A STUDY ON MOBILE TELECOM INDUSTRY WITH SPECIAL REFERENCE TO NATTAKOM PANCHAYAT

A project report submitted to the Mahatma Gandhi University, Kottayam in partial fulfilment of the requirements for the award of Bachelor's Degree in Commerce.

Submitted by

AKHIL A SANTHOSH KUMAR (RegistrationNo:180021067456)

ALAN MATHEW AJISH (Registration No:180021067457)

ALEN ANIL GEORGE (Registration No:180021067458)

AMIT GEORGE OOMMEN (Registration No:180021067460)

ANNZIL VARGHESE SHAJAN (Registration No:180021067463)

Under the guidance of

MRS.SRUTHI SARA RAJAN

(ASST.PROFESSOR)

SAINTGITS
COLLEGE OF APPLIED SCIENCES
KOTTUKULAM, KERALA, INDIA

DEPARTMENT OF COMMERCE

MARCH 2021

Date:

CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by Mr. Akhil A Santhosh kumar (Registration No:180021067456),Mr. Alan Mathew Ajish(Registration No:180021067457),Mr. Alen Anil George(Registration No:180021067458) ,Mr. Amit George Oommen (Registration No:180021067460) ,Mr. Annzil Varghese Shajan (Registration No:180021067463) Of B.Com Semester VI, in partial fulfilment of the requirements for the award of the bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.

Faculty - in- Charge

Countersigned

Principal   **Head of the Department**

DECLARATION

We do hereby declare that the project titled "**A STUDY ON MOBILE TELECOM INDUSTRY WITH SPECIAL REFERENCE TO NATTAKOM PANCHAYAT**" is a bonafide report of the project work undertaken by our group in partial fulfilment of the requirements for the award of Bachelor of commerce (Computer Application) of Mahatma Gandhi University, under the guidance of **Mrs.Sruthi Sara Rajan**, Asst.Professor, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.

Place: Pathamuttom

Akhil A Santhosh

Alan Mathew Ajish

Alen Anil George

Amit George Oommen

Annzil Varghese Shajan

Date:_____

ACKNOWLEDGEMENT

In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

First and foremost, we thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.

We thank **Dr. K.K. John, Principal** and **Mr. Anish B Bhaskaran, Assistant Professor and Head of the Department, Department of Commerce,** Saintgits College of Applied Sciences for their valuable support and encouragement in the preparation of the project.

We take this opportunity to express my profound sense of gratitude to our guide **Mrs. Sruthi Sara Rajan,** Asst Professor, Department of Commerce, Saintgits College of Applied Sciences for the valuable guidance, advice, inspiration, constant encouragement and constructive criticism given throughout the study.

We express my sincere gratitude towards all the faculty members of Saintgits College of Applied Sciences for their valuable help.

We thank all my friends who have directly or indirectly helped me in completing this work.

Akhil A Santhosh

Alan Mathew Ajish

Alen Anil George

Amit George Oommen

Annzil Varghese Shajan

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER I-INTRODUCTION

1.1 INTRODUCTION

Telecom is one of the fastest growing and highly competitive industries in India. Due to number of factors such as customers' low switching cost, price sensitivity, and availability of Mobile Number Portability (MNP), choices available to customers and there is increase in the brand switching by them across mobile networks. This increased competition among players set pressure on them to find ways and means to retain their customers. Hence it is important to explore the factors that make the consumer switch towards other cellular network brands.

Brand switching in telecom domain is the process in which a customer switches from the usage of products/services of a service provider to hose being offered by another service provider. Due to fierce market competition, it is highly possible that customers are satisfied with an existing product/service from a particular service provider, they may switch over to other service providers providing more customized product at a lower price with a better experience.

This research aims to explore the factors which lead to brand switching behaviour of consumer in telecom sector. The findings reveal that price, network quality, loyalty, value added services and satisfaction directly influence switching behaviour among customers.

The Indian telecommunications industry is one of the fastest growing in the world. Government policies and regulatory framework implemented by Telecom Regulatory Authority of India (TRAI) have provided a conductive environment for service providers. This has made the sector more competitive, while enhancing the accessibility of telecommunication services at affordable tariffs to the consumers.

Major sectors of the Indian telecommunication industry are telephone, internet and television broadcast industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements such as digital telephone exchanges, mobile switching centres, media gateways and signalling gateways at the core, interconnected by a wide variety of transmission systems using fibre-optics or Microwave radio relay networks. The access network, which connects the subscriber to the core, is highly diversified with different copper-pair, optic-fibre and wireless technologies. DTH, a relatively new broadcasting technology has attained significant popularity in the Television segment. The introduction of private FM has given a fillip to the radio broadcasting in India. Telecommunication in India has greatly been supported by the INSAT

system of the country, one of the largest domestic satellite systems in the world. India possesses a diversified communications system, which links all parts of the country by telephone, Internet, radio, television and satellite.

Indian telecom industry underwent a high pace of market liberalisation and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets.

Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education programmes for the rural folk of India.

Telecommunications in India began with the introduction of the telegraph. The Indian postal and telecom sectors are one of the worlds oldest. In 1850, the first experimental electric telegraph line was started between Calcutta and Diamond Harbour. In 1851, it was opened for the use of the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department at that time [irrelevant citation]

The construction of 4,000 miles (6,400 km) of telegraph lines was started in November 1853. These connected Kolkata (then Calcutta) and Peshawar in the north; Agra, Mumbai (then Bombay) through Sindwa Ghats, and Chennai (then Madras) in the south; Ootacamund and Bangalore. William O'Shaughnessy, who pioneered the telegraph and telephone in India, belonged to the Public Works Department, and worked towards the development of telecom throughout this period. A separate department was opened in 1854 when telegraph facilities were opened to the public.

In 1880, two telephone companies namely The Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchange in India. The permission was refused on the grounds that the establishment of telephones was a government monopoly and that the Government itself

would undertake the work. In 1881, the Government later reversed its earlier decision, and a licence was granted to the Oriental Telephone Company Limited of England for opening telephone exchanges at Calcutta, Bombay, Madras and Ahmedabad and the first formal telephone service was established in the country. On 28 January 1882, Major E. Baring, Member of the Governor General of India's Council declared open the Telephone Exchanges in Calcutta, Bombay and Madras. The exchange in Calcutta named the "Central Exchange" had a total of 93 subscribers in its early stage. Later that year, Bombay also witnessed the opening of a telephone exchange.

1.2 OBJECTIVES

1. To study the customer preferences of mobile service providers in telecom industry in Nattakom panchayat.

2. To investigate the factors which influence customers to switch service-providers brand.

3. To examine the satisfaction level of customers on various qualitative parameters leading to brand loyalty.

4. To identify the customer satisfaction about the telecommunication

1.3 SIGNIFICANCE OF STUDY

The fundamental problem in predicting the customer choices exist in the fact that brand switching decisions of the customers are solely made on the bases of several different criteria simultaneously which includes factors like brand image, features, network.

quality, prices, etc. Thus, the frequent switching behaviour of customers has compelled to review such factors that affect the telecom industry. Thus, the problem has been more confounded in telecom industry where customers get attracted towards the competitor's offers & features and analyses the expectations of the customers regarding the telecom industry services.

1.4 STATEMENT OF THE PROBLEM

Telecom is one of the fastest growing and highly competitive industries in India. Due to number of factors such as customers' low switching cost, price sensitivity, and availability of Mobile Number Portability (MNP), choices available to customers and there is increase in the brand switching by them across mobile networks. This increased competition among players set pressure on them to find ways and means to retain their customers. Hence it is important to explore the factors that make the consumer switch towards other cellular network brands. This research aims to explore the factors which lead to brand switching behaviour of consumer in telecom sector. The data for this research was gathered through use of a structured questionnaire which was duly filled by the college student users of various service providers in Nattakom Panchayat.

