



"Evaluating Customer Satisfaction in Mobile Handset Usage: A Comparative Regional Study in Maharashtra"

Dr. Dnyaneshwar Ankushrao Yewale
Head, Dept. of Commerce

Kalikadevi Arts, Commerce and Science College Shirur (Kasar)
Tq. Shirur (Kasar) Dist. Beed (MS)

Abstract

The mobile handset industry in India has witnessed rapid growth due to technological advancements, rising affordability, and increasing digital adoption. Customer satisfaction plays a crucial role in sustaining competitiveness. This paper presents a comparative regional study of customer satisfaction with mobile handsets across five regions of Maharashtra: Marathwada, Western Maharashtra, Kokan, Khandesh, and Vidarbha. Primary data was collected from 600 respondents during 2021–22, and their satisfaction levels were analyzed with respect to various attributes, including price, appearance, weight, multifunctional settings, longevity, battery capacity, audio-video quality, and resale value. The study reveals significant regional variations, with overall satisfaction levels being highest in the Kokan region and lowest in Khandesh. While customers are highly satisfied with audio-video quality and battery capacity, dissatisfaction is more evident in terms of handset weight, longevity, and resale value.

Keywords: Mobile Handset Industry, Customer Satisfaction, Various Attributes.

1. Introduction

In today's digital era, mobile phones have become an integral part of human life, serving not only as a communication device but also as a medium for entertainment, education, business, and social connectivity. With the rapid growth of technology and competitive pricing, the mobile handset industry in India has expanded significantly, offering consumers a wide range of options. As competition intensifies, customer satisfaction has emerged as a key determinant of brand success, customer retention, and market sustainability.

Maharashtra, one of the most industrially and culturally diverse states in India, presents an interesting case for studying consumer behavior. The state is divided into distinct regions such as Marathwada, Western Maharashtra, Kokan, Khandesh, and Vidarbha, each having varied socio-economic conditions, lifestyles, and

consumer preferences. These regional differences influence consumer perceptions of mobile handsets, leading to variations in satisfaction levels.

Customer satisfaction towards a mobile handset depends on multiple attributes such as **price, appearance, weight, multifunctional features, longevity, battery performance, audio-visual quality, and resale value**. Understanding how customers perceive these features is essential for handset manufacturers and marketers to design region-specific strategies and improve overall product performance.

This research paper focuses on **evaluating customer satisfaction in mobile handset usage across different regions of Maharashtra**. By analyzing primary data collected from 600 respondents, the study highlights the strengths and weaknesses of mobile handsets from the consumers' perspective. The findings provide valuable insights into regional variations in satisfaction levels, helping policymakers, service providers, and handset manufacturers to align their strategies with customer expectations.

2. Objectives of the Study

1. To examine customer satisfaction towards different features of mobile handsets.
2. To compare regional variations in satisfaction levels across Maharashtra.
3. To identify strengths and weaknesses in mobile handset usage from the consumer's perspective.
4. To provide suggestions for improving customer satisfaction in the mobile handset market.

3. Research Methodology

The study is based on **primary data** collected from **600 respondents** across five major regions of Maharashtra: Marathwada, Western Maharashtra, Konkan, Khandesh, and Vidarbha during **2021–22**. A structured questionnaire was administered to collect data, which was analyzed using descriptive statistics, percentages, and tabular presentations.

- **Sample Size:** 600 respondents (120 per region)
- **Sampling Method:** Stratified random sampling
- **Analysis Tools:** Descriptive statistics, percentages, and tabular presentations
- **Satisfaction Scale:** Highly Satisfied, Satisfied, Neutral, Dissatisfied, Highly Dissatisfied

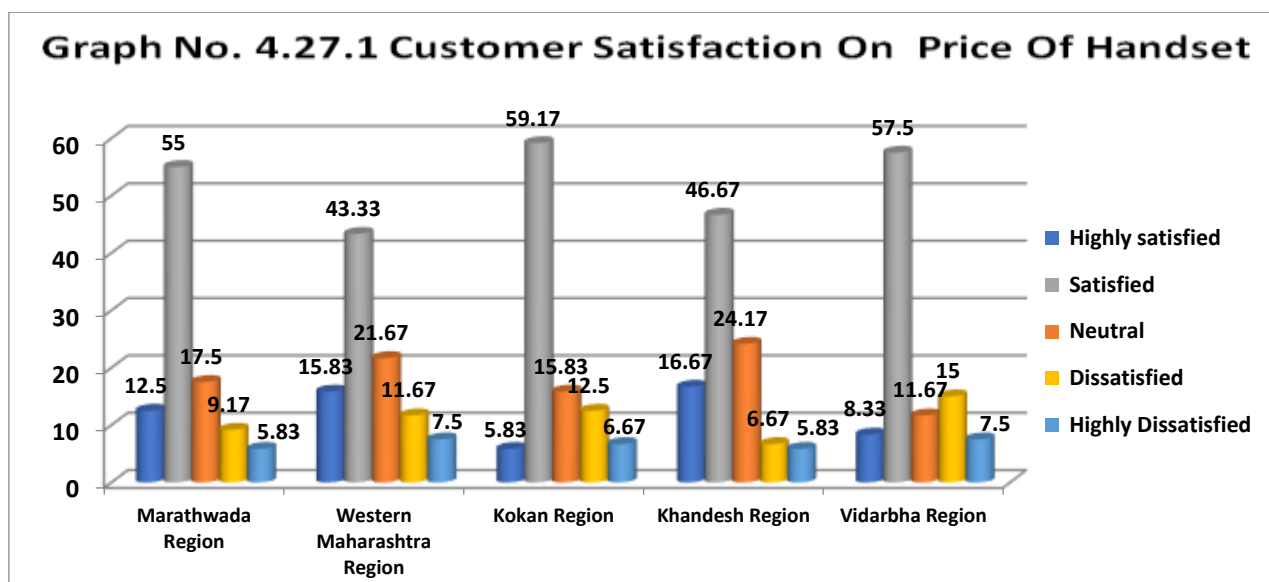
4. Data Collection and Analysis (Overall Satisfaction towards the Mobile)

