



A study on advertisement effectiveness of Airtel mobile service with special reference to erode district

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ABSTRACT

The purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behaviour and independent variables are innovativeness and price consciousness. The relationship between dependent and independent variables are empirically verified through statistical methods. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services. It is also revealed from the study that consumers are comfortable to redeem coupons through mobile apps while booking cab services.

I INTRODUCTION

Airtel comes from Bharti Cellular Limited – a part of the biggest private international telecom conglomerate, Bharti Enterprises. It was established in 1976, has been a pioneering force in the telecom sector with many firsts and innovations credit. Bharti has many point ventures with world leaders like Singtel (Singapore Tele-Ventures), Singapore; Warburg Pincus, USA; Telia, Sweden; Asian Infrastructure Fund, Mauritius; International Finance

Corporation, USA and New York Life International, USA. Bharti provides a range of telecom services, which include Cellular, Basic, Internet, and National Long Distance. Apart from the largest manufacturer of telephone instrument in India, it is also the first company to export its products to the USA. It launched its first cellular services in Delhi in 1995. Its mobile phone service areas in India are, New Delhi (Metro), Mumbai (Metro), Uttar Pradesh (West), Haryana, Kerala, Madhya Pradesh, Gujarat, Maharashtra and Tamil Nadu. It inaugurated its exclusive show rooms in 1995. It has 8.15 lakhs customers in Tamil Nadu alone. It has been voted the best cellular service in the country, consecutively for four years, 1997, 1998, 1999, and 2000. It has also been won the Golden Peacock National Quality Award in 2001. The vision for Bharti's mobile business is "To be globally admired for telecom services that delight customers". Airtel – Value Added Services Airtel provides its subscribers some value added services. They are,

- ❖ Daily News Alert
- ❖ Daily Astrology Alert
- ❖ Daily Joke Alert

II OBJECTIVE

- To identify the problems faced by the consumers and give valuable suggestion regarding Airtel mobile service.

III SCOPE OF THE STUDY

- In today's modern world, mobile service providers play a vital role in the life of each and every human being.
- The study focused on the advertising effectiveness among the Airtel mobile service providers.
- It specifically examined the parameters for media strategy and the effectiveness of advertisement in the mobile service.

IV LIMITATIONS OF THE STUDY

- Some customer could not give clear idea about the Airtel because they are new users of broadband.
- The sample size is much less; therefore it also cannot be regarded as a sufficient sample size.

V REVIEW OF LITERATURE

Zainal Abedin And Loboni Ferdous(2015) in their research made an attempt to identify the impact of promotional activities of Airtel Bangladesh Limited. To do this Five-Point Likert scale has been used to survey customers. This study actually reveals that state of promotional activities level and the customer perception on this perspective and whether the promotional activities, its standard and customer perception are able to increase market share in the industry.

P. Vijay And R. Sakthivel (2016) noted that in the past decades running a business is an easiest way because the competition level was very low. The ability of the advertisement is to capture the attention of the people towards the product or service. The effectiveness of the advertisement must carry the image of products. The entry of foreign players created a healthy competition between different business players so that the business players in order to promote the sales they depend upon the advertising plays a vital role in promoting the sales.

VI RESEARCH METHODOLOGY

RESEARCH DESIGN

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- A research design is a framework or blueprint for conducting the marketing research project.

DESCRIPTIVE RESEARCH

Descriptive research is a study designed to depict the participants in an accurate way. The three main ways to collect this information are observational, defined as a method of viewing and recording the participants.

SAMPLING SIZE AND TECHNIQUE

SAMPLE SIZE IS 100

SAMPLING TECHNIQUE

Convenience sampling

DATA COLLECTION METHOD

PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

SECONDARY DATA

These are data which are already collected and used by someone previously. In this research review of Literature, Details of the industry are collected from the Internet.

STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

SIMPLE PERCENTAGE METHOD

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100%) for better understanding of collected data.

$$\text{Simple percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents.

