



FACTORS INFLUENCING THE RURAL CONSUMERS OF WEST BENGAL AT THE TIME OF PURCHASING SIM CARDS

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ABSTRACT

Discovery of mobile phones in today's world has become one of the most important products in both urban & rural market. Different network operators have captured the most of the important parts of India but still in various rural areas people does not have mobile phones in their hand. This study has been made to see that the factors influencing at the time of choosing a particular mobile network operator. The area chosen for the study is West Bengal, which is having several prominent rural areas of India, which comprises five divisions & from those five subdivisions has been selected due to the rural prominence namely Rampurhat, Islampur, Mekhligunj, Tehatta and Egra. 400 respondents have been selected on this purpose & their opinion has been recorded with the help of a close ended questionnaire. The researcher has also used 5 point likert scale which is ranging from strongly agree to strongly disagree to collect the responses from the various respondents. Factor analysis & multiple regression analysis have been used as statistical tools to find out the most important factors. Findings of the study iterate that most of the customers are influenced by network quality at the time of buying SIM cards.

KEYWORDS: Rural Marketing, Rural Consumers, Network Operators, TRAI, SIM Card

1. INTRODUCTION

The growth of Indian telecommunication companies has created a saga in past few years. Due to LPG policies by Government of India after 1991 has allowed so many private companies into the market. The invention of cellular phones has also boosted up the buying of SIM cards & services provided by different companies. Urban market of India is already saturated by different telecommunication companies & now they want to penetrate the rural market of India. For this purpose only the study has been conducted that how the companies are trying to capture the

market and what are the factors influencing the rural consumers towards mobile network operators at the time of buying SIM cards. India has attained the second largest subscriber network after China with the total number of subscriber base of 898.02 million, out of which 867.80 million were wireless subscribers. The rural population of India was having 349.22 million of customer base out of which the wireless rural market has reached the 342.50 million mark as against 323.27 million as on 31st March 2012.

2. REVIEW OF EXISTING LITERATURE

Rahman (2014) in his research article iterated that there are few factors like quality factors which are responsible for customer satisfaction when they are selecting a particular service provider's services in Bangladesh. In the study 282 samples have been collected through well structured questionnaire. The study also reveals that service innovativeness, reliability, competitiveness and service consistency have significant influence on making customer satisfied. The operator's network/signal coverage, pricing, fulfilment of customer demand etc does not have any significant influences. The analyses have been done with the multiple regression analysis. The findings conclude that to enhance customer satisfaction mobile service providers have to take care of insignificant influence in telecommunication industry in Bangladesh.

Rajarajan (2014) examined that in India, the number of mobile subscribers has gone from just about one million to 752 million, a subscriber base that only second next to China. This study explains that the problems faced by the cellular services provided by different service providers to customers in Cuddalore town. Customer Care Service is the most important factor where the service providers need to satisfy the customer, so they can attract more number of customers. The study reveals that the cellular phone service provider are satisfied with easy accessibility and very few users are not satisfied with problem solving customer care service, communication services, VAS, product features and time taken by call centre/customer care/helpline to resolve the customer complaint with their service provider. The companies have to strategically introduce some new features, schemes, periodical offers to their service.

Shah et al. (2013) explained that the present research explains the conceptual framework of switching cost as dependant variable with six independent variables quality, satisfaction, loyalty, retention, recommendations and repurchase. The simple random sampling was used to select the sample of 200 respondents with different demographic characteristics, from different cities of Pakistan. The data was collected through self administered questionnaires based on mobile telecommunication industry. The descriptive statistics and regression analysis has been used to analyze the different dimensions. The study attempts to find out the switching costs as an important element in marketing to understand the behavior of customers. The results provide a

deep insight of consumer behavior and their preferences & it is suggested for the marketing managers to develop an effective strategy for the retention of customers.

Khan et al. (2011) expressed in their article that the cellular Mobile Industry in India is dominated by the corporate namely BSNL, Bharti, and Idea etc. The market Leader in the industry is Airtel whereas the challengers are Hutch/BSNL. The market followers are others. The expanding Indian economy, the population with younger people, the urbanization with increased income of the household and the like provide vast scope in the cellular service market. At the same time, as competition in the telecom is intensified, service providers take new initiatives to attract customers as the requirements and expectations of the customer are increasing very fast. There is also an increase in the expectations of the product and service in terms of confirming to certain standards, reliability, dependability, durability, performance, features, appearance, safety and user-friendliness. Though the Cellular operators have been rendering services to the customers throughout India, there is dissatisfaction expressed by the customers over excess billing, disconnection while talking, cross talk, high cost of handsets and high operating cost. Due to these factors the cellular operators have come under a lot of strong criticism. In this Article, the aspects relating to switching tendencies of consumers of mobile phone services are studied.

