



A Study of the Effectiveness of a launch Programme of Tata Photon Plus at Muzaffarpur

(An Analysis undertaken with special reference to Tata Teleservices Limited)

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Received : November 2011

Accepted : March 2012

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Abstract : *In today's scenario internet plays a very important role in every individual's life. Internet is a means through which we connect with the entire world.*

Keeping this in mind TATA launched the USB modem which is easily accessible and can be carried anywhere.

Though TATA PHOTON was introduced quite early in other parts of India, in Muzaffarpur the target population got it on 6th of April 2011. The launch was a great success.

Key words : *Launch, Stratified random sampling, Modem, Programme, Effectiveness.*

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Introduction :

The study entitled 'The effectiveness of a launch programme of Tata Photon Plus at Muzaffarpur is an attempt to understand and appreciate the modalities of a launch programme of a technical product in a district of Bihar.

As more and more people have started surfing the net from their homes modems have become a much sought after gadget for wireless connectivity to the cyber space. Tata Photon Plus has indeed revolutionised the wireless internet connectivity as it provides the convenience of being connected to the net when the user is on the move.

The acceptability of the retailers plays a decisive role in the promotion and sale of the product in the market. The study addresses issues pertaining to both, the customers and retailers, who together hold the key for the successful launch and acceptance of the product.

Objectives :

Primary Objectives :

- Study new Tata Photon Plus Schemes by Tata Tele Services.
- Analyze the impact of new schemes.
- Find out the major competitors of Tata Photon Plus.
- Analyze the problems faced by the retailers.

Secondary Objectives :

- Find out the telecommunication users in Muzaffarpur.
- Find out the services that have been tried by the respondents so far.

Hypotheses :

The hypotheses of our study concerns a market analysis related to the assessment of the fact that new products are regularly needed in every sector and the Internet services are no exception.

- The basic assumption of our study is that Internet services are constantly needed.
- Claim settlement is perceived to be the biggest problem of the retailers of Tata Photon Plus.
- Post paid plan is preferred by the customers of Tata Photon plus.
- AIRTEL has the highest connectivity which is being used for internet surfing.

Methodology :

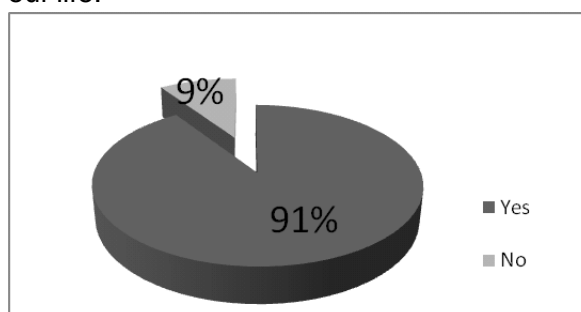
The study is based upon collecting data from primary and secondary sources. The PRIMARY DATA has been collected from target group of 150 customers and 50 retailers of Muzaffarpur. The SECONDARY DATA has been collected from published sources and the websites.

The method of data collection was a PERSONAL INTERACTIVE process by asking questions through face to face communication and observations. The data was collected on the basis of STRUCTURED SCHEDULE consisting of

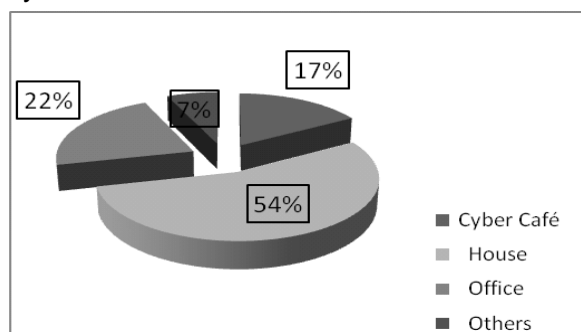
different kinds of questions. The total SAMPLE SIZE was 200, consisting 150 of customers and 50 of retailers of Muzaffarpur of different income groups on a random basis from different colonies.

