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Factors influencing adoption of international roaming services & more effective communication strategy

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Abstract

This research paper aims to observe & find out the factors that trigger the usage of international roaming packs among the non-users who travel internationally with reference to the new international roaming pack of Rs.799 per day launched in by in the UP Circle. Additionally, it also aims at identifying more effective means of communicating to the users, the latest in line products & offers.

Keywords: Roaming packs, communication, roaming services

Introduction

Methodology: The research methodology is divided into the following stages:

Stage 1: Preparing a questionnaire

Preparing a questionnaire each for the non-users & users of international roaming. The key information captured in the questionnaire includes

- a) Demographics of the customer
- b) Mobile usage per month
- c) Awareness about the current international roaming tariffs
- d) Most effective medium of awareness
- e) Reasons of using/not using international roaming
- f) Other qualitative measures needed.

Stage 2: Sampling

Samples are selected from two distinct groups: international roaming non-users and users. The user base includes individuals who began using international roaming services after the introduction of the new tariffs. The non-user sample is drawn from customers who exhibited zero international roaming usage in May and June. The user sample is chosen from customers who had zero international roaming usage in May but non-zero usage in June.

Stage 3: Data Analysis

Stage 4: Recommendations

Observations & Findings

International roaming Non-Users:

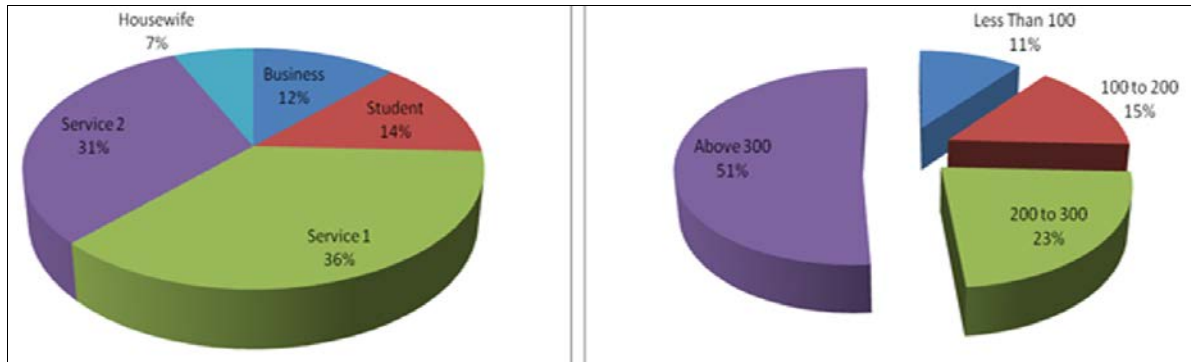
Sample Size = 175

Population Size = 2, 00, 000

Profile

The graph below shows the profile of the sample that mainly consists of Service class people having lesser income.

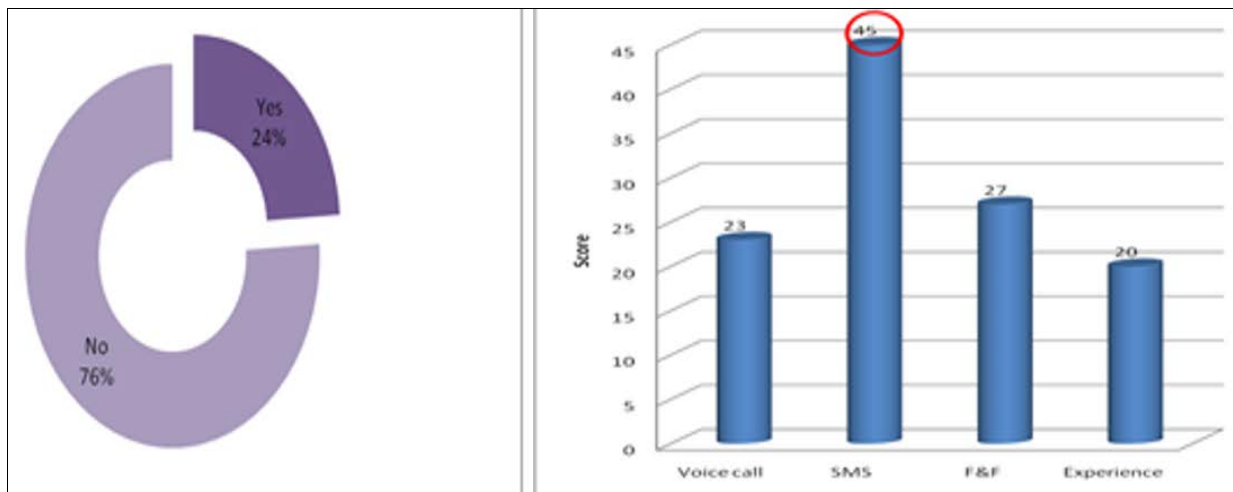
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Most of them have monthly mobile expenditure in excess of 300. But there were 11% of the customers who had a monthly usage of under Rs.200.

