

## PERFORMANCE OF DIFFERENT TELECOM SERVICE PROVIDERS OF INDIA WITH SPECIAL REFERENCE TO TRAI

By: Dr. Mahesh Dutta Mishra

Astt. Professor Bansal Institute of Science and Technology, Bhopal

### ABSTRACT

India is a fastest growing economy in the world, it has a big opportunity for cellular service providers'. During the present regime cellular services recorded exponential growth. Cellular services are used in various fields like communication, net surfing, gaming, photos and also as remote control for various electronic equipment. These days, mobile services have become popular among the younger generation as well as businessmen, Professionals and academicians. The Indian telecom industry had a drastic change in cellular services specially in internet services. These days, subscribers are enjoying 4G services and 5G services are upcoming. It has been recorded that due to entry 4G internet speed have become faster than before. In the field of telecommunication there are various self-financed service provider are providing cellular services, major players are Airtel, Vodafone, Idea, Reliance Jio while as a Govt. player only BSNL. In India, huge number of service providers bring dynamic changes as well as competition amongst their counterparts specially on telecom tariff. Cellular service providers are facing stiff competition in the field of network, mobile number of portability, tariff plan etc. The research is done with the help of TRAI annual report. This study discusses in detail, about the performance of different service providers of India.

**Key words: 4G, 5G, Service Providers, Cellular services, younger generation, professionals, exponential growth.**

### Introduction

Indian telecom companies recorded exponential growth in last decade. There are various players in the telecommunication market but few of them are major players like Airtel, Idea, Vodafone, Tata and recently Reliance Jio has also entered in the market with cheaper tariff and latest technology. These days, cellular service providers are facing stiff competition in the telecommunication market. Bharti Airtel is the market leader with 273.65 million subscribers in March 2017 and 304.19 million in March 2018 whereas Vodafone recorded as challenger with 209.06 million subscribers in March 2017 and 222.70 million in March 2018 and Idea recorded as follower with 195.37 million subscribers in March 2017 and 211.21 million in March 2018. Study shows that the percentage wise growth rate recorded among major players like Bharti 11.16%, Vodafone 6.52% and Idea 8.11%.

### Research Methodology:

This research is based on secondary data, collected from annual report of TRAI (Telecom Regulatory Authority of India) for different time horizons. Little use of primary data has also been done for the present research study. This study is done in the duration of Nov-Dec 2019. For

analyzing the data descriptive/analytical statistics has been used and also used data of TRAI (Telecom regulatory authority of India) since 2012-13 to 2017-18.

### Findings:

In the present research we have consulted annual report of TRAI and found total number of customers who are the users of wireless and wireline internet services as well as broadband and narrowband services. We have found that Bharti Airtel was the market leader, Vodafone was the challenger while Idea and Reliance Jio was the follower. On other hand other telecom service providers in both the categories such as wireless and mobile services CDMA and GSM services as also wireless service was dismal in performance. So far as tele-density of urban area is concerned it was more than rural tele-density.

### Suggestion and Recommendation:

There are certain suggestions and recommendations which will be important for different telecom service providers on the bases of above study which are shown as bellow:

- Telecom service providers should be more focused on Rural and Semi-urban areas to increase their subscriber base; market share this will improve their overall revenue from operations as well as the profitability ratio.
- Another suggestion is for central Government as well as state Govt. that they should make flexible policies in favor of telecom service providers so that they can expand their business in rural areas without any difficulties.
- Another suggestion for those service providers which are facing the problem of competition from the counterparts and the facing the problem of increasing the subscriber base as well as market share

they should be more focused in rural areas with strong network quality at a cheaper tariff structure.

- To protect MNP (Mobile number of portability) service providers should increase in their service quality and improve customer services with quick response time.
- Mobile service providers should make intensive marketing strategies for rural areas because of 80% people of Indian reside in rural as well semi urban areas.

### Conclusion:

Telecommunication have become the life blood of the society. This has become possible due to government policies like digital India, improvement on quality of services, High speed Internet, use of Mobile Apps and cheaper tariff plans etc. India is the second largest mobile service user in the world. Mobile services have become popular among younger generation, professional and academicians. Good quality mobile phones are also available in the market.

In this context this research has been conducted to know about the performance of Indian telecom industry and service providers, tele-density, wireless and wireline subscribers base, their growth and decrement in growth etc. TRAI (Telephone regulatory authority of India) plays an important role as regulatory body to formulate rules and regulation for telecom operators, reviews policies and amends them.

Cellular service providers are facing a decrement in customer base and market share due to stiff competition among service providers. Tariff warfare is one of an important factor. Customer has various options due to this, they are easily shifting themselves from one company to another by using MNP (Mobile number of portability).