1.5 RESEARCH METHODOLOGY

Collection of Data:
The data is obtained from both primary and secondary sources. The primary data have been collected from
the 65 brand switchers of Kottayam through structured questionnaire. Secondary data required for the study is collected from the newspapers, research papers and websites.

Sample Size:
The sample size must be 100 brand switchers from Nattakom panchayat, and the sampling method is convenient.
sampling.

Population:
The population for brand switchers particularly from Nattakom panchayat in Kerala. The statistical tool for the analysis is percentage analysis.

1.6 LIMITATION OF THE STUDY

The information collected was of personal nature and therefore respondents were reluctant on providing information.

1.7 CHAPTER SCHEME

The study is divided into four chapters:

1. Chapter 1 – Introduction

   1. Chapter 2 – Theoretical knowledge and literature review

   2. Chapter 3 – Data analysis and interpretation

   3. Chapter 4 – Findings, suggestion and conclusion

CHAPTER 2:

REVIEW OF LITERATURE

LITERATURE REVIEW

In marketing and microeconomics, **customer switching,** or **consumer switching** describes "customers/consumers abandoning a product or service in Favour of a competitor". Assuming constant price, product or service quality, counteracting this behaviour in order to achieve maximal customer retention is the business of marketing, public relations and advertising **Brand switching**—as opposed to brand loyalty, is the outcome of *customer switching behaviour?* Variability in quality or market price fluctuations—especially a rise in prices—may lead customers to consult price comparison services where alternative suppliers may be offered. Declining customer satisfaction may be due to poor service quality but also—to a lesser degree—be a symptom of boredom with the brand of choice.[1] Brand loyalty can be very strong, however, and the longer a commitment to a brand last, the stronger the ties will usually be.

According to 2013 Nielsen study on customer loyalty, brand switching can happen for 5 main reasons, but mainly based on price considerations.[2] The overall global averages are:

1. Better Price (41%)
2. Better Quality (26%)
3. Better Service Agreement (15%)
4. Better Selection (10%)
5. Better Features (8%)

Because of the dominant role of pricing, market tactics like penetration pricing have evolved to offer a convincing incentive for switching. Along with these are the factors like service inconvenience, poor location, ethical issues like hard selling or unsafe products and change in customers' income levels. Another approach is the advertisement of vapourware that seemingly will offer newer or better features than established products without possessing any innovation.

This is the very essential chapter of any dissertation as this chapter provides the effect as well as concrete knowledge regarding the research topic. In this chapter, several kinds of literature and journals are reviewed as per this topic. Literature review is necessary to understand the research subject properly and gathering the information available researched previously by other authors. Some of the research works that came across during the study as follows:

- Nimako (2012a), "Consumer switching behaviour is the process by which a consumer abandons his/her relationship with a current service/product provider and replaces it with a competitor partially or entirely for a given time period."

- Price is one of the important factors which play a vital role in brand switching (Kotler and Armstrong, 2010).

- Brand switching also known as brand jumping refers to the process wherein a customer changes from buying one brand of a product to buying another brand (Keller, 2008).

- Richard Lee, Jamie Murphy, (2005), found in his study that the 'Price is the top switching determinant and more important than service quality, which is critical in switching, but has a lower priority in loyalty.'

- If service providers charge a 'sensible' price and give better services then it creates customer satisfaction and very few customers tend to switch to another brand, because price fairness is an extremely significant concern that leads to customer satisfaction (Martin et al., 2007).

- Customer loyalty is one of the key factors and can help a company achieve long-term success (Andres, 2007).

- Ndubuisi (2005) and Pfeifer (2005) point out that the cost of serving a loyal customer is five or six times less than a new customer.

- Price plays a vital role in telecommunication market especially for the mobile telecommunication service providers (Kollmann, 2000; Nimako at al., 2012; Varki & Colgate, 2001).

- Consumer overall satisfaction was integrated as a dominant factor of purchase intentions with reference to brand loyalty (Spreng et al., 1996).

- In the viewpoint of Bloamer and Kasper (1995), customer loyalty is one of the considerable paths with which customer satisfaction about product or services received is expressed. Customer satisfaction is considered a positive determinant of the relationship between the customer and the product provider.

- Dick and Basu (1994) also mentioned that brand loyal customers engage in a positive word-of-mouth for companies without responding to any marketing strategies adopted by competitors.

- An organization which has many loyal customers will lead the company to a greater market share and a higher profit (Buzzell etc., 1975).

- Jacoby (1971) suggested that brand loyalty is measured in terms of the purchase response of a customer for one or more alternative brands over a time period deciding from a set of alternative brands.

THEORETICAL FRAMEWORK:

A **subscriber identity module** or **subscriber identification module** (**SIM**), widely known as a **SIM card**, is an integrated circuit running a card operating system (COS) that is intended to securely store the international mobile subscriber identity (IMSI) number and its related key, which are used to identify and authenticate subscribers on mobile telephony devices (such as mobile phones and computers). It is also possible to store contact information on many SIM cards. SIM cards are always used on GSM-phones; for CDMA phones, they are needed only for LTE-capable handsets. SIM cards can also be used in satellite phones, smart watches, computers, or cameras.

The SIM circuit is part of the function of a universal integrated circuit card (UICC) physical smart card, which is usually made of PVC with embedded contacts and semiconductors. SIM cards are transferable between different mobile devices. The first UICC smart cards were the size of credit and bank cards; sizes were reduced several times over the years, usually keeping electrical contacts the same, so that a larger card could be cut down to a smaller size.

2.1 Brand Loyalty

The brand loyalty is most completely defined by Jacoby and Olson (1970). They define brand.
loyalty as the mental purchase process resulted from nonrandom and long existence behavior.
of the customers. In simple words, we can say that brand loyalty is a repurchase behavior of customers towards a specific product or service. The consideration of brand loyalty is.
concerned when a customer has choice among various brands. In previous research, the researchers had been taking the measure of repurchase behavior as brand loyalty but in recent.
days, measuring true loyalty is the best way of measuring brand loyalty (Bennett and Rundle-Thiele, 2000). It is observed that brand loyalty covers both affective loyalty and action loyalty simultaneously (Baldinger and Robinson) (1996). The affective loyalty Groth

and McDaniel (1993) confirmed that affective loyalty shows consumer loyalty to a specific brand all the way. Oliver (1999) classified brand loyalty into four parts: cognitive loyalty, affective loyalty, conation loyalty and action loyalty. There are so many factors that lead to brand loyalty. Two indicators are added by Day (1996) affection and action for brand loyalty. and divided brand loyalty into spurious brand loyalty and actual brand loyalty. In spurious brand loyalty, the consumer has no other choice of brand except the current one but in actual. brand loyalty, the consumer shows a firm attitudinal and psychological binding with the specific product or service among the other similar brands. The advancement in technology, the saturation of markets, globalization and intense competition has urged the companies to. focus more and more on brand loyalty. So, brand loyalty may confirm the organizational growth and above average profits. In simple words, we can say that the purpose of brand. loyalty is to attract new customers and retaining the old loyal customers (Rizwan et al., 2013).

A SIM card contains a unique serial number (ICCID), international mobile subscriber identity (IMSI) number, security authentication and ciphering information, temporary information related to the local network, a list of the services the user has access to, and two passwords: a personal identification number (PIN) for ordinary use, and a personal unblocking key (PUK) for PIN unlocking. In Europe, the serial SIM number (SSN) is also sometimes accompanied by an international article number (IAN), or a European article number (EAN) required when registering online for the subscription of a prepaid card.

In telecommunication industry, switching behaviour is increasing dramatically due to factors like price, trust, customer satisfaction, customer services, inconvenience, perceived expectations, perceived quality, service quality, brand image and price perception. In today's challenging economy and competitive business world, retaining your customer base is critical to your success; if you do not give your customers some good reasons to stay, your competitors will give them a reason to leave.

