

A Market Analysis Of Mobile Closed User Group(CUG) In Corporates

Dr. R. Kalidoss

Assistant Professor, PG and Research Department of Commerce,
Arumugam Pillai Seethai Ammal College,
Thiruppattur -630211, Sivagangai District.
(Affiliated to Alagappa University, Karaikudi)

ABSTRACT

A market analysis provides information about industries, customers, competitors, and other market variables. It can also determine the relationship between supply and demand for a specific product or service. Based on these insights, it can make more informed decisions about possible marketing strategies. Market analysis is a large part of market research and an important component of a business plan. In this plan, business founders document their business idea in writing. During the course of the market analysis, a specific market is taken into account. With the help of the results displayed, companies can identify the opportunities and risks of that particular market. The target group forms the basis of the market analysis. This paper is the study on market analysis for airtel in corporate. The study is intended to identify the market share for airtel and the brand awareness for airtel in corporate. The study was conducted in the large and medium scale enterprises in Tiruchirappalli. The satisfaction and dissatisfaction factors for mobile services in corporate are identified. The inducing feature expected by the corporate is also identified. This study also helps to identify the potential customer for airtel in corporate and to identify the service needed for the corporate. The study was conducted in, To identify the brand awareness for airtel mobile services rendered to corporate. To identify the market share for corporate mobile services. To identify the satisfaction and dissatisfaction factors of mobile services used by corporate. To identify the potential customers. To give suggestions for filling the market gap. Finally, suggestions were given to bring improvements in the existing level.

1. INTRODUCTION

A market analysis provides information about industries, customers, competitors, and other market variables. You can also determine the relationship between supply and demand for a specific product or service. Based on these insights, you can make more informed decisions about possible marketing strategies.

How suitable is your offer for a certain market? A market analysis will answer these important questions. Every market participant – whether companies, founders, or private customers – can carry out a market analysis. In any case, it serves as a basis for decision-making. Information is collected and evaluated from suppliers and buyers in order to make purchase or sales decisions. Furthermore, you can evaluate your current market or view new markets.

DEFINITION: MARKET ANALYSIS

Market analysis is a large part of market research and an important component of a business plan. In this plan, business founders document their business idea in writing. During the course of the market analysis, a specific market is taken into account. With the help of the results displayed, companies can identify the opportunities and risks of that particular market. The target group forms the basis of the market analysis.

DIFFERENT METHODS OF MARKET ANALYSIS

In order to carry out a market analysis you will require reliable information. Generally speaking, small companies tend to carry out the necessary research for their market analysis themselves. Larger companies, on the other hand, often commission market research institutes to do it for them. A market analysis can be carried out using various methods of data collection. A distinction is made between primary and secondary research.

With primary research, experts from a target market are interviewed in order to collect new data. The advantage of this is that it is still your own research purpose in focus. This way, you can collect the data you need for your market analysis. In contrast to this, secondary research uses existing data records from previous surveys. This can be collected both internally and externally. By opting for secondary research you can save both time and money because you don't have to conduct costly interviews and evaluation. Sources for representative data are, for example, the Federal Statistical System, professional chambers, annual reports of other companies, or trade journals.

MARKET ANALYSIS VS. MARKET RESEARCH: WHAT ARE THE MAIN DIFFERENCES?

Market research means the systematic investigation of a specific market, as such research provides information on the basis of which you can select a suitable marketing instrument. In contrast to market research, market analysis focuses on a specific market on a given date. The aim of market analysis is to identify the most important characteristics of a market and to determine the market structure at a certain point in time.

The market structure describes the structure of a certain market. It focuses on the interaction between suppliers and consumers and can be determined on the basis of various criteria. These criteria depend on different characteristics of a market. These include the size and value as well as the number of suppliers, the buying behavior of consumers, or growth forecasts.

WHAT IS A MARKET ANALYSIS FOR?

If you want your business plan to be successful, you will need to carry out a market analysis. A comprehensive market analysis forms the basis of the development of a marketing strategy and concrete marketing measures.

FURTHER REASONS FOR CONDUCTING A MARKET ANALYSIS

- With a market analysis, you can back up your business idea with figures, data, and facts, and therefore provide a convincing business plan.
- You can recognize market potential at an early stage and avoid making the wrong decisions.
- You can identify any existing knowledge gaps and fill them in on time.
- A market analysis shows you which competing products are already on the market.
- With a market analysis, you can identify the market entry barrier and estimate the market attractiveness.

MARKET ANALYSIS: CONTENT AND STRUCTURE

An effective market analysis will include an accurate description of the target market and thorough market research. It conveys a holistic picture of a specific market. A market analysis consists of five different areas in which information is collected and analyzed.

MARKET DESCRIPTION: EXAMINE YOUR MARKET!

At the beginning, define your market and differentiate it from other markets. Depending on the product or service, your market can be defined using various criteria. In order to carry out segment-specific analyses, the target market must be divided into different segments based on certain characteristics. Such characteristics can be socio-demographic (age, sex, income) or regional (states, cities).

MARKET SIZE AND MARKET DEVELOPMENT:HOW ATTRACTIVE IS THE MARKET?

When determining the size of your market you should use data that is as accurate and up-to-date as possible. This part of the market analysis is about determining and evaluating the actual turnover or sales volume of a product or service in a specific market. Based on these figures you can make forecasts about the market development and derive the attractiveness of the market from this. The market development includes market growth and growth rates.

WHAT ARE SUITABLE SOURCES FOR PROCURING INFORMATION?

