

Consumer Buying Behavior At Reliance Communications Ltd.

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INTRODUCTION:

Need and Importance of Study

The study attempts to analyze the needs and expectations of consumers from their service providers and how companies are able to match up them. It takes a look at the consumer buying process and strategies followed by the companies to attract consumers and to retain them in the long run so that they do not change to any other company. During the course of the market study, the decision determinants of the customer are elicited from sample

OBJECTIVES OF THE STUDY

- To gain an understanding of the theories and concepts of Buyer Behavior.
- To know the perception of the consumer before opting a brand.
- To know the factors motivating the customer in brand switching.
- To utilize knowledge of the Buyer Behavior to enhance strategic decision making.
- To analyze the Buying Behavior of the customer when selecting a Particular brand.

- to assess the value of channels to reach the customers

SCOPE OF THE STUDY

The study was undertaken in the twin cities of HYDERABAD and SECUNDERABAD and was limited to 62 users of RELIANCE COMMUNICATION LTD within these two cities. It is confined to the collection, analysis, and interpretation of the consumer decision process and the strategies adopted by the companies to catch the sales from them.

Research Methodology

Research is the plan structure & strategy for investigation conceived to answer to research question & control variance. It is the overall operation pattern to framework of project that stipulated the information to be collected from which sources by word procedure. What are the two possible sources of data for securing in the above mentioned information in the primary & secondary data.

Research design: the study undertaken to access the after sales service of reliance communication network

Research procedure: the questionnaire designed for the study in the structured & disguised in nature. It consists of multiple choice & short questions.

Data: information required for the project is mainly primary data. The information was collected by survey method. With the help of questionnaire by meting various service users

Secondary data is collected form the company journals, magazines, brochers & websites.

Sample design: the sampling unit was confined to end consumers of the product i.e. service users to know there satisfaction level regarding performance of network

Sample universe: The survey was done in Hyderabad and Secunderabad only according to my convenience. It is not giving the complete picture of Telangana, India. Sample frame/unit: professionals, business people, employees etc, who are using Rim network

Sample size: the total sample size is 50 only.

Sample method: the information is planned to be collected by sample method, the sample method followed is random sampling method. The probability random sampling method is stratified random sampling.

Analytical Method: simple percentage method is used for the analysis purpose.

Period of study: study is during the month of January 1st to march 1st 2015.

Data collection:

The information is collected through questionnaires and personal interviews. And the information of customers is known by company's service sheet and the free service sheet.

A Direct structure questionnaire has been asked to all the respondents in the sample followed by direct personal interviews

Duration of 45 days

Descriptive Studies:

In descriptive studies, when the researcher is interested in knowing the characteristics of certain groups such as age. Sex, educational level occupation of income, a descriptive study is necessary. Descriptive studies are well structured. It is therefore, necessary that the researcher gives sufficient thought to framing research questions and deciding the types of data to he collected and the procedure to be used for this purpose-The objective of such a study is to answer the "who, what and how" of the subject under investigation.

SOURCES OF DATA:

A classification of data is very important procedure in this concept. The collected data can be classified into two types.

- 1. primary data**
- 2. secondary data**

Primary data

The primary data is very important source for to make suggestions to the title obtained. This

data can be collected in various methods like survey, interviewing, feedback, i.e. Group Discussion etc., for collection of primary data the survey method is used, which involved predetermined questions. The structured questionnaire contained a form list of question framed so as to get the facts. But it involves high risk and huge expensive method to get the facts.

Secondary Data

Collection of secondary data is very easy compared with primary data. But this data is also very important for the growth of an organization, to predict the future and will help to make the future plan regarding sales and improve the measures of sales.

This data can be collected from the magazines. Annual reports of the organization and other published data.

Sample procedure

The sample size consists of 50 consumers. The sample consists of Businessman, Doctors, Engineers, Officers and Contractors etc.

The survey was conducted in the form of an interview among randomly chosen sample of 50 consumers of RELIANCE network customers Sample size form the dealer randomly.

