur monthly expenditure on pre-paid services between Rs.500-Rs.1000 followed by 30% respondents who spend in the range of Rs.1000-Rs.5000. While 20% respondents falls in the group of Rs.5000 & above, 13.33% spend less than Rs.500 on pre-paid services.

Tabular data:

Table 4.20: Respondents usage of recharge facility			
Sr.no.	Recharge facility usage	No. of respondents	Percentage
1	Weekly	39	43.33
2	Monthly	30	33.33
3	Quarterly	12	13.33
4	Half yearly	6	6.67
5	Yearly	3	3.33
	Total	**90**	**100**

Graphical representation:



Interpretation:

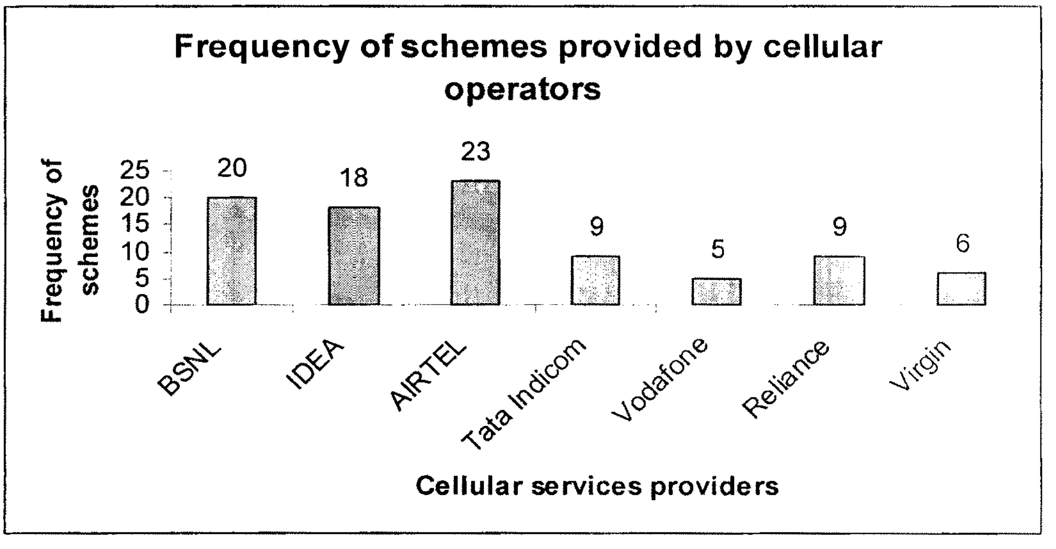
Majority of respondents 43.33% prominently use recharge facility weekly followed by 33.33% respondents who use the same monthly. 13.33% respondents use recharge facility quarterly while 6.67% respondents use the recharge facility half yearly, 3.33% respondents use the recharge facility yearly.

Tabular data:

Table 4.21: Frequency of schemes provided by cellular operators

Sr.no.	Frequency of schemes	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	No schemes	0	0	0	0	0	0	0
2	Occasionally	2	2	5	2	1	1	2
3	Frequently	8	9	6	1	1	1	2
4	Seasonally	9	6	10	5	2	6	1
5	Rarely	1	1	2	1	1	1	1
	Total	**20**	**18**	**23**	**9**	**5**	**9**	**6**

Graphical representation:



Interpretation:

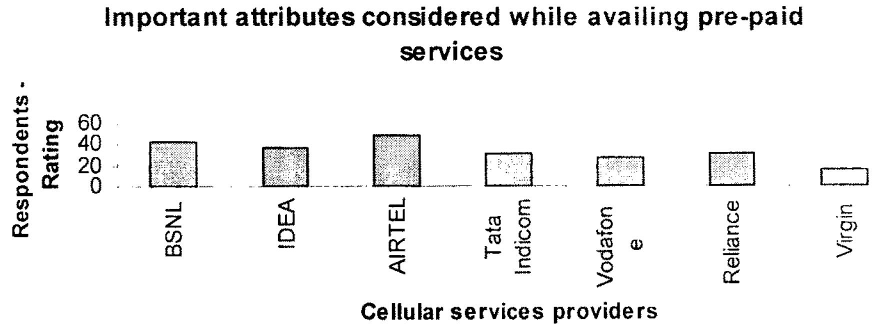
As far as the frequency of schemes are concerned, the above table clearly indicates Airtel 23% out stands its competitors Bsnl 20%, Icea 18%, Reliance& Tata Indicom 9% each, Virgin 6%, followed by Vodafone 5% by providing innovative schemes frequently,seasonally,occasionally thus gaining market leadership position in around Sangli district in pre-paid services.

Tabular data:

Table 4.22: Important attributes considered while availing pre-paid services

Sr.no.	Service Parameter	Respondents-Rating						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virg
1	Low cost	5	4	5	3	2	3	[illegible]
2	Low call returns	5	3	5	3	2	3	[illegible]
3	Convenience	5	3	5	3	2	3	[illegible]
4	Multi usage	4	4	5	3	3	3	[illegible]
5	Status symbol	5	4	5	3	2	3	[illegible]
6	Network coverage	4	3	5	3	2	3	[illegible]
7	Roaming facilities	4	4	5	3	4	3	[illegible]
8	Value added services	4	4	5	3	4	3	[illegible]
9	SMS- pack	2	4	4	3	4	3	[illegible]
10	Brand Image	4	3	5	3	2	3	[illegible]
	Total	42	36	49	30	27	30	1

Graphical representation:



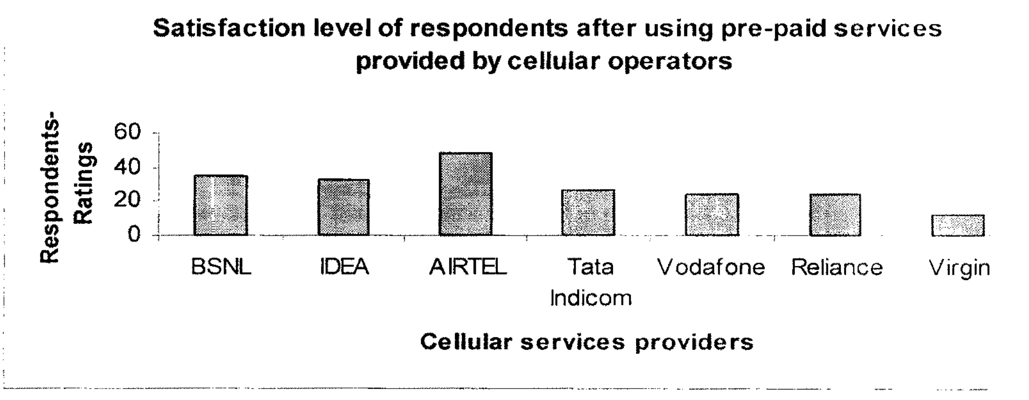
Interpretation:

The above table indicates Airtel 49% clearly out stands its competitors Bsnl 42%, Idea 36%, Tata Indicom 30%, Reliance 30%,Vodafone 27% & Virgin 15% respectively by providing quality services, innovative services to its clients even though Bsnl boasts of providing calls at lower rates not to forget Airtel's multi usage services with introduction of Blackberry & its national as well as international brand image.

Tabular data:

Table 4.23: Satisfaction level of respondents after using pre-paid services								
Sr.no.	Satisfaction level	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Network quality /Coverage	4	3	5	3	2	3	1
2	Lifetime pre-paid	4	3	5	1	2	1	1
3	Schemes	4	3	5	3	3	3	1
4	Innovative services	4	3	5	3	3	3	3
5	Sms-pack	2	4	5	3	2	3	1
6	Night calling	3	3	4	3	3	3	1
7	ISD/ISDN facility	3	3	4	2	2	2	1
8	Group calling	4	4	5	2	2	2	1
9	Prompt billing	4	3	5	3	2	2	1
10	Customer care	3	3	5	3	3	2	1
	Total	35	32	48	26	24	24	12

Graphical representation:



Interpretation:

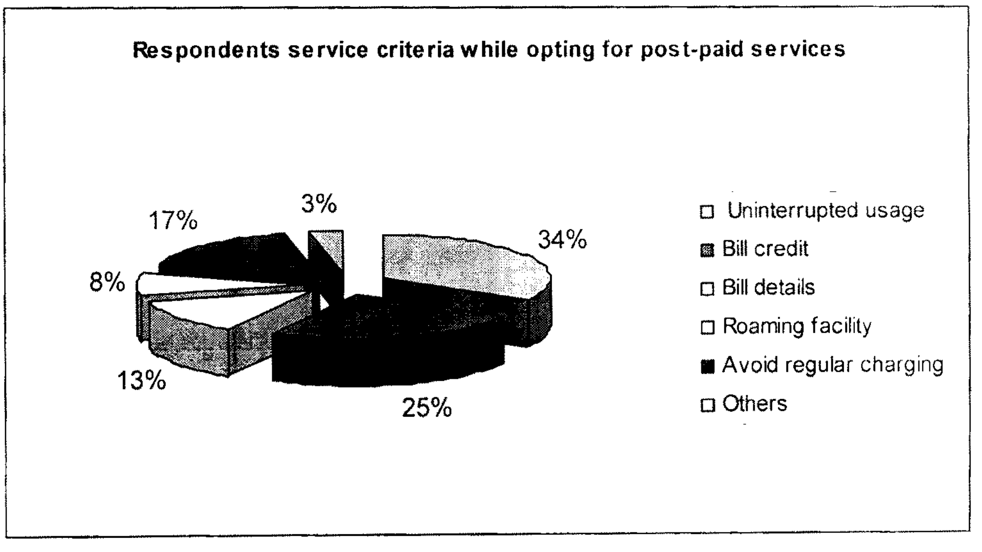
The above table indicates Airtel 48% has the highest satisfaction level as compared to Bsnl 35%, Idea 32%, Tata Indicom 26%, Vodafone 24%, Reliance 24% & Virgin 12% & clearly stating its leadership status in terms of satisfaction in Sangli district.

Post-paid services

Tabular data:

Table 4.25 : Respondents service criteria while opting for post-paid services			
Sr.no.	Services Criteria	No. of respondents	Percentage
1	Uninterrupted usage	20	33.33
2	Bill credit	15	25.00
3	Bill details	8	13.33
4	Roaming facility	5	8.33
5	Avoid regular charging	10	16.67
6	Others	2	3.33
	Total	**60**	**100.00**

Graphical representation:



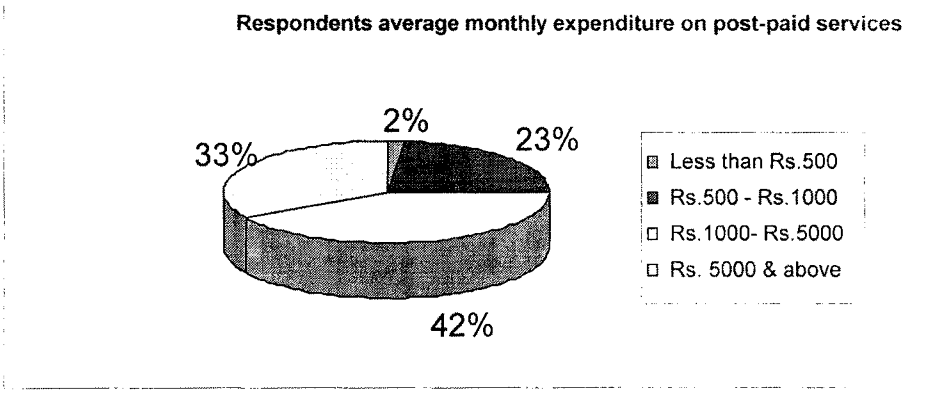
Interpretation:

The above table indicates majority of respondents 33.33% opt fo uninterrupted usage followed by 25% respondents preferring bill credi facilities while 16.67% respondents prefer avoiding regular charging 13.33% respondents prefer bill details, 8.33% respondents prefer roaming facility, 3.33% respondents preferring other services viz. seamless connectivity, network quality, zero call drops etc.

Tabular data:

Table 4.26: Respondents average monthly expenditure on post-paid services			
Sr.no.	**Monthly expenditure**	**No. of respondents**	**Percentage**
1	Less than Rs.500	1	1.67
2	Rs.500 - Rs.1000	14	23.33
3	Rs.1000- Rs.5000	25	41.67
4	Rs. 5000 & above	20	33.33
	Total	**60**	**100.00**

Graphical representation:



Interpretation:

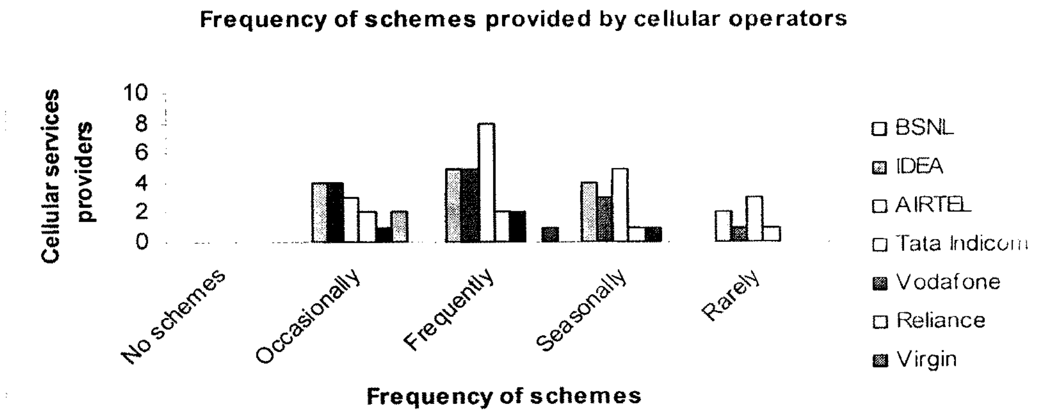
Out of 60 post-paid respondents majority of the respondents availing cellular services income belong to the income group of Rs.1000-Rs.5000 i.e. 41.67% followed by 33.33%, between income group of Rs5000 & above. While respondents between income groups of Rs.500-1000 spend 23.33% on post-paid services & only 1.67% respondents between income groups of less than Rs.500 are found to avail post-paid services.