2.2 BRAND TRUST

The willingness of the consumer to depend on the ability of the brand to perform its prescribed functions are called brand trust (Moormal et al 1993, p. 315). The brand trust is an

intentional confidence shown by the consumer on a specific product or service to exchange. the partner's trustworthiness (Dwyer and LaGace., 1986). Doney and Cannon (1997), Zaltman, and Deshpande (1992) proposed that trust is only relevant in the situation of uncertainty. The consumers rely on the trusted brands only.

There are different fields of studies in which trust has been especially important in proving the

relationships such as sociology (e.g., Lewis and Wiegert 1985), economics (e.g., Dasgupta 1988), psychology (e.g., Deutsch 1960; Larzelere and Huston 1980; Rempel et al. 1985. Rotter 1980), management (e.g., Barney and Hausen 1994) and marketing (e.g., Andaleeb 1992; Dwyer et al. 1987; Morgan and Hunt 1994). The past research show that trust is very. essential for the development of brand loyalty (Berry, 1995; Reicheld&Schefter, 2000; Dyson,

Farr & Hollis, 1996; Morgan and Hunt 1994, Chaudhuri and Holbrook, 2001). In marketing, the brand trust has got a great attention (Schurr, & Oh, 1987, Andaleeb, 1992, Dwyer, Morgan & Hunt, 1994).

Barney and Hansen (1994) confirmed that trust is the mutual confidence that no party in an exchange will exploit another's vulnerability. Consumers trust in brand is based on positive. beliefs regarding the expectations of the consumers in a product or service.

2.3 BRAND NAME

A brand name is just like a trademark. It is quite often interchangeable with "Brand". Brand Names come in many styles. Some of these are: Initialism: A name made of initials such, as UPS or IBM. Descriptive: Names that describe a product benefit or function, such as Whole Foods or Airbus. Alliteration and rhyme: Names that are fun to say and stick in the mind, such as Reese's Pieces or Dunkin' Donuts. Founders' names: Using the names of real people, (Especially a founder's name), such as Hewlett-Packard, Dell or Disney.

Developing a brand name is an expensive process (Kohli and Thakur, 1997). It is very. necessary that brand name must be easy to remember and   should be incredibly unique (Keller,

2008). The brand name causes a competitive advantage over competitors (Zeugner -Roth, et al., 2008). The brand name is useful for communicating the excellent features of the products and services. The consumers may prefer the most famous and renown brands. According to Kohli and Thakur (1997), brand name is the development of an image or the

development of a brand identity and is an expensive and time-consuming process.

The brand name or "Brand" plays an especially important role to create brand loyalty. Brand name

is important for the firm to attract customers to purchase the product and influence repeat.

purchasing behavior. Consumers perceive the products from an overall perspective, relating.

with the brand name, all the characteristics and satisfaction observed by the purchase and use.

of the product.

2.4 BRAND COMMUNICATION

The brand communication is the process of decreasing the gap between the consumer and

his/her perception regarding the product and service. The purpose of brand communication is.

exposing the product or service to the audience so that the consumer would be fully aware of

the product or service present in the market. Extensive advertising campaigns through print

and electronic media is used for brand communication. The brand communication is the first.

and foremost element in managing brand relationship with the consumers (Panda, 2004, p.9).

The brand communication is also especially important in launching new products (Pearson,

1996.

Duncan and Moriarty, 1998). Brand communication has been consistently found to play an

important role in creating positive brand attitudes (Kempf and Smith, 1998).

2.5 CUSTOMER SATISFACTION

The customer satisfaction is the term widely used in marketing. It is a measure to identify.

how the product or service meets the expectations of the consumers regarding a particular

product or service. A few empirical studies show that customer satisfaction plays a

important role in developing repurchase behavior (, Russell Bennett et al., 2007 Oliver,

1980; Pritchardet al., 1999). Satisfaction increases loyalty when brand loyalty is measured in.

a few successive purchases of the same brand (LaBarbera and Mazursky, 1983). The

customer satisfaction can be both cognitive and emotional, Rodriguez del Bosque and San.

Martin (2008). There are two common formulations of satisfaction: overall satisfaction and

transaction specific satisfaction. Whenever, there is an immediate post purchase evaluation it.

is termed as post purchase satisfaction (Oliver,1993). The overall satisfaction is the judgment.

of all the parameters of expectations and the actual satisfaction from a particular product or service (Bitner Hubbert, 1994).

2.6 PERCEIVED PRODUCT QUALITY

The degree of excellence of a product or service is called quality. It is also defined as fitness. for purpose. The product quality also differentiates the product or service in competitive. world (Zeithaml, 1988, Aaker, 1996; Yoo, Donthu, & Lee, 2000; Low & Lamb, 2000). There are so many dimensions of product or service quality (Chao, 2008). The Nordic School's view of service quality consists of two dimensions: functional quality and technical quality. and (Gronroos, 1984). On the other hand, when firms identify then satisfy the needs, wants. and demands of customers, they find a positional advantage over competitors as reflected in growing sales and building loyal customers (Hult and Ketchen, 2001; Zhu and Nakata, 2007). One reason is that customers perceive that the firm offers greater value in its products and services. As satisfied customers are likely to be loyal, the notion of positional advantage suggests that greater customer orientation corresponds with the reinforcement of the link. between satisfaction and loyalty.

The main factors behind switching of telecom brands in India are:

- **Call quality:**

    In mobile phone usage call quality is one of the basic factors which the customer expects. So, any issues with call quality leads to customer dissatisfaction.

- **Network availability:**

    Due to the difference in topography of the area, it becomes difficult for telecom companies to provide their services equally everywhere.

- **Customer care services:**

Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience with you.

- **Tariff plans:**

 Telecommunications service providers must be careful not to over-price each service, as prices have a direct influence on demand for that service. Such an operator must constantly balance the need to provide cheaper rates, especially if there is strong competition, with the cost of maintaining the service at an optimum quality that is acceptable to the customer.

About Jio

Reliance Jio Info Comm Limited, doing business as **Jio**, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network.

Jio soft launched on 27 December 2015 with a beta for partners and employees and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers.

In September 2019, Jio launched a fibre to the home service, offering home broadband, television, and telephone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (US$23 billion) by selling nearly 33% equity stake in Jio Platforms.

The company was registered in Amba wadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a 95% stake in IBSL for ₹4,800 crore (equivalent to ₹87 billion or US$1.2 billion in 2019). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom

subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Info COMM Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations throughout the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017.

Later, in July 2015, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India license to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just ₹165.8 crore (US$23 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US$320 million) to the exchequer. Indian Department of Telecommunications (DoT), however, explained that the rules for 3G and BWA spectrum did not restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016, offering free data and voice services till 31 December, which was later extended till 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

About Airtel

Bharti Airtel Limited, also known as **Airtel**, is an Indian multinational telecommunications services company based in New Delhi, India. It operates in 18 countries across South Asia and Africa, as well as the Channel Islands. Airtel provides 2G, 4G LTE, 4G+ mobile services, fixed line broadband and voice services depending upon the country of operation. Airtel had also rolled out its VoLTE technology across all Indian telecom circles. It is the second largest mobile network operator in India and the second largest mobile network

operator in the world with over 457.96 million (45.796 crore) Subscribers. Airtel was named India's 2nd most valuable brand in the first ever Brands ranking by Millward Brown and WPP plc.

Airtel is credited with pioneering the business strategy of outsourcing all its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's equipment is provided and maintained by Ericsson, Huawei, and Nokia Networks whereas IT support is provided by Amdocs. The transmission towers are maintained by subsidiaries and joint venture companies of Bharti including Bharti Infratel and Indus Towers in In Ericsson agreed for the first time to be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates of ₹1 (1.4¢ US)/minute.

In 1984, Sunil Mittal started assembling push-button phones in India, which he earlier used to import from a Taiwan company, Kingtel, replacing the old fashioned, bulky rotary phones that were in use in the country then. Bharti Telecom Limited (BTL) was incorporated and entered a technical tie up with Siemens AG of Germany for manufacture of electronic push button phones. By the early 1990s, Bharti was making fax machines, cordless phones and other telecom gear. He named his first push-button phones as 'Mitbrau'.

In 1992, he successfully bid for one of the four mobile phone network licences auctioned in India. One of the conditions for the Delhi cellular license was that the bidder have some experience as a telecom operator. So, Mittal clinched a deal with the French telecom group Vivendi. He was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area. His plans were finally approved by the Government in 1994 and he launched services in Delhi in 1995, when Bharti Cellular Limited (BCL) was formed to offer cellular services under the brand name AIRTEL. Within a few years Bharti became the first telecom company to cross the 2 million mobile subscriber marks. Bharti also brought down the STD/ISD cellular rates in India under brand name 'India one'.

In 1999, Bharti Enterprises acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired control of Skycell

Communications, in Chennai. In 2001, the company acquired control of Spice Cell in Calcutta. Bharti Enterprises went public in 2002, and the company was listed on Bombay Stock Exchange and National Stock Exchange of India. In 2003, the cellular phone operations were re-branded under the single Airtel brand. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti extended its network to Andaman and Nicobar. This expansion allowed it to offer voice services across India.

Airtel launched "Hello Tunes", a caller ring back tone service (CRBT), in July 2004 becoming the first operator in India to do so. The Airtel theme song, composed by A.R. Rahman, was the most popular tune in that year.

In May 2008, it emerged that Airtel was exploring the possibility of buying the MTN Group, a South Africa-based telecommunications company with coverage in 21 countries in Africa and the Middle East. The Financial Times reported that Bharti was considering offering US$45 billion for a 100% stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasise the tentative nature of the talks, while The Economist magazine noted, "If anything, Bharti would be marrying up," as MTN has more subscribers, higher revenues and broader geographic coverage. However, the talks fell apart as MTN Group tried to reverse the negotiations by making Bharti almost a subsidiary of the new company. In May 2009, Bharti Airtel again confirmed that it was in talks with MTN and the companies agreed to discuss the potential transaction exclusively by 31 July 2009. Talks eventually ended without agreement, some sources stating that this was due to opposition from the South African government.

About Vi

Vodafone Idea Limited, doing business as **Vi,** is an Indian telecom operator with its headquarters based in Mumbai and Gandhinagar. It is a pan-India integrated GSM operator offering 2G, 4G, 4G+, VoLTE, and VoWiFi services.

As of 31 March 2021, vi has a subscriber base of 283.71 million, making it third largest mobile telecommunications network in India and 7th largest mobile telecommunications network in the world.

On 31 August 2018, Vodafone India merged with Idea Cellular, to form a new entity named Vodafone Idea Limited. Vodafone currently holds a 45.1% stake in the combined entity and Aditya Birla Group holds a 26% stake Kumar Mangalam Birla heads the merged company as the Chairman Ravinder Thakkar, Ex-CEO of Vodafone Romania is the current CEO of the company.

On 7 September 2020, Vodafone Idea unveiled its new brand identity, 'Vi' which involves the integration of the company's erstwhile separate brands 'Vodafone' and 'Idea' into one unified brand.

It was announced in March 2017 that Idea Cellular and Vodafone India would merge. The merger got approval from Department of Telecommunications in July 2018. On 30 August 2018, National Company Law Tribunal gave the final nod to the Vodafone-Idea merger. The merger was completed on 31 August 2018, and the newly merged entity was named Vodafone Idea Limited. The merger created the largest telecom company in India by subscribers and by revenue. Under the terms of the deal, the Vodafone Group holds a 45.2% stake in the combined entity, the Aditya Birla Group holds 26% and the remaining shares will be held by the public. Vi lost a significant number of gross and active subscribers in the month of August 2020 after the merger.

Until 7 September 2020, Vodafone Idea Limited operated two separate brands:

Vodafone – a post-paid & Prepaid GSM service.

Idea – a prepaid GSM service, like Vodafone Prepaid. Vi also provides services including Mobile payments, IoT, enterprise offerings and entertainment, accessible via both digital channels as well as on-ground touch points, centres across the country. Vi has a broadband network of 340,000 sites, distribution reach of 1.7 million retail outlets.

About BSNL

Bharat Sanchar Nigam Limited is the India's oldest communication company and its history can be traced back to the British India. The foundation of telecom network in India was laid by the British sometime during the 19th century. During the British era, the first telegraph

line was established between Calcutta and Diamond Harbour in 1850. The British East India Company started using the telegraph in 1851 and till 1854 telegraph lines were laid across the country. In 1854, the telegraph service was opened to the public and the first telegram was sent from Mumbai to Pune. In 1885, the Indian Telegraph Act was passed by the British Imperial Legislative Council. After the bifurcation of Post and Telegraph department in the 1980s, the creation of Department of Telecom eventually led to the emergence of the State-owned telegraph and telephone company which led to the foundation of BSNL.

After providing the telegraph services for 160 years, BSNL shut it down completely on 15 July 2013. It began delivering telegrams to the public in February 1858; this service was upgraded to a web-based messaging system in 2010 and had been offered through 182 telegraph offices across India.

CHAPTER 3:

DATA ANALYSIS AND INTERPRETATION

3.1 AGE OF THE RESPONDENT

AGE	NO. OF RESPONDENTS	PERCENTAGE
BELOVE 20	59	90.8%
20-25	6	9.2%
TOTAL	65	100.0%

INTERPRETATION

90% of the respondent comes under the age below 20, 9.2% of the respondent comes between the age of 20-25.

