

# A Comparative Study on brand impact on Customers with Respect to Idea, Airtel and Reliance Jio Brands with reference to West Godavari District

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**Abstract:** The article titled "A Study on Brand impact on Customers with Respect to Idea, Airtel and Reliance Jio with reference to West Godavari District" brands is a research work conducted by the authors in order to find out the extent of impact the brands have on Customers. In order to conduct the study the researchers have referred to various sources and identified six suitable methods to study customer satisfaction. Research reveals that methods such as Customer Satisfaction Surveys, Post Net promoter Score, Customer Effort Score and Social media monitoring. For example, some of the respondents are met directly in Reliance Multiple, a big shopping mall and Sangeet Shopping, an open Theater and eating Joint. Also, respondent's opinions are gathered through online chatting using Face Book, Respondents opinions are gathered through e Mail etc. Substantial attempt is made in the study in collecting data from a variety of sources as mentioned and the data is interpreted into a meaningful conclusion.

**Key Words:** Brand impact, Customer satisfaction, Post Net Promoter Score, substantial attempt.

## 1. INTRODUCTION:

Customer satisfaction is the most defining element which decides a Company's future, companies blessed with decent customer satisfaction enjoys a better market and industry longevity.

There are a number of ways in which customer satisfaction can be measured and the researched had chosen customer satisfaction methods used by famous rating firms such as Standard and Poor, Price Waterhouse Coopers and Cooper and Lybrand etc.

Extensive research reveals there is a great need for studying the impact of the brands Idea, Airtel and Reliance Jio on customers because over the past decade they have replaced some of the best companies India and occupied the top positions.

Studies reveal the three brands chosen for study occupy, literally a decent 57% of the market share and each one of them has a greater presence in the Indian market than India's most trusted Telecom Giant, BSNL. Thus the study acquires a great importance and the same is observed in the literature review conducted by the researcher.

## 2. NEED FOR THE STUDY:

In order to understand the need for the study the Researcher had studied scholarly articles written on the Indian Telecom Industry from 2012 and the articles published in the media.

The researcher found three articles which form the precedent for the study; the first is a research article by Mr. Mohammed. M. Almassavi about Satisfaction in Telecom Industry in India, the second is a research article by Dr. Jessy John, about analysis on customer satisfaction in Indian Telecom industry with special reference to BSNL and the third is a Study done by Dr.Brajesh Kumar and Mr.Dinesh Pandiya on the customer satisfaction observed in the Indian Telecom Industry.

## 3. LITERARY GAP:

One of the important points of note is that there are no competitive studies done in the said industry and among the said companies.

Actually, it makes plenty of sense to make a comparison because the companies are strong competitors among themselves and use aggressive marketing techniques to push their products.

## 4. STUDY OBJECTIVES:

The study objectives are detailed as given below:

- To collect data customers interests and tastes in telecom products.
- To collect data by conducting literature review on trends in telecom industry.

- To compare and make an effective analysis of data belonging to the three companies.

## 5. LITERATURE REVIEW:

The same is revealed by Mr.Mohammed.M.Almossavi, in his research articles titled “Customer Satisfaction in Telecom Industry in India”, published in International Journal in marketing in 2012.

His studies reveal there is change in the customer preferences from 2010 onwards and people are embracing technology and gadgets which offer features such as mobile Internet, photos, music apart from other facilities such as making telephone calls.

Also, the study conducted by Dr. Jesse John discusses how BSNL, once a market leader got replaced in the market by other telecom operators.

Also, the study conducted by Dr.Brajesh Kumar and Mr.Dinesh Pandiya on the customer satisfaction observed in the Indian Telecom Industry reveals that customers are shifting their brand preferences based on their needs and discuss regarding the customer’s choice regarding brands.

## 6. STUDY METHODOLOGY:

### 6.1 Data Collection:

Data required for the study is collected by using the following methods:

#### 01). Respondent surveys:

Respondents are approached with a questionnaire and also by using e-mails; some of the respondents are approached through internet chatting facility.

For identifying respondents, two crowded, social public places are chosen, the researcher had chosen a food joint in Geeta Multiplex in Bhimavaram and Sangeet Shopping, both the places attract respondents from all the age groups crowd awareness is observed to very high.

The respondents are approached while they are relaxing in the food joint and in the open theater in Sangeet Shopping.

#### 02). Net promoter Score Method:

Respondents opinion regarding customer’s opinions regarding the brand preference is observed by using a method called as net promoter score.

