CHAPTER 4
RESEARCH METHODOLOGY

4.1 RESEARCH GAP

From the sequence of earlier works it is seen that the promotional methods imparted by network providers has significant impact on the growth of market share of the company. While reviewing the past research an enquiry into the effectiveness of various promotional methods were not done extensively, particularly in India. The pilot study has paved way to the research gap on studying the promotional methods of Vodafone. To examine this, the researcher has attempted to find out the major players inside and outside India. It is found that Vodafone is the only fully owned foreign direct investment company which stands third in the world market share and second in Indian market share. The details pertaining to Vodafone is given in further readings. Therefore this study attempts to bridge this gap of analysing the various promotional methods of Vodafone in the present Indian scenario and also attempts to showcase the strengths of Vodafone and also the mass potential in Indian market.

4.2 PURPOSE OF THE STUDY

Vodafone gives numerous packages and add-ons to the customers delight. But as per the data acquired it is still third in market place. This study attempts to find out the real reason for this position in spite of its successful ads. The researcher being a marketing major and deeply interested in advertising has taken up this study to find out the means and methods of increasing the market share as well as the life of the product.
4.3 STATEMENT OF THE PROBLEM

Vodafone has the most popular advertisements when compared to other mobile phone service providers.

The company received the ‘Best 3G services operator’ at the recent tele.net Telecom awards. In a survey conducted by Nielsen; Vodafone India has been recognized as the “Most Likeable Brand” in the consumer services category. Vodafone India has also been making significant strides with its wide retail presence in the country. The company won the award for innovation in Retail, at International women leadership forum for Angel (all women) stores across the country. VIL also won the “Retailer of the Year” in the mobile and telecom category at the Asia Retail Congress 2013. The company has been recognized as one of the “Best Employer of Choice” in telecom sector by “Great Places to Work” and. Vodafone Business Services has been awarded the “Best Enterprise Service Provider” at the Frost & Sullivan Awards for three consecutive years in 2011, 2012 and 2013.

But still it has gained only the third position. The popularity of Vodafone’s advertisements has surely given way to increase its market share and sale. This study aims in finding out what kind of promotional strategy is missing out in Vodafone’s campaign – which promotional strategy is strong and which one is weak for Vodafone. The changing scenario in the market shows that Vodafone too has to change its outlook to reach more number of customers. So the present study focuses on the improvement of sales and market share of Vodafone in Coimbatore city.

Even though, there are numerous studies related to promotional methods of mobile phone service providers, the face of such service providers are changing due to add-ons. A special referring to Vodafone Coimbatore is an untouched area and hence the researcher has attempted to fill this gap in a
comprehensive way. In order to study the effectiveness of various promotional methods of Vodafone, a research model is proposed.

**4.4 PROPOSED RESEARCH MODEL**

Figure 4.1 shows which the proposed research model describes how the research gap is to be filled.
Identification of Key Players

Identification of Various Promotional

List out Key Promotional Strategies and Their Attributes

Obtaining Data from Customers

Obtaining Data from Retailers of That Service Providers

Analyzing & Comparing the Data Obtained

Identification of Shortcoming in the Promotional Strategies Of Vodafone

Suggesting Suitable Measures to Overcome the Short Comings

Fig 4.1: Proposed research model
4.5 OBJECTIVES OF THE STUDY

Based on the proposed research model, the objectives of the present study are:

1. To exhibit the profile of the respondents.
2. To identify the strength of the Vodafone advertisements.
3. To ascertain the various promotional methods of mobile phone service providers.
4. To compare the effectiveness of various promotional measures.
5. To compare the value added services of other mobile phone service providers with Vodafone.
6. To suggest suitable measures.

4.6 RESEARCH METHODOLOGY

With the proposed research model as the basis of the study, the research takes path first by identifying the key players in the market. It continues with identifying key promotional strategies used by these service providers and the attributes of the promotional strategies are measured by collecting data from consumers as well as retailers of the service providers. Results are analyzed and compared to find out in which area Vodafone lacks. Suitable suggestions are given in order to overcome the shortcomings in the promotional strategies of Vodafone.

4.7 RESEARCH DESIGN

The applied research design of the present study is descriptive research design. Since the study aims at the evaluation of promotional strategies of Vodafone as per the view of customers and retailers, it is descriptive in nature. Apart from this, the study has its own objectives and the pre-determined methodology to fulfill the objectives. Since, the study also tries to find out the
impact of various “value added services” of mobile phone service providers; it is also diagnostic in nature. Hence the applied research design of the study is descriptive and diagnostic.

4.8 COLLECTION OF DATA

Since the present study highly rests on the primary data, proper care was taken to prepare two different questionnaire to two different group of respondents namely retailers and customers.

4.9 FRAMEWORK FOR ANALYSIS

For analyzing the data collected during the investigation, the following statistical tools were used.

1. Confirmatory factor analysis;
2. Multiple Regression Analysis;
3. T-Statistics;
4. One way Analysis of Variance

4.10 SELECTION OF STUDY AREA

A study area is where exactly the required data for research are obtained from Coimbatore, Tamilnadu being the Manchester of south India has been chosen for the study. The study explores the strengths and weakness of Vodafone’s services and therefore has chosen Coimbatore as it is the headquarters for Vodafone’s services in Tamilnadu.

Vodafone Coimbatore, Tamilnadu caters to all the operational service requirements and customer services requirements from all over Tamilnadu. Therefore, Vodafone Coimbatore becomes a happening place. For better assessment, Coimbatore city has been chosen for this study where numbers of retailers are more
4.11 SAMPLING FRAMEWORK OF THE STUDY

Two sets of samples have been selected for this study.

First, customers using Vodafone network in Coimbatore city were the major respondents of the study. There are a total number of 9, 30,882 Vodafone subscribers in the city. For better assessment, the sample size was determined by sample size calculator software which resulted in 385 for 99% accuracy. 1000 questionnaire was administered out of which 664 were good enough for analysis.

Second, retailers of Vodafone were taken as second set of samples of the study. There were 19 Vodafone retailers operating in the city. All the nineteen Vodafone retailers were included for the study.

These two samples are considered as mutually exclusive, independent samples.

4.12 COLLECTION OF DATA

First set of respondents i.e., customers of Vodafone network were identified through Vodafone stores. Customers above 18 years of age were identified on the basis of services asked for as below:

1. Full talk time.
2. Net card.
3. Smartphone users.

Nearly thousand customers were interviewed and finally 664 Vodafone users were identified.

Two separate questionnaires were formulated for the customers and retailers of Vodafone. All the 19 stores were included for the study. The dealers or the retailers were given a separate questionnaire for data collection. The questions were finalized after checking the content validity through a pilot study. All the nineteen retailers have given full data for the questions given.

The data thus collected were analyzed by using various statistical tools which gave way to the findings of the study.