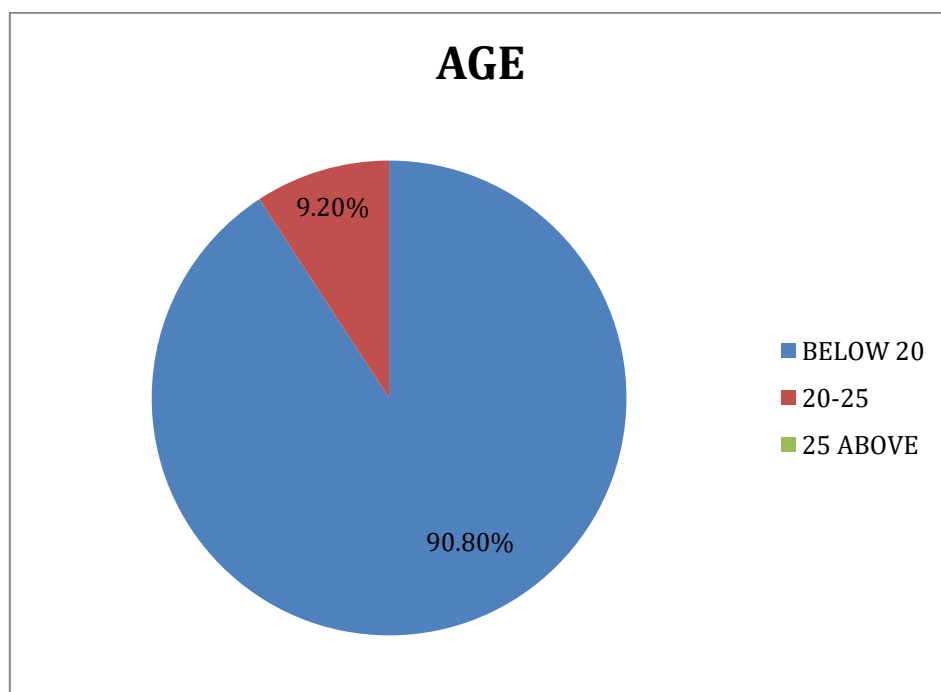## 3.1Chart showing age of respondent

Fig 3.1

3.2 GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	35	53.8%
FEMALE	30	46.2%
TOTAL	65	100.0%

INTERPRETATION

53.80% of the sales consist of male respondent. 46.20% of the sales consist of female respondent.
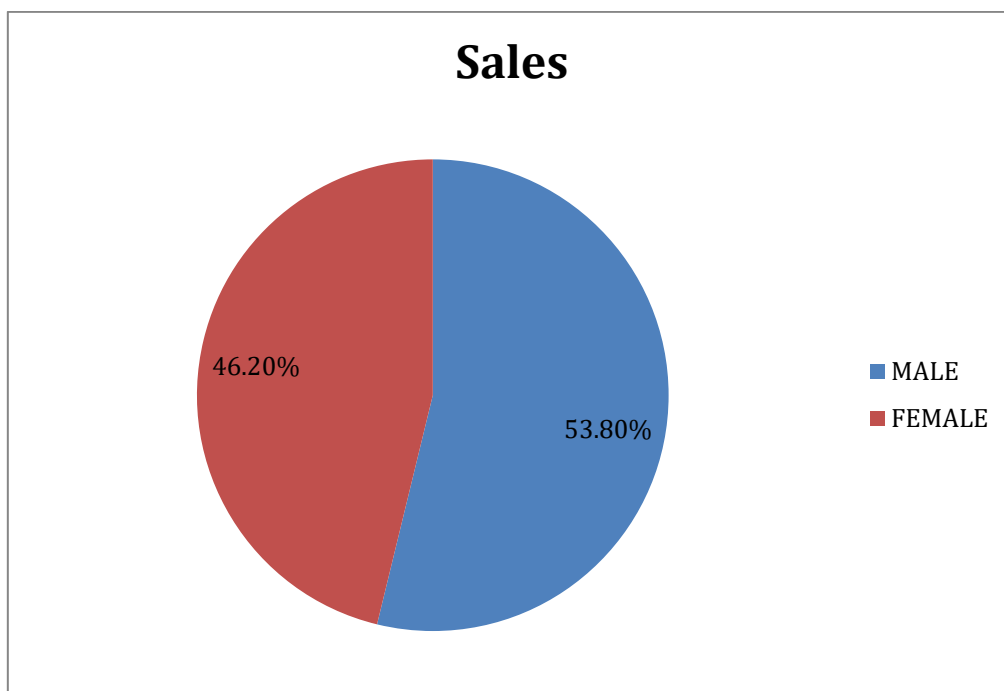
3.2 CHART SHOWING GENDER ANALYIS

Fig 3.2

3.3 EDUCATION QUALIFICATION

EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
UG	59	90.8%
PG	4	6.2%
CA INTER	1	1.5%
HIGHSCHOOL	1	1.5%
TOTAL	65	100.0%

INTERPRATATION

90.80% of the respondents has an Ug education qualification. 6.20% of the respondents as an PG education qualification of the responder has a ca intermediate degree.

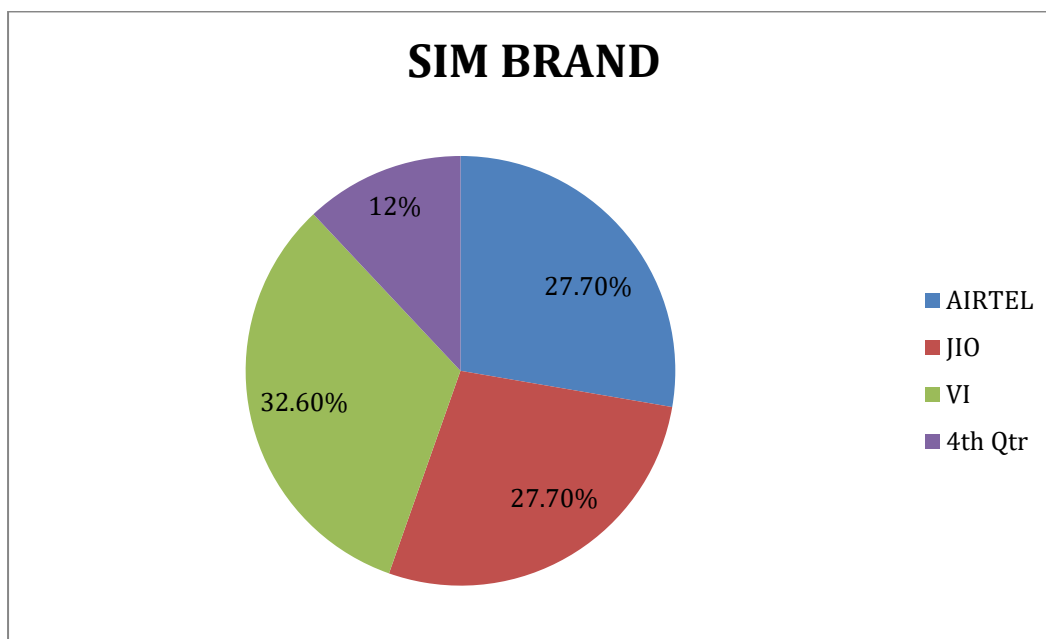## 3.3CHART SHOWING EDUCATION QUALIFICATION
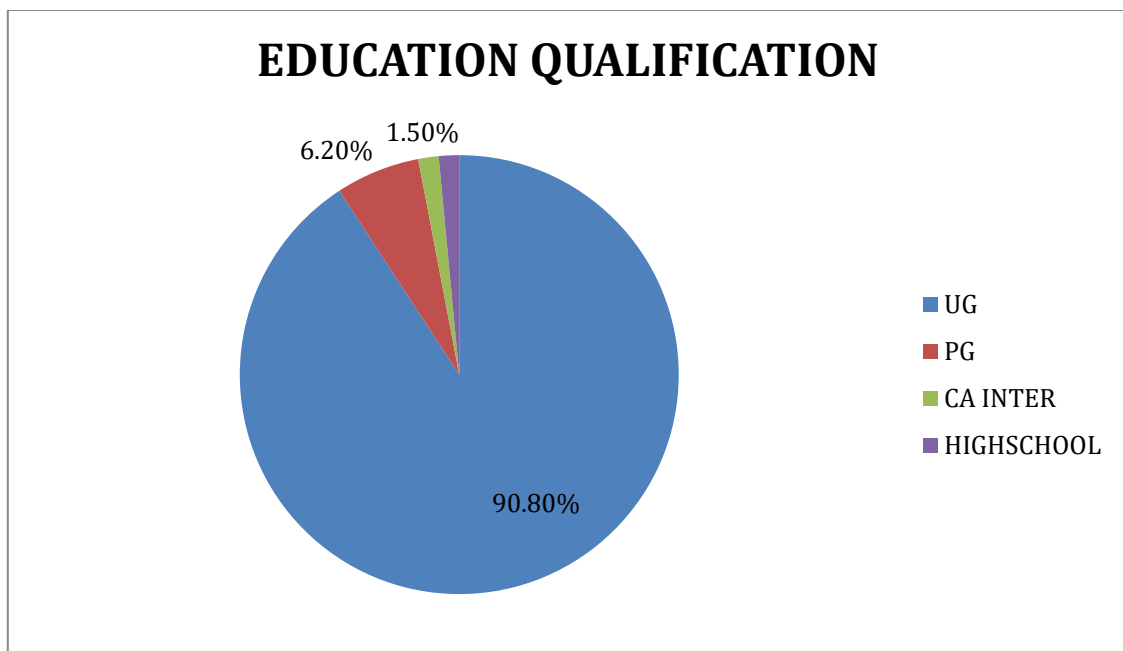
3.4 CURRENT SIM BRAND

SIM NAME	NO. OF RESPONDENTS	PERCENTAGE
AIRTEL	17	27.7%
JIO	17	27.7%
VI	24	32.6%
BSNL	7	12%
TOTAL	65	100.0%

INTERPRETATION

27.70% of the respondents use Airtel. 27.70% of the respondents use Jio. 32.60% of the respondents use VI.

