



MARKETING STRATEGIES OF INDIAN TELECOM SERVICES IN TUMKUR, KARNATAKA, INDIA

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ABSTRACT

The Indian telecommunication services is one of the fastest growing in the world and India is expected to become the 2nd largest telecom market in the world by 2023 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. Marketing strategies are important for development and profitability of organizations as there is fierce battle for subscriber service providers This paper analyses the marketing strategies of Indian Telecom. Services in Tumkur, Karnataka, India. The responses are collected using structured questionnaire and the collected data is presented in the form of graph, charts, tables and they are analyzed through statistical tools like Co-relation, Chi-square, and ANOVA. Most of the customers are expecting quality in service, majority of the respondents are experienced call drops or network loss so telecom services need to overcome from that problem and telecom service provider should maintain quality in service. This paper specifies that differentiate their offerings and build enduring relationships with their consumers, which improves customer loyalty, it enables the business to differentiate their customers.

Keywords: *Telecommunication, Customer satisfaction, Promotional strategies, marketing strategies, customer loyalty, customers wireless*

1. INTRODUCTION



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, place, 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 entire telecommunications sector has evolved from just a few large players in the market to a much more decentralized market. In addition, the sector has so many functions involved, like service, hardware, and software, that have opened up many business opportunities. Connecting mobile phones with the internet through mobile networks is the fastest-growing sector within the industry. After globalization of Indian economy in 1991 the telecommunication sector remained one of the most happening sectors in India. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. So that marketer know more and more about the consumers, therefore the products can be produced in such a fashion to give satisfaction to them. The company is reconfiguring to meet the growing demand for mobile services. It will differentiate the mobile services from competitors through investment, technology, distribution and customer services, providing both a greater experience and competitive value. India is the third-largest Internet user after the United States and Japan, with mobile phones accounting for 40% of all Internet usage. When compared to countries like Japan and Norway, India is among the lowest providers of internet speed. It enables the business to differentiate their customers. Most of the customers are expecting quality in service, majority of the respondents are experienced call drops or network loss telecom services need to overcome from that issue and telecom service provider should maintain quality in service. By 2025, India is predicted to develop a \$1 trillion digital economy. India will become the world's second-largest smartphone market by 2025.

2. STATEMENT OF THE PROBLEM

The margin in the Indian telecommunication services is quite low. It is mostly owing to the prohibitively high total price of bandwidth licensing. Indian shoppers, on the other hand, are extremely price sensitive. As a result, telecom companies in India rely on a larger market share to sell through high competition and generate more money. As a result, telecom businesses develop strategies to appeal to existing subscribers, acquire new customers, and persuade users of other companies to switch telecom service providers. This marketing strategy differs from the public to the private sector and from one operator to the next.

3. NEED OF THE STUDY

The research is crucial in understanding the psychological attachment to a brand and investigating the factors that influence marketing strategy. It may be beneficial to comprehend customer's intentions and attitudes toward the company's service. Customer loyalty is also clearly defined as being dependent on an organization's actions to understand customers for repeat purchases in the long run. This study clearly indicates that the organization's responsibility is very important in understanding customer demands as well as receiving feedback about the company's products and services.

4. OBJECTIVES OF THE STUDY

- To analyze the marketing strategies of Indian telecom services in Tumkur.
- To know the best service provider in telecom services.
- To track and measure the service quality offered by the service provider.

5. SCOPE OF THE STUDY

This study will be useful in identifying the consumer base as well as identifying the aspects that influence the customers throughout the process. It attempts to determine the precise reason for customers transferring to other telecom companies and services. To gain the knowledge about the company and its brands, how they are performing in the market, what and all the strategies need to be adopted to improve the sales and to gain more profit. To compete with the competitors in the market by gaining a greater number of customers.

6. HYPOTHESIS

Hypothesis 1

H0: There is no significant relationship between product strategies and sales. **H1:** There is a significant relationship between product strategies and sales.

Hypothesis 2

H0: There is no significant association between speed of internet and different service providers.

H1: There is significant association between speed of internet and different service providers.

Hypothesis 3

H0: There is no significant difference between promotional techniques and profit.

H1: There is significant difference between promotional techniques and profit.

7. REVIEW OF LITERATURE

Review 1:

Nandini Borah, December 2014 in this study "The Changing Indian Telecommunication Industry" published in the journal SSRN Electronic, The Indian telecommunications sector is quickly expanding and experiencing several innovations. It has undergone various revolutions, resulting in fierce rivalry in the sector. This article examines the significant policy changes in India's telecommunications sector. Furthermore, the paper covers the changing techniques used by the 3 major market leaders, Vodafone, Airtel and Jio. The paper will give in-depth information of current advancements in the sector and will assist in highlighting changes in the telecommunications industry.

Review 2:

Pradhan S Saran, March 2015 in his study "Indian Telecommunication in the Next Millennium" published in the journal IETE Technical, The Indian telecommunications network has evolved significantly over the years, not just in terms of coverage but also in terms of quality and service range. Given its low telephone penetration rate of 2.2 per 100 inhabitants, India has enormous potential for expansion. As a result, it is not unexpected that India has one of the world's fastest expanding telecommunications systems, with the anticipated expansion of the telecom sector, India will have the 2nd biggest telecom network in the year 2025.

Review 3:

Roger G. Noll, Jan 2017, "An assessment of Indian Telecommunications Reforms" Telecommunications reform in India began in the early 1980s. At the time, the industry's performance was dismal. After twenty years of fits and starts, the Indian government finally formulated and executed comprehensive reforms that resulted in major improvements in the quality and quantity of service between 1999 and 2001. Since then, service growth has been explosive, owing largely to significant entry into all segments of the industry, pro-competitive interconnection regulation, and cost-based price caps, all of which have contributed to India's wireless telephone industry becoming one of the most successful in the world. India reached an important milestone in early 2010 when the number of subscriber lines surpassed 600 million and telephone penetration surpassed 50% of the population according to Telecommunications Regulatory Authority of India.

Review 4:

Pradeep Kanta Ray, in the year 2020, "Constrained Innovation for Emerging Economies: The Case of the Indian Telecommunications Industry" Although existing research concentrates on the dominant innovation models of multinational firms from rich nations, less emphasis is paid to closely studying the alternative innovation models offered by local players in developing markets. Our study's goal was to get a thorough grasp of "what kinds of innovation models successfully serve the demands of emerging markets." We explain how the emphasis on generating inexpensive and locally sustainable goods has given an alternative model of resource-constrained innovation in the telecoms sector using the instance of an indigenous firm, Centre for Development of Telematics from India. The three important aspects for innovation have been recognized as follows: entrepreneurial leadership and vision; modular designs to fulfil customer needs for affordability, utility, and operability through architectural innovation, and monetization of intellectual property.

Review 5:

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.

8. RