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ORIGINAL ARTICLE



**A STUDY ON CUSTOMER RESPONSE TOWARDS RELIANCE
SCHEMES IN SOLAPUR CITY.**

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Abstract:

Communication is the most popular internet activity, and its Impact cannot be overestimated. At a personal level, friends and family can stay in contact with one another even when separated by Thousands of miles. At a business level, electronic communication has become a standard, and many times preferred, way to stay in Touch with supplier, employees, and customers.

KEYWORDS:

Customer, Schemes, Communication, Employees.

INTRODUCTION TO THE STUDY

Communication is the process of conveying message at distance. If the distance is beyond the direct communication, then telecommunication comes into picture. The branch which deals with communication is known as telecommunication. Following are the two types of telecommunication

1Line Communications and 2Radio communication

In line communication, the media of transmission is a pair of conductors called a transmission line can normally convey only one message at a time, and is known as line communication. Another name for this communication is Global System for Mobile communication (GSM).

In radio communication, signals from various sources are transmitted through a media to open space. The entire process is followed by modulation and demodulation.

Another name for this communication is Code Digit Mobile Access (CDMA).

1.1 INTRODUCTION TO TELECOMMUNICATION

Telecommunication is the most comfortable and quick aid of communication with advanced and growing convenient facilities of communication. It is the most time saving and flexible equipment of communication. Communication revolution is the peak point of this revolution. Improving from postal services, telegrams, telegraphs and telephone to radio, television, satellite internet and now mobile telecommunication. It had made the world big but closed villages.

CELLULAR TELEPHONY:

The technology that gives a person the power to communicate anytime, anywhere-has spawned an entire industry in mobile telecommunication. Mobile telephones have become an integral part of the growth, success and efficiency of any business economy.

The most prevalent wireless standard in the world today is GSM (Global System for Mobile communication) and CDMA (Code Digit Multiple Access).

MAJOR CELLULAR OPERATORS

As study it becomes necessary to know the competitors in the market. The major cellular operators in market are as follows:

Reliance.., BSNL, Idea. Airtel, .Reliance Info COM..

This study is done to know the customer response towards Reliance schemes. The information and data collected from this study will be helpful for the company to know the response of customers towards the schemes of Reliance and make necessary improvements in the services provided with schemes of Reliance.

OBJECTIVES

- 1 To find out customer response towards Reliance schemes
- 2 To find out customer awareness regarding the Reliance schemes.
- 3 To find out satisfaction towards Reliance schemes.
- 4 To find out problem faced with the service provided by customer.

SCOPE:-

1. To study gives information for knowing customer preference.
2. To study of customer satisfaction.
3. To study of behavior of customer towards Reliance.
4. To study of different schemes of Reliance.

LIMITATIONS:-

- 1 The study restricted for only in Solapur city.
- 2 Whatever information given by customer is assumed authentic.
- 3 This study is applicable for all types of classes.
4. This study is restricted for only Reliance Cellular.

METHODOLOGY:

Methodology of study:

Data collection is the most important aspect of research. Analysis of any management problem should be based on appropriate data and facts. Data collection is the process of obtaining valuable and reliable information for the purpose of research. Data can be collected by two ways.

1) Primary Data:

It is the data collected for the first time. For this project, primary data was collected by contacting those customers who own Reliance schemes.

2) Secondary Data:

It is the data based on second hand information. The data which have already been collected, compiled and presented may be used for the purpose of investigation. For this project, secondary data was collected from various sources such as books, newspapers, and internet websites.

Research Approaches:

There can be five ways of collecting Primary Data:

1. Observation.
2. Focus Groups.
3. Survey.

4. Experiment.
5. Behavioral Data.

RESEARCH INSTRUMENT:

Questionnaire:-

The research instrument used for this project was 'Questionnaire'. Questionnaire was prepared by taking into consideration the objectives of study. Both Open ended and close ended questions were included in the Questionnaire for making the Questionnaire more answerable. Close ended questions included all the possible options of the answer. Open ended questions allowed respondents to answer in their own words. Open ended questions often reveal more because they do not contain respondent's answers.

Survey:

The actual task of the researcher is therefore, to collect the Primary Data, by survey i.e. either by Census survey or by Sample survey.

Sample survey:

A sample is a small specimen or a separated part of the whole population representing its general qualities as far as possible. It is a smaller set of values selected from the population reflection its characteristics. The sampling technique is a procedure for the selection of a sample from given population. The term sampling refers to the investigation of a part of the whole population or universe, while sampling distribution is the distribution of all the possible sample results of the whole population.