LIMITATIONS OF THE SURVEY

- The sample size Limited, so as to give the accurate information regarding CONSUMER BUYING BEHAVIOUR.

- The scope is very limited, because attitude & expectations of the people change according to the time & situation.
- The study if restricted to both (twin cities) Hyderabad and Secunderabad and that to among 50 respondents
- The study is conducted only for 45 days. Consistency was lacking with regard to the information given by few customers.
- The study is restricted to the certain area. So it could not give whole picture about Telangana, India.

2. LITERATURE SURVEY

Types of Consumer Buying Behavior

Types of consumer buying behavior are determined by:

- Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
- Buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement. Types of risk:

- Personal risk
- Social risk
- Economic risk

The four type of consumer buying behavior are:

- Routine Response/Programmed Behavior--buying low involvement frequently

purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.

- Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.
- Extensive Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend a lot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process.
- Impulse buying, no conscious planning. The purchase of the same product does not always elicit the same Buying Behavior. Product can shift from one category to the next.

For example:

Going out for dinner for one person may be extensive decision making (for someone that does not go out often at all), but limited decision making for someone else. The reason for the dinner, whether it is an anniversary celebration, or a meal with a couple of friends will also determine the extent of the decision making.

Categories that Effect the Consumer Buying Decision Process

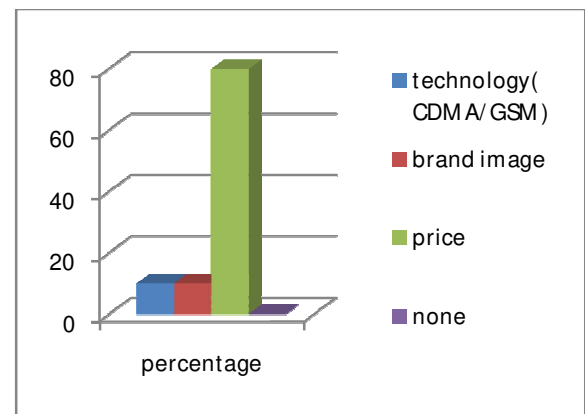
A consumer, making a purchase decision will be affected by the following three factors:

1. Personal
2. Psychological
3. Social

The marketer must be aware of these factors in order to develop an appropriate MM for its target market .

3. DATA ANALYSIS & INTERPRETATION

- 1) What are the characteristics you consider while selecting the Network



Analysis:

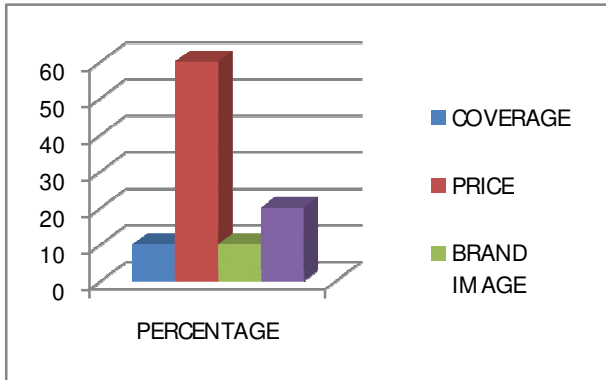
80% of the customers consider reliance network based on price, and remaining 10% based on Technology and brand image.

Interpretation:

Most of the customers consider reliance network based on the price

- 2) What are the primary reasons that has made you

to choose this network



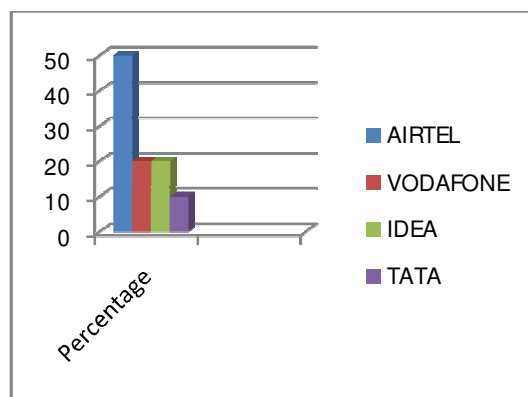
Analysis:

60% of the customers are considering price is the reason to choose the network, 20% are considering offers, and 10% coverage and brand image.

