A Study on The Impact of Ecrm in Brand Preference of Wireless Communication With Special Reference to Salem City, Tamilnadu

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ABSTRACT

The new technologies have played a crucial role in the human life in duration of two recent decades and have highly changed the lifestyle. Nowadays, Mobile phone is the phenomenon which has overshadowed the human life. E-CRM, which is the latest buzzword in the corporate sector, is perceived as one of the effective tool in Indian Telecommunication sector. Its emphasis is on defining the customers as valuable in the long-term and on viewing customer relationships as a learning relationships. The concept of CRM, when seen in the context of e-business, it translates into e-CRM, which essentially deals with managing customer interactions over the web. The present paper attempts to analyze the concept of e-CRM in Indian Telecommunication sector from its various dimensions covering specifically its need, process, present status and future prospects. Our findings indicate that Service providers are well aware of the benefits and applications of the e-CRM and use the system to maintain good relationships with their customers. Our findings also indicate that with the implementation of e-CRM and the latest technologies.

INTRODUCTION

Indian telecom sector is more than 165 years old. Telecommunications was first introduced in India in 1851 when the first operational land lines were laid by the government near Kolkata (then Calcutta), although telephone services were formally introduced in India much later in 1881. Further, in 1883, telephone services were merged with the postal system. In 1947, after India attained independence, all foreign telecommunication companies were nationalized to form the Posts, Telephone and Telegraph (PTT), a body that was governed by the Ministry of Communication. The Indian telecom sector was entirely under government ownership until 1984, when the private sector was allowed in telecommunication equipment manufacturing only. The government concretized its earlier efforts towards developing R&D in the sector by setting up an autonomous body – Centre for Development of Telematics (C-DOT) in 1984 to develop state-of-the-art telecommunication technology to meet the growing needs of the Indian telecommunication network. The actual evolution of the industry started after the Government separated the Department of Post and Telegraph in 1985 by setting up the Department of Posts and the Department of Telecommunications (DoT).

Telecom is one of the fastest-growing industries in India; on an average the industry added 16 million wireless subscribers every month in 2013. The government had set a target of 1200 million telecom connections by 2014. However, according to the TRAI, the total subscriber base (wireless and wire line) in the industry crossed the 500-mn-mark and reached 509.03 million by the end of September 2012, which took India to the second position in terms of wireless network in the world next only to China. Prior to liberalization, the telecom sector was monopolized by the public sector and recorded marginal growth; in fact, during 1948-1998, the incremental tele density in the country was just 1.92%. However, the introduction of NTP'99 accelerated the growth of the sector and the tele density increased from 2.33 in 1999 to 36.98 in 2009; however, much of this growth was brought about by the NTP-99 policy changes such as migration from fixed license fee to revenue sharing regime and cost-oriented telecom tariffs.

Current Status

Globalization has made telecommunication an integral part of the infrastructure of the Indian economy. The telecom sector in India has developed as a result of progressive regulatory regime. According to the Telecom Regulatory Authority of India (TRAI) the total gross revenue of the Indian telecom services industry was Rs. 1,524 billion in 2010 up from Rs 1,291 billion in 2010 registering a growth of 18.03% over 2012 and its subscriber base grew by 43% over 2010 to touch 429.70 million subscribers in 2013. India is the world's fastest growing industry in the world in terms of number of wireless connections after China, with 811.59 million mobile phone subscribers. According to the world telecommunications industry, India will have 1.200 billion mobile subscribers by 2014. Furthermore, projections by

several leading global consultancies indicate that the total number of subscribers in India will exceed the total subscriber count in the China by 2014.

eCRM - AN OVERVIEW

the early 1990s, the concept of relationship marketing was formally introduced into the services marketing literature. Financial services institutions, airlines and other service providers found it profitable to retain and reward existing customers rather than run after new customers. It was established that building closer relationships with the customers resulted in better returns to

organizations through the following means

- Increased use of services by loyal customers.
- Charging of price premiums for customized services.
- Referrals by satisfied customers that brought in new customers.

The concept developed for services marketing also found applications in the case of industrial and customer products. The conventional market approach based on 4 P's (Product, Price, Place and Promotion) is strongly grounded in the industrial age where goods were mass-produced, mass-distributed and mass-communicated using mass media. However, after the advent of Information era, it has become possible to target customers on a one-to-one and one-to-many basis and satisfy their individual needs.

