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A Study on Marketing Mix Strategies of Airtel Network with Special Reference to Coimbatore City

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A B S T R A C T

Telecommunication networks are the transmission systems that enable information to be transmitted in analogue or digital form between various different sites with means of electromagnetic or optical signals. The networks are based either on wired or wireless infrastructures. The major purpose of determining the marketing mix is to satisfy the needs and wants of the customers in the most effective and economical manner. India currently is the largest telecommunication market. This is because of the increasing mobile economy in India. The vision of Airtelfor the Indian economy was that broadband connection should not be a luxury commodity. Their aim was to be make service affordable by all class and sections of people living in the society from the rich to poor as it is necessary and it is very important for every individual to connect to their people .Airtel gives very tough competition to all the service providers

1. Introduction

Marketing is the process to make people interested in company's product or service. This happens through market research, analysis, and understanding the ideal customer's interests. Marketing as a discipline involves all the actions of a company undertakes to draw in customers and maintain relationships with them. Moreover, marketing seeks to match a company's products and services to customers who want access to those products that ultimately ensures profitability.

1.1. Statement of the Problem

In our country the growth of service marketing especially in Mobile phones industry is still in its preliminary stage, as compared to the industrially advanced countries. It is for the fact that the economy of our country is in the developing stage. There are various mobile phones service providers in our country and they are playing an essential role in fulfilling the needs of the customers. Now-a-days, the customers are more dynamic. Their taste, needs and preference can the changing as per current scenario and trends

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2. Objectives of the Study

- To Study marketing mix strategies of Airtel Networks.
- To ascertain strategies that influence the customers selecting Airtel 4G Networks.
- To analyze the reasons for choosing specific Network connection.
- To find out the problems faced by Airtel promotions in Coimbatore city.
- To offer valuable ideas and thoughts to enhance the services of Airtel Network in Coimbatore city

3. Research Methodology

Data Collection

Survey Method is employed to collect the data from the respondents through structured questionnaire designed on the basis of objectives of the study. Secondary Data have been collected through various Journals, books & internet which are restricted to the conceptual framework of the paper only.

Sampling Design

A convenient sampling size of 125 respondents has been randomly selected.

Data Analysis

The collected data is then edited, consolidated and subjected to suitable statistical test & the data is presented in form of tables.

Statistical Tools Used

The following statistical tools have been used in the study for the purpose of analysis:

- Simple Percentage Analysis
- Chi - Square test
- Rank Analysis

4. Review of Literature

- **(P. Vijay, 2016)** examined Customer preferences towards the mobile network service provider – A study with the special reference to Coimbatore city. Their study exposed that the majority of the respondents have given top preferences to Airtel and least preferences to Airtel in preferring the network service providers. Their study also revealed that their respondents had given top preferences to service quality, Value added services in preferring the network service providers.
- **(Gupta, 2015)** examined the perception of customers towards cellular phone services. His study revealed that price is a very considerable factor for selecting any service provider with lowest price schemes and they should concentrate on the problems which are faced by the customers like busy network, cross talks, range of mobile connectivity.
- **(Regeena J. Murali, 2015)** Her study is based on the preferences and satisfaction level of consumers on mobile network services and also the factors considered by them while purchasing mobile network. Non probability convenience sampling method is used. Factor analysis, KMO and Bartlett's test were the statistical tools used in the study. Her study revealed that network interception is the important factor for causing dissatisfaction and brand name is considered as important factor for choosing a service provider.
- **(M. Ashok Kumar)** , examined a Survey on customer Perception of Mobile Phone Service Provider in Tirupur District. Their study revealed that most of their respondents were using a particular service provider for 2 -4 years. Their study is also exposed that most of their respondents preferred a network for cheaper call rates.

5. Simple Percentage Analysis

All tables should be numbered with Arabic numerals. Every table should have a caption. Headings should be placed above tables, left justified. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. Tables must be embedded into the text and not supplied separately. Below is an example which the authors may find useful.