4.1 Customer Respondents Satisfaction On Price Of Handset

Table No. 1
Customer Satisfaction On Price Of Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	15	12.50	19	15.83	7	5.83	20	16.67	10	8.33	71	11.83
Satisfied	66	55.00	52	43.33	71	59.17	56	46.67	69	57.50	314	52.33
Neutral	21	17.50	26	21.67	19	15.83	29	24.17	14	11.67	109	18.17
Dissatisfied	11	9.17	14	11.67	15	12.50	8	6.67	18	15.00	66	11.00
Highly Dissatisfied	7	5.83	9	7.50	8	6.67	7	5.83	9	7.50	40	6.67
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.1 customer satisfaction regarding price of handset is presented. The number of satisfied respondents out of 600 are 314 (52.33%) in which include maximum 59.17% of the Kokan region and minimum 43.33% from the Western Maharashtra region. While 109 (18.17%) respondents were neutral which include maximum of 24.17% in the Khandesh region and minimum 11.67% in the Vidarbha region. While 71 (11.83%) respondents were highly satisfied which include maximum 16.67% in the Khandesh region and minimum 5.83% in the Kokan region. Only 66 (11%) respondents were dissatisfied and 40 (6.67%) respondents were highly dissatisfied.

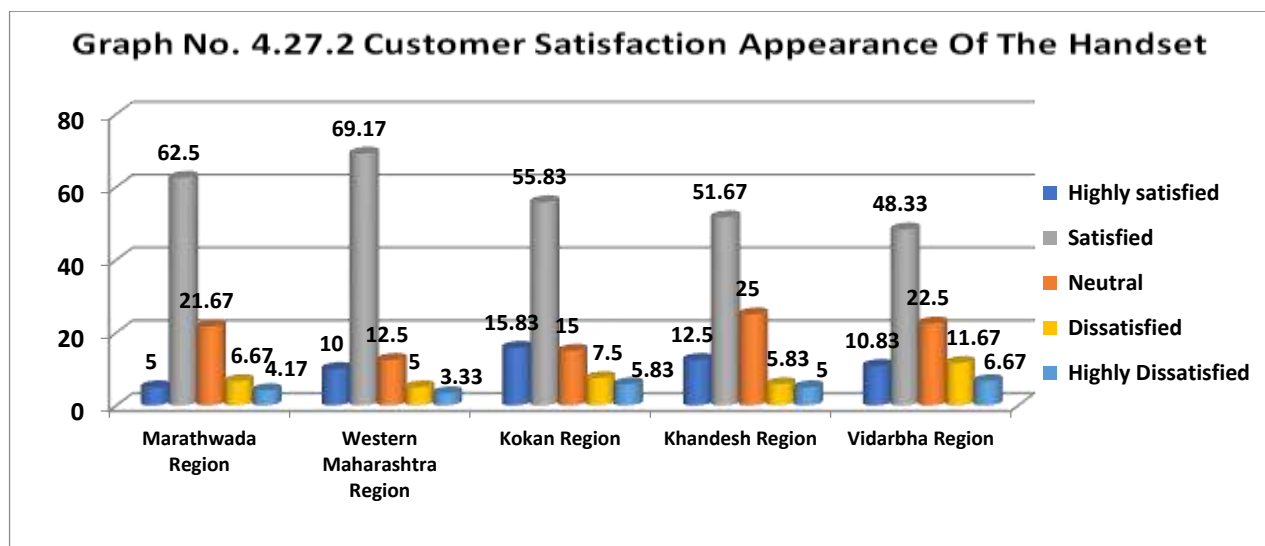
It is concluded that customer satisfaction on price of handset is 52.33% are satisfied.

4.2 Customer Respondents Satisfaction On Appearance Of The Handset

Table No.4.2
Customer Satisfaction On Appearance Of The Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	6	5.00	12	10.00	19	15.83	15	12.50	13	10.83	65	10.83
Satisfied	75	62.50	83	69.17	67	55.83	62	51.67	58	48.33	345	57.50
Neutral	26	21.67	15	12.50	18	15.00	30	25.00	27	22.50	116	19.33
Dissatisfied	8	6.67	6	5.00	9	7.50	7	5.83	14	11.67	44	7.33
Highly Dissatisfied	5	4.17	4	3.33	7	5.83	6	5.00	8	6.67	30	5.00
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.2 customer satisfaction regarding of appearance of the handset. The number of satisfied respondents out of 600 are 345 (57.50%) in which include maximum 69.17% of the Western Maharashtra region and minimum 48.33% from the Vidarbha region. While 116 (19.33%) respondents were neutral which include maximum of 25% in the Khandesh region and minimum 12.50% in the Western Maharashtra region. While 65 (10.83%) respondents were highly satisfied which include maximum 15.83% in the Kokan region and minimum 5% in the Marathwada region. Only 44 (7.33%) respondents were dissatisfied and 30 (5%) respondents were highly dissatisfied.