Advantages of survey:

1. Survey method gathers data from a relatively large number of cases at a particular time.
2. Survey help in describing, recording, analyzing and interpreting conditions that Exist.
3. The researcher observes the situation in person and collects the relevant data.

Sampling Plan:

Well defined research problem and objectives of study made sampling plan very easy.

1. Sample Unit	: Customers of Reliance schemes.
2. Sample Size	: 30
3. Sampling Method	: Sampling method used for this project is convenience

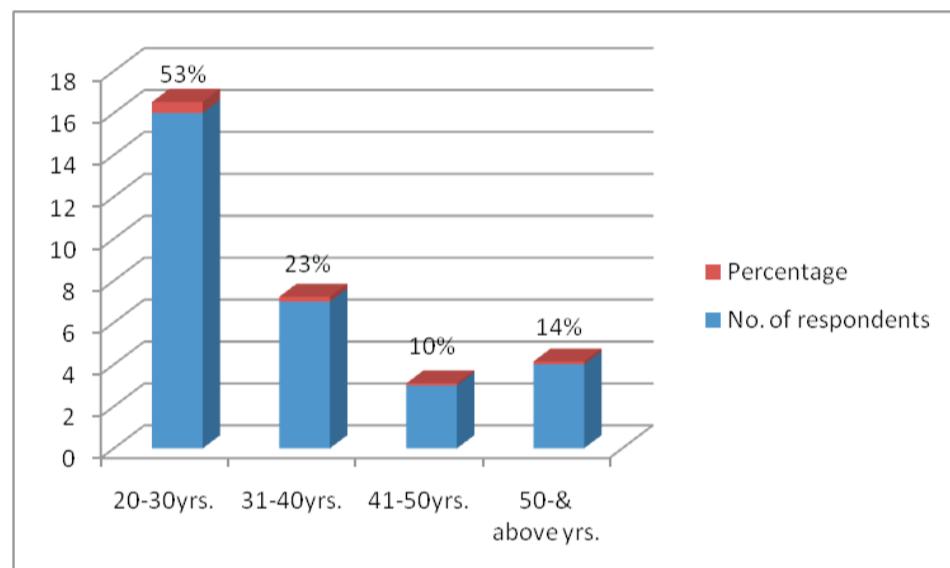
SAMPLING METHOD

In this method selection of the sample units is based on the convenience of researcher. Quite, often accessibility decides the selection of the sample. Convenience sampling is normally used only in pre-testing phase of studies. It is not resorted to situation where the researchers have to estimate the values of the population for descriptive research studies. This is because with convenience sample there is no way of deciding the representative of the sample.

DATA ANALYSIS AND INTERPRETATION

Table: - 1 Table is showing Age group of the respondents.

Age Group	No. of respondents	Percentage
20-30yrs.	16	53%
31-40yrs.	7	23%
41-50yrs.	3	10%
50-& above yrs.	4	14%
Total	30	100%

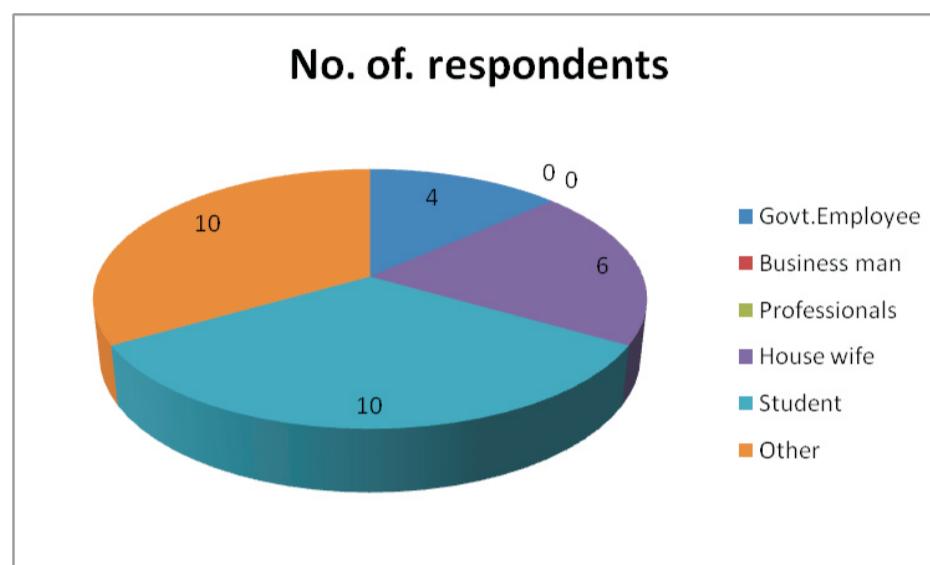


Above Table shows that,

- 1 53%respondents are in the age group of 20-30yrs.
- 2 23%respondents are in the age group of 31-40yrs.
- 3 10%respondents are in the age group of 41-50yrs.
- 4 14%respondents are in the age group of 50-yrs & above.

