

A Study on Customer Satisfaction towards Vodafone Sim Card Special Reference In Madurai City

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ABSTRACT

The project entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS VODAFONE SIM CARD SPECIAL REFERENCE IN MADURAI CITY” is carried out with an objective to determine the consumer satisfaction on Vodafone service providers’ services in Madurai district and to find out the consumers mentality towards using the services. The research type used in this study is descriptive research. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the consumer convenience sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage and Chi-Square Tests method used for analyzing the collected data.

I. INTRODUCTION

Vodafone is a mobile network operator headquartered in Newbury, Berkshire, England, and UK. It is the largest mobile telecommunications network company in the world by turnover and has a market value of about £100 billion (December 2007). Vodafone currently has equity interests in 25 countries and Partner Networks (networks in which it has no equity stake) in a further 39 countries. The name Vodafone comes from Voice data fone, chosen by the company to "reflect the provision of voice and data services over mobile phones." In one of the biggest brand transition exercises in recent times, Hutch, India’s fourth-largest mobile service provider will be renamed Vodafone. Vodafone is spending somewhere in the region of Rs 250 crore on this high-profile transition. Vodafone has acquired 67 per cent in Hutchison Essar from Hong Kong-based Hutchison Whampoa, and completed the acquisition of Hutchison Essar in May 2007.

OBJECTIVE

- ❖ To study the satisfaction level of the respondents towards the service provided by Vodafone.

RESEARCH METHODOLOGY

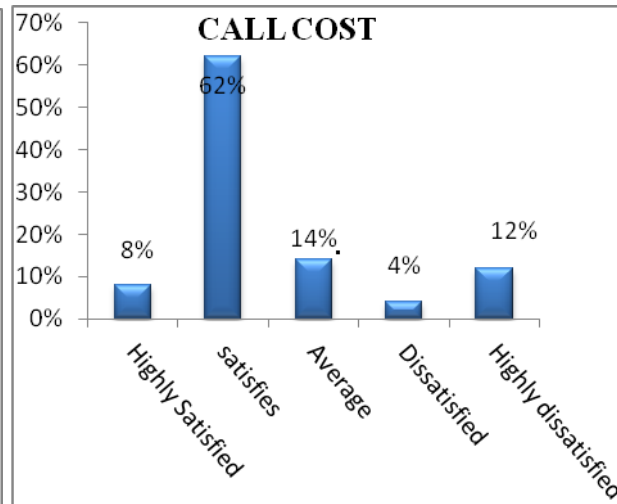
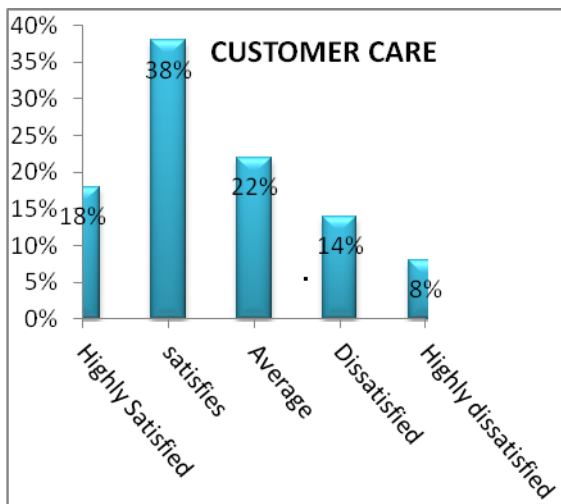
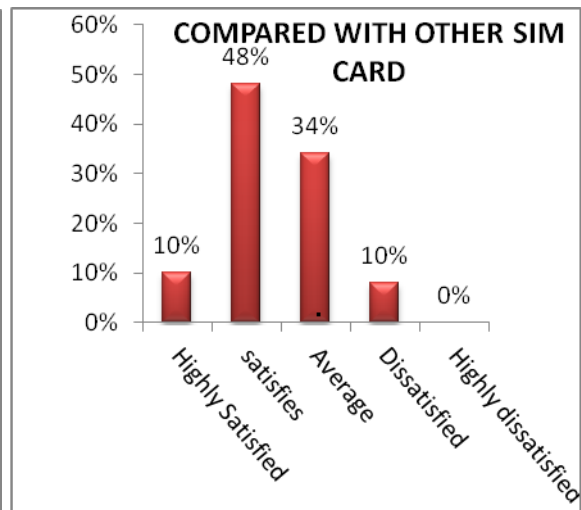
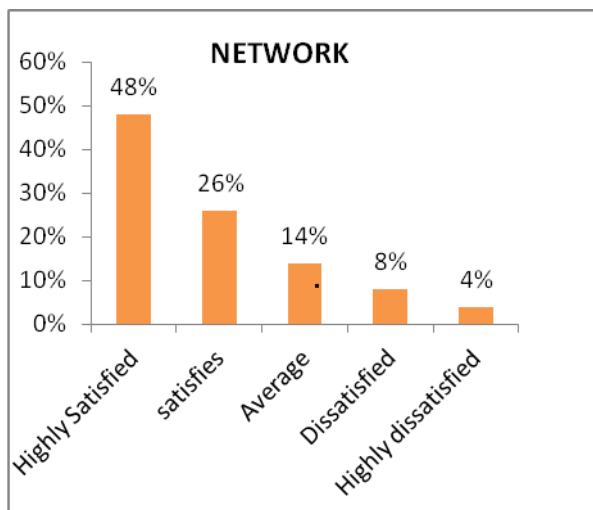
Researcher adopted the descriptive research for the study. Research design is the basis of defining the research problem. The preparation of the design of the project is popularly known as research design. It was used in primary data was collected directly from the faculty through the questionnaire method. The probability Sample techniques are used to Simple random sampling and the sample size is 100. In this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas 5. Highly Satisfaction 4. Satisfaction 3. Neutral 2. dissatisfaction 1. Highly dissatisfaction.

