

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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COMPARATIVE ANALYSIS OF BROADBAND SERVICES IN TWIN CITY: AIRTEL Vs. OTHERS

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DEPARTMENT OF COMMERCE
FIRST GRADE COLLAGE
BYADAGI

ABSTRACT

Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world-class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India. On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the largest Public Sector Undertaking of India with authorized share capital of \$ 3977 million and net worth of \$ 14.32 billion.

KEYWORDS

Digital Subscriber Line, Broadband, Internet speed, Data usage rate, Broadband service.

INTRODUCTION

Bharti Tele-Ventures is one of India's leading private sector providers of Tele-communications services with an aggregate of 11.06 million customers as of end of January '05, consisting of approximately 10.24 million mobile customers. The company today offers mobile services in 21 out of 23 circles in India. The company also provides fixed - line services and Internet access over DSL in 6 circles. The company complements its mobile and fixed-line services with national and international long distance services.

Broadband services in India have not yet really taken off because none of the major Tacos has been able to rollout such services in a really big way so far. Broadband penetration is, of course, dependent upon PC penetration as a major factor. India lags behind other major countries of the region by a substantial margin

NEED FOR THE STUDY

- The study is mainly under taken to know the Broad brand service provided by different players in the market.
- To find out what the customers think about the AirTel Broad brand when compared to other Service providers.
- Implementing new technologies, new features and considering the customers preferences are the important factors for the company's existence in the competitive market .So if the company wants to face the competition, it has to have the updated knowledge of the consumer tastes and preference

OBJECTIVES OF STUDY

- Comparative study of Airtel Broadband with other Broadband service providing companies in Twin city
- To assess the customer of various Broadband service providers in Twin city also Find out the total market share of Airtel in Twin city
- To enumerate the customer preferences towards various Broadband Service Providing companies in Twin city
- To assess out the various factors contributing in the selection of Broadband connection from the various service provider

METHODOLOGY**A) GEOGRAPHICAL AREA**

Hubli-Dharwad Twin city

B) SAMPLING DESIGN

Element: Commercial Establishments.

Sampling unit: Business people, Officials, Institutions, Non-commercial

Extent To: twin city.

Sample size: 100

Sample: Stratified sampling

Simple Random Sample

C) SOURCES OF DATA COLLECTION METHOD

The data is collected through both **primary** and **secondary** method. Primary data will be collected through administering the questionnaire and through personal interviews. The secondary data is also collected through various websites and articles.

BHARATI ENTERPRISES

Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world-class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India.

Bharati Enterprises has joint venture with world leaders like

- ◆ Singtel (Singapore Telecom);
- ◆ Warburg Pincus, USA;
- ◆ Telia, Sweden;
- ◆ Asian infrastructure fund,
- ◆ Mauritius; International Finance Corporation, USA
- ◆ New York Life International, USA.

BSNL

On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened **Bharat Sanchar Nigam Limited (BSNL)**. Today, BSNL is the largest Public Sector Undertaking of India with authorized share capital of \$ 3977 million and net worth of \$ 14.32 billion.

RELIANCE INFOCOMM

Reliance Infocomm is the outcome of the late visionary Dhirubhai Ambani's (1932-2002) dream to herald a digital revolution in India by bringing affordable means of information and communication to the doorsteps of India's vast population. Working at breakneck speed, from late 1999 to 2002 Reliance Infocomm built the backbone for a digital India - 60,000 kilometers of fiber optic backbone, crisscrossing the entire country. Reliance Infocomm network is a pan India, high capacity, integrated (wireless and wire line) and convergent (voice, data and video) digital network, designed to offer services that span the entire Infocomm value chain - infrastructure, services for enterprises and individuals, applications and consulting. The network is designed to deliver services that will foster a new way of life for a New India.

TATA INDICOM

The Tata Group's commitment to building a substantial presence in India's telecom industry has seen it play a leading role in the development of the country's communications infrastructure. The telecom services of the Group are offered under the brand name Tata Indicom, and cover all segments, from retail and enterprise to wholesale and international. The objective is to make Tata Indicom The preferred telecommunications choice of customers across the country. Tata Teleservices, which heralded convergence technologies in the Indian telecom sector, is the world leader in the fixed wireless service market, with a customer base of 1.8 million.

