

## TO STUDY THE PATTERN OF CELL PHONE USERS AND SERVICE PROVIDERS BASED ON STATISTICAL TECHNIQUES IN KOLHAPUR DISTRICT

Prakash S. Chougule<sup>1</sup> Tejaswi S.Kurane<sup>2</sup> Suresh T.Salunkhe<sup>3</sup> Shubhangi S. Patil.<sup>4</sup> Rohit C. Sadalage<sup>5</sup> Smita A.Koli<sup>6</sup>

Associate Professor<sup>1</sup>, Assistant Professor<sup>2</sup> , Principal<sup>3</sup> , Research Student<sup>4,5,6</sup>

^Rajarshi Chhatrapati Shahu College,Kolhapur(MS) ,India

### Abstract:

A research study was conducted with an objective to understand the customers' perception choice in selecting cellular mobile telecommunication service providers. Customers' perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes. A systematic questionnaire was developed to collect the required primary data from the cell phone users. Collected data were analysed, reliability and factor analysis were using various statistical methods.. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows communication and price were most influential and most preferential factors in selecting telecommunication service provider. However, product quality and availability has a significant impact on customer perception choice in selecting cellular mobile service provider.

**Keywords:** Service quality; **cell phone**,customer preference. Chi-Square Test, Z- Test, ANOVA, Level of significance..

### INTRODUCTION:

A cell phone, one of the most daily used device for communication is easy to communicate and text message with sound and pictures or videos. During ancient time, it was hard to phone or send to message from one place to another place. Now days there are a lot of new means of communication that have made our life easy and simple because of fast development in the electronic device. One of the most used device for communication is known as mobile phone or cell phone. Landline, Telecommunication, technology is more expensive and more time demanding to build in rural areas and mobile phones. People used to carry mobile phones even they have landline phone. We know that service providers are also play the important role in communication process. Without service provider we can't use cell phone for calling and messaging purpose.

This days, different sorts of mobile phones are available in the market not only for phone but also for entertainment, internet, message, fashion, others. The success of telecommunication industry depends on prudent efforts and feasible investments. In a competitive market, service providers are expected to compete on both price and quality of services and also it is necessary for the service providers to meet the consumers' requirements and expectations in price and service quality (Melody, 2001). The positive relationship of service quality with customer satisfaction (Danaher and Mattsson, 1994; Kim et al., 2004), customer preference (Ranaweera and Neely, 2003), profitability (Fornell, 1992; Danaher and Rust, 1996).