

Impact Of Sales Promotional Activities Of Airtel Broadband

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ABSTRACT: Sales promotion is any initiative undertaken by an organisation to promote an increase in sales, usage or trial of a product or service. Sales promotions are varied. Often they are original and creative and hence a comprehensive list of all available techniques sales promotion includes several communication activities that attempt to provide added value or incentives to consumers, wholesalers, retailers or other organisation customers to stimulate immediate sales. The purpose of this article is to stabilise them in the market as well as to retain its identity to find out sales promotional activities in the context of Airtel broadband services at Coimbatore. For this article the two objectives are framed. The sampling size of the respondents is 100 and simple random sampling is used to collect data. The statistical tools used to analyse the data were percentage chi-square and rank analysis. Both the primary and secondary data are used to collect data for the study. The study revealed the picture of customer's perception and satisfaction which help Airtel broadband to encourage more people to have be the customers and consumers of Airtel broadband.

Keywords: Airtel broadband, Consumer, Organisation, Sales promotion, Services.

I. INTRODUCTION

Sales promotion:

Sales promotion is one of the seven aspects of the promotional mix. (The other six parts of the Promotional mix are advertising, personal selling, direct marketing, publicity/public relations, Corporate image and exhibitions.) Media and non-media marketing communication are Employed for a pre-determined, limited time to increase consumer demand, stimulate market Demand or improve product availability. Examples include contests, coupons, freebies loss Leaders, point of purchase displays, premiums, prizes, product samples, and rebates Sales promotions can be directed at either the customer, sales staff, or distribution channel Members (such as retailers). Sales promotions targeted at the consumer are called consumer Sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales Promotions. Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes. Sales promotion is needed to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research



II. AIRTEL BROADBAND:

ShopAirtel comes from Bharti Airtel Limited, one of Asia's leading incorporated telecom services providers with operations in 20 countries across Asia and Africa. Airtel, since its commencement, has been at the forefront of technology and has pioneered several innovations in the telecom sector. Shop.Airtel offers mobile voice & data services, high speed broadband, IPTV, fixed line, DTH and turnkey telecom solutions for enterprises

EXPANSION OF AIRTEL

A-AFFECTIONATE I-INTRESTED R-RESPECTFUL T-TOLERANT E-ENERGETIC LOVING

OBJECTIVES

- To study the promotional activities for Airtel broad band services.
- To identify the customers impact on sales promotional activities of Airtel broad band service.

III. RESEARCH METHODOLOGY

Research Design

A research design defines the structure or framework within research is carried out. In this study descriptive research design has been used in order to describe the impact of sales promotional activities of Airtel Broadband.

Sample Size

Data were collected from the primary source of 100 respondents who are using Airtel Broad band.

Sources of Data

The researcher used both primary and secondary data, to accomplish the objective of the study.

Primary Data

The primary data are concerned using the following techniques Questionnaire method and Direct Interview method. The main tool used was, the questionnaire method. Further direct interview method, where a face-to-face formal interview was taken.

Secondary Data

The theoretical aspects of the study is collected from various sources which includes books, journals, magazines, websites and other related projects.

Sampling Technique

The researcher adopted Convenience Sampling Method to collect the data.

Tools for Analysis

The following tools are used in the study for the purpose of analysis

- Simple Percentage analysis
- Chi-square analysis
- Weighted average method

IV. ANALYSIS AND INTERPRETATION OF THE STUDY

Table 1 Percentage Analysis

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 20	14	28
20 – 30	52	52
30 – 40	24	24
Above	10	10
Total	100	100
GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	64	64
Female	36	36
Total	100	100
SOURCE OF INFORMATION	NO OF RESPONDENTS	PERCENTAGE
Advertising	20	20
Friends	48	48
Existing users	22	22
Others	10	10
Total	100	100
Impact of purchase Airtel broadband through advertising and sales promotion	NO OF RESPONDENTS	PERCENTAGE
Yes	50	50
No	50	50
Total	100	100

V. INTERPRETATION

From the above table 1 it is clear that out of 100 respondents who have been taken for the study, Majority (52%) of the respondents fall in the age group of 20 – 30 years. The classification based on gender reveals that majority (48%) of the respondents are males. The source of information about Airtel shows that maximum (48%) of the respondents are

known by their friends. The impact exhibits that (50%) of the respondents feel that sales promotional activity where they impact on their purchase and rest of the respondents do not agree.