Majority of this sample was unaware of the new & revised international roaming Tariffs in their circle. This is probably because most of them have not needed to travel internationally.

Awareness



Most of those who were aware of it, got to know about it via an SMS.

International roaming Users

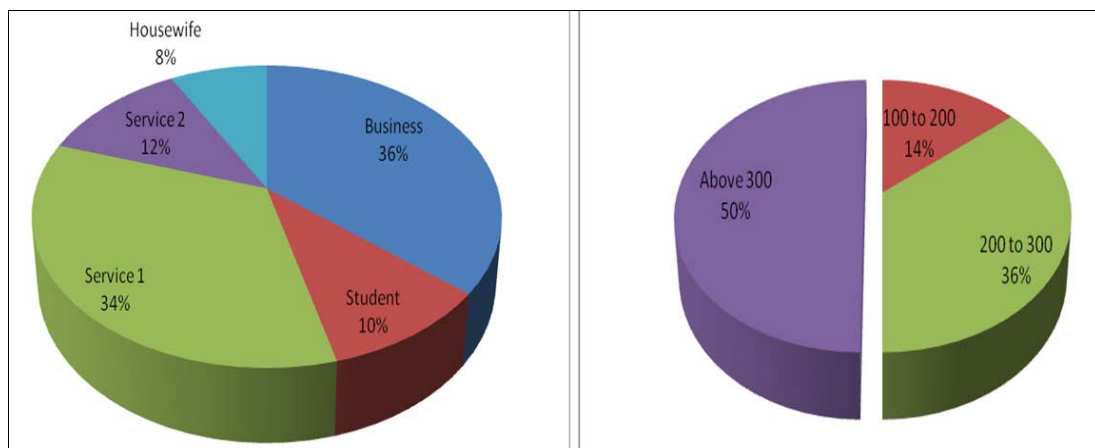
Sample Size: 90
Population Size: 1, 00, 000

Reasons for Non-Usage

As is understandable, majority of the non-users do not need to travel internationally. But the ones who do, prefer to take a local SIM of that respective country. The perception that international roaming is expensive is a major reason for not opting for the pack.

