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EXECUTIVE SUMMARY

This study is oriented towards the costumer satisfaction of the VODAFONE Subscribers. Today, telecom sector has become a very essential aspect of each industry. Every organization strives hard to retain its customers at any cost, in order to achieve this it is necessary for the organization to study the satisfaction level of the its customers and meet their expectations and preferences. The study focuses on the Prepaid and postpaid services which is been offered by the company.



The Research Study represents the theoretical background initially which is followed by the Research Design. The objective of the research is to find out the customer satisfaction of VODAFONE users.

The research has also led to understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions etc.

The research was purely based on the survey conducted in Bangalore city and has been focused on Vodafone Subscribers. The sampling technique used was simple random sampling of VODAFONE users. The data was collected through personal interview and questionnaire. The research instrument used was a questionnaire which helped in knowing the pulse of the customers.

The sample size taken was 100. The questionnaire was then analyzed with help of table and charts. The analysis also helps us to know more about the consumer preferences, satisfaction level, attitude of the customers etc.

The findings reflect that the tariffs plans, promotion of the company and influence of the social circle had a huge impact over the subscribers. Most of them opted for VODAFONE because it provide good network and it is also cost effective.



The extensive promotion of VODAFONE has a huge impact over the subscribers. Roaming service on prepaid cards was highly utilized. Majority of the subscribers recharged well in advance the validity. The service was utilized more during the day. Most of them prefer VODAFONE when compared to its competitors is the tariff aspects. They felt that the tariff VODAFONE is providing is really economical.

INTRODUCTION

Evaluation of Customer Satisfaction:

Customer satisfaction holds immense importance in today's marketing scenario and the companies should try to satisfy their customers. Satisfied customers usually return and buy more, they tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a supplier they trust. Statistics are bandied around that suggest that the cost of keeping a customer is only one tenth of winning a new one. Therefore, when we win a customer, we should hang on to them. Customer satisfaction and loyalty research has become an essential business tool to help retain and increase the customer base. The main principal of any successful customer satisfaction programme is to establish the issues that are of greatest importance to ones target audience. The research programmers develop focused customer strategies and provide intelligence to help identify and priorities management objectives.

The research here is carried to know the customer satisfaction of mobile users of the VODAFONE. The whole Telecom industry is undergoing a stupendous growth especially after so many players taking a plunge into in the mobile service business. Now buying mobile is not a rich man's possession any more. The mobile industry is on whopping high. With various technologies creeping in every day you always are on a back seat to keep yourself updated. With a major chunk of the users being teenagers it makes the situation more dynamic and helps to create a niche market in itself.

Looking at the industry trends in mobile segment, the growth is tremendous. Various cellular providers try to be innovative in providing value added services to the subscribers.

If the demand is rising in same pace then it is for sure that the subscriber base of the mobile users will definitely exceed the limit of the land line subscribers.



They are so many mobile service providers in India; the competition between them to capture the market share is immense. The strategies and promotions they practice are awesome. At the end of all these strategies and promotion their main objective is to satisfy the existing customers, retain them and to attract potential customers.

The current trends and dynamism in this field invoked me to carry on a research to know the factors that influence the customer satisfaction in the Telecom industry. Vodafone which is hot favorite among students encouraged me to take the study on Vodafone because of their promotions and marketing strategy. This study deals with exploring the factors that affect the satisfaction of customers of VODAFONE. The research has also led to understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions, satisfaction level.

It has been a sincere effort to explore the factors that can lead to total customer satisfaction of the VODAFONE service users which will help the company to attract more and more new prospective customers.

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how:

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;



- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest.
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, to be effective, advertisements must usually be repeated extensively. Consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we can be able to make a more informed decision as to which strategy to employ.



RESEARCH DESIGN

STATEMENT OF THE PROBLEM

The study deals with costumer satisfaction of VODAFONE subscribers. The myriad factors that have a fearing or influence customer purchase decision are of paramount importance to the service providers and dealers. In order to retain its subscribers it is necessary for the organization to study the satisfaction level and behavior of the existing and new subscribers and meet their expectations and preferences.

In this scenario, it is necessary to evaluate the different factors that influence the subscriber.

So some issues that are needed to be studied are

- Perception of Customer of various brands.
- Buying motives of subscribers.
- Satisfaction level of the subscribers.
- Awareness about different brands.
- Major forces that influence purchase decision.

Statement of the problem has been summarized as customer satisfaction and market survey on Vodafone Subscribers.



OBJECTIVES OF THE STUDY

- To study the satisfaction level of the VODAFONE customers.
- To understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions etc.
- To come with a suitable conclusion and Suggestions based on analysis and interpretation of the study.

SCOPE OF THE STUDY

A study of this kind helps to put theoretical aspects into the project and aims to give information to VODAFONE. Nature of study methods used, findings of the investigation, conclusion and recommendations inferred from the findings also aims to enable VODAFONE to implement the recommendations made at the end of the study.

The research is purely based on the survey conducted in Bangalore city and has been focused on Vodafone Subscribers. The number of respondents interfere is 100. The study covers information about customer brand preference, service attributes etc. The project will be useful to management, students and other who may want to broader their horizon. Overall scope of the study would be to enhance the services to the subscribers in the city.

DESCRIPTION OF THE RESEARCH DESIGN

The present study has been designed to collect the opinions and perspectives of VODAFONE subscribers. The data has been collected through questionnaires filled up by personal interviewing subscribers. The questionnaire has been made as concise as possible. Personal information has also been collected in order to know



their backgrounds. The questionnaire has been administered to the respondents directly so that any doubts regarding the questionnaire could be immediately clarified. The questionnaire consisted of various types of question namely multiple choices, close ended, open ended and ranking etc; a copy of the questionnaire is enclosed in the annexure.

RESEARCH METHODOLOGY

The marketing research problem calls for the descriptive types of research. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, education level etc or in cases where the researcher is interested in knowing the proportion of people in a given population who have behaved in a particular manner.

SAMPLE DESIGN

A part of the population is known as sample. The process of drawing a sample from a large population is called sampling. The type of sample design used is Simple Random Sampling. Simple Random Sampling gives every unit of the population a known and non-zero probability of being selected. Since random sampling implies equal probability to every unit in the population, it is necessary that the selection of the sample must be free from human judgment. The sample design is formulated at Bangalore city only.

SAMPLE PLAN

SAMPLE SIZE

The sample size for the survey is 100 respondents.



SAMPLE UNIT

One of the units into which an aggregate is divided or regarded as divided for the purpose of sampling, each unit being regarded as individual and indivisible when the selection is made. The definition of unit may be made on some natural basis for example households, persons, units of product etc. Hence, in the study the sample unit is “Respondents who are Vodafone Subscribers”.

SOURCES OF DATA

Data, facts, figures, other relevant material of past and present and surveying are the basis for study and analysis. Without an analysis of factual data no specific inferences can be drawn on the questions under study. Inferences based on imagination or guesses cannot provide correct answer to research questions. The relevance adequacy and reliability of data determine the quality of the findings of a study.

For the purpose of the present study, data from two sources has been collected namely primary and secondary data.

