

A Study on Perceptions of Students Regarding Mobile Phone Recharge Plans

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ABSTRACT

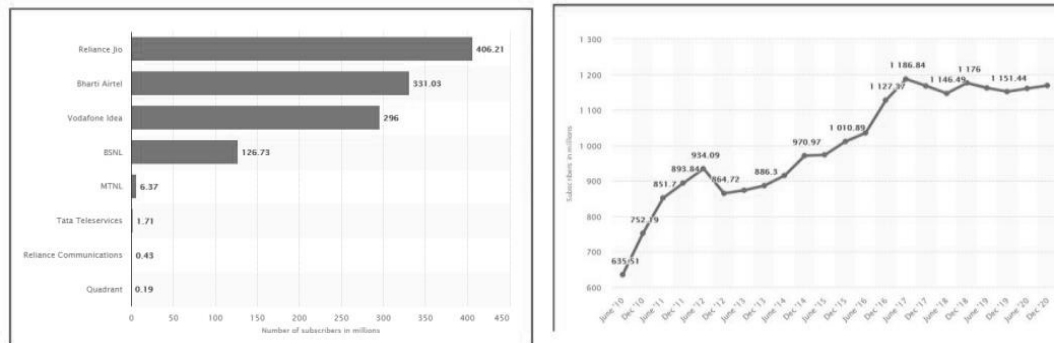
India's leading telecom service provider, the Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With a large spectrum portfolio to support the growing demand for data and voice, the company is committed to delivering delightful customer experiences and contributing towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. In the context the researcher have aimed to examine the perception of students toward the mobile recharge plan offered by leading telecom service provider which leads toward their buying behaviour. The study data has been collected from college in Mulund, Mumbai district. The research used both primary and secondary data to identify the perception level of the mobile recharge plan, which turns towards the buying behaviour of the students. A well structured questionnaire has framed and collected the perception of the respondents towards services given through mobile recharge plans by companies in the study area. The statistical tools percentage analysis, mean score analysis, pie chart, bar have been used to prove the hypothesis and objectives. The total respondents collected is 173, belongs to the age group of 16 - 25 years. The leading telecom service provider taken are Vodafone, Airtel & Jio. This research will help to understand the large consumer section of society buying behaviour through their perception and hand on experience by their utilization of recharge plan provided by the telecom companies.

Keywords: Student perception, buying behaviour, telecom service, recharge plan

INTRODUCTION

Mobile services is one of the fastest-growing industries in India. With the opening up of the economy, competition in this sector is increasing. The entry of private companies promoted the use of cellular phones in the country. The entry of private service providers brought with it the inevitable need for independent regulation. The Telecom Regulatory Authority of India (TRAI) was, thus, established with effect from 20th February 1997 by an Act of Parliament, called the Telecom Regulatory Authority of India Act, 1997, to regulate telecom services, including fixation / revision of tariffs for telecom services which were earlier vested in the Central Government. TRAI's mission is to create and nurture conditions for growth of telecommunications in the country in a manner and at a pace which will enable India to play a leading role in emerging global information society. One of the main objectives of TRAI is to provide a fair and transparent policy environment which promotes a level playing field and facilitates fair competition.

Number of wireless telecommunication subscribers in India as of September 2020 (in Million)



Source : <https://www.statista.com/statistics/328003/wireless-subscribers-in-india/>

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Thus, perceptions consumers have of a business and its products or service have a dramatic effect on buying behaviour. That's why businesses spend so much money marketing themselves, honing their customer service and doing whatever else they can to favourably influence the perceptions of target consumers. With careful planning and execution, a business can influence those perceptions and foster profitable consumer behaviours. Consumers continually synthesize all the information they have about a company to form a decision about whether that company offers value. In a sense, consumer perception is an approximation of reality. Businesses attempt to influence this perception of reality, sometimes through trickery and manipulation, but often just by presenting themselves in the best possible light.

SCOPE OF THE STUDY

The study will enable to understand student perception toward their mobile recharge plan, which will help telecom companies to bring new offer plans with different marketing strategies for such a huge target customer. An exclusive plan for student consumers would attract more brand awareness, differentiation and unique interest and trust in the service offered by the company.

REVIEW OF LITERATURE

Rajkumar Paulrajan and Harish Rajkumar (2011) assessed that price had significant positive impact on consumer perception choice in selecting telecommunication service provider whereas communication and price were most influential factors. Also, product quality from the marketer's perspective was associated with communication, price, feature, function or performance of a product. Furthermore, product quality and availability had a significant impact on consumer perception choice in selecting cellular mobile service provider.