Table: - 2 Table is showing Occupation of the respondents.

Occupation	No. of. respondents	Percentage
Govt.Employee	4	13%
Business man	0	0%
Professionals	0	0%
House wife	6	20%
Student	10	33%
Other	10	34%
Total	30	100%

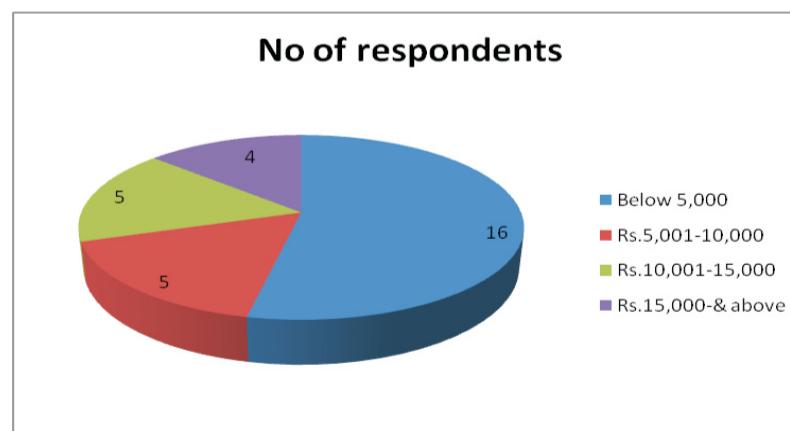


Above table shows that,

- 1 27% respondents are other.
- 2 17% respondents are students.
- 3 13% respondents are Govt. employee.
- 4 17% respondents are Professionals.
- 5 13% respondents are Business man.
- 6 13% respondents are House wife.

Table: - 3 Table showing monthly income of the respondents.

Monthly Income	No of respondents	Percentage
Below 5,000	16	53%
Rs.5,001-10,000	5	17%
Rs.10,001-15,000	5	17%
Rs.15,000-& above	4	13%
Total	30	100%

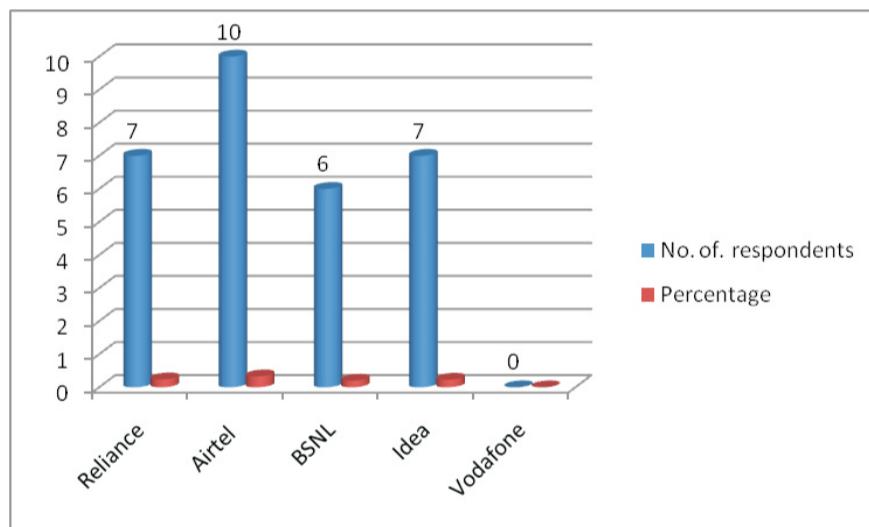


Above table shows that,

- 1 50% respondents are having their monthly income of Below Rs.5,000.
- 2 17%respondents are having their monthly income of Rs. 5,001-10,000.
- 3 20%respondents are having their monthly income of Rs. 10,001-15,000.
- 4 13%respondents are having their monthly income of Rs. 15,000-& above.