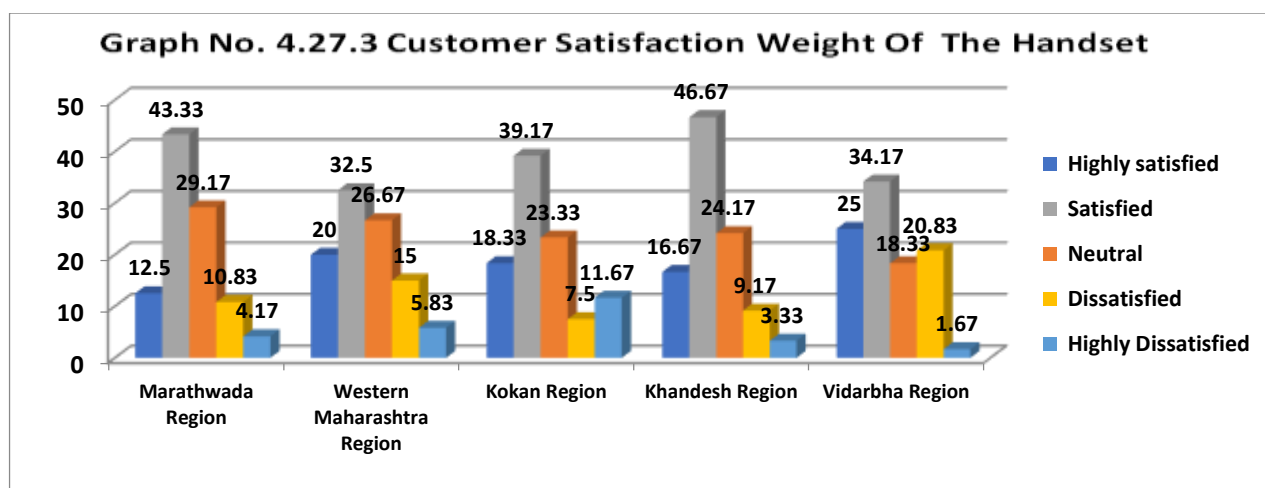
It is concluded that customer satisfaction on Appearance of the handset is 57.50% are satisfied.

4.3 Customer Respondents Satisfaction On Weight Of The Handset

Table No.4.3
Customer Satisfaction On Weight Of The Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	15	12.50	24	20.00	22	18.33	20	16.67	30	25.00	111	18.50
Satisfied	52	43.33	39	32.50	47	39.17	56	46.67	41	34.17	235	39.17
Neutral	35	29.17	32	26.67	28	23.33	29	24.17	22	18.33	146	24.33
Dissatisfied	13	10.83	18	15.00	9	7.50	11	9.17	25	20.83	76	12.67
Highly Dissatisfied	5	4.17	7	5.83	14	11.67	4	3.33	2	1.67	32	5.33
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.3 customer satisfaction regarding weight of the handset is presented. The number of satisfied respondents out of 600 are 235 (39.17%) in which include maximum 46.67% of the Khandesh region and minimum 32.50% from Western Maharashtra region. While 146 (24.33%) respondents were neutral which include maximum of 29.17% in the Marathwada region and minimum 18.33% in the Vidarbha region. While 111 (18.50%) respondents were highly satisfied which include maximum 25% in the Vidarbha region and minimum 12.50% in the Marathwada region. Only 76 (12.67%) respondents were dissatisfied and 32 (5.33%) respondents were highly dissatisfied.

It is concluded that customer satisfaction on Weight of the handset is 39.17% are satisfied

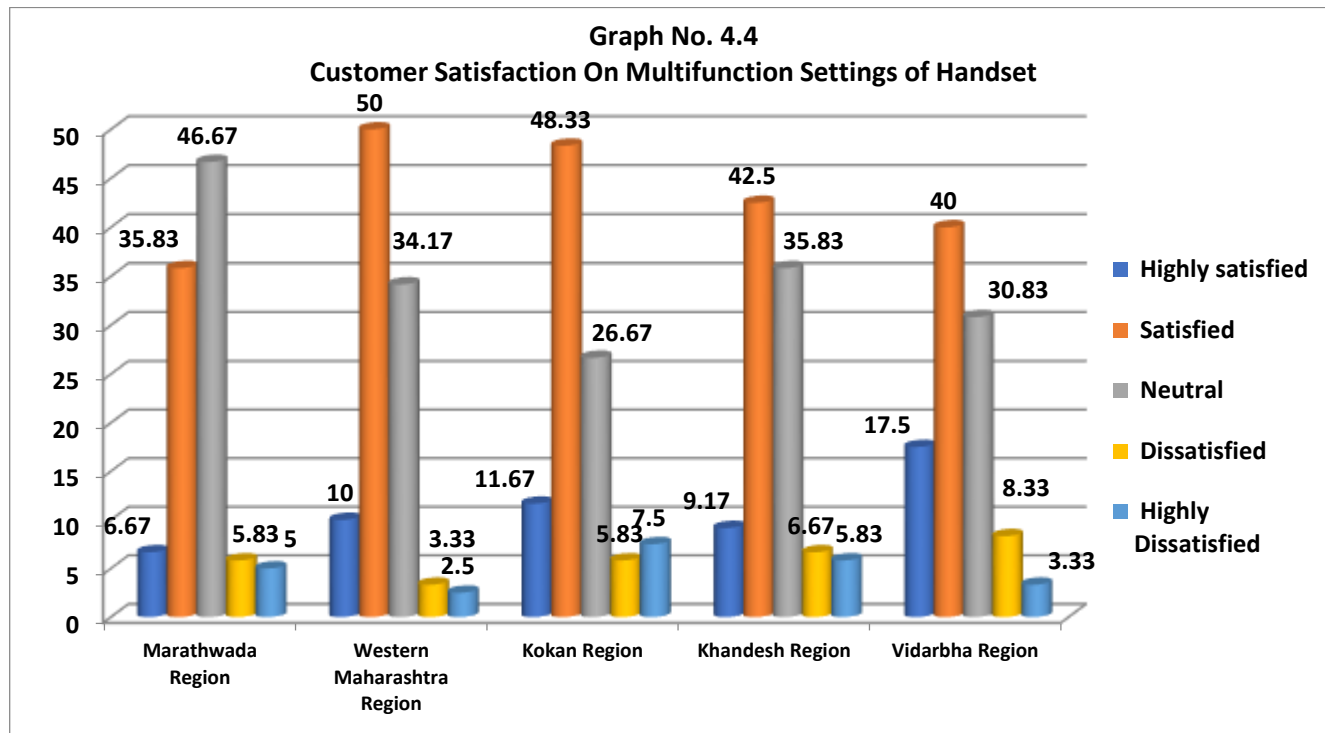
4.4 Customer Respondents Satisfaction On Multifunction Settings of Handset