The customer relationship management (CRM) is a well defined series of functions, skills, processes and technologies which together allow organizations to more profitably manage customers as tangible assets. The emphasis is on defining the customer as valuable in the long-term and on viewing customer relationships as learning relationships. CRM recognizes that success over a period stems from customer loyalty and that long-term profitability lies in fostering unique lifetime relationships with small number of carefully chosen customers. It calls for increasing customer share, that is, retaining customers and selling them new customer made, higher-margin products over time. The concept of CRM when seen in the context of e-business or transactions over an electronic medium, it translates in to e-CRM, which essentially deals with managing customer interactions over the web. After the adoption of the Internet and availability of electronic channels of communication, it is becoming possible to capture customer related information intelligently at the interaction stage itself. E-CRM applications are the generic of application systems which handle customer interactions over these new electronic channel of communications.

The whole model of CRM revolves around the customer life-cycle comprising the following four stages:
1. Customer requisition through referrals.
2. Customer development through personalisation and cus-

3. Leveraging customer equity through cross-selling and up-selling.
4. Customer retention and referrals.

OBJECTIVES OF THE STUDY:
• To find out the brand preference of wireless communication.
• To identify the factors influencing customer preference.
• To identify the level of satisfaction on eCRM.
• To find out the reason behind change of network.
• To suggest the brands for their improvement.

SCOPE OF THE STUDY
• The main purpose of the study is to analyze the satisfactory level of the customers towards the brands.
• To analyze the various factors that may create a brand preference in the mind of the customers.
• To explore the services that the store is providing to their customers.

RESEARCH METHODOLOGY:
RESEARCH DESIGN:
The study is descriptive in nature, since it deals with the attitude of the customers.

DATA COLLECTION:
The researcher depended both on primary data and secondary data. Primary data collected through well structured questionnaire and secondary data collected through journals, magazines and internet.

SAMPLING DESIGN:
Sufficient care has been taken to select the sample respondents. For this purpose, non-Probability Convenience Sampling was used to select the respondents.

SAMPLING SIZE:
The sample size chosen for the study is 100.

STATISTICAL TOOLS EMPLOYED:
The data collected were systematically tabulated, analyzed, interpreted and presented in this article. The following tools were for analysis.

• Simple percentage
• Chi-square

LIMITATIONS OF THE STUDY
1. The study confines only to the city of Erode city and therefore the findings do not relate to another area.
2. Customers have unstable feeling about the same phenomenon from time to time.

REVIEW OF LITERATURE
Bose, (2002) described the customer relationship management (CRM), essential and vital function of customer oriented marketing is to gather and accumulate related information about customers in order to provide effective services. CRM involves attainment analysis and use of customer's knowledge in order to sell goods and services. Reasons for CRM coming into existence are the changes and developments in marketing environment and web technology. Relationship with customers is a newly distinguished as a key point to set competitive power of an organization. Companies gather data related to their customers, in order to perform customer relationship management more effectively. Web has disclosed a new medium for business and

marketing scope to enhance data analysis of customers' behaviors, and environments for one to one marketing have been enhanced. CRM lies at the heart of every business transaction. (ibid) Massey et al., 2000 believes that CRM is about attracting, developing maintaining and retaining profitable customers over a period of time. In this increased heightened global competition arena, the new ways of working are firmly shifting into

the hands of paying customers and organizations adapting to e-CRM to CRM.

Dyche, (2001) described that e-CRM is combination of software, hardware, application and management commitment. e-CRM can be different types like Operational, Analytical. Operational e-CRM is given importance to customer touch up points, which can have contacts with customers through telephones or letters or e-mails. Thus customer touch up points is something web based e-mails, telephone, direct sales, fax etc. Analytical CRM is a collection of data and is viewed as a continuous process. It requires technology to process customer's data. The main intention here would be to identify and understand customers demographics pattern of purchasing etc in order to create new business opportunities giving importance to customers.

Vital and important key point is that e-CRM takes into different forms, relying on the objectives of the organizations. It is about arranging in a line business process with strategies of customers provided back up of software's. (Rigby et al., 2002).According to Rosen.K, (2000) e-CRM is about people, process and technology and these are key paramount to success.