Table: - 4 Table showing awareness about different telecommunication company by the respondents.

Company	No. of. respondents	Percentage
Reliance	7	24%
Airtel	10	33%
BSNL	6	20%
Idea	7	23%
Reliance	0	0%
Total	30	100%

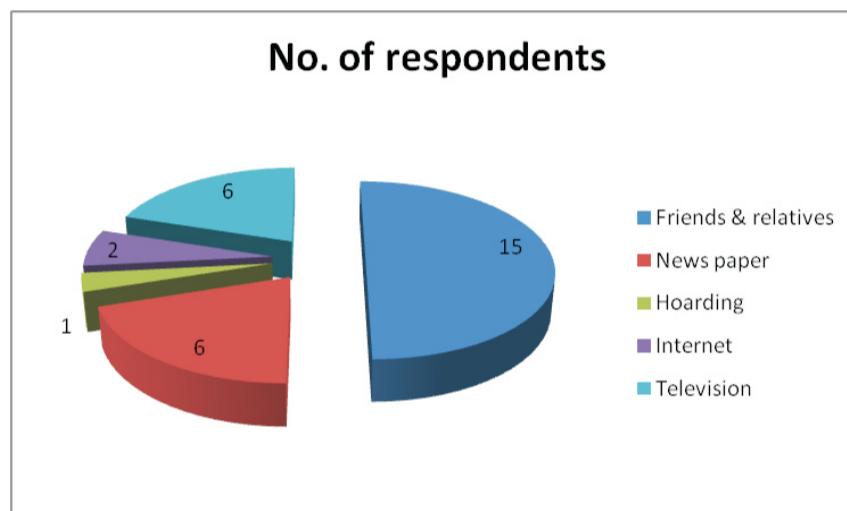


Above table shows that,

- 1 13%respondents are aware about Reliance telecommunication.
- 2 17%respondents are aware about Airtel.
- 3 17%respondents are aware about BSNL.
- 4 20%respondents are aware about Idea.
- 5 33% respondents are aware about Reliance.

Table: - 5 Table showing source of information for customers about Reliance.

Source of Information	No. of respondents	Percentage
Friends & relatives	15	50%
News paper	6	20%
Hoarding	1	3%
Internet	2	7%
Television	6	20%
Total	30	100%

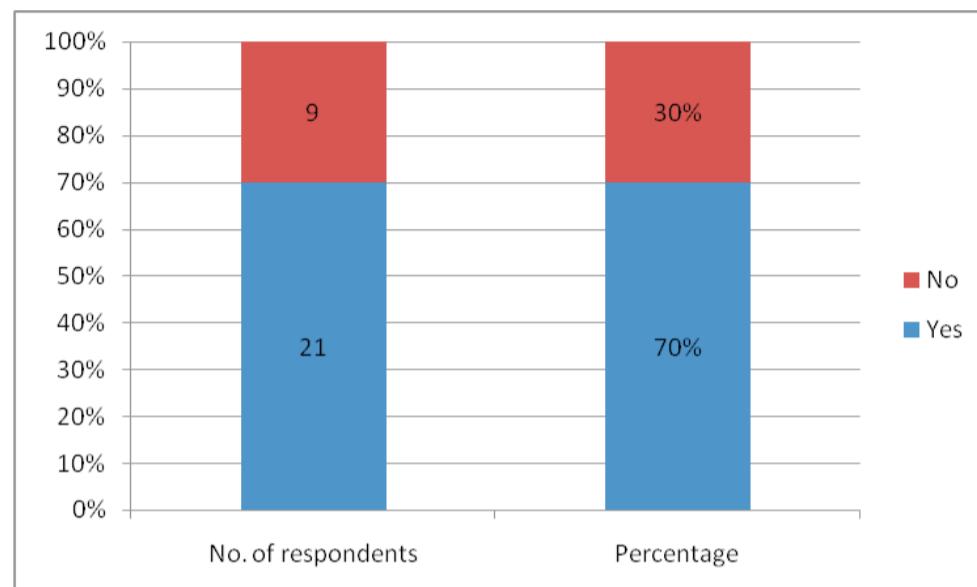


Above table shows that,

- 1 20% of respondent are from friends and relatives.
- 2 23% of respondent are from news papers.
- 3 13% of respondent are from hoarding.
- 4 17% of respondent are from internet.
- 1 27% of respondent are from Television.