DEMOGRAPHIC PROFILE

TABLE NO 1.1 PROFILE OF THE RESPONDENTS

Details of the Consumer		No.of Respondents	Percentage
Gender	Male	54	54
	Female	46	46
	Total	100	100
Age Group (in Years)	Below25 years	35	35
	25-35 years	38	38
	36-40 years	17	17
	Above	10	10

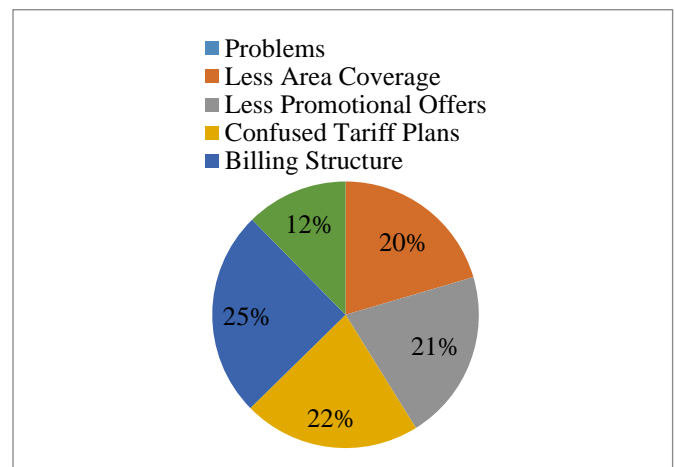
	40 years		
	Total	100	100
Education	School level	19	19
	Under Graduate	35	35
	Post Graduate	21	21
	Others	25	25
	Total	100	100
Occupation	Self Employed / Business	18	18
	Employee	30	30
	Agriculturist	21	21
	Student	18	18
	Others	13	13
	Total	100	100
Family Monthly Income	Below Rs. 15000	43	43
	Rs. 15,000 - Rs. 30,000	31	31
	Rs. 30,001 - Rs. 45,000	14	14
	Above Rs. 45,000	12	12
	Total	100	100
Marital Status	Married	43	43
	Unmarried	57	57
	Total	100	100

employee, 43 % of the respondents were getting below Rs. 15000, 57% of the respondents were married.

DATA ANALYSIS

TABLE NO 1.2 PROBLEMS FACED WHILE USING AIRTEL MOBILE SERVICES

S. No.	Problems	Total Score	Rank
1	Less Area Coverage	306	IV
2	Less Promotional Offers	310	III
3	Confused Tariff Plans	322	II
4	Billing Structure	374	I
5	After Sales service	185	V



INTERPRETATION

From the above table it is evident that “Billing Structure” ranked as no.1 with a total score of 374, “Confused Tariff Plans” is ranked as no.2 with a total score of 322, “Less Promotional Offers” is ranked as no.3 with a total score of 310, “Less area coverage” is ranked as no.4, with a total score of 306, “after sales services” is ranked as no.5, with a total score of 185.

INTERPRETATION

From the above table 38% of the respondents belong to 25-35 years age category, 54% of the respondents are Male, 35 % of the respondents are under graduate, 30 % of the respondents were

VII SUGGESTIONS

1. Airtel must use advanced technology to improve the phone call quality.
2. From the analysis it is noted that the respondents opined that the bill structure as the main problem. Hence it is suggested the tariffs of the value added service (VAS) can be reduced so that more people can use VAS to enrich their moments.
3. Airtel can offer attractive handset bundle package with low price so that low income people can afford to buy an airtel connection with handset.

VIII CONCLUSION

The telecommunication services had the lifeblood of modern world. The advancement of telecom services revolutionized the lives of people. The interplay of continuous innovation in technology and marketing generated new horizons of amazing services. From the plain old telephone services (POTS), the world is now witnessing the fourth generation mobile telecom services and beyond. The Indian telecom services sector experience in major reforms and transformation during the last two decades.

IX REFERENCES

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X WEBSITES

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