Kumar (2011) in his empirical study has investigated that the factors influencing the mobile users in selecting the cellular service providers in India based on Structured Equation Model (SEM). Due to huge growth in mobile subscribers, heavy competition between service providers and Mobile Number portability facility given to the mobile users there is a need to study the impact of various factors influencing mobile users in selecting the service provider. The study was conducted on 361 Mobile phone users for a period of 3 months. The data analysis was conducted in a three-stage process. First, reliability tests were performed. Upon satisfactory results, the factor analysis of the collected data was conducted followed by Confirmatory Factor Analysis (CFA) was performed to confirm the findings. SPSS Statistics 17.0 is used to conduct factor analysis and the validity of the model. Once the model was validated, SPSS Amos 18.0 is used to test the overall fitness of the SEM. The findings have revealed that Customer Service, Service Accessibility and Service Affordability are the most important factor influencing the mobile users compared to Promotional offers to select the service provider. This study has important implication for researchers to understand the level of impact that these factors has on selection of the service provider and the correlation between these factors.

Ashaduzzaman (2011) described that consumer satisfaction level on various telecom companies in Bangladesh. A well structured questionnaire has been distributed to 95 customers & both the primary & secondary data has been collected. 53% male, 34% upper middle class people with

majority of students are using the mobile phones whereas Grameenphone is having the majority of the subscribers. Most of the respondents have responded that brand is extremely important, price is very important & customer service is not so important to them.

Banerjee (2011) in his article mentioned few emerging trends in rural India & telecom is one of them. Weather report, prices of product information can be available from mobile phone & it will handy to the rural consumers because most of them are working in agricultural sector. Studies also reveal that rural market's tele-density is increasing day by day & private organizations as well as Government are also trying to attract the rural customers. Rural people also ready to accept the changes due to the urban influence. The paper also reveals about the challenges facing by rural consumers & their satisfaction level, consumption level etc.

Chaubey et al. (2011) discussed in the study is that, what are the factors mainly affecting the consumers behavior. The study has been conducted in Uttarakhand state which is situated in India to know the customers' satisfaction level on various services providing by different service providers in Uttarakhand market. To find out the result the factor analysis has been used & few important factors have been identified. Brand, service, economic, technological & convenience factors are the most important factors which are affecting the consumer behavior directly or indirectly. The study also reveals that if the consumers are educated enough & they are having good source of income then these are also working as a important factor at the time of taking decision. Awareness on consumers' level need to be increased regarding various advanced features providing by the service providers.

Dahari et al. (2011) in their study explained that brand image, service quality & price of the services are three most important parameters to consumers of Malaysian mobile companies. The study reveals that mobile companies need to concentrate on these three factors to improve the customer satisfaction. If the company's are failed to deliver the promised services then the customers will be not loyal to the company. The mobile companies also need to enhance their brand image, reduce their call rates & improve their quality of services to sustain in the market.

Gautam et al. (2011) explained that Indian telecom sector is growing like anything at the moment due to various important decisions has been taken by the Indian Government. Due to the liberalized policies taken by the Indian Government customers are getting the services in affordable or low prices. The study has been conducted to find out the important factors which lead customers to switch from one brand to another brand. Due to the Mobile Number Portability services every day the services providers are getting or losing a customer, so to retain the customers' service quality need to be improved.

Hu et al. (2011) elucidated that this paper mainly concentrates on rural consumers of China & their behavior on various telecom services provided by the service providers. 207 sample sizes have been taken to conduct the survey & everyone has been provided with a well structured questionnaire. The paper aims to assess the behavior of rural consumers at the time of adopting the mobile services & the study reveals that both the compatibility & observability is having a strong correlation with behavioral intention which again have a strong influence on mobile services.

