



A STUDY TO IDENTIFY THE RETAIL PENETRATION LEVEL OF AIRTEL PRE-PAID CARD

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ABSTRACT

The project entitled "a study to identify the retail penetration level of airtel pre-paid card" is carried out with an objective to determine consumer preference and satisfaction. India's telecommunication network is the second largest in the world based on the total number of telephone users. Telephone industry in the country which is an ongoing process of transforming into next generation network, employees extensive system of modern network elements such as digital telephone, mobile centers, media gateways and signaling gateways at the core, interconnected by a wide variety of transmission systems using optical fiber or microwave. Telecommunication in India greatly been supported by the INSAT system of the country, one of the largest domestic satellite system in the world.

INTRODUCTION

The Indian Telecommunication industry has grown into a billion dollar industry. In this unforgiving highly competitive industry it is not just doing something right that matters but it is also about doing nothing wrong. Making profit does not only mean a large customer base but also, depends on usage level of the services, provided to the customers. The telecom companies come out with many schemes and offers, to attract customers and to make them use the various schemes provided by these companies. The aim of this study would supplement this effort of the company in a small way. Thus through a Study to understand the current penetration level of their product, the organization can motivate the current efforts of their sales force and efforts could be taken to reduce the weakness, complaints, and also could come up with new attractive schemes according to the expectations of the retailers.

STATEMENT OF THE PROBLEM

Let us look into the profile of our company and the opportunity is facing us. The great opportunity focus to provide high quality service for a low cost.

Airtel has an unbelievable opportunity in front of them, because last year DOT has collected Rs. 720 crores about Rs. 312 crores were pertaining to calls made the state with an average of about Rs. 26 crores in amount.

This statistics shows that we already have an enormous subscriber base to catch up to obtain a strong establishment in the market. Airtel shall target the existing DOT customer base. Since Airtel has big volumes of sale where the company has set up a high goal to achieve 5,00,000 customers in 3 years. Especially in Tamil Nadu, Airtel launched in major areas and occupies more hands in the short span of time gigantically. Even though, another cellular service

OBJECTIVES OF THE STUDY

- To find out the current Retail Penetration level of Airtel Prepaid cards in coimbatore.
- To understand the awareness of Airtel products among retailers in the market
- To identify the factors taken into account by the retailers while they go for Shifting / Non Shifting of Airtel products.

**RESEARCH METHODOLOGY**

Research methodology is a way to evaluate the research problem scientifically. primary data-It is collected through questionnaire Secondary data-It is collected from journals ,magazines and websites

TOOLS USED FOR STUDY

The collected data from the respondents are first classified into two things like tabular and inference. Further, the following specific tools were used Simple percentage analysis Chi-square analysis

LIMITATIONS OF THE STUDY

- Due to time constraints the researcher taken only limited sample 120 respondents.
- The presence of uneducated sales people in the retail outlet, who is merely unaware of the word questionnaire itself, is one of the main limitations to the research.
- The non-availability of the concerned person in the outlet who could disclose all the information required for the study.
- During certain time of the day, most of these outlets would be very busy with their business, as they would not encourage all these research activities.

- To target all retail outlets during this short span of time is considered as another limitation.

REVIEW OF LITERATURE

Katz (2019) examined the creation of own micro cultures by the usage of cell phone. He claimed that changing cultural norms and values demonstrate the consumers' ability to modify and repurpose technology for their own use. He emphasized that by allowing people to insulate their private interactions from the culture around them, will encourage a kind of "walled garden" of micro culture that is complex but, exclusive.

Drennan, Brown and Mort (2018) investigated on m-bullying which is widespread among high school students. There is every need to develop methods to fight the m-bullying, as it triggers blow to their self-esteem. Strategies should be devised to promote health attitudes and behaviors that positively affect their well-being.

DATA ANALYSIS & INTERPRETATION

➤ The analysis and interpretation of the study is based on the information supplied by a sample of 120 respondents. Simple percentage analysis of collected data Chi-square analysis

SIMPLE PERCENTAGE ANALYSIS**Table No 1 Age**

S.No	Age	Number of Respondents	Percentage (%)
1	Below 21years	21	18
2	21 to 30 years	21	18
3	31 to 40 years	34	28
4	Above 40 years	44	37
	Total	120	100

INTERPRETATION

The above table shows that 18% of the respondents age is below 21years, 18% of the respondents age is 21 to 30 years, 28% of the respondents age is 31 to 40 years and 37% of the respondents age is above 40 years. Here mostly 37% of the respondent's age is above 40 years.



Table No 2
Duration of Using An Airtel Network

S.No	Duration of using an airtel network	Number of Respondents	Percentage (%)
1	Less than 6 months	16	13
2	6 months to 1 year	21	18
3	1 to 2 years	31	26
4	More than 2 years	52	43
	Total	120	100

INTERPRETATION

The above table shows that 13% of the respondents using an airtel network for less than 6 months, 18% of the respondents using an airtel network for 6 months to 1 year, 26% of the

respondents using an airtel network for 1 to 2 years and 43% of the respondents using an airtel network for more than 2 years. Here mostly 43% of the respondents using an airtel network for more than 2 years.

CHI-SQUARE ANALYSIS

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN SERVICES PROVIDED AND SATISFIED WITH THE MARGIN PROVIDED

Satisfied	Highly satisfied	Satisfied	Neutral	Dissatisfied	Total
Service					
Sim Cards	15	9	0	8	32
Selling Airtel's Vouchers	1	15	7	5	28
Easy Recharge	7	11	12	1	31
All of The Above	12	10	2	5	29
Total	35	45	21	19	120

The table value showing chi-square analysis:

HYPOTHESIS

There is significant relationship between various e commerce factors and satisfaction level of the respondents.

Calculated value χ^2	275.97
Degree of freedom	12
Level of significant	50%
Table value	28.300
Result	Reject

INTRPRETATION

Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So there is significant relationship between services provided and satisfied with the margin provided.

- Here mostly 70% of the respondents providing all of the above service.
- Here mostly 48% of the respondents say network attracted customer.
- Here majority 65% of the respondents prefer Jio.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- Here majority 64% of the respondents aware about airtel through advertisement.

CHI-SQUARE ANALYSIS

There is significant relationship between various e commerce factors and satisfaction level of the respondents.



SUGGESTIONS

- Other than the company's marketing and promotional effort, there is something else which could create an impact on the penetration level of the product i.e. Distributor service, as distributor plays the middle man role between the company and the retailer.
- The retailer after shifting the product expects something called as distributor service, which the distributor sales people have to give and this has to be trained / taught by the company to the distributor sales people, which would reduce the retailer attrition rate, increase the penetration level and would be in a position to satisfy one of the retailer preferences.
- The retailer had to be constantly updated with the new and latest schemes from the company by the distributor sales people as this had to be conveyed to the customer by the retailer.

CONCLUSION

The coimbatore market is a very competitive market. The market share of the leader will not be a constant one and could change at any time. Even though it is clear from the study that Airtel have a maximum penetration level among the Retail Outlet at present when compared to its competitor. But this could change at any time as the retail penetration level margin that Airtel is having is not that too big. Also the study reveals that several factors like Retail Margin, Distributor Service, Tariff Plan, and Schemes Available all are taken into consideration by the retailers before going for Shifting of the product.