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Research Article

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IMPACT OF TECHNOLOGICAL CHANGES IN TELECOM SECTOR IN INDIA WITH SPECIAL REFERENCE TO AIRCEL

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ABSTRACT

India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. The Aircel Group is a joint venture between Maxis Communications Berhad of Malaysia and Apollo Hospital Enterprise Ltd of India, with Maxis Communications holding a majority stake of 74%. Aircel is India's fifth largest and fastest growing GSM mobile service provider with a subscriber base of 65.1 million. This project report shows that Aircel is good at providing the latest techniques & facilities to their customers. This is the study regarding customer satisfaction towards Aircel which concludes that Aircel is rated very good by their customers.

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INTRODUCTION

India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's gross domestic product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG).

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to

consumer at affordable prices. The deregulation of foreign direct investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.

In the modern world, marked by hustle and bustle coupled with ceaseless activities, people have come to depend increasingly on mobile phones to carry out their day to day chores. Cell phone is a man-made communicator, the application of which is confined to the area of roaming. It is applied in a wide variety of settings – at work, at home, and for convenience and security. This equipment has become such an integral part of life today that it enslaves man to a great extent.

Cell phones are available with an incredible range of functions. Depending on the cell phone model, one can store information, make task or do lists, keep track of appointments and set reminders, use the built-in calculator for simple mathematics, send or receive e-mails, get information from the internet, play games and integrate other devices such as Personal Digital Assistants (PDAs), MP3 players and GPS receivers.

Cell phones provide up-to-date information about business and economy through SMS and MMS. In addition, the greatest advantage derived in the use of cell phone is that it saves a lot of time and energy of man. Hence, the absence of cell phone renders man miserable and its very presence becomes all the more indispensable to him.

Market Size

Driven by strong adoption of data consumption on handheld devices, the total mobile services market revenue in India is expected to touch US\$ 37 billion in 2017, registering a Compound Annual Growth Rate (CAGR) of 5.2 per cent between 2014 and 2017, according to research firm IDC.

The number of mobile phone subscribers in India has almost touched the billion figure mark. According to the latest report from TRAI mobile phone subscriber base in India recorded 6.71% YoY growth to 980.81 million users in Q2 2015. In the first half of 2015, the mobile subscriber base in India became stronger with 36.84 million new mobile phone users, which resulted in 6.72% growth compared to the same duration last year. However, when we see the same figures from a different perspective, we find that mobile phone market in India has saturated now. The quarterly growth in Q2 2015 remains the slowest one in the recent few quarters.

TELE COMMUNICATION SERVICES

In the present day world, the information technologies have been successful in building a super highway for communications. Knowledge is supposed to be the power generating force-communication technologies are found contributing substantially to the development processes. The quality of information technologies that we use in the MIS.

Telecommunication services play an incremental role in the multi-dimensional development activities. A well functioning telecommunication network is an essential component of economic infrastructure. The application of modern marketing principles in the telecommunication services would make ways for the generation of profits and at the same time would also make the services affordable to the users at large.

STATEMENT OF THE PROBLEMS

The problem undertaken for the study impact of technological changes to the Aircel mobile communication. For this purpose, preferential status of consumer is analysed. On what basis the consumer prefers his brand and which influence him to buy such brand and also how his buying motives are created, or analysed and concluded the exact buying behaviour of the consumer towards using Cell service.

OBJECTIVES OF THE STUDY

- ❖ To study the technological changes in the mobile sector.
- ❖ To analyse the customers expectation towards Aircel service provider in future.
- ❖ To study the impact the technological changes in the mobile sector

METHODOLOGY

Survey Method is followed in the study. This study is concerned with changes in the consumer activities with affect of technological changes. The whole study has been conducted with the help of both primary and secondary data. The information was collected through Questionnaire from 75 sample respondents in Pattukkottai town.

AIRCEL



The Aircel Group is a joint venture between Maxis Communications Berhad of Malaysia and Apollo Hospital Enterprise Ltd of India, with Maxis Communications holding a majority stake of 74%. Aircel commenced operations in 1999 and became the leading mobile operator in Tamil Nadu within 18 months. In December 2003, it launched commercially in Chennai and quickly established itself as a market leader – a position it has held since. Aircel cellular is a part of the sterling group. Aircel cellular began its commercial operations in April 1999 as in a key short span has achieved a huge subscriber base of over 195 lakhs. Aircel has coverage over 362 towns in Tamil nadu. Advance technology strong customer oriented strategies and excellent back-end support have contributed to Aircel being one of the top cellular services provider in the country today. Aircel is India's fifth largest and fastest growing GSM mobile service provider with a subscriber base of 65.1 million.

