

# A Study on Influences of Telecom Industry among Various Set People

<sup>1</sup> Mr.P.Kalaiselvan, <sup>2</sup>Ms.M.Ganga, <sup>3</sup>Mrs.V. Carolin Juliya Pushpam

<sup>1&2</sup> Assistant Professor, Department of Management Studies,  
<sup>1&2</sup>E.G.S. Pillay Engineering College, Nagapattinam – 611002, Tamilnadu, South India.  
[kalaiselvan16apr@gmail.com](mailto:kalaiselvan16apr@gmail.com), [balaishwarya19@gmail.com](mailto:balaishwarya19@gmail.com)

**ABSTRACT:** Mobile industry is a fast growing industry; in which changes have been taken on day-to-day bases. Telecom services covering mobile and fixed line telephony including broadband, national and international long distance services, data services and a wide range of value added services and applications aimed at enhancing productivity of enterprises and individuals. To analysis purchasing behaviour of mobile based on demography and Occupation. So the study influence factor in choosing service provider. These telecom industries have the huge media influences. Here the analysis has the satisfaction and comparison levels from the various customers of different network

## INTRODUCTION

### MOBILE INDUSTRY

Mobile Industry is an industry that makes the world smaller in terms of transformation of messages. Mobile Industry plays a vital role in business, communication and transformation of information. Mobile Industry which creates dependent demands such as various Handsets, SIM Cards, and various Electronic Devices.

Two types of technology are used in the mobile communication.

They are:

1. GSM (GLOBAL SYSTEM FOR MOBILE COMMUNICATION)
2. CDMA(CODE-DIVISION MULTIPLE ACCESS)

### INDIAN TELECOMMUNICATION INDUSTRY

The Indian telecommunications industry has experienced high growth in recent years. According to Cellular Operators Association of India (COAI), total number of mobile subscribers in India has increased from approximately 0.3 million as of March 2005 to approximately 13.34 million as of April 30, 2014. The total number of fixed line subscribers has increased from approximately 14.5 million as of March 31, 2005 to approximately 37.7 million as of March 31, 2014. The table above illustrates the growth in the Indian telecommunications industry.

### REGULATORY FRAMEWORK

The government has liberalized the telecommunication services sector and opened it for private participation. The regulatory establishment for the certain telecommunication services is as follows:

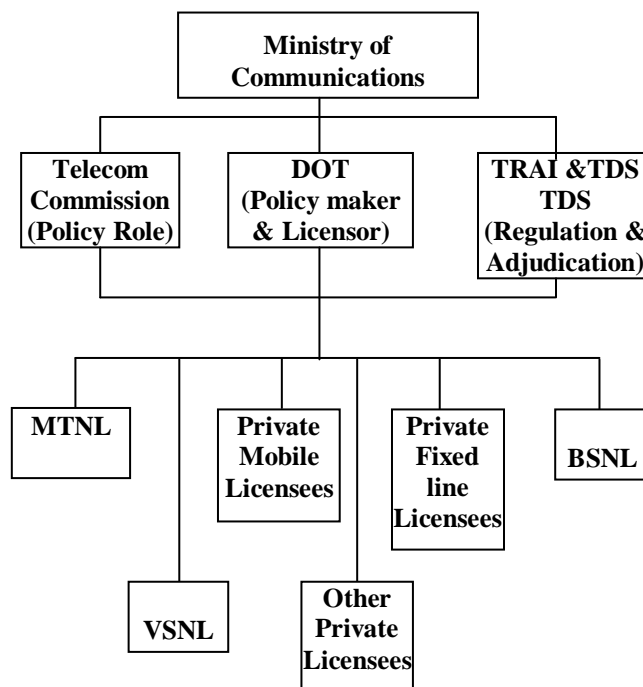
- ✓ Mobile services:
- ✓ Fixed line Services:
- ✓ National & International Long Distance Services:
- ✓ Internet Services:

Major players in Telecom Industry:

1. Reliance
2. BSNL
3. Bharti
4. IDEA
5. Vodafone
6. Aircel
7. Spice
8. Shyam Telelink

### INDUSTRY STRUCTURE

The present operational regulatory structure of telecommunications services industry in India is set forth below:



**OBJECTIVES OF THE STUDY:**

**PRIMARY OBJECTIVE**

To study purchase behavior of mobile phone among women segment in the city of Chennai. (With special reference to Reliance Infocomm)

**SECONDARY OBJECTIVE**

- To study purchase behaviour of mobile based on demography.
- To study purchase behaviour of mobile based on Occupation.
- To study influence factor in choosing service provider.
- To study media influences.
- To study awareness of the Reliance Infocomm offers.

