



A Study on Marketing Strategies of Telecom Service Provider's with Special Reference to Delhi

Jharna Agrawal, Research Scholar, School of Business Studies, Shobhit Institute of Engineering & Technology, (Deemed- to- be- University), Meerut Email Id: jharna.agrawal@gmail.com

Dr. Preeti Garg, Assistant Professor, School of Business Studies, Shobhit Institute of Engineering & Technology, (Deemed- to- be- University), Meerut. Email Id: preeti_garg25@yahoo.co.in

Abstract: The Indian Telecom Sector has developed tremendously and has turned into the second biggest after China. Telecom Sector has remarkable growth in India because large proportion of population does not have wireless connections. Organization, which offers better benefits in terms of quality, price, brings frequent advancement in technology attracted more customers in market, which will make the brand more popular, and help to find and retain more customers. Study was conducted in Delhi; the main purpose of this research paper is to study the telecommunications marketing strategy. India is currently the largest telecommunications exhibitor. Marketing strategies are important for development and profitability of organizations as there is fierce battle for subscriber service providers.

Keywords: Telecommunication, marketing strategies, customers, wireless

I. INTRODUCTION:

The Indian telecom market is amongst the largest and fastest growing markets in the world. Telecom has great potential for growth in India because still a large number of people do not have wireless connections. It has attracted a lot of corporate players to get into telecom industry and make a profit by working on these unused components. This has led to intense competition in the industry. Constantly competitive, telecom players were using new and innovative marketing methods to gain a larger market share. A marketing strategy incorporates planning and awareness services to convert them into customers for a product or service offered by the business. The company's marketing strategy contains company value proposition, important promotional messages, information to targeted customers and other relevant items.

The Marketing Strategy is defined as: the strategy sets out the target markets and the price proposal that will be provided based on an analysis of the best market opportunities. In order to achieve growth and success, every company needs to plan its marketing strategies by combining seven P's, namely product, price, location, promotion, people, physical evidence and process in the right proportion. Therefore, strategies related to the overall integration of service sales are planned and designed by telecom service providers to compete and advance in the market. The basic product of mobile phone service is the basic operating benefits that customers want. It can include voice clarity, virtual network coverage and easy network connection for most customers. Navigation center is important for those who frequent foreign trips and international travel, while for savvy internet customers the flexibility in the performance of online services is also considered part of the basic product. In the current era where most customers have 3G and / or 4G services, the main advantages include the compatibility of the handset settings with the mobile internet service and speed of data access. At an additional level the basic product is associated with superior customer support and customer care services and a high level of service. Customer support services include: easy access to new mobile connectivity - SIM card with easy-to-use processes, replenishment of convenient locations (for prepaid customers), guiding help from vendors, and easy billing payment sites (for late payments). Customer care services are: simplified value-added services, simplification of services also available on request, accessible customer care call, freedom to choose the right online customer care person to get help or information quickly, and quick solutions to problems. Service quality and product value of telecom service providers are also reflected in product-related strategies. Distinguished size of suggested service quality is visibility, reliability, responsiveness,

assurance and empathy. Appearance is reflected in the physical structures, equipment and appearance of the staff. Reliability is guaranteed by the promise to perform the required tasks accurately up to the mark. Response means commitment to customer support and delivery of services without delay.

Assurance is about the knowledge and humility of employees and their ability to develop customer confidence and confidence. Compassion is about human attention and care, the company provides its customers. The features, benefits, quality, and identity of the product form a company image and are reflected by the brand name. Telecom service providers differentiate the market based on demographic profiles, such as age, gender, location (Urban or Rural), educational levels, employment status and income. Customer expectations of the basic benefits vary according to the category they are in; therefore, companies place their products to identify specific components. As teens are savvy internet, companies target and target their products to meet their free information needs at a faster pace. The, income and profits of any organization are greatly affected by its pricing strategies. Although price is simply the exchange rate for a product or service, the pricing strategy is well-thought-out and priced. Different service providers have different pricing objectives. It could be making a profit, pricing, leadership or attracting a large number of customers, making a high-profile picture about the product or competing with competitors strategically. Due to the presence of a few telecommunications professional's competition in the mobile market has increased and has resulted in price wars. Every telecommunications operator has been pricing his products more strategically since Price became a major strategy in the industry. Various tax pricing systems are made available by telecom service providers to attract customers of various categories. Special Tariff Vouchers (STV) for voice, data and SMS allow customers to call, send SMS and access the internet at relatively low, occasional unlimited prices. When one operator introduces STV, others quickly respond and offer cheaper strategies. As the telecommunications service provider may not be able to obtain a patent for the marketing plan submitted by him or her intellectual property rights also do not apply here, performance (copying + ability) is a widely used strategy among telecom service providers.