Traditional definition of e-CRM according to Stanton et al., (1994) is to include attitude for entire business. Like identifying and defining the prime goal to everyone in the organization and creating a sustainable competitive advantage. Their study explores how e-CRM enhances the traditional definition of marketing concepts and enabling the organizations to meet their internal marketing objectives.

Dyche (2001) identified that aim of e-CRM systems is to improve customer service, develop a relationship and retain valuable customers. Furthermore added advantage would be that it enhances delineation in customer's value. Means to motivate valuable customers remain loyal with the enhanced features of e-CRM, where e makes the huge difference.

Brand adoption or preference has been receiving increased attention in extant literature. Cooper (1993) noted that most new innovations come with high risks as most of them failed in the marketplace creating the need for marketers to have a clear understanding of success factors in Reliance adoption. Theories of adoption have often been used to explain how customers form references for various goods and services (Rogers, 1995; Tornasky and Klein, 1982; Mason, 1990; Charlotte, 1999).

The American Marketing Association (1994) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to encourage prospective customers to differentiate a producer's brand (s) from those of competitors". A primary function of the brand is to provide convenience and clarity in decision making by providing a guarantee of performance and communicating a set of expectations thereby offering certainty and facilitating the buying process.

Generally, these theories emphasize on the importance importance of complexity, compatibility, observability, triability, relative advantage, risk, cost, communicability, divisibility, profitability, social approval, and brand characteristics in Reliance preference (Wee, 2003). The relative importance of each factor depends on the nature of industry under consideration, location and social characteristics of the customers of the different brands. In this study we have focused four main factors, which the customer depends upon while selecting the Reliance.

ANALYSIS & INTERPRETATION:
ANALYSIS OF THE OCCUPATION WISE RESPONSES:
The total population of Erode District is 3,482,056 lakhs in these 1,781,571 lakhs are male and remaining 1,700,485 lakhs are female. When we consider about city population of Erode is 831,038Lakhs. Most of the people depends agriculture here.

The data collected on the "Brand preference of Wireless Communication brand among the Customers in Erode city" has been analyzed and the results are presented in the following tables

with interpretation

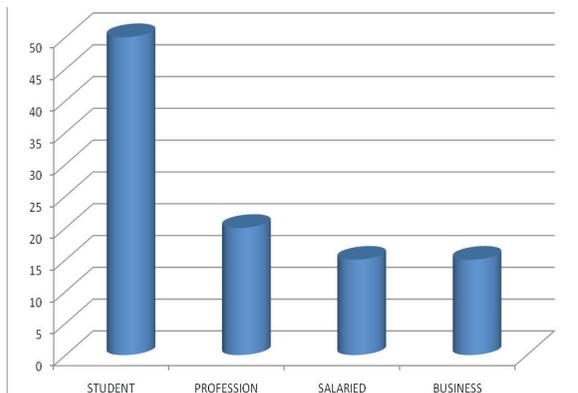**TABLE NO - 1**
STATUS OF OCCUPATION

OCCUPATION STATUS	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	50	50%
PROFESSIONAL	20	20%
SALARIED	15	15%
BUSINESSMAN	15	15%
TOTAL	100	100%

Source: Primary data

INTERPRETATION

The above table shows that 50% of the respondents are Students, 20% of them are professionals, 15% of them are salaried and remaining 15% of them are business man.

CHART NO – 1
STATUS OF OCCUPATION

TABLE NO - 2
**RESPONDENTS TOWARDS WIRELESS NETWORK**

NETWORKS	NO. OF RESPONDENTS	PERCENTAGE
RELIANCE	80	80%
BSNL	13	13%
AIRTEL	6	6%
MTS	1	1%
TOTAL	100	100%

Source: Primary data

INTERPRETATION:

From the table it's clear that, network wise respondents are as follows: 80% of them are RELIANCE, 13% of them are BSNL, 6% of them are AIRTEL and remaining 1% is MTS.