**RESEARCH METHODOLOGY:**

**RESEARCH DESIGN**

A research design is an arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure.

The study is descriptive in its nature.

**DATA COLLECTION**

**PRIMARY DATA SOURCE**

Since the study required a systematic gathering of information, a survey research (using a structured questionnaire) was selected. As customer would be reluctant to answer certain questions that might be confidential to them, there was a chance of non-response error. To minimize the non-response error it was decided to personally administer the questionnaire by direct interview. This study involves collection of primary data from the people of Chennai. Data are collected through structured Questionnaire.

**POPULATION SIZE**

- Sixty Sample elements are taken from existing Mobile phone user.
- Sixty Sample elements are taken from those intending to use mobile.
- Total sample size is 120.

**STATISTICAL TOOLS**

The statistical Tools used for data analysis were

- Percentage Analysis
- Weighted Average

**OVERALL SATISFACTION AMONG SERVICE PROVIDERS**

Overall Satisfaction	Airtel	Aircel	Vodafone	Reliance	BSNL
Highly Satisfied	7	2	1	3	0
Satisfied	11	9	10	4	2
Neutral	3	3	2	0	1
Dissatisfied	1	0	1	0	0

**WEIGHTED AVERAGE OF VARIOUS SERVICE PROVIDERS**

Brand	Weighted Average
Reliance	1.43
Airtel	1.09
Aircel	0.93
Vodafone	0.79
BSNL	0.67

**INTERPRETATION:**

- Among the service providers Reliance is highly rated in Overall satisfaction.

**RESPONSE TO CUSTOMER COMPLAINTS AMONG SERVICE PROVIDERS**

Response to customer complaints	Reliance	Aircel	Vodafone	Airtel	BSNL
Highly Satisfied	5	0	4	3	0
Satisfied	11	7	6	3	1
Neutral	6	6	4	1	1
Dissatisfied	0	1	0	0	1

**WEIGHTED AVERAGE OF VARIOUS SERVICE PROVIDERS**

Brand	Weighted Average
Airtel	1.29
Vodafone	1.00

Reliance	0.95
Aircel	0.43
BSNL	0.00

### INTERPRETATION

- Among the service providers Airtel is highly satisfactory in Responding to customer complaints.

### FINDINGS, SUGGESTION AND CONCLUSION:

#### FINDINGS:

- Sizable number (47%) of respondent among student segment, they are not continues sticking in a single brand, they are continuously changing their brand according to their usage.
- Sizable number (25%) of respondent among Homemakers, are send SMS in the range of (5 - 10) in a day. Major parts of homemakers are not using SMS service.
- Majority (82%) of respondent are using prepaid connection because of there convenient and control over calls
- Sizable number (49%) of respondent influenced by friends while choosing their service provider.
- Majority (83%) of respondent are using monthly recharge pack and nearly 14% are tried e-recharge.
- Sizable numbers (64%) of respondent are making outgoing calls to Family members.

#### SUGGESTIONS:

- Mostly student segment are not using mobiles, because student are changing the service provider according to their usage and nearly 85% of student are using SMS most probably.
- New customers have to been given a chance to use various network in trial bases of usage of product in affordable cost.
- Most of them while buying a sim; they do not consider about the service as an option, this is due to not a huge investment and lack of value of mobile network.
- To attract a customer, more value added service has to been launched, such as Missed Call Alert, Voice Mail. Etc. with low rental.
- A separate package is to been issued with free SMS facilities and Internet facility.

- Separate recharge coupons (like Free SMS Card) have to been provided rather than charging by SMS.
- Recharge facility should be maintained by the network at maximum number of places.

### CONCLUSION:

The Chennai mobile market is a very competitive market. The market share of the leader will not be a constant one and could change at any time.

**“It is no longer enough to satisfy customer. You must delight them.”**

Among existing reliance customer are highly satisfied based on voice clarity and good network coverage all over city of Chennai. In a Business

**“Today you have to run faster to stay in the same place”.**

Also the study reveals several factors like purchase behaviour of mobile phone among women segment based on their occupation, influence factor of buying decision.

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