

A Study on Marketing of Tele-Communication Services in Madurai City

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ABSTRACT:

The telecom industry is considered as having the highest potential for investment in India. Recognizing that the telecom sector is one of the prime movers of the economy, the government's regulatory and policy initiatives have also been directed towards establishing a world-class telecommunication infrastructure in India. Recently, customers are focusing high quality services. The requirements and expectations of the customer are increasing very fast. There is also an increase in the expectations of the product and service in terms of confirming to certain standards, reliability, dependability, durability, performance, features, appearance, safety and user-friendliness. This study has been undertaken by the researcher to examine the behavioural profile of users of this service taking into consideration the socio economic characteristics and the market policies and practices of the services providers.

I. INTRODUCTION

Telecommunication is one of the most vital of all the infrastructure services today. It is not **only** essential for the growth and development of every other sector of **the** economy but **also for** the integration of Indian economy with the rest of the **world**. **Recently, the** telecom sector was thrown open for competition by allowing private participation. The reason for the growth of Telecom industry in India is the massive proliferation in mobile phone users. The exponential growth of mobile telephone can be attributed to the introduction of digital cellular technology and decrease in tariffs due to competitive pressures. The telecom sector is one of the prime movers of the economy, the governments regulatory and policy initiatives have also been directed towards establishing a world-class telecommunication infrastructure in India. As competition in the telecom is intensified, service providers take new initiatives to attract customers. There is also an increase in the expectations of the product and service in terms of confirming to certain standards, reliability, dependability, durability, performance, features, appearance, safety and user-friendliness. The organisations are more quality conscious. So in order to achieve this, there is a necessity of quality of working life of the people in terms of participation, development of quality systems, process and products. Along with the continuous improvement in total business activities, the focus is on the customers.

II. STATEMENT OF THE PROBLEM

In the telecommunication sector, number of mobile phone users as well as services providers are increasing day by day in India. They were providing offers and innovative marketing strategies help the services providers face the competition in the market and encourage the services providers to give effective and clear services to

customer deposit the various schemes introduced by each services provider customers are going to face technical problem like network busy problem. Improper coverage disturbance messages sent by services providers are advertising agencies delay in delivery of services.

The choice of services provider is affected by many factors namely coverage, billing system, customer services, grievance, handling bill payment procedures and made payments , tariff schemes formalities and procedures for getting new connection and so on.

This study has been undertaken by the researcher to examine the behavioural profile of users of this services taking into consideration the socio economic characteristics and the market policies and practices of the services providers the present study title a study on marking of telecommunication services in Madurai city is considered relevant as such be a study has been made yet.

III. REVIEW OF LITERATURE:

- 1) Aswin- Andrew in his article podcosting finds that the dreaded mobile phone is the causes of many disruptions to a society and especially to students. Now a days students are mis using the technological development which spoiled their welfare of this and studies by down loading ring tones and games and chatting with messages with their friends and so on.
- 2) Reiss, peter c,white Matthew-w in their study analysed evaluating welfare with non linear prices. Find that problems arise in prices settings how price determination affects consumers and evaluating the efficiency costs of many transfer programmes in the telecom sector, this analysis yields a simple and more general technique for evaluating exact consumer surplus changes in mobile phone services plans.
- 3) Limi and atsushi in their article estimating demands for telecommunication services found that the market is highly product differelinated since the 1990s the telecommunication industry has changed dramatically with wide diffusion of mobile communications.
- 4) Bhatt and rajesh in their articles conquering the cell phone market through retail management has highlighted that the supply of services to the consumer only through retail sector and its covered all the people at all level & areas.
- 5) Parthasarthi swami& joseph have conducted a study on the last mile and its analyzed that the stage of communication from 300AD to till date it reveals that the history of communication and up gradation of advanced technologies in recent area had helped the tele or technology to communication any where any time to particular person at reasonable prices even in rural area.

