

Innovative services provided by airtel

Dr.D. Suganthi

**Assistant Professor, PG Research Department of Management Studies, Hindusthan College of Arts &
Science, Coimbatore**

ABSTRACT:

Business to consumer marketing it is "the process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return". For business to business marketing it is creating value, solutions, and relationships either short term or long term with a company or brand. Marketing is used to identify the customer, satisfy the customer, and keep the customer. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable. This study was focusing towards the -New Innovation of Airtel and its success in the Market. The researcher would like to conclude the study by re-emphasizing for the proper service to the customer after the sales is been made, and even the cost of the internet is also not reasonable.

Keywords: 3G Data Card, Airtel 4G

INTRODUCTION:

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

The term developed from an original meaning which referred literally to going to a market to buy or sell goods or services. Seen from a systems point of view, sales process engineering marketing is "a set of processes that are interconnected and interdependent with other functions whose methods can be improved using a variety of relatively new approaches."

STATEMENT OF THE PROBLEM:

The objective of -New innovation of Airtel and its success in the market is to ensure the new products of Airtel and to enhance the consumers in the market. Hence with the view to understand the preference and satisfaction level of the consumers the study has been undertaken.

- Whether the Airtel provides the proper network coverage then any others company?
- Whether the sales and services provided by Airtel satisfy the customers?

OBJECTIVES OF THE STUDY:

- To analyze the effect of the new product in the market.
- To create awareness to the customer about the Airtel Innovation -3G Data card -Airtel Money -Airtel 4G
- To analyze the services provided by Airtel.

RESEARCH DESIGN:

Sources of data

1) Primary Data

The researcher directly collected information from the customer through structured questionnaires.

2) Secondary Data

Secondary data are those, which have been already gathered by others. The researcher has been collecting information through websites, Indian marketing journal and books.

Research instrument

The research instrument used for the study was Questionnaire. The study was conducted to map out the New Innovation of Airtel and its success in the market. Questionnaires were analyzed using 5-point scale Agree, Strongly Agree, Uncertain, Disagree, and Strongly Disagree.

Sample unit

For the purpose of study 120 customers from various were taken from the customer relationship centre, in Coimbatore region.

Sample size

For the purpose of study 120 samples size were taken.

Sampling procedure/design

Probability sampling

Probability sampling is also known as random sampling or chance sampling, under this sample design, every item of universe has equal chance of inclusion in the sample

Scaling technique - Rating scales:

The rating scale involves qualitative description of a limited number of aspects of a thing or a trait of a person, in rating scale we judge an object in absolute terms against some specific criteria, such as Agree, Strongly Agree, Uncertain, Disagree, and Strongly Disagree, this helps in providing an opportunity for greater sensitivity of measurement.

Tools used for analyzing:

The statistical tools are Chi- square test, ANOVA and Factor Analysis.

ANALYSIS AND INTERPRETATION:

Analysis and interpretation refers to the task of drawing inferences from the collected facts after an analytical study in fact it is a search for broader meaning of research findings, it is therefore done for two aspect (i) The effort to establish continuity in research through linking the result of a given study, (ii)The establishment of some explanatory concepts.

Chi Square test: Chi square test enables to explain whether or not two attributes are associated

Where: X^2 = Chi square value, O = Observed value, E = estimated value

Table showing the age group of the respondents with the education qualification

	Cases			
	Valid		Total	
	N	Percent	N	Percent
Age* Education qualification	120	100.0%	120	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.141 ^a	12	.000
Likelihood Ratio	39.658	12	.000
Linear-by-Linear Association	3.581	1	.058
No of Valid Cases	120		

Null Hypothesis (H₀) = There is no significant relationship between age and education qualification

Alternative Hypothesis (H₁) = There is significant relationship between age and education qualification

Hence:

Calculated value = 53.141, Table value = 21.0, Degree of freedom = 12

Significance level = 5%

Result:

The calculated value is greater than the table value. Hence the null hypothesis (H₀) is rejected and concluded that there is significant relation between the age and the education qualification.

Table showing the consumers comfortable with user friendly

	Cases			
	Valid		Total	
	N	Percent	N	Percent
comfortable * user friendly	120	100.0%	120	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.072 ^a	16	.000
Likelihood Ratio	35.165	16	.004
Linear-by-Linear Association	11.555	1	.001
N of Valid Cases	120		

Null Hypothesis (H₀) = There is no significant relationship between comfortable and user friendly.

Alternative Hypothesis (H₁) = There is significant relationship between comfortable and user friendly

Hence: Calculated value = 48.072, Table value = 26.3, Degree of freedom = 16, Significance level = 5%

Result

The calculated value is greater than the table value. Hence the null hypothesis (H₀) is rejected and concluded that there is significant relation between user friendly and comfortable.

