

MARKET ANALYSIS AT AIRTEL

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ABSTRACT: Bharti Airtel is one of the most well-known telecommunications companies in India. It works in a market that is always changing and very competitive. This report gives a full picture of the organization's market. The research looks at Airtel's market position by looking at its revenue, service offerings, and number of subscribers. It looks into how changes in rules, pressure on prices, and tough competition affect Airtel's strategic choices. The research shows that Airtel's development is greatly affected by its focus on digital services, 5G implementation, and keeping customers happy. The company's tactics for dividing up urban, semi-urban, and rural markets are the main focus. The research also looks at Airtel's spending on new technology and network infrastructure. To understand the market's potential, we look at trends in consumer demand and data usage. Comparing your business to large telecommunications companies might give you strategic insights. The research looks more closely at Airtel's brand power and distribution network. There is a talk about the price of spectrum and how full the market is. The findings show that Airtel can change with a market that is always changing. In conclusion, the paper says that Airtel's market-focused tactics are good for long-term success.

Keywords: *Market Research, Target Market Identification, Consumer Behavior, Market Segmentation, Competitive Analysis, Demand Analysis*

I. INTRODUCTION

The term "market analysis" refers to the procedure of researching a market in great detail. Businesses often do market research to find out if a new product will sell well in a certain market or if it needs to be tweaked before it hits store shelves. Market analysis can also help a business determine whether it is a good idea to enter a new market by providing information on the market's operations and the companies that are successful in that market.

Some of the things that could be included in a market research are demographic and competitor data, financial data, and comparisons to other companies in the same market.

An in-depth evaluation of a market's potential suitability for a product or service is known as a market analysis. This research defines concrete and intangible market components using quantitative and qualitative measures. A company can learn more about the pros and cons of expanding into new markets with the help of a market analysis.

Market analysis is a tool that corporations use to assess both their existing business and potential new markets. Examining the company's industry within the larger market, a market research research assesses the company's future possibilities. Companies that need a lot of research done often hire other companies to do market surveys on their behalf. The inverse is also true: a market analysis can stand on its own.

Businesses rely on market research to help them understand the ins and outs of their industry's structure, trends, and dynamics. Market size, growth, consumer behavior, rival

conduct, and laws must all be carefully examined. Businesses can learn where they are in comparison to the competition, what opportunities and threats exist, and how to make smart strategic decisions by looking at these aspects. The most important part of planning, allocating resources, and making sure a company lasts in today's increasingly competitive business world is doing market research.

Market analysis is now more important than ever before due to factors such as globalization, new technology, and changing consumer expectations. Companies need to keep an eye on shifting consumer preferences, emerging trends, and rival moves if they want to be relevant. By utilizing digital tools and data analytics, businesses may now gain up-to-the-minute insights into consumer preferences and industry trends. Because of this, market analysis is now more thorough and accurate.

Risks and uncertainties are inevitable whether venturing into uncharted territory, growing an existing company, or creating a brand-new product, but market research can help level the playing field. As a result, businesses are better able to assess the potential of a market, divide their customers into distinct groups, and create niche products. By matching their skills with what the market needs, businesses may boost their performance and get a leg up on the competition. An essential tool for managers, market analysis helps them understand the market's realities and develop winning strategies.

II. PROCESS OF MARKET ANALYSIS

A market analysis ought to be a part of each company's strategy development process. This strategy can help you weigh the benefits and risks of expanding into a new market.

The Process of Market Analysis



An examination of the market will assist you in:

1. Understand your target market
2. Identify your customers
3. Understand your competitors
4. Assess the market potential
5. Develop your marketing strategy

There are four primary steps in the market analysis process:

1. Desk research
2. Field research
3. Data analysis
4. Recommendations

Desk research is the first stage of market analysis. It includes things like gathering data, reviewing literature, and doing secondary research all while you're at your desk.

Field research is the next step in the market analysis process. Its main methods of research include surveys, interviews, and focus groups.

Analysis of data constitutes the third stage of market research. It comprises understanding and analyzing data through the use of statistical procedures like regression analysis.

Advice is the last and fourth stage of any market research. The occurrences of the first three phases will inform the formulation of concepts in this phase.

III. RELATED WORK

Dalia Sayed Gamal 2025 Market Research Industry Trends in 2025 by Dalia Sayed Gamal delves into the current state of market analysis and how it has evolved over the last year due to data-driven decision-making, fast technology improvements, and shifting customer expectations. In order to collect, process, and analyze market data, more and more firms are turning to automation, AI, and predictive analytics, as discussed in the article. They are able to detect new trends and gauge consumer opinion instantly because of this. It talks about how digital platforms and social media have dramatically changed the way businesses get market data that helps them make decisions about their products and how to compete.

Miller, G., & Zhao, L. (2024) "Trends Shaping 2025: The Future of Market Analysis" by Miller and Zhao (2024) predicts market behavior up until that year. Through an extensive literature analysis and expert interviews, their report identifies significant trends. These trends include the growing importance of AI integration, big data analytics, and tailored marketing techniques. In order for organizations to stay competitive and meet customer preferences, the authors argue that these developing trends must be adopted.

Brown, C., & Taylor, P. (2023) Market research is being transformed by artificial intelligence (AI), which Brown and Taylor research. Using case studies from IT firms, they show how AI-driven analytics solutions may improve market prediction accuracy and data processing speed.