IV. SIGNIFICANT OF THE STUDY

India as Asia's third largest economy, is adding at least one million new mobile phone users every month. The share of the rural market in the country's mobile population is however, less than 15 per cent. The organizations are more quality-conscious and also customers-centric. The success of the corporate rests on their ability to retain existing subscribers and attract the new customers. Hence, the present study analyses the customer preferences on handset, mobile phone services, the factors influencing the choice of the handset and mobile phone services, customer loyalty, customer switching and problems encountered by them in cell phone market. This study will become an additional literature for further study. Though it covers TELECOMMUNICATION SERVICES in Madurai city alone, the outcome of this study will be applicable to other areas in Tamil Nadu. The results of this study will help the policy maker to take decision.

V. OBJECTIVES OF THE STUDY

- 1) To study the service marketing strategies in the Telecommunication sector
- 2) To study the socio-economic conditions of the customers.
- 3) To compare the awareness of various promotional activities in the telecommunication and education of the respondents.
- 4) To study the perception of the respondents on the quality of telecommunication.
- 5) To offer suggestion to policy maker.

VI. SCOPE OF THE STUDY

The scope of the study is limited to Madurai district in Tamilnadu alone. The present study is confined to the period of 2018-19. Since the consumer behaviour in mobile phone industry is too wide, the present study limits its scope to customers' preferences, customers' attitude to customers' switching and customers' loyalty in the GSM service providers.

VII. HYPOTHESES

- There is no association between the aware of various promotional activities in the telecommunication of the respondents and education of the respondents

VIII. RESEARCH DESIGN AND METHODOLOGY

Research design is a framework or blue print for conducting the research project. It details the procedures necessary for obtaining the information needed to structure and/or solve research problems. It lays the

foundation for conducting the project. Even though the research designs are too many, the present study had executed the descriptive and diagnostic research design to fulfil the objectives of the study.

A) RESEARCH DESIGN

The major objective of descriptive research is to describe something, usually market characteristics or functions. In the present study, the characteristics of the customers, their preferences for handsets and service providers, their attitude on the service quality of the service providers, their loyalty and switching behaviour have been focused. Hence it is descriptive in nature. Apart from these, the present study analyses the impact of perception on service quality factors, the overall attitude among the customers and also identifies the discriminated factors among the urban and rural users and among the satisfied and the dissatisfied. It is purely diagnostic in nature. Hence, the applied research design in the present study is Descriptive and Diagnostic research design.

B) METHODOLOGY

The methodology of the study includes collection of data, sampling design, framework of analysis and limitations.

IX. COLLECTION OF DATA

The present study is based on both primary and secondary data. The secondary data were collected from the records and annual reports of DOT. Telecom Regulatory Authority of India and various cellular operators. Further information was gathered from telecommunications journals, books, magazines, news papers and internet. The primary data were collected through interview schedule. Data related to the customers' knowledge of cellular phone, attitude on service providers, loyalty towards the service providers, switching tendencies in the GSM mobile market and problems encountered in the usage of cellular phone were collected from the pre structured interview schedule.

- **SAMPLING DESIGN**

A sample of telecommunication services consumers was selected purposely which consists of 50 urban customers and 50 rural customers. The 50 urban customers were selected from Madurai city purposively. The 50 Rural customers were distributed among 13 blocks of Madurai district equally. Hence the applied sampling design of the present study is purposive sampling.

- **TOOLS FOR ANALYSIS**

The tools used for analysis in this study are the percentage analysis, cross tabulation and the chi-square test

- **SOURCES OF DATA**

The present study is based on both primary and secondary data. The primary data will be collected from consumers of various Telecom service users with the help of an interview schedule. The secondary data were collected from various Journals, Books, Dailies, Past Thesis works, Libraries and also from various Websites

- **SAMPLE SIZE**

This study contains a detailed analysis on the study of marketing of telecommunication services. This study has been done in the light of the personal views of the students and the findings obtained from the data are collected using questionnaire method from 100 respondents. The respondents are the person those who are college girls.

X. SERVICE MARKETING

Services marketing is a form of marketing that focuses on selling services. They can be tricky to sell, and the marketing approach for them is much different than the approach for products. Some companies offer both products and services and must use a mixture of styles.

- **Meaning of Services Marketing**

The promotion of economic activities offered by a business to its clients. Service marketing might include the process of selling telecommunications, health treatment, financial, hospitality, car rental, air travel, and professional services.

- **Types of Services Marketing**

The 7 P's of Services Marketing

The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services.

Product:

In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable.