The following administrative bodies and internet sites provide free input for your market analysis:

- The U.S. Census Bureau provides reliable information that covers all topics from A for advance monthly retail sales, to Z for zip-codes. With resources such as surveys, programs, and news articles, there is no shortage of information.
- The Small Business Administration provides free access to business and economic statistics collected by the U.S. government.
- Statistics, market data, and studies can be found online at Statista. There you can view data from market research and opinion research institutions, information from the business world, and official statistics.
- GlobalData supposedly produces over 15,000 reports, briefings, forecasts, and data books a year. It features a wide range of sectors, companies, and countries.

ANALYSIS OF THE CUSTOMER INDUSTRY

The analysis of the customer industry identifies the industries that achieve the highest sales or turnover. In doing so, you should again refer to your defined market. You can then analyze the structure and attractiveness of the industries with regard to the various sales aspects. As a result of your analysis you can identify the target groups and their various industries and you can determine customer requirements and customer behavior. Based on the results, you can, for example, develop suitable marketing strategies for your business.

STATEMENT OF THE PROBLEM

This project is the study on market analysis for airtel in corporate. The study is intended to identify the market share for airtel and the brand awareness for airtel in corporate.

The study was conducted in the large and medium scale enterprises in Tiruchirappalli . The satisfaction and dissatisfaction factors for mobile services in corporate are identified. The inducing feature expected by the corporate is also identified.

This study also helps to identify the potential customer for airtel in corporate and to identify the service needed for the corporate.

2. OBJECTIVES OF THE STUDY

The following are the objectives of present study.

- To identify the brand awareness for airtel mobile services rendered to corporate.
- To identify the market share for corporate mobile services.
- To identify the satisfaction and dissatisfaction factors of mobile services used by corporate.
- To identify the potential customers.
- To give suggestions for filling the market gap.

RESEARCH METHODOLOGY RESEARCH - MEANING

Research is an art of scientific investigation. According to Redmen and Mary defines research as a “systematic effort to gain knowledge”.

Research methodology is way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analyzed. This research study is a descriptive research study.

3. NATURE OF DATA

PRIMARY DATA

The primary data are collected from the corporate respondents in Tiruchirappalli using a structured

Questionnaire.

SECONDARY DATA

Company profiles, websites, magazines, articles were used widely as a support to primary data.

4. SAMPLING SIZE AND TECHNIQUE

SIZE OF THE SAMPLE

It refers to the number of items to be selected from the universe to constitute as a sample. In this study 60 samples are selected from the corporate in Tiruchirappalli region.

SAMPLE DESIGN

The sampling technique used in this study is simple random sampling method. This method is also called as the method of chance selection. Each and every item of population has equal chance to be included in the sample.

SAMPLE FRAME

In this study 45 samples are the respondents who are presently using the mobile service. And the remaining 15 respondents are the potential users of the mobile services.

QUESTIONNAIRE

The questions are arranged logical sequence. The questionnaire consists of a variety of questions presented to the employees for the response. Dichotomous questions, multiple choice questions, rating scale questions were used in constructing questionnaire.

STATISTICAL TOOLS USED

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

1. Percentage method
2. Weighted average method
3. Chi-square analysis
4. One-WayANOVA
5. Average Rating Method

5. FINDINGS OF THE STUDY

- The market share for Airtel is around 45% in corporate. They are the market leader on corporate. The market challenger is Vodafone whose market share is 29%.
- Most of the respondents are aware of more than three mobile service providers such as Airtel, Vodafone, Reliance, Aircel and Bsnl.
- The respondent feels that the services like tariff plan, network, customer service, etc., provided by the company are very satisfied.
- Nearly 70% of the respondents are using the present mobile service for the past two years.

- Some respondents change their service provider due to new schemes and coverage problem.
- The respondent's frequent usage of mobile is for local calls, normal usage for SMS and very less usage for other services like internet, data and value added services.
- By using average rating method between single brand users and two brand users it is found that the services provided by the company is consistent.
- Some of the respondents using Airtel mobile service didn't wish to change their network because of the brand loyalty and good company support.
- The respondent's next choice of preference is more for Airtel. 45% of the respondents say Airtel as their next choice of preference and 28% of the respondents say Vodafone as their next choice. They prefer the mobile service due to the tariff plan and the new schemes.
- It has been found that there is no significance difference between the type of business and the mobile service used.
- There is no significance difference in the level of satisfaction about the services by the respondents among the existing market players. From one-way ANOVA it is found that there is no difference in the services provided by the market players.
- From the 15 samples, who are non users of mobile service and are trapped to be the potential users of Airtel, 80% prefer airtel as their choice of preference and 20% has no opinion about the mobile service.
- The service needed by the present non mobile users is ranked first for tariff plan, second for network, third for customer service, fourth for internet service and last for voice clarity.

6. SUGGESIONS AND RECOMMENDATION

- The company can also concentrate on the corporate with lesser connections.
- Since the competitors are providing new schemes, airtel can also introduce new schemes to retain its position.
- The company can also concentrate on the customer service, which is called as help lines by the customers.
- Few customers feel that the network coverage is low in certain areas so they can improve in those areas.

7. CONCLUSION

A market analysis of mobile closed user group (CUGs) incorporates with reference to Bharti Airtel Limited at Tiruchirappalli is conducted to identify the brand awareness for airtel in corporate and to identify the inducing factor expected by the corporate from the mobile industry.

The airtel has its major share in corporate. The respondents are satisfied by the services provided by the company. The company can concentrate on all corporate with lesser connections also so that they can fill the market gap.

The company can also introduce new schemes to retain its position in the market. The company has good reputation over the company so new schemes and offers attract the customers more.

8. REFERENCE

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