3.4CHART SHOWING SIM BRAND

3.5 SIM PERIOD

PERIOD	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 1	4	6.2%
2-4	41	63.1%
MORE THAN 4	20	30.8%
TOTAL	65	100.0%

INTERPRETATION

30.8 %of the respondent been used the same SIM for more than four years. 63.1 percentage of the respondents have been using their SIM for 3 to 4 years. 6.2 percentage of respondents have been using their SIM for less than a year.

3.5 CHART SHOWING SIM PERIOD
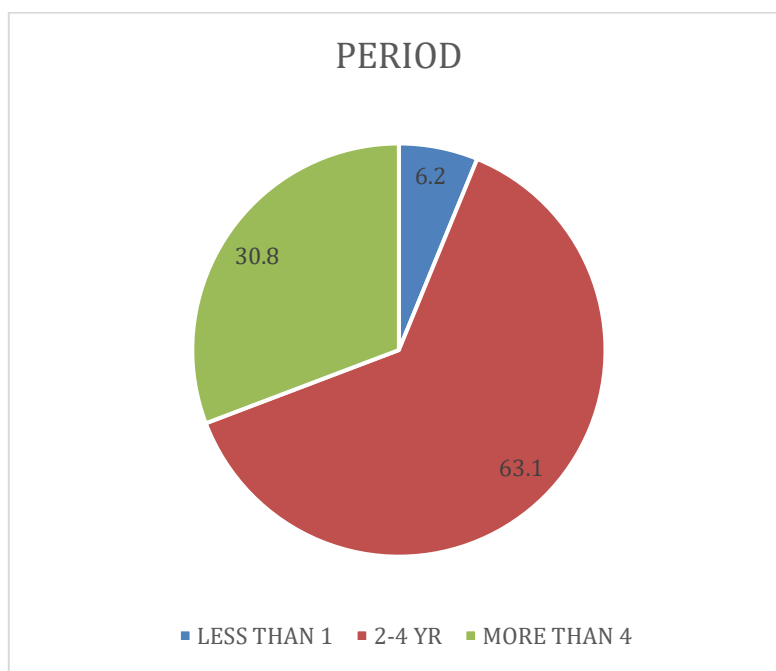
3.6 SATISFACTORY LEVEL

SATISFACTORY	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	9	13.8%
SATISFIED	37	56.9%
NEUTRAL	19	29.2%
DISSATISFIED	-	-
HIGHLY DISSATIFIED	-	-
TOTAL	65	100.0%

INTERPRETATION

13.80 percentage of respondents are highly satisfied with their SIM services. 56.9 percentage of the respondents are satisfied with their SIM services. 29.20 percentage of the respondents chose to be neutral.

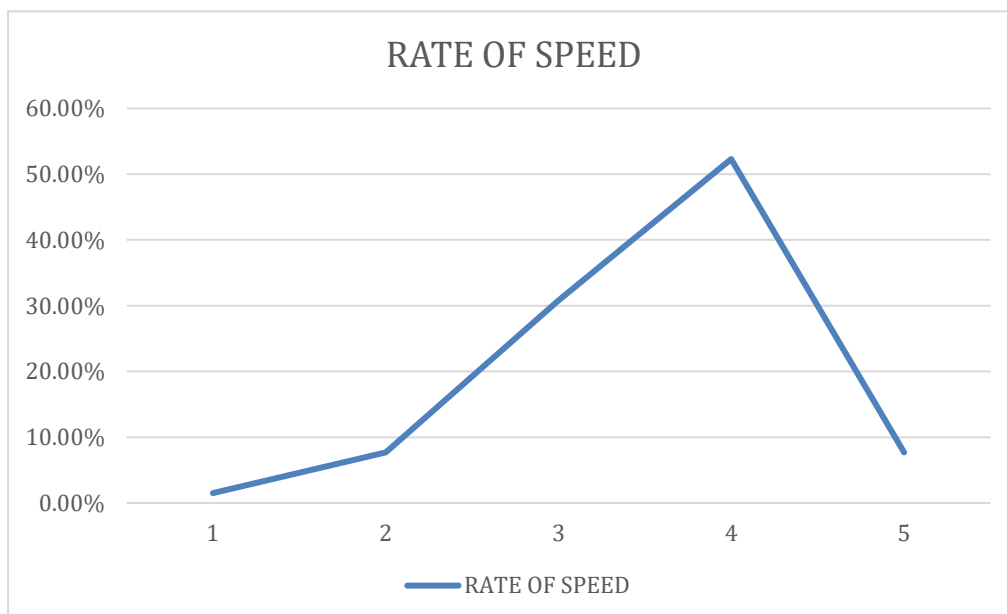## 3.6 CHARTS SHOWING SATISFACTORY LEVEL
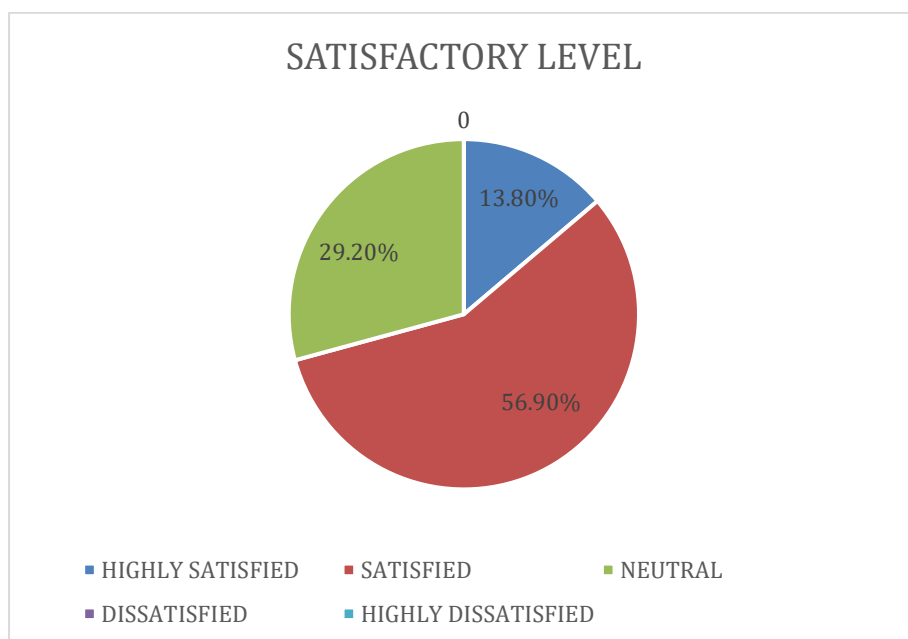
3.7 MOBILE DATA SPEED

RATE OF SPEED	NO. OF RESPONDENTS	PERCENTAGE
1	1	1.5%
2	5	7.7%
3	20	30.8%
4	34	52.3%
5	5	7.7%
TOTAL	65	100.0%

INTERPRETATION

52.3% of the people rated on 4 for network speed, 30.8% on 3 for network speed, 7.7% on 5 and 2 for network speed and 1.5% on 1 for network speed.
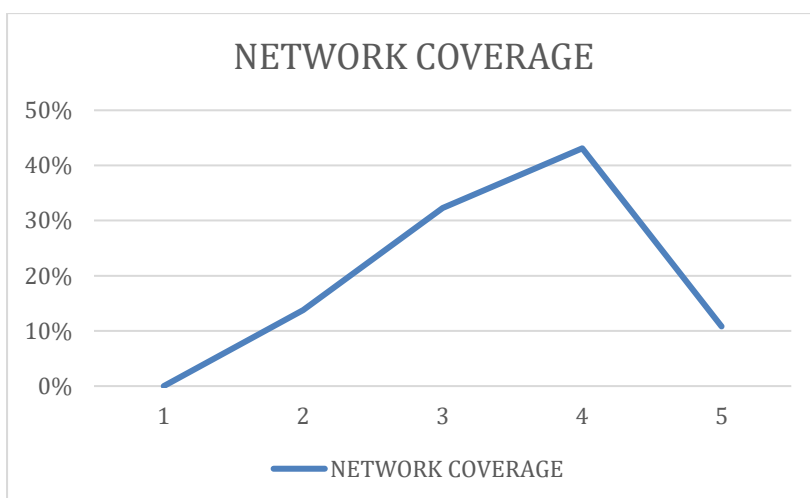
3.7 CHART SHOWING RATE OF SPEED

