

A STRATEGIC PERSPECTIVE OF NEW PRODUCT DEVELOPMENT WITH SPECIAL REFERENCE TO AIRTEL LIMITED

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Abstract: *New output issue will be the strategy of bringing a new produce to display. A rapport of purchaser want and desires, the competitive atmosphere and the character of one's advertise suggest the tip requisite cause the good fortune of a new merchandise. Objective of study is identifying the factors about the new product development and evaluating the exist process in new product development strategy and impacts of the sales. In the study using descriptive research method and using both primary and secondary data collection method. Data is collected from airtel customers. Finding of this paper is customers are only few strongly agreed on new products succeed only based on cost, time and price. Customers think differently from one another. Conclude that customer perception is different from one another about new product development in the organization.*

Key Words: *Strategic perspective, new product development, Bharathi Airtel, tariffs.*

1. INTRODUCTION:

New output issue will be the strategy of bringing a new produce to display. A rapport of purchaser want and desires, the competitive atmosphere and the character of one's advertise suggest the tip requisite cause the good fortune of a new merchandise. It is actually a sequence of steps that features the view, prepare and change of just stock and products and services. The target of one's stock change enjoy promote, care for and expand a company's merchandise division by pleasurable a buyer demand. The consumer taste and preference changing accordingly based on the changing variable need to develop new product and services. All the companies is to develop new product to market, it is very essential for keep up the market share and changes.

2. BACKGROUND OF THE STUDY:

The operation basically begins including exterior ecosystem includes special, expanding, official and fair aspects. Goals are chose. Then, a business plan is definitely a description of what specialized case would be haunted time for you to in achieving the objectives, finally the method inclination work place.

Here many of the big buying strategy types a well known is helping to promote new merchandises Relationship selling: firm center around coming up communication near their clients as a replacement of at all times alone attempting to handle authority individual. When stable coming up an aggressive contact upon consumer you may check out the hot produce. So it stands for the recent merchandise.

Product improvement/modification: Unless commodities enjoy get changed by/quite new units they need to be advanced and improved as a case of need. The operation have to you can goals declaring the, competing view now an actual retail, and/or adjusting the stock with the intention to require more display segments. Major changes can result within the ought to reorganize a produce expiation inside a inured display. Conversely, organizations may simplest conduct child changes aimed toward guaranteeing the stocks prevail as much as date.

3. REVIEW OF LITERATURE:

P S Saran (2004): The telecom innovation in India has changed from manual and electro mechanical framework to the computerized framework. India has ventured into new thousand years by have 100% electronic exchanging framework. **NagasimhaBalakrishnaKunagal (2015):** think about expects to plot the idea of advancement and every one of its angles and draw suggestion for showcasing procedures. Advancement is a driver of upper hand. Developments are about " **Joshi (2014):** According to joshi World Bank believes that an extension in mobile/ and broad bands, entry expands the pear capital GDP. by 0.78% and 1.42% regarded in the creating states. **TVRamacharan(2005):** Analyses the execution of Indian telecom industry which depends on volumes instead of edges the Indian buyer is greatly value delicate different socio socioeconomics factor rising salary levels blasting learning division and developing urbanization have contributed towards enormous development of this area. **Nasit (2011):** Indian telecom division cell phone is called as dawn industry as it is one of the quick by developing ventures in the nation especially with rate thickness and movement .Indian telecom part holds colossal potential for development in future. **kenneth c(2012):** the new item advancement impact buyer appropriation and their imaginative

conduct towards electronic item in stream territory of Nigeria. They embrace survey technique to find out about shopper conduct to create item advancement methodology.

Mei-Fang Wu and PaoLsong Chang (2013): The investigation centers around changes in innovation. It prompts rivalry and abbreviates the life cycle of the item and furthermore centered around key achievement factor and how they influence on news item advancement.