BROADBAND**INTRODUCTION**

Telecom Companies uses broadband services worldwide to leverage their existing investment in copper in the local loop. Copper as a last-mile delivery medium has the advantage of near-universal penetration, and local Telecom Companies are increasingly eyeing broadband services on it as a means of 'hitting back' at cable operators who have begun infringing on their turf by their bundled Internet offerings.

WHAT IS BROADBAND?

To state the obvious, 'broadband' indicates a means of connectivity at a high or 'broad' bandwidth. In India, TRAI has defined broadband as any connectivity delivered to the end user at a bandwidth greater than 256 kbps.

THE INDIAN SCENARIO

Broadband services in India have not yet really taken off because none of the major Tacos has been able to rollout such services in a really big way so far. Broadband penetration is, of course, dependent upon PC penetration as a major factor. India lags behind other major countries of the region by a substantial margin

Broadband service providing companies:

Bsnl (data one)

Bharati Infotel Limited (AirTel)

Reliance Infocomm

Satyam

Sify

TATA Indicom

BSNL

BSNL is in the process of commissioning of a world class, multi-gigabit, multi-protocol, convergent IP infrastructure through National Internet Backbone-II (NIB-II) that will provide convergent services through the same backbone and broadband access network. The Broadband service will be available on DSL technology (on the same copper cable that is used for connecting telephone), on a countrywide basis spanning 198 cities.

OBJECTIVES

- To provide high speed Internet connectivity (up to 8 Mbps)
- To provide Virtual Private Network (VPN) service to the broadband customers
- To provide dial VPN service to MPLS VPN customers.
- To provide multicast video services video-on-demand, etc. through the Broadband Remote Access Server (BRAS).
- To provide a means to bill for the aforesaid services by either time-based or volume-based billing. It shall provide the customer with the option to select the services through web server
- To provide both pre-paid and post paid broadband services

RELIANCE

Reliance Broadband Internet Access provides carrier class Internet bandwidth through a dedicated connection over the IP backbone. With "Fiber to building" approach of Reliance and international capacity operated by a Group Company, Reliance delivers an unmatched service quality level to an enterprise customer. Reliance Broadband brings "Broadband Internet Access" for business and consumers.

TATA INDICOM**HIGH SPEED INTERNET SERVICES FROM TATA INDICOM**

Tata Indicom offers high bandwidth, reliable, secure and cost effective Internet connectivity on Broadband ADSL (Asynchronous digital subscriber line). Businesses in IT, hospitality, travel agents, logistics companies, stock brokers and financial companies, corporate offices, cyber-cafes and many more are connected on Broadband Internet.

More Email, more downloads, more audio streaming, online ERP, VPNs.... You name it! You can do it on Broadband Internet.

BROADBAND INTERNET SERVICE OFFERS

- Bandwidth on demand
- Quick browsing & fast email speeds
- Instant file downloads
- Reliable & secure connection
- Pay-as-you-use and flat rate billing options
- Quick & professional installation
- 24*7 customer care

AIRTEL

Airtel Broadband Service is the fixed line service from Bharati.It already operates 5 circles Delhi, Haryana, MP & Chattisgarh, TamilNadu, UP (West), and Karnataka and is about to launch services in several others. Airtel Broadband & Telephone Services has been a part of the telecom fabrics of **Karnataka** since 2001, and has around 2,00,000 subscribers in the state.

With 512@work, Airtel Broadband is approximately **10 times faster than an analogue connection, yet costs as little as dialup**. Large data applications, faster file transfer, Streaming multimedia and heavy duty suffering all become easy. Airtel Broadband is having 1,50,000 subscribers nationwide.

NEED OF THE RESEARCH

The Telecommunication Sector has today become one of the hot areas for marketers. Various upcoming features have enhanced the global competition in today's Telecommunication sector. Implementing new technologies, new features and considering the customers preferences are the important factors for the company's existence in the competitive market. So if the company wants to face the competition, it has to have the updated knowledge of the consumer tastes and preference. Our research is undertaken to study the Market Share of various Broadband services providing companies in Bangalore city and also to know the Marketing strategies adopted by these companies to beat the competition. Since selecting Broadband service requires high involvement and also because of its dynamic nature it is necessary to know the factors which influence the customer to go for particular companies service. So in this project this concept is highlighted as a sub objective.

