Study of Preference of Customers Towards Telecom Operators in Corporate Sector

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Abstract- *One of the most important aspects of marketing is branding. It is challenging to distinguish your product in the market without a brand identity. The effects of branding are long-lasting in the thoughts of the consumers. Therefore, brand preference can be defined as the degree to which consumers or users priorities one brand above another. Brand preference is a result of businesses' commitment, effort, and high-quality products and services. Every firm wants to increase client loyalty because it helps the business meet its long-term goals of profitability and expansion. The telecom sector is developing quickly in our nation. According to a press release on telecom subscription data as of 31 March 2023, there are 1172.34 telephone users in India overall, and 11.70 million of those consumers requested mobile number portability (MNP). The market is filled with several telecom companies. The customer base of other providers has been significantly impacted by the entry of Reliance JIO into the market. The purpose of the research paper is to investigate Raipur residents' brand preferences for telecom operators. It also tries to identify the main difficulties that users of telecom services encounter. Analysis is also performed to see whether people are satisfied with the services offered by their current telecommunications supplier.*

Indexed Terms- Differentiate Dedication, Key Challenges, Customer Base, and Telecom Service Provide.

I. INTRODUCTION

Transmission of messages or information can be referred to as telecommunication. Large amounts of data can now be transmitted over long distances thanks to technology. The global economy is thought to depend heavily on telecommunication. The most significant and priceless gift that science and technology have given to humanity is telecommunication. Our lives have transformed in unimaginable ways thanks to communications. It is now an essential component of our lives. Even seniors and teenagers struggle to put their iPhones away for an hour at a time. Such services are offered by numerous players on the Indian market.

These include Airtel, Reliance Jio, and Vodafone Idea, among other well-known ones. The customer is revered as the market's king. Every business's major priority is customer retention and brand loyalty. Companies are compelled to give greater discounts, after-sales services, and high-quality products and services at fair prices in order to attract new customers and increase customer satisfaction. To supervise and regulate telecom services and rates in India, TRAI was established in 1997.

The major goal of TRAI is to foster an environment that eliminates customer exploitation and supports healthy competition. The three main telecom service providers are Reliance Jio, Bharti Airtel, and Vodafone Idea. A fully owned subsidiary of Reliance Industries is Reliance Jio. Jio's success doesn't need to be explained. Jio used effective marketing techniques to gain market share. For a while, it offered users complimentary services. Customers could utilize the services for practically nothing. Customers also offered the business feedback, which assisted in improving their services. Jio provided services for 4G. Customers had access to extremely fast Internet through 4G services. Additionally, it launched affordable data plans. Jio's success was therefore a result of its innovative business practices. One of the well-known providers of telecommunications services is Bharti Airtel, also known as Airtel. It has a good market share and offers good customer service. Jio and Vodafone Idea are two strong rivals to it. Massive sums of money have been spent by the business on advertising, promotion, and improving its public

image. Even the most remote areas of our country have it running.

Additionally, it operates in more than ten nations in Asia and Africa. In terms of subscribers, it is a top service provider globally. One of the top telecom service providers, Vodafone Idea, is based in Mumbai. The business strives to give customers a wonderful experience. Both the NSE and the BSE list it.

- TELECOMMUNICATION INDUSTRY IN INDIA

Widely there are several telecommunication companies in India, among all four companies has grab the market. They are-
1. Bharti Airtel
2. Reliance Jio
3. Vodafone or Idea
4. BSNL

- OBJECTIVES

Objectives of the study includes:

1. To understand the brand preference of telecom operators in corporate sector in Raipur
2. To understand key challenges faced by users with reference to telecom services.
3. To provide suggestions for improving services of telecom operators
4. To ascertain if the users are content with the services provided by the existing service provider.

- SCOPE OF THE STUDY

Future scope of the study include:
- Detailed research on the factors.
- How telecommunication companies improve their products
- How telecommunication companies satisfied their existing customers and convert competitors customers.

LIMITATIONS OF THE STUDY
Limitations of the study were:
- Respondents may be biased.
- Sample size was comparatively less.

- There was a lack of knowledge for me as a student as I have no prior experience.

- LITERATURE REVIEW
According to Mahesh Balakrishnan et al. (2019) the turnover rate has an impact on the telecom business. The only way to achieve customer loyalty is to improve perceived service quality and total customer pleasure.

Jyoti (2019) claims that Jio and Airtel are fierce competitors. Both businesses have a strong market presence. Comparatively, Jio is more well-liked than Airtel. Jio is well-liked by people of all ages. India is a country where youth make up the bulk of the population. Jio has had success luring youthful users because to its promotions and offerings.

According to an Economic Times article from August 22, 2019 Over 44 million new active members have been added to Reliance Jio over the last six months, according to an Economic Times article from August 22, 2019. Bharti Airtel and Vodafone Idea lost 20 million and 68 million respectively.