Table No.4.27.4
Customer Satisfaction On Multifunction Settings of Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%

Highly satisfied	8	6.67	12	10.00	14	11.67	11	9.17	21	17.50	66	11.00
Satisfied	43	35.83	60	50.00	58	48.33	51	42.50	48	40.00	260	43.33
Neutral	56	46.67	41	34.17	32	26.67	43	35.83	37	30.83	209	34.83
Dissatisfied	7	5.83	4	3.33	7	5.83	8	6.67	10	8.33	36	6.00
Highly Dissatisfied	6	5.00	3	2.50	9	7.50	7	5.83	4	3.33	29	4.83
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.4 customer satisfaction regarding multifunction setting of the handset is presented. The number of satisfied respondents out of 600 are 260 (43.33%) in which include maximum 50% of the Western Maharashtra region and minimum 35.83% in the Marathwada region. While 209 (34.83%) respondents were neutral which include maximum 46.67% in the Marathwada region and minimum 26.67% in the Kokan region. After 66 (11%) respondents were highly satisfied which include maximum 17.50% in the Vidarbha region and minimum 6.67% in the Marathwada region. Only 36 (6%) respondents were dissatisfied and 29 (4.83%) respondents were highly dissatisfied.

It is concluded that customer satisfaction on multifunction setting of the handset is 43.33% are satisfied.

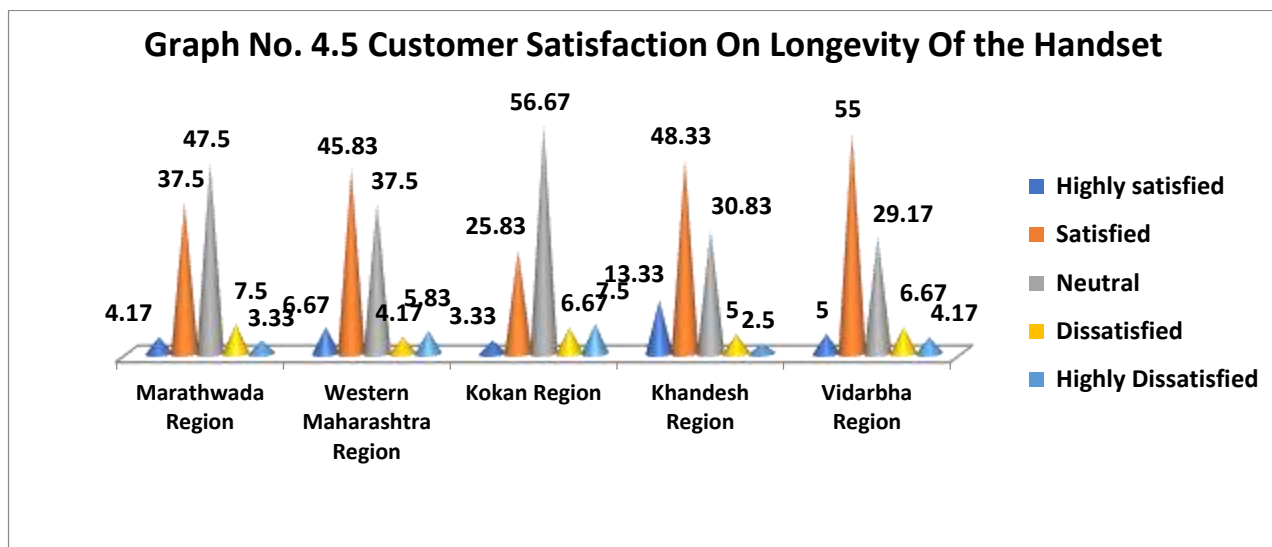
4.5 Customer Respondents Satisfaction On Longevity Of The Handset

Table No. 4.5
Customer Satisfaction On Longevity Of the Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	5	4.17	8	6.67	4	3.33	16	13.33	6	5.00	39	6.50
Satisfied	45	37.50	55	45.83	31	25.83	58	48.33	66	55.00	255	42.50
Neutral	57	47.50	45	37.50	68	56.67	37	30.83	35	29.17	242	40.33

Dissatisfied	9	7.50	5	4.17	8	6.67	6	5.00	8	6.67	36	6.00
Highly Dissatisfied	4	3.33	7	5.83	9	7.50	3	2.50	5	4.17	28	4.67
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.5 customer satisfaction regarding longevity of the handset is presented. The number of satisfied respondents out of 600 are 255 (42.50%) in which include maximum 55% of the Vidarbha region and minimum 25.83% in the Kokan region. While 242 (40.43%) respondents were neutral which include maximum 56.67% in the Kokan region and minimum 29.17% in the Vidarbha region. While 39 (6.50%) respondents were highly satisfied which include maximum 13.33% in the Khandesh region and minimum 3.33% in the Kokan region. Only 36 (6%) respondents were dissatisfied and 28 (4.67%) respondents were highly dissatisfied.