➤ Primary Data

Primary data is source from which the researcher collects the data. It is a firsthand data, which is used directly for the analysis purposes. Primary data always gives the researcher a fairer picture. In the present study primary data has been collected using questionnaires. For the purpose of collecting the same, 100 respondents have been randomly selected. Even the response of the respondents was taken into consideration. In this study, primary data plays a vital role for analysis, interpretation, conclusion and suggestions.

➤ Secondary Data

Secondary data is data which is collected and compiled for other purposes. Secondary data also plays a key factor in the in providing various other information which will influence the analysis. Few of the main sources of secondary data include newspapers, business journals, magazines, internet and etc.



TOOLS AND TECHNIQUES OF DATA COLLECTION

The following sampling techniques have been implemented:

➤ **Personal interviews**

Approaching people personally and interviewing directly.

➤ **Questionnaires**

Designing the questions in such a way that it covers various opinions, views about VODAFONE subscribers at the present market conditions. The questionnaire consisted of various types of questions say Open-ended questionnaire, Close ended or Dichotomous questions, Multiple-choice questions.

FIELD WORK

This project involved a field work where the survey is conducted by having a personal interaction with 100 subscribers who are VODAFONE subscribers. Personal interaction has been carried out and the information sought as was required in the questionnaire for the purpose of data processing and analyzing. The respondents have been directly contacted.

PLAN OF ANALYSIS:

1. The collected data will be analyzed through parametric techniques such as averages and percentages.
2. A few tools such as rating, graphs, pie charts etc. will be used to make the presentation of the analysis effective.
3. Software used: MS- excel has been used for the purpose of analyzing the data.



LIMITATIONS OF THE STUDY

The limitations of the study are as follows:

- Sample size of the subscriber is limited.
- Many subscribers do not give the exact picture of their opinion.
- The time period for conducting the survey is inadequate as the sample size covers only Bangalore city.
- One subscriber may have more than one connection.
- The opinion of the subscriber depends on the geographical location of the subscriber this may include the network of the provider.
- Since it's a prepaid service it may be temporarily be used.



CHAPTER SCHEME

Chapter 1: Introduction to the topic and review of research literature.

Chapter 2: Design of the study covering statement of problem, objectives of the study, scope, sampling, methodology, limitations, plan of analysis.

Chapter 3: Company profile

Chapter 4: Data analysis and interpretation

Chapter 5: Summary of findings, conclusions and suggestions.

Bibliography

Annexure

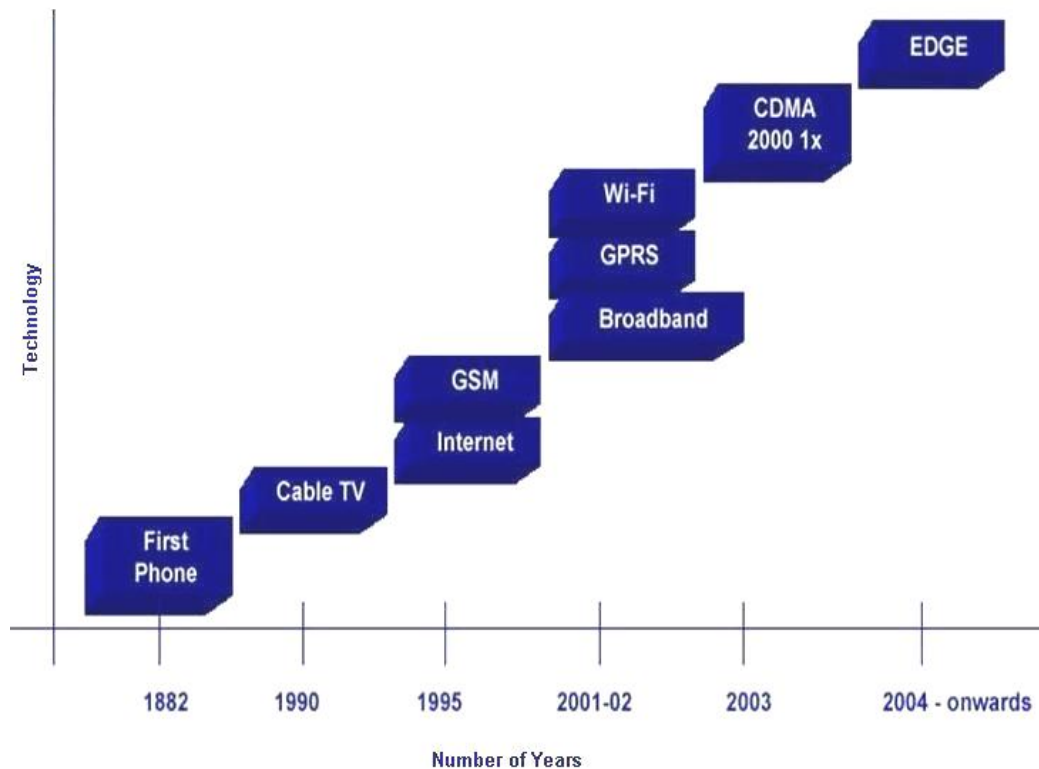


INDUSTRY PROFILE

Indian Telecom sector continues to ring in higher growth, albeit slower growth in subscriber addition. During APRIL 2008, the sector added 1.91mn subscriber, which has fell short of January 2008 subscriber addition at 1.95mn. In March 2008 the sector had added 1.61mn subscribers. Subscriber addition in mobile segment continues to drive the sector growth of the total subscriber addition of 1.87mn during August 2007, 1.67mn subscribers were added in the mobile segment. GSM mobile alone added 1.41m new subscribers. Rest addition was in the CDMA (0.26mn) segment. Meanwhile fixed line segment continued to move at a snail pace and added just 0.2mn subscribers. Various factors have contributed to such stupendous growth in subscriber addition that included increased drive from the telecom services provider through various promotional schemes, increasing quality of telecom infrastructure and growing need for communication. Above all, the growing competition amongst the service providers has led to decline in tariff rate, which is lowest in the world Just when it seemed that tariff of mobile services had bottomed out telecom operators announced a series of rate cuts followed by Reliance, Bharti under brand name 'Airtel' and Reliance announced rate cuts up on their own network. Tata Indicom announced 1-sec pulse rate billing to attract customers.



Evolution of Communications in India



As in the above chart we see that the how technology and changed over years from time the first basic phone to a mobile technology and now to EDGE Technology.

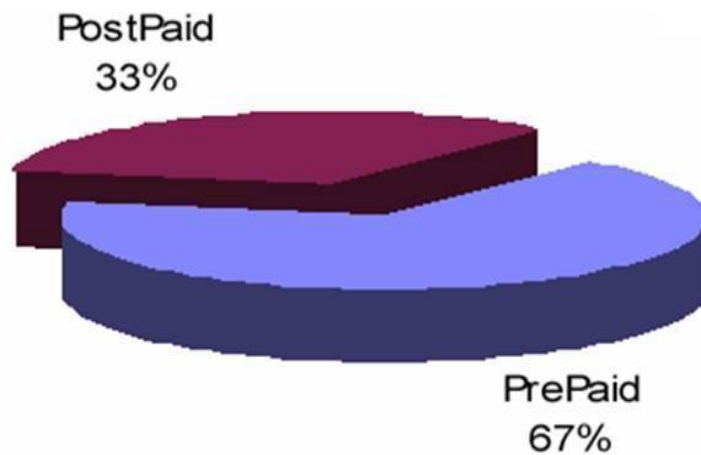
Mobile

Mobile continues to form major chunk of subscriber addition i.e. 89% in August 2004. Mobile segment grew by 4.2% mom to 41.12 million subscribers. Of the total subscribers added 85% form GSM mobile subscribers and the rest 15% were CDMA subscribers. Reliance continues to maintain its top position with 21.6%



market share. Reliance subscriber base grew by 3.4% mom to 8.7million. Bharti maintained its second place at 20.4%, while BSNL increased its market share to 16.9% to remain at third place as the above diagram depicts, the cellular market is dominated by Bharti followed by Vodafone and BSNL. Several other players have been entering the cellular markets and trying to establish their presence.