Table: - 6 Table showing awareness about all schemes about Reliance.

Schemes	No. of respondents	Percentage
Yes	21	70%
No	09	30%
Total	30	100%

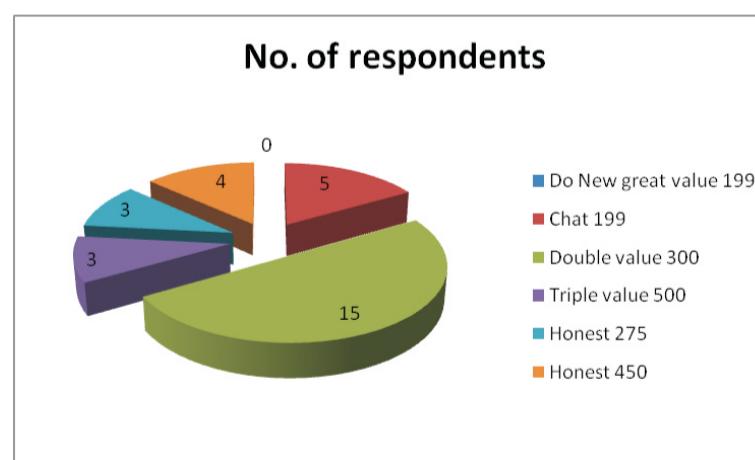


Above table shows that,

- 1 33% respondents are aware about Reliance schemes.
- 2 67% respondents are not aware about Reliance schemes.

Table 7:- Table showing No. of respondents for the different schemes of Reliance

Schemes	No. of respondents	Percentage
Do New great value 199	0	0%
Chat 199	5	17%
Double value 300	15	50%
Triple value 500	3	10%
Honest 275	3	10%
Honest 450	4	13%
Total	30	100%

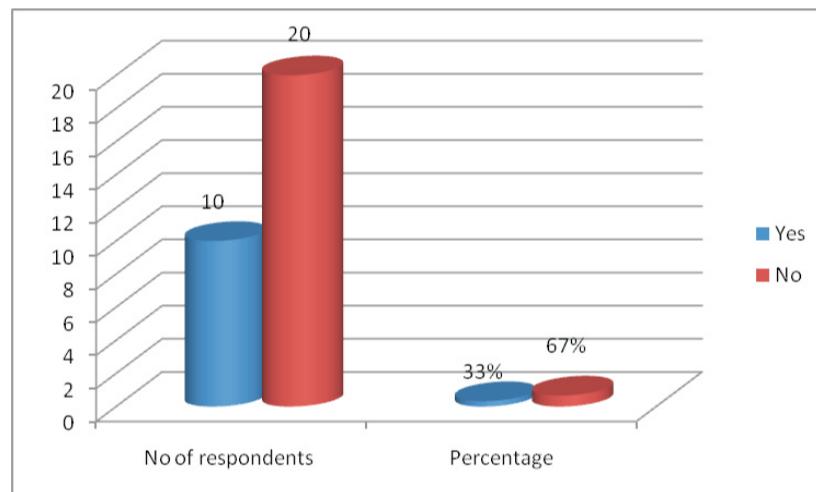


Above table shows that,

- 1 23%respondents are having 100% Talk time.
- 2 20%respondents are having Full calling value recharge.
- 3 17%respondents are having Regional STD at 50p.min.
- 4 17%respondents are having STD call at Rs.1/-p.min.
- 5 13%respondents are having Recharge ofRs.199/-.
- 6 10%respondents are having SMS pack at Rs.50/-.

Table 8:- Table showing no of respondents who want to shift to other plan of Reliance.

Shift Plan	No of respondents	Percentage
Yes	10	33%
No	20	67%
Total	30	100%

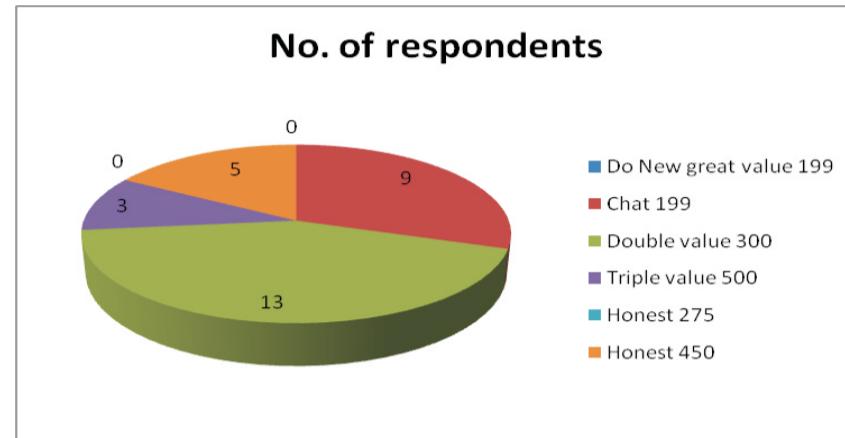


Above table shows that,

- 1 47%respondents want to shift to other plan of Reliance.
- 2 53% respondents do not want to shift to other plan of Reliance.