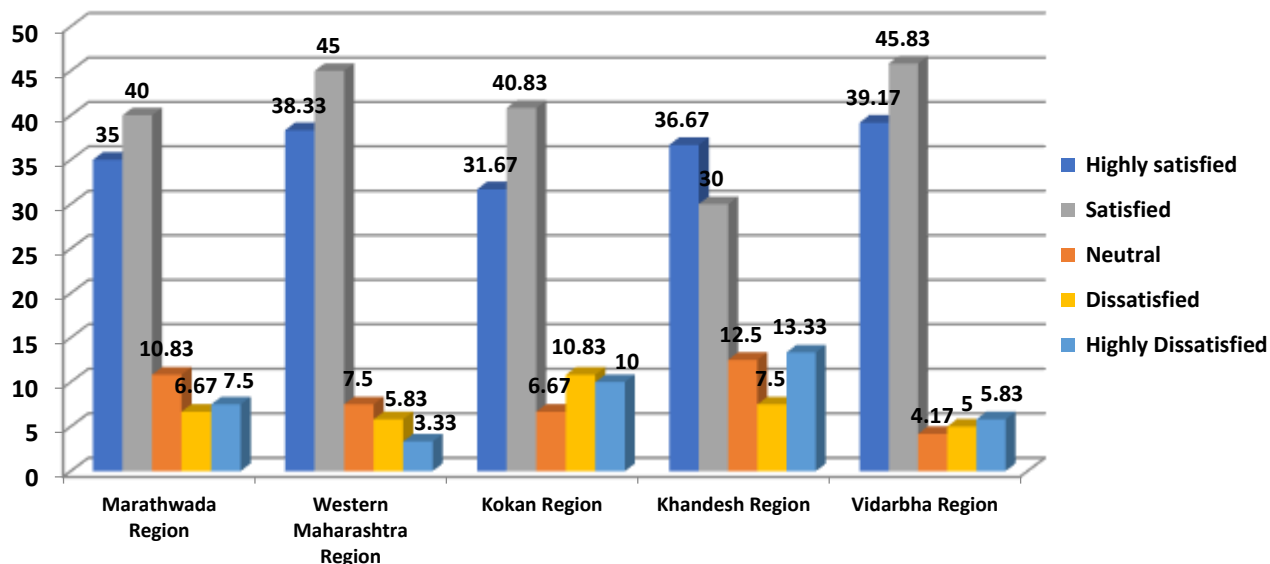
It is concluded that customer satisfaction on longevity of the handset is 42.50% are satisfied.

4.6 Customer Respondents Satisfaction On Battery Capacity of Handset

Table No.4.6
Customer Satisfaction On Battery Capacity of Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	42	35.00	46	38.33	38	31.67	44	36.67	47	39.17	217	36.17
Satisfied	48	40.00	54	45.00	49	40.83	36	30.00	55	45.83	242	40.33
Neutral	13	10.83	9	7.50	8	6.67	15	12.50	5	4.17	50	8.33
Dissatisfied	8	6.67	7	5.83	13	10.83	9	7.50	6	5.00	43	7.17
Highly Dissatisfied	9	7.50	4	3.33	12	10.00	16	13.33	7	5.83	48	8.00
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)

Graph No. 4.27.6 Customer Satisfaction On Battery Capacity of Handset

In the above table 4.6 customer satisfaction regarding battery capacity of the handset is presented. The number of satisfied respondents out of 600 are 242 (40.33%) in which include maximum 45.83% of the Vidarbha region and minimum 30% in the Khandesh region. While 217 (36.17%) respondents were highly satisfied which include maximum 39.17% in the Vidarbha region and minimum 31.67% in the Kokan region. While 50 (8.33%) respondents were neutral which include maximum 12.50% in the Khandesh region and minimum 4.17% in the Vidarbha region. Only 48 (8%) respondents were highly dissatisfied and 43 (7.17%) respondents were dissatisfied.