Tabular data:

Table 4.27: Frequency of schemes provided by cellular operators

Sr.no.	Frequency of schemes	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	No schemes	0	0	0	0	0	0	0
2	Occasionally	4	4	3	2	1	2	0
3	Frequently	5	5	8	2	2	0	1
4	Seasonally	4	3	5	1	1	0	0
5	Rarely	2	1	3	1	0	0	0
	Total	**15**	**13**	**19**	**6**	**4**	**2**	**1**

Graphical representation:



Interpretation:

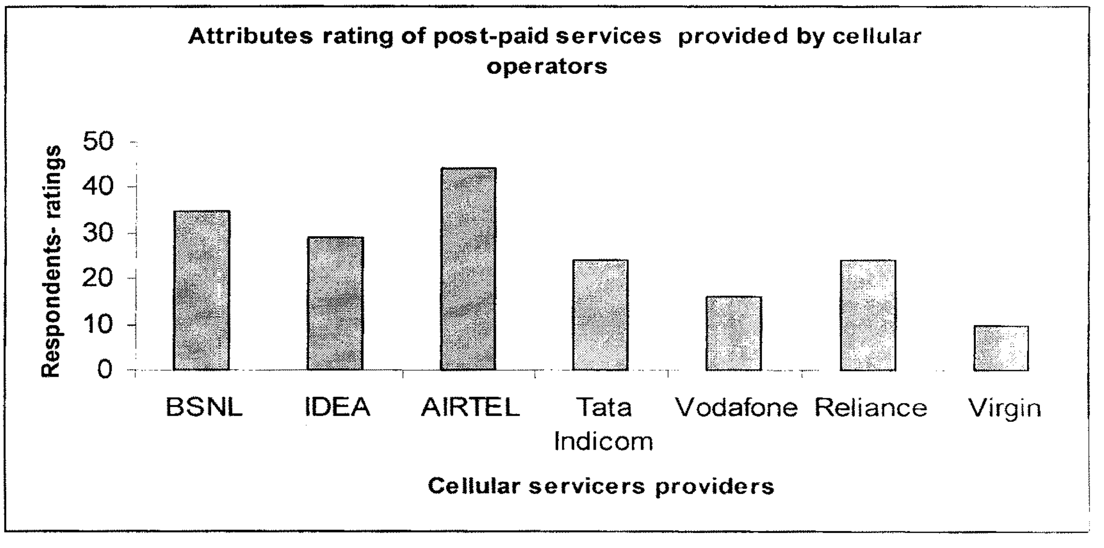
The above table indicates Airtel 19% clearly out stands its competitors Bsnl 15%, Idea 13%, Tata Indicom 6%, Vodafone 4%, Reliance 2% & Virgin 1% by providing innovative schemes frequently,seasonally,occasionally thus gaining market leadership position in around Sangli district in post-paid services.

Tabular data:

Table 4.28: Attributes rating of post-paid services provided by cellular operators

Sr.no.	Service Parameter	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Low cost	4	3	5	3	2	3	1
2	Low call returns	4	2	4	3	1	3	1
3	Convenience	4	3	5	2	1	2	1
4	Multi usage	3	3	4	2	1	2	1
5	Status symbol	5	3	5	2	1	2	1
6	Network coverage	3	3	5	2	1	2	1
7	Roaming facilities	3	3	4	3	3	3	1
8	Value added services	3	3	4	3	2	3	1
9	SMS- pack	2	3	4	2	2	2	1
10	Brand Image	4	3	4	2	2	2	1
	Total	**35**	**29**	**44**	**24**	**16**	**24**	**10**

Graphical representation:



Interpretation:

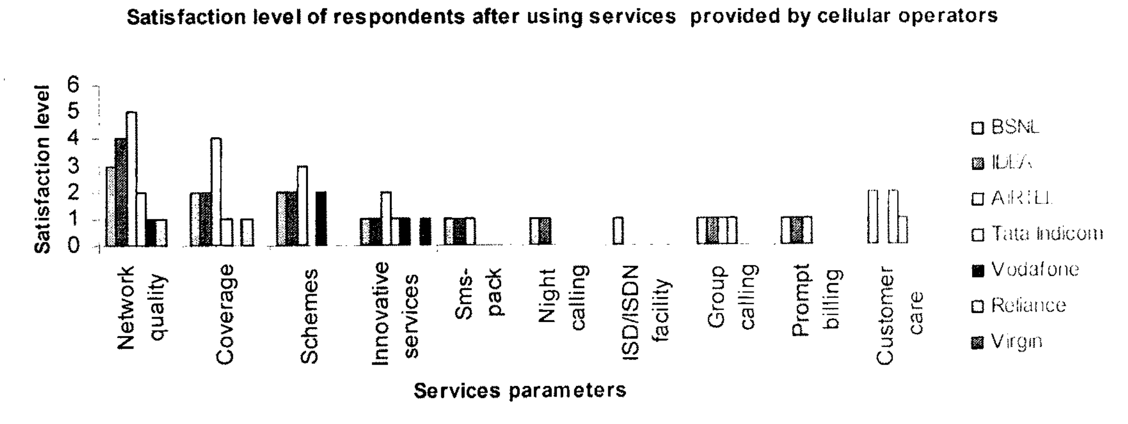
The above table indicates Airtel 44% clearly out stands its competitors Bsnl 35%, Idea 29%, Tata Indicom 24%, Vodafone 16%, and Reliance 24%, followed by Virgin 10% by providing quality, innovative services to its present & potential customers.

Tabular data:

Table 4.29: Satisfaction level of respondents after using services provided by cellular operators

Sr.no.	Satisfaction level	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virg
1	Network quality	3	4	5	2	1	1	0
2	Coverage	2	2	4	1	0	1	0
3	Schemes	2	2	3	0	2	0	0
4	Innovative services	1	1	2	1	1	0	1
5	Sms-pack	1	1	1	0	0	0	0
6	Night calling	1	1	0	0	0	0	0
7	ISD/ISDN facility	1	0	0	0	0	0	0
8	Group calling	1	1	1	1	0	0	0
9	Prompt billing	1	1	1	0	0	0	0
10	Customer care	2	0	2	1	0	0	0
	Total	**15**	**13**	**19**	**6**	**4**	**2**	**1**

Graphical representation:



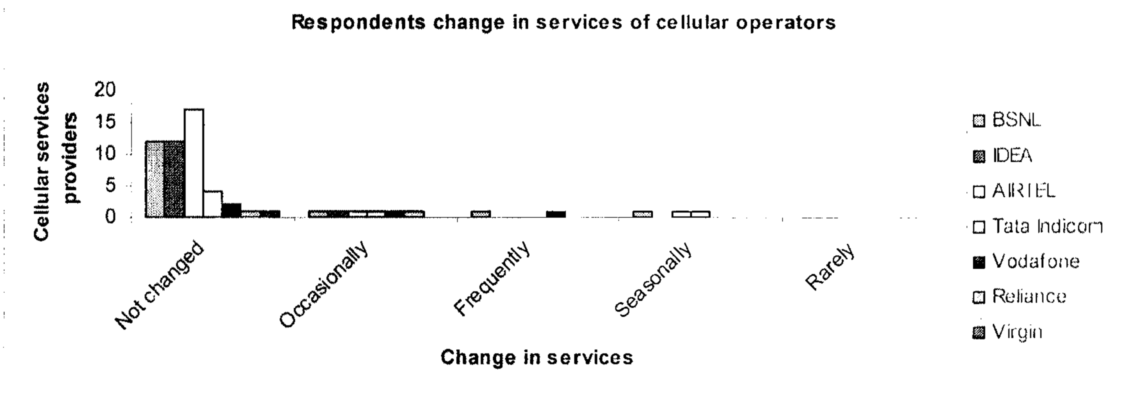
Interpretation:

The above table indicates Airtel 19% has the highest satisfaction level as compared to Bsnl 15%, Idea 13%, Tata Indicom 6%, Vodafone 4%, Reliance2% followed by Virgin 1% clearly stating Airtel as 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.

Tabular data:

Table 4.30: Respondents change in services of cellular operators								
Sr.no.	Change in services	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Not changed	12	12	17	4	2	1	1
2	Occasionally	1	1	1	1	1	1	0
3	Frequently	1	0	0	0	1	0	0
4	Seasonally	1	0	1	1	0	0	0
5	Rarely	0	0	0	0	0	0	0
	Total	**15**	**13**	**19**	**6**	**4**	**2**	**1**

Graphical representation:



Interpretation:

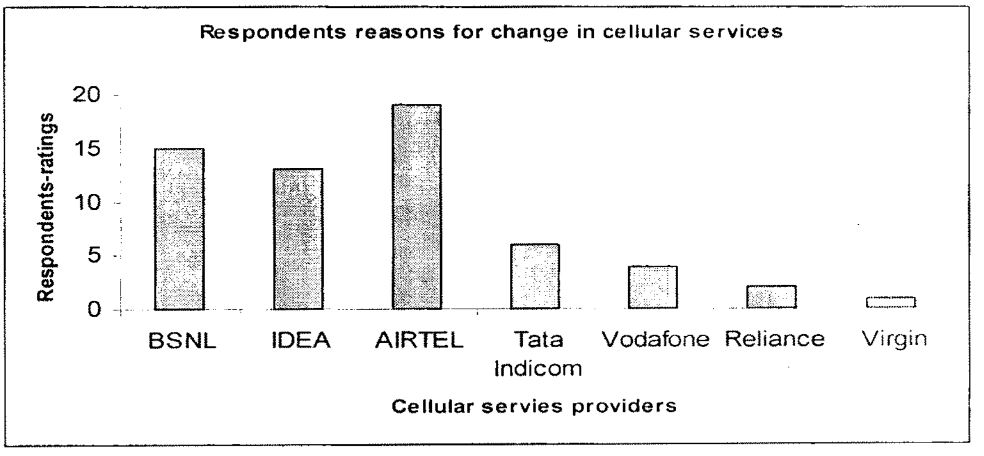
The above table indicates majority of the respondents have remained loyal to cellular operators Airtel 19%, Bsnl 15%, Idea 13%, Tata Indicom 6%, Vodafone 4%, Reliance 2% & Virgin 1%. A handful of respondents 1% each of Airtel, Bsnl, Idea, Tata Indicom, Vodafone, Reliance have occasionally changed cellular operators due to coverage, schemes, billing defects etc. while 1% respondents of Bsnl, Vodafone were found to change services frequently due to lack of connectivity, schemes etc. 1% respondents of Airtel, Bsnl, Tata Indicom were found to switch services due alteration in schemes, call rates etc.

Tabular data:

Table 4.31: **Respondents reasons for change in cellular services**

Sr.no.	Reasons for change in services	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
		No. of respondents						
1	Faulty Services	3	2	1	1	0	1	1
2	Dull Network Coverage	2	4	1	1	2	1	0
3	Billing defects	2	3	5	1	1	0	0
4	Heavy call rates	2	3	3	0	1	0	0
5	Negligent Staff	6	1	5	2	0	0	0
6	Others	0	0	4	1	0	0	0
	Total	**15**	**13**	**19**	**6**	**4**	**2**	**1**

Graphical representation:



Interpretation:

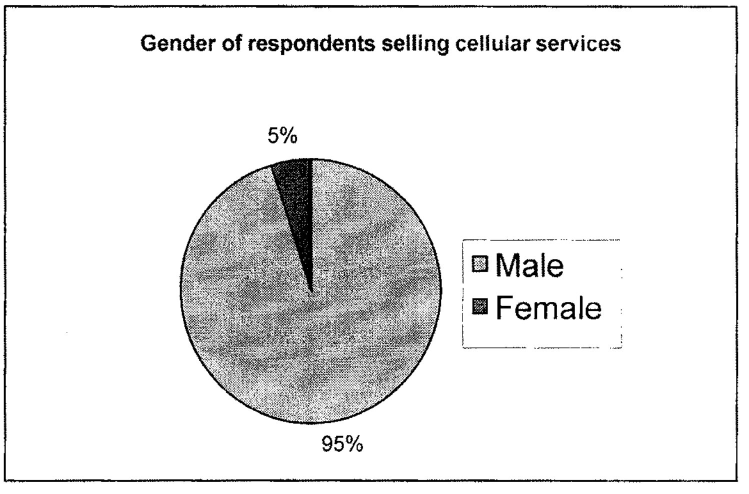
Out of the 60 dealers/retailers interviewed majority opined billing defects 5% Airtel, 3% Idea, 2%Bsnl, negligent staff 6%Bsnl, 5% Airtel , heavy call rates indicated by 3% Airtel, 3%Idea, 2% Bsnl as their main reason for change in cellular operators followed by dull network 4% Idea, 2% Bsnl& Vodafone respectively whereas only 1% of Airtel , Reliance & Tata Indicom customers opining dull network. A handful of customers opined others i.e. 4% of Airtel & 1% Tata Indicom as reason for change viz. late activation, false word of mouth etc. whereas few customers indicating faulty services in case of Bsnl 3%, Idea 2%, Airtel 1%, Reliance 1%, Tata Indicom l%, Virgin 1% as their reason for change in cellular services providers.

Dealer/Retailers section:

Tabular data:

Table 4.35: Gender of respondents selling cellular services			
Sr.no.	Particulars	No. of respondents	Percentage
1	Male	95	95.00
2	Female	5	5.00
	Total	**100**	**100**

Graphical representation:



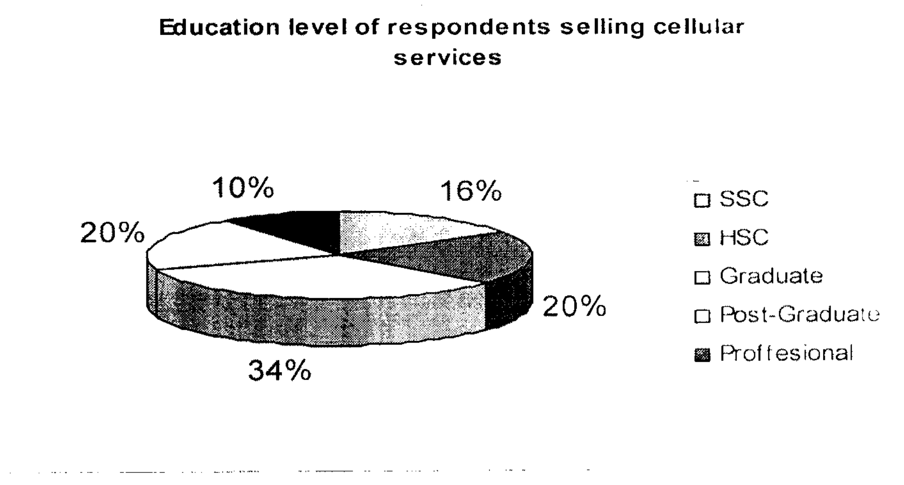
Interpretation:

Out of 100 dealers/retailers interviewed majority of the respondents selling cellular services are male 95% while only 5% female respondents are into selling cellular services.