Table showing the sales and service with the satisfaction level of the consumer

	Cases			
	Valid		Total	
	N	Percent	N	Percent
Sale and service * satisfaction level	120	100.0%	120	100.0%

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.588 ^a	16	.000
Likelihood Ratio	43.227	16	.000
Linear-by-Linear Association	19.049	1	.000
N of Valid Cases	120		

Null Hypothesis (H₀) = There is no significant relationship between sales and service and the satisfaction level of the customers.

Alternative Hypothesis (H₁) = There is significant relationship between sales and service and the satisfaction level of the customers.

Hence: Calculated value = 67.588, Table value = 26.3, Degree of freedom = 16

Significance level = 5%

Result:

The calculated value is greater than the table value. Hence the null hypothesis (H₀) is rejected and concluded that there is significant relation between sales and service and the satisfaction level of the customers

FACTOR ANALYSIS:

Factor analysis was applied to the response obtained from customer on various aspects of the questions framed Using spss 16.0, the factors underlying the new innovation of airtel & its success in the market in Coimbatore .The following statistics was obtained from the data collected to proceed to factor analysis:

1 Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's Test of sphericity

2 Eigen value and screen plot

2 Rotated Component Matrix

Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	584.236
	Df	190
	Sig.	.000

Interpretation

The above KMO table measure of sampling Adequacy value as 0.750 which falls in the range of being higher mediocre (i.e., between 0.6 to 0.8 as mediocre and 0.8 to 0.9 as higher mediocre) so we can be confident that facto analysis is appropriate for this data. From above table the Bartlett's measure was found to be highly significant at $p < 0.001$, and therefore factor analysis is appropriate.

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
Leading brand	.742	.129	.141	.260	.092	-.070
Network coverage over India	.694		.141		.271	
Preference	.607	-.066	.077	.146		-.275
4G internet services	.548	.419	.249		-.081	.159
Discount		.742	.143	.104		
Value of money	.213	.638	.170	-.240	.255	
Cost		.610	-.213	.363	.122	.060
Sale and service		.086	.683	.242	.320	.115
User friendly	.248		.646	-.122	.110	
comfortable	.231	.068	.594	.173	-.213	-.147
Downloads without buffering	.402	.305	.465	.383	-.136	-.060
Speed	.062		.170	.764	.227	.077
First company to cross two million	.314	.291	.087	.658		-.084
Services	.080	.227	.117	.063	.782	-.202
Brand	.321	-.064	-.063	.152	.691	.224
Resolves problem		.299	.463	.074	.491	.128
Purchase Airtel products		.249		.171	.088	.642
connection	.183			.408	.113	-.616

Airtel is innovative	.465	-.113	.055	.336	.177	.522
Airtel money	.307	.240	.184	.119	.051	-.380

Here the rotated component matrix table present Eigen values as well as the percentage of variance explained

Factors extracted and their loadings

The six factors extracted are described and the factor loadings are outlined

Factor 1 Airtel services

The four variables in this factor are all positive and have substantial loadings varying from 0.548 to 0.742

Leading brand	.742
Network coverage over India	.694
Preference	.607
4G internet services	.548

Factor 2 cost of the product

The three variables in this factor are all positive and have substantial loadings varying from 0.610 to 0.742

Discount	.742
Value of money	.638
Cost	.610

Factor 3 user friendly

The three variables in this factor are all positive and have substantial loadings varying from 0.594 to 0.683

Sale and service	.683
User friendly	.646
Comfortable	.594

Factor 4 Leading Company

The two variables in this factor are all positive and have substantial loadings varying from 0.658 to 0.764

Speed	.764
First company to cross two million consumers	.658

Factor 5 brand

The two variables in this factor are all positive and have substantial loadings varying from 0.691 to 0.782

Services	.782
Brand	.691

Factor 6 innovative

The two variables in this factor are all positive and have substantial loadings varying from 0.642 to 0.522

Purchase airtel products	.642
Airtel is innovative	.522

Conclusion

In considering appropriate responses to factor that lead to new innovation of airtel, six perspectives were considered:(1) Airtel services (2) cost of the product (3) user friendly (4) leading Company (5) brand (6) innovative. The factor scores and the weighted means signal the important attached to each of these factors by the respondents. The airtel services factor has attracted high prominence, followed by the cost of the product.

ANOVA ONE WAY TEST

Anova is procedure for testing the difference between among different groups of data for homogeneity. Under one way anova we consider only one factor and then observe that the reason for said factor to be important that several possible types of samples can occur within the factor.

