

BRAND LOYALTY FOR CELLULAR NETWORK

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ABSTRACT

The Indian telecom industry is a very dynamic industry with very stiff competition amongst existing service providers in the telecom markets. But the brand loyalty among the customers gets difficult because of this competition. So, it gets necessary what consumers want and what can satisfy them. In that context the present papers are the research of 201 consumers as well as respondents of finding the attributes and factors formaking the consumers loyal and stay connected to one brand only. The research was doneby Google form in Gujarat state with the relevant literature review of the research doing presently.

Keywords: Brand loyalty, telecom markets, factors study

INTRODUCTION

Nowadays every single person in this world is using mobile phones regularly. In mobile phones there is a need of cellular network without which one cannot call anyone and evenuse internet (mobile data). In this competitive world there are approximately more than 30various cellular networks all over the world. But our survey and study are limited about thebrand loyalty of Indian customers towards the companies of cellular network available inIndia currently.

Telecom Market

Right now, in India there are 4 cellular network companies. According to TRAI (TelecomRegulatory Authority of India), Jio has 36% market share, Airtel has 30.81%, VI has 23%and BSNL has 10.19% market share for telecom market in India.

Earlier there used to be more companies in telecom industry but some got closed becauseof merger with other company, some because of license cancellation, some got bankrupt.

Brand Loyalty for Customers

The customers used to choose the cellular network depending on various factors or attributes they want like calling network, internet speed, rates, extra offers and customer services. The customers change their telecom company once they get dissatisfied or face any problem with their existing company. The efforts of the company also play an important factor in maintaining their customers. All these together can justify for the brandloyalty of customers for cellular network.

NEED OF STUDY

We are trying to find the loyalty for the brand from this research project in reference to cellularnetwork present currently in India but we are limiting our research to Gujarat only.

The population is changing their cellular networks frequently or says timely because they facemany issues from their network and get dissatisfied and on the other side there are populationwho are sticking to same network only for many years because of great satisfaction of servicesand many more factors.

We are doing research on all those factors that have made the population to stick to same cellular network v/s to change the cellular network.

OBJECTIVES

Primary Objective:

- The main objective of our research is to study the factors that play an importantrole in purchasing the

telecom card or cellular network.

Secondary Objective:

- To study for customers satisfied with their cellular network
- To know that whether customers recommend their cellular network to others or not.
- To find is there any specific factor for the selecting the cellular network according to age group.

RESEARCH METHODOLOGY

Research Design

Descriptive research design has been carried out for our survey.

Sources

The survey was based on the primary data collection that was done by us on our selected sample area and size.

Sample Size

We had surveyed 201 respondents.

Sample Area

The location we have selected for survey was Gujarat State, India.

Sampling Technique

Structured Questionnaire was made and sent to respondents with the use of google form.

LITERATURE REVIEW

Mudanganyi, M. A. R. V. E. L. O. U. S. (2017) south African mobile seller communication landscape has become increasingly competitive developing brand equity is a critical need for gaining pleasing and retaining loyal clients in order to expedite repeat purchase patronage. Ek primary goal of the study was to investigate the brand loyalty in South Africa's consumer brand equity of cellular services using a quantitative research methodology. This research hypotheses were to create a positive relationship between various factors that directly proportionate with the customer satisfaction, these factors mainly include, brand awareness, perceived brand quality, association of brand image and brand loyalty. Thus, all the hypotheses created were supported and accepted.

Ikramuddin, I., Adam, M., Sofyan, H., & Faisal, F. (2018) it was carried out in Indonesia in 2018 by Ikramuddin, Mukhammad Adam, Hizir Sofyan, Faisal. The research was done to check the growth in the subscribers and reason of its factors. Even they tried to found out relationship between service quality and brand loyalty, customer satisfaction and brand loyalty, brand trust and brand loyalty. The whole research was qualitative in nature with total 44 research papers they have studied.

Afzal, S., Chandio, A. K., Shaikh, S., Bhand, M., & Ghumro, B. A. (2013) this study aims to reveal the brand loyalty of customers towards cellular network in Pakistan. This study is applicable to all the cellular networks in Pakistan done by Sarwat Afzal, Aamir Khan Chandio, Sania Shaikh, Muskan Bhand, Bais Ali Ghumro and Anum Kanwal Khuhro. The research study includes survey of 1048 respondents and convenient sampling method is used. This study reveals that service quality is negatively associated but price is positively associated with brand loyalty.