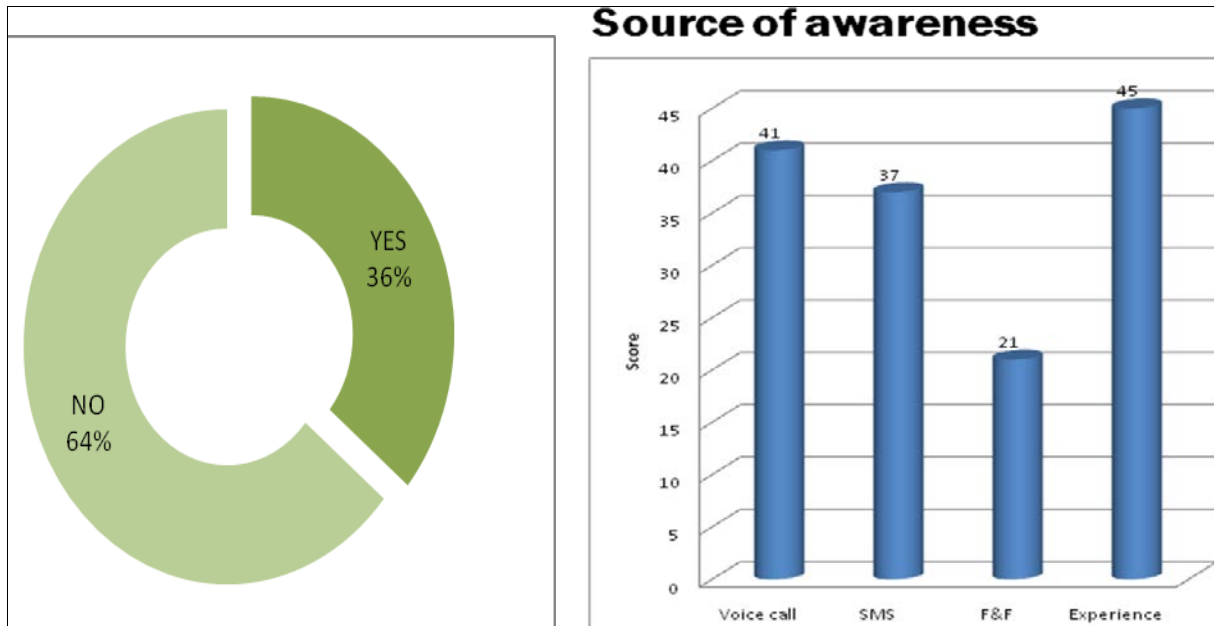
Profile

Majority of the customers in this base belong to the high service class or are businessmen, hence have high income levels.



Also majority of them have a monthly mobile expenditure of greater than 300. But none of them have a usage of less than Rs.200.

Awareness

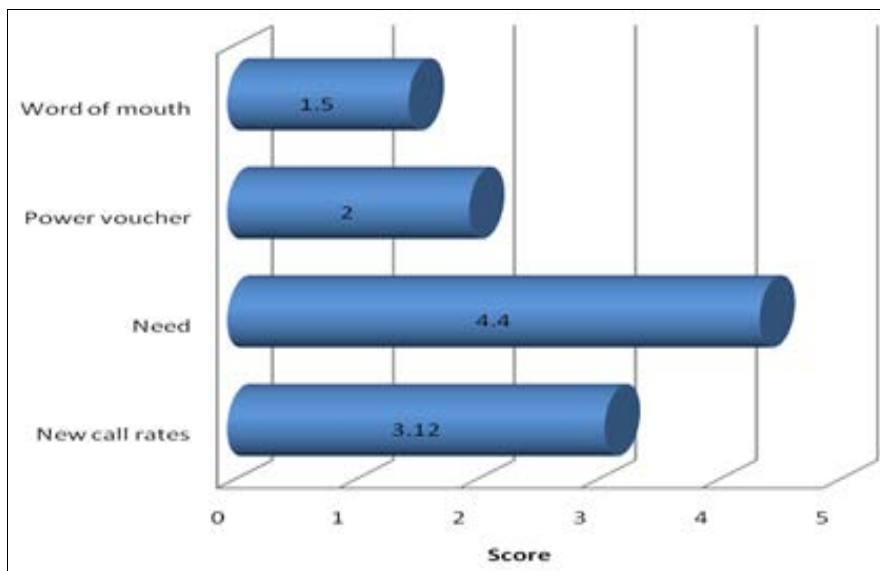


Another unexpected observation is that out of the 35% aware customers, most of them came to know by their own experience .i.e. by enquiring their balance after making the call. This shows how ineffective the communication methods are.

One of the most astonishing observations of the project was that more than 60% users of this group were not aware of the reduced international roaming call rates. They were still under the impression that the charges start from Rs.160 per minute.

Factors Triggering Usage

Because of unawareness about the plan, the myth that international roaming usage is triggered by lower international roaming rates is shattered. As we can see in the diagram below, the need to travel internationally is the key driver.



Recommendations

International roaming packs can be marketed better with targeted ads on social media, running youtube and google ads for the same.

These should be complemented with cell phone display messages, post recharge messages, informational messages like available balance, creating catchy SMS exclusively for marketing the pack, through retailer communication and through last mile presence with a kiosk at the major international airports.

Conclusion

The major factor that triggers the use of the international roaming pack is of course the need to travel. But opting for the pack over a local SIM of that respective country, is totally driven by awareness. The product market fit is good, it just needs to be marketed well.

This study highlights the importance of understanding qualitative factors influencing the usage of international roaming pack and the need for effective communication strategies for informing users about it. The recommendations

provide actionable insights for better engagement and dissemination of information among users and non-users alike.

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