Jessy (2011) explained that the main aim of the study is to which are the factors mainly influencing the customer loyalty. The study has been conducted in Jaipur city with 100 consumers who are using BSNL. With the help of well structure questionnaire in likert scale the data has been collected & to find out the result t-test & factor analysis has been used. The study reveals that the customer's loyalty is mainly depending on the quality of the network, customer services, VAS etc. If customers are satisfied with the performance of these factors then automatically customers will not switch from one brand to another brand.

Kothari et al. (2011) in their research article enumerated that the aim of the study was to find out the quality of the services provided by various companies in the market with seven dimensions in the city of Jaipur, Rajasthan. The framework of the study has been established by SERVQUAL model whereas network quality & convenience has been taken as the main factors when respondents are measuring the service quality. In the study it has been also revealed that intangible factors are more important compare to tangible factors.

Kumar (2011) in his study illustrated that which are the main factors influencing the cellular phone users at the time of purchasing cellular service providers services from the market. The study has been conducted with 361 respondents with a time period of 90days & Structural Equation Modeling has been used to find the result. With the help of SPSS the findings has been generated in three phases. The final result reveals that accessibility, affordability & customer service are the three main factors which are influencing the customers at the time of choosing a particular service provider.

3. OBJECTIVE OF THE STUDY

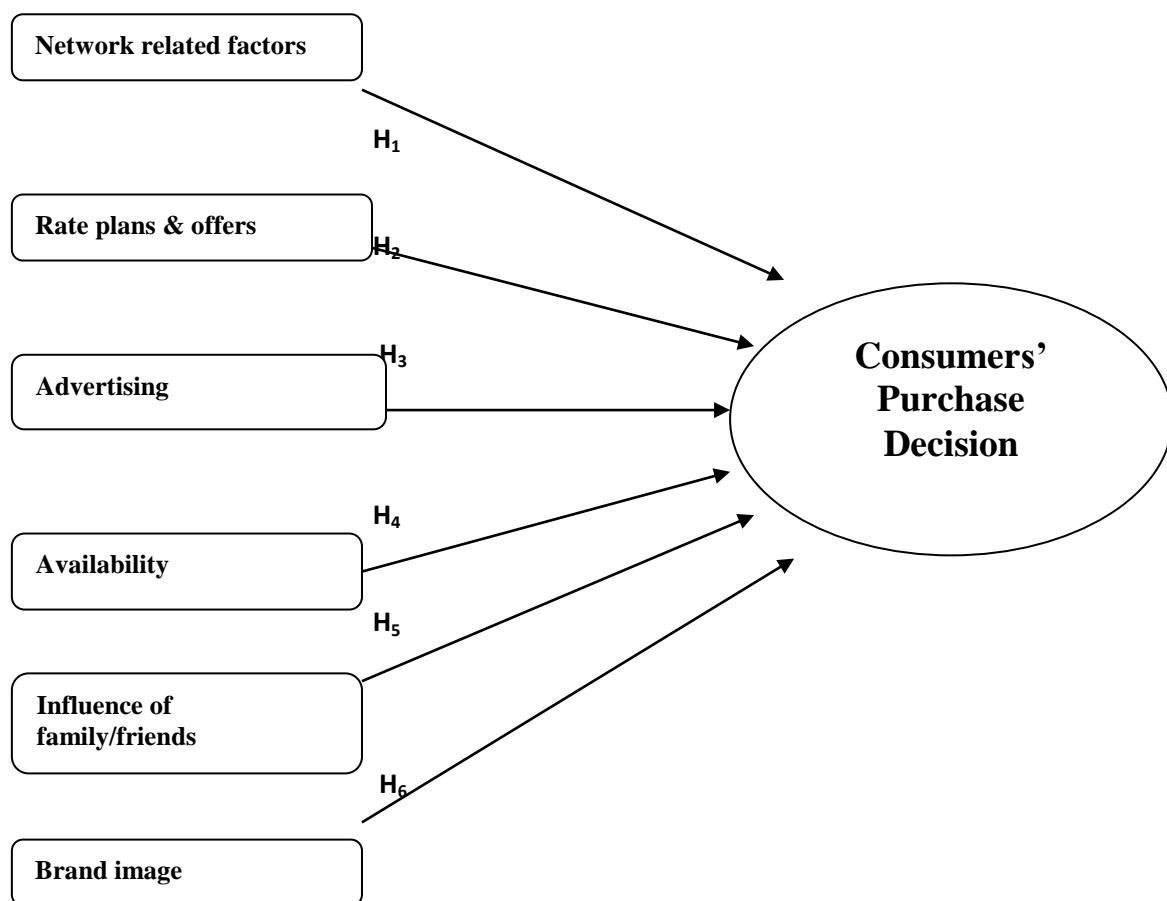
- To study the factors influencing the rural consumers of West Bengal towards different mobile network operators at the time of buying SIM cards.

