

## **A STUDY ON COMPARATIVE ANALYSIS OF THE CELLULAR SERVICE PROVIDER AIRCEL AND VODAFONE IN PERAVURANI**

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**ABSTRACT:** *Telecommunication is of increasing importance in the world of today, and India must develop fast in this sector if it has to achieve competitiveness in the international market.*

*India operates one of the largest telecommunication networks in the world. It includes communication through telephone, mobile and Internet. The provision of world-class telecommunication infrastructure is the key to rapid economic and social development of the country. It is also anticipated that in the near future, a major part of the GDP of the country would be contributed by this sector.*

**KEY WORDS:** *Aircel, Telecommunication, Service, Government*

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### **INTRODUCTION**

This sector has shown a huge growth in the last two decades. The two service providing departments, viz., departments of telecom service (DTS) and department of telecom operation (DTO) were corporative in 2000. A public sector, company, Bharat Sanchar Nigam Ltd, (BSNL) was launched on October 1, 2000 to take up the function of (DTS) and (DTO). The BSNL is now the largest public sector unit in India with an asset valuation of 63,000 crore and over four lakh employees. The government will continue to have 100% equity in the new corporation. The company has an authorized capital base of Rs. 10,000 crore and a paid up capital of Rs. 5,000 crore.

The launch of the BSNL is part of reforming the telecom sector. Earlier, a single department of telecommunication (DOT) was both the policy maker and service provider. In 1999, the government split up in to the (DOT) and DTS, as private firms blamed the DOT for interpreting laws to suit its own needs. The initiate of form the BSNL was announced in 1999. Most telecom employees have opposite the change. According to government sources, flexibility would be given to employees for exercising their option of joining the BSNL. Employees join the corporatized entity or stay with the DTS or opt for voluntary retirement scheme. The group A officers will be given an extended period of deemed deputation up to five years while deciding upon the cut-off dates. A suitable cut-off date would be given with reasonable flexibility to group officers.

### **STATEMENT OF THE PROBLEM**

The problem of the study is to know the service provided by the mobile companies especially Aircel. On what basis consumers prefer a brand? What features influence them to buy such a brand? And also how their buying motives are created or analysed to find out the buying behaviour of the consumer towards the mobile services.

### **OBJECTIVES OF THE STUDY**

Now- a - days the advancement in the info tech had made brought about a tremendous change in the business world and all other sectors.

- To study the socio-demographic characteristics of the respondents.
- To analyse the satisfactory level of customer between Aircel and Vodafone.
- To know the customer needs in future.
- To study the comparative analysis of service provided by the two companies

## **METHODOLOGY**

Survey Method is followed in the study. This study is concerned with consumer's preferences towards Aircel and Vodafone brand at Peravurani town. The whole study has been conducted with the help of both primary and secondary data.

## **COLLECTION OF DATA**

### **PRIMARY DATA:**

Primary data are those which are collected fresh and for the first time, and thus happen to be original in character. Questionnaire was the instrument being used for collecting the primary data.

### **SECONDARY DATA:**

The data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data was collected from journals, magazines and record of the company.

## **SCOPE OF THE STUDY**

The outcome of the study may provide an assessment of the buyers, their income, age, sex, education and occupation. This may be very useful to the policy makers of cellular phone to know the buyer behaviour. They can also come to know the important features to be developed in cellular phones. Owing to time and financial constraints the scope of the study has been restricted to the survey of a small sample of buyers in Peravurani Town.

## **REVIEW OF LITERATURE**

The Dictionary of marketing and advertising defines consumer behaviour as "observable activities chosen to maximize satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on".

**According to ostrow & smith's Dictionary of marketing**, the term consumer behaviour refers to "the actions of consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particular goods and services they will be able to determine which products are needed in the market place, which are obsolete, and how best to present the goods to the consumer".

**The ultimate aim of the marketing is selling;** Marketing is defined as the managerial process through which products are matched with markets. The success of business firms greatly depends upon how best serve and satisfy their customers. Businesses can prosper only by satisfying the needs of customers. When aim to enjoy consumer satisfaction and profit maximization. Both these aims are attained through the product exchange. The products are an important factor in marketing the product successfully. A producer or a manufacturer needs, desire, prestige, income, education etc., to make the product alternative and acceptable to its customers.

Many studies on shopping centre image are dominated by the 'big four' dimensions, namely merchandise mix, accessibility, services and atmospherics (**Dennis, Marsland and Cockett, 2001; Frasquet, Gil and Molla, 2001;**

## **COMPANY PROFILE**

### **VODAFONE**

Vodafone is a mobile network operator headquarter in Berkshire, U.K. it is the largest mobile telecommunications Network Company in the world by turnover and has a market value of about 75 billion (June 2008.) Vodafone currently has equity interests in 25 Countries and partner Networks (Networks in which it has not equity stakes) in a further 42 countries. The name Vodafone comes

from Voice data fone, chosen by the company to "reflects the provision of voice and data services over mobile phones".