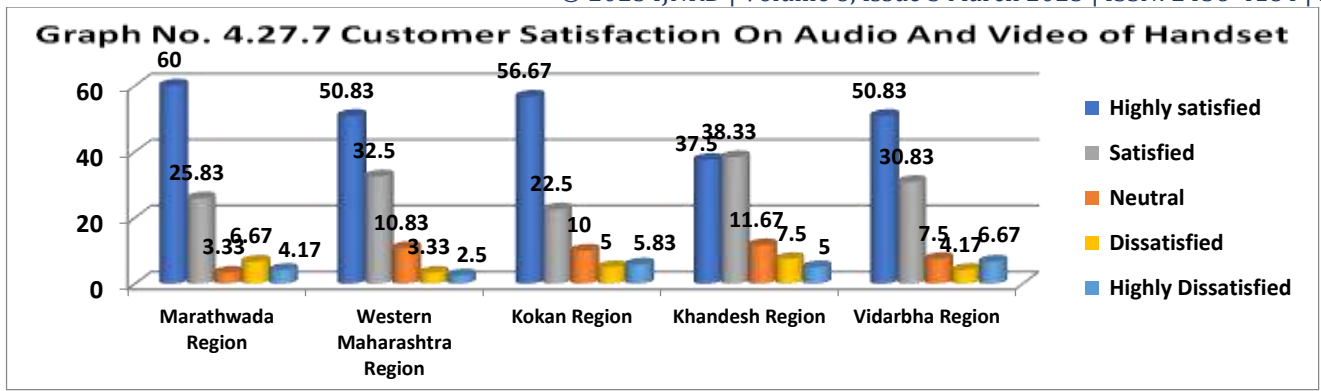
It is concluded that customer satisfaction on battery capacity of the handset is 40.33% are satisfied.

4.7 Customer Respondents Satisfaction On Audio And Video of Handset

Table No.4.7
Customer Satisfaction On Audio And Video of Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	72	60.00	61	50.83	68	56.67	45	37.50	61	50.83	307	51.17
Satisfied	31	25.83	39	32.50	27	22.50	46	38.33	37	30.83	180	30.00
Neutral	4	3.33	13	10.83	12	10.00	14	11.67	9	7.50	52	8.67
Dissatisfied	8	6.67	4	3.33	6	5.00	9	7.50	5	4.17	32	5.33
Highly Dissatisfied	5	4.17	3	2.50	7	5.83	6	5.00	8	6.67	29	4.83
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.7 customer satisfaction regarding audio and video of the handset is presented. The number of highly satisfied respondents out of 600 are 307 (51.17%) in which include maximum 60% of the Marathwada region and minimum 37.50% in the Khandesh region. While 180 (30%) respondents were satisfied which include maximum 38.33% in the Khandesh region and minimum 22.50% in the Kokan region. While 52 (8.67%) respondents were neutral which include maximum 11.67% in the Khandesh region and minimum 3.33% in the Marathwada region. Only 32 (5.33%) respondents were dissatisfied and 29 (4.83%) respondents were highly dissatisfied.

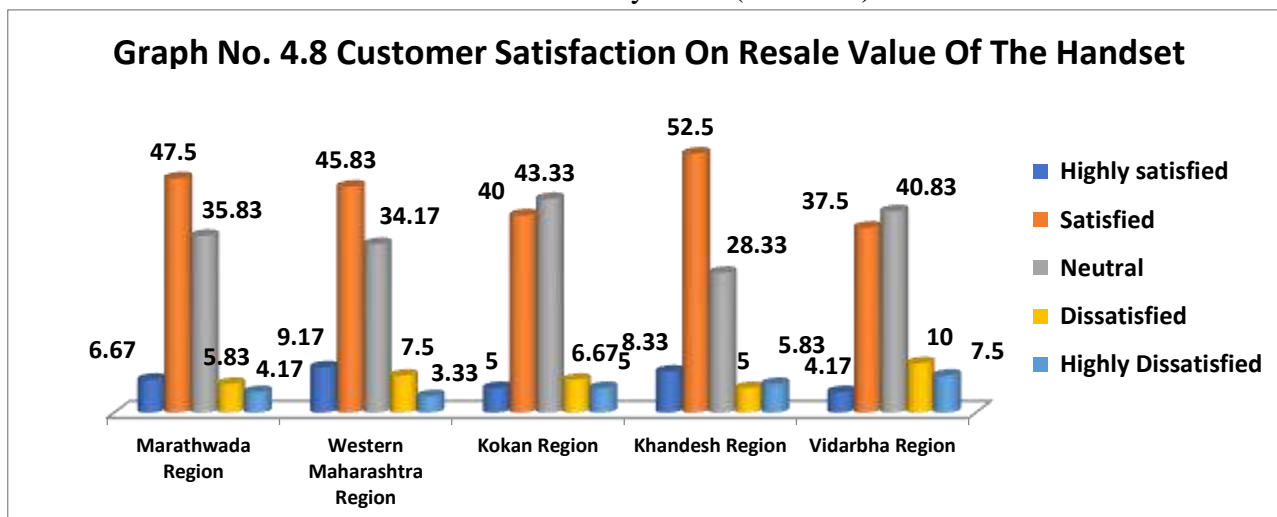
It is concluded that customer satisfaction on audio and video of the handset is 51.17% are highly satisfied.

4.8 Customer Respondents Satisfaction On Resale Value Of The Handset

Table No.4.8
Customer Satisfaction On Resale Value Of The Handset

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	8	6.67	11	9.17	6	5.00	10	8.33	5	4.17	40	6.67
Satisfied	57	47.50	55	45.83	48	40.00	63	52.50	45	37.50	268	44.67
Neutral	43	35.83	41	34.17	52	43.33	34	28.33	49	40.83	219	36.50
Dissatisfied	7	5.83	9	7.50	8	6.67	6	5.00	12	10.00	42	7.00
Highly Dissatisfied	5	4.17	4	3.33	6	5.00	7	5.83	9	7.50	31	5.17
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.8 customer satisfaction regarding resale value of the handset is presented. The number of satisfied respondents out of 600 are 268 (44.67%) in which includes maximum 52.50% of the Khandesh region and minimum 67.50% in the Vidarbha region. While 219 (36.50%) respondents were neutral which include maximum 43.33% in the Kokan region and minimum 28.33% in the Khandesh region. While 40 (6.67%) respondents were highly satisfied which include maximum 9.17% in the Westren Maharashtra region and minimum 4.17% in the Vidarbha region. Only 42 (7%) respondents were dissatisfied and 31 (5.17%) respondents were highly dissatisfied.