PrePaid vs. PostPaid Subscribers



In India Pre Paid has a gain over Post Paid, 67% of the subscriber base is Pre Paid compared to Post Paid.

GSM Mobile

GSM subscriber base grew by 4.6% mom to 32 million in August 2004. BSNL recorded higher growth rate and its subscriber base grew 10.1% mom to 6.8mn subscribers. BSNL created history by adding 627,713 subscribers in a month, which is highest -ever to be achieved by any mobile operator. Subscriber addition in Tamil Nadu, Chennai and Kolkata were major growth drivers for BSNL. Bharti subscriber base grew by 3.6% mom to 8.2 million, though company maintained its top position its market share dropped slightly to 25.8%. Vodafone (without Aircel) maintains third position with subscriber base of 6.1million.

Subscriber base of various cellular providers as on July 2004

GSM Subscribers				
Group Company	Subscribers as on July'04	Additions In August	Subscribers as on August '04	(%)Growth
Bharti	8,000,553	285,794	8,286,347	3.6
BSNL	6,244,035	627,713	6,871,748	10.1
Hutch	5,999,850	190,271	6,190,121	3.2
IDEA	4,214,571	83,875	4,298,446	2.0
BPL	2,209,232	58,517	2,267,749	2.6
Spice	1,349,925	32,875	1,382,800	2.4
Aircel	1,269,164	106,780	1,375,944	8.4
Reliance	888,576	19,737	908,313	2.2
MTNL	429,371	8,512	437,883	2.0
Total	30,605,277	1,414,074	32,019,351	4.6
<i>Source: COAI</i>				



GSM Growth Drivers 2 (2)

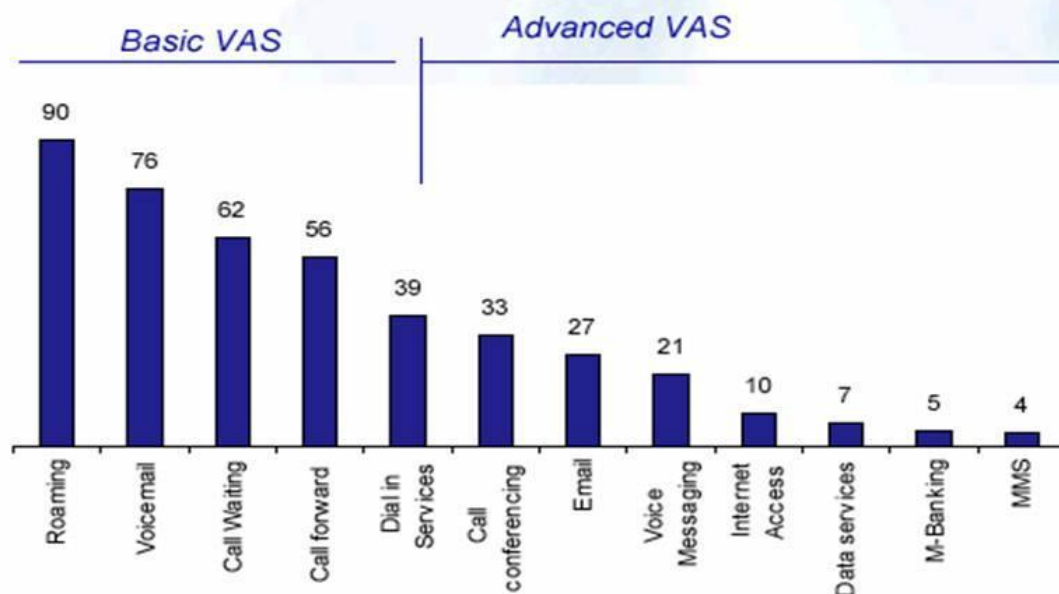


Circle Growth

In circle wise growth 'C' circle continues to be the fastest growing circle due to its low base. In 'C' circle Reliance and BSNL are the major operator. Reliance is depending on CDMA technology for its growth. BSNL's dependence on GSM technology is driving its growth in this circle. Circle 'A' accounts for highest share of 37% and grew 5.1% mom. Growth in 'A' circle is lead by Karnataka and Tamil Nadu circle which grew 7.9% and 8.7% mom.

Awareness of Value Added Services in India

VAS Awareness in India



CDMA Mobile segment

CDMA Subscriber base grew 3% mom to 8.6mn. Reliance maintained its leadership position with 91% market share. Net addition among private players was almost through Reliance, which had 98.7% market share. Tata Tele services lost 19,770 of its subscribers as a result of disconnection due to outstanding bills.

Fixed line

In the month 0.2mn subscribers were added in the fixed line segment and total subscriber base stood at 41.12mn. Growth in Fixed line segment is predominately coming from Fixed Wireless Terminals.

COMPANY PROFILE

Mumbai, September 19, 2007: Vodafone, the world's leading international mobile communications company, has fully arrived in India. Vodafone Essar announced that the Vodafone brand will be launched in India from 21st September onwards.

The popular and endearing brand, Hutch, will be transitioned to Vodafone across India. This marks a significant chapter in the evolution of Vodafone as a dynamic and ever-growing brand. The brand change over the next few weeks will be unveiled nationally through a high profile campaign covering all important media.

Vodafone, the world's leading mobile telecommunication company, completed the acquisition of Hutchison Essar in May 2007 and the company was formally renamed Vodafone Essar in July 2007. Asim Ghosh, Managing Director, Vodafone Essar, said "We've had a great innings as Hutch in India and today marks a new beginning for us. Not as a departure from the fundamentals that created Hutch, but an acceleration into the future with Vodafone's global expertise."

Harit Nagpal, Marketing and New Business Director, Vodafone Essar, said, "This transition is probably the largest brand change ever undertaken in this country and arguably as big as any in the world. It is even larger than our own previous brand transitions as it touches over 35 million customers, across 400,000 shops and thousands of our own and our business associates' employees."

The Vodafone mission is to be the communications leader in an increasingly connected world – enriching customers' lives, helping individuals, businesses and communities be more connected by delivering their total communication needs.

Vodafone's logo is a true representation of that belief - The start of a new conversation, a trigger, a catalyst, a mark of true pioneering.



Vodafone Essar in India is a subsidiary of Vodafone Group Plc and commenced operations in 1994 when its predecessor Hutchison Telecom acquired the cellular license for Mumbai. Vodafone Essar now has operations in 16 circles covering 86% of India's mobile customer base, with over 34.1 million customers.