### Limitation of the study:

There are various service providers in India. It was difficult to study in detail about the all service providers because there are eleven service providers are providing the services in India. Since number of telecom service providers is very large, measurement of tele density and other aspects related to this research study being difficult solely through collection of primary data therefore secondary data has been analyzed through annual report of Telecom Regulatory Authority of India. Thus this research study is basically based on secondary data, only few factors have been mentioned in perspective of primary data collection. These days, customers are having various options, it was very difficult to find out that why they are shifting themselves from one cellular service provider to another and why customer base as well as market share and profitability ratio are declining in the cellular service providers, knowing this, was very difficult proposition.

### References:

Gronroos, C., *From Marketing Mix to Relationship Marketing*, (Cambridge: Cambridge University Press, 1994), p.134

Philip Kotler, *Marketing Management*, (New Delhi: Prentice-Hall of India, 10<sup>th</sup> Ed., 1999), p.237

K.H. Tietjen, *Marketing and Higher Management*, (New York: Longman Oriental, 12<sup>th</sup> Ed., 1997), p.69.

Sjolander, Richard, "Cross-cultural Effects of Price on Perceived Product Quality", *European Journal of Marketing*, Vol.26(7), 1992, 34-44.

Yoon, Eunsang and Kijewski, Valerie, "Dynamics of the Relationship Between Product

Features, Quality Evaluation, and Pricing", *Pricing Strategy & Practice*, Vol.5,(2), 1997, 45-60.

Zeithaml, V.A., "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence," *Journal of Marketing*, Vol. 52 (July), 1988, 2-22.

Phillips, L.W.; Chang, D.R., and Buzzell, R.D. (1983), Product quality, cost position, and business performance: A test of some key hypotheses, *Journal of Marketing*, 47: Spring, 26-43.

Archibald, R.B., Haulman, C.A. and Moody, C.E. Jr, "Quality, Price, Advertising, and Published Quality Ratings", *Journal of Consumer Research*, Vol.9 (March), 1983, 347-56.

Anderson, C. and Zeithaml, C.P. (1984), Stage of the product lifecycle, business strategy, and business performance, *Academy of Management Journal*, 27: March, 5-24.

Bedeian, A.G., "Consumer Perception of Price as an Indicator of Product Quality", *MSU Business Topics*, Summer, 1971, 59-65, adapted by Sjolander, Richard, "Cross-cultural Effects of Price on Perceived Product Quality", *European Journal of Marketing*, Vol.26(7), 1992, 34-44.

Draganska, Michaela and Jain, Dipak C., *Consumer Preferences and Product-line Pricing Strategies: An Empirical Analysis*, Conference Paper, Marketing Science Conference, Maryland, 2003,

Vander

Wal,RWE;Pampallis,AandBond,C(2002).ServiceQualityinaCellularTelecommunicationsCompany:A SouthAfrican Experience, *ManagingService Quality*,12(5),323-335.

Wang, YandLo,H(2002). ServiceQuality, CustomerSatisfaction andBehavioral Intentions-Evidence fromChina. *Telecommunication Industry, TheJournalofPolicy, RegulationandStrategyforTelecommunicationsInformationandMedia*,4(6),50-60.

Babakus,E.andBoller,G.W.(1992),“AnempiricalassessmentoftheSERVQUALscale”,*JournalofBusinessResearch*,Vol.24No.3,pp.253-68

Desai, AshokV.(2003).India’sTelecommunicationIndustry:EmergingIndustryStructure. CentreforInfrastructureandRegulation,NCAER,WorkingPaper.NationalCouncil ofAppliedEconomicResearch,New Delhi, India.

TRAI(2004).TelecomRegulatoryAuthorityofIndia.ConsultationpaperonSpectrum relatedissues: EfficientUtilization,SpectrumAllocation, and

Rashedul,I.,Rofiquil.,Tahidul,A.,M.,(2010). Mobile ApplicationandItsGlobal Impact,*InternationalJournalof Engineering&Technology*,10(6),pp.104-111.

Smith,K.,T.,(2010).DigitalMarketingStrategiesthatMillennialsFindAppealing, Motivating,orJustAnnoying,*JournalofStrategicMarketing*,pp.1-27.

Smutkupt,P,Krairit,D.,Esichaikul,D.(2010). Mobilemarketing:implicationsfor marketingstrategies,*InternationalJournalof MobileMarketing*,5(2),pp. 126-139.

Stuart,G.,Palmieri,P.,(2013).TheMobileMarketingRoadmap:HowMobileis TransformingMarketingforTargetingNextGenerationCousumers,MMAGlobal. *Source:(http://www.mmaglobal.com/files/mmaglobal.com/file/MobileMarketingRoadmap.pdf)*