3.8 NETWORK COVERAGE

NETWORK COVERAGE	NO. OF RESPONDENTS	PERCENTAGE1
1	-	-
2	9	13.8%
3	21	32.3%
4	28	43.1%
5	7	10.8%
TOTAL	65	100.0%

INTERPREATATION

43.1% of the people rated 4 on network coverage, 32.3% on 3 for network coverage, 13.8% on 2 for network coverage and 10.8% on 5 for network coverage.

3.8 CHART SHOWING NETWORK COVERAGE

3.9 CUSTOMER CARE SATISFACTION

SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
EXCELLENT	7	10.8%
FAIR	38	58.5%
AVERAGE	18	27.7%
POOR	2	3.1%
TOTAL	65	100.0%

INTERPRETATION

58.50% of the respondents Is satisfied with the customer care services. 10.80% of the respondent is highly satisfied with the customer care services.

## 3.9 CHART SHOWING CUSTOMER SATISFACTION

3.10 PERSONAL CHOICE

PERSONAL CHOICE	NO. OF RESPONDENTS	PERCENTAGE
ATTRACTIVE PACKAGE	35	53.8%
CUSTOMER SERVICE	12	12.8%
WIDE RANGE NETWORK	37	56.9%
TOTAL	65	100.0%

INTERPREATATION

53.80% of the respondents choose their SIM due to attractive package. 12.80% of the respondents choose their SIM due to customer service. 56.90% of the respondents choose their SIM due to wide range network.

3.10CHART SHOWING PERSONAL CHOICE
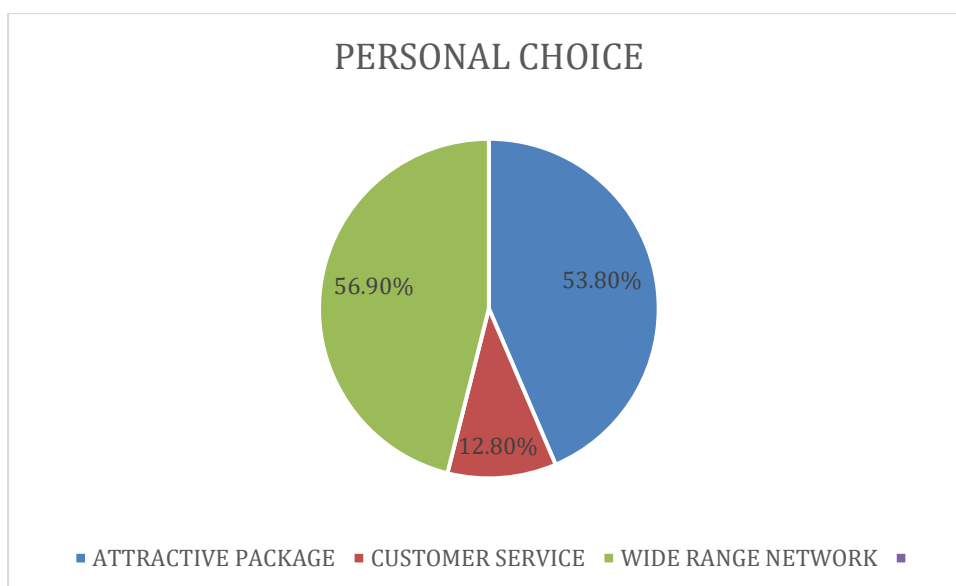
3.11 BRAND RECOMMENDATION

RECOMMENDATION	NO. OF RESPONDENTS	PERCENTAGE
FRIENDS	30	46.2%
FAMILY	39	60%
RELATIVES	11	16.9%
OWN CHOICE	1	1.5%
ADVERTISEMENT	1	1.5%
TOTAL	65	100.0%

INTERPRETATION

46.20% of the respondents have been recommended by their friends. 60% of the response has been recommended by their family. 16.90% of the respondents has been recommended by relatives. 1.50% of the respondents have taken the SIM on their own choice. 1.50% of the respondents has taken their SIM by seeing advertisements.

## 3.11CHART SHOWING BRAND RECOMMWNDATION

BRAND RECOMMENDATION

1.50% 1.50%
16.90%
46.20%
60%

■ FRIENDS ■ FAMILY ■ RELATIVES ■ OWN CHOICE ■ ADVERTISEMENT
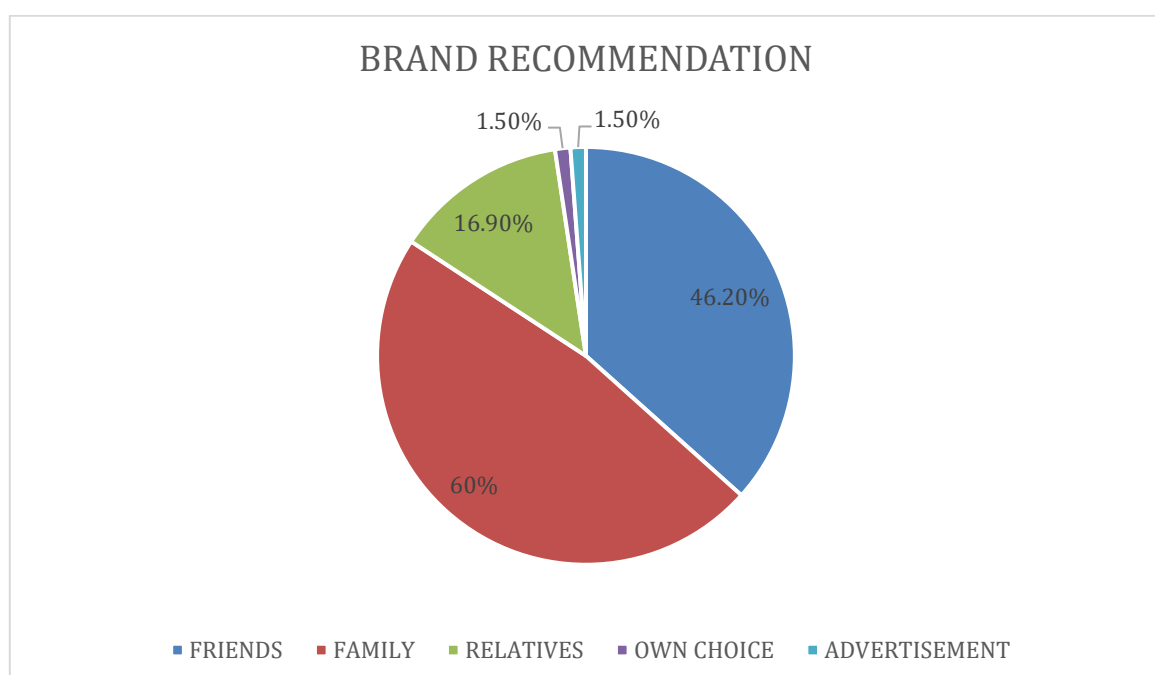
3.12 SERVICE INFLUENCE

SERVICE INFLUENCE	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY	11	16.9%
MODERATE	46	70.8%
BARELY	7	10.8%
DOES NOT EFFECT	1	1.5%
TOTAL	65	100.0%

INTERPRETATION

70.80% of the respondents have a moderate service influence. 16.90% of the respondents have a highly service influence. 10.80% of the respondents have a barely service influence. 1.50% has been affected by the Service influence.