REVIEW OF LITERATURE

Extensive literature survey is an integral part of every research. Review of literature is necessary for the exact understanding of the topic under study. As the present topic is related to cell phone services, an attempt is made here to review a few important studies conducted by various management researchers and professionals on these services. There are only a limited number of studies because the cell phone is of recent origin. A separate chapter is not allotted for the review due to this reason.

Rulke (2003) observes that after shipping 20 million phones, Bharti has become the largest manufacture of telephone instruments globally outside China. The company is targeting the next 10 million phones by 2005.

Kuber (2005) asserts that the sales of camera phones from all makers topped 84 million units worldwide during the year 2003. It is also no secret that more and more people now prefer to buy camera phones against ordinary ones. Reliance offers camera phones at a low price of Rs. 4,500; the penetration is expected to rise further. The first camera phone was introduced in Japan by a leading mobile operator belonging to the Vodafone group and was manufactured by Sharp. Today, even the entry level models

from Nokia, Sony Ericsson, Motorola and others offer basic imaging capabilities and some are also offering video capture and viewing capabilities and image editing software.

Kuber (2005) opines that among the Asian markets mainly, India and China are leading the overall mobile phone market. In US, camera phone penetration reached 14 per cent of the total cell phone user base during the year 2004. In the same year, the camera phone shipments around the world went up by 200 per cent.

Dhaliwal (2006) reports that India had set to record 3rd largest mobile population in world during 2007 as middle classes 'went mobile'. Mobile ownership was expected to cross 100 million in 2007, as the largest middle class in the world took up ownership.

Krishnaswamy (2006) says that during 2010, India is expected to be the second largest market for Nokia in terms of volumes. The company claims, it was the first vendor to manufacture both devices and network equipment. It is on track for the \$150 million project at the start of production. A comparatively late start in the country, Nokia has gained great brand image.

Indian Minister for Telecommunications (2007) reports that according to 2001 census, the population of India was 109 crores and 80 lakhs. In India, 70 lakh cell phones are manufactured annually and 20 crore people are cell phone users. Nokia manufactured 400 lakhs (40 million) cell phones worldwide during 2007.

The researchers collect the information from 75 respondents and find out the followings:

1. 27% of the respondents have occupation their government employee.
2. 35% of the respondents are earning Rs.5000 per monthly.
3. Majority 28% of the respondents using two mobile phone in the family.
4. 60% of the respondents are using the SMS and MMS facility.
5. Majority 83% of the respondents are using the GPRS facility.
6. Majority 53% of the respondents feel that the general network coverage of Aircel is very good.
7. Majority 40% of the respondents feel that the network coverage is remote areas of aircel is very good.
8. Majority 53% of the respondents are used in below 2 years.
9. Majority 73% of the respondents are satisfied tariff in aircel.
10. 84% of the respondents are of favourable opinion about the simcard registration.
11. Majority 63% of the respondents feel that the E- recharge is very fast in Aircel.
12. Majority 73% of the respondents are using the internet card services by the company.
13. 52% of the respondents are highly satisfied with the internet facility provided by the mobile company.
14. Most of 56% of the respondents are willingness to change the mobile number from mobile number portability system.

SUGGESTIONS

- Aircel has to promote their facilities offers in a wide manner.
- It Should provide awareness to the people about the new technology of communication.
- It Should maintain a good relationship with the customers and try to satisfy their needs and requirements.

- To reduce the cost of mobile facilities to use all consumers
- To give more attention to the rural areas for providing new technologies.
- Women working in home, can have less rates for their calls, due to non- earning capacity of them.
- Companies are trying to get their costs reduced and reach the breakeven point as soon as possible for any new technology.

CONCLUSION

Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. This project report shows that Aircel is good at providing the latest techniques & facilities to their customers. This is the study regarding customer satisfaction towards Aircel which concludes that Aircel is rated very good by their customers.

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