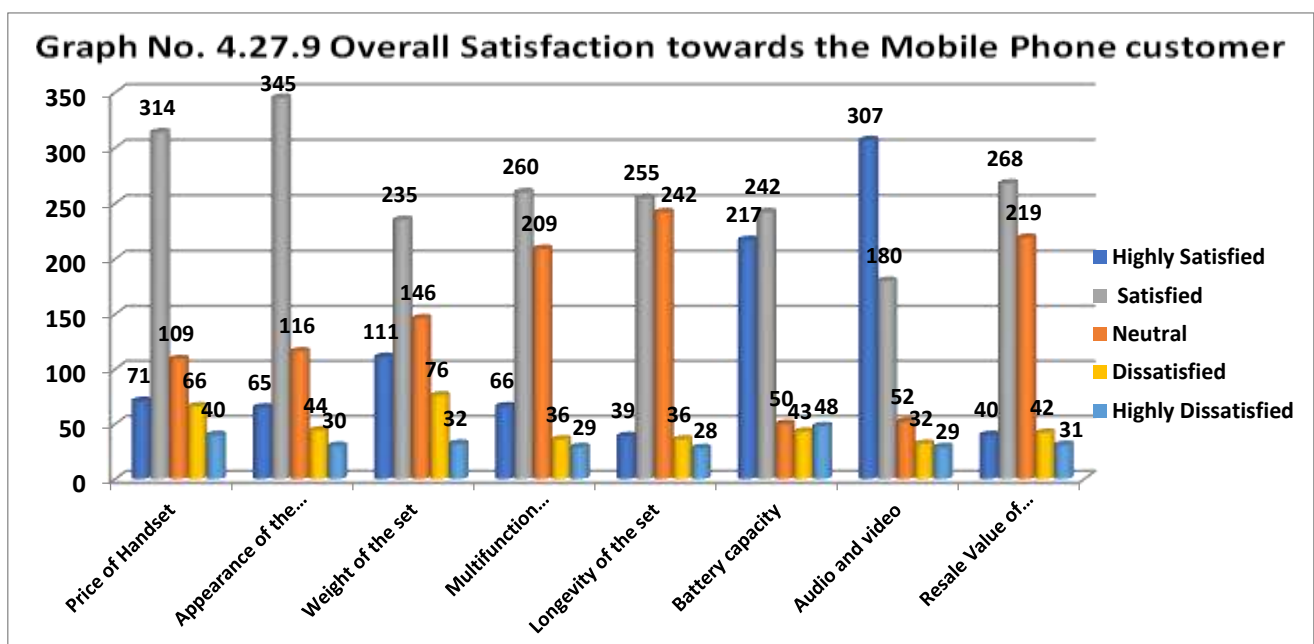
It is concluded that customer satisfaction on resale value of the handset is 44.67% are satisfied.

4.9 Overall Satisfaction towards the Mobile Phone

Table No.4.9
Overall Satisfaction towards the Mobile Phone customer

Sr. No	Attributes	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total No. Of Respondents
1	Price of Handset	71	314	109	66	40	600
2	Appearance of the Handset	65	345	116	44	30	600
3	Weight of the Handset	111	235	146	76	32	600
4	Multifunction settings of Handset	66	260	209	36	29	600
5	Longevity of the Handset	39	255	242	36	28	600
6	Battery capacity of Handset	217	242	50	43	48	600
7	Audio and video of Handset	307	180	52	32	29	600
8	Resale Value of Handset	40	268	219	42	31	600
	Total No Of Respondents &Percentage (%)	916 (19.08)	2099 (43.73)	1143 (23.81)	375 (7.81)	267 (5.56)	4800 (100)

Source:- Primary Data. (2021-22)



In the above table 4.9 customer satisfaction regarding overall satisfaction towards to the mobile phone is presented. The number of satisfied respondents out of 600 are 43.73%, while neutral 23.81% while highly satisfied 19.08% after dissatisfied 7.81% and highly dissatisfied 5.56%.