Dimple Turka, et al. (2018) claim that the telecom sector is developing effectively. Launched in September 2016, Reliance Jio offers free calling services. Other carriers have lost a significant number of users as a result of its alluring deals and discounts. Jio's success is largely due to its 4G internet service.

Siddharth Kalra, et al. (2018) claim that Jio's marketing tactics have had an effect on the consumers of the Indian telecom business. Jio's aggressive pricing strategy has inadvertently prompted rival service providers to lower their costs and extend more discounts. Jio tried to win the market's lion's share by offering free and limitless calling services, and it was mostly successful in doing so. Such actions had a significant impact on businesses like Vodafone Idea and Airtel.

In their 2016 study, "A Study on Consumer Attitude Towards Mobile Phone Service Providers in Tamil Nadu," Arun Prasath R. and Vijayadurai J. investigated consumers' attitudes towards various services provided by mobile service providers. They discovered that the majority of respondents purchased

prepaid SIM cards. The respondents were largely satisfied with the value-added services offered by Airtel and Vodafone.

A study on "Service Quality in the Telecommunication Industry: Analysis with Special Reference to DSL Services" was conducted by Rajeswari S. in 2016. The wireline telecommunications industry's survival in the current competitive broadband market depends on the quality of service provided to the end user, which is a key strategy for competition and survival. This is why the author of this paper examined the quality of service in the telecom sector. The author of this paper employed performance indicators for service quality and gathered data from a sample using the survey method. The investigation produced a hierarchical classification of service quality, which provided telecom service providers with a clear strategy to find service quality attributes that would improve their performance in a highly competitive environment.

A study on "Students' Satisfaction with Mobile Phone Services at National University of Lesotho" was done by Kalebe M. Kalebe and Katleho E. Thokoa in 2015. Using a non-probability convenience sampling technique, 100 National University of Lesotho students were chosen as the sample. Their findings demonstrated that students, to the amount of 37% of the samples 14, had changed their original service provider. The two main factors that led people to switch service network providers were higher call rates and poor network quality.

A comparison research on customer preference for mobile service providers with a select group of service providers was undertaken by Leo Franklin L. and Ambika S. in 2015. They said that the service providers are engaged in fierce competition. Since the services provided by the cellular service providers vary just little, there is a greater chance that a customer will migrate from one service provider to another based on convenience. They have come to appreciate how crucial it is for mobile service providers to comprehend client preferences and the role that various demographic factors play in influencing those preferences. They have contrasted customer preferences for mobile communication between services offered by the public and commercial sectors.

The impact of service quality dimensions on customer satisfaction in the telecom sector was researched by Baruah (2015). This study focuses on crucial service quality parameters that have an impact on customer satisfaction in the telecom industry and examines how these measurements affect it. According to the results of the regression analysis, customer satisfaction had a positive and significant impact on all measures of service quality.

In their 2013 study of the Indian telecom sector, which focused on mobile service providers, Kumar Ratnesh and Amit Kansal found that there is intense competition among the industry's operators. To increase their subscriber base, all of the players offered specific deals and plans based on the market conditions. It's time for Indian telecom providers to align themselves in the current dynamic business climate as the telecom industry's competition heats up. The findings showed that customized VASs, convenience, network coverage, and call pricing were the most crucial factors in determining consumers' pleasure and their foster referral (good word of mouth) to others.

It is examined by Zafar (2013) The influence of mobile service characteristics, such as call rates, service quality, and service availability; promotion; and brand image; on the purchasing decisions of both genders. The findings show that when it comes to selecting a mobile service, male and female consumers have different preferences. The survey also shows that female customers are more difficult to please than male customers.

In their 2011 study, Raj Kumar Paulrajan and Harish Rajkumar look at the notion of choice when choosing cellular mobile phone service providers.

In order to better understand the factors that affect customer satisfaction, (Leelakulthanit and Hongcharn, 2011) conducted interviews with 400 Thai users of mobile phones. According to studies, the most crucial factors in determining customer happiness are the promotional value, the caliber of in-store customer service, and the corporate image.

Sadia et al., 2011 conducted a study on customer loyalty in the Pakistani telecommunications sector.

The sample size was 146, and the study's target audience was Pakistani cell phone customers. The study's findings suggest that trust, service quality, employee loyalty, and switching costs are the primary determinants of consumer loyalty.

Boohene & Agyapong, 2011conducted study on 460 Vodafone Telecom Company customers in Ghana. The study's findings suggest that while service quality and loyalty are highly and favorably correlated, customer happiness does not always translate into loyalty. The study's conclusions showed that the quality of services is already geared towards ensuring client happiness. If customers are happy with the service provider and the services they are receiving, they will positively perceive service quality.

II. RESEARCH METHODOLOGY

A research technique is a description of the steps taken to conduct a specific type of study. It outlines the methods or processes used to locate and evaluate data pertaining to a certain research topic. The research methodology, then, concerns how a researcher plans their study in a way that enables them to get accurate, trustworthy results and accomplish their research goals.