Table 9:- Table showing preference for the next plan of Reliance after leaving their original plan

Schemes	No. of respondents	Percentage
Do New great value 199	0	0%
Chat 199	9	30%
Double value 300	13	43%
Triple value 500	3	10%
Honest 275	0	0%
Honest 450	5	17%
Total	30	100%

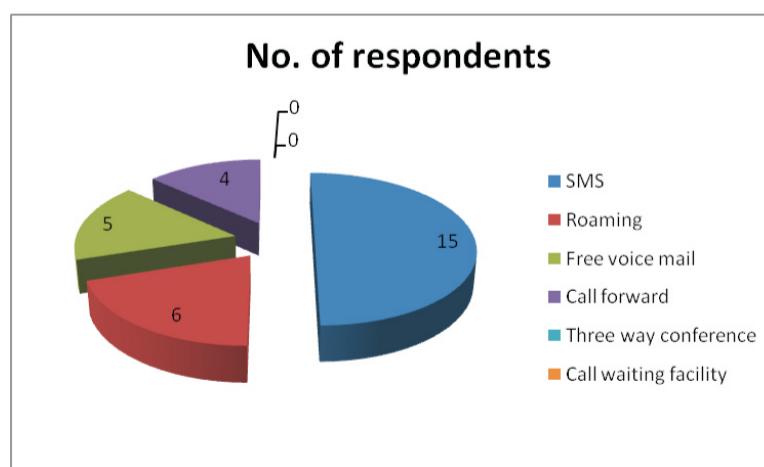


Above table shows that,

- 1 13%respondents showing preference for the next plan of Reliance after living their original plan.
- 2 17%respondents showing preference for the next plan of Reliance after living their original plan.
- 3 20%respondents showing preference for the next plan of Reliance after living their original plan.
- 4 13%respondents showing preference for the next plan of Reliance after living their original plan.
- 5 20%respondents showing preference for the next plan of Reliance after living their original plan.
- 6 17% respondents showing preference for the next plan of Reliance after living their original plan.

Table 10 Table showing Facilities that attracted customers towards particular scheme.

Facilities	No. of respondents	Percentage
SMS	15	50%
Roaming	6	20%
Free voice mail	5	17%
Call forward	4	13%
Three way conference	0	0%
Call waiting facility	0	0%
Total	30	100%

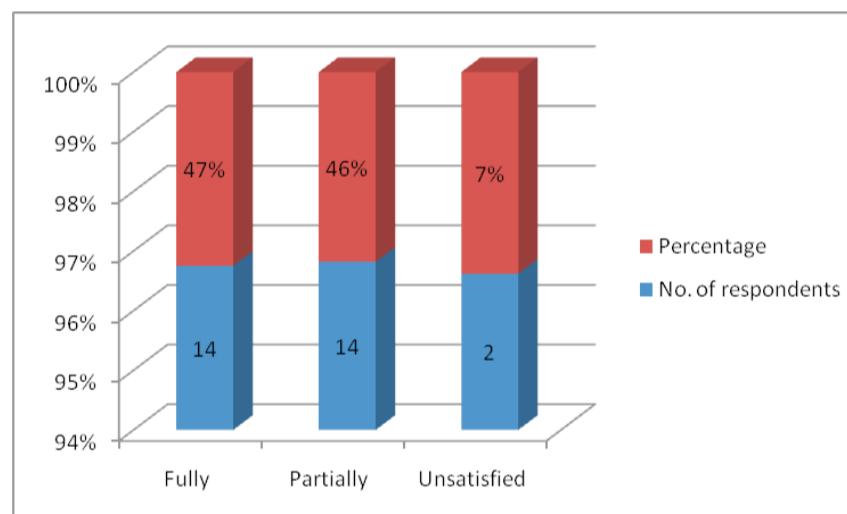


Above table shows that,

- 1 30% respondents are attracted toward SMS schemes
- 2 20% respondents are attracted toward Roaming schemes
- 3 7% respondents are attracted toward Free voice mail schemes
- 4 10% respondents are attracted toward Zero rental for call forward
- 5 13% respondents are attracted toward Three way conference
- 6 20% respondents are attracted toward Call waiting facility.