Pricing:

Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in the case of services, attendant costs - such as labor and overhead costs - also need to be factored in.

Promotion:

Since a service offering can be easily replicated, promotion becomes crucial in differentiating a service offering

in the mind of the consumer.

The final three elements of the services marketing mix - people, process and physical evidence - are unique to the marketing of services.

People:

People are a defining factor in a service delivery process, since a service is inseparable from the person providing it.

Process:

The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers.

Physical Evidence:

Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience.

XI. DATA ANALYSIS AND INTERPRETATION

Table -1 Socio Economic Conditions of The Consumers

Age of the Respondents	Age	No. of Respondents	Percentage
	18 -25	57	57.0
	26-30	19	19.0
	31-35	18	18.0
	36-40	6	6.0
	Total	100	100.0
Gender status of the Respondents	Gender	No. of Respondents	Percentage
	Male	52	52.0
	Female	48	48.0
	Total	100	100.0

Education Level of the Respondents	Education	No. of Respondents	Percentage
	Under graduate	20	20.0
	Post graduate	60	60.0
	Diploma	15	15.0
	Professional	5	5.0
	Total	100	100.0
Monthly Income of the Respondents	Monthly Income	No. of Respondents	Percentage
	Nil	26	26.0
	10,000-20,000	41	41.0
	20,000-30,000	33	33.0
	Total	100	100.0
Nature of the job of the Respondents	Nature of Job	No. of Respondents	Percentage
	Private	24	24.0
	Public	12	12.0
	Student	58	58.0
	Professionals	6	6.0
	Total	100	100.0

Source : Primary Data

TABLE 2 Aware of various promotional activities in the telecommunication AND education of the respondents Cross tabulation

Aware of the respondents	education of the respondents				Total
	ug	p.g	diploma	professional	
Yes	20	55	15	0	90
No	0	7	1	2	10
Total	20	62	16	2	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.587 ^a	3	.000
Likelihood Ratio	13.820	3	.003
Linear-by-Linear Association	6.250	1	.012
N of Valid Cases	100		

Source : Primary Data

The above chi-square test is checked with 5% level of significant as the calculated chi-square value 0.000 is less than the probable value (0.05).The hypothesis is accepted.

Hence it is concluded that there is association between the aware of various promotional activities in the telecommunication of the respondents and education of the respondents.

Table 3: Quality of Service

PARTICUALR	H.S	S	N.C	D.S	H.D.S	TOTAL	WEIGHTED SCORE	RANK
Reliable in network coverage?	29	66	2	2	2	100	425	2
Good voice clarity?	31	53	6	5	5	100	412	4
Timely sms, mms and call services & other services?	32	20	5	25	18	100	404	6
Promptly delivered services?	30	20	10	25	15	100	379	7
Is good clarity in communicating?	30	20	10	20	20	100	440	1
Capable of understanding your problem?	25	15	20	15	25	100	366	9
Getting your feed back?	20	30	10	20	20	100	334	11
Are your service providers capable of answering your queries?	20	20	20	20	20	100	412	4

Are you services provider sincere & patient in resolving your problem?	51	14	13	12	10	100	379	7
Are info message in top up card clear& useful?	30	20	20	20	10	100	418	3
Are promotional offers communicating properly?	25	15	10	20	20	100	317	12
Are billing methods transparent and simple?	50	30	10	6	4	100	355	10
Is there enough outlets and are they easily accessible?	50	20	25	5	-	100	363	8

The respondents are requested to state the opinion regarding quality of the telecommunication services that is categorized into highly satisfied, satisfied, no command, highly dissatisfied, and dissatisfied with the quality of the services. On this basis the quality of the telecommunication services were ranked by the researcher. Firstly the proper promotional offers provided by the telecommunication, secondly getting a feedback from the service receiver in order to improve the quality of the services, thirdly the simple and transparent in billing, fourthly enough outlets and easy accessibility, fifthly the services provider capable to understand their problem, sixth rank goes to both of promptly delivered services and sincere and patient in resolving your problem, eighth the timely sms, mms and voice call message and other services, ninth the good voice clarity and the service provider are capable of answering the queries, eleventh the information about top card clearly and usefully, twelfth the good clarity in communication and thirteenth the reliable in network coverage.