4. HYPOTHESIS

- Network related factors are having significant relationship with consumer purchase decision
- Rate plans & offers are having significant relationship with consumer purchase decision

- Advertising related activities are having significant relationship with consumer purchase decision.
- Availability related factors are having significant relationship with consumer purchase decision.
- Influence of family / friends are having significant relationship with consumer purchase decision.
- Brand image of the company is having significant relationship with consumer purchase decision.

5. HYPOTHEZED RESEARCH MODEL



This is a proposed hypothesized research model of which are the determinants mainly affecting the consumers' purchase decision in the rural market. This model is having six factors, namely, network & VAS related factors, rate plans & offers, advertising related activities, availability related factors, influence of family / friends and brand image which are influencing the rural customers to purchase from a particular brand. These six hypotheses have been framed from the above model.

6. RESEARCH METHODOLOGY

The major parts of the Research Methodology are:

1. RESEARCH DESIGN

A research design provides the framework to be used as a guide in collecting and analyzing data.

For this study the researchers have used **Descriptive Research** and the type of research design is **Cross-sectional**. Cross-Sectional design is a one-shot research study at a given point of time, and consists of a sample (cross-section) of the population of interest.

2. SOURCES OF DATA

- a. **Primary data:** The primary data has been collected for the study through a pre-tested questionnaire. The sampling method the researchers have used is proportionate random sampling and the respondents will be extracted from the five divisions of rural West Bengal.
- b. **Secondary data:** Secondary data are those which will be collected from doctoral theses, magazines, research articles, credible sources etc. Researchers have collected information from different sources to conduct the study effectively.

3. SAMPLING PLAN

Samples are always subsets or small part of total number that can be studied. It is a portion selected from population/universe which should have same features as that of population. In this study researchers have collected the samples from the rural consumers of West Bengal.

- **Area of research:** The study will be confined to five subdivisions of West Bengal namely Rampurhat, Islampur, Mekhligunj, Tehatta and Egra. The areas were selected based on the prominence of its rural characteristics.
- **Sampling size & design:** The researcher has used the following statistical formula for calculating the sample size when the size of the population is infinite,

$$n = (Z_{c.l}^2 * p * q) / E^2$$

The researcher wants to estimate the sample size with 95 percent confidence ($Z_{c.l} = 1.96$). The researcher has provided maximum allowance for sampling error of 5 percent.

$$\begin{aligned} n &= (1.96)^2 (.5) (.5) / (.05)^2 \\ &= (3.8416) (.25) / 0.0025 \\ &= 384 \end{aligned}$$

Based on the above calculation, the researcher has rounded off the 384 samples to the size of 400 respondents across West Bengal.

So, the sample size will be 400

The study area have comprised of five divisions of rural West Bengal. Two stage cluster sampling method has been used to collect various perceptions of subscribers of different mobile service providers in West Bengal. From the five divisions of West Bengal, researcher has collected the responses from 400 respondents, out of which 80 respondents from each area has been chosen randomly & it has been selected through random number table. The sample size along the various districts has been shown in the table below:

Table: 1

West Bengal (400 respondents)				
Burdwan Division (80 respondents)	Malda Division (80 respondents)	Jalpaiguri Division (80 respondents)	Presidency Division (80 respondents)	Medinipur Division (80 respondents)
-Hooghly district -Purba Bardhaman district -Paschim Bardhaman district -Birbhum district	-Malda district -Uttar Dinajpur district -Dakhsin Dinajpur district -Murshidabad district	-Alipurduar district -Cooch Behar district -Darjeeling district -Jalpaiguri district -Kalimpong district	-Howrah district -Kolkata district -Nadia district -North 24 Parganas district -South 24 Parganas district	-Purba Medinipur district -Paschim Medinipur district -Jhargram district -Purulia district -Bankura district
Bibhum District	Uttar Dinajpur district	Cooch Behar district	Nadia district	Purba Medinipur district
-Suri Sadar subdivision -Bolpur subdivision -Rampurhat subdivision	- Raiganj subdivision - Islampur subdivision	- Cooch Behar Sadar subdivision - Dinhata subdivision - Mathabhanga subdivision - Tufanganj subdivision - Mekhliganj subdivision	- Krishnanagar Sadar subdivision - Kalyani subdivision - Ranaghat subdivision - Tehatta subdivision	- Tamluk subdivision - Haldia subdivision - Contai subdivision - Egra subdivision
Rampurhat	Islampur	Mekhliganj	Tehatta	Egra