Table 11 Table showing satisfaction of the respondents.

satisfaction	No. of respondents	Percentage
Fully	14	47%
Partially	14	46%
Unsatisfied	2	7%
Total	30	100%

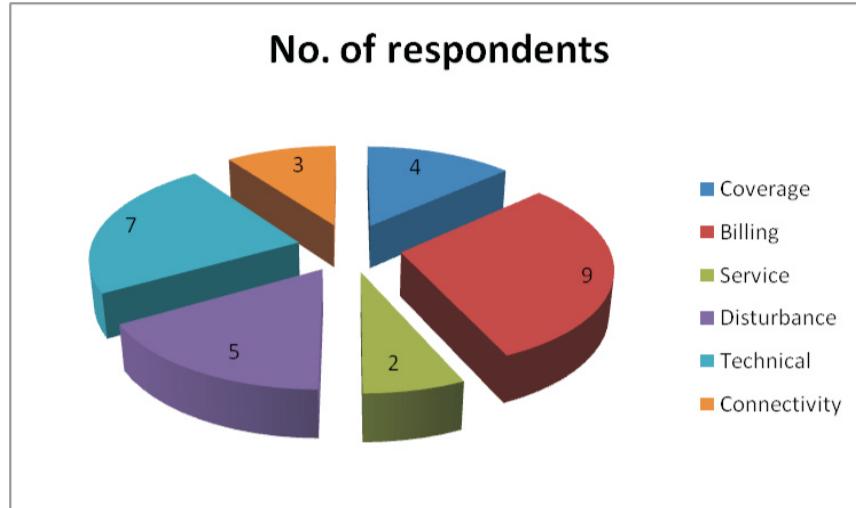


Above table shows that,

- 1 23% respondents are fully satisfied with the service provided by Reliance.
- 2 60% respondents are partially satisfied with the service provided by Reliance.
- 3 17% respondents are not satisfied with the service provided by Reliance.

Table 12:- Table showing problem faced with the present service providers by the respondents.

Problems	No. of respondents	Percentage
Coverage	4	13%
Billing	9	30%
Service	2	7%
Disturbance	5	17%
Technical	7	23%
Connectivity	3	10%
Total	30	100%

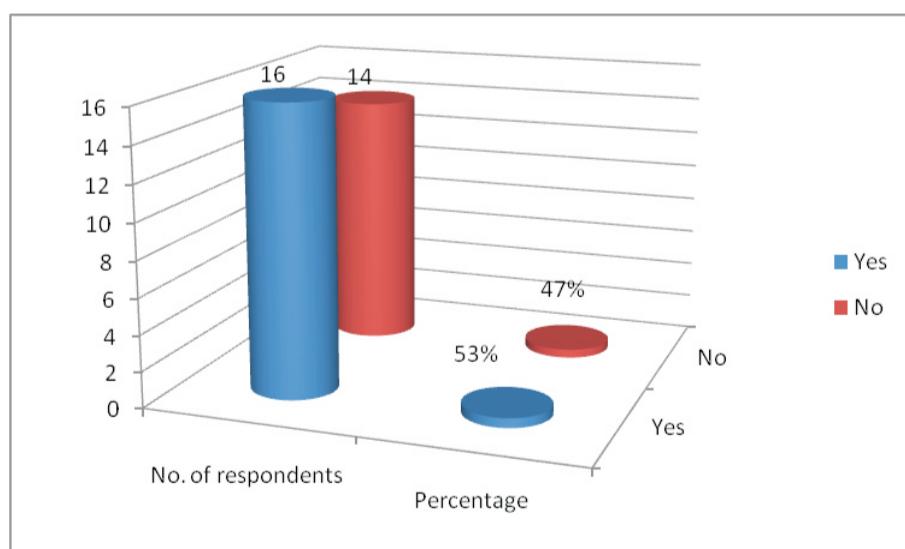


Above table shows that,

- 1 13% respondents are face the problem of Coverage
- 2 20% respondents are face the problem of Billing
- 3 13% respondents are face the problem of Service
- 4 17% respondents are face the problem of Disturbance
- 5 17% respondents are face the problem of Technical
- 6 10% respondents are face the problem of Connectivity
- 7 10% respondents are face the problem of Out going calls

Table13:- Table showing decision influence by dealers convincing.