XII. FINDINGS

- **Personal details:**

It was found that out of 100 respondents majority of the respondents 57% are in the age group between 18 to 25, Secondly 19% of respondents in 26-30 age, next 18% of respondents in 31-35 age, finally 6% of respondents in 36-40. It was found that out of 100 respondents, majority of the respondents 52% male and female 48%. Regarding the education level of respondents most of post graduate respondents 60%, and 20% of under graduate respondents, and 15% of diploma students and lastly 5% of respondents in professionals. Most of the respondents 58% doing studies in college and 24% of the respondents in private employees and 12% of the respondents public and finally 6% of the respondents in professionals this occupation level of respondents. It was found that out of the 100 respondents, majority of the respondents 77% of single (not married respondents) and 23% of respondents married. The most of the respondents in 70% nuclear and 30% of respondents in joint family. It was found that out of 100 respondents, majority of the respondents 64% in urban area and 36% of respondents in rural areas.

- **Hypothesis test**

In the chi-square test is checked with 5% level of significant as the calculated chi-square value 0.000 is less than the probable value (0.05). The hypothesis is accepted and it is concluded that there is association between the aware of various promotional activities in the telecommunication of the respondents and education of the respondents.

- **Quality:**

The socio-economic characteristics of prepaid consumer reveal that the number of male consumer was high in all the prepaid services. Regarding the sources of awareness in postpaid schemes also. The first position to the sources friends and relatives and advertisement respectively. Here also there is in association between the sources advertisement, company representatives, and friends and relatives with all socio economy factors. While two schemes the first rank goes to the friends and relatives and that there is an association between all the sources with the socio economic factors such as educational, status, age, occupation, annual income at one percent significance. Non payment of bills is the main reason for disconnection in respect of BSNL, AIRCEL, and Tata docomo consumers and usage amount exceeds deposits limit is the reason for RELIANCE, AIRTEL, and VODAFONE consumers. Most of the respondents preferred to pay their bills at nearby office. Hence this place has been ranked as first. The factor anywhere in Tamilnadu was selected by the respondents expect the subscribers of Vodafone. The study indicates that all the respondents in the study area have switched over from one scheme to another within the same service provider.

XIII. SUGGESTIONS

Based on the findings of the study, the following suggestions are made for attracting the marketing of telecommunication services and improvement in the customer size based for the companies.

1. The telecommunication companies should take necessary steps to give special schemes for women, similar to those available for students, youth, etc in order to increase the women consumers base.
2. The mobile operators take necessary measures to increase the transmitting towers based on the number of connections. The network connection is a major problem with the customer and companies. Hence the companies are requested to take necessary action to find a suitable remedy to such kind of problems.
3. The services providers should devise strategies for increasing and improving the number of connections and services respectively.
4. Abrupt disconnection of outgoing services should be avoided due to non-submission of documentary evidences, non-payment of bill for regular customers.
5. The services providers are offering so many value added services to their customer s but all the consumers are not able to use them due to abnormal charges. If the services are provided free of cost all the consumers will be able to make use such services.
6. The services providers should concentrate more on the factors such as dial in services, call waiting , call forwarding, roaming, and bill information for efficient utilization of value added services by both prepaid and post-paid consumers.

XIV. LIMITATION OF THE STUDY

The present study is subjected to the following limitations.

1. There is no scientific procedure followed to determine sample size and sampling frame work.
2. The present study is limited to its scope to Madurai district only.
3. The variables related to customers preference, customers attitude, customers loyalty and customers switching are drawn from the reviews.
4. The linear relationship between the dependents and independent variables have been assumed.
5. Even though the service providers are too many the present study confines them to only seven leading services providers.

XV. CONCLUSIONS

The current study leads to the customer have unique performance towards telecommunication services in

Madurai city. It is a candid fact that different age, gender and occupation of the consumers have given rise to such unique performance. Though it has been widely felt that a landline phone cannot be substituted by a mobile phone it is an overwhelming fact that the latter has become more of a luxury. Further enhancement and improvement of the option supported by telecommunication are sure to lead to still enormous hike in the number of cellular phone users. A telecommunication provides the fastest means of effective communication.

XVI. REFERENCES/BIBLIOGRAPHY

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