ResearchProblem:

In the Indian telecommunications service industry, margins are very low. This is because all the cost of bandwidth licenses is very high. Indian customer on the other hand is very sensitive to the price. Therefore, mobile operators in India rely heavily on high market share in order to travel with great competition and earn decent money. This leads mobile companies to develop such strategies that appeal to their existing subscribers, attract more customers, and persuade users of other companies to leave their mobile service providers.

II. REVIEW OF LITERATURE:

In a highly competitive environment, a carefully planned strategy is the key to success for all the best performing mobile players. There is a need for doing research to find out what attracts customers and what can happen to a service provider. The best strategy for a particular product may be developed with a proper understanding of the various factors that influence decision-making. Practical research cannot be accomplished without a careful study of the status quo in the form of standard texts and specific subjects.

JaishriJethwaneyandShrutiJain(2006) in their book 'Advertising Management' explain more about advertising, marketing promotion and public relations and their implications for product design. According to them, the average customer is reminded of various messages every day, every hour. As a result of the influx of media, customers are more likely to be exposed to marketing messages. Customers experience some form of media fatigue due to the overcrowding. The human mind has a wonderful way of seeing through choice. The selected viewing process enables a person to see, hear, and read messages that are related to their personal program. This makes the job of advertisers very difficult because it is not enough to just put a product on the product. They must also ensure that the consumer is able to keep the message about the product in question. The shape of the product is the idea you create in the mind of the target customer.

The study refers to a service quality report and customer satisfaction survey (2006) conducted by the Telecom Regulatory Authority of India and assessed the quality of service and customer satisfaction of basic cable and mobile phone services in India. The parameters of mobile service testing were satisfaction in service delivery, billing, support services, network performance, maintenance, satisfaction with additional services, and overall customer satisfaction. The limitations of home cable services were telephone service after registration of need, error events, error correction on the next working day, fixed

repair time, calibration and reliability of payment, prompt customer care in dealing with telephone replacement request, closure request, extension service, callback and call back of deposit after closing.

Sridhar Varadharajan (2007) studied the factors affecting the growth of mobile phone services in India in his study. He noted that rapid shipping, competition, technological advances, and reduced prices have encouraged the growth of mobile services in India. According to his findings, traditional factors such as income, population and fixed line access do not have a significant impact on the growth of mobile subscriptions.

Khanna and Gupta (2009) in their article studied 'Uptake of 3G Services in India' observed the significant potential of 3G technology in India-rural and urban areas. The beginning of 2009 was marked by a momentous roll out of third generation (3G) networks in Indian telecom market. They forecasted that if the availability of 3G is coupled with reasonable price plans, affordable handsets and attractive services, it could revolutionize the Indian telecom market. The techno-savvy urban telecom subscribers will adopt 3G services in no time. There is immense potential in rural India due to inadequate fixed line infrastructure for mobile broadband services. It can be applied in areas such as agriculture, healthcare, education and governance. They included an E-value, serve estimate in their study that the total mobile subscriber base in India will reach nearly one billion by end of 2013; about 275 million Indian subscribers will use 3G-enabled services while the total number of 3G-enabled handsets will reach close to 395 million by the end of the year 2019.

Abhinanda Gautam (2013) identified in her research with A Study on (below the line) strategies to promote the telecommunications sector in the western (UP) circle (India) with special reference to Reliance Communications. The study aims to understand the promotional techniques used by Reliance Communications in the Western (UP) region of India. These findings indicate that the promotion of Reliance Communication (goods and services) products has a significant impact on increasing sales. Attractive Schemes Special Season Offers, Team Schemes, and new advertising using Reliance Communications as tools to reclaim competition and increase their market share. Exciting findings related to the costs incurred by Reliance Communications for distributors who participate in promotional activities for retailers through regular promotional schemes, street shows, event sponsorships, are only allowed if these activities are designed solely for product and corporate product promotion.

R. Kulkarni, P. Angadi, S. Doddagoudrav (2016) Emphasize important roles in decision-making. According to their research on 'Anthropological Marketing Strategies by Indian Telecom Operators' the telecommunications market is available through relationship-based decision-making. Therefore, Indian telephone operators design their product campaigns, packages and promotional campaigns, in order to influence decision-making factors.

In this study we analyze some of the most popular programs presented by mobile operators. For example, friends and family offers, closed user schemes (CUG) schemes, social media marketing services that offer free night calls, free messaging services such as WhatsApp, other messenger services etc., if the subscriber uses their prepaid services.