3.12 CHART SHOWING SERVICE INFLUENCE

SERVICE INFLUENCE

1.50%

10.80%

16.90%

70.80%

■ HIGHLY ■ MODERATE ■ BARELY ■ DOES NOT EFFECT
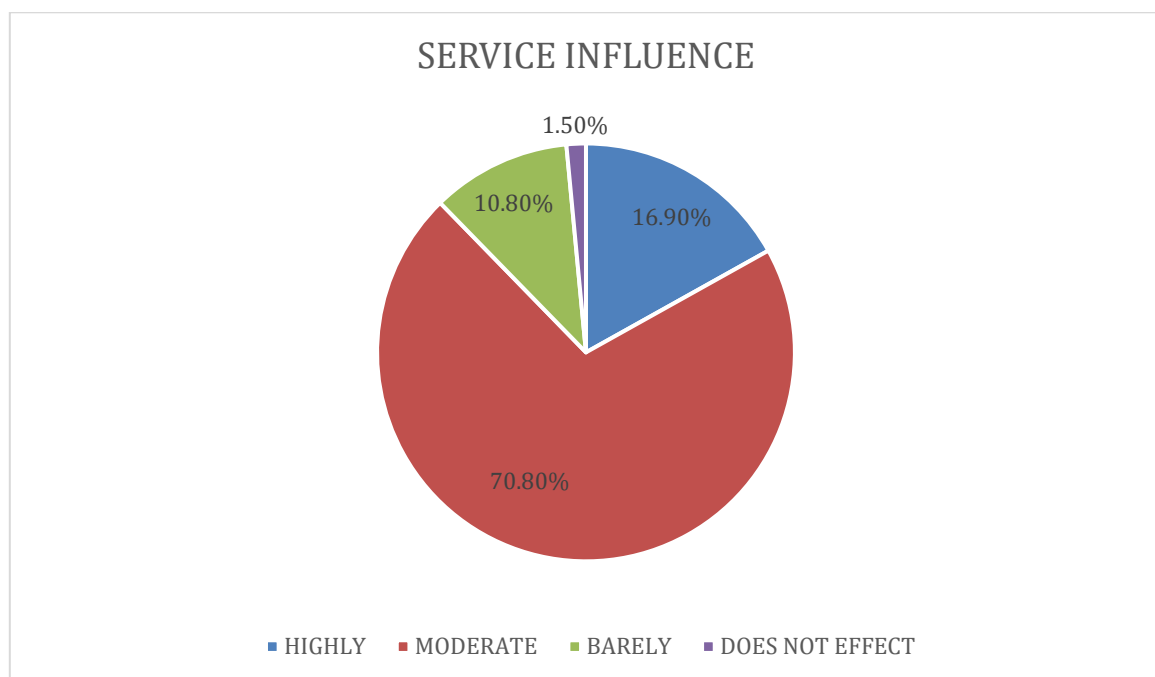
CHAPTER IV-FINDINGS , SUGGESTION & CONCLUSION

4.1.1 FINDINGS

- 90% of the age is between 20-24.
- 53.8% of the gender is male.
- 90.8% are UG students.
- 27.7% of the respondents use AIRTEL, 26.1% for JIO, 35.2% for VI, 20% for BSNL.
- 63.1% of the respondent has been using the same brand for around 2-4 years.
- 52.3% of the respondents has given the rate of mobile data strength on a scale of 1 to 5 and gave 4 out of 5.
- 43.1% of the respondents has given the rate of network coverage area on a scale of 1 to 5 and gave 4 out of 5.
- 46.2% of the respondents are not interested to port/take an additional SIM and 16.9% of the respondents are interested to port/take an additional SIM. The respondents who have selected 'yes', wish to change to AIRTEL (40.7%).
- The satisfaction of the customer care service of the overall percentage is FAIR (58.5%).
- Wide range network is the reason behind to choose the current SIM by the respondents.
- The current brand used by the respondents are recommended by the family.
- Current brand users have been using the same brand for 2-4 years.
- Satisfaction level of their current SIM brand is satisfactory level.
- Rate of tariff plans compared to all SIM brands is similar.
- JIO is mostly preferred SIM used by the people in nattakom panchayat.

4.2 SUGGESTIONS

- avoid brand switching and remain loyal.

- Provide high quality services to consumers that must be accompanied by quality customer care services and large coverage area so that customers do not get any reason for switching towards other service brands.

- Maintain strong and appealing brand image so that consumers remain loyal with the brand.

- Assure customers that company will take stand in order satisfy their needs so that trustworthy relationship can be maintained on long term basis which ultimately encourages customers to remain loyal with the company.

- 5.Offer low charges accompanied by high quality services for stopping customers to go for low charges of other service brands.

- Call rate is important factor that influence brand switching, hence reducing the call rate to a competitive rate can fix the ongoing trend.

4.3 CONCLUSION

The project title is "a study based on consumer attitude towards switching of telecom brands among college students". The project study was conducted among the college students in Nattakom panchayat. Our main objective was to examine the factors of brand switching based on which customers prefer one service provider to the other. Switching behaviour is increasing due to factors like price, customer satisfaction, customer services, service quality. Therefore, provide high quality services to consumers so that customers do not get any reason for switching towards other service brands.

BIBLIOGRAPHY

JOURNALS

- Adjei,K.,&Denanyoh,R(2014).Determinants of customer loyalty among mobile telecom subscribers in the Brong Ahafo Region Ghana**.**
- Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible, Author: Gregory V. Diehl
- Build Your Brand Mania: How to Transform Yourself Into an Authoritative Brand That Will Attract Your Ideal Customers

BOOKS

- Kotler P. and G.Armstrong(2010)
- Principle of Marketing.13th Edition.,New Jersey:PR

WEBSITES

- https://www.visitbritain.org/introduction-tourism
- https://www.revfine.com/travel-and-tourism/
- https://www.cghearth.com/coconut-lagoon
- https://www.kumarakomlakeresort.in/downloads/KLR_quick_refrence_guide.pdf
https://mangomeadows.in/

APPENDIX

QUESTIONNAIRE

1.Email address

[   ]

2.Name

[   ]

3.Age

- Below 20
- 20-24
- 25 above

4.Gender

- Male
- Female
- other

5.Education qualification

- UG
- PG
- Other

6.Current location

(Short answer text)

7.Mention your current sim brand.

(Short answer text)

8. How long have you being using this brand?

- Less than 1

- o 2-4
- o More than 4

9.How many times did you switch the brand?

- o 0
- o 1
- o 2
- o 3
- o More than 4

10.Do you wish to port/take an additional sim?

- o Yes
- o No
- o Maybe

11.How much are you satisfied with your current sim brand?

- o Highly satisfied
- o Satisfied
- o Neutral
- o Dissatisfied
- o Highly dissatisfied

12. Rate your mobile data speed

- o 1
- o 2
- o 3
- o 4
- o 5

13. Rate your network coverage

- o 1
- o 2
- o 3
- o 4
- o 5

14. Have you used any other telecom brand?

- o Yes
- o No

15. If yes, which brand would you use

   (Short answer text)

16. Are your mobile data recharge rates lesser than another sim brand?

- o Yes
- o No
- o Maybe

17. How much are you satisfied with the customer care service of your brand?

- o Excellent
- o Fair
- o Average
- o Poor

18.What made you feel attractive to choose your current sim brand?

- o Attractive package
- o Customer service
- o Wide range network
- o Other

19.Who recommended current brand?

- o Friends
- o Family
- o Relatives
- o Others

20.To what extend does Value added Services influence your choice of service provider?

- o Highly
- o Moderately
- o Barely
- o Does not effect