(Schiffman & Kanuk, 2007) Consumer purchase behaviour is chosen as the dependent variable because the behaviour that every consumer is able to portrait out in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will be able to satisfy the needs and wants from the word of mouth of other customers.

STATEMENT OF THE PROBLEM

Presently telecom industry is witnessing a fierce competition. Mobile companies offer various kinds of services and offer to attract new customers and retain old customers. Today it is a buyers' market in case of mobile services plans. The majority of students are not earning introducing a range of offers and schemes may not always ensure a large customer base and bigger market share. Mobile service providers must identify customer (students') needs and influencing factors before designing any service or offer. This will lead to better and more effective marketing strategies rather than focusing solely on lucrative schemes. In this context, the research paper aims to identify the factors that students perceive most important while utilizing the services of a mobile recharge plan service provider.

OBJECTIVES OF THE STUDY

1. To study the students' perception of the mobile recharge plan offers.
2. To identify the reason for choosing the recharge plan.
3. To examine the benefits offered by mobile service providers to the buying behaviour of college students.
4. To evaluate the Period of using services by the respondents has positively associated with services offered by the telecom company.

HYPOTHESES OF THE STUDY

H₀ - There is no significant relationship between students' age & gender on mobile recharge plans offered.

H₁ - There is a significant relationship between students' age & gender on mobile recharge plans offered.

H₀ - There is no significant relationship between benefits offered in recharge plans to the buying behaviour of respondents.

H₂ - There is significant relationship between benefits offered in recharge plans to the buying behaviour of respondents.

H₀: There is no significant relationship between trust and consumer purchase behaviour.

H₃: There is a significant relationship between trust and consumer purchase behaviour.

RESEARCH METHODOLOGY

The study is the outcome of descriptive research. The questionnaire was designed and distributed among the students' respondents. The study data has been collected from college in Mulund, Mumbai district. 173 respondents have been received. The structured questionnaire includes demographic data, customer awareness, Recharged plans used by the respondents which indicate the trust and interest of the respondents leading towards respondent perception and their buying behaviour. The data has been collected from two sources: primary data and secondary data.

Primary Data

The data is collected exclusively from respondents through a well-structured questionnaire.

Secondary Data

The data researched on subject matter is available for reference in the study. Data gave proper guidelines to understand the subject matter deeply. Includes customer perception, buying behaviour, service provided by telecom companies with different plans.

DATA ANALYSIS AND INTERPRETATION

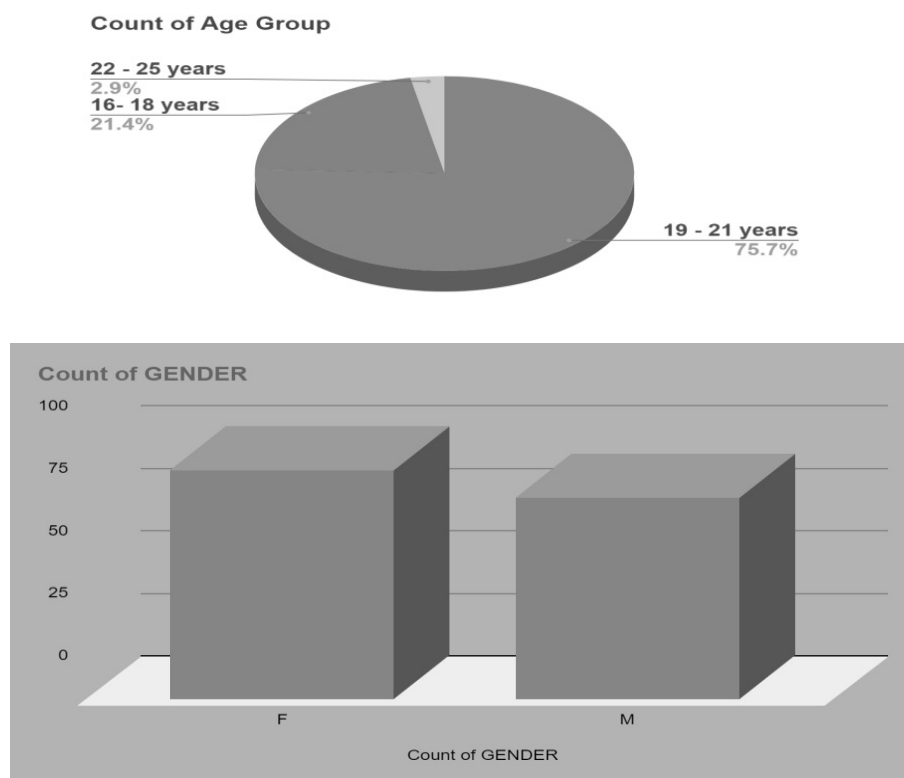
Demographic profile of students

	Category	Total count	Percentage
Age	16- 18 years	37	21.4
	19-21 years	131	75.7
	22- 25 years	5	2.9
Gender	Male	81	46.8
	Female	92	53.2

Source: Retrieve from primary data

A maximum 76 % of the respondents are in the age group of 19-21 years. Females are 53.2% and the rest are male respondents studying at undergraduate level.