WORLDVIEW ABOUT BROADBAND SERVICE

BROADBAND ACCESS SERVICE PRICING - HOW SERVICE PROVIDERS PRICE BROADBAND INTERNET ACCESS AROUND THE WORLD

How much does broadband access service cost around the world. What pricing models are used? Which pricing models are the most prevalent? Do pricing models vary by access technology or geographic region? Is broadband becoming less expensive? This provides up-to-date answers to these questions with an in-depth analysis of broadband access service pricing. As such, it is necessary reading for all broadband access service providers seeking an optimal pricing model for their company. All broadband service providers who seek to maximize customer acquisition and revenue through pricing. Using current data, this report identifies broadband access pricing by service provider by country, by technology, and by market segment. It includes an examination of pricing promotions, entry-level pricing plans, and non-recurring pricing. Additionally, it identifies major broadband access service pricing variables and models. Based on this data and the concise conclusions drawn from them, the service provider is able to select an optimal pricing plan.

FEATURES

- Up-to-Date, Latest Data on Broadband Access Service Pricing by Country and Major Service Provider
- Cross-National Pricing Data by Technology and Market Segment
- Identification of Major Broadband Access Service Pricing Variables and Models
- Recurring Versus Non-Recurring Pricing Options Identified
- Pricing Promotions and Entry-Level Pricing Plans
- Lowest, Current Broadband Pricing Levels Identified by Country

AIRTEL BROADBAND (DSL TECHNOLOGY)

Airtel Broadband is powered by DSL technology.

DSL provides blazing-fast, secure Internet access and can be delivered to both homes and to businesses. Delivered right through a regular telephone line, data rates can vary from 128Kb to 8Mb per second depending on the type and cost of the service. DSL can be delivered to both homes and to businesses. Digital Subscriber Line (DSL) technology provides instant Internet and network access at speeds up to 50 times faster than a 28.8Kbps modem on a standard analog phone line. There are no dial-up delays, no busy signals. What used to take minutes or hours to download will take just seconds or minutes.

DIGITAL SUBSCRIBER LINE

DSL is a high-speed broadband connection that is convenient, fast and capable of carrying very 'heavy' files over the Internet. Shop, Play games, download music, DSL allows you to enjoy your Internet experience, something, which ordinary dial-up connections cannot do. So, go ahead and unleash your high-speed access.

FEATURES AND BENEFITS OF DSL TECHNOLOGY

- ✓ You can surf the net as well as talk on the phone simultaneously. That's the special feature of Airtel Broadband.
- ✓ Amazingly quick, always-on connection.
- ✓ Dedicated bandwidth.
- ✓ No additional telephone bills for internet usage
- ✓ Ability to make phone calls abroad through the internet
- ✓ Talk while you surf
- ✓ Robust installation of underground cables
- ✓ Attractively priced and scalable usage plan options
- ✓ 24x7x365 customer support

TABLE 1: SHOWING THE NUMBER OF RESPONDENTS HAVING BROADBAND CONNECTIONS

YES	NO
67%	33%

The table no 1 indicates that 67% of respondents are having broad band connection in twin city.

TABLE 2: SHOWING THE MARKET SHARE OF THE VARIOUS BROADBAND SERVICE PROVIDERS

COMPANIES	PERCENTAGE
AIRTEL	35
BSNL	21
SATYAM	4
RELIANCE	4
TATA INDICOM	3

Table 2 Interpret that 35% of the market is covered by airtel and 21% is covered by bsnl, Reliance and Tata Indicom covered by 4 & 3 in twin city.

TABLE 3: SHOWING THE NUMBER OF YEARS THAT RESPONDENTS OWN THE SERVICE

YEARS	PERCENTAGE
<1	42%
1 TO 2	47%
2 TO 3	8%
>3	3%

Table no 3 indicate that 47% of the respondents are using broadband services since more than 1 year, and 3% of the respondents are using broadband services since less than 3 year.