Over the years, Vodafone Essar, under the Hutch brand, has been named the 'Most Respected Telecom Company', the 'Best Mobile Service in the country' and the 'Most Creative and Most Effective Advertiser of the Year'. Vodafone is the world's leading international mobile communications company. It now has operations in 25 countries across 5 continents and 40 partner networks with over 260 million customers worldwide. Vodafone has partnered with the Essar Group as its principal joint venture partner for the Indian market.

The Essar Group is a diversified business corporation with interests spanning the manufacturing and service sectors like Steel, Energy, Power, Communications, Shipping & Logistics and Construction. The Group has an asset base of over Rs.400 billion (US\$ 10 billion) and employs over 20,000 people.

Mobile is at the heart of Vodafone company and it's the cornerstone of our business. CO. provides our customers with great value for money and delivers innovative services via 3G/3G broadband while working to reduce our costs.

Its co.'s strength in innovation that means co. can look after costumer's total communications needs at home and outside it. The Vodafone total communications experience helps costumer organize his life and get more from your time. It gives you mobility and personalization, simplicity and a wide choice of high value services.

To meet this growing need for innovative voice and broadband data service needs co. are expanding its home and office services.

Co. has launched Vodafone Zuhause in Germany, Vodafone Casa in Italy and At Home in the UK, which feature attractive calling and data services within the home



environment. We're developing integrated mobile and PC communication service that combine the best of mobile and internet.

Co. will introduce more services over time. Vodafone offerings will benefit from our 3G to 3G broadband network upgrade, providing increased capacity and higher data rates. It will include complementary new broadband technologies including DSL and WiFi, where appropriate.

Using the advantages of IP (Internet Protocol) technology, Co. Will deliver seamless services through mobile and PC interworking. This will bring all the benefits of the internet to your mobile (like emails and instant messaging buddy lists) and the benefits of mobile to your PC (such as personalized content and security), along with services that work seamlessly between the two (for example, messages and address books) with a consistent look and feel.



STRATEGY

The integrated vision and direction of the company, as well as the manner in which it derives, articulates, communicates and implements that vision and direction.

- Hasn't expanded footprint indiscriminately and has focused on the juicier market first.
- Matched competitors' prices, but never positioned the brand on the price plank.
- Focused on getting a larger share of higher paying user through value added services.
- Has tried to pre-empt the second stage of market evolution by focusing on margin.

IMPACT

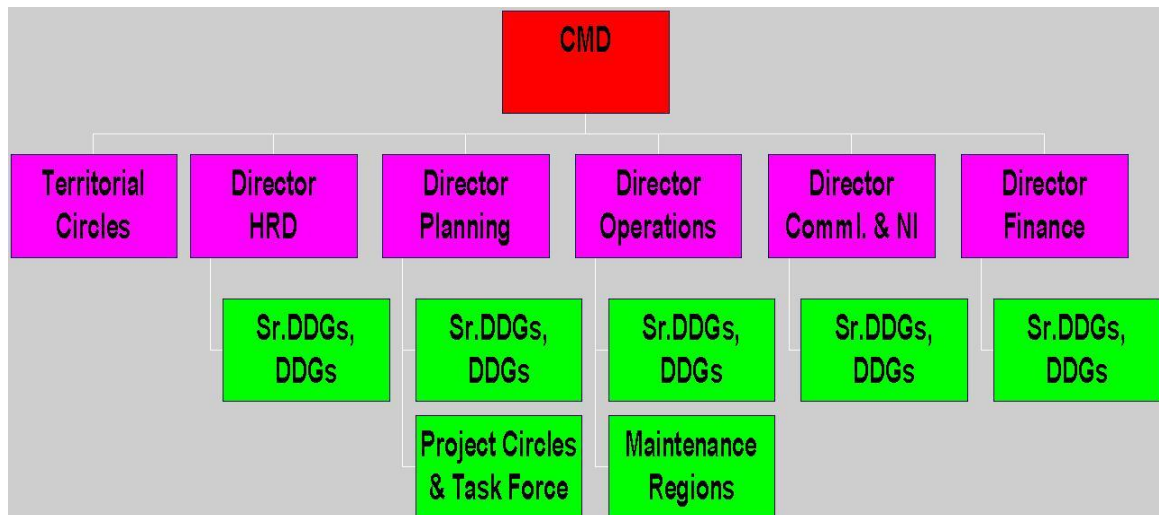
- Despite having a smaller footprint, its top line is just 14% off the industry leader Bharti's.
- Its tariffs are not the lowest in the market.
- Has consistently netted the highest average revenues per user in industry.
- Gross profit has increased per year.



STRUCTURE

The policies and procedures which govern the way in which the organization acts within itself and within its environment.

ORGANISATION STRUCTURE AND VARIOUS DEPARTMENTS



Territorial circles

Circle Definition: Areas classified on the basis of subscriber and revenue potential, where Metro circle has the highest potential and C circle has the lowest .The entire nation is divided in 4 circles namely Metros, A, B and C.

Metro circle: Delhi, Mumbai, Kolkata & Chennai.

A Circle: States of Maharashtra, Gujarat, Andhra, Karnataka & Tamil Nadu.

B Circle: States of Kerala, Punjab, Haryana, Uttar Pradesh, Rajasthan & Madhya Pradesh.



C Circle: States of Himachal, Bihar, Orissa, Assam, Kashmir and North East States.

Hence the territory manager looks after a particular zone or circle. Any operations in these circles will be headed by him.

Human Resource

The basic function of the human resource department is to manage the manpower in an efficient and effective manner. The recruitment and selection, procedures including the training of the employees is the responsibility of the human resource department.

Planning

The planning department is lead by key persons of the company, as effective planning leads the organization. The job of the planning Department is to plan and present the plans to the top management and operational department. It plays a vital role in the achievement of organizational goals.

Operations

The operations department is an action oriented department. The operations department implements or executes the plan which is presented to them from the planning department.

Communication

The communication department is a technical department which deals with the technologies provided. It helps the organization to identify and analyze the efficient and effective alternatives of providing service. The communication department also helps in providing cutting-edge technologies to its subscribers.



Finance

The finance department is a common department in all the organizations as they say ***Finance is the life blood of the business***. The basic function of the finance department is allocation and maintenance of fund and resources of the organization. Investment is a crucial factor in business hence the finance department helps the organization to invest in right areas in order to have maximum returns.