Chart on Demographic profile of students



Telecom companies' use of network services.

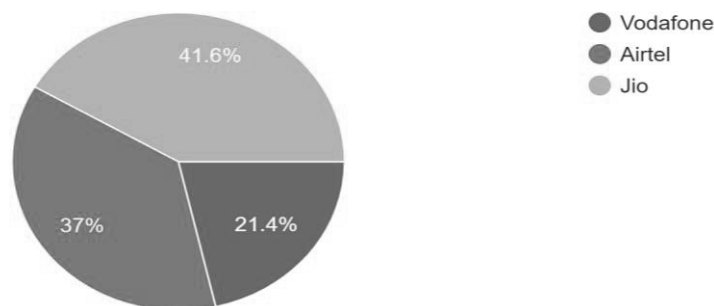
	Category	Total count	Percentage
Telecom company	Vodafone	37	21.4
	Airtel	64	37.0
	Jio	72	41.6

Source: Retrieve from primary data

As the data shows, maximum of 41.6% of respondents use jio network service, followed by 37% respondents use Airtel network and Vodafone 21.4%. Data indicated the brand awareness of network service providers among the younger generation.

Chart of Network Used by respondents

Which network SIM Card you use?
173 responses



Respondent rated the service provider Network coverage

Determinant	1 Excellent	2 Very Good	3 Good	4 Fair	5 Satisfactory	Total
Satisfaction level on network coverage	24	28	57	38	18	165
Percentage	14.5	28	34.5	23	10.9	100

Source: Retrieve from primary data

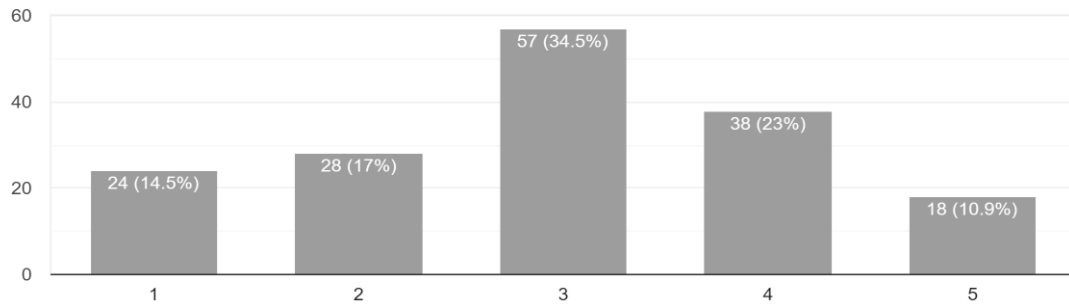
Maximum 34.5% of the respondents say network coverage is good, 28% say network coverage is very good & 14.5% view as excellent network coverage.

As you can see below 72.5% of respondents say that they are satisfied with their mobile networks, which proves the student perception leads them towards buying behaviour of recharge plans.

Chart of satisfaction level of the respondents from the network coverage of the telecom companies.

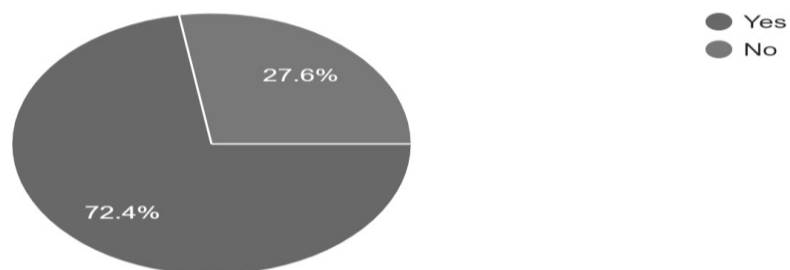
Rate the service of Telecommunication company network coverage.

165 responses



Are you Satisfied with your Mobile Network

163 responses



Reasons college students choose a particular plan.