Faisal Rahimi (2019) learned that firms use marketing strategies to attract more buyers and increase their shares. Many companies around the world and abroad provide services to their customers. They use marketing strategies and policies to increase their subscribers. Telephone companies in Afghanistan were founded in the first decade of the 21st century. Competition between companies is high, and they are introducing new services and packages to keep their customers satisfied and increase their market share.

Sanju (2019) The Indian Telecom industry has developed significantly and has become the second largest program in the world, excluding China. The availability of medium-sized and low-cost cells is expected to drive development in the Indian Telecom Industry. A professional organization, which offers better benefits in terms of quality and price, will be at the forefront of the various products in the market-focused industry. In the event that the level of management and price is high and reasonable compared to different brands, then the product, at best, is attracted to the collection of people, which will make the brand more popular, and help to find and retain more customers. The main purpose of this paper is to explain the telecommunications marketing strategy. India is currently the largest telecommunications exhibitor. This is a direct result of the volatile economic expansion in India. Marketing processes are fundamental to the development and profitability of any organization. This is becoming increasingly relevant to the telecommunications industry, which is often divided by a fierce challenge such as the battle for subscriber service provider.

Research Objectives:

1. To study the changing situation regarding the marketing strategies of telecommunications service providers in India

2. To Analyze the marketing strategies of the major telecommunications service providers in India

Research Design:

The population of the study was very large; the researcher has used convenience sampling method. The population of the study covers all telecom service users belonging to Delhi. The research study is empirical in nature. Data was collected on the basis of objectives of the study with the help of questionnaire distribution. Being empirical study, it is completely based on primary data collected by the researcher through well designed, structured questionnaire developed by the researcher. Pilot study was conducted on 50 respondents, The pilot study helped in identifying shortcomings of the questionnaire. 300 questionnaires were distributed out of which incomplete questionnaires were rejected and 250 questionnaires were taken for analysis. Chi square test were used for analysis of data.

III. DATA ANALYSIS AND INTERPRETATION

Table 1.1: Distribution According to Service Provider

Service Provider	Frequency	Percent
MTNL / BSNL	49	19.6
Airtel	54	21.6
Jio	72	28.8
Vodafone	75	30.0
Total	250	100.0

Table 1.2: Distribution According to Occupation

Occupation	Frequency	Percent
Student	128	51.2
Salaried	50	20.0
HomeMaker	24	9.6
Unemployed	19	7.6
Retired	12	4.8
Business	17	6.8
Total	250	100.0

Table 1.3 Distribution According to Age

Age Groups	Frequency	Percent
Up to 20 Yrs.	48	19.2
21-30 Yrs.	64	25.6
31-40 Yrs	44	17.6
41-50 Yrs	36	14.4
Above 50 Yrs	58	23.2
Total	250	100.0

Table 1.4: Association between Respondents opinion regarding Bad Network Signals during Travelling and Service Provider

RespondentsOpinion		ServiceProvider				Total
		MTNL / BSNL	Airtel	Jio	Vodafone	
Change MyProvider	Count	19	52	32	18	121
	%	9%	25.1%	15.4%	7.2%	56.2%
Don'tChangeProvider	Count	20	29	20	60	129
	%	10.32%	13.2%	10.32%	20.9%	44.5%
Total	Count	39	81	52	78	250
	%	100.0%	100.0%	100.0%	100.0%	100.0%

Interpretation:

The above table shows the association between opinion of respondent regarding Bad network signals during travelling and Service Provider. The P value obtained was ($P < 0.005$), the result is statistically significant at $p > 0.05$ levels.

A significant association was found in the overall opinion of respondents with respect to the Bad network signals during travelling and Service Provider. In other words, respondents' opinion about bad network signals during travelling is dependent on the company they belonged to. Most of the respondents believed that they did not prefer to change their service provider in case of Bad Network signals during travelling.

Analysis results as indicated in the table reflects that the highest 25.21 percent of Airtel followed by Jio 15.4 and Vodafone 7.2 and the least 9 percent belonged to MTNL / BSNL though that they could change their service provider. Whereas 10.32 percent of MTNL / BSNL opined that they did not want to change their service provider and 20.9 percent belonged to Vodafone in this regard.

Table 1.5: Association between Respondents opinion regarding Innovation of 4G made-Price Affordable and Service Provider

RespondentsOpinion		ServiceProvider				Total
		MTNL / BSNL	Airtel	Jio	Vodafone	
Yes	Count	20	23	29	24	96
	%	7.68%	8.8%	9.9%	10.8%	36.3%
No	Count	19	43	17	8	87
	%	8.6%	14.9 %	6.9%	3.7%	34%
Can'tSay	Count	19	5	16	27	67
	%	6.89%	3.91%	8.6%	9.7%	29.4%
Total	Count	58	71	62	59	250
	%	100.0%	100.0%	100.0%	100.0%	100.0%

Interpretation:

The above table shows the association between opinion of respondents regarding Innovation of 4G made prices affordable and their Service Provider. The P value obtained was ($P < 0.005$) so, the result is statistically significant at $p > 0.05$ levels. A significant association was found in the overall opinion of

respondents with respect to the Innovation of 4G made prices affordable and Service Provider, in other words respondents' opinion about Innovation of 4G made prices affordable is dependent on the company they belonged to. Most of the respondents have a positive opinion about the Innovation of 4G made prices affordable and their service providers.