Christiana, M., & Rajan, M. (2015) this research was done by Dr. Christiana M Beulah Viji and Er. Rajan M Joseph Sasi in 2015 with 388 respondents. The main objective of this research paper is to explore the factors that influence customer loyalty so that it will be helpful for the mobile service providers to concentrate more on such attributes. The results identified call rate/quality, network coverage and sales promotion as having significant positive relationship to customer loyalty. In addition, brand image and prompt customer service were seen to have a less effect on customer loyalty.

ANALYSIS

Demographic Details of the respondents

		Frequency	Percent
Age of Respondents	Below 20	20	10.0
	21-30	164	81.6
	31- 40	5	2.5
	41-50	6	3.0
	More than 50	6	3.0
Gender of Respondents	Male	86	42.8

	Female	115	57.2
Educational Qualification of Respondents	Schooling	12	6.0
	Graduate	117	58.2
	Post Graduate	63	31.3
	Professional Qualification	8	4.0
	Other	1	0.5
Profession of Respondents	Student	165	82.1
	Business	9	4.5
	Service	21	10.4
	Housewife	3	1.5
	Others	3	1.5
Annual Income of Respondents	Less than 5 Lacs	147	73.1
	5 Lacs to 10 Lacs	39	19.4
	10 Lacs to 20 Lacs	12	6.0
	More than 20 Lacs	3	1.5

Source: SPSS Output

From the above table, it has been clearly stated that 10% respondents are below 20, 81.6% respondents belong to 21-30 age group, 2.5% to 31-40, 3% to 41-50 and rest 3% to more than 50 years of age category. In our sample population 57.2% respondents are female while 42.8% populations are male. In our research majority of population are 58.2% graduated while 31.3% are post graduated, 6% are school pass out population and 4% have professional qualification. Looking at the profession of the respondents it is seen that 82.1% are student, 10.4% are service going person, 4.5% are businessman and 1.5% population belong to other professions. 73.1% respondents have annual income of less than 5 lacs, 19.4% have income of 5 lacs to 10 lacs, 6% have 10 lacs to 20 lacs while 1.5% respondents have more than 30 lacs of income.

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.725	5

Source: SPSS Output

The Cronbach's Alpha value is greater than 0.7 that it is 0.725 so the scales and data are highly reliable to go.

Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Will you recommend your present cellular network to others for use?	0.509	201	0.000	0.439	201	0.000
a. Lilliefors Significance Correction						

Source: SPSS Output

Normality test passes as the value of Kolmogorov-Smirnov is more than 0.5 that is 0.509.

Kruskal-Wallis Test

H0: There is no significance difference of choosing cellular network on the basis of various factors of cellular network according to various age group.

H1: There is significance difference of choosing cellular network on the basis of various factors of cellular network according to various age group.

Test Statistics ^{a,b}					
	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Calling Network]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [InternetSpeed]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Rates]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Extra Offers]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [CustomerService]
Kruskal-Wallis H	2.143	4.616	3.746	4.854	4.811
Df	4	4	4	4	4
Asymp. Sig.	0.709	0.329	0.442	0.303	0.307
a. Kruskal Wallis Test					
b. Grouping Variable: Age Of Respondents					

Source: SPSS Output

Every value here is more than 0.05 that means nothing creates significant difference in choosing the cellular network as per age category.

Hence H0 is proved. That is H0: There is no significance difference of choosing cellular network on the basis of various factors of cellular network according to various age group.

One Way Anova

H0: There is no significance difference on recommending cellular network on the basis of various factors of cellular network.

H1: There is significance difference on recommending cellular network on the basis of various factors of cellular network.

ANOVA		
	F	Sig.
What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Calling Network]	3.357	0.068
What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Internet Speed]	0.031	0.861
What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Rates]	3.017	0.084
What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Extra Offers]	2.808	0.095
What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Customer Service]	8.107	0.005

Source: SPSS Output

Here p value is less than 0.05 in Customer Service that means the respondent doesn't wish to recommend cellular network to others because of customer service.

Hence H1 is proved. There is significance difference on recommending cellular network on the basis of various factors of cellular network.

Chi - Square Test

H01: There is no significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Calling Network) the respondents look while choosing cellular network.

H11: There is a significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Calling Network) the respondents look while choosing cellular network.

H02: There is no significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Internet Speed) the respondents look while choosing cellular network.

H12: There is a significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Internet

Speed) the respondents look while choosing cellular network.

H03: There is no significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Rates) the respondents look while choosing cellular network.

