



# RELIANCE COMMUNICATION LIMITED CONSUMER PERCEPTION

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## ABSTRACT

To gain an understanding of the theories and concepts of Buyer Behaviour. to apply Buyer Behaviour concepts to understand what customer do in “the real world”. To improve the skills in the research and analysis of customer segments & utilise knowledge of the Buyer Behaviour to enhance strategic decision-making while Buying Behaviour of the customer selecting a particular brand. Bridging the gap between performance expectations of the customers and most of the people looking for GOOD NETWORK and next preference are given to the offers and services. Performance delivered to them will ensure customer delight. It is advised that the

customers are educated about the services and employees updated on the expectations of the customers.

**Keywords:** Communication Service, Commerce, Team Work Leadership

## INTRODUCTION

The RELIANCE-ANIL DHIRUBHAI AMBANI set is amongst India's best three private sector commerce houses on all key financial factors, with a market capitalisation. The start of the 21<sup>st</sup> century saw the explosion of telecom services and Indian market started to show remarkable growth rates with respect to addition of new subscribers. This period also saw the consolidation of the various services providers at regional level and by 2009 there appeared 4 major cellular providers in the GSM space namely,

AIRTEL, DOCOMO, VODAFONE, IDEA, TATA etc.

GROUP PHILOSOPHY-Value

- Team work
- Leadership by empowerment
- Proactive innovation

1. **TEAM WORK:** The entire is superior to the sum of its portions; in our fast changing knowledge, organisations can grow only by mobilising diverse competencies, skill sets and expertise; by the spirit of “thinking together”—integration is the instruction, growth is an expectation.
2. **LEADERSHIP BY EMPOWERMENT:** Leadership in the new budget is about agreement structure about giving up device; about supporting and empowering persons down to the line to take judgments in their areas of operation and competency.

3. PROACTIVE INNOVATION: Encouraging cross-fertilisation of ideas and flexibility of roles and functions. Make an atmosphere of accountability, ownership and problem solving- based on participation.

### NEED AND IMPORTANCE OF THE STUDY:

The study attempts to analyse the needs and expectations of consumers from their service providers and how companies are able to match up them. It takes a look at the customer purchasing procedure and policies followed by the companies to attract customers and maintain them in the long run so that they do not transfer to any other company. During the course of the market study, the decision determinants of the customer are elicited from the sample.

### OBJECTIVES:-

- To develop an accepting the concepts and theories of the buyer behaviour.
- To utilise knowledge of the buyer behaviour to enhance strategic decision-making.

Reliance web World is a world-class countrywide chain of wholesale outlets for products and services of the Reliance – Anil Dhirubhai Ambani Group. It is aimed to give the customer a pleasant experience of the digital world of data, communication, acting and usefulness facilities

### LITREATURE REVIEW

Definition consumer buying behaviour:

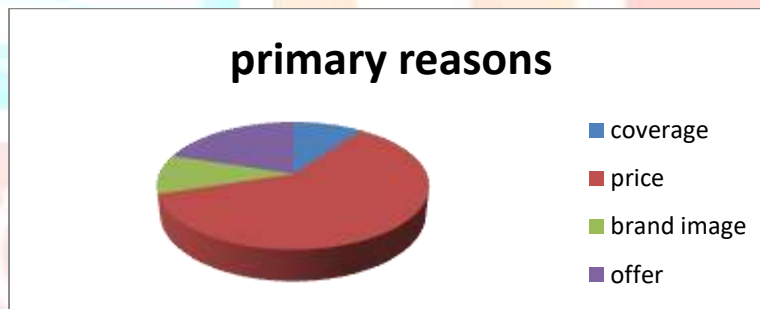
Buying behaviour is the decision procedures and performances of publics involved in purchasing and using products. Consumer buying behaviour refers to the buying behaviour of the vital consumer. A Firm needs to analyse buying behaviour for:

- Buyer's reaction to a business's marketing strategy has an excessive power on the business's success.
- The marketing model pressures that organization should build a Marketing mix that satisfies consumers, therefore need to study the what, where, when and how customers buy.
- Marketers can well forecast how customers will react to marketing strategies.