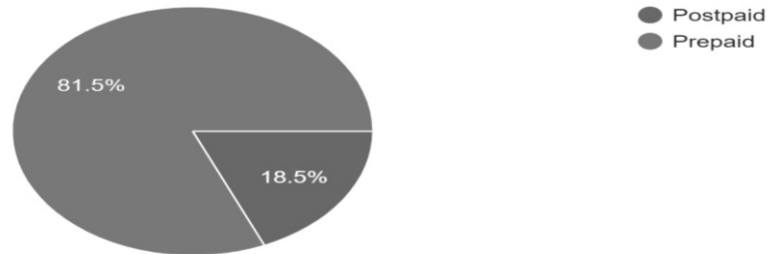
Mobile recharge plan	Count	Percentage
Postpaid plan	32	18.5
Prepaid plan	141	81.5
Total Plan	173	100

Source: Retrieve from primary data

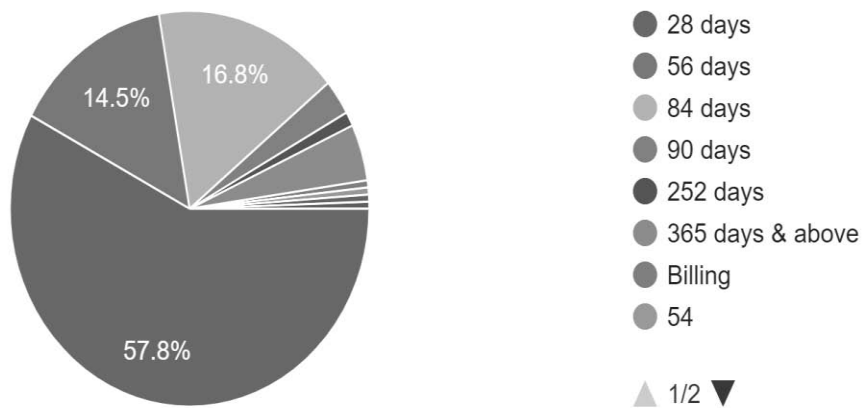
81.5% of student respondents chose a prepaid plan. Which helps them to recharge on their convenience and use of the plan. Below, is the maximum percentage of respondents who recharge their plan validity for very minimum days, which is 57.8% for 28 days, 16.8% for 84 days and 14.5% for 56 days, the rest is among the other validity of the recharge plan. So, this concludes, that students’ recharge minimum days plan is pocket-friendly to them, as most students do not earn money.

Chart for Reasons why students choose a particular recharge plan.

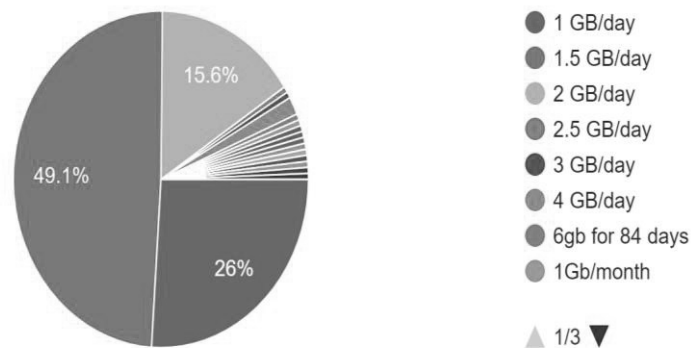
Which mobile Recharge Plans you use?
173 responses



What is your mobile plans Validity?
173 responses



How much GB/day given in your Recharge plan?
173 responses



Source: Retrieve from primary data

The benefit offered in recharge plan leads to buying behaviour of the respondents.

Offers by recharged plans	Talk-time	Data	Subscription	All the above	Total
Count	23	53	9	88	173
Percentage	13.3	30.6	5.2	50.9	100

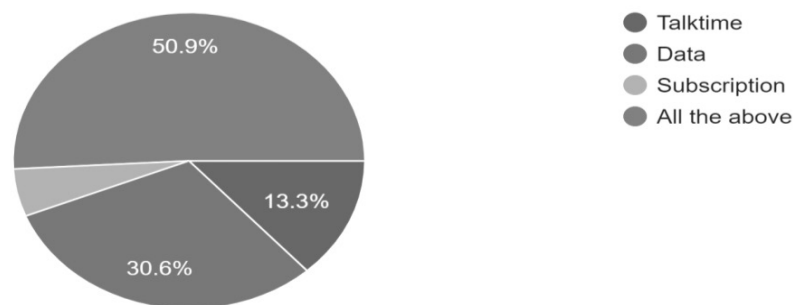
Source: Retrieve from primary data

50.9% of students chose the recharge plan with all benefits offered, which include talk-time, data, and subscription, whereas 30.6% of respondents chose a recharge plan for DATA benefit only & and 13.3% chose a recharge plan for talk-time only.

The chart on Respondent chooses recharge plan based on benefit offered.

On What basis you recharge your mobile plan?