Analysis results as indicated in the table reflects that the highest 10.8 percent of Vodafone followed by Jio 9.9 and Airtel 8.8 and the least 7.68 percent belonged to MTNL / BSNL said yes to such offers.

Table 1.6: Association between Respondents opinion regarding Offer of Good Services at Higher Price and Service Provider

Respondents Opinion		Service Provider				Total
		MTNL / BSNL	Airtel	Jio	Vodafone	
Yes	Count	30	15	36	26	107
	%	12.8%	6.42%	15.40%	11.1%	45.7%
No	Count	18	34	21	15	88
	%	6.33%	11.9%	7.3%	5.28%	31.81%
Can't Say	Count	13	12	12	18	55
	%	2.86%	2.64%	2.64%	3.96%	12.21%
Total	Count	61	61	69	59	250
	%	100.0%	100.0%	100.0%	100.0%	100.0%

Interpretation:

The above table shows the association between opinion of respondents regarding offer of good services at higher price and their service providers. The P value obtained was ($P < 0.005$) so, the result is statistically significant at $p > 0.05$ levels. A significant association was found in the overall opinion of respondents with respect to the offer of good services at a higher price by their service providers. In other words, respondents' opinion about offering good services at higher prices is dependent on the company they belonged to. Most of the respondents have a positive opinion about the fact that offer of good services at higher price can affect their choice of service provider.

Analysis results as indicated in the table reflects that the highest 15.40 percent of JIO followed by MTNL / BSNL 12.8 and Vodafone 11.1 and the least 6.42 percent belonged to Airtel reacted positively which means that customers do get affected by the good services being offered at higher prices.

Table 1.7: Association between Respondents' Opinion regarding Convenience of Bill Payment/Recharge and Service Provider

Respondents Opinion		Service Provider				Total
		MTNL / BSNL	Airtel	Jio	Vodafone	
Very Convenient	Count	30	45	23	32	130
	%	15.6%	23.4%	11.96%	16.65%	69.81%
Convenient	Count	18	28	12	12	70
	%	5.05%	7.85%	3.36%	3.36%	19.92%
Not Convenient	Count	10	25	5	10	50
	%	2%	5%	1%	2%	10%

Total	Count	58	98	40	54	250
	%	100.0%	100.0%	100.0%	100.0%	100.0%

Interpretation:

The above table shows the association between opinion of respondents regarding Convenience of Bill Payment or Recharge Facilities and their service providers. The P value obtained was ($P < 0.005$), the result is statistically significant at $p > 0.05$ levels. A significant association was found in the overall opinion of respondents with respect to the Convenience of Bill Payment or Recharge Facilities by their service providers. In other words, respondents' opinion about Convenience of Bill Payment or Recharge Facilities is dependent on the company they belonged to. Most of the respondents felt that their company provides convenient bill payment and recharge facilities.

Analysis results as indicated in the table reflects that the highest 23.4 percent of Airtel followed by Vodafone 16.65 and MTNL / BSNL 15.6 and the least 11.96 percent belonged to Jio said that they felt very convenient to pay bill and recharge their plans.

IV. FINDINGS AND CONCLUSION:

Widespread marketing strategies in the Indian telecommunications industry are diverse due to fierce competition. Most respondents believe they did not want to change their service provider in the event of Bad Network signs while on the move. Many MTNL / BSNL subscribers have chosen not to change their service provider due to better availability of a widely covered network facility. Therefore, people find that the MTNL / BSNL network is better when they go. Significant statistical differences were found in the service provided through the service center. Significant differences were found between respondents' views on social media as a reason to be a loyal customer. The result shows that most Airtel subscribers believe that the best social networking site can attract and build more loyal customers. Availability of payment / deposit option is available at their company store. However, for all the majority of Airtel subscribers said it was available on the part of the company. The Indian Telecom sector has undergone a complete overhaul of the infrastructure, its design, branding and services, major strategies adopted by mobile operators and customer expectations. The installation of home phones with affordable and very important mobile phone services has created many opportunities for mobile players. In addition, the advent of 4G technology and Jio's entry-level strategies have increased customer expectations from service providers. The recent merger and acquisition is the result of these schemes and has made the competition even more fierce than before.

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