Tabular data:

Table 4.36: Education level of respondents selling cellular services			
Sr.no.	Particulars	No. of respondents	Percentage
1	SSC	16	16.00
2	HSC	20	20.00
3	Graduate	34	34.00
4	Post-Graduate	20	20.00
5	Professionals	10	10.00
	Total	**100**	**100.00**

Graphical representation:



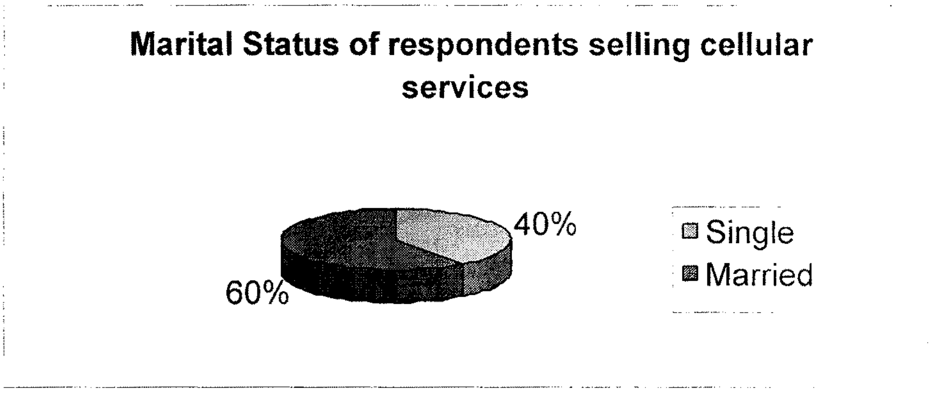
Interpretation:

The above table indicates educational level of respondents selling cellular services are dominated primarily by Graduates 34% followed by Post- graduates & HSC 20% respectively, while only SSC 16% & Professionals 10% respondents are into selling cellular services.

Tabular data:

Table 4.37: Marital Status of respondents selling cellular services			
Sr. no.	**Particulars**	**No. of respondents**	**Percentage**
1	Single	40	40
2	Married	60	60
	Total	**100**	**100.00**

Graphical representation:



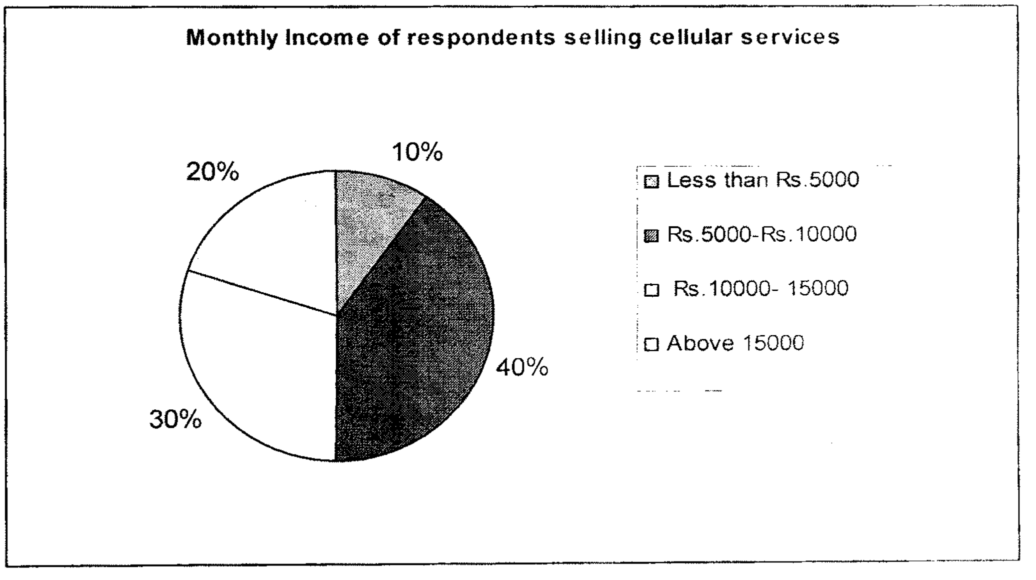
Interpretation:

The above table indicates 60% of the respondents selling cellular services are married while only 40% respondents are single.

Tabular data:

Table 4.38: Monthly Income of respondents selling cellular services			
Sr. no.	Particulars	No. of respondents	Percentage
1	Less than Rs.5000	10	10
2	Rs.5000-Rs.10000	40	40
3	Rs.10000- 15000	30	30
4	Above 15000	20	20
	Total	100	100.00

Graphical representation:



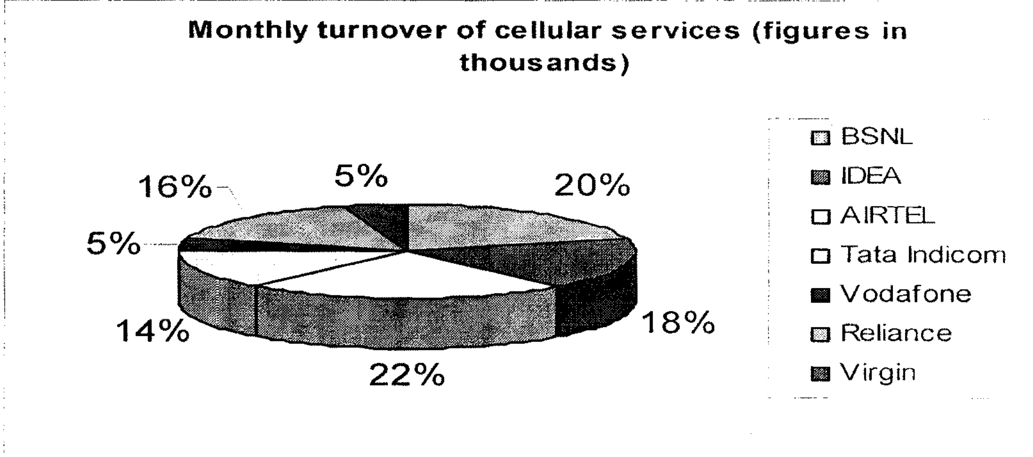
Interpretation:

The above table indicates majority of the respondents selling cellular services belong to the income group Rs5000- Rs.10000 i.e.40% followed by 30% respondents who belong to the income group between Rs.10000-Rs.15000, 20% respondents belonging to the income group above Rs.15000. While only 10% respondents selling cellular services belong to the income group of less than Rs.500.

Tabular data:

Table 4.39: Monthly turnover of cellular services (figures in thousands)								
		No. of respondents						
Sr.no.	Services	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Pre-paid connections	9	8	10	6	2	7	2
2	Post paid connections	2	2	2	1	1	1	0
3	Recharge vouchers	4	4	0	2	2	2	0
4	E-recharge services	2	2	2	1	0	1	0
5	Value added services	2	1	5	0	2	1	2
6	Billing services	3	0	5	0	1	0	0
7	After sales services	1	1	1	0	0	0	0
	Total	**23**	**18**	**25**	**10**	**8**	**12**	**4**

Graphical representation:



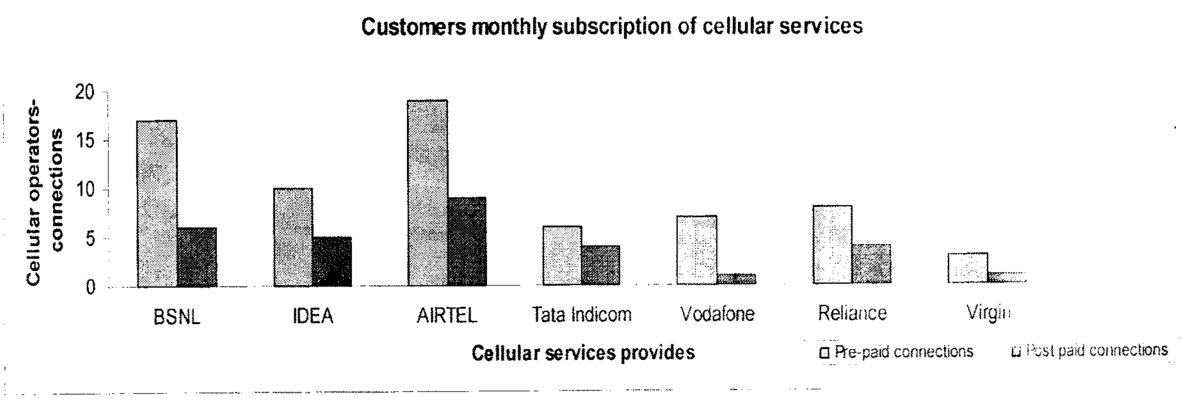
Interpretation:

Out of 100 dealers/retailers interviewed the above table indicates majority of the respondents opine Airtel as the leading brand with 25% counter sales with major sales in pre-paid connections, value added services & billing services closely followed by Bsnl 23%, Idea 18%, Reliance 12%, Tata Indicom 10%, Vodafone 8% & Virgin 4% respectively.

Tabular data:

Table 4.40: Customers monthly subscription of cellular services								
		No. of respondents						
Sr.no.	Services	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virg
1	Pre-paid connections	17	10	19	6	7	8	3
2	Post paid connections	6	5	9	4	1	4	1
	Total	**23**	**15**	**28**	**10**	8	12	**4**

Graphical representation:



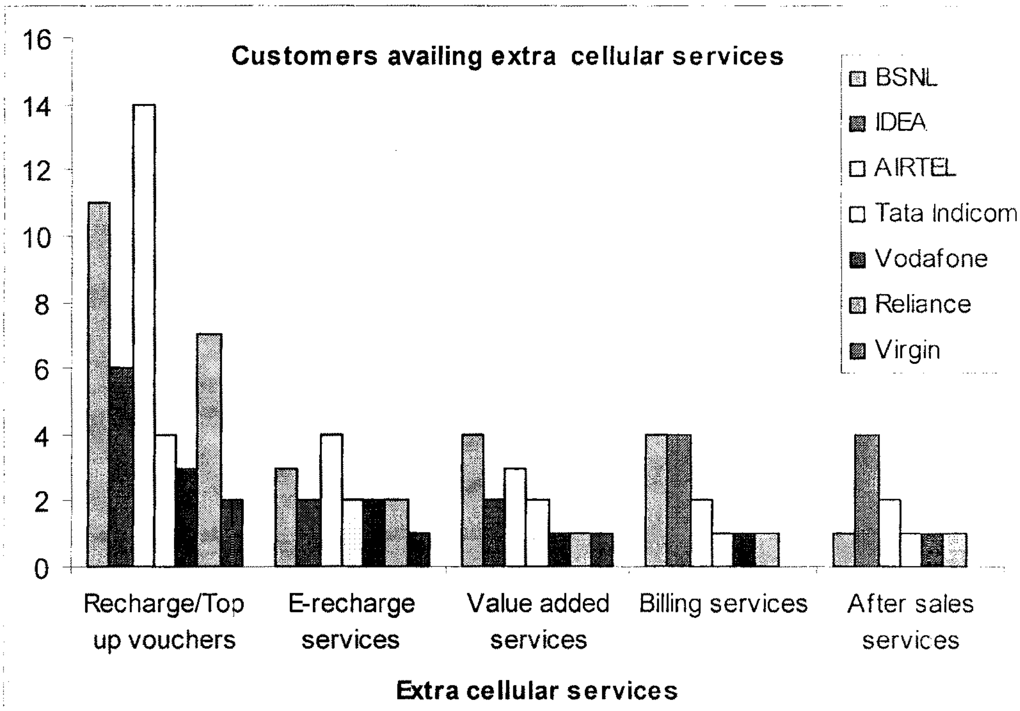
Interpretation:

Out of 100 dealers/retailers interviewed Airtel has 28 % of market share with 19 Pre-paid & 9 Post-paid connections indicating its market leadership status followed by Bsnl with 23% market share having 17 Pre-paid & 6 Post -paid connections indicating its market challenger status, Idea with 15% market share having 10 Pre-paid & 5 Post-paid connections indicating market follower status.

Tabular data:

Table 4.41: Customers availing extra cellular services								
		No. of respondents						
Sr.no.	Extra services	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Recharge/Top up vouchers	11	6	14	4	3	7	2
2	E-recharge services	3	2	4	2	2	2	1
3	Value added services	4	2	3	2	1	1	1
4	Billing services	4	4	2	1	1	1	0
5	After sales services	1	4	2	1	1	1	0
	Total	**23**	**18**	**25**	**10**	8	12	**4**

Graphical representation:



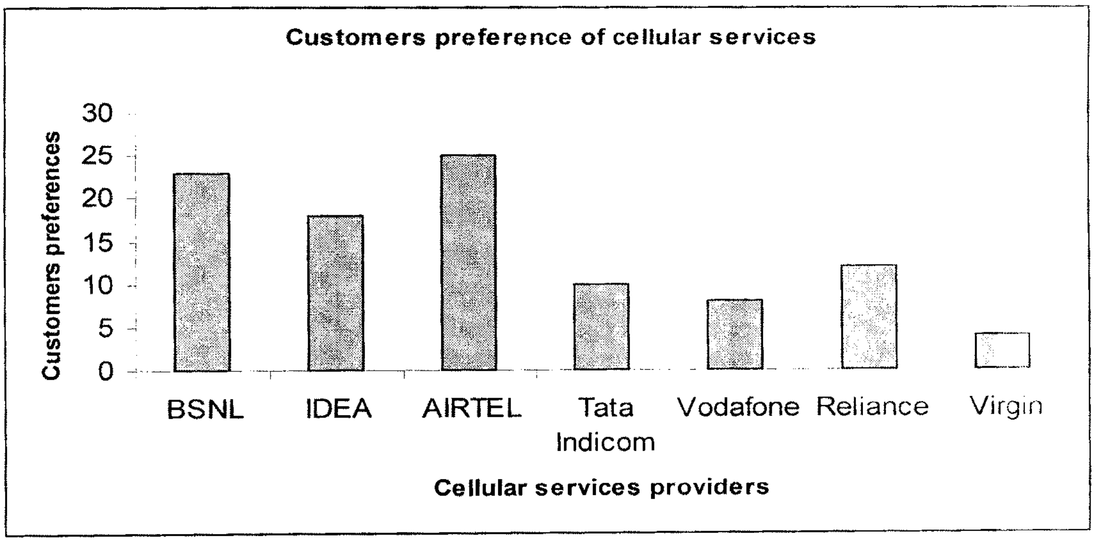
Interpretation:

Majority of the dealers/ retailers opined Airtel 25% as leader with 14% recharge vouchers, closely followed by Bsnl 23% with 11% top up vouchers, Idea 18% with 6% recharge vouchers, Reliance 12% with 7% recharge vouchers, Tata Indicom 10% with 4% recharge vouchers & Virgin 4% with 2% recharge vouchers.