Decision	No. of respondents	Percentage
Yes	16	53%
No	14	47%
Total	30	100%

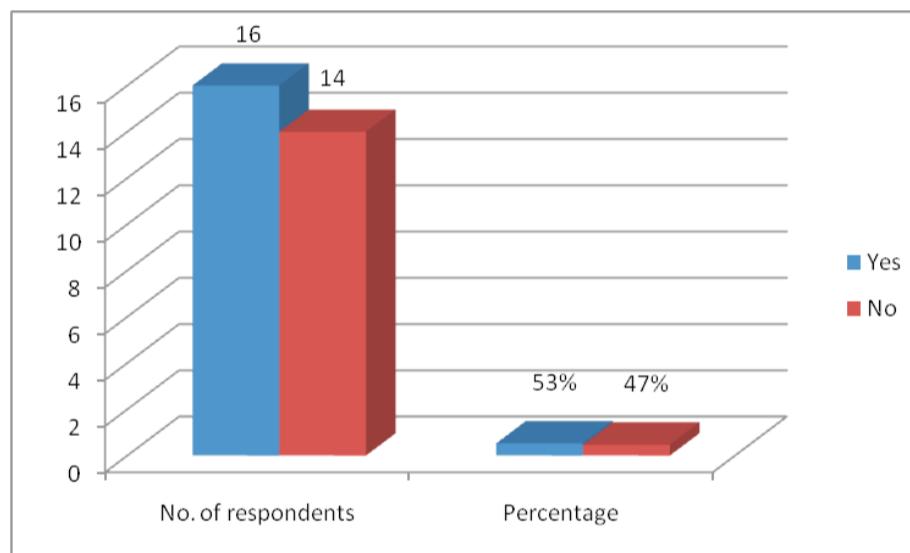


Above table shows that,

- 1 27% respondents are having dealers influence
- 2 73% respondents are not having dealers influence.

Table14:- Table showing satisfaction about giving solution of problem.

Decision	No. of respondents	Percentage
Yes	16	53%
No	14	47%
Total	30	100%



Above table shows that,

- 1 53% respondents are having solution that have problem.
- 2 47% respondents are not having solution that have problem.

FINDINGS & OBSERVATIONS

- 1 It is observed that, 34% of the respondents are belonging to 31- 40 age groups.
- 2 It is observed that, 27% of the respondents are from others.
- 3 It is observed that, 50% of the respondents are from Below 5000. Income groups.
- 4 It is observed that, 33% of the respondents are aware about Reliance Company.
- 5 It is observed that, 27% of the respondents are from the T.V.
- 6 It is observed that 67% of the respondents are not aware about all schemes of Reliance.
- 7 It is observed that, 23% the respondents of Reliance entitled to 199/- Value Recharge.
- 8 It is observed that, 53% of respondents don't want shift their plan to other.
- 9 It is observed that, 20% of the respondents' preference is for Chat 199 plan of Reliance after leaving their original plan.
- 10 It is observed that, 30 % of the respondents attracted towards Reliance by facility.
- 11 It is observed that, 60% of the respondents partly satisfied of Reliance schemes.
- 12 It is observed that, 20% of the respondents faced problem about Billing.
- 13 It is observed that, 73% of the respondents are not influenced by dealers convincing.

- 14 It is observed that, 53% of the respondent satisfied giving solution to the problem.
- 15 It is observed that, 53% are not given suggestion about Reliance scheme.

SUGGESTION

Suggestions for Company:

- 1) Company has to make survey of customers, so by that survey they knew needs & wants of customers towards Reliance.
- 2) Reliance should increase their promotional schemes such as good service, SMS Scheme, free talk time.
- 3) Advertisement campaign should be high to build a good brand image.
- 4) Promotional tools such as Posters & Hardings should be increased and provided to distributors & retailers.
- 5) Reliance should go for Brand Ambassador for their advertisement campaign & image building.

To Dealer

- 3) Improvement in customer Service :
 - i. The customer problem should be solved efficiently.
 - ii. The Enquires of customer should be answered properly & promptly.
 - iii. Fast actions should be taken on the complaints of the customers.
 - iv. The company should improve technical aspects like network, accessibilities clarity, and disturbance.

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