



Telecom Industry: A Comparative Study of Leading Telecom Providers in India

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Abstract

Each organization has its prime plan to growth. With the changing occasions increment in rivalry has become their centre skills and has a serious edge over others. Level of satisfaction of the clients is a significant pointer of organizations in the market. A similar examination of the significant telecom suppliers like Bharti Airtel Limited, Reliance Communications Limited, Vodafone India Limited and Bharat Sanchar Nigam Limited and in India has been introduced in this paper based on optional information. This LOS was assessed for different elements like organization inclusion; customer support, levy rates, plan and responsibility of bill. An exact examination has been done and ends have been brought out based on the information gathered however an online field review to accomplish this goal. An online survey was arranged and was conveyed to cell phone clients by means of interpersonal interaction destinations and email for this reason. The gathered information was dissected with the assistance of ability programming. An affectability investigation was done to check the hugeness of the elements considered for deciding the LOS. In this paper, it was inferred that Bharti Airtel is the general chief in the Indian telecom market.

Keywords: - Satisfaction, Growth, Market, Customer Support, Goal.

1.0 Introduction

The Indian Telecom Industry is viewed as an indispensable apparatus for the improvement of the nation overall by contributing towards the tremendous development, speedy extension and up-degree of different segments of the country. The Government of India has received a few measures to give a business amicable condition to organizations in the Indian Telecom market while rivalling one another. Because of the quick progression in advances, the telecom administrators of India are working effectively so as to adjust to the changing innovation to keep existing in the market. The Indian Telecom Industry has developed enormously during the previous not many years attributable to the phenomenal development of remote communication in India and framework which not exclusively is advantageous for the telecom business yet it affects the whole economy of India. The business has the world's third most noteworthy number of web clients. The Indian Telecom Industry has gone through an extensive change from being a Government possessed undertaking to that of a serious situation after its progression in 1991. The fast acceleration in the telecom segment of India has been made conceivable

because of the dynamic support of private specialist organizations, income created through Foreign Direct Investment (FDI), arrangement of changes prompted by the Government and through the reception of most recent advancements.

1.1. Profile of Telecom Companies in India

The significant telecom service providers in India are as per the following:-

1.1.1 BSNL: Bharat Sanchar Nigam Limited is an Indian state-possessed Telecommunications organization settled in New Delhi, India. It was consolidated on 15 September 2000 and assumed control over the matter of giving of telecom administrations and organization the board from the recent Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with impact from 1 October 2000 on a going concern premise. BSNL is India's most established and biggest correspondence specialist co-op (CSP). It had a client base of 117 million as of January 2014.

1.1.2 Bharti Airtel: Bharti Airtel, earlier known as Bharti Tele-Ventures Limited (BTVL) is India's biggest cell specialist co-op with in excess of 75 million supporters as of August 2008. It likewise offers fixed line administrations and broadband administrations.

The organization additionally has a submarine link landing station at Chennai, which interfaces the submarine link associating Chennai and Singapore. The organization gives start to finish information and venture administrations to the corporate clients through its nation- wide fiber optic spine, last mile availability in fixed-line and portable circles, VSATs, ISP and global data transfer capacity access through the passages and landing station.

1.1.3 Vodafone: Communication Vodafone Communication, already Hutchison Essar is a cell administrator in India that covers 21 telecom hovers in India. Regardless of the official name being Vodafone Communication, its items are just marked Vodafone.

It offers both paid ahead of time and post-paid GSM wireless inclusion all through India and is particularly solid in the significant metros. Vodafone Communication gives 2G administrations dependent on 900 MHz and 1800 MHz computerized GSM innovation, offering voice and information administrations in 21 of the nation's 23 permit zones

1.1.4 Reliance Jio: Infocomm Limited Jio, is an Indian media communications organization and an auxiliary of Jio Platforms, settled in Mumbai, Maharashtra, India. It works a public LTE network with inclusion over each of the 22 telecom circles. It doesn't offer 2G or 3G administration, and rather utilizes just voice over LTE to give voice administration on its 4G organization.

Jio delicate dispatched on 27 December 2015 with a beta for accomplices and workers, and turned out to be openly accessible on 5 September 2016. Starting at 31 December 2019, it is the biggest portable organization administrator in India and the third biggest versatile organization administrator on the planet with over 387.5 million supporters.

2.0 Literature Review

Kumara Kaushalam (2005) in his study on Business Today has revealed that the portable market of Airtel had contacted two lakh supporter marks, while the Chennai mobile phone market had crossed the four lakh figures in December 2002.