## DATA INTERPRETATION

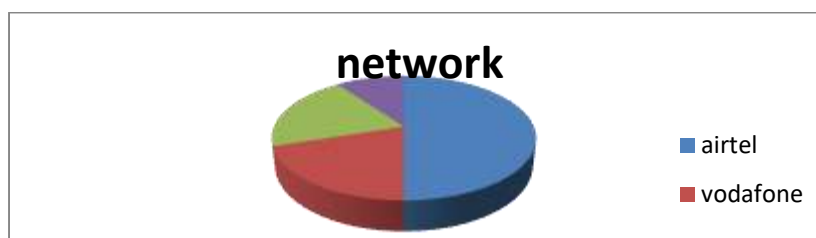
1. What are the primary reasons that made you to choose this network?

- Coverage
- Price
- Brand image
- Offer



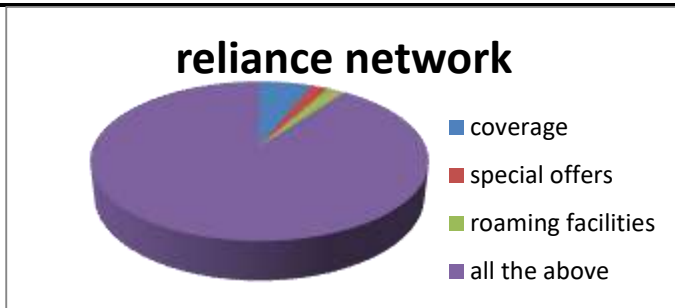
2. Have you consider any other network before using reliance?

- Airtel
- Vodafone
- Idea
- Tata



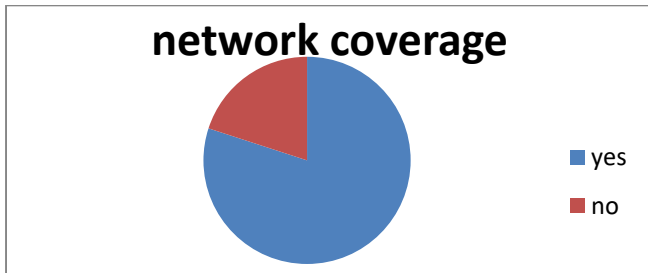
3. What made you to switch over to reliance network?

- Coverage
- Special offers
- Roaming facilities
- All the above



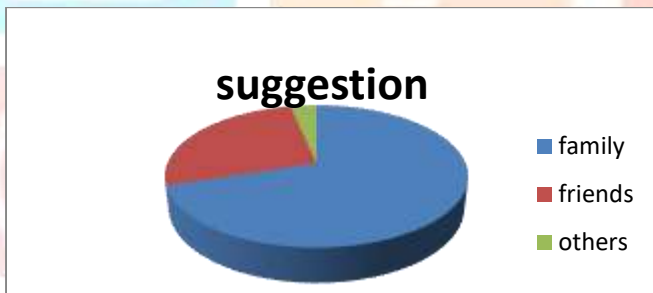
4. Is a network coverage big issue for you?

- a. Yes
- b. No



5. From whom do you wish to take suggestion?

- a. Family
- b. Friends
- c. Others



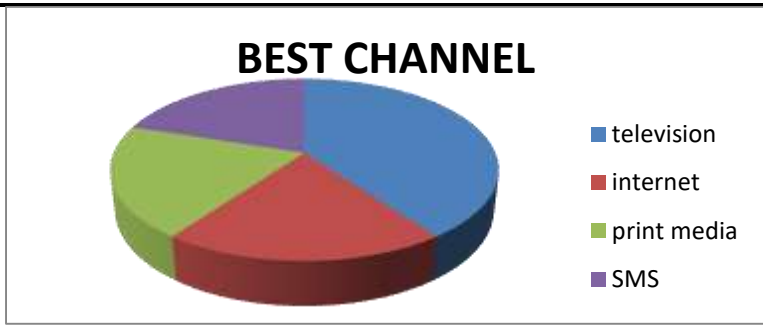
6. Do you satisfy with your decision?