Tabular data:

Table 4.42: Customers preference of cellular services								
	Customers preference of services	No. of respondents						
Sr.no.		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Network quality	11	9	12	5	3	6	2
2	Coverage	3	2	3	2	1	2	1
3	Schemes	2	1	2	1	1	1	1
4	Innovative services	1	0	2	0	1	1	0
5	Sms-pack	2	1	1	1	1	1	0
6	Night calling	0	1	1	0	1	0	0
7	ISD/ISDN facility	1	1	1	0	0	0	0
8	Group calling	1	1	1	1	0	1	0
9	Prompt billing	1	1	1	0	0	0	0
10	Customer care	1	1	1	0	0	0	0
	Total	**23**	**18**	**25**	**10**	**8**	12	**4**

Graphical representation:



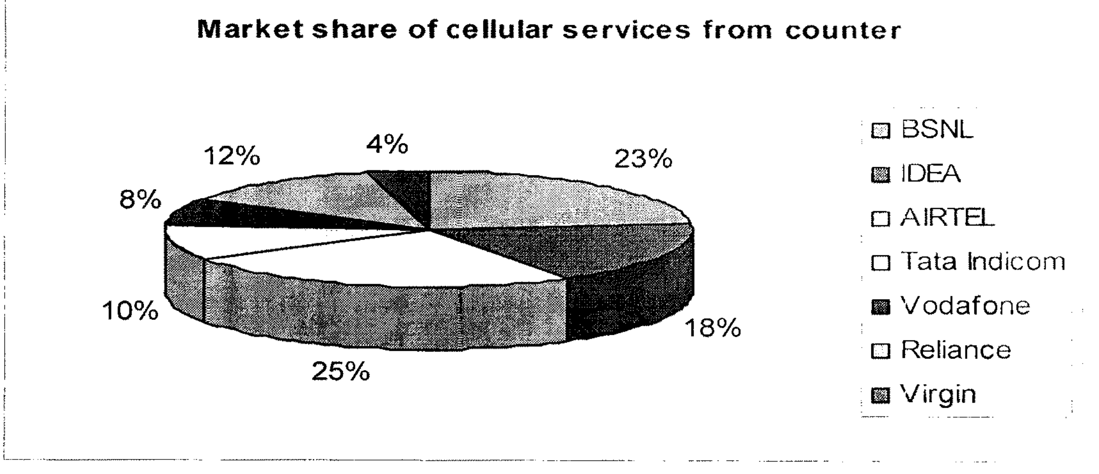
Interpretation:

Out of 100 dealers/retailers interviewed majority opine network quality as the main feature of satisfaction among their customers viz. Airtel 12%, Bsnl 11%, Idea 9%, Reliance 6% followed by Tata Indicom 5%, Vodafone 3% & Virgin 2%. While coverage has the next priority among the customers viz Airtel 3%, Bsnl 3%,Idea ,Tata Indicom & Reliance 2% each followed by Vodafone & Virgin 1% respectively.

Tabular data:

Table 4.43: Market share of cellular services from counter			
Sr no.	Cellular services providers	Market share	Percentage
1	BSNL	23	23
2	IDEA	18	18
3	AIRTEL	25	25
4	Tata Indicom	10	10
5	Vodafone	8	8
6	Reliance	12	12
7	Virgin	4	4
	Total	**100**	**100**

Graphical representation:



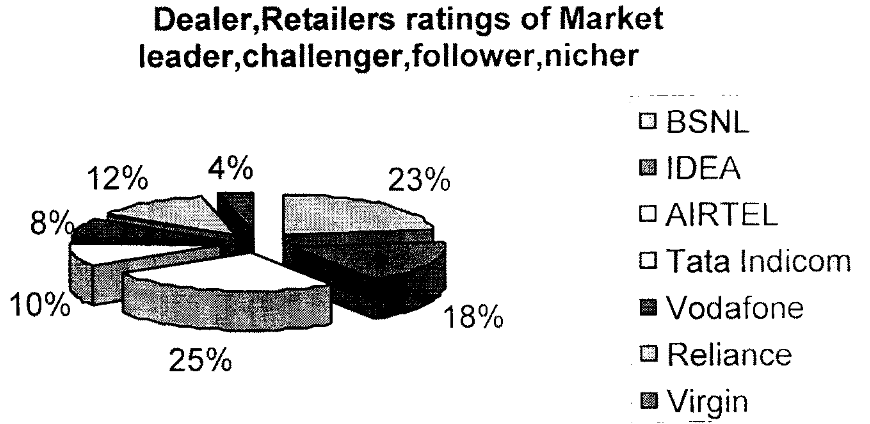
Interpretation:

Airtel 25% enjoys a favcrable market share in Sangli district closely followed by Bsnl 23%,Idea 18%, Reliance 12%, Tata Indicom 10% , Vodafone 8% & Virgin 4% respectively.

Tabular data:

Table 4.44: Dealers/Retailers ratings of market leader, market challenger, market follower, market nicher			
Sr no.	Cellular services providers	Market share	Percentage
a	BSNL	23	23
2	IDEA	18	18
3	AIRTEL	25	25
4	Tata Indicom	10	10
5	Vodafone	8	8
6	Reliance	12	12
7	Virgin	4	4
	Total	**100**	**100**

Graphical representation:



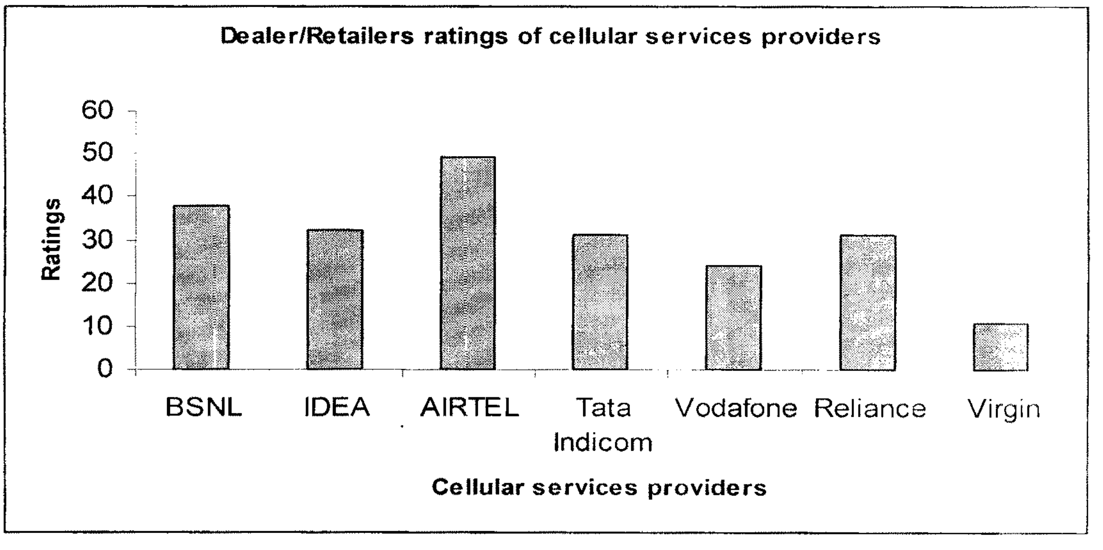
Interpretation:

Majority of the dealers/ retailers opined Airtel 25% as market leader due to its aggressive campaigning, advertising on both digital & print media & providing customized solutions to its customers. While Bsnl 23% currently stands as market challenger due its attractive call rates being govt. owned, providing discounts in Sim cards, campaigning aggressively on the print & digital media, opening retail outlets in around Sangli district. Idea 18%, Reliance 12% , Tata Indicom stand as market followers as they follow their competitors closely, follow at a distance & follow selectively. Whereas Vodafone 8% & Virgin 4% currently stand as market nicher as they offer specific services to the customers & have customized services to serve their customers in selected areas in around Sangli district.

Tabular data:

Table 4.45: Dealer/Retailers ratings of cellular services providers								
		Dealer, Retailers - Ratings						
Sr no.	Cellular services providers	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Network quality	4	3	5	3	2	3	1
2	Coverage	3	3	5	3	3	3	1
3	Schemes	5	3	4	3	2	3	1
4	Innovative services	4	3	5	3	2	3	1
5	Sms-pack	2	2	2	1	1	1	1
6	Night calling	3	3	5	3	2	3	1
7	ISD/ISDN facility	3	3	4	3	2	3	1
8	Group calling	3	3	4	3	2	3	1
9	Prompt billing	3	3	5	3	3	3	1
10	Customer care	4	3	5	3	2	3	1
11	Brand image	4	3	5	3	3	3	1
	Total	**38**	**32**	**49**	**31**	**24**	**31**	**11**

Graphical representation:



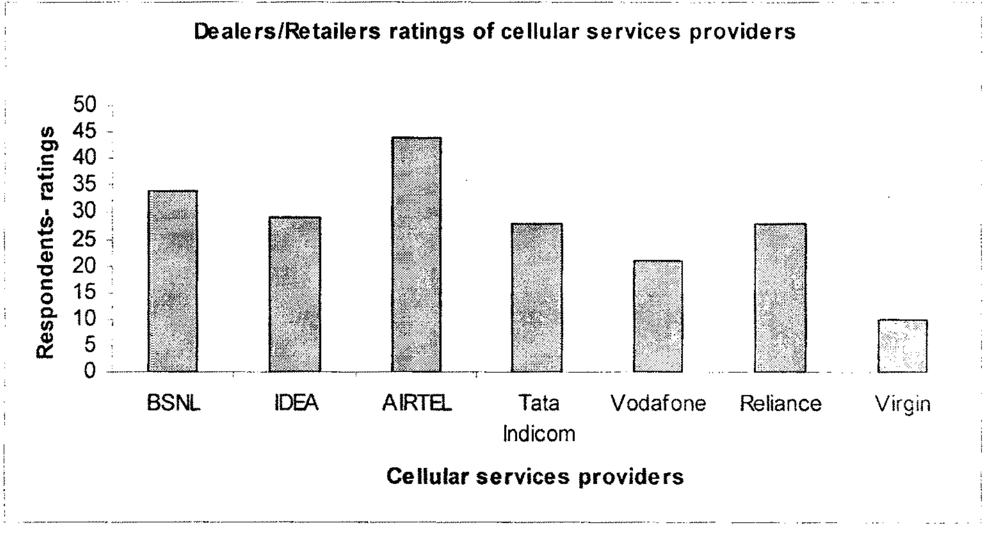
Interpretation:

Majority of the dealers/ retailers opined Airtel 49% as market leader due to its network quality, coverage, innovative, night calling, prompt billing, customer care & brand image. Bsnl 38% is voted as market challenger due its attractive call rates, schemes & being govt. owned, providing discounts in Sim cards, campaigning aggressively on the print & digital media, opening retail outlets in around Sangli district followed by Idea 32%, Reliance 31% , Tata Indicom 31% stand as market followers as they follow their competitors closely, follow at a distance & follow selectively. Whereas Vodafone 24% & Virgin 11% currently stand as market nicher as they offer specific services to the customers & have customized services to serve their customers in selected areas in around Sangli district.

Tabular data:

Table 4.46: Dealers/Retailers ratings of cellular services providers								
		No, of respondents						
Sr.no.	Customers preference of services	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Relational quality	4	3	5	3	2	3	1
2	Competitiveness	3	3	5	3	3	3	1
3	Reliability	5	3	4	3	2	3	1
4	Market Reputation	4	3	5	3	2	3	1
5	Support features	2	2	2	1	1	1	1
6	Network Quality	3	3	5	3	2	3	1
7	Convenience	3	3	4	3	2	3	1
8	Prompt billing	3	3	4	3	2	3	1
9	Value-Added services	3	3	5	3	3	3	1
10	Brand Image	4	3	5	3	2	3	1
	Total	**34**	**29**	**44**	**28**	**21**	**28**	**10**

Graphical representation:



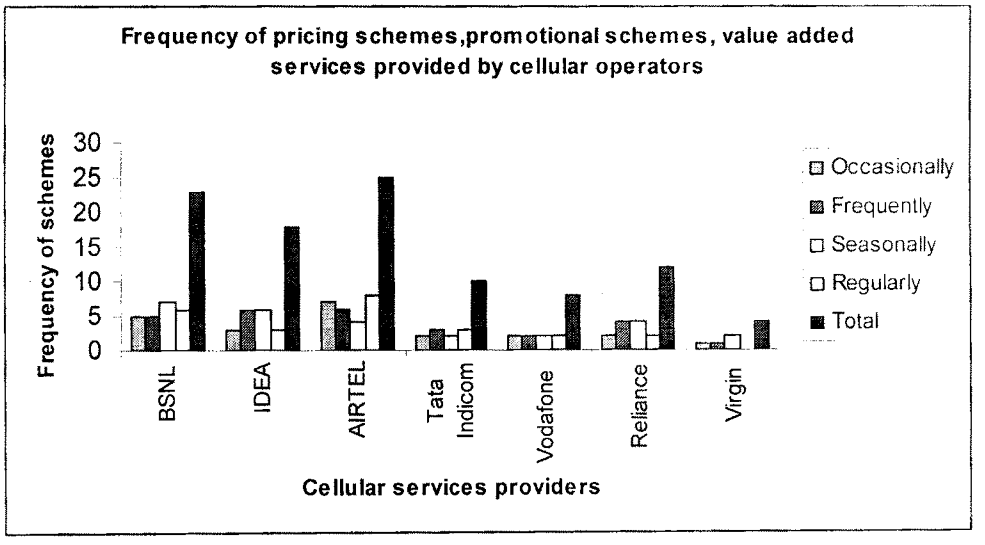
Interpretation:

Majority of the dealers/retailers rated Airtel 44% due to its quality, competitiveness, market reputation, reliability etc. closely followed by Bsnl 34%, Idea 29%, Reliance 28%, Tata Indicom 28%, Vodafone 21% & Virgin 10% respectively, indicating Airtel as the most preferred brand in Sangli district.