The absolute of 62 million PDA supporters in the Indian Telephone Market is isolated among GSM and CDMA and its extent was 3.8:1, and 750 million quantities of mobile phones deals was normal worldwide in the year 2005.

Marine and Blanchard (2005) in their investigation on "Crossing over the Digital Divide" have recognized the purposes behind the surprising blast in portable organizations. As indicated by them, PDAs, in view of Global System for Mobile Communication (GSM) standard, require fewer ventures when contrasted with fixed lines. Other than this, a remote foundation has greater versatility, sharing of use and fast productivity.

Hanif, Hafez and Riaz, (2010).Customer fulfilment is an assessment of distinction between earlier assumptions regarding item and its genuine exhibition. Consumer loyalty is the means by which clients respond towards the condition of fulfilment, and how clients judge the fulfilment level.

Khayyat and Heshmati, (2012), Customer fulfilment is the response of client toward condition of the satisfaction and judgment of client about that satisfied state.

Bae, (2012).Customer fulfilment is the desire before expending an item with respect to quality or it is a pre-utilization judgment or desire.

Maxham, (2001).Satisfaction is a result of procurement where customer contrast cost and compensates and the foreseen outcomes.

3.0 Objectives

The objectives of the research study are:-

- To study the leading Telecom Players in India.
- To study the trends of Telecom Industry in India

4.0. Methodology

The current investigation depends on secondary data obtained from the Telecom Regulatory Authority of India, Department of Telecommunication (DoT) and the reports from Government of India and different sources. Data was additionally gathered by having conversations and meetings with proficient people utilized at various levels in different telecom organizations of India. So as to decide the degree of fulfilment of Indian media transmission clients, an online field review was directed.

For this reason, an online poll was set up on the site and was sent to various individuals in Bihar Region by means of email and different interpersonal interaction destinations. Subsequently essential information was gathered to get constant outcomes. An aggregate of 596 respondents rounded the survey out of which 480 were totally filled.

5.0 Data presentation

Table 5.1 Statistics related to level of customer satisfaction

Factor v/s Connection	Vodafone		Airtel		Reliance		BSNL	
	LOS	%*	LOS	%*	LOS	%*	LOS	%*
Network	4	45	5	53	4	49	2	51
Tariff Rates	3	45	3	40	4	51	3	46
Plan	4	43	4	40	5	45	3	45
Accountability of Bill	4	44	4	41	4	44	5	47
Bill Payment Convenience / Recharge Facility	5	46	5	43	5	60	4	48
Value Added Services	3	47	3	44	4	47	3	44
Customer Services	4	50	4	42	3	46	4	43
Schemes	3	49	3	48	3	48	3	49

Source Primary data

Table 5.2 Data related to Sensitive Factors from the respondent's viewpoint

Factors	Chi Square Probability (p value)	Significant
Network	0.000	Y
Tariff Rates	0.000	Y
Plan	0.003	Y
Accountability of Bill	0.035	Y
Bill Payment Convenience / Recharge Facility	0.025	Y
Value Added Services	0.027	Y
Customer Services	0.091	N
Schemes	0.854	N

