



A STUDY ON CUSTOMER PREFERENCE AND PERCEPTION TOWARDS DATA CARD WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT IN TAMILNADU

Dr. V. Jaisankar* Y.Razeeth khan**

*Research Advisor in Commerce, Government Arts College, Trichy .

**Research Scholar in Commerce, Government Arts College, Trichy.

Abstract

The main area of the study the consumer preference. The sources of data collection used in the study are both primary and secondary in nature. We are going to conduct a survey to analyze the users of internet which is of primary data. The real aim of the project is to study the consumers and service providers' preferences towards the data card. In this project we have covered the analysis of usage of internet of India. we have shown history, growth, usage and limitations of data card. The customers and retailer perception are been measure with the help of survey through questionnaire and the data interpretation and analysis have done in the chapter.

Keywords: Data Card, Brand, Customer Perception.

Introduction

Data card have emerged as an effective option of connecting to an ever-evolving expansive information network such as the internet. Such infrastructures, due to their inherent advantages. Promise a renewed future in terms of offering improved and exciting services to the existing users. Stakeholders are willing to encourage the success of such infrastructures supporting "internet on the move".

Two decades after its birth, be World Wide Web has started influencing consumer habits, the way we communicate, conduct business and entertain ourselves, has undergone a visible charge in 2010. Customer's preferences have also been the driving force behind major innovations in internet data and just about every other area. That involves the internet and consumer electronics. In this project we have covered the analysis of usage of internet in India. In this analysis I have shown history and present scenario of be internet and data card. we have show history, growth, usage and limitations of data card.

History of Internet

The internet is a global system of interconnected computer networks that use the standard internet protocol suite (TCP/IP) to serve billions of users' word wide. It is a networks that consists of millions of private, public, academic, business, and government networks, of local to global scope that are linked by a broad array of electronic, wireless and optical networking technologies. The internet carries a vast range of information resources and services, such as be inter-linked hypertext documents of the world wide web(www) and the infrastructure to support electronic mail, most traditional communication media including telephone, music, film, and television are reshaped or redefined by the internet, giving birth to new services such as voice over internet protocol(VOIP) and IPTV newspaper, book and other print publishing are adapting to website technology, or are reshaped into blogging and web feeds. The internet has enabled or accelerated new forms of human interactions through instant messaging internet forums, and social networking. Online shopping has boomed both for major retail outlets and small artisans and traders. Business-to-business and services on the internet affect supply chains across entire industries.

Scope of the Study

To find out be customer preference and perception towards usage of data card particularly in Tiruchirappalli district. The present study confines to Tirchirappalli district Tamilnadu. The study was carried out during the month of June 2016.

Objectives of the Study

- (i) To understand the customers' preference towards internet data card in Tiruchirappalli city.
- (ii) To analyze be usage of internet data card.
- (iii) Bring out the main purpose of using data card.

Hypotheses:Based on be objective of the study the following hypotheses have been framed. There exists relationship between sex of the respondents and the impact of advertisement on data card.

Sampling Design:The samples are collected from Tiruchirappalli district in random selection and interviewed for the study. Thus in total 120 respondents were selected for the study.

Tool Used: Statistical tools used in the present paper are

- Percentage analysis and
- Chi –square test.

Sex Wise Classification Among the total number of 120 respondents majority of them are (67 percent) males and the remaining (33 percent) females. The table 1 furnishes the sex – wise classification of the respondents.

Table: 1, Sex-wise classification

S.No	Sex	No.of Respondents	Percentage to total
1.	Male	80	67
2.	Female	40	33
Total		120	100

Source: Primary data

Educational Status The survey gathers information regarding the educational status of the respondents of the sample force. Of them 6% is illiterate. Of the others 23% of the have studied up to secondary level; 22% - Higher secondary level; 32% degree holder; 15% - post graduates and the remaining 2% of them are technically qualified. Refer Table 2.