Interpretation:

Price is main reason for the customer to choose the Reliance network.

3) Have you consider any other network before using reliance?

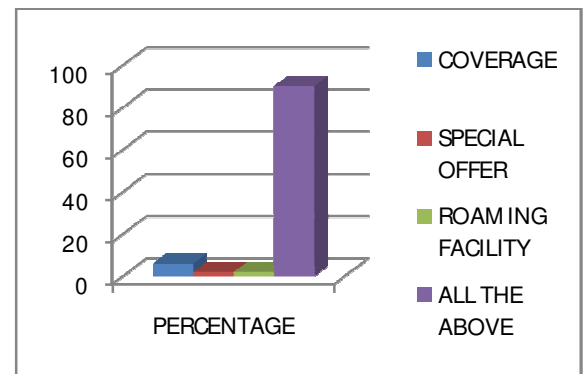


Analysis:

50% used Airtel and 10%tata before using reliance and 20% used idea and vodafone service.

Interpretation:20% of Airtel and Vodafone customers changed to reliance.

4). What made you to switch over to reliance network

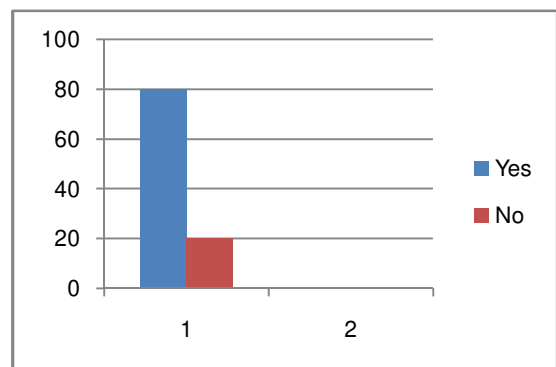


Analysis:

6% of customers made switch over reliance network by coverage, 2% by special offers and roaming facilities and 90% for all (coverage, special offers,roaming facilities)

Interpretation: Most of the customers switch over reliance by coverage, special offers, and roaming facilities.

5) Is network coverage a big issue for you?



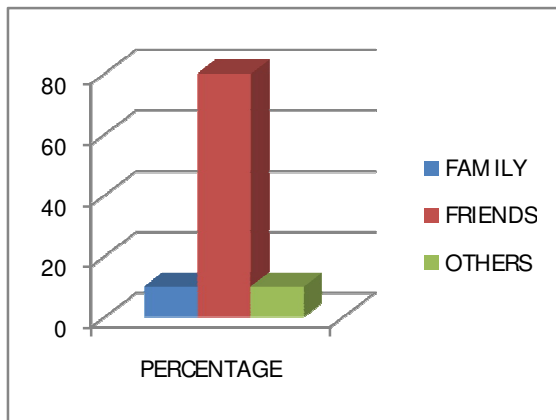
Analysis:

80% of the customers feel network coverage as a big issue, 20% feel its not a big issue.

Interpretation:

Most of the customers feel network is the big issue for them.

6) From whom do you wish to take suggestion?

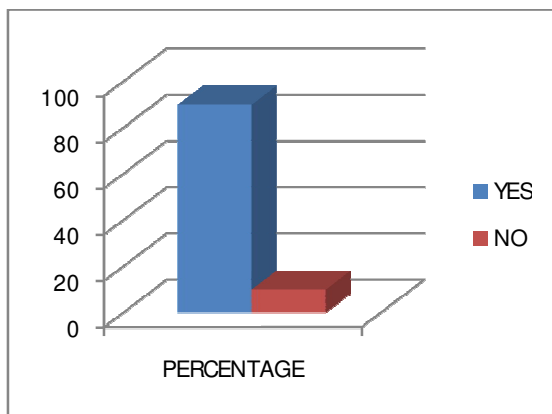


Analysis:

80% take suggestion from their friends, 10% from family and 10% from others

Interpretation: Friends are the main source to get suggestion

7) Will you take your decision on your own?