TYPES OF RESEARCH METHODOLOGY

1. Qualitative Methodology
2. Quantitative Methodology

- DATA AND TYPES OF DATA

DATA
Data is very important for any research. Data are the raw facts and figures which are processed to make information. Without the correct and complete data, it is impossible for any researcher to conduct successful research. There are two types of data. They are:
- Primary Data
- Secondary Data

RESEARCH DESIGN
Research design is a strategy which a researcher sets for himself for carrying out the research. Research design includes deciding in advance the data to be used, sample size, nature of population, sampling method, data analysis techniques.

SAMPLE AND SAMPLING
A Sampling is a part of the total population. It can be an individual element or a group of elements selected from the population. Although it is a subset, it is representative of the population and suitable for research in terms of cost, convenience, and time. The sample group can be selected based on a probability or a non-probability approach. A sample usually consists of various units of the population. The size of the sample is represented by "n."

SAMPLE SIZE
Sample size is the subset of the population on which the research is being conducted.

For research purposes 150 sample sizes were taken. The nature of samples was either they were business owners, or they were professionals, or they were working in some or the other organization. Also I collected data by visiting market on daily basis.

Convenience sampling method was used to collect the data from the sample.

CONCLUSION

In conclusion, this study examined preference of customer towards telecom operators in corporate sector. Through the analysis of customer feedback and data, several key findings have emerged.

Firstly, the study identified the factors that most of the respondents are aware about corporate plans offered by telecom operators.

Furthermore, the study revealed a strong positive relationship between telecom operator and loyalty. Satisfied customers are more likely to remain loyal to their existing telecom operator, continue using their services, and even recommend them to others.

The findings also highlighted the significance of service options offered by preferred telecom operator. Customers appreciated the wide range of plans and packages, affordability, reliable network coverage, advanced features, and user-friendly interfaces.

While this study provides valuable insights into customer preference towards telecom operators, it is important to acknowledge certain limitations. The sample used in the study may not represent the entire customer population, and self-reported data may be subject to biases. Additionally, the study focused on the 1st preference of customer towards telecom operators where the comparison may be not done properly.

RECOMMENDATION

When it was asked by respondents what additional services would you like to add that your telecommunication operator should provide?

So their suggestions are kind of-
1. Service Quality: Telecom operator should enhance their service quality in some places.
2. Customer Service: Participants highlight the significance of prompt and courteous customer service representatives who are knowledgeable and able to resolve issues effectively. They appreciate timely response to queries, efficient complaint handling, and personalized attention.
3. Service Options and Features: Participants express varying preferences for service options and features. Some value customizable plans that cater to their specific needs and usage patterns, while others appreciate a wide range of value-added services such as data packs, content offerings, and promotional offers.
4. Billing and Pricing: Participants also suggest decreasing the monthly plan so it will be affordable by startups also.
5. Continuous Innovation: Foster a culture of continuous innovation by staying updated with the latest technological advancements in the telecom industry. Introduce new features and services that align with customer preferences and enhance their overall experience.
6. Encourage Customer Feedback: Establish channels for customers to provide feedback and suggestions easily. Actively encourage customers to share their experiences and ideas for improvement. Regularly analyze and act upon customer feedback to address any pain.

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[11] Chintan Shah (2012) in his study entitled "Consumer Preferences for Mobile Service Provider"

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[13] Raj Kumar Paulrajan and Harish Rajkumar (2011) in their study examine the perception choice in selecting the cellular mobile telecommunication service providers

[14] Kim et.al (2004) states that call quality, value-added services and customer support are the important factor to be considered by the customers while choosing a service operator.

[15] Howard and Sheth (loudon and Dellabitta, 2002) analyzed the buyer''s decision making by Howard and Sheth model taking six factors (Psychological influencer – Input – Inhabiting factors – Social and Culture influence – Processing determinants - Outputs), which play a vital role in consumer decision making.

[16] A study conducted by Kim et.al. (2004) for Korean mobile communication services, revealed that the customer satisfaction towards MSP is strongly supported by call quality, value-added services and customer support. It shows that these factors re very important while choosing a service operator.

[17] Sandhir (2004) conducted research in Ludhiana and identified that customers make their choice of an MSP by considering five factors: Connectivity, Coverage, Tariff, VAS and Customer Care. It shows that industry cannot neglect these factors.

[18] Neeraj and Girish (2007) have deducted those factors that consumers perceive to be identified four factors – Customer Care Services, Call rates, Promotion and availabilities, which are the most important factors considered by customers before utilizing the services of an MSP.

[19] In order to know about customer''s choice of MSP, Mohammed (2009) revealed that in Makkah, Saudi Arabia, financial factor is the most important in the selection of an MSP.

[20] Karjalnoto et al. (2010) identified that customers'' choice in the context of mobile phone in Finland have been influenced by seven factors, namely – Innovative services,