173 responses



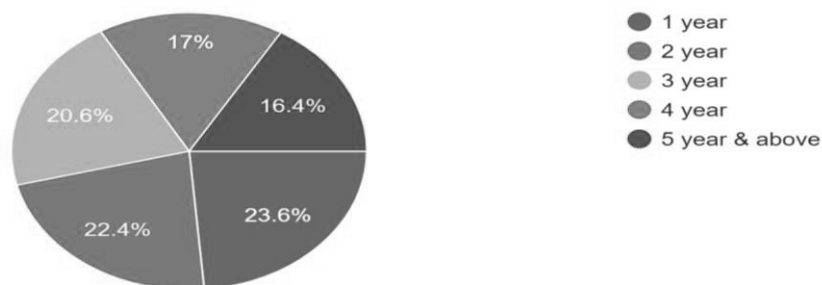
Period of use and price charge of the mobile service network.

The below pie chart indicates the period of using a mobile service, which gives us a positive association among the students as a customer of the telecom company.

The second pie chart shows what the price paid for the recharge plan is worth, which gives a positive association in the form of loyal customers.

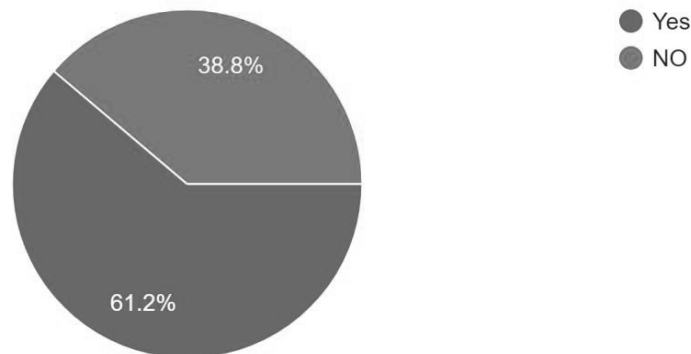
From How long you are using this mobile network plan?

165 responses



The price charged by telecommunication companies is cost worthy?

165 responses



FINDINGS AND CONCLUSIONS

- There is significant relationship between students' age & gender on mobile recharge plan offered. A maximum 76 % of the respondents are in the age group of 19-21 years. Females are 53.2% and the rest are male respondents studying at undergraduate level.
- As the data shows, maximum of 41.6% of respondents use Jio network service, followed by 37% respondents use Airtel network and Vodafone 21.4%. Data indicated the brand awareness of network service providers among the younger generation.
- Maximum 34.5% of the respondents say network coverage is good, 28% say network coverage is very good & 14.5% view as excellent network coverage. Also 72.5% of respondents say that they are satisfied with their mobile networks, which proves the student perception leads them towards buying behaviour of recharge plans.
- 81.5% of student's respondents choose a prepaid plan. Which helps them to recharge on their convenience and use of plan. The maximum percentage of respondents who recharge their plan validity for very minimum days, which is 57.8% for 28 days, 16.8% for 84 days & 14.5% for 56 days, rest is among the other validity of the recharge plan. So, this concludes, students' recharge minimum days plan which is pocket-friendly to them, as most students do not earn money. Thus, there is a significant relationship between trust and consumer purchase behaviour.
- 50.9% of students choose the recharge plan with all benefits offered, which include talk-time, data, subscription, whereas 30.6% of respondents chose a recharge plan for DATA benefit only & 13.3% choose recharge plan for talk-time only. Thus ,there is a significant relationship between benefits offered in a recharge plans to the buying behaviour of respondents.

RECOMMENDATION/ SUGGESTIONS

- Telecom service provider should launch unique recharge plans only for students.
- Reward scheme should also be there to engage student based target consumers, example free 1GB DATA

- Telecom service provider should also collaborate with different Apps which are been used by Students to increase brand awareness.
- More students-oriented other benefits recharge plans should be offered which will have high involvement with the service provider.
- Telecom service provider should launch different Festival recharge plans for students.

LIMITATIONS OF THE STUDY

The study has the following limitations:

- 1. The current study is focused on understanding the students' perceptions with respect to the Mulund, area in Mumbai district.
- The study will be restricted to an age group of between 16- 25 years.
- In-depth comprehensive and comparative studies can also be conducted with a bigger sample size on different cashless payment methods.

CONCLUSION

There is significant relationship between students' age & gender on mobile recharge plan offered. Collected Data indicated the brand awareness of Jio network service providers among the younger generation is more.

Students are satisfied with their mobile networks, which proves the student perception leads them towards buying behaviour of recharge plans. Also, there is a significant relationship between benefits offered in a recharge plans to the buying behaviour of respondents.

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