4. QUESTIONNAIRE DESIGN

A simple, easy to understand questionnaire consisting of **close ended** questions has been used for data collection from rural subscribers.

7. DATA ANALYSIS & INTERPRETATIONS**ANALYSIS ON FACTORS INFLUENCING AT THE TIME OF PURCHASING SIM CARDS****Table. 2: Reliability Statistics**

Cronbach's Alpha	N of Items
.780	17

The reliability analysis on awareness level data has got the Cronbach's Alpha result of .780. From the table, we've depicted that this Cronbach's Alpha result acceptable & accordingly we have conducted the further analysis.

FACTOR ANALYSIS**A) KMO & BARTLETT'S TEST****Table. 3: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.760
Bartlett's Test of Sphericity	940.632
df	136
Sig.	.000

The analysis started by the researcher with the help of Factor Analysis to find out the factors influencing the purchase decision at the time of online shopping. The KMO & Bartlett's Test is providing a very good result to start the further analysis. KMO measure of sampling adequacy is providing the value of 0.760, which is on a very higher side. It also implies that the samples are adequate. The Bartlett's Test of Sphericity also explains that the significance level is .000, which is quite significant.

B) TOTAL VARIANCE EXPLAINED**Table 4: Total Variance Explained**

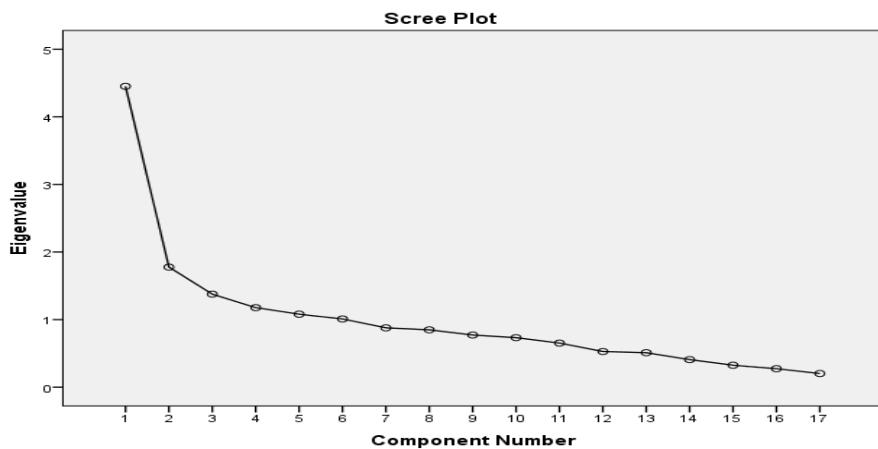
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.451	26.185	26.185	4.451	26.185	26.185	2.460	14.468	14.468
2	1.777	10.451	36.635	1.777	10.451	36.635	2.184	12.849	27.317
3	1.376	8.096	44.731	1.376	8.096	44.731	2.073	12.192	39.508
4	1.177	6.924	51.655	1.177	6.924	51.655	1.725	10.144	49.653
5	1.080	6.353	58.008	1.080	6.353	58.008	1.343	7.901	57.554
6	1.010	5.939	63.947	1.010	5.939	63.947	1.087	6.393	63.947
7	.878	5.165	69.112						
8	.849	4.993	74.105						
9	.772	4.539	78.644						
10	.733	4.310	82.954						
11	.652	3.838	86.792						
12	.528	3.105	89.896						
13	.510	3.002	92.898						
14	.407	2.396	95.294						
15	.325	1.911	97.205						
16	.273	1.609	98.814						
17	.202	1.186	100.000						

Extraction Method: Principal Component Analysis.