Table:2, Educational status

S.No	Status	No.of Respondents	Percentage to total
1.	Illiterate	8	6
2.	Secondary	28	23
3.	Higher secondary	26	22
4.	Graduate	38	32
5.	Postgraduate	18	15
6.	Technical	2	2
TOTAL		120	100

Source: Primary data

Occupational Details: The survey bring to light the details regarding the occupation of the respondents. Out of 120 respondents. 30% of users are Employees; 27% - Students; 18% -Business man; 12% - professionals and rest of them (13%) are Housewives. Table 3 indicates this state of affairs

Table:3, Details of occupation

S.No	Status	No.of Respondents	Percentage to total
1.	Employees	36	30
2.	Students	32	27
3.	Business man	22	18
4.	Profession	14	12
5.	Housewife	16	13
TOTAL		120	100

Source: Primary data

Income – Wise Classification

The survey throws light on the earnings of the family. Out of 120 respondents, 25% of the respondents had the family income of less than Rs.3000; 38% - Rs.3000 to Rs.6000; 22% - Rs.6001 to Rs.9000 and 15% of the respondents and the family income of more than Rs.9000. Table 4 is evidence to this phenomenon.

Table: 4, Monthly income

S.NO	SEX	NO.OF RESPONDENTS	PERCENTAGE TO TOTAL
1.	Less than Rs.300	30	25
2.	Rs.3000 to Rs.6000	46	38
3.	Rs.6001 - Rs.9000	26	22
4.	Above Rs.9000	18	15
TOTAL		120	100

Source: Primary data

Sex – Wise Classification

Sex – wise classification of the respondents who were motivated by the advertisement is shown in table 5. It could be inferred that out of the 80 male respondents 52 respondents were motivated after seeing the advertisement to purchase a particular a

particular brand of data card. Remaining interviewees were not so. Out of 40 female respondents, only 22 of them were motivated. Refer table 5

Table: 5, Sex of the respondents and the impact of advertisement on brand selection

S.No	Sex	Number of respondent		Total
		Motivated by Advertisement	Not motivated by Advertisement	
1.	Male	52	28	80
2.	Female	22	18	40
TOTAL		74	46	120

Chi – Square Test

Chi – square test is applied to test the hypothesis: There exists a relationship between sex of the respondents and the impact of advertisement on data card selection.

$$\chi^2 = \frac{(O-E)^2}{E}$$

Table: 6

O	E	O-E	(O-E) ²	(O-E) ² /E
52	49	3	9	0.1836
28	31	-3	9	0.2903
22	25	-3	9	0.36
18	15	3	9	0.6
Calculated value				1.4339

Calculated value at 1 degrees of freedom=1.4339. Table value for 1 degree of freedom at 5 percent level of significance is 3.841. Since calculate value (1.4339) is less than the table value. The hypothesis is accepted. Hence, it could be concluded that there exists a relationship between the sex of the respondents and the impact of advertisement on data card selection.

Findings

The following are the major finds of the study

- Among the total number of 120 respondents majority of them are (67 percent) males and the remaining (33 percent) females.
- The survey gathers information regarding the educational status of the respondents of the sample force. Of them 6% is illiterate. Of the others 23% of the have studied up to secondary level; 22% - Higher secondary level; 32% degree holder; 15% - post Graduates and the remaining 2% of them are technically qualified.
- The survey brings to light the details regarding the occupation of the respondents. Out of 120 respondents, 30% of users are employees; 27% - students; 18% - business man; 12% - professional and rest of them (13%) are housewives.
- The survey throws light on the earnings of the family. Out of 120 respondents, 25% of the respondents had the family income of less than Rs.3000; 38% - Rs.3000 to Rs.6000; 22% - Rs.6001 to Rs.9000 and 15% of the respondents and the family income of more than Rs.9000.
- Sex – wise classification of the respondents who were motivated by the advertisement in shown in table 5. It could be inferred that out of the 80 male respondents 52 respondents were motivated after seeing the advertisement to purchase a particular brand of mobile phone. Remaining interviewees were not so. Out of 40 female respondents, only 22 of them were motivated.
- Out 120 respondents, 74 of them were motivated by seeing the advertisement to purchase particular brand of mobile phone and the remaining 46 interviews are not motivated.

Conclusion

From above study conclude that customers are now a day's more knowledgeable. They are using the data card which is more convenient to their requirement. If anything they would not get, they will switch over that brand. Service provides are also the heart of any company to sell their product, according to their opinion and so company will more success who treat their services provider very well.

References

1. Agarwal, p.k., Marketing management, Pragatiprakasham, New Delhi, 1996.
2. Sujnair R. "Consumer behavior in Indian perspective", Mumbai 2001.
3. Kaushal, Rajeev & Sinha, Tele communication, Indian brand equity Foundation, Dec, 2008
4. C.R.Kothari, Research Methodology, New age international publishers, 2004.
5. S.P.Gupta, Statistical Methods, Sulthan Chand & Sons Educational Publishers, 2005.