

A MARKET ANALYSIS OF MOBILE CLOSED USER GROUP (CUG) INCORPORATES WITH REFERENCE TO BHARTI AIRTEL LIMITED

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Abstract

The study is intended to identify the market share for Airtel and the brand awareness for Airtel. The study was conducted in the large and medium scale enterprises in Sivagangai district. The satisfaction and dissatisfaction factors for mobile services are identified. The inducing feature expected by the corporate is also identified. This study helps to identify the potential customer for Airtel to identify the service needed for the corporate.

Key words: Market analysis, customers' satisfaction towards mobile phone service, service quality of mobile phone operators, etc.

1. Introduction

A market analysis studies the attractiveness and the dynamics of a special market within a specific industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities and threats of a company can be identified. The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

2. Dimensions of market analysis

David A. Aaker outlined the following dimensions of a market analysis: market size, market trends, market growth rate, market profitability, industry cost structure, distribution channels, key success factors and key success details. Market analysis strives to determine the attractiveness of a market, currently and in the future. Organizations evaluate future attractiveness of a market by understanding evolving opportunities and threats as they relate to that organization's own strengths and weaknesses.

3. Objectives of the study

1. To identify the brand awareness for Airtel mobile services rendered to corporates.
2. To identify the market share for corporate mobile services.
3. To identify the potential customers.
4. To give suggestions for attracting more number of corporate customers.

4. Research methodology

This study is a descriptive study. A research design is a plan that specifies the objectives of the study, method to be adopted in the data collection, tools in data analysis and hypothesis to be framed. The primary data are collected from the corporate respondents in Sivagangai using a structured questionnaire. Company profile, websites, magazines, articles were used widely as a support to primary data. In this study 60, samples are selected from corporates in Sivagangai district. The sampling technique used in this study is simple random sampling method. In this study 45 samples are the respondents who are presently using the mobile service. And the remaining 15 respondents are the potential users of the mobile services. To analyze and interpret collected data percentage analysis, weighted average, chi-square analysis, and analysis of variance were employed. Null hypothesis (H_0): There is significance difference between the services provided to the corporate by the mobile service provider.

5. Findings of the study

1. The market share for Airtel is around 45% in corporates. They are the market leader on corporate. The market challenger is Vodafone whose market share is 29%. Most of the respondents are aware of more than three mobile service providers such as Airtel, Vodafone, Reliance, and BSNL.
2. The respondents feel that the services like tariff plan, network, customer service, etc. provided by the company are very satisfied. Nearly 70% of the respondents are using the present mobile service for the past two years.
3. Some respondents change their service provider due to new schemes and coverage problem. The respondents' frequent usage of mobile is for local calls, normal usage for SMS and very less usage for other services like internet, data and value added services. By using average rating method between single brand users and two brand users it is found that the services provided by the company is consistent.

4. Some of the respondents using Airtel mobile service didn't wish to change their network because of the brand loyalty and good company support. The respondents' next choice of preference is more for Airtel. 45% of the respondents say Airtel as their next choice of preference and 28% of the respondents say Vodafone as their next choice.
5. There is no significant difference between the type of business and the mobile service used. There is no significant difference in the level of satisfaction about the services by the respondents among the existing market players. There is no significant difference in the services provided by the market players.
6. From the 15 samples, who are non-users of mobile service and are trapped to be the potential users of Airtel, 80% prefer Airtel as their choice of preference and 20% has no opinion about the mobile service. The service needed by the non-mobile users is ranked first for tariff plan, second for network, third for customer service, fourth for internet service and last for voice clarity.
7. There is no significant difference in the level of satisfaction about the tariff plan provided by the existing market players to the corporate. Further, there is no significant difference between the type of business and the type of mobile service used.
8. The usage of mobile by the respondents is more for local calls than for STD and for SMS. The non-mobile users who are the potential customer of Airtel ranked the services needed for corporate as first for tariff plan, second for network, third for customer service, fourth for internet services and fifth for voice clarity.
9. There is no significant difference in the services provided by the market players. The tariff plan provided by the company is satisfied and so it is very consistent.

6. Suggestions

1. The company can concentrate on the corporate with lesser connections.
2. Since the competitors are providing new schemes, Airtel can introduce new schemes to retain its position.
3. The company can also concentrate on the customer service, which is called as help lines by the customers.
4. Few customers feel that the network coverage is low in certain areas so they can improve in those areas.

7. Conclusion

A market analysis of mobile closed user group incorporates with reference to Bharti Airtel Limited in Sivagangai district is conducted to identify the brand awareness for Airtel in corporate and to identify the inducing factor expected by the corporate from the mobile industry. The Airtel has its major share in corporate. The respondents are satisfied with the services provided by the company. The company can concentrate on all corporate with lesser connections also so that they can fill the market gap. The company can introduce new schemes to retain its position in the market.

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