Nadia Bhuiyan(2011): the motivation behind the examination uncovered that the basic achievement factor, for executing each phase of new item advancement process. **SubhashishGupta(2007):** Find out that the media transmission in india is viewed as a resonating achievement of the strategy of progression there is energetic rivalry in cell portable administrations **Shah (2008):** Said that, through builds rivalry in all the state in India the specialist co-oppression required to end up more delicate and receptive to the client's needs and decisions and attempt to give them more prominent fulfillment

Ekremcengiz, HasanAyyildize : In this examination this won the aggressive in brief time so organizations are making new item and benefit and in occasionally generally another organizations is improving new one, **SwadeshkumarSamanta (2007)** completed an investigation on effect of cost on versatile membership and income get to cost or settled month to month charge for portable administrations is the main consideration that represents the level of individuals buying in to the administrations. **Indian foundation report (2005)** India's quickly growing telecom area is proceeding to witness firm rivalry. This has brought about lower duties and better nature of administrations different telecom administrations fundamental, portable, web, national long separation

4. OBJECTIVES OF THE STUDY:

- To identify the factors influence on new product development
- To examine the existing process of new product development and its impact on sales

5. RESEARCH METHODOLOGY:

Types of research: *descriptive research*-descriptive research the study used to be descriptive in nature and it's based on the primary and secondary data.

Collection of data:

Primary data: primary data is collecting through interaction with customers and staffs.

Secondary data: secondary data gather from website, journals and company annual report.

Sampling method: Simple random sampling

Sample size: 100 respondents are chosen the airtel customer.

Hypothesis of the study

H0: (Null Hypothesis): There is no factors influence on New Product Development

Statistical tools

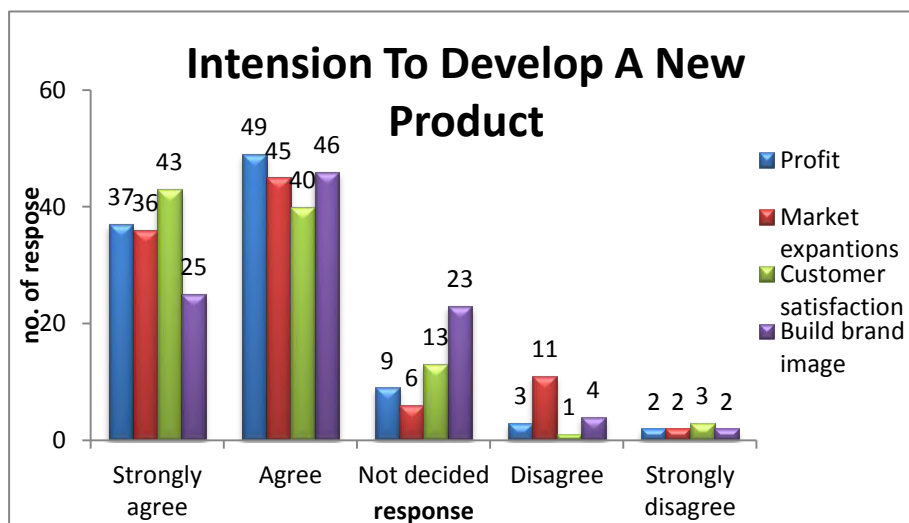
Chi Squared Test:

Chi square distribution is a distribution of the total of squares of independents standard variable with k degree of freedom. It is hypothesis test where the null hypothesis that dissemination of the is a chi square distribution is true.