Tabular data:

Table 4.47: Frequency of pricing schemes, promotional schemes, value added services provided by cellular operators								
		No. of respondents						
Sr.no.	Frequency of Schemes,VAS	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgir
1	Occasionally	4	3	7	2	2	2	1
2	Frequently	8	6	6	3	2	4	1
3	Seasonally	7	6	4	2	2	4	2
4	Regularly	4	3	8	3	2	2	0
	Total	**23**	**18**	**25**	**10**	**8**	**12**	**4**

Graphical representation:



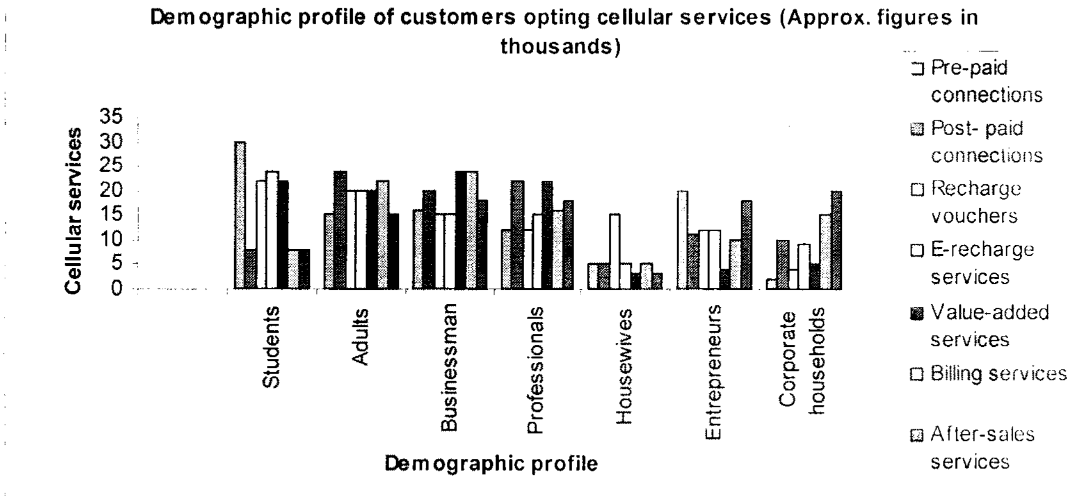
Interpretation:

The above table indicates Airtel with 25% market share clearly outperforms its competitors Bsnl 23%, Idea 18%, Reliance 12%,Tata Indicom 10%, Vodafone 8%, & Virgin 4% by providing innovative schemes frequently,seasonally,occasionally & regularly thus gaining market leadership position in Sangli district.

Tabular data:

Table 4.48: Demographic profile of customers opting cellular services								
Sr.no.	Demography	Pre-paid services	Post- paid services	Recharge vouchers	E-recharge services	Value-added services	Billing services	After-sales services
1	Students	30	8	22	24	22	8	8
2	Adults	15	24	20	20	20	22	15
3	Businessman	16	20	15	15	24	24	18
4	Professionals	12	22	12	15	22	16	18
5	Housewives	5	5	15	5	3	5	3
6	Entrepreneurs	20	11	12	12	4	10	18
7	Corporate households	2	10	4	9	5	15	20
	Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Graphical representation:



Interpretation:

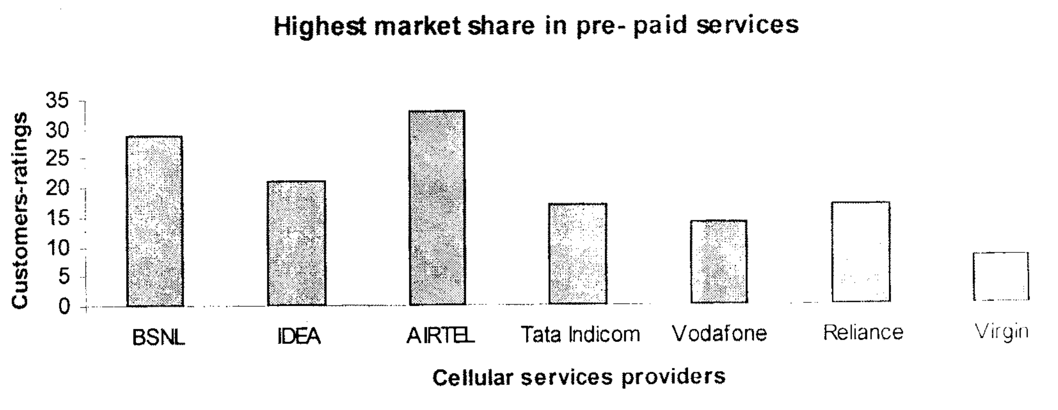
Majority of customers opting cellular services comprises mainly of students with 30% pre-paid services, 24% E-recharge services, 22% recharge vouchers & Value added services respectively followed by adults who mainly opt for post paid services 24%, billing services 22% , recharge services , E-recharge services & value added services 20% respectively along with 15% after sales services. Businessmen primarily prefer value added services, billing services 24% respectively followed by post-paid services 20% & after sales services 18%. Professionals prefer post-paid services & value added services 22% respectively followed by after sales services 18%. Entrepreneurs opt for pre-paid services 20% followed by after sales services 18% while corporate households mainly prefer after sales services 20% on priority basis followed by billing services.

Tabular data:

Table 4.49: Highest market share in pre- paid services

Sr no.	Demography	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Students	4	3	5	3	2	3	2
2	Adults	5	3	4	3	2	3	1
3	Businessman	4	3	5	3	2	3	1
4	Professionals	4	3	5	2	2	2	1
5	Housewives	4	3	4	2	2	2	1
6	Entrepreneurs	4	3	5	2	2	2	1
7	Corporate households	4	3	5	2	2	2	1
	Total	**29**	**21**	**33**	**17**	**14**	**17**	8

Graphical representation:



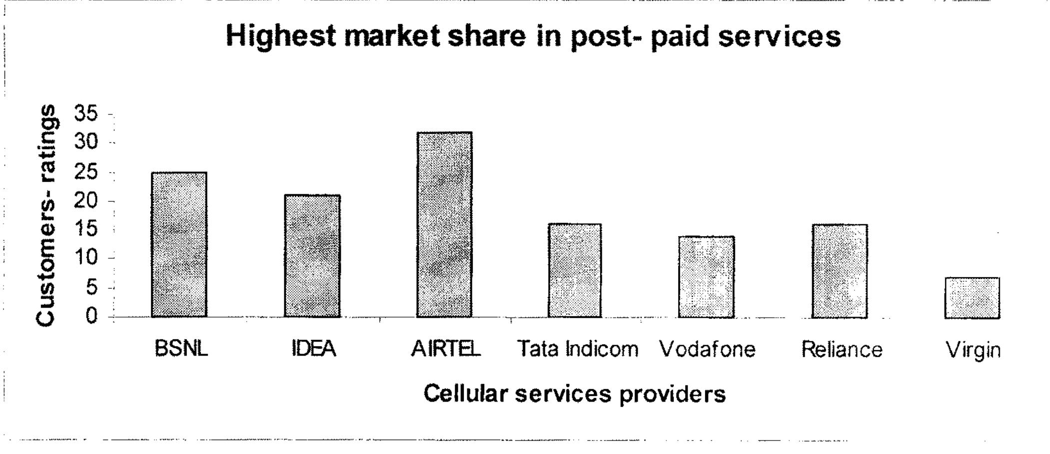
Interpretation:

Airtel clearly outstands its competitors with 33% market share in the pre-paid segment followed by Bsnl 29%, Idea 21%, Tata Indicom 17%, Vodafone 14%, Reliance 17%, & Virgin 8% respectively.

Tabular data:

Table 4. 50: Highest market share in post- paid services								
Sr no.	Demography	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Students	3	3	4	3	2	3	1
2	Adults	3	3	4	2	2	2	1
3	Businessman	4	3	5	3	2	3	1
4	Professionals	4	3	5	2	2	2	1
5	Housewives	3	3	4	2	2	2	1
6	Entrepreneurs	4	3	5	2	2	2	1
7	Corporate households	4	3	5	2	2	2	1
	Total	**25**	**21**	**32**	**16**	**14**	**16**	**7**

Graphical representation:



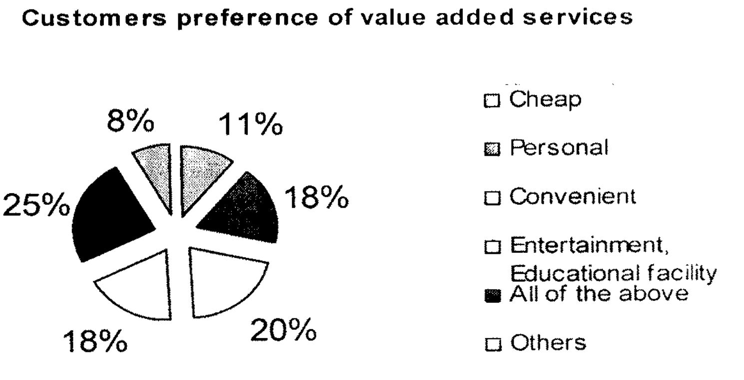
Interpretation:

Majority of dealers/retailers opine Airtel as the market leader in post-paid services with 32% market share followed by Bsnl 25%, Idea 21%, Tata Indicom & Reliance 16% respectively. Vodafone16% & Virgin constitute 7% of the market share in the post-paid segment.

Tabular data:

Table 4.51: Customers preference of value added services			
Sr no.	Value added services	No. of respondents	Percentage
1	Cheap	11	11
2	Personal	18	18
3	Convenient	20	20
4	Entertainment, Educational facility	18	18
5	All of the above	25	25
6	Others	8	8
	Total	**100**	**100**

Graphical representation:



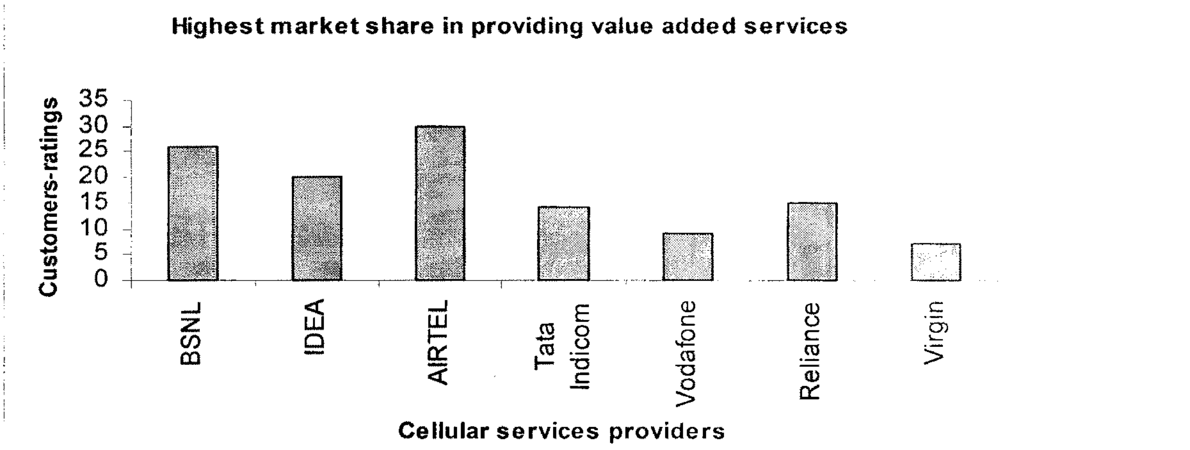
Interpretation:

Majority of the customers 25% subscribe value added services as it is cheap, personal, convenient & contains entertainment plus educational facility. While 20% customers opine value added services as convenient, 18% customers prefer value added services as they suit their personal requirements & provide them with entertainment plus educational facility. A minority of customers 8% opined others as they are term it a costly affair, not necessarily required.

Tabular data:

Table 4.52 : Highest market share in providing value added services								
		No. of respondents						
Sr.no.	Demography	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Students	3	3	5	2	2	3	1
2	Adults	4	3	4	2	1	2	1
3	Businessman	3	2	4	2	1	2	1
4	Professionals	4	3	4	2	2	2	1
5	Housewives	4	3	4	2	1	2	1
6	Entrepreneurs	4	3	5	2	1	2	1
7	Corporate households	4	3	4	2	1	2	1
	Total	**26**	**20**	**30**	**14**	9	15	**7**

Graphical representation:



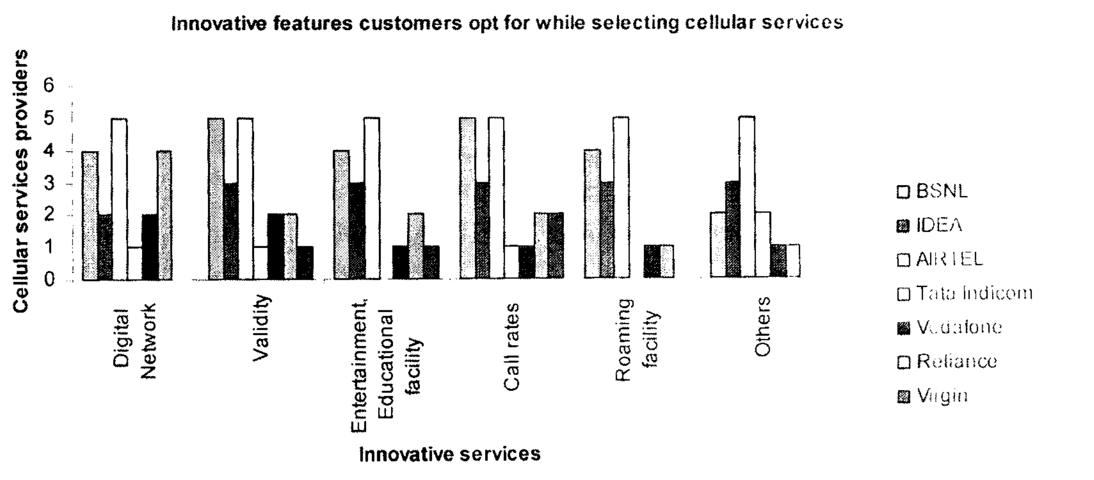
Interpretation:

Airtel with 30% market share clearly stands the current market leader in providing customized value added services mainly to the student's community, adults, entrepreneurs & corporate households. Bsnl with 26% market share lately stands as market challenger mainly due to alterations in its pricing & promotional policies not to forget its rural connectivity. Idea with 20% market share stands as a market follower as it believes in following wait & watch policy providing services after watching its competitor's position. Reliance14%,Tata Indicom 15% Vodafone 9% market share currently stand as market nichers as they believe in serving a selected market with customized solutions.