CHART NO – 2
RESPONDENTS TOWARDS WIRELESS BRAND
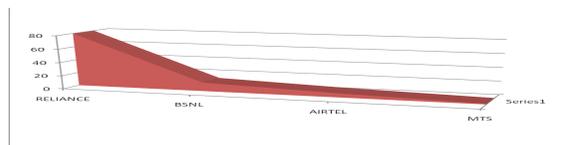
TABLE NO - 3
FACTORS INVOLVED WHILE SELECTING A NETWORK

NETWORKS	Tariff rate	Standard of eCRM	Connectivity	Brand image
RELIANCE	4	19	54	3
BSNL	5	3	5	0
ARITEL	2	0	3	1
MTS	1	0	0	0
TOTAL	12	22	62	4

Source: Primary data

INTERPRETATION:

The above table shows, 80% of the respondents are RELIANCE network holders. In that 4% are Reliance it by considering its tariff rate, 19% of them are considering the Standard of eCRM, 54% of them are Reliance it by considering its Connectivity and remaining 3% are considering it's Brand image. Followed by 13% of them are selecting BSNL network. In that, 5% of the respondents are considering the tariff rate, 3% of them are considering its Standard of eCRM and remaining 5% are considering it's Connectivity. With regard to AIRTEL network, 2% of the respondents are considering the tariff rate, 3% of the respondents are considering the standard in e-service and remaining 1% is on considering it's brand image. Finally, MTS network has only one respondent on considering it's Tariff rate. Most of the respondents preference is the *Standard of eCRM* than tariff rate and other factors.

TABLE NO - 4
LEVEL OF SATISFACTION ON TARIFF RATE

NETWORKS	LOW	AVERAGE	HIGH
RELIANCE	6	71	3
BSNL	7	6	0
AIRTEL	2	4	0
MTS	1	0	0
TOTAL	16	81	3

Source: Primary data

INTERPRETATION

The above table shows the level of Satisfaction on Tariff rate offering by various networks, 80% of the respondents of RELIANCE network in which, 6% of them expressed low level of satisfaction on Tariff rate. Where, 71% of them expressed that the tariff rate is average level of satisfaction and remaining 3% of the respondents are have high rate of satisfaction on tariff rate. In BSNL network 7% of the respondents are low level of satisfaction on the tariff rate where, 6% of them said that its tariff rate is reasonable and average. In other networks such as AIRTEL and MTS respondents satisfaction level is low on this tariff rate. Very few expressed average in AIRTEL network, where about MTS network nobody expressed their satisfaction level as average and high. Though the satisfaction level on Tariff rate is not upto the level in all the networks, only in RELIANCE network majority of them expressed average level of satisfaction. It shows the Tariff rate is reasonably matching with customer's expectation.

TABLE NO - 5
PURPOSE OF PURCHASING A SIM CARD

PURPOSE	NO.OF RESPONDENTS	PERCENTAGE
Normal Communication	69	69%
Internet Usage	31	31%
TOTAL	100	100

Source: Primary data

INTERPRETATION

The above table shows the purpose of purchasing the SIM card. Majority 69% of them purchasing the SIM card for Normal Communication purpose, where 31% of them are purchasing for their Internet usage purpose.

TABLE NO - 6
NETWORK -WISE PREFERENCE FOR THE PURPOSE OF RESPONDENTS

NETWORKS	NormalCommunication	Internet Usage
RELIANCE	27	31
BSNL	36	21
AIRTEL	31	29
MTS	06	19
TOTAL	100	100

Source: Primary data

INTERPRETATION

The above table it is clear that, most of the respondents (36%) are purchasing BSNL network(36%) for their Normal communication, followed by AIRTEL network(31%) then RELIANCE(27%). But very few of them are preferring MTS network(6%). Also it is observed from the table that 31% of the respondents are preferring RELIANCE network for their Internet usage purpose. Very closely followed by AIRTEL network(29%) then BSNL network(21%). MTS network(19%) users are very minimum.

