

Market Research on Vodafone Idea Limited

Problem definition:

Vodafone is British multinational telecommunications conglomerate with more than 470 Million customers across the globe. It is currently operating in India after merger with Aditya Birla Group's Idea Cellular Limited, as Vodafone Idea Limited. As of November 2018, Vodafone Idea has 35.94% market share in India with 421.076 million subscribers, making it the largest mobile telecommunications network in India and second largest mobile telecommunications network in the world. Although company is currently in leadership position but it is facing fierce competition from old rival Airtel as well as emerging competitor Jio, which has conquered significant market share in very small span of time. Company is struggling to retain his old customers and apparently failing to get new customers in comparison with competitors.

Management decision problems:

- ❖ How Vodafone Idea Limited can maintain his market leadership position amidst fierce competition in Indian telecommunication market?
- ❖ Should current promotional campaigns be changed?
- ❖ Should current price structure/plans be changed?

Marketing Research Problems:

- ❖ Why customers are churning from Vodafone Idea?
- ❖ What criterion do Indian customers use while choosing a telecommunication network?

- ❖ How effective is current promotional campaign?
- ❖ How is the price structure compared with competitors?
- ❖ Are current customers loyal to company?
- ❖ What are changes in brand patronage in recent years?
- ❖ What are possible potential mergers in the market?
- ❖ What is the demographic and psychographic profile of the customers of Vodafone? Does it differ from the profile of customers of competitors?
- ❖ Can service patronage and preference be explained in terms of service evaluations and customer characteristics?

Approach to the problem:

Research Question and Hypothesis:

RQ: Can the customer be segmented based on psychographic characteristics?

H1: There are distinct segments of customers.

H2: Each segment is motivated to use network for a different reason.

H3: Brand loyalty is high among Vodafone customers in all segments.

RQ: What are possible results for customer churn?

H1: Strategic promotions by competitors

H2: Emergence of JIO

H3: Customer dissatisfaction towards Vodafone

Data collection:

Exploratory data analysis:

- ❖ Secondary data
- ❖ Pilot survey
- ❖ Qualitative Research

Descriptive research design:

- ❖ We will conduct cross sectional survey from different demographic people having representation of entire population.
- ❖ Focus group
- ❖ In-depth interview