According to the table the first three components have found more than 1 Eigen values and the total variance table iterates that cumulatively 63.947% of total variance has been explained by all the six components. Here the 1st component explains 14.468% of total variation whereas the 2nd, 3rd, 4th, 5th & 6th component explains 12.849%, 12.192%, 10.144%, 7.901% & 6.393% of total variation.

C) SCREE PLOT

Figure 1



The six components have been selected to conduct the further research because all the three values are having Eigen Value of more than 1. These components have been shown diagrammatically with the help of Scree plot.

D) ROTATED COMPONENT MATRIX

Table 5: Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Influenced by network quality	.762					
Influenced by voice clarity	.732					
Influenced by network coverage	.643					
Influenced by good internet connectivity	.605					
Influenced by various Value Added Services	.575					
Influenced by attractive rate plans		.855				
Low/No price of SIM cards		.814				
Various periodical offers (price off, extra data etc)		.724				
Increased validity period		.643				
Influenced by advertising though different medias			.622			
Influenced by celebrity endorsements			.520			
Easy availability of recharge coupons/telephonic recharging facilities				.914		
Behavior of retailers/salesperson at store				.897		
Influenced by friends/ colleagues					.672	
Influenced by family members					.655	
Influenced by self					.608	
Brand image of the service provider						.809

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

From the above table it has been observed that all the 17 variables have been divided in 6 components. Here we have used the Principal Component Analysis for extraction & Varimax with Kaiser Normalization for rotation method.

Rotated Component Matrix table explains that from the 1st component which is based on the factors related to network & various value added services, most of the customers think that at the time of choosing a particular mobile network operator most important factor is “Influenced by network quality”. The coefficient value of “Influenced by network quality” is .762 whereas Influenced by voice clarity is .732, Influenced by network coverage is .643, Influenced by good internet connectivity is .605 & Influenced by various Value Added Services is .575. The 2nd component explains about Influenced by various rate plans & offers by different companies where “Influenced by attractive rate plans” is having a value of .855, whereas “Low/No price of SIM cards” is .814, Various periodical offers (price off, extra data etc) is .724 & “Increased validity period” is .643 consecutively. The 3rd component explains about the advertising related activities in the rural market. Here it is evident from the research that respondents have mostly responded the factor named “Influenced by advertising though different medias” is .622, whereas “Influenced by celebrity endorsements” is having the value of .520. The 4th component explains about the availability of various SIM cards in the market. It has been found from the study that “Easy availability of recharge coupons/telephonic recharging facilities” is having the value of .914 & “Behavior of retailers/salesperson at store” is having the value of .897. The 5th component explains about the influence of family members / friends at the time of purchasing various SIM cards in the market. It has been found from the study that “Influenced by friends/ colleagues” is having the value of .672 whereas, “Influenced by family members” is having the value of .655 & “Influenced by self” is .608. The 6th component explains about the brand image of the company in the market whereas “Brand image of the service provider” has got the value of .809.

Herewith from the above table we have found that the most important factors according to the respondents from all the six components are “Influenced by network quality”, “Influenced by attractive rate plans”, “Influenced by advertising though different medias”, “Easy availability of recharge coupons/telephonic recharging facilities”, “Influenced by friends/ colleagues” & “Brand image of the service provider”.

To find out the most important factor the researcher has used multiple regression analysis & from this the researcher has implemented a Multiple Regression Model.

REGRESSION ANALYSIS

The six factors which have been identified from the Factor Analysis are, network & VAS related factors, rate plans & offers, advertising related activities, availability related factors, influence of family / friends and brand image. Here the Consumers' purchase Behavior has been used as a Dependent Variable and the remaining six factors have been used as Independent variables.