SYSTEM

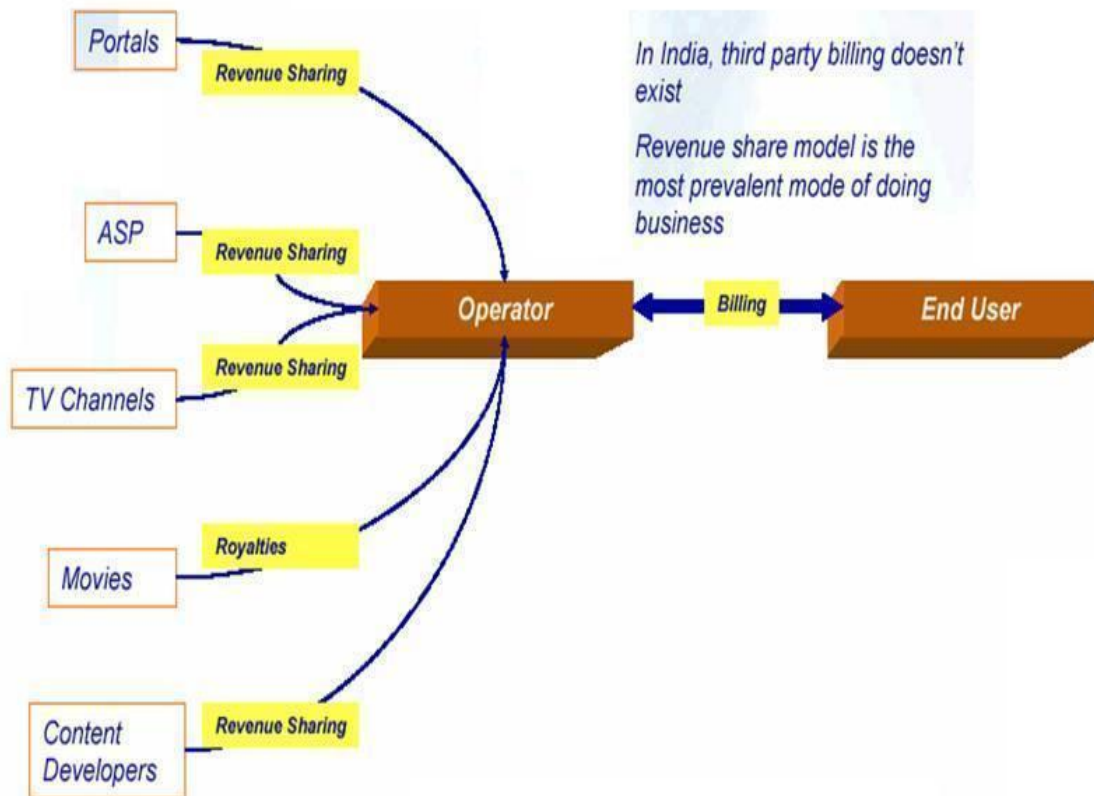
The decision making systems within the organization can range from management intuition, to structured computer systems to complex expert systems and artificial intelligence.

- The flow of information between each department is through memos, circulars.
- Any decision is taken by conducting meetings.
- Information reaches the ultimate customers through retail system.
- The interaction between subscriber and the company is given below

The subscribers who are interested in Prepaid Connection may visit any of the VODAFONE Dealers or outlets. Then the subscriber is given information about the service. If the subscriber is interested in buying the connection he will have to fill a form which contains his personal details with the proof that is (passport, driving license...etc). Then the service will be activated and subscriber is ready to avail the service.



GSM Operators Business Model



STYLE

Style refers to the employees shared and common way of thinking and behaving - unwritten norms of behavior and thought. The style also includes the various Performance Appraisal techniques and Employee training procedures.

STAFF

Staff means that the company has hired able people, trained them well and assigned them to the right jobs. Selection, training, reward and recognition, retention, motivation and assignment to appropriate work are all key issues.

SKILLS

Skills refer to the fact that employees have the skills needed to carry out the company's strategy. Training and Development - ensuring people know how to do their jobs and stay up to date with the latest techniques.

SHARED VALUES

Shared value means that the employees share the same guiding values. Values are things that you would strive for even if they were demonstrably not profitable.

Values act as an organization's conscience, providing guidance in times of crisis. Identifying corporate values is also the first essential step in defining the organization's role in the larger community in which it functions.

“Our - Pathfinders for a New Medium”

We are not in the business of selling phones. Our mission is to enhance people's lives - we are creating a service that, upon demand, shows you where you are, what you want and how you want it - and puts it in the palm of your hand. Over time, we hope that this will become an indispensable part of our daily lives.

- Our goal is to provide you superior products and services, anytime and anywhere.
- To be fair and transparent in what we do and how we do it.
- To provide you quality services with more customer friendly practices.
- To make your communications experience simple, pleasurable and fun.
- Where you don't simply get technology - but technology that is relevant.
- Where solutions are not just promised in the future – but delivered in the present.



SWOT ANALYSIS

The SWOT analysis helps us to know more about the company's Strengths, Weakness, Opportunities, and Threats. The SWOT also helps in identifying the challenges faced by the company in this competitive world. Lastly, the suggestions have been extracted from the analysis and the interpretations. Keeping the above factors in consideration we arrive to a suitable conclusion.

Strengths

- Fastest growing mobile market in the world.
- Consumers are ready to pay for cutting-edge services.
- Providing Value Added Services.
- Unified license regime.

Weaknesses

- Market strongly regulated by Government body – Governing Telecom sectors.
- Too many authorities ruling the sector.
- Lack of consistency in the service.
- Competition from technologies like CDMA.
- Lack of customer loyalty as Prepaid connections are more.

Opportunities

- To offer value added services on GSM, CDMA.
- Language independent services.
- Potential for Mobile Marketing.
- Potential for M-Commerce.
- Unified messaging platforms.
- Huge potential for untapped female market.



Threats

- Low cost service providers- no possibility of breaking even in short term.
- Cutting-Edge Technologies.
- Entrant of new Competitors.
- Political instability in policies.
- Regulatory interference.

PREPAID PACKAGE**Talk 99**

Get your new Vodafone Prepaid connection at just Rs. 148 and speak at the most attractive rates.

Starter Pack MRP	Rs. 148
Talk time	0
Validity	Life time
Incoming calls	Free
Outgoing Calls (Rs. per min)	
Local Calls	
V-V	Rs. 1
V-OTHER	Rs. 1
STD (Rs. per min)	1.50
SMS (rate per message)	
V-V	Rs. 0.5
V-OTHER	Rs. 0.5
To National numbers	Rs. 2.50
To International phones	Rs. 5
Daily Rental	Rs.1



Note:

- Tariffs mentioned above are applicable for life time plan only.
- Subscribers can opt for the lower STD rates @ Rs.1/min by getting recharge of 39. If subscribers recharge with 69 they can reduce std call rate and msg also.

RECHARGE INSTANTLY

You can easily recharge your Vodafone Prepaid with a Vodafone recharge card of a denomination of your choice from those listed below:

MRP(in Rs)	10	30	150	175	201	221	402	701
Talk time(in Rs)	7	27	150	175	201	270	402	701
Validity period(in Days)	0	0	30	30	30	0	0	0