In this method, the customers are shown a picture or a product belonging to each of the brands and they were asked to identify the brand the picture or the product belongs to, in case the respondent identifies the product or the picture correctly, then they will be asked regarding their interest to suggest the product to others on a scale of 1-10.

#### 03). Social Media Monitoring:

Another important tool used in the study to collect views of the respondents is social media monitoring. The opinions of respondents are collected by using twitter, face book and Linked in.

Questionnaire and the brand identification tabs are sent to various respondents chosen randomly from the above mentioned web sites and their opinions are collected. Internet chatting is used collect vital information in this regard.

### 6.2 Sample Selection:

Respondents chosen for the study comprises of students of various streams, employees, professionals such as doctors and lawyers.

Respondents from age groups of 15-25 Years, 25 -40, 40 and above are chosen for the study and enough care is taken to see that the ratio between the male and female genders is nicely balanced.

### 6.3 Data Collection and Analysis:

The data collected from the respondents is presented in the form of a table for easy identification and a brief interpretation and analysis are offered along with each table.

**Table No -1**

**Table containing details of respondents in terms of direct interview, E mails and Internet chat rooms.**

S. No	Details of Respondents	Direct Interview	E mails	Social Media Monitoring
1	Geeta Multiplex	22	45	30
2	Sangeet Shopping	13		
	Total	35	35	100

### 6.4 Interpretation and inference:

Around 35 respondents are met directly and their opinions are sought, replies from 45 e mails are obtained after sending nearly 200 mails to respondents seeking data. In the same fashion around 30 people are contacted using face book, twitter and linked in to collect their opinions.

Table -2

Table showing the opinions of the Respondents in Surveys in terms of innovation, customer utility, service value and availability

S. No	Evaluating Factor			Satisfied percentage		
	Airtel	Idea	Jio	Airtel	Idea	Jio
1	Innovation			26	21	53
2	Customer Utility			34	31	35
3	Service Value			26	22	52
4	Connectivity			22	27	51

Table -3

Table showing the opinions of the customers in Net promoter Card Model regarding identification of the brand by the Logo display, Music and product cover.

S. No	Evaluating Factor			Satisfied percentage		
	Airtel	Idea	Jio	Airtel	Idea	Jio
1	Logo Display			32	26	42
2	Music			38	28	34
3	Product Cover			32	24	44

### Interpretation and Analysis:

In order to understand how well people are able to recognize the brand, logos of the companies are pasted on white sheets and displayed to respondents. Also, the music clips belonging to the companies used for study are recorded and played to customers and product covers (details are hidden) are shown to customers for identification. The details are tabulated and the careful observation reveals that the number of respondents who identified the Reliance Jio Brand by looking at the logo are distinctively more at 42%.

However, when it comes to identification of the brand by listening to the music clip of the company, the number of people who identified Airtel are more than the other two indicating that the brand's music is very popular. When it comes to identification of the brand by looking at the product cover, lot of people who identified the Reliance Jio brand are comparatively more than the other two at 44%.

Table No -4

Table showing the details of the respondents opinions collected through Social Media Monitoring.

S. No	Evaluating Factor			Satisfied percentage		
	Airtel	Idea	Jio	Airtel	Idea	Jio
1	Face book			33	27	40
2	Twitter			28	24	48
3	Linked in			26	25	49

### Interpretation and Analysis:

In order to understand how people care about the brand people's comments, postings, Likes regarding posts in Social Media Web sites such as Face Book, Twitter and Linked in are observed and the details are tabulated.

Careful observation reveals that plenty of people are reacting in a positive manner regarding the internet package offered by Reliance Jio in the Social media web sites.

Also, respondents are really concerned about the quality of connectivity and the free calls percentage provided by the Reliance Jio.

Despite the fact there is like margin to differentiate between the three companies in terms of numbers even a small margin will gain an advantage.

### 7. Analysis:

Detailed observation reveals that brand recognition and brand awareness regarding Reliance Jio is much better when compared with other two market leaders in Indian Telecom industry in West Godavari District..

Despite the fact there is only a small gains in terms of numbers, in a highly competitive market such as the Telecom Industry, the numbers really matter a lot.

It is not a surprise that Reliance is much ahead as a market leader in all the studied departments.

### 8. CONCLUSION:

The study is made with an effort to understand the nature of competition in the Telecom industry and customer recognition by the brand awareness study. The study is conducted by using a variety of approaches and the sample is collected from a variety of sources.

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