Major findings of the research for customers

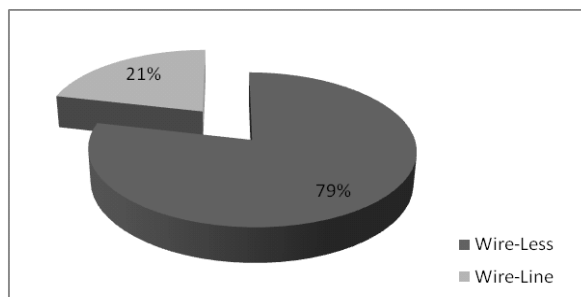
1. **People surfing internet :** The study established that majority of respondents surf internet as it had become an integral part of our life.



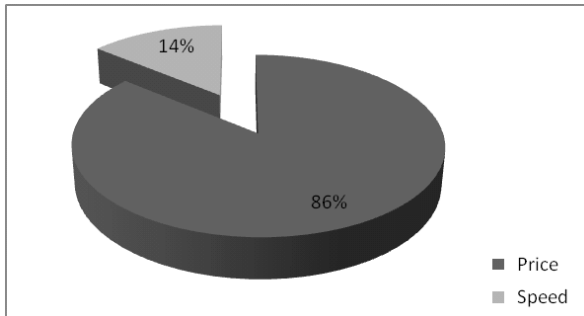
2. **Place for surfing internet:** Houses was found to be the most convenient place for surfing internet in comparison to office and cyber-café.



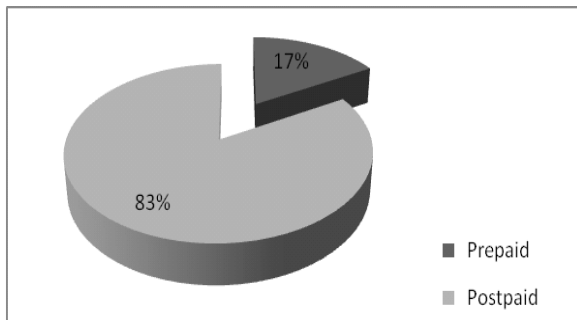
3. **Modem used for surfing Internet :** The modem which was used for surfing Internet was wireless as 77% of the respondents said that wireless was more convenient as it can easily be accessible in comparison to wire-line.



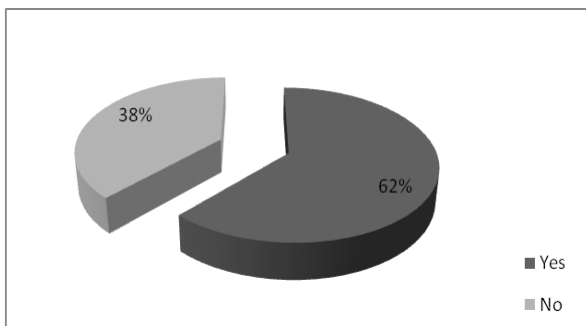
4. Attributes for betterment : Respondents expressed their feelings and said that the price for Tata Photon plus was very high which sometimes affects their buying decision whereas speed was the second criterion.



5. Convenience for Internet surfing : Postpaid and prepaid are the two pillars of the Internet. Postpaid was preferred over prepaid because of the convenience factor.

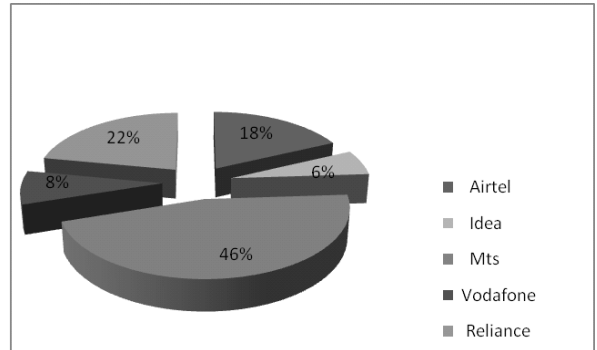


6. Satisfied with the present plan : Through our analysis we came to know that about 62% of the respondents were satisfied with the present plan whereas very few of them said that they are not satisfied.