DATA ANALYSIS AND INTREPRETATION

PROFILE OF RESPONDENTS OF VODAFONE SUSCRIBERS

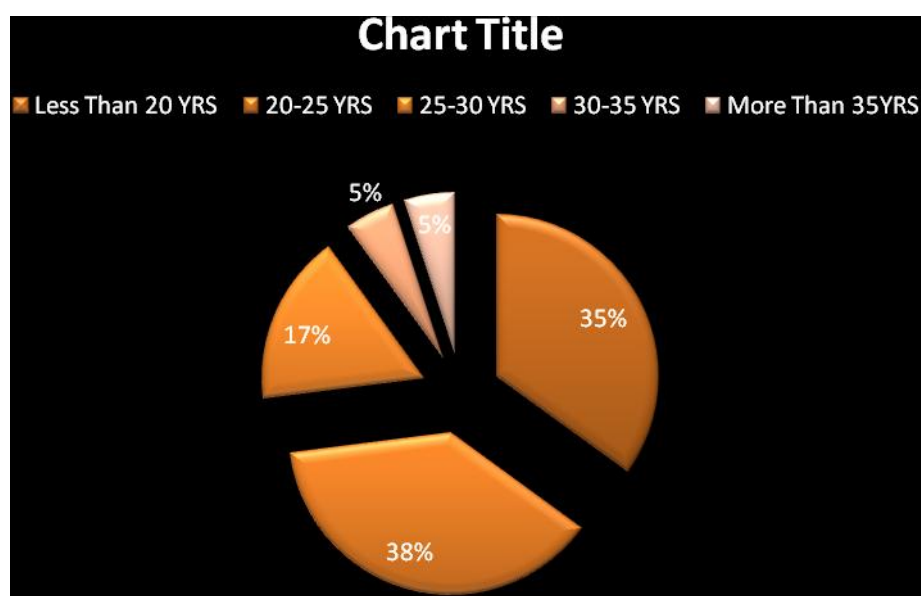
Table 1.1

Profile based on respondents age group

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
Less Than 20 YRS	35	35
20-25 YRS	38	38
25-30 YRS	17	17
30-35 YRS	5	5
More Than 35YRS	5	5
TOTAL	100	100

Graph 1.1

Profile based on age group



Inference:

- 35% of the respondents are of age group less than 20 years
- 38% of the respondents are of age group 20-25 years.
- 17% of the respondents are of age group 25-30 years.
- 5% of the respondents are of age group 30-35 years.
- 5% of the respondents belong to the age group >35 years.

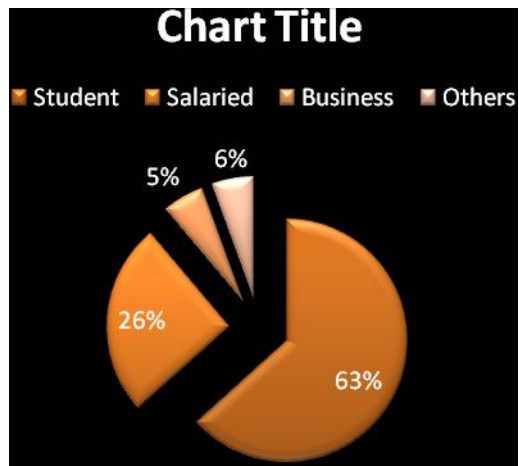
Interpretation:

Majority of the subscribers are of the age group 20-25 years. This is mainly due to Tariff plans which are competitive and cost effective which are more suitable for teenagers.

Table 1.2**Profile of Respondents Based on Occupation.**

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Student	57	57%
Salaried	23	23%
Business	5	5%
Others	5	5%
Total	100	100



Graph 1.2

Inference:

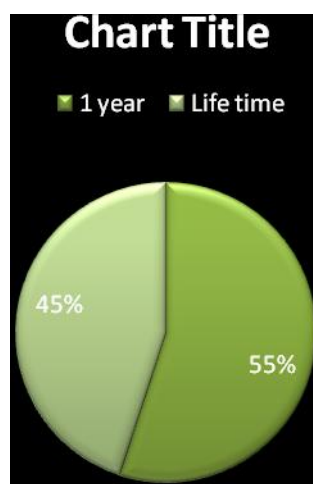
- 57% of the subscribers are Students.
- 23% are Salaried Subscribers.
- 5% are from a Business Background.
- 5% are from others.

Interpretation:

A large number of VODAFONE subscribers are students. The tariffs are more economical and attractive to students, when compared to other service providers in the market.

Table 1.3**Type of plan of the respondents**

Plan	Raspondents	Percentage(%)
1 year	55	55
Life time	45	45
Total	100	100

Graph 1.3**Inference:**

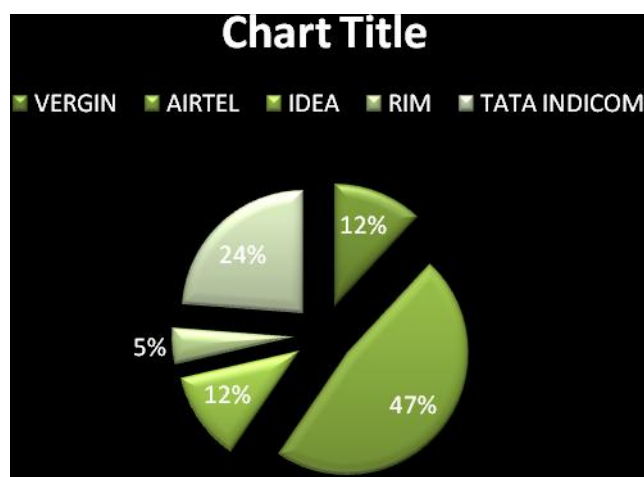
- 55% of the respondents are using the 1year .
- 45% of the respondents are using the life time .

Interpretation:

- Most of the subscribers are using 1 year plan.

Table 1.4**Respondents who want to replace the brand**

BRAND	NO. OF RESPONDENTS	PERCENTAGE
VERGIN	5	12
AIRTEL	20	47
IDEA	5	12
RIM	2	5
TATA INDICOM	10	24
TOTAL	42	100

**Inference:**

- 48% of the respondents recalled AIRTEL, first in overall performance.
- 24% of the respondents recalled TATA INDICOM, second in overall performance.

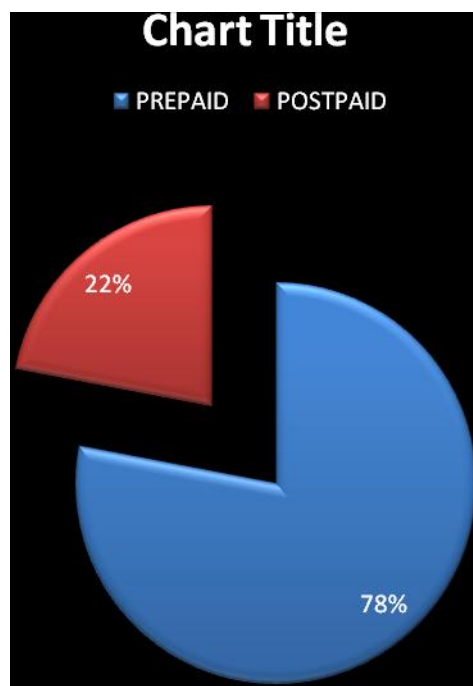


Interpretation:

Most of the subscriber recalls the brand they use; hence a majority of the subscribers prefer Airtel followed by Tata indicom, Rim, vergin, and Idea.

Table 1.5**TYPE OF SERVICE USED BY RESPONDENTS**

<i>SERVICE</i>	<i>NO. OF RESPONDENTS</i>	<i>PERCENTAGE</i>
PREPAID	78	78
POSTPAID	22	22
TOTAL	100	100



INFERENCE

78% of the respondents are using prepaid and 22% of them are willing to use postpaid services.