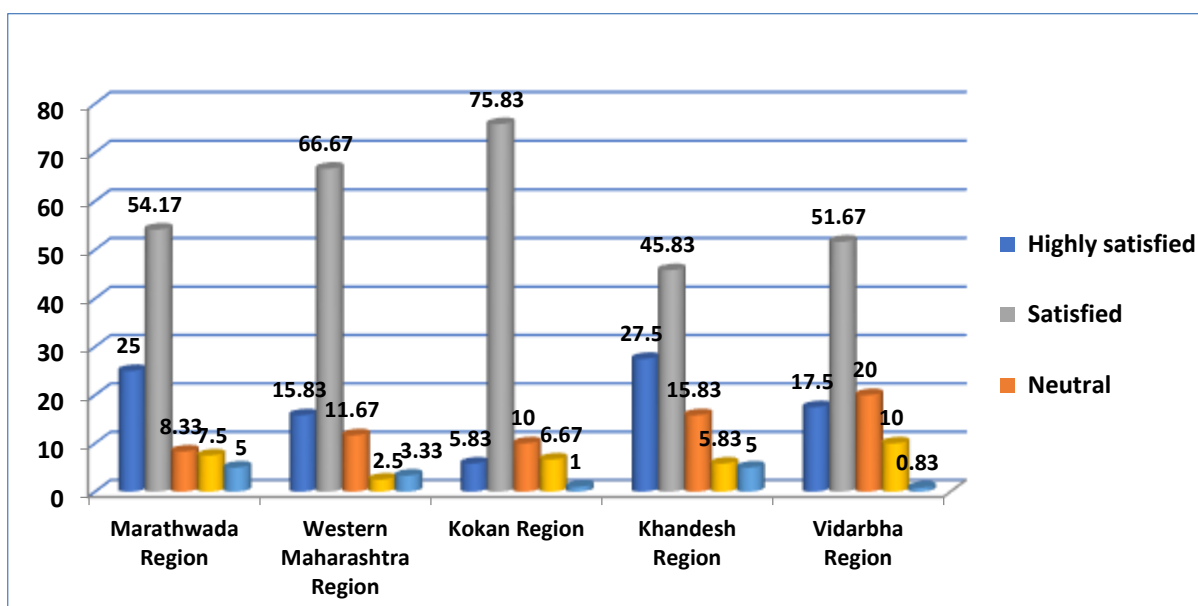
It is concluded that customer satisfaction on overall satisfaction towards to the mobile phone is 43.73% are satisfied.

4.10 Customer Satisfaction On Overall Your HAND SET

Table No.4.10
Customer Respondents Satisfaction On Overall Hand Set

Level of Satisfaction	Marathwada Region		Western Maharashtra Region		Kokan Region		Khandesh Region		Vidarbha Region		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly satisfied	30	25.00	19	15.83	7	5.83	33	27.50	21	17.50	110	18.33
Satisfied	65	54.17	80	66.67	91	75.83	55	45.83	62	51.67	353	58.83
Neutral	10	8.33	14	11.67	12	10.00	19	15.83	24	20.00	79	13.17
Dissatisfied	9	7.50	3	2.50	8	6.67	7	5.83	12	10.00	39	6.50
Highly Dissatisfied	6	5.00	4	3.33	2	1.00	6	5.00	1	0.83	19	3.17
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	600	100.00

Source:- Primary Data. (2021-22)



In the above table 4.10 customer satisfaction regarding overall handset is presented. The number of satisfied respondents out of 600 are 353 (58.83%) in which include maximum 75.83% of the Kokan region and minimum 45.83% in from Khandesh region. While 110 (18.33%) respondents were highly satisfied which include maximum 27.50% in the Khandesh region and minimum 5.83% in the Kokan region. While 79 (13.17%) respondents were neutral which include maximum 20% in the Vidarbha region and minimum 8.33% in the Marathwada region. Only 39 (6.50%) respondents were dissatisfied and 19 (3.17%) respondents were highly dissatisfied.

It is concluded that customer respondents satisfaction on overall Hand Set is 58.83% are mostly satisfied.

5. Findings

1. **Audio-video quality and battery capacity** are the most satisfying features.
2. **Handset weight, longevity, and resale value** are weak satisfaction areas.
3. Regional differences are significant, with **Kokan region showing maximum satisfaction** and **Khandesh lowest**.
4. A considerable proportion of respondents (23.81%) remain **neutral**, especially on durability and resale value.
5. Overall, **58.83% respondents are satisfied** with their handsets.

6. Conclusion

The study concludes that customer satisfaction with mobile handsets in Maharashtra is moderate, with 58.83% respondents satisfied overall. While performance features such as audio-video quality and battery capacity contribute positively, aspects such as weight, durability, and resale value need improvement. Regional variations highlight the importance of understanding localized consumer preferences.

7. Suggestions / Recommendations

1. **Handset Manufacturers** should focus on lightweight models and enhanced durability to address key dissatisfaction areas.
2. **Battery efficiency and multimedia quality** must be sustained, as they are major satisfaction drivers.
3. **Resale value transparency** should be improved through trade-in schemes and buyback offers.
4. **Region-specific marketing strategies** should be designed, as satisfaction levels vary across regions.
5. Further research can include factors like **after-sales service, network compatibility, and brand trust**.

8. References:

1. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). *Customer satisfaction, market share, and profitability: Findings from Sweden*. Journal of Marketing, 58(3), 53–66. <https://doi.org/10.1177/002224299405800304>
2. Churchill, G. A., & Surprenant, C. (1982). *An investigation into the determinants of customer satisfaction*. Journal of Marketing Research, 19(4), 491–504. <https://doi.org/10.1177/002224378201900410>
3. Fornell, C. (1992). *A national customer satisfaction barometer: The Swedish experience*. Journal of Marketing, 56(1), 6–21. <https://doi.org/10.1177/002224299205600103>
4. Gupta, S., & Sharma, V. (2019). *Consumer satisfaction and loyalty towards smartphones in India: A study of influencing factors*. International Journal of Management Studies, 6(2), 45–55.
5. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). *Marketing Management: A South Asian Perspective* (14th ed.). Pearson Education India.
6. Kumar, R., & Shekhar, S. (2020). *A comparative analysis of customer satisfaction in mobile handset industry*. Journal of Business and Management, 22(5), 12–20.
7. Mishra, A. (2018). *Mobile handset usage and consumer preference in India*. Indian Journal of Marketing, 48(4), 29–40.
8. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
9. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. Journal of Retailing, 64(1), 12–40.
10. TRAI. (2022). *Annual report on telecom services in India 2021–22*. Telecom Regulatory Authority of India. Retrieved from <https://traigov.in>