TABLE 4: SHOWING THE EFFECT OF THE VARIOUS FACTORS, WHICH INSPIRE IN SELECTING PARTICULAR SERVICE

FACTORS	PERCENTAGE
COMPANY PERSONEL	10%
FRIENDS	22%
MEDIA	19%
SELF	49%

Table no 4 Interpret that 49% of respondents select a particular broadband service on their own.

TABLE 5: THE ATTRIBUTES THAT INFLUENCED CHOICE OF THE EXISTING SERVICE

ATTRIBUTES	PERCENTAGE
SERVICE	46
CONNECTIVITY	43
OFFERS	16
SPEED	54
TARIFF PLAN	5

Table no 5 indicate that Out of 100 respondents 54 were given preference to speed and 46 were for service while selecting broadband service.

TABLE NO 6: SHOWING THE USAGE RATE OF EXISTING BROADBAND SERVICE

USAGE (IN GB)	PERCENTAGE
4GB	3%
8GB	7%
25GB	15%
UNLIMITED	75%

Table no 6 Interpret that Out of 100 respondents 75% of the customers prefer unlimited data plan.

TABLE NO 7: SHOWING THE SATISFACTION LEVEL DUE TO SERVICE PROVIDED BY AIRTEL

REMARKS	PERCENTAGE
EXCELENT	22
GOOD	11
MODERATE	2
FARE	0
POOR	0

Table no 7. Interpret that respondents are 22% satisfied with the service provided by airtel.

TABLE NO 8: SHOWING THE SATISFACTION LEVEL DUE TO TARIFF PLAN PROVIDED BY AIRTEL

REMARKS	PERCENTAGE
EXCELENT	0
GOOD	8
MODERATE	25
FARE	2
POOR	0

Table no 8 indicate that 25% respondents said that the tariff plan of airtel is moderate

FINDINGS

- Out of 100 respondents 67 respondents are having Broad Band connection and 33 are not having connection in Twin city.
- Out of 100 respondent 35% of the market is covered by airtel and 21% is covered by bsnl in twin city.
- Out of 100 respondents 47% of the respondents are using broadband services since more than 1 year and 3% of the respondents are using broadband services since less than 3 year.
- Out of 100 respondents 49% of respondents select a particular broadband services on their own and 22% through friends, 19% through media, 10% through company persons,
- Out of 100 respondents 54 were given preference to speed and 46 were for service while selecting broadband service.
- Out of 100 respondents 68% of the customers prefer unlimited plan, 15% are 25 GB, 13% are 8 GB, 4% are 4 GB.usage rate is used by the respondents.
- More number of respondents consider speed, service and connectivity as a prime most factor while selecting the existing broadband service
- Out of 100 respondents 25% respondents said that the tariff plan of airtel is moderate

RECOMMENDATIONS

- Create awareness for the Airtel Broad Band service through Medias like local channel, News paper etc.
- 25 of the existing customers are unhappy with the frequent change of Tariff plans so company has to take measures to avoid such frequent changes and provide a single plan, which can delight the customers.
- By the survey it is been noted that only 10% of respondents were inspired by Company personnel while selecting the service providers. So effective training can be given to the Company personnel in convincing capabilities.
- The potential buyers prefer BSNL, so Airtel has to focus such respondents and it is necessary to change their preference by providing better offers (Now a day's BSNL is introduce 2 months free scheme) so company has to provide the different than BSNL to Attract the customers.
- Give information about new schemes or offer which company introduced.

CONCLUSION

Here I conclude that the willingness of owning the Broadband service is rapidly increasing in twin City. Both BSNL and AirTel Broadband services have succeeded in Creating Brand images for themselves in the marketing overall customer satisfaction, BSNL leads while Airtel follows. Reliance needs to really perform better to face the Competition. Even though Satyam has succeeded in attracting business in Cyber Cafes, it is not performing up to the mark in other fields like Home Plans and Corporate Plans.AirTel Broadband services are coming up with new offers to attract the existing as well as potential buyers. Bharti Enterprises has

been at the forefront of technology and has revolutionized telecommunications with its world-class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and National Long Distance. DSL provides blazing-fast, secure Internet access and can be delivered to both homes and to businesses. Delivered right through a regular telephone line, data rates can vary from 128Kb to 8Mb per second depending on the type and cost of the service. DSL can be delivered to both homes and to businesses.

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