INTERPRETATION

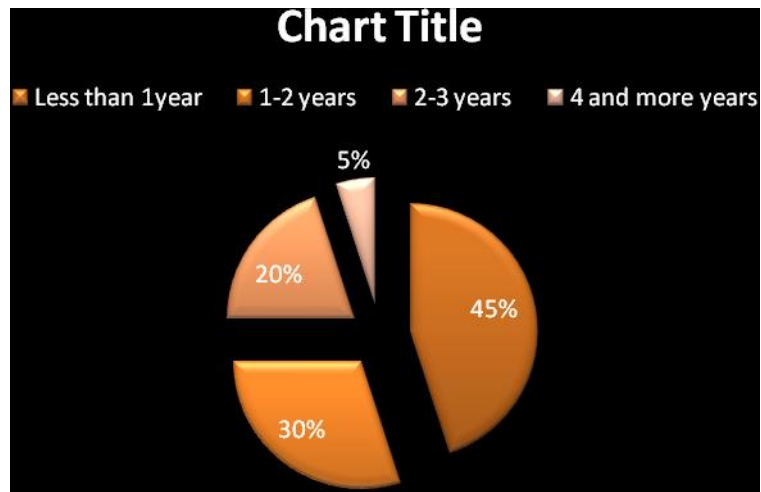
Respondents are more interested to use prepaid services than postpaid services.

Table 1.6

How long the respondent is associated with the Vodafone

Years	Respondents	Percentage
Less than 1year	45	45
1-2 years	30	30
2-3 years	20	20
4 and more years	5	5
Total	100	100





INFERENCE

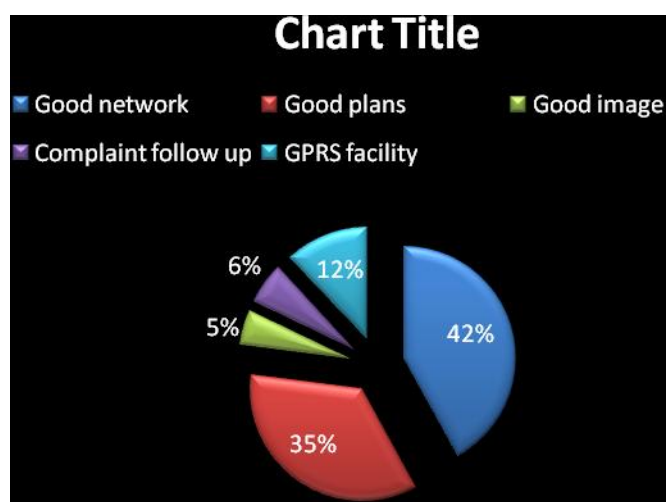
The 45% of the respondents are using < then 1year , the 30% of respondents are using 1-2 years, the 20% of the respondents are using 2-3 years and 5% are associated since more than 4 years.

INTERPRETATION

Hence this shows that maximum number of respondents are newly associated with Vodafone.

Table 1.7**Reasons for holding Vodafone connections**

Reasons	Respondents	Percentage
Good network	42	42
Good plans	35	35
Good image	5	5
Complaint follow up	6	6
GPRS facility	12	12
Total	100	100

GRAPH 1.7

INFERENCE

42% of the respondents choose Vodafone because of good network and 35% because of good plans and 12% gives importance to GPRS facility and 5% and 6% give importance to good image and complaint follow up respectively.

INTERPRETATION

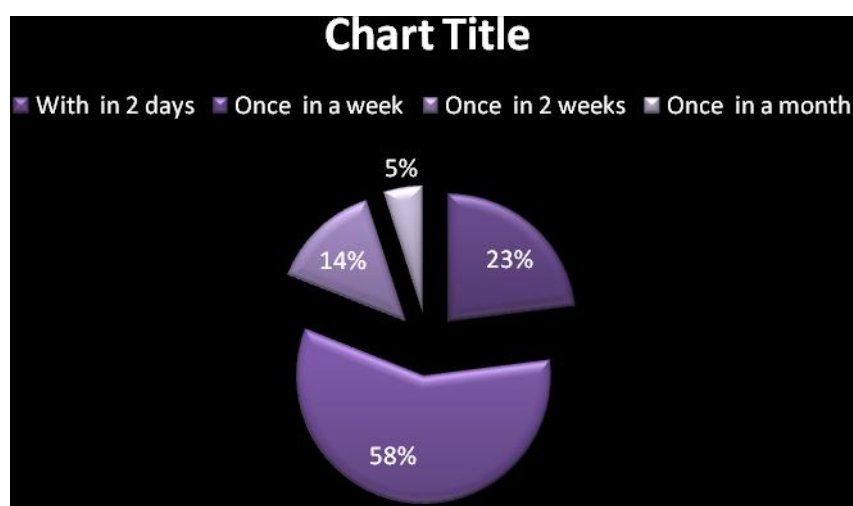
Most of Vodafone customer gives importance to good network and good plans

Table 1.8

HOW FREQUENTLY THE RESPONDENTS RECHARGE THEIR BALANCE

RECHARGE	RESPONDENTS	PERCENTAGE
Within 2 days	23	23
Once in a week	58	58
Once in 2 weeks	14	14
Once in a month	5	5
Total	100	100

GRAPH 1.8



INFERENCE

58% of Vodafone respondents recharge their balance once in a week, 23% respondents recharge within 2 days, 14% respondents recharge once in 2 weeks, and 5% of respondents recharge once in a month.

INTRPRETATION

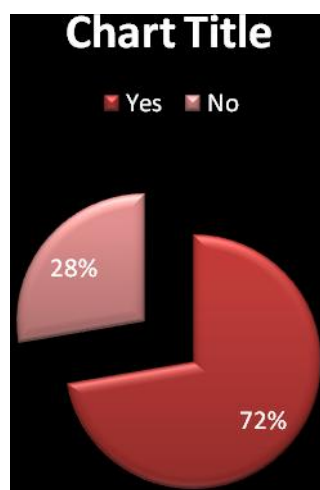
Most of the respondents recharge once in a week and very few recharge once in a month, it shows that the customer recharges frequently.

Table 1.9

Recommend vodafone to others

Recommend	Respondents	Percentage
Yes	72	72
No	28	28
Total	100	100

GRAPH 1.9



INFERENCE

72% of the respondents would like to recommend vodafone to others and 28% of respondents do not want to recommend to others.

INTERPRETATION

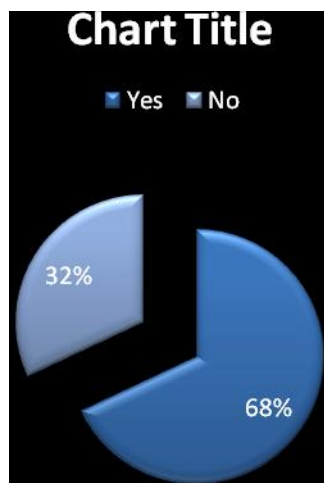
Most of the respondents are happy with vodafone services and want to recommend vodafone to others also.

Table 1.10**Do the service centers responds to complaints properly**

Reponds to complaints	Respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

Graph 1.10





INFERENCE

68% of respondents said that the service centers responds to their complaints properly and 32% of respondents said no.

INTERPRETATION

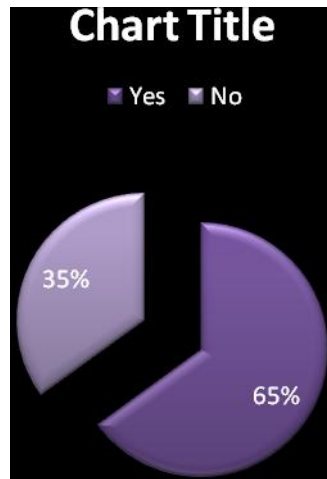
Most of the respondents are satisfied with the service centers response.