Tabular data:

Table 4.53 : Innovative features customers opt for while selecting cellular services								
		No. of respondents						
Sr.no.	Innovative features	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgi
1	Digital Network	4	2	5	1	2	4	0
2	Validity	5	3	5	1	2	2	1
3	Entertainment, Educational facility	4	3	5	0	1	2	1
4	Call rates	5	3	5	1	1	2	2
5	Roaming facility	4	3	5	0	1	1	0
6	Others	2	3	5	2	1	1	0
	Total	**24**	**17**	**30**	**5**	8	12	**4**

Graphical representation:



Interpretation:

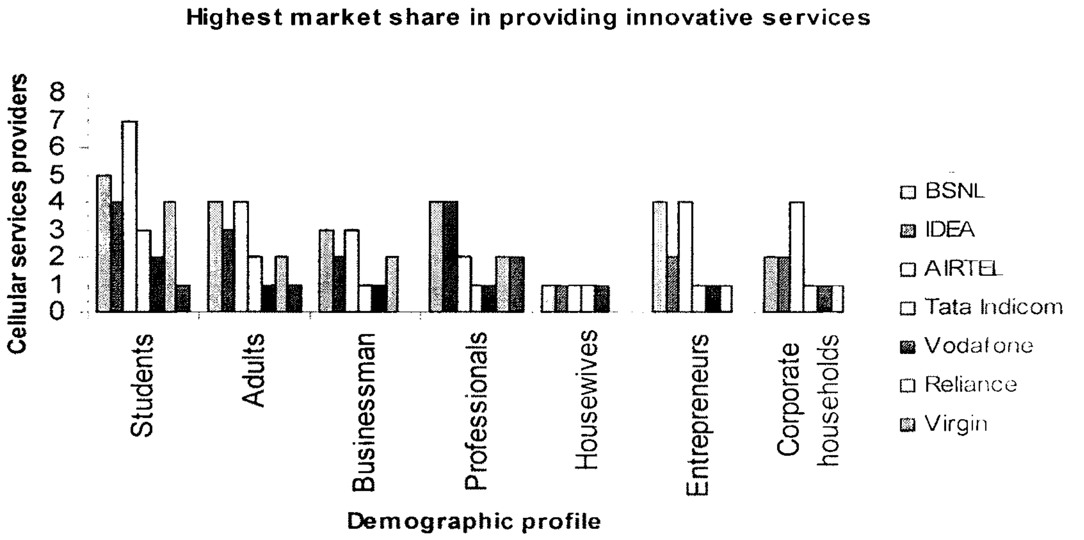
Majority of the respondents voted for Airtel 30% as the preferred choice in providing innovative features with maximum customers opting for digital network 5%, validity 5%, entertainment , educational facility 5% along with call rates 5% ,roaming 5% & others 5% respectively, followed by Bsnl 23%, Idea 18%, Reliance 12%, Tata Indicom 10%, Vodafone 8% & Virgin 4%.

Tabular data:

Table 4.54 : Highest market share in providing innovative services

Sr.no.	Demography	No. of respondents						
		BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Students	5	4	7	3	2	4	1
2	Adults	4	3	4	2	1	2	1
3	Businessman	3	2	3	1	1	2	0
4	Professionals	4	4	2	1	1	2	2
5	Housewives	1	1	1	1	1	0	0
6	Entrepreneurs	4	2	4	1	1	1	0
7	Corporate households	2	2	4	1	1	1	0
	Total	**23**	**18**	**25**	**10**	8	12	**4**

Graphical representation:



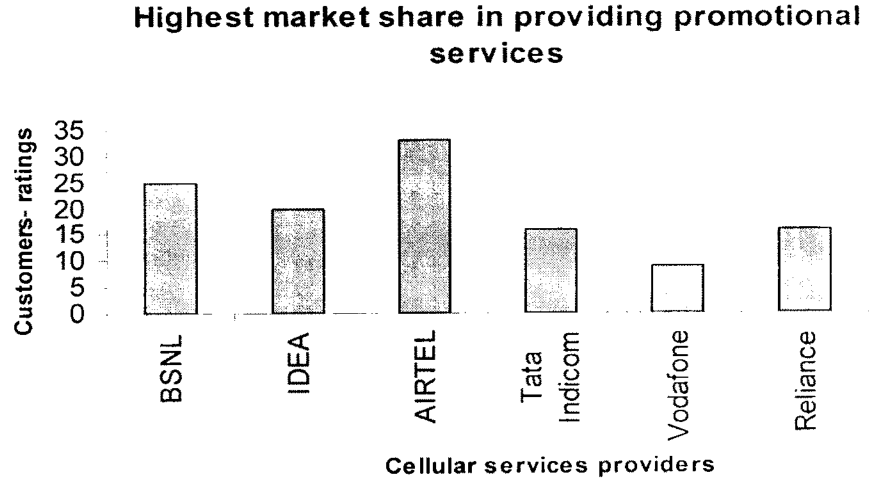
Interpretation:

Majority of the dealers/retailers opined that customer's viz. students, Adults, Entrepreneurs, corporate households opted for Airtel 25% with market share as market leader in providing innovative services followed by Bsnl 23% voted as market challenger, Idea 18% voted as market follower, Reliance 12% & Tata Indicom 10% voted as market nicher, Vodafone 8% & Virgin 4%.

Tabular data:

Table 4.55 : Highest market share in providing promotional services								
		No. of respondents						
Sr.no.	Demography	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Students	4	3	5	3	2	3	1
2	Adults	3	3	5	2	1	2	1
3	Businessman	3	2	5	2	1	2	1
4	Professionals	4	3	5	2	1	2	1
5	Housewives	3	3	4	2	1	2	1
6	Entrepreneurs	4	3	5	3	2	3	1
7	Corporate households	4	3	4	2	1	2	1
	Total	**25**	**20**	**33**	**16**	**9**	**16**	**7**

Graphical representation:



Interpretation:

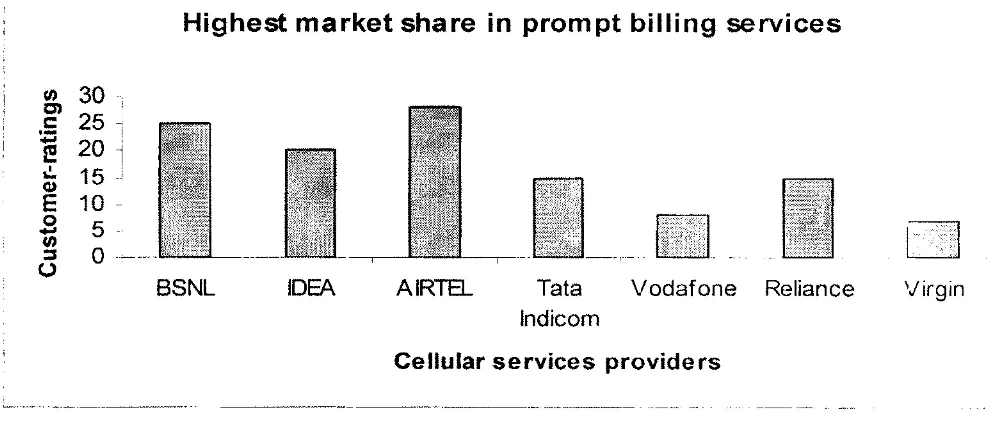
Majority of the delears/retailers opined that customer's viz. students, Adults, Entrepreneurs, corporate households opted for Airtel with 25% market share as market leader in promotional services followed by Bsnl 23% voted as market challenger, Idea 18% voted as market follower, Reliance 12% & Tata Indicom 10% voted as market nicher, Vodafone 8% & Virgin 4%.

Tabular data:

Table 4.56 : Highest market share in prompt billing services

Sr.no.	Demography	No. of respondents BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Students	3	3	4	2	2	2	1
2	Adults	4	3	4	2	1	2	1
3	Businessman	3	2	3	2	1	2	1
4	Professionals	4	3	5	3	1	3	1
5	Housewives	3	3	4	2	1	2	1
6	Entrepreneurs	4	3	4	2	1	2	1
7	Corporate households	4	3	4	2	1	2	1
	Total	**25**	**20**	**28**	**15**	**8**	**15**	**7**

Graphical representation:



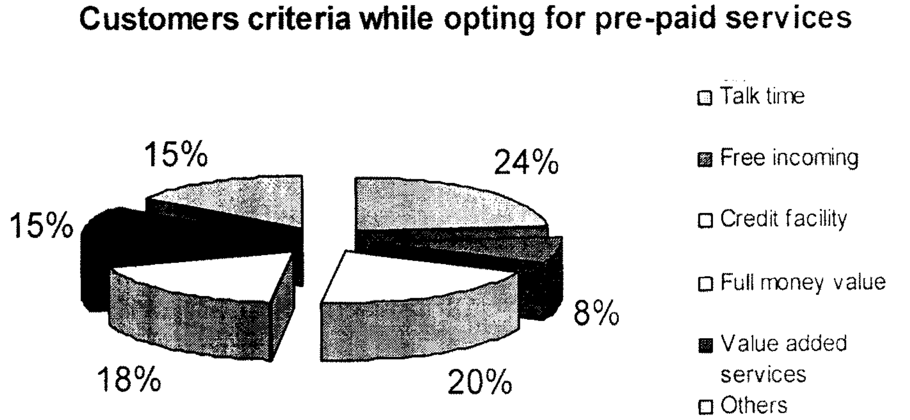
Interpretation:

Majority of the customer's viz. students, Adults, Entrepreneurs, corporate households opted for Airtel with 28% market share as market leader in prompt billing services followed by Bsnl 25% voted as market challenger, Idea 20% voted as market follower, Reliance 15% & Tata Indicom 15% voted as market nicher, followed byVodafone 8% & Virgin 7%.

Tabular data:

Table 4.57 : Customers criteria while opting for pre-paid services			
Sr no.	Criteria for pre-paid services	No. of respondents	Percentage
1	Talk time	24	24
2	Free incoming	8	8
3	Credit facility	20	20
4	Full money value	18	18
5	Value added services	15	15
6	Others	15	15
	Total	**100**	100

Graphical representation:



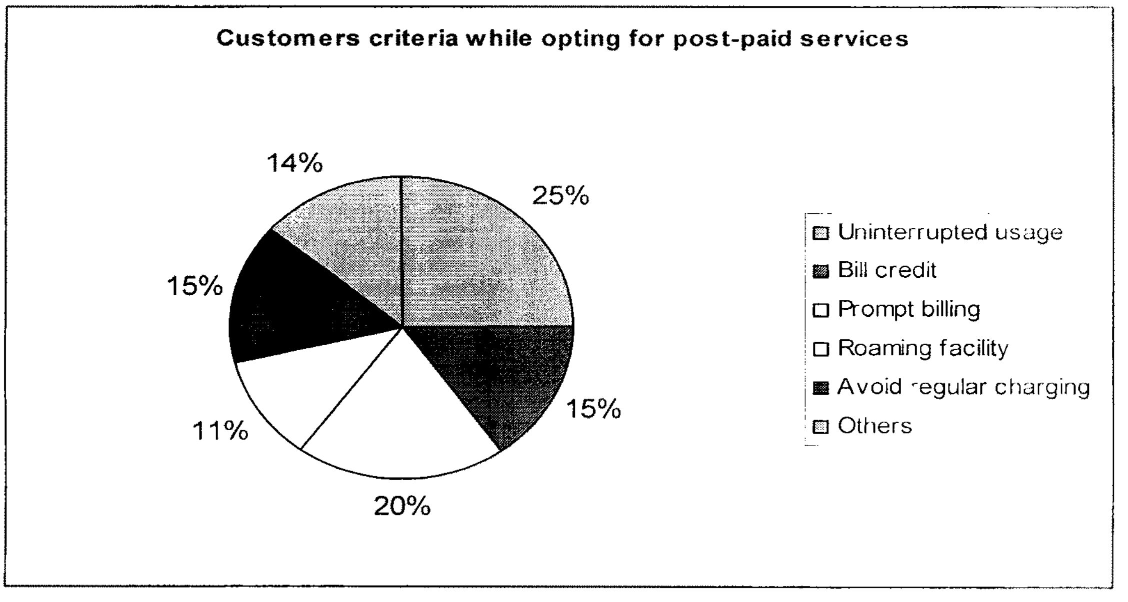
Interpretation:

Majority of the customer's opted for talk time 24%, credit facility 20% full money value 18%, value added services 15% & others 15% viz. congestion free network, zero call drop facility, Chota credit etc. while subscribing pre-paid services.

Tabular data:

Table 4.58 : Customers criteria while opting for post-paid services			
Sr no.	Criteria for post-paid services	No. of respondents	Percentage
1	Uninterrupted usage	25	25
2	Bill credit	15	15
3	Prompt billing	20	20
4	Roaming facility	11	11
5	Avoid regular charging	15	15
6	Others	14	14
	Total	**100**	100

Graphical representation:



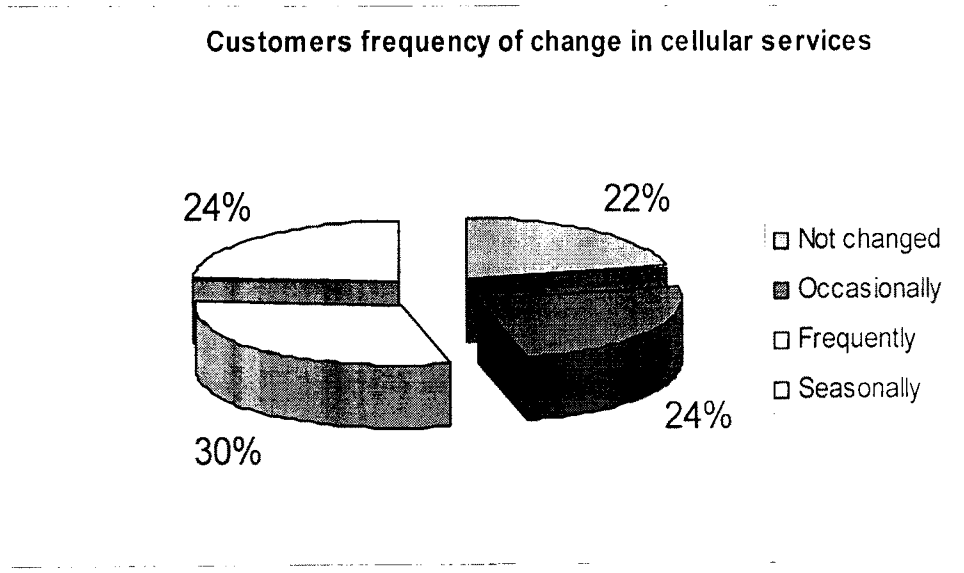
Interpretation:

Majority of the customer's opted for uninterrupted usage 25%, prompt billing 20%,bill credit & avoiding regular recharge 15% respectively, others 14% viz. congestion free network, coverage easy payment options, credit limit etc.& roaming 11% while subscribing post-paid services.