H13: There is a significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Rates) the respondents look while choosing cellular network.

H04: There is no significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Extra Offers) the respondents look while choosing cellular network.

H14: There is a significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Extra Offers) the respondents look while choosing cellular network.

H05: There is no significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Customer Service) the respondents look while choosing cellular network.

H15: There is a significance association between Vodafone Idea, Airtel, Jio, BSNL and the factor/attribute (Customer Service) the respondents look while choosing cellular network.

Chi-Square Tests				
Vodafone Idea (CallingNetwork)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	4.037 ^a	3	0.257
Vodafone Idea (InternetSpeed)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	4.203 ^a	3	0.240
Vodafone Idea (Rates)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	.359 ^a	4	0.986
Vodafone Idea (ExtraOffers)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	4.567 ^a	4	0.335
Vodafone Idea (CustomerService)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	3.967 ^a	4	0.410

Source: SPSS Output

Here all the p-values are more than 0.05 hence H01, H02, H03, H04, H05 is rejected and there is significance association between Vodafone Idea and all the factors/attributes the respondents look while choosing cellular network.

Chi-Square Tests				
Airtel (CallingNetwork)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	.908 ^a	3	0.823
Airtel (Internet Speed)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	2.979 ^a	3	0.395
Airtel (Rates)		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	.151 ^a	4	0.997

Airtel (Extra Offers)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	1.648 ^a	4

Airtel (CustomerService)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	3.823 ^a	4

Source: SPSS Output

Here all the p-values are more than 0.05 hence H01, H02, H03, H04, H05 is rejected and there is significance association between Airtel and all the factors/attributes the respondents look while choosing cellular network.

Chi-Square Tests				
Jio (Calling Network)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	1.761 ^a	3

Jio (Internet Speed)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	1.807 ^a	3

Jio (Rates)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	1.791 ^a	4

Jio (Extra Offers)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	1.886 ^a	4

Jio (CustomerService)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	3.303 ^a	4

Source: SPSS Output

Here all the p-values are more than 0.05 hence H01, H02, H03, H04, H05 is rejected and there is significance association between Jio and all the factors/attributes the respondents look while choosing cellular network.

Chi-Square Tests				
BSNL (CallingNetwork)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	2.499 ^a	3

BSNL (Internet Speed)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	16.472 ^a	3

BSNL (Rates)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	2.833 ^a	4

BSNL (Extra Offers)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	3.758 ^a	4

BSNL (CustomerService)		Value	df	Asymptotic Significance (2-sided)
		Pearson Chi-Square	9.166 ^a	4

Source: SPSS Output

Here p- value of Internet Speed in relation to BSNL is less than 0.05 which means H02 is accepted and rest p-values is greater than 0.05 which means H01, H03, H04, H05 is rejected. Thus, there is significance association of BSNL with all the factors or attributes of choosing the cellular network except Internet Speed.

K INDEPENDENT TEST

H0: p-value is more than 0.05 and respondents get the required attributes from the cellular network.

H1: p-value is less than 0.05 and respondents don't get the required attributes from the cellular network.

Test Statistics^{a,b}					
	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Calling Network]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [InternetSpeed]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Rates]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [Extra Offers]	What are attributes of the Cellular Network that matter you for buying new sim or changing the old one? [CustomerService]
Kruskal-Wallis H	22.907	18.467	13.898	5.170	15.745
Df	2	2	2	2	2
Asymp.Sig.	0.000	0.000	0.001	0.075	0.000
Decision	Reject the null hypothesis	Reject the null hypothesis	Reject the null hypothesis	Retain the null hypothesis	Reject the null hypothesis
a. Kruskal Wallis Test					
b. Grouping Variable: Did you get your required attributes from your present cellular network?					

Source: SPSS Output

FINDINGS

It was found in our research that there is no significance difference in choosing the cellular network from various factors or attributes in different age groups. It was also found that while recommending the cellular network to others, customer service affects the decision. By studying consumer loyalty many factors that affect their part of loyalty to stay with specific cellular network.

The BSNL users seem to be unsatisfied with the usage of the company's Internet Speed.

There is no significance difference of choosing cellular network on the basis of various factors of cellular network according to various age groups.

CONCLUSIONS

Our research helped to conclude that most of the cellular network users are satisfied with their telecom companies with various factors and the attributes they think while buying or changing the network. While considering loyalty of customer based of various factor and also as per age groups, the age or any other demographic profile also doesn't show any special effect on the attributes of the network, which show everyone, requires all the factors from their network.

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