Table 1.11

Are you satisfied with the way service center respond to your complaint.

Satisfied	Respondents	Percentage
Yes	65	65
No	35	35
Total	100	100

Graph 1.11



INFERENCE

65% of the respondents are satisfied with the way service centers respond to their complaints and 35% of respondents are not satisfied.

INTERPRETATION

Most of the respondents are satisfied with the way service center respond to their complaints, but the respondents who are not satisfied is not very less.

RESEARCH FINDINGS

- Generally most of the subscribers are students and teenagers.
- Majority of the subscribers recalled the brand they used.
- Brand switching was not on a large scale.
- The tariffs plans, promotion of the company and influence of the social circle had a huge impact over the subscribers. Most of them opted for VODAFONE because of good network.
- The extensive promotion of VODAFONE has a huge impact over the subscribers. The excellent ad feature by “O & M” where a boy is followed by his dog created a sort of nostalgia among the subscribers. In fact the ad feature also won award of “Creative Advertiser of the year 2004”.
- Roaming service on prepaid cards was highly utilized.
- Majority of the subscribers recharge well in advance the validity.
- The service was utilized more during the day.
- On an average respondents spend around Rs 300-500 per month.
- Most of them prefer VODAFONE when compared to its competitors is the tariff aspects. They feel that the tariff VODAFONE is providing is really economical.
- The network coverage of Vodafone is not effective, as it provides the service on 900 MHz, 1800 MHz, GPRS and EDGE.



VARIOUS PARAMETERS**➤ NETWORK AVAILABILITY**

- 60% of the subscribers were extremely satisfied with the network availability.
- 25% of the subscribers were satisfied with the network availability.
- 15% of the subscribers were not satisfied with the network availability.

➤ LOCAL PLANS

- 75% of the subscribers were fully satisfied with the local plans.
- 20% of the subscribers were satisfied with the local plans.
- 5% of the subscribers were not satisfied with the local plans.

➤ CUSTOMER CARE

- 35% of the subscribers were satisfied with the customer care service.
- 32% of the subscribers were fully satisfied with the customer care service.
- 33% of the subscribers were not satisfied with the customer care service.

➤ AVAILABILITY OF SIMS AND RECHARGE CARDS

- 80% of the subscribers were fullysatisfied with the distribution services.



- 15% of the subscribers satisfied with the distribution services.
- 5% of the subscribers were not satisfied with the distribution services.

➤ ADVERTISEMENT

- 60% of the subscribers were fully satisfied with the advertisement.
- 30% of the subscribers were satisfied with the advertisement.
- 10% of the subscribers were not satisfied with the advertisement.

➤ COMPLAINT FOLLOW UP

- 25% of the subscribers were fully satisfied with the advertisement.
- 45% of the subscribers were satisfied with the advertisement.
- 30% of the subscribers were not satisfied with the advertisement.



SUGGESTIONS**SUGGESTIONS TO VODAFONE TO IMPROVE ITS SERVICE**

VODAFONE is providing a very good service to its customers and it is one of the best service providers for telecommunication, it has to make use of its resources optimally. In addition to implementing the suggestions given by various customers VODAFONE should follow the following steps to maximize profits, by means of customer satisfaction in a cost effective manner.

- Respondents suggest that the over all service is satisfactory but not meeting the customer expectations or the satisfaction level fully.
- Customer attention and complaint follow up has been a key factor for customer dissatisfaction, majority of the respondents suggested to improve the way service centers responds to complaints.
- The tariffs have to be consistent for quite some time in order to avoid the confusion among the subscribers.
- More accessible contact numbers for Customer care (increase number of lines) and promote them in order to make the user aware of the facility.
- Provide subsidized rates for calling or messaging to one or few number of our choice.



- Co. should improve its network in some areas.
- Have Good plan, schemes, and packages in order to provide the customer with a wide choice.
- Keep the subscriber well informed about any deductions or any change in the plan and provide value for what the customer is paying for.
- Customer grievances should be dealt more seriously and action has to be taken.



CONCLUSION

Going mobile is the craze today!!

Now buying mobile is not a rich man's possession any more. The mobile industry is on whopping high. With various technologies creeping in every day you always are on a back seat to keep yourself updated. With a major chunk of the users being teenagers it makes the situation more dynamic and helps to create a niche market in itself.

Looking at the industry trends in mobile segment, the growth is tremendous. Various cellular providers try to be innovative in providing value added services to the subscribers. If the demand is rising in same pace then it is for sure that the subscriber base of the mobile users will definitely exceed the limit of the land line subscribers.

This report helps in knowing the consumer behavior of the Vodafone subscribers and what perception customers have about the brand 'VODAFONE'. With this report the company can capture its loop holes or weaknesses and convert them in to their strengths and opportunities.

From the above study we come to a conclusion that in case of parameters of selection, customer or the subscriber will first look at the network coverage, tariffs and then other parameters. The Subscriber also expects the company to give in detail information of the service they are availing.



An effective sales person has to be employed in order to influence the buyer decision. The company should have exciting offers with the service they provide. The basic necessity of a mobile for the subscribers is not well defined.



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- www.Vodafone.co.in
- [www.Vodafone](http://www.Vodafone.essar.com) essar.com



ANNEXURE

QUESTIONNAIRE

“A STUDY OF COSTUMER SATISFACTION OF VODAFONE”

PERSONAL INFORMATION

Name: - -----

Age: - -----

Occupation:-----

1. What type of plan do you have?

1year

☐

life time

☐

2. Since how long you are associated with the Vodafone?

Less than 1 year

☐

1-2 years

☐

2-3 years

☐

4 and more years

☐

3. What are the reasons for holding the Vodafone connection?

Good network

☐

complaint follow up

☐

Good plans

☐

GPRS facility

☐

Good image

☐

Any other -----

4. Which of the services you avail from the Vodafone?

Postpaid

☐

Prepaid

☐

5) Have you made any complaints to the company regarding the services?

- Yes
- No

If yes what are the reasons for complaints

If no, is it because of

Reasons	Tick
No complaints	
Not interested	
No time	
Others	



6) Are you thinking to replace the brand with other brands?

- Yes
- No

If yes which brand

Brand	Tick
AIRTEL	
RELIENCE	
TATA INDICOM	
VERGIN	
IDEA	

7). How frequently do you recharge your balance?

Within 2 days

☐

Once in a week

☐

Once in 2 weeks

☐

Once in a month

☐

8). Would you like to recommend friends and/or relatives to the Vodafone?

Yes

☐

No

☐


9) Do the service centers respond to your complaints properly?

Yes

☐

No

☐

10) Are you satisfied with the way service center respond your complaint?

Yes

☐

No

☐

11) How will you rate the satisfaction level in regards with following services offered by the Vodafone?

	Fully Satisfied	Satisfied	Not satisfied
Network availability	☐	☐	☐
Costumer attention and care	☐	☐	☐
Complaint follow up	☐	☐	☐
Advertisement	☐	☐	☐
Local plans	☐	☐	☐
Availability of VODAFONE shops	☐	☐	☐



Your suggestions please -----

.....Thank you for your co-operation