Tabular data:

Table 4.59 : Customers frequency of change in cellular services			
Sr no.	Frequency of change in cellular services	No. of respondents	Percentage
1	Not changed	22	22
2	Occasionally	24	24
3	Frequently	30	30
4	Seasonally	24	24
	Total	100	100

Graphical representation:



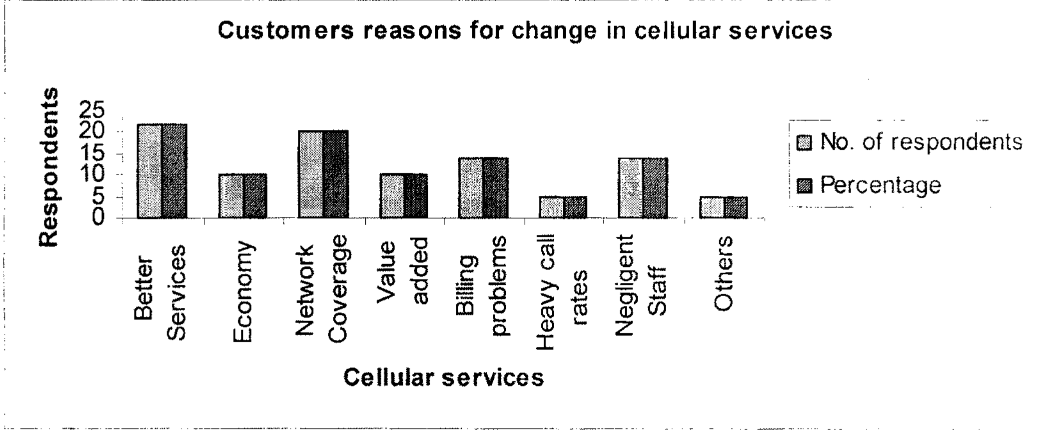
Interpretation:

30% customers opted for change in cellular frequently belonged to the student community this was mainly due to their tendency to experiment with various cell operators services & various offers. 24% customers opted for change in cellular services occasionally & seasonally belonged to the middle level executives segment, professionals due to the inability of cellular operators to provide customized schemes & services. 22% customers who preferred to stay with their existing cellular operators belonged to the adult & corporate segment as they only used cellular services to communicate & stay in touch with their friends & business associates.

Tabular data:

Table 4.60 : Customers reasons for change in cellular services			
Sr no.	Frequency of change in cellular services	No. of respondents	Percentage
1	Better Services	22	22
2	Economy	10	10
3	Network Coverage	20	20
4	Value added schemes	10	10
5	Billing problems	14	14
6	Heavy call rates	5	5
7	Negligent Staff	14	14
8	Others	5	5
	Total	100	100

Graphical representation:



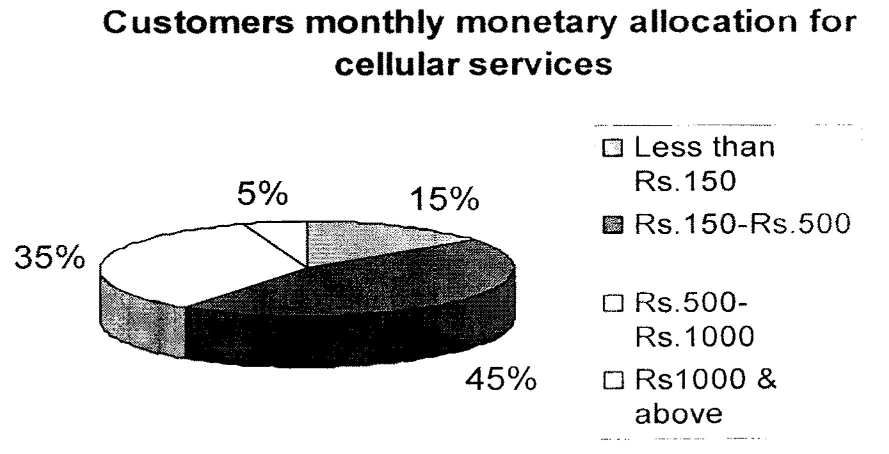
Interpretation:

22% customer's opined better services viz. network, mms, call waiting, GPRS etc.as reason for change. 20% customers opted for change in cellular services due to dull network, call quality.14% customers cited billing problems, negligent staff as their reason for change. 10% customers cited inability of cellular operators to provide economy call rates & value added schemes. 5% customers cited heavy call rates & others as factors for change in cellular services.

Tabular data:

Table 4.61 : Customers monthly monetary allocation for cellular services			
Sr no.	**Monthly monetary allocation for cellular services**	**No. of respondents**	**Percentage**
1	Less than Rs.150	15	15
2	Rs.150-Rs.500	45	45
3	Rs.500- Rs.1000	35	35
4	Rs1000 & above	5	5
	Total	**100**	**100**

Graphical representation:



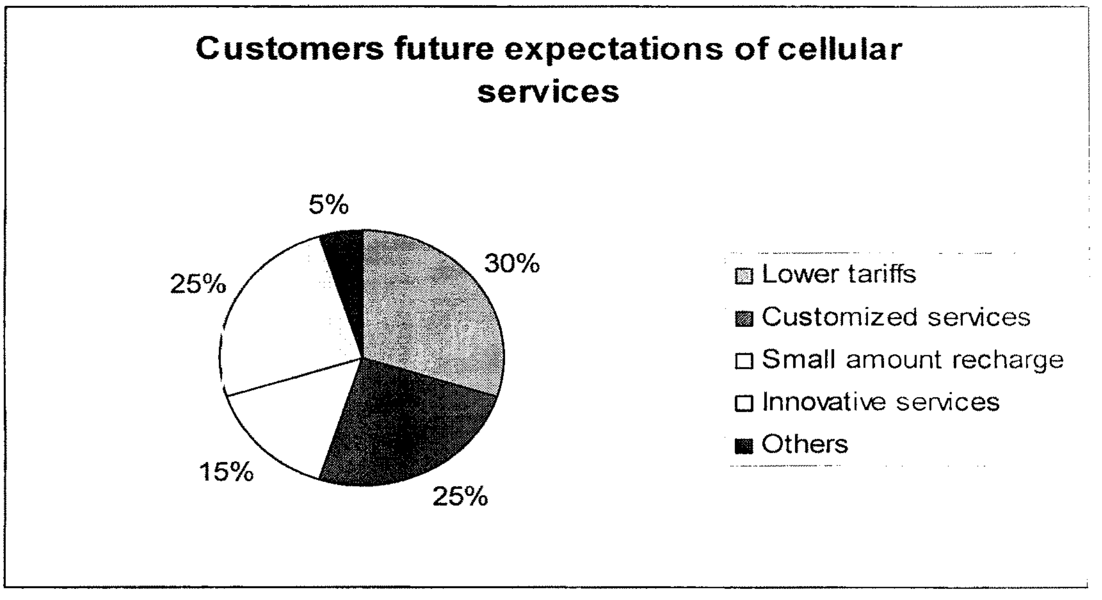
Interpretation:

45% customers found to allocate monthly expenses between Rs.150-Rs.500 for cellular services regularly belonged to the student community.35% customers who allocated monthly expenses between Rs.500-Rs.1000 belonged to the professionals, entrepreneur segment. 5% customers who allocated monthly expenses between Rs.1000 & above belonged to corporate sector. 15% customers who allocated monthly expenses less than Rs.150 belonged to adult segment.

Tabular data:

Table 4.62 : Customers future expectations of cellular services			
Sr no.	**Future expectations of cellular services**	**No. of respondents**	**Percentage**
1	Lower tariffs	30	30
2	Customized services	25	25
3	Small amount recharge	15	15
4	Innovative services	25	25
5	Others	5	5
	Total	**100**	**100**

Graphical representation:



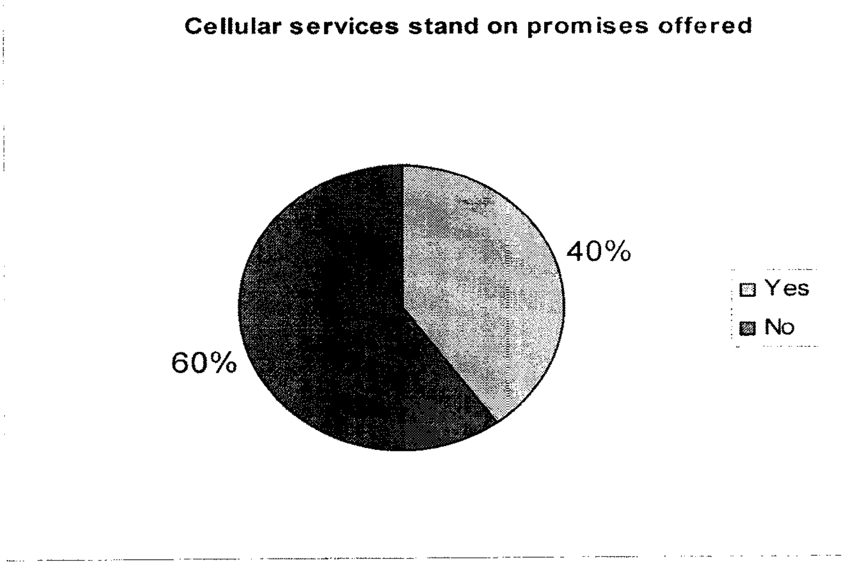
Interpretation:

35% customers cited lower tariffs in the near future, 25% customers opined customized & innovative services, 15% customers opined small amount recharge while 5% cited others viz. free roaming, free portability ,call waiting, free CLIP (caller line identification presentation) charges in the near future.

Tabular data:

Table 4.63 : Cellular services stand on promises offered			
Sr no.	Cellular services stand on promises offered	No. of respondents	Percentage
1	Yes	40	40
2	No	60	60
	Total	**100**	**100**

Graphical representation:



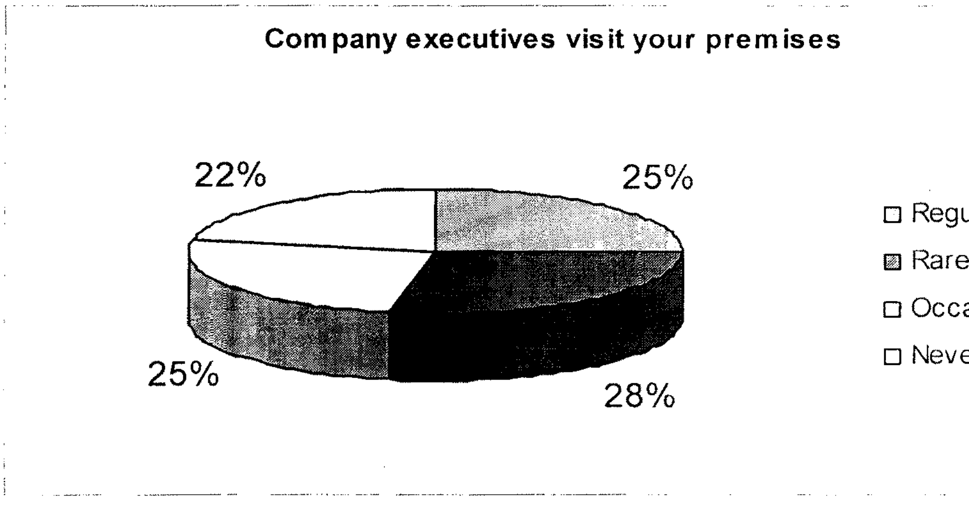
Interpretation:

60% customers cited that cellular services providers do not stand on promises they offer while 40% customers replied in favour of the promises delivered by cellular services providers.

Tabular data:

Table 4.64 : Company executives visit to your premises			
Sr no.	Company executives visits	No. of respondents	Percentage
1	Regularly	25	25
2	Rarely	28	28
3	Occasionally	25	25
4	Never	22	22
	Total	100	100

Graphical representation:



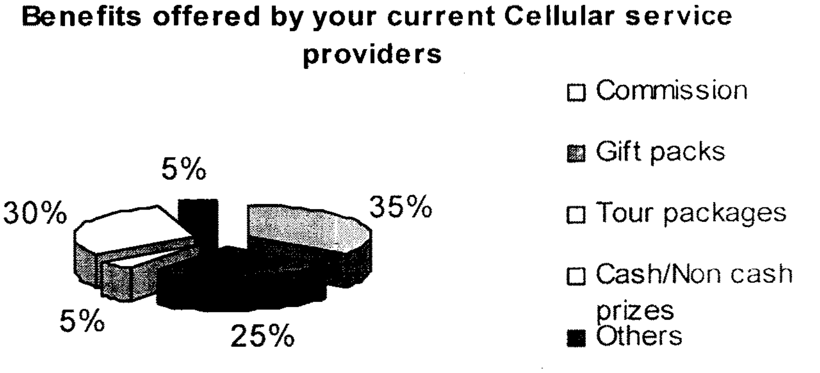
Interpretation:

28% dealers / retailers cited that company executives paid visits rarely to their premises. 25% dealers / retailers opined company executives visited them regularly & on occasions. While 22% dealers / retailers complained that company executives never visited them.

Tabular data:

Sr no.	Table 4.66 : Benefits offered by your current Cellular service providers Benefits offered by Cellular service providers	No. of respondents	Percentage
1	Commission	35	35
2	Gift packs	25	25
3	Tour packages	5	5
4	Cash/Non cash prizes	30	30
5	Others	5	5
	Total	100	100

Graphical representation:



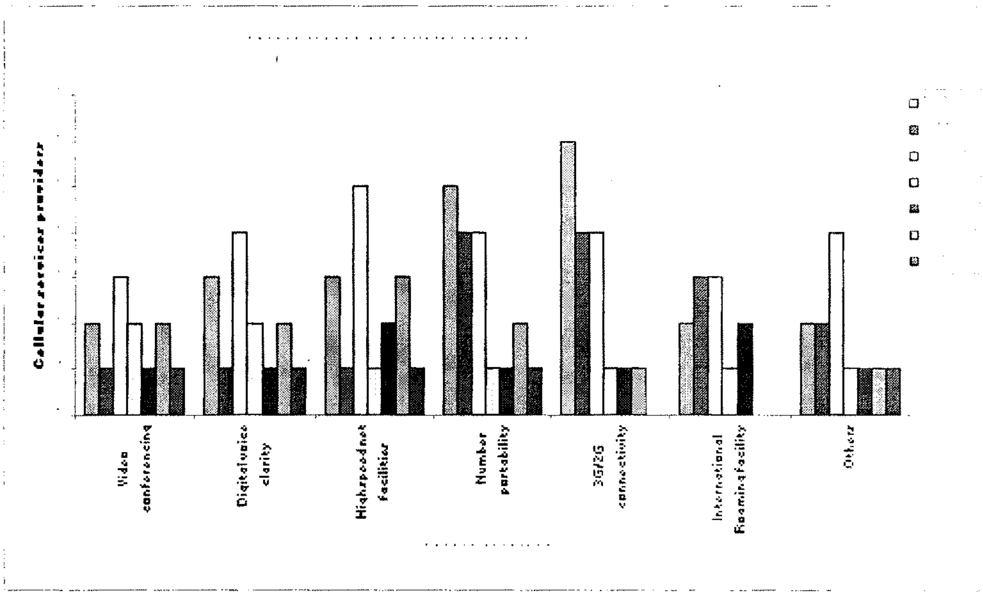
Interpretation:

Majority of dealers / retailers responded that commission 35% stands the main benefit provided by cellular operators. Some dealers/retailers cite that cash/non cash prizes 30%, gift packs 25% are the benefits provided by cellular operators. Only minority of them opine gift packs & others 5% respectively as benefits offered by cellular operators.