TABLE NO - 7
LEVEL OF SATISFACTION TOWARDS THE STANDARD OF eCRM

NETWORKS	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR
RELIANCE	18	49	7	0	0
BSNL	3	3	7	4	1
AIRTEL	0	0	2	4	0
MTS	0	0	1	0	1
TOTAL	21	52	17	8	2

Source: Primary data

INTERPRETATION:

The above table shows that level of satisfaction on the standard of eCRM in various networks. Majority of them(52%) of them gave their feedback has they are satisfied with the standard of eCRM concept in the category of "GOOD". In that RELIANCE network has got the maximum 49%. Next "VERY GOOD" category (21%) received by all the networks randomly. From that 18% of the respondents said that RELIANCE network has the category of "VERY GOOD". In "AVERAGE" category also 17% of them respondents as RELIANCE network. Very few of them responded as "POOR" and "VERY POOR" from BSNL and AIRTEL networks.

TABLE NO - 8
REASONS FOR CHANGE OF NETWORK

NETWORKS	Attractive Plans	Poor Connectivity	Poor eCRM	TOTAL
RELIANCE	29	3	0	32
BSNL	13	1	4	18
AIRTEL	6	2	21	29
MTS	7	13	1	21
TOTAL	55	19	26	100

Source: Primary data

INTERPRETATION:

From the above table, it is clear that, major reason for change of network is "Attractive Plans" (55%) offering by the Networks. Followed by "Poor eCRM" (26%) plays major role in change of network. Finally 19% of them will change their network due to Poor Connectivity. Another observation from the above table is RELIANCE network should concentrate on their Attractive Plans more, since other factors positive followed by BSNL. AIRTEL should concentrate more on effective eCRM, since it has Poor eCRM. MTS should concentrate more on its Connectivity.

TABLE NO - 9
THE RELATIONSHIP BETWEEN PREFERRING A BRAND AND RECOMMENDING THAT TO OTHERS

Preferring a brand ......à Recommending to othrs	RELIANCE	BSNL	AIRTEL	MTS	TOTAL
YES	68	10	5	1	84
NO	12	3	1	0	16
TOTAL	80	13	6	1	100

HYPOTHESIS:

H0= There is no significant relationship between preferring Reliance and Recommend Reliance to others.

H1= There is a significant relationship between preferring Reliance and Recommend Reliance to others.

DEGREES OF FREEDOM
V=(R-1) (C-1)=(4-1) (2-1)=3
CALCULATION:

Oij	Eij	(Oij- Eij)^2	(Oij- Eij)^2/ Eij
68	67.2	0.64	0.0095
10	10.92	0.8464	0.0775
5	5.04	0.0016	0.0003
1	0.84	0.0256	0.0305
12	12.8	0.64	0.05
3	2.08	0.8464	0.4069
1	0.96	0.0016	0.0017
0	0.16	0.0256	0.16
TOTAL			0.7364

CHI-SQUARE:
$\Psi^2 = (Oij – Eij)^2 / Eij = 0.7364$
The tabulation value of chi-square for degree of freedom at 5% level of significance is 7.815.

INTERPRETATION:

From the calculation it is evident that the table value is less than the calculated value. So there is no significant relationship between preferring a brand and recommending a brand to others. So the alternative hypothesis is accepted. Null hypothesis is rejected. It shows preference and recommendation has no relationship.

FINDINGS:
The overall findings are as follows:
- Majority (50%) of the respondents are Students, 20% of them are professionals, 15% of them are salaried and r maining 15% of them are business man.
- Majority (80%) of the respondents prefer Reliance,13% of the respondents prefer BSNL, 6% prefer AIRTEL and remaining 1% prefer MTS.
- Most of the (80%) respondents are RELIANCE network holders. In that 4% are Reliance it by considering its tariff rate, 19% of them are considering the Standard of eCRM, 54% of them are Reliance it by considering its Connectivity and remaining 3% are considering it's Brand image. Followed by 13% of them are selecting BSNL network. In that, 5% of the respondents are considering the tariff rate, 3% of them are considering its Standard of eCRM and remaining 5% are considering it's Connectivity. With regard to AIRTEL network, 2% of the respondents are considering the tariff rate, 3% of the respondents are considering the standard in e-service and remaining 1% is on considering it's brand image. Finally, MTS network has only one respondent on considering it's Tariff rate. Most of the respondents preference is the *Standard of eCRM* than tariff rate and other factors.
- Majority (80%) of the respondents of RELIANCE network in which, 6% of them expressed low level of satisfaction on Tariff rate. Where, 71% of them expressed that the tariff rate is average level of satisfaction and remaining 3% of the respondents are have high rate of satisfaction on tariff rate. In BSNL network 7% of the respondents are low level of satisfaction on the tariff rate where, 6% of them said that its tariff rate is reasonable and average. In other networks such as AIRTEL and MTS respondents satisfaction level is low on this tariff rate. Very few expressed average in AIRTEL network, where about MTS network nobody expressed their satisfaction level as average and high. Though the satisfaction level on Tariff rate is not upto the level in all the networks, only in RELIANCE network majority of them expressed average level of satisfaction. It shows the Tariff rate is reasonably matching with customer's expectation.
- Most of the 69% of them purchasing the SIM card for Normal Communication purpose, where 31% of them are purchasing for their Internet usage purpose. 36% are purchasing BSNL network(36%) for their Normal communication, followed by AIRTEL network(31%) then RE-