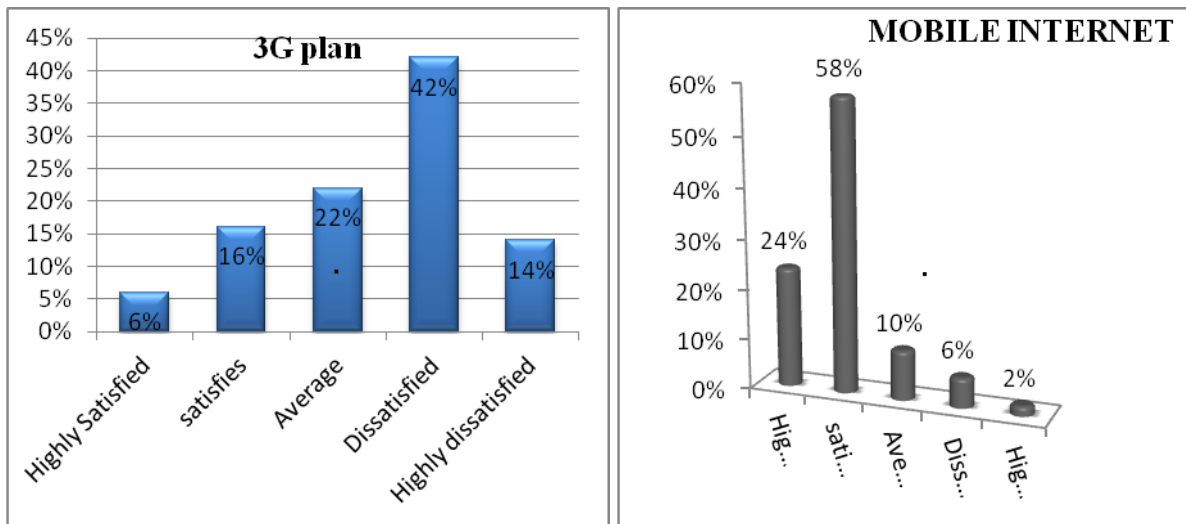
REVIEW OF LITERATURE

The references for the literature review used for the problem in hand are as follows: Seth et al (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. Liu (2002) found that the choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other. Samuel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

ANALYSIS AND INTERPRETATION

No	Vodafone simcard	Highly satisfied	Satisfied	Average	Dissatisfied	Highly dissatisfied
1	Network	48	26	14	8	4
2	Customer Care	18	38	22	14	8
3	Compared with other simcard	10	48	34	8	0
4	Call cost	8	62	14	4	12
5	Mobile Internet	24	58	10	6	2
6	3G plan	6	16	22	42	14





Satisfied with network * satisfied with comparing Cross tabulation

Count

Cross Tabulation		Satisfied with comparing				Total
		Dissatisfaction	Neutral	Satisfied	Highly satisfied	
Satisfied with network	Highly dis satisfaction	1	1	2	0	4
	Dissatisfaction	1	2	5	0	8
	Neutral	0	6	8	0	14
	Satisfied	4	8	8	6	26
	Highly satisfied	2	17	25	4	48
Total		8	34	48	10	100

Hypothesis:

Ho= there is no relationship between network and compared with other sim

H1=there is relationship between network and compared with other sim

Inference:

The above analysis resulted that the calculated value is greater than the table value (15.691 > .206).

Reject the Ho Hence, there is no relationship between the network and compared with other sim

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.691 ^a	12	.206
Likelihood Ratio	17.653	12	.127
Linear-by-Linear Association	.898	1	.343
N of Valid Cases	100		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .32.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (4-1) = 3 X 3=9

Critical value for chi-square distribution 3'' = 15.691, calculated value .206

So calculated value is greater than table value (15.691> .206). Hence, Reject the Ho

FINDINGS

- ❖ Forty eight per cent of respondents are feeling highly satisfied with Vodafone network.
- ❖ Thirty eight per cent of respondents are feeling satisfied with Vodafone customer care.
- ❖ Forty eight per cent of respondents are feel satisfied with Vodafone other sim card.
- ❖ Sixty two per cent of respondents are feeling satisfied with Vodafone call cost.
- ❖ Fifty eight per cent of respondents are feeling satisfied with Vodafone mobile internet.
- ❖ Forty two per cent of respondents are feeling dissatisfied with Vodafone 3G plans.

CONCLUSION

The field study report which is highly useful in my under graduate as well as my career also. I have improved my communication skills through the field study report. I have developed certain knowledge about Vodafone sim card. I express my sincere gratitude to ERODE SEGUNDHAR ENGINEERING COLLEGE and department of Master of Business Administration for giving me opportunity to enhance my knowledge

SUGGESTIONS

- To reduce per call charge and sms plan.
- To develop advertisement.
- To develop full talk time offer and internet.
- To develop 3Gplan and value scheme.

REFERENCE

1. Marketing Management - Philip kotler
2. Marketing Research – G.C.Beri.

Website Address:

www.vodafone.in

www.telecom.in