6. DATA ANALYSIS AND INTERPRETATION:

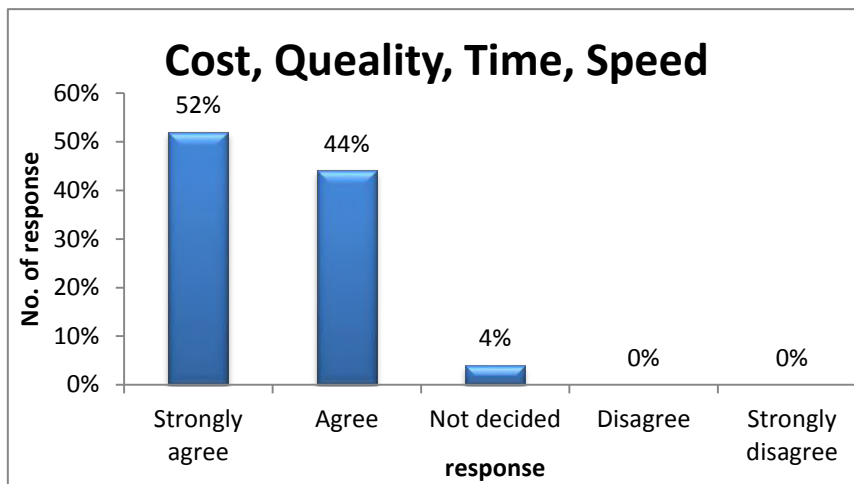
Data analysis and data interpretation done through table and different kind of graph charts based on the questionnaire.

Graph 1: Main intention to develop a new product



Above survey 43% of the people were strongly agree the intension of customer satisfaction, 37% respondents were strongly agree the profit intension and 36% of the respondents were strongly agree the intension of market expansion. 49% of the respondent were agree the profit intension, 23% of the respondent were not decided on the intension of building brand image, 11% of the respondents were disagree the market expansion intension and 3% of the respondents were strongly disagree the intension of customer satisfaction and building brand image respectively

Graph: 2 Cost, quality, time, Speed is four main variable that succeed the new product.



The chart show that the 44% of the respondent were agree, 52% of people of the respondent were strongly agree, 4% of respondent were not decided, 0% of respondents are disagree and only 0% of respondents a strongly disagree the statement.

STATISTICAL TOOL

Table: The table shows the calculation of chi square test

Opinions	Strongly agree	Agree	Not Decided	Dis agree	Strongly Disagree	Total
Table – 4.2	63	30	03	02	02	100
Table – 4.7	33	48	13	04	02	100
Total	96	78	16	06	04	200

Table: Calculations of there is no impact of new product development strategy

Observed frequency (O)	Expected frequency (E)	O – E	(O – E) ²	$\frac{(O - E)^2}{Ef}$
63	48	15	225	4.68
30	39	-9	81	2.08
03	8	-5	25	3.124
02	3	-1	1	0.333
02	2	0	0	0
33	48	-15	225	4.68
48	39	9	81	2.08
13	8	5	25	3.124
4	3	1	1	0.333
2	2	0	0	0
				20.434

$$\begin{aligned}
 Df &= (r-1) (c-1) \\
 &= (2 - 1) (5 - 1) \\
 &= (1) (4) \\
 &= 4
 \end{aligned}$$

0.05% significant level for 4 degree of freedom = 9.488

Calculations value > table value

20.434 > 9.488

The above Calculations of there is no impact of new product development strategy factors.

7. FINDINGS & SUGGESTIONS:

52% of respondents are strongly agreed in new product succeed on the basis of cost, quality time and speed and 44% of respondent are only agreed the cost, time. Quality and speed. Another 4 % of respondent are not decided anything. Main intention to develop the products are for profit only 37% are strongly agree and for market expansion 36% are strongly agreed, for customer satisfaction 43% are strongly agree and build brand image only 25% are strongly agree. Some customers are strongly agree to profit, market expansion, customer satisfaction and build brand image. Customers perception are different from one another.

8. SUGGESTIONS:

- Developing new product is better along with this maintaining the existing customer wants is more important.
- Make an existing customer profile and sanding the mock message regarding launching of new service.
- Before introducing new plans and product collect feedback to about new products and give information about lunched of new products.

9. CONCLUSION:

The general investigation constrained for the BHARATI AIRTEL Pvt Company. Whole investigation has a place with Airtel organization methodology with detail to advancement of new item. Also, the real target of the examination was to know the viability of showcasing procedure on new item improvement. Airtel is a telecom preparing organization it serves the assortment of item/administrations for the client because of its client situated nature it is important to build up another item. In view of these destinations the examination contains a few surveys for the client respondent to know the adequacy of the organization/ procedures to investigate climate compelling or not.

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