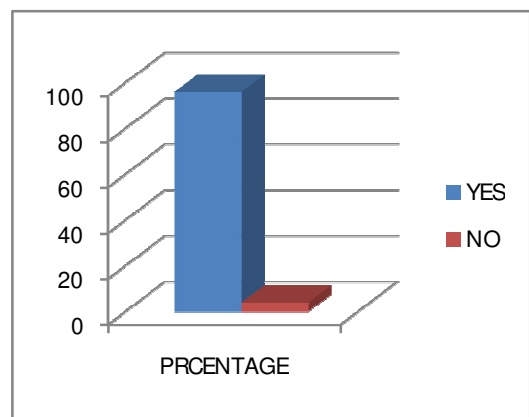


Analysis:

90% of the customers take their own decision and 10% depend on others.

Interpretation: Maximum number of customers takes their own decision.

8) Do you satisfy with your decision.



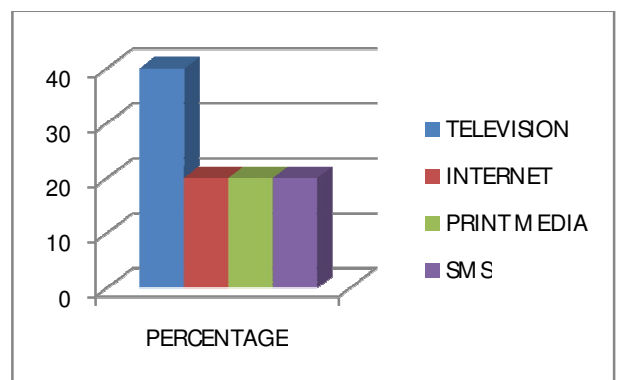
Analysis:

96% satisfied with their own decision and remaining 4% doesn't satisfied.

Interpretation:

Maximum number of customers satisfied with their decision

9) In your view what is the best channel to reach today's customer.



Analysis:

40% customers feel that Television is the best channel to reach information, and 20% viewed internet, print media, sms are best channel.

Interpretation: Maximum number of customers viewed television as best channel

4.FINDINGS OF THE STUDY

1. 6% of customers made switch over reliance network by coverage, 2% by special offers and roaming facilities and 90% for all (coverage, special offers, roaming facilities)

2. 60% of the customers are considering price is the reason to choose the network, 20% are considering offers, and 10% coverage and brand image.

3. 6% of customers made switch over reliance network by coverage, 2% by special offers and roaming facilities and 90% for all (coverage, special offers,roaming facilities). i.e Most of the customers switch over reliance by coverage, special offers, and roaming facilities.

4. 40% of the customers are incurring Rs 100-200 per month, 20% are incurring less than 100, Rs 200-300 and more than 300.

5. 96% of the customers are ready to suggest the same product to others and remaining 4% are not intrest to suggest product to others.

5. SUGGESTIONS

- Bridging the gap between performance expectations of the customers and

Performance delivered to them will ensure customer delight. It is advised that the customers are educated about the services and employees updated on the expectations of the customers. Even the employees in the retail outlets have to be well trained to help the customers.

- Television and Paper advertisements have to be released to cover a wide base of all the segments and created awareness among the potential customers.
- The advertising strategies and marketing strategies should be formulated keeping in view the profile and perception of the RELIANCE.
- Periodic surveys to gauge consumer perception have to be undertaken to gain the first hand perceptual image about the service and also to target the users better.

6. CONCLUSION

Although advertisements and other sales promotional strategies play an important role in creating awareness, word of mouth referrals seem to be the key to any long standing business association. Word of mouth referrals play an important part in expanding the customer base.

- Most of the people are looking for good network and services
- In the case of reliance customer is opting for recharge facilities.
- Most of the customer is taking the suggestions from the Friends only.

- From this it can be seen that 96% of reliance customers are satisfied and are not suggesting for any other product.

7. REFERENCES

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www.telecommunication.com
www.reliancecommunicationnetwork.com