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STUDY OF THE CONSUMER BEHAVIOUR TOWARDS AIRTEL 3G DATA CARD

D. B. BAGUL

“Director”, RJSPM, Institute of Computer and Management Research,
Alandi, Pune.

Abstract:

The last two decades, the telecom industry world over has grown and evolved at an incredible pace has considerably change the way people interact. Today, there are more than 5 billion mobile phone worldwide and this number is expected to reach 6 billion in coming years. The shift of revenue from fixed to mobile and from voice to data is accelerating. Apart from its social and cultural impact on modern society, telecom is one of the significant contributors of world economy with an estimated 3% of the global GDP. Driven by strong mobile and broadband penetration in emerging market and substantial recovery in developed markets, global telecom industry is expected to see double digit growth over the four to five years. Bharti Airtel's mobility division has various streams of revenue such as pre-paid, post-paid, VAS, long distance, roaming etc. The following project deals with the study of the buying behavior of consumer with respect to Airtel 3G data card and determination of the acceptance level for Airtel 3G data card with respect to the competition.

Today's world of cutthroat fierce competition, it is very essential to not only exist but also to excel in the market. Today's market is enormously more complex. Hence forth, to survive in the market, the company not only needs to maximize its profit but also needs to satisfy its customers and should try to build upon from there.

The study of consumers helps firms and organizations to improve their marketing strategies by understanding psychological issues of the consumers and marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. With the increasing numbers in the telecom market it becomes essential to secure a large consumer base in order to strength the base of the revenue.

This project deals with analyzing the consumer behaviour and their expectation with respect to the data and the acceptance level of the consumer towards data card with respect to competition. The report begins with the history of the products and the introduction of the Airtel Company.

KEYWORDS:

Mobile, Wi-Fi, Consumer Behaviour, Sales, Marketing, Research, Offer, Discount, Delight, Satisfaction, Survey, Customer, Market, Segmentation, People, Product, Price, Peace, Promotion.

INTRODUCTION

The word Consumer behaviour' refers to the study of when, why, how, and where people do or do

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not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

The main objective was to study the Consumer Behaviour (consumer buying behaviour) towards Airtel 3G data card with respect to the competition.

The need of this study is to analyze and determine the pattern of the behaviour of the consumer the level of acceptance which helps in converting the weak market into the potential market.

In today's dynamic market environment it is very important for the companies to study the consumer mindset and their choice towards the company's product. For that there has to be interaction by the marketers of the company with the consumer through their communication in order to extract the relevant information and to know what's the customer needs and want and how competitor are competing with them.

OBJECTIVES

Primary Objective :

To study the behaviour of the customer regarding data-card, it is also an attempt to determine the expectation and acceptance level towards 3G data-card with respect to the competition.

Secondary Objective :

To know the preferences of consumer for the 3G data-card.
Identifying potential consumer in Mumbai.
To understand the reaction of consumers towards the Brand.
To create awareness about product.

SCOPE

The study is conducted in Central Mumbai.
The study is conducted in Retail Stores.
Study is related to Marketing Research Technique.
Study includes responses given by customers.

RESEARCH METHODOLOGY

RESEARCH OBJECTIVES:

The purpose of research is to discover answer to question through the application of scientific procedures.
To gain familiarity with a phenomenon or to achieve new insight into it.
To determine the frequency with which something occurs or with which it is associated with something else.
To test hypothesis of casual relationship between variable.

Type of research	Descriptive
Type of Data	Primary Data & Secondary data
Data Collection method	Personal interview
Research instrument	Questionnaire
Sampling	Convenient sampling
Sampling element	Retail store
Sampling unit	Customers
Sample size	300
Data Analysis	Quantitative, Qualitative

LIMITATIONS

Sample size was small hence does not represent the whole population and hence quantitative research is hindered.
 Psychology and temperament of respondent (Customers) play a significant role. Some respondents are more sensitive as against tolerant ones. Composition of respondent can affect the answer adversely or favourably.
 Respondent may not be true in answering and may be biased.
 On many occasions the respondent groups gave us a cold shoulder.
 Lack of time is the basic limitation in the project.
 Some customers refuse to cooperate with the queries.
 Lack of proper information and experience also became hurdle.
 Time constraints.

OBSERVATIONS

In retail store, for internet Customers basically asks for the Reliance Net-connect or data photons which are 2G data cards and works on CDMA Technology.
 Very few customers are aware about Airtel's 3G data card. They were amazed to now about complementary 'Flexi shield pack'.
 Customers are unaware of the fact that the same 3G data card can be used on 2G network also.
 Corporate or businessmen prefers postpaid connection rather than prepaid.
 Airtel is losing its brand loyalty due to the network issues in some areas of Mumbai, still is leading the market.
 Because of the 3G Smartphone's customers came to know about 3G technologies, but there is also untapped rural market & 30% of the handsets in India came under ULCH.
 Reliance Net connect & Tata Photon having uniform demand for data cards.
 In the studied area Vodafone has maximum market share followed by Airtel.

FINDINGS

Most of the customers use internet on daily basis which includes students & corporate, their basic purpose of using internet is social working & downloading.
 Because of the emerging technology like 3G customers expect time saving browsing so there expectation towards speed is between 3.1-3.6 Mbps but the high end customers or corporate expect speed up-to 7.2 Mbps.
 Users give more importance to speed, connectivity, & network coverage and then economy in the Price of the product or data charging rate.
 Customers want data card in less price with more benefits and gets more attracted towards bundle offering.
 While searching the information about product word of mouth & sales promotion plays an important role.
 Most of the customers are unaware about the benefits of Airtel 3G data card over their competitors due to the

less communication done by Territory managers.

Customers are willing to buy Airtel 3G data card, but they want better customer service, speed, Quality and connectivity.

Some customers are having problem about 3G network coverage and unbiased speed of data card.

SUGGESTIONS

Company should pay more attention to the speed & network coverage of 3G which is the most important factor to the consumers while considering 3G data-card.

The company's product/promotion should be increase by distributing more pamphlets of product and schemes and by GSB (Glow Sign Board).

Proper communication of the schemes should be done to BA (Brand Associates) by Territory managers.

A demonstration of speed should be given to the customers at the PPO (point Of Purchase).

Company should done careful competitive analysis to know their competitors better and came up with better plans & offers to catch more customers.

Company should focus on Instant activation of the Data card like Reliance or Tata Photon.

Unbiased 3G network (Connectivity) or Speed is the major problem with the customers and should be resolved.

Airtel currently only having 7.2 Mbps speed variant data card, company should avail 3.6 Mbps speed variant data card to grab more market in 3G.

Visibility of the company should be increase compared to the major competitors Vodafone, Reliance & Tata.

Information about 3G data card should be communicated to existing customer via sms& mails.

CONCLUSIONS

From the above details I conclude that the expectation and the inclination of the consumers is more towards Speed, Connectivity & Network coverage while considering 3G data-card and the response towards Airtel 3G data-card is positive as the consumers are willing to use and pay for Airtel 3G data card.

But In spite of having largest market share Airtel is lagging behind their competitors in terms of attractive offers and schemes for 3G data.

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258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
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