Nguyen, A., & Chen, M. (2023) Nguyen and Chen explore how social media analytics might complement traditional market research. Social media trends provide useful real-time insights into customer preferences and behaviors, as shown by the authors' application of sentiment analysis algorithms to social media data from multiple businesses. To help companies create more flexible and responsive marketing strategies, their research highlights the significance of adding social media data to market analysis frameworks.

Martinez, L., & Torres, J. (2022) The shopping behaviors of people after the pandemic are analyzed. Both Martinez and Torres investigate the ways in which the COVID-19 outbreak influenced the purchase behaviors of individuals. After conducting interviews with one thousand customers and analyzing sales data from a variety of businesses, the researchers utilized a combination of qualitative and quantitative research methods. According to the findings of the poll, consumers are becoming more environmentally concerned, which is causing them to alter their behaviors on the internet when making purchases.

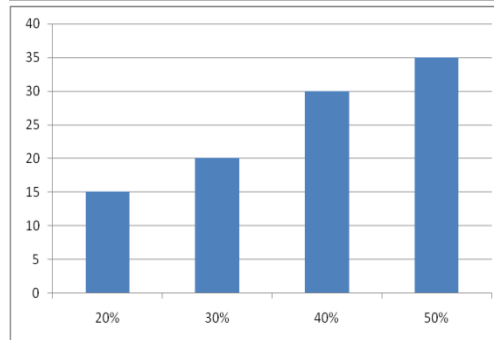
Singh, R., & Gupta, M. (2021) An in-depth analysis of the evolution that has taken place in the field of electronic commerce. Singh and Gupta have conducted research that investigates the ways in which the e-commerce business has evolved, with a particular emphasis on the COVID-19 epidemic. For the purpose of doing statistical research and market forecasting,

they used data spanning the years 2015 through 2021. According to their projections, the size of the e-commerce market is expected to increase by twenty-five percent by the year 2025, and the number of purchases made online is also expected to increase significantly.

IV. ANALYSIS AND INTERPRETATION OF DATA

1. What is Airtel's current market share in the telecom industry?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	20%	15	15%
2	30%	20	20%
3	40%	30	30%
4	50%	35	35%
	TOTAL	100	100%

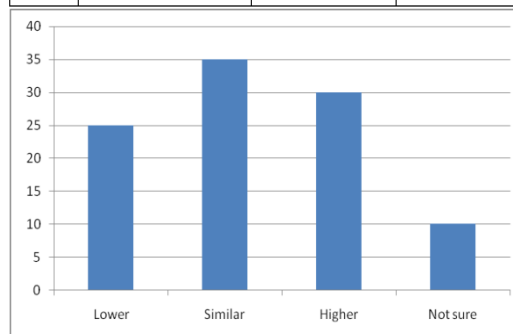


INTERPRETATION:

The percentages for each category were different, and the numbers show that 100 people were surveyed. There are the most people (35% of the total) in the 50% group, and the fewest people (15%) in the 20% group.

2. How does Airtel's ARPU (average revenue per user) stack up against its rivals?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Lower	25	25%
2	Similar	35	35%
3	Higher	30	30%
4	Not sure	10	10%
	TOTAL	100	100%

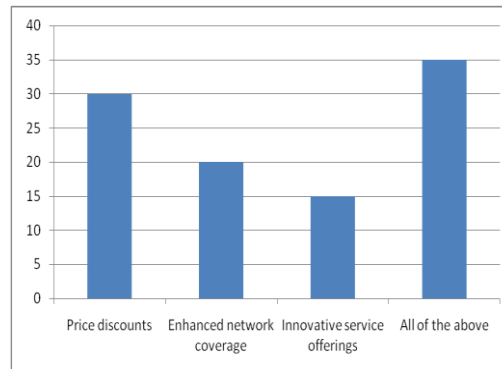


INTERPRETATION:

The survey results indicated that the majority of the 100 respondents, 35%, believed that the situation was "Similar." In contrast, 25% think the number is "Lower," 30% think it is "Higher," and 10% are unsure, showing that there are many different viewpoints.

3. How can Airtel win over new clients and hold on to its current ones in this cutthroat industry?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Price discounts	30	30%
2	Enhanced network coverage	20	20%
3	Innovative service offerings	15	15%
4	All of the above	35	35%
	TOTAL	100	100%



INTERPRETATION:

According to the survey, as many as 35% of respondents found "All of the above" to be the most important aspect, 30% found "Price discounts," 20% found "Enhanced network coverage," and 15% found "Innovative service offerings." People have different tastes, as this shows.

V. CONCLUSION

In conclusion, market analysis is an essential tool that helps managers understand how the market functions and quickly adjust to changes. As a result, companies are better able to understand customer wants, market shifts, and rival moves. Thoroughly analyzing market data allows organizations to make informed decisions that reduce risk and ambiguity. To effectively plan for things like product creation, pricing, and entering new markets, market analysis is a great tool to have.

A business can use this information to fine-tune its demand forecasting and respond accordingly. In a technologically advanced and extremely competitive world, tactics can be more flexible and adaptable with continuous market research. Organizations that have access to timely and accurate market data are better able to take advantage of opportunities and avoid problems. When companies do market research, they can make sure their expansion goals are in line with the market's existing conditions, which helps them grow sustainably. At every level of management, it encourages the use of facts when making decisions.

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