At 31 March 2008 Vodafone had 260 million proportionate customers in 25 markets across 5 continents. on this measures it is the second largest mobile telecom group in the world behind China Mobile. The eight markets where it has more than ten million proportionate customers are the United Kingdom, Germany, India, Italy, Spain, Turkey, Egypt and the United States. In the U.S. these customers come via its minority stake in Verizon wireless and in the other seven markets Vodafone has majority controlled subsidiaries.

### **AIRCEL**

The Aircel Group is a joint venture between Maxis Communications Berhad of Malaysia and Apollo Hospital Enterprise Ltd of India, with Maxis Communications holding a majority stake of 74%.

Aircel commenced operations in 1999 and became the leading mobile operator in Tamil Nadu within 18 months. In December 2003, it launched commercially in Chennai and quickly established itself as a market leader – a position it has held since.

Aircel began its outward expansion in 2005 and met with unprecedented success in the Eastern frontier circles. It emerged a market leader in Assam and in the North Eastern provinces within 18 months of operations. Till today, the company gained a foothold in 14 circles including Chennai, Tamil Nadu, Assam, North East, Orissa, Bihar, Jammu & Kashmir, Himachal Pradesh, West Bengal, Kolkata, Kerala, Andhra Pradesh, Karnataka and Delhi.

### **FINDINGS OF THE STUDY**

- ❖ Majority 33% of the respondents are 41-50 years
- ❖ 27% of the respondents have qualified Post Graduate level
- ❖ 80% of the respondents are married
- ❖ 24% of the respondents are Government employees
- ❖ Majority 29% of the respondents have earned Rs.10000 to Rs.15000.
- ❖ Majority (26%) of the respondents have 2 members in the family.
- ❖ Majority 28% of the respondents say that mostly two members are using the mobile phone in the family.
- ❖ 60% of the respondents are using Vodafone simcard and 40% of the members are using Aircel simcard.
- ❖ Majority 20 members (45%) are Vodafone respondents are using cellphone for 4-6 years, 17members (30%) Aircel respondents are using 4-6 years.
- ❖ 40 members (45%) respondents are satisfied with service provider and 22 members (73%) Aircel respondents satisfied with this service.
- ❖ 75% of the respondents are using "short message services" (SMS) both in service provider.
- ❖ 78% of the Vodafone respondents are satisfied about the comparison of other mobile 83% of the Aircel respondents satisfied about the other mobile.
- ❖ 67% of the Vodafone respondents are satisfied with the call rate of the service provider and 67% of the Aircel respondents are satisfied with the call rate of the service provider.
- ❖ 53% of the respondents are influenced by the friends and relatives in taking purchase decision.
- ❖ Majority 35 members (45%) 78% of the Vodafone respondents are using roaming facility.
- ❖ Majority 45% of the Vodafone respondents are satisfied with the service coverage and 50% of the Aircel respondents are satisfied the service.

### **SUGGESTIONS**

- ❖ The researcher suggest that the cell phone service providers and selling persons must concentrate more in the tower creation and availability because coverage has created major problem to the respondents. Also steps should be taken to have coverage in village area also.
- ❖ People with income level below Rs.5000 have a desire to have reduced tariff and handset amount.
  
- ❖ The customers are interested to have prepaid cellular services. So cell phone services providers can reduce the amount of prepaid calls to landline telephones so that still more customers can be attracted towards this service. Also rate for post cellular services can be reduced.
- ❖ Because of the best services provided, Vodafone and Aircel services providers can have improvement in their services.
- ❖ More numbers of offers can be introduced for students and working women class.
- ❖ Women working in home, can have less rates for their calls, due to non- earning capacity of them.

### **CONCLUSION**

Communication is natural to all living creatures. Among human beings, the more civilized and advanced groups have advanced means of communication than the less advanced groups. In this age of globalization, communication is of paramount importance for any interaction cannot be done without speedy communication. In this dynamic world, keeping in track with the environment changes and needs a number of techniques are being introduced and also likely to be introduced. One such improve technology is cellular services in the field of communication. The improved and added features being introduced frequently in mobile phones indicating the extent of demand felt by the people and the efforts taken by the service providers in fulfilling them. Based on the study undertaken it is clear that cell phones today have become a basic necessity of life epically for the business and official people. The service providers must take all possible efforts to fulfill the requirements of the customer and make them fully satisfied, which alone can help them to survive and withstand in this competitive world. “Customers satisfaction” must be their motto, and by satisfying the needs and wants only they can win the hearts of the customer.

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