Tabular data:

Table 4.67: Future launch of Cellular services								
		Respondents ratings						
Sr. no.	Future services	BSNL	IDEA	AIRTEL	Tata Indicom	Vodafone	Reliance	Virgin
1	Video conferencing	2	1	3	2	1	2	1
2	Digital voice clarity	3	1	4	2	1	2	1
3	High speed net facilities	3	1	5	1	2	3	1
4	Number portab:lity	5	4	4	1	1	2	1
5	3G/2G connect:vity	6	4	4	1	1	1	0
6	International Roaming facility	2	3	3	1	2	0	0
7	Others	2	2	4	1	1	1	1
	Total	**23**	**16**	**27**	**9**	**9**	**11**	**5**

Graphical representation:



Interpretation:

Majority of dealers/retailers opine that GSM operator's viz. Airtel, Bsnl, Idea would launch 3G/2G connectivity bundled with number portability, digital voice clarity, video conferencing, high speed net facilities etc. as future launch of cellular services in the near future.

HYPOTHESIS TESTING:

Hypothesis 1:

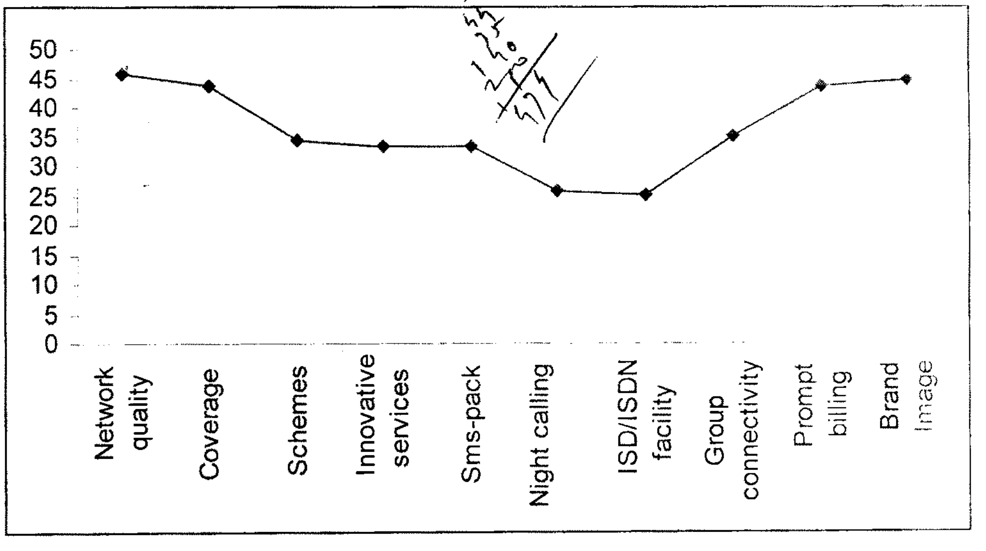
Ho: The marketing strategies adopted by both public & private companies are attracting large number of customers to go mobile.

Tabular data:

Table 4.69 : Factors considered while selecting cellular services

Sr.no.	Factors	Respondents-Rating					Total	W/Avg.	Rank
		1	2	3	4	5			
1	Network quality	0	0	20	25	105	685	45.7	1
2	Coverage	0	15	15	20	100	655	43.7	3
3	Schemes	20	22	25	35	48	519	34.6	6
4	Innovative services	15	35	25	35	40	500	33.3	8
5	Sms-pack	22	22	29	35	42	503	33.5	7
6	Night calling	46	34	26	24	20	388	25.9	9
7	ISD/ISDN facility	38	50	23	24	15	378	25.2	10
8	Group connectivity	16	14	35	45	40	529	35.3	5
9	Prompt billing	10	5	5	30	100	655	43.7	4
10	Brand Image	0	0	15	45	90	675	45.0	2

Graphical representation:



Interpretation:

Out of 150 respondents interviewed the above table indicates majority of the respondents have ranked network quality as their first choice while subscribing to cellular services while secondary preference is given to brand image followed by coverage, prompt billing , group connectivity, schemes, Sms pack, innovative services, night calling & ISD/ISDN facilities respectively.

Hyp 2:

Ho: The mobile subscriber base in around Sangli district is growing at an alarming rate, forcing consumers to experiment with different service providers.

Tabular data: 4.69

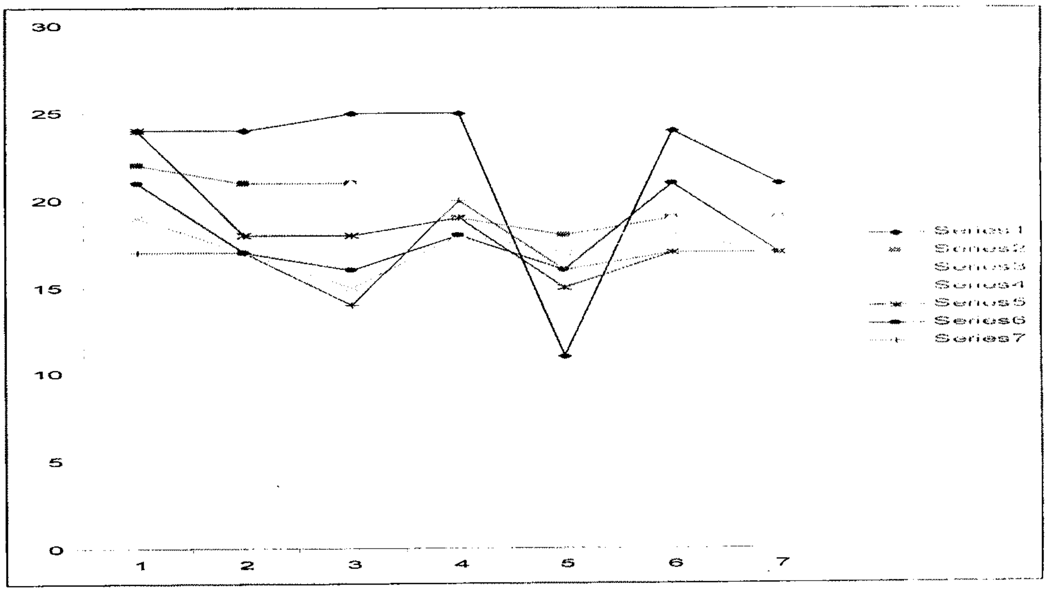
Series	Attributes	Students	Adults	Businessman	Professionals	House wives	Entrepreneur	Corporate households	Total
Series 1	Customers opting cellular services	24	24	25	25	11	24	21	154
Series 2	Highest market share in pre-paid services	22	21	21	19	18	19	19	139
Series 3	Highest market share in post-paid services	19	17	21	19	17	19	19	131
Series 4	Highest market share in value added services	19	17	15	18	17	18	17	121
Series 5	Highest market share in innovative services	24	18	18	19	15	17	17	128
Series 6	Highest market share in promotional services	21	17	16	18	16	21	17	126
Series 7	Highest market share in prompt billing services	17	17	14	20	16	17	17	118
	Total	146	131	130	138	110	135	127	917

Tabular data: 4.69.1

Expected cell frequencies:

Series	Attributes	Students	Adults	Businessman	Professionals	House wives	Entrepreneur	Corporate households
Series 1	Customers opting cellular services	24.52	22.00	21.83	23.18	18.47	22.67	21.33
Series 2	Highest market share in pre-paid services	22.13	18.71	19.71	20.92	16.67	20.46	19.25
Series 3	Highest market share in post-paid services	20.86	18.71	18.57	19.71	15.71	19.29	18.14
Series 4	Highest market share in value added services	19.26	17.29	17.15	18.21	14.51	17.61	16.76
Series 5	Highest market share in innovative services	20.38	18.29	18.15	19.26	15.35	18.84	17.73
Series 6	Highest market share in promotional services	20.06	18.00	17.86	18.96	15.11	18.55	17.45
Series 7	Highest market share in prompt billing services	18.79	16.86	16.73	17.76	14.15	17.37	16.34

Graphical representation:



CHI-SQUARE TEST	*Value*	df at 95% l.of.f	p-value
	0.9999	>30	1.22

Interpretation: Using the Chi-square test the value is 0.9999 at 36 degrees of freedom. because of degrees of freedom are greater than 30 we consider here the quantity 2* chi-square - √2*d.f.-1 as a normal variant and the corresponding p value is 1.22 as p value is greater than calculated value we accept the hypothesis.

Hyp: 3

Ho: The aggressive marketing strategies adopted by mobile service providers do not stand as per their actual plans marketed.

H1: The aggressive marketing strategies adopted by mobile service providers stand as per their actual plans marketed.

Table no.: **Tabular data: 4.7**

Opinion about the aggressive marketing strategies:

Marketing strategies	**Opinion**	**Positive response**	**Negative response**	**Total**
Cellular services stand on promises offered		40	60	100
Company executives visits to your premises		50	50	100
Actual benefits offered by current cellular providers		65	35	100
Total		**155**	**91**	**300**

Tabular data: 4.7.1

Expected cell frequencies: **(row total * column total/ grand total)**

Marketing strategies	Opinion	Positive response	Negative response
Cellular services stand on promises offered		51.66	30.33
Company executives visits to your premises		51.66	30.33
Actual benefits offered by current cellular providers		51.66	30.33

CHI-SQUARE TEST	*Value*	df at 5% l.of.f	p-value
	2.755	2	5.991

Interpretation:

Using the Chi-square test the value is 2.755 for 2 degrees of freedom at 5% level of significance but the p value is for 2 degrees of freedom at 5% level of significance is 5.991 therefore we accept the hypothesis because the p value is greater than observed value & conclude that the aggressive marketing strategies adopted by mobile service providers do not stand as per their actual plans marketed.

Hyp: 4

Ho: Heavy competitions between mobile service companies are forcing them to provide same facilities having same strategies with slight modifications.

Tabular data: 4.7.2

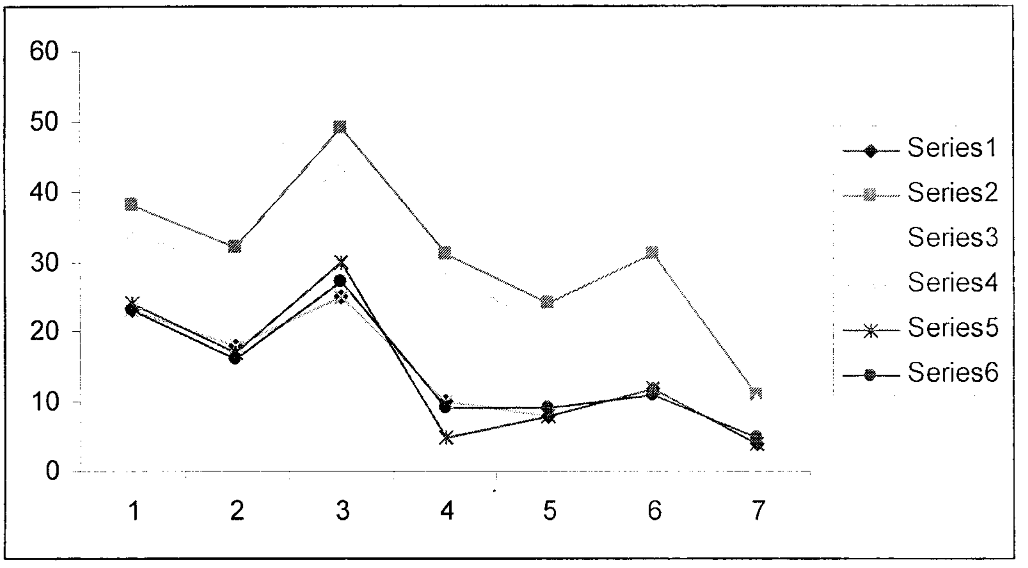
Series	Attributes	Bsnl	Airtel	Idea	Tata Indicom	Vodafone	Reliance	Virgin	Total
Series 1	Respondents ratings of market leader, market challenger, market follower, market nicher	23	18	25	10	8	12	4	100
Series 2	Dealer/Retailers ratings of cellular services providers	38	32	49	31	24	31	11	100
Series 3	Dealer/Retailers ratings of cellular services for retainment of customers	34	29	44	28	21	28	10	100
Series 4	Frequency of different pricing schemes	23	18	25	10	8	12	4	100
Series 5	Innovative features while opting cellular services	24	17	30	5	8	12	4	100
Series 6	Future launch of Cellular services	23	16	27	9	9	11	5	100
		165	103	200	93	78	106	38	600

Tabular data: 4.7.2.1

Expected cell frequencies:

Attributes	Bsnl	Airtel	Idea	Tata Indicom	Vodafone	Reliance	Virgin
Respondents ratings of market leader, market challenger, market follower, market nicher	27.5	17.6	33.33	15.5	13	17.66	6.33
Dealer/Retailers ratings of cellular services providers	27.5	17.6	33.33	15.5	13	17.66	6.33
Dealer/Retailers ratings of cellular services for retainment of customers	27.5	17.6	33.33	15.5	13	17.66	6.33
Frequency of different pricing schemes	27.5	17.6	33.33	15.5	13	17.66	6.33
Innovative features while opting cellular services	27.5	17.6	33.33	15.5	13	17.66	6.33
Future launch of Cellular services	27.5	17.6	33.33	15.5	13	17.66	6.33

Graphical Presentation:



CHI-SQUARE TEST	*Value*	df at 95% l.of.f	p-value
	1.23289	30	18.493

Interpretation:

Using the Chi-square test the value is 1.23289 for 30 degrees of freedom but the p value for 30 degrees of freedom at 95% level of significance is 18.493 which is significantly greater therefore we accept the hypothesis because the p value is greater than observed value & conclude that heavy competitions between mobile service companies are forcing them to provide same facilities having same strategies with slight modifications.

SUMMARY OF HYPOTHESIS:

Hypothesis	Chi-square value	df	p-value	Decision
Hyp. 2: The mobile subscriber base in around Sangli district is growing at an alarming rate, forcing consumers to experiment with different service providers.	0.9999	>30	1.22	Accepted
Hyp. 3: The aggressive marketing strategies adopted by mobile service providers do not stand as per their actual plans marketed.	2.755	2	5.991	Accepted
Hyp. 4: Heavy competitions between mobile service companies are forcing them to provide same facilities having same strategies with slight modifications.	1.23289	30	18.493	Accepted