Table No 4.5.1 :ANOVA Test of education qualification by Awareness

Education qualification	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.959	3	2.653	1.923	.130
Within Groups	160.007	116	1.379		
Total	167.967	119			

Null Hypothesis (Ho) = There is no significant relationship between education qualification and awareness of the product.

Alternative Hypothesis (H₁) = There is significant relationship between education qualification and awareness of the product.

Conclusion: Calculated value = 1.923, Table value = 2.6802, Degree of freedom = 3

Interpretation

The above table indicates the significant value is greater than 0.05 hence the hypothesis accepted and concluded that there is no significant relation between educational qualification and awareness.

SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS:

The study shows that 71 percent of the respondents are in the age below 25. 72 percent of the respondents are using Airtel 2G Sim .46 percent of the respondent is influenced by their friends. 86 percent of the respondent gathers information before making purchases. 61 percent of the respondent Agree that Airtel is the most preferred brand by the consumer. 62 percent of the respondent agrees that Airtel provides good service.46 percent of the respondent Agree that airtel provides good value of money.48 percent of the respondent Agree that Airtel Modem & Airtel Money is user friendly.

52 percent of the respondent agrees that 3G internet & Airtel Money has made the work load comfortable. 44 percent of the respondent agrees that Airtel provides good connection all over Coimbatore. 37 percent of the respondent Airtel provides fastest speed Internet than any other company

37 percent of the respondent strongly agrees that Airtel is the first company to launch 4G Internet Service in the market. 46 percent of the respondent strongly agrees that the cost of the Internet uses is reasonable. 42 percent of the respondent agrees that Airtel resolves problem as soon as possible if occurred.

44 percent of the respondent agrees the sales and the services of the Airtel product.30 percent of the respondent is uncertain about the discount that is provided by the airtel products. 38 percent of the respondent agrees that the Airtel money is only introduced in Airtel services. 50 percent of the respondent prefers Airtel money & Airtel 3G modem.

41 percent of the respondent would like to purchase Airtel products then any other Brands. 46 percent of the respondents agree Airtel is more innovative than any other Brands. 44 percent of the respondents agree that the Network coverage of Airtel is provided in many places of India. 38 percent of the respondents agree that Airtel is the leading Brand of Telecommunication.

37 percent of the respondents are uncertain about that the Airtel 3G internet downloads without buffering. 51 percent of the respondent agrees that airtel company is the first one to cross 2 Million subscriber. 66 percent of the respondents are satisfied with the Airtel products. There is significant relation between the age and the education qualification of the respondent. There is significant relation between user friendly and comfortable of the airtel users.

There is significant relation between sales and service and the satisfaction level of the customers. The factor result shows that the airtel services factor has attracted with high prominence, substantial loadings varying from 0.548 to 0.742 followed by the cost of the product. Substantial loadings varying from 0.610 to 0.742. There is no significant relation between educational qualification and awareness. 74 no of the respondent agree that Airtel provides good services. 86 no of the respondent uses 2G sim , where 21 no of the respondent uses Airtel 3G least no of the respondent are using Digital tv and none of them have started using 4G.

SUGGESTIONS

Fastest Internet speed: The study infers that the speed provided by the internet in the modem is satisfactory, so therefore they need to provide a reasonable speed that is said to be given in order to satisfy the customer.

After sale service: The researcher have found that the services provided after sale is not satisfactory to the customers, so therefore they need to focus on the problems of the consumers

Awareness: The researcher have found that many people are not aware of thr 4G technology which is been newly introduced by Airtel so therefore the need to promote the product in order to gain success in the market.

4G Internet service: The researcher have found that many customers are unaware of airtel 4G services, so therefore the need to do promotion in the market in order to make the customers aware about the product.

Airtel Innovation: The researcher has also found that airtel is one of the innovative company than any other brands so therefore it need to maintain its innovations in the market.

Network coverage of Airtel: This study infers that the network coverage of the airtel is not satisfactory so therefore in order to satisfy the consumers the need to maintain need of the consumer.

Airtel Money: The study infers that many respondents are not using Airtel Money and they are not fully aware of that so here also the promotions need to be done in order to reach the consumer.

CONCLUSION

The study was focusing towards the -New Innovation of Airtel and its success in the Marketll. The researcher would like to conclude the study by re-emphasizing for the proper service to the customer after the sales is been made, and even the cost of the internet is also not reasonable

By conducting the overall research the researcher has found that Airtel is one of the leading companies among all the other brands and it is also said to be an innovative one which is preferred by maximum users and has the wide spread in the market mostly preferred by the youth.The research is turned to be a satisfactory one.

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