VI. CHI-SQUARE ANALYSIS

Chi-square is applied to find the relationship between the personal factors (age, gender) towards the source of information about Airtel and overall satisfaction of Airtel broadband of the respondents.

1) Age of the respondents and source of information about Airtel

Ho = There is no significant relationship between age of the respondents and source of information about Airtel.

Table 2 Age of the respondents and source of information about Airtel

Age Of The Respondents	Advertising	Friends	Existing Users	Others	Total
Below 20	2(3.4)	2(6.46)	10(4.59)	3(2.55)	17
20 – 30 years	8(8.8)	20(16.72)	12(11.8)	4(6.6)	44
30 – 40 years	6(5.4)	12(10.26)	3(7.29)	6(4.05)	27
Above 40 years	4(2.4)	4(4.56)	2(3.24)	2(1.8)	12
Total	20	38	27	15	100

Since the calculated value of Chi-square (16.52) at 5% level of significance (d.f =9) is more than the table value, the null hypothesis is accepted. Thus it is inferred that, there is no significant relationship between age of the respondents and source of information about Airtel.

2) Relationship between gender and overall satisfaction of Airtel broadband

Ho – There is no significant relationship between gender and satisfaction of Airtel broadband.

Table 3 Relationship between gender and overall satisfaction of Airtel broadband

Gender	Overall Satisfaction			Total
	Best	Better	Average	
Male	24(0.069)	18(0.191)	16(0.056)	58
Female	22(3.063)	10(0.311)	10(0.085)	42
Total	46	28	26	100

Since the calculated value (3.775) is less than the table value, the null hypothesis is accepted. Hence it is concluded that, there is no significant relationship between gender of the respondents and the satisfaction of Airtel broadband.

VII. WEIGHTED AVERAGE

Preference of purchasing Airtel Broadband

Table 4 Ranking the preference of Airtel broadband

Service	No of respondents Assigning ranks					Scores	Weighted scores	Rank
	1	2	3	4	5			
Quality	170	152	60	12	0	398	3.098	II
Speed	220	120	60	4	4	408	4.08	I
Safety & security	40	72	102	76	2	292	2.092	IV
Broadband	40	56	78	88	2	294	2.94	III
After purchase	-	-	-	4	48	52	0.52	V

The above table shows that the speed ranks first and the second place goes to quality, the third rank goes to broadband and the fourth rank goes to safety and security, the fifth place goes to after purchase service.

VIII. FINDINGS

- The data have been collected from 100 respondents residing in various area of Coimbatore city.
- Most of the respondents (52%) belong to the age group of 20-30 years.

- Majority of the respondents (64%) are male.
- Majority of the respondents are known about Airtel by friends.
- There is no relationship between age and source of information about Airtel.
- There is no relationship between gender of the respondents and overall satisfaction about Airtel broadband.
- On the basis of weighted average scores, it is inferred that majority of the respondents are preferred Airtel because of the speed.

IX. SUGGESTIONS

On the basis of the above analysis, the following suggestions are made.

- To create awareness, Airtel must take effective sales promotional methods so that the services could reach every class of people.
- Even though Airtel offers quality products to customer convenience, its prices are very high. The price is the main factor, which curtils the purchase of Airtel. So, Airtel should take steps to reduce the price of the broad band connection to gain customers.

X. CONCLUSION

Airtel is one of the powerful brand in India and it has been successful in creating a strong impression on the consumer minds with its varied products and offerings to consumers on a huge scale and even its customers at its best. From data analysis there is huge market in youth are using large extent to internet. The overall objective of the study shows that how the customers impact on sales promotional activities of Airtel broadband services and to find out their satisfaction towards the service against its competitors. The study revealed the picture of customer's perception and satisfaction which help Airtel broadband to encourage more people to be the customers/consumers of Airtel broadband.