Table 6: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.827 ^a	.684	.679	3.70502	.684	141.931	6	393	.000	1.993

a. Dependent Variable: Consumers' Purchase Behavior

b. Predictors: (Constant), network & VAS related factors, rate plans & offers, advertising related activities, availability related factors, influence of family / friends, brand image

Table 7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11689.869	6	1948.312	141.931	.000 ^b
	Residual	5394.771				
	Total	17084.640				

a. Dependent Variable: Consumers' Purchase Behavior

c. Predictors: (Constant), network & VAS related factors, rate plans & offers, advertising related activities, availability related factors, influence of family / friends, brand image

Table 8: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	18.706	1.019	18.361	.000	16.703	20.710	
	Brand image	1.121	.269	.150	4.162	.000	.592	1.651
	Availability related factors	1.145	.152	.214	7.532	.000	.846	1.444
	Advertising related activities	1.194	.256	.168	4.664	.000	.691	1.697
	Influence of family / friends	2.304	.168	.400	13.715	.000	1.974	2.634
	Network & VAS related factors	2.529	.230	.335	10.981	.000	2.076	2.982
	Rate plans & offers	2.494	.213	.355	11.728	.000	2.076	2.912

a. Dependent Variable: Consumers' Purchase Behavior

0.827 is the Correlation coefficient (R) for Model 1; it emphasizes an amount of correlation between the independent variables and dependent variable (Factors Influencing Score). The R square value explains the 0.684 or 68.4% which is quite significant. Here the significance level also implies .000 significance level which means it is quite acceptable.

From the coefficient table, we have found that "Network & VAS related factors" is having highest un-standardized coefficient of 2.529. So it is having the highest influence factor in factors influencing at the time of choosing a particular mobile network operator. After that the second highest will be "Rate plans & offers" with the value of 2.494. "Influence of family or friends" with value of 2.304 is following after that. The fourth, fifth & sixth are consecutively "Advertising related factors", "Availability" & "Brand image of the service provider" with 1.194, 1.145 & 1.121. So, here the multiple regression equation can be expressed as,

$$\text{Consumers' Purchase Behavior} = 18.706 + X_1 (1.194) + X_2 (1.121) + X_3 (1.145) + X_4 (2.494) + X_5 (2.304) + X_6 (2.529)$$

X₁ = Advertising related factors

X₂ = Brand image

X₃ = Availability

X₄ = Rate plans & offers

X₅ = Influence of family or friends

X₆ = Network & VAS related factors

8. RESULT OF HYPOTHESIS

Ha1: Network & VAS related factors are having significant relationship with consumer purchase decision

H01: Network & VAS related factors are not having significant relationship with consumer purchase decision

Here it accepts the alternate hypothesis H_{a1} .

Ha2: Rate plans & offers are having significant relationship with consumer purchase decision

H02: Rate plans & offers are not having significant relationship with consumer purchase decision

Here it accepts the alternate hypothesis H_{a2} .

Ha3: Advertising related activities are having significant relationship with consumer purchase decision

H03: Advertising related activities are not having significant relationship with consumer purchase decision

Here it accepts the alternate hypothesis H_{a3} .

Ha4: Availability related factors are having significant relationship with consumer purchase decision.

H04: Availability related factors are not having significant relationship with consumer purchase decision

Here it accepts the alternate hypothesis H_{a4} .

Ha5: Influence of family / friends are having significant relationship with consumer purchase decision.

H05: Influence of family / friends are not having significant relationship with consumer purchase decision.

Here it accepts the alternate hypothesis H_{a5} .

Ha6: Brand image of the company is having significant relationship with consumer purchase decision.

H06: Brand image of the company is not having significant relationship with consumer purchase decision.

Here it accepts the alternate hypothesis H_{a6} .

9. LIMITATIONS

- The survey has been done only on the West Bengal. In the other parts of India also the study can be conducted to understand the behaviour of consumers.
 - This study is mainly reflecting the perception of rural people. It might not be applicable to the urban people.
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- Sample size of 400 is small; increasing the sample size can give other results also.

10. SUGGESTIONS & CONCLUSION

The study reveals that consumers are mainly influenced by the network quality, attractive rate plans & influence from family/friends. They are also not much influenced by availability, brand image of the company & advertising at the time of choosing a particular company's SIM card in the rural areas. They are also not so much influenced by the other factors like increased validity period, celebrity endorsements, behavior of retailers/salesperson at store etc. The companies need to take care of these areas and they also need to think on concentrating more on most influential areas compare to other areas. The rural consumers in West Bengal still not much influenced by advertising, validity period or celebrity endorsements that are true but side by side it is also evident from the study that though they are price sensitive community still they have ranked network quality as a number one influential factor, then the rate plans & other factors are coming one after another. Now it is a job of both Government & Corporate sector to take initiatives to work on those areas where they will be benefited in the long run & to achieve 100 percent tele-density by few years only in rural areas.

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