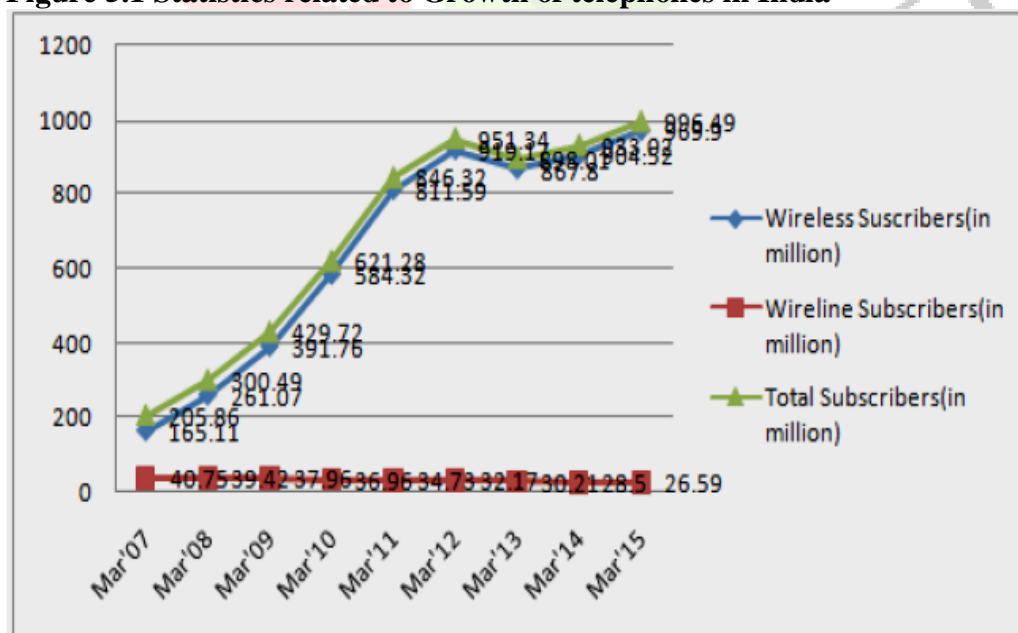
Source Primary data

Table 5.3 Statistics related to GSM and CDMA subscribers in India

YEAR	WIRELESS SUBSCRIBERS	WIRELINE SUBSCRIBERS	TOTAL SUBSCRIBERS	ANNUAL GROWTH %
Mar'07	165.11	40.75	205.86	45
Mar'08	261.07	39.42	300.49	46
Mar'09	391.76	37.96	429.72	43
Mar'10	584.32	36.96	621.28	45
Mar'11	811.59	34.73	846.32	36
Mar'12	919.17	32.17	951.34	12
Mar'13	867.80	30.21	898.01	-6
Mar'14	904.52	28.50	933.02	4
Mar'15	969.90	26.59	996.49	7

Source: TRAI Annual Reports

Figure 5.1 Statistics related to Growth of telephones in India



Source: TRAI Annual Reports

Table 5.4 Statistics related to GSM and CDMA subscribers in India

YEAR	GSM Subscribers	CDMA Subscribers
2007	120.47	44.64
2008	192.70	68.37
2009	297.26	94.50
2010	478.68	105.64
2011	698.37	113.22
2012	814.06	105.11
2013	794.03	73.78
2014	847.41	57.10
2015	876.15	54.05

Source: TRAI Annual Reports

6.0 Key findings

- The number of broadband subscribers have expanded significantly from 2007 to 2015 attributable to an expanded interest for broadband availability
- The Indian versatile economy is developing quickly. The Government had raised as far as possible from 74% to 100% during August 2013
- Telecom industry one of the quickest developing and a main five work opportunity generator in the nation.
- The increment in FDI has been done to guarantee persistent progression of interests in the business to grow the scope of portable administrators.
- The Indian Telecom industry has gone through a reformist move from voice administrations to information administrations, consequently making another course for the fate of this industry.
- The MNP demands were 117.01 million toward the finish of March 2014 which expanded to 153.85 million toward the finish of March 2015
- There is an enormous divergence between the metropolitan tele-thickness and provincial tele-thickness. The moderate development in tele-thickness in the rustic territories is because of these zones being less appealing for the telecom service provider
- Customers of Airtel are exceptionally happy with its Network Coverage though the clients of BSNL are unsatisfied with the Network Coverage of BSNL in the locale. Comparative can be deciphered for different variables.
- It can be seen that the estimation of Chi-Square likelihood for factors like Customer Services and Schemes came out to be more noteworthy than 0.05. Subsequently these components are statically non huge. Thus they don't assume a significant function in deciding the degree of fulfilment of the clients.
- Rest six variables which are Network, Tariff Rates, Plan, Accountability of Bill, Bill Payment Convenience/Recharge Facility and Value Added Services came out to be statically critical and are subsequently called as Sensitive Factors.

7.0 Conclusion

After an itemized examination of the telecom service provider organizations in India, it was discovered that Airtel outperforms its rest of the rivals on account of all the three business networks utilized which are Net Sales, Profit after Tax Reduction and Market capitalization. Additionally the degree of fulfilment of the clients of Airtel is higher than that of different clients.

As the examination done in this paper is completely founded on the information gathered from the online overview, the extent of the exploration done in this paper is restricted to the Bihar locale. Along these lines, the outcomes accomplished show the LOS and LOA of the portable clients in Bihar area as it were. This extension could be augmented to cover entire of India to get a cross country picture.

It tends to be reasoned that the Indian Telecom Industry contributes fundamentally to the general financial improvement of India. It is a basic apparatus for the development of the country. The different telecom specialist organizations offer voice and information administrations to the clients across various districts of the nation including both metropolitan and provincial zones along these lines encouraging the development of this industry.

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