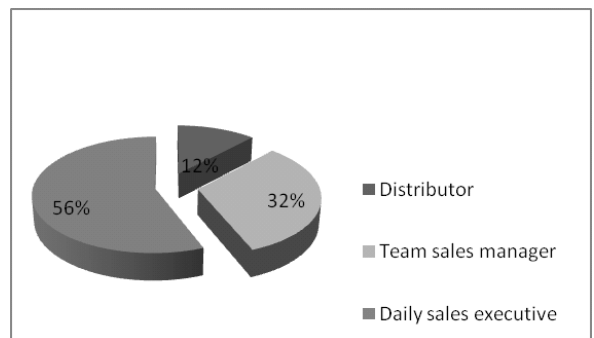


Findings for retailers :

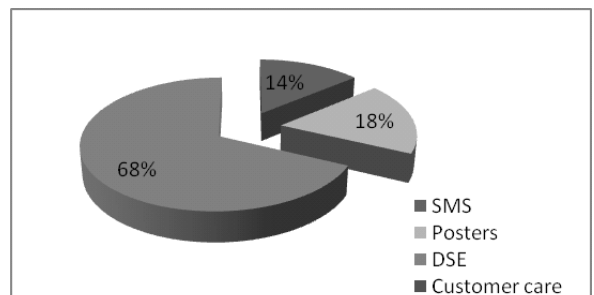
1. Major competitors of Tata Photon Plus : MTS was the major challenger for Tata Photon Plus as it holds almost half of the market share.



2. Problem solver : The study established that the Daily Sales Executive was the problem solver of the retailers.

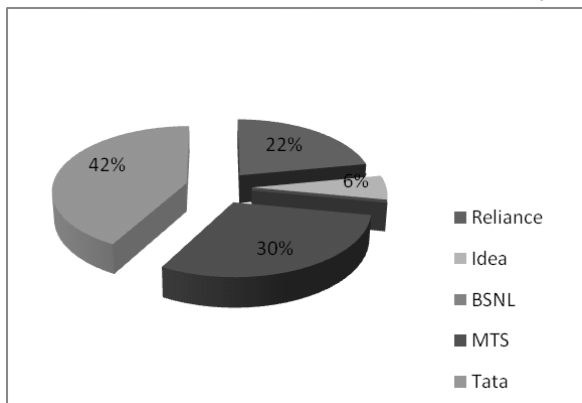


3. Source of awareness about the new schemes : It has been figured out that the retailers come to know about the new schemes for promotion at dealers level through the Daily Sales Executive (DSE).

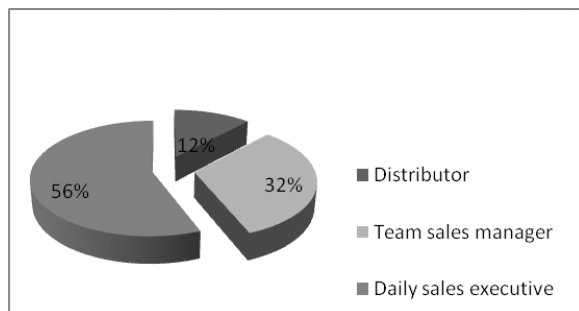


4. Company distributor which gives more satisfaction : Satisfaction level of the retailers of Tata Photon Plus was average as there was

a lack of awareness amongst the target customers about its launch and availability.



5. Problem faced by Tata Photon Plus : Settlement of the claim was the biggest problem of the retailers of Tata Photon Plus as the product was new to the market and it takes time to adopt a new product.



Impressions :

It was an opportunity for all of us to appreciate the market standing of Tata Photon Plus in the market. It was found that the hypotheses which were taken have been proved through the study.

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