LIANCE(27%). But very few of them are preferring MTS network(6%). Also it is observed from the table that 31% of the respondents are preferring RELIANCE network for their Internet usage purpose. Very closely followed by AIRTEL network(29%) then BSNL network(21%). MTS network(19%) users are very minimum.

- Majority of them(52%) of them gave their feedback has they are satisfied with the standard of eCRM concept in the category of "GOOD". In that RELIANCE network has got the maximum 49%. Next "VERY GOOD" category (21%) received by all the networks randomly. From that 18% of the respondents said that RELIANCE network has the category of "VERY GOOD". In "AVERAGE" category also 17% of them respondents as RELIANCE network. Very few of them responded as "POOR" and "VERY POOR" from BSNL and AIRTEL networks.

- Major reason for change of network is "Attractive Plans" (55%) offering by the Networks. Followed by "Poor eCRM" (26%) plays major role in change of network. Finally 19% of them will change their network due to Poor Connectivity. Another observation from the above table is RELIANCE network should concentrate on their Attractive Plans more, since other factors positive followed by BSNL. AIRTEL should concentrate more on effective eCRM, since it has Poor eCRM. MTS should focus more on its Connectivity.

SUGGESTIONS

- From the study we can infer that RELIANCE is dominating all other brand. So, the other brands should take necessary steps to increase their market share.

- As it is the matter of fact every company should give first preference to Standard of eCRM than all other factors such as Tariff rate, Connectivity etc. RELIANCE network has got the maximum Satisfaction on eCRM service. So all the brands should focus more on this eCRM to attract more customers.

- Most of them are purchasing a SIM for normal communication only. But internet usage purpose is very low. It has to be encouraged by all the brands through their attractive schemes.

- Though the satisfaction level on Tariff rate is not upto the level in all the networks, only in RELIANCE network majority of them expressed average level of satisfaction. It shows the Tariff rate is reasonably matching with customer's expectation.

- RELIANCE network should concentrate on their Attractive Plans more, since other aspects are very positive followed by BSNL.

- AIRTEL should concentrate more on effective eCRM, since it has Poor eCRM.

- MTS should focus more on its Connectivity.

- In General, all brands should concentrate on the following aspects, availability, advertisement and extra free services should be provided to improve sales.

- All the brands should create awareness on the brand in the customer mind by conducting various activities.

CONCLUSION

Brand preference does exist in the communication too. Many customers do not buy whatever is available or affordable. If a brand is good value for its price, it will command brand loyalty. However, advertising helps in projecting brand quality and value before the customers. In this study, it is being understood that the customer's preference with regard to brand is studied and it is being proved that the quality in eCRM was the primary factor considered by the respondent while choosing Reliance other than the Price, Service and advertisement. Majority of the customers preferred RELIANCE due to its better eCRM, Tariff rate, Connectivity and Service.

Further, the brands RELIANCE network should concentrate on their Attractive Plans more, since other aspects are very positive followed by BSNL. AIRTEL should focus more on effective eCRM, since it has Poor eCRM. MTS should focus more on its Connectivity. It shows BSNL, & MTS has to improve in technological areas so as to come up to the standard of RELIANCE & AIRTEL. Finally, it is being proved that the people of today are more value conscious and are willing to pay more for better quality brands in which the marketers should implement their marketing strategies to bring brand loyalty. Overall, this study helps the marketers to manage their brand in order to survive in the market.

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