- a. Yes
- b. No



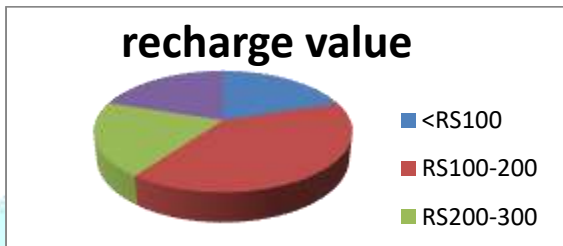
7. In your view what is the best channel to reach today's customer?

- a. Television
- b. Internet
- c. Print media
- d. SMS



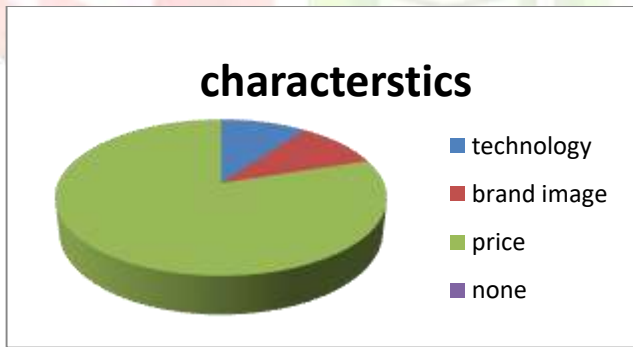
8. What is your monthly recharge value?

- a. <RS 100
- b. RS 100 to RS 200
- c. RS 200 to RS 300
- d. >RS 300



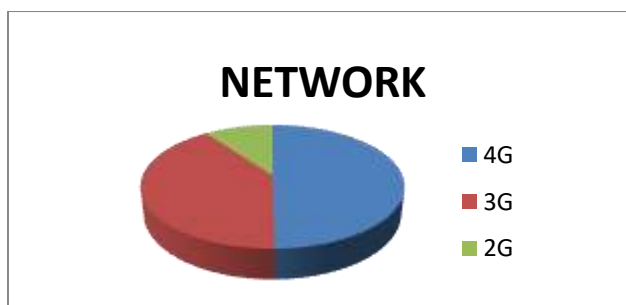
9. What are the characteristics while selecting the network?

- a. Technology
- b. Brand image
- c. Price
- d. None



10. What type of connection people mostly ask for?

- a. 4G
- b. 3G
- c. 2G



## FINDINGS

- 6% of customers made switch over reliance network by coverage, 2% by special offers and roaming facilities & 90% for all [coverage, special offers, roaming facilities].
- 60% of the customers are considering price is the reason to choose the network, 20% are considering offers, and 10% coverage & brand image
- 6% of customers made switch over reliance network by coverage, 2% by special offers and roaming facilities and 90% for all [coverage, special offers, roaming facilities]. I.e. most of the customers switch over reliance by coverage, special offers, & roaming facilities.
- 40% of the customers are incurring 100-200 per month, 20% are incurring less than 100, 200-300 and more than 300
- 96% of the customers are ready to suggest the same product to others and remaining 4% are not interest to suggest product to others.

## SUGGESTIONS

- Bridging the gap between performance expectations of the customers and performance delivered to them will ensure customer delight. It is advised that expectations of the customers are educated about the services and employees updated on the expectations of the customers. even the employees in retail outlets have to be well trained to help the customers
- Television and paper advertisements have to be released to cover a wide base of all segments and created awareness among the potential customers
- The advertising strategies and marketing strategies must be formulated keeping in view the profile and perception of the RELIANCE
- Periodic surveys to gauge consumer perception have to be undertaken to gain first hand perceptual image about the services and also to target the users better

## CONCLUSION

Although advertisements and other sales promotional strategies play an important role in creating awareness, word of mouth referrals seem to be the key to any long standing business association. Word of mouth referrals play an important part in expanding the customer base.

- Most of the people are looking for good network and services.
- In the case of reliance customer is opting for recharge facilities
- Most of the customer is taking the suggestions from friends only.
- From this it can be seen that 90%of reliance customers are satisfied and are not suggesting for any other product.

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