Table 1 - Demographic Factors of the Respondents

Factors	Particulars	Frequency	Percentage
Gender	Male	71	56.8 %
	Female	54	43.2%
Marital Status	Married	62	49.7%
	Unmarried	63	50.4%
Monthly Income	Less than Rs 10000	5	4.6%
	Rs 10001 - Rs 20000	11	8.8%
	Rs 20001 - Rs 30000	48	38.4%
	Above Rs. 30000	61	48.8%
Type of Family	Nuclear	66	52.8%
	Joint Family	59	47.2%

Source: Primary Data

Table 2- Most Preferred Feature Of Airtel

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
WIDEST COVERAGE	26	20.8
BRAND LOYALTY	37	29.6
MOST ECONOMICAL AND FRIENDLY PACKAGE	38	30.4
BEST QUALITY NETWORK	24	19.2
TOTAL	125	100

INTERPRETATION:

The above table shows that 20.8% of the respondents mostly prefer widest coverage 29.6% of the respondent brand loyalty and 30.4% of the respondents refer friendly package and 19.2% of the respondents prefer best quality network.

Majority of the respondents mostly prefer MOST ECONOMICAL AND FRIENDLY PACKAGE (30.4%).

Table 3- Most Convincing Features Of Airtel

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
CONNECTIVITY	19	15.2
SCHEMES	37	29.6
INITIAL FREE COST	34	27.2
ADVERTISEMENT	35	28.0
TOTAL	**125**	**100**

INTERPRETATION:

The above table shows that 15.2 % of the respondents have convinced of their connectivity; 29.6% of the respondents have convinced of schemes; 27.2 % of the respondents are For Initial free cost and 28.0 % of the respondents are for advertisement

Majority of the respondents have convinced of the SCHEMES. (29.6%).

1.5. Chi - Square Analysis

Hypothesis(Ho)

There is no significant relationship between income of the respondents and type of the Network Plan

Table 2- Income and Network Plan

TYPE OF THE PLAN INCOME Skill Require	LESS THAN 399	399 – 444	444 – 599	MORE THAN 599	Total
UPTO 10000	0	11	3	3	**17**
10001 – 20000	4	19	7	7	**37**
20001 – 30000	19	13	5	10	**47**
ABOVE 30000	3	3	14	4	**24**
TOTAL	**26**	**46**	**29**	**24**	**125**

Chi-square Tests

Factor	Calculation value	Df	Table value	Remarks
INCOME	42.146[a]	9	16.92	REJECTED

Interpretation

The calculated value of chi-square is more than the table value. Hence, the hypothesis is rejected stating that there is significant relationship between the income of the respondents and their network plan.

Table 3-Age group and Feature of Attraction

Hypothesis(Ho)

There is no significant relationship between respondent's age and the feature of attraction towards jio.

AGE	FEATURE				TOTAL
	MOST FRIENDLY	QUALITY NETWORK	COVERAGE	BRAND LOYALTY	
BELOW 20 YEARS	9	8	12	14	43
21 – 35 YEARS	13	13	7	9	42
36 – 50 YEARS	5	5	5	11	26
ABOVE 50 YEARS	4	5	2	3	14
TOTAL	31	31	26	37	125

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
AGE	8.125a	9	16.92	ACCEPTED

Interpretation

The calculated value of chi-square is less than the table value. Hence, the hypothesis is accepted stating that there is no significant relationship between the age and the feature of attraction towards Airtel.

Limitation of the Study:

The limitations of the study include:

- The research was limited only to the Coimbatore city so the result can't be generalized to the whole market.
- The sample taken for research was concerned only for customers rather that thousands of customers scattered around the city.
- Since the project has to be completed within a short period of time the information collected could be biased.

Suggestions:

➢ Set up more towers for Good connection.
➢ Customers want the company to take feedback regarding services and inform the about new tariff Plans.
➢ Airtel must make clear the conditions applicable with lifelong Incoming & data plan.
➢ Airtel should give Proper Network connection.
➢ Call clarity should be improved.

6. Conclusions

Thus it concludes that the respondents felt that the Airtel is the best service provider due the exclusive services provided and though

they also many faults which are rectified eventually as the time evolves. Hence Airtel is the people's favourite services provider. This was the goal that was to be achieved by reliance Jio which now has been achieved due to their exclusiveness and their friendly services. Yesterday's luxuries are today's necessities. Today, there are a number of mobile service providers in the market and they offer various services for the purpose of mobile users. But users prefer to avail services from Favourite service providers due to various reasons. It is clear that the coverage area, billing system, plans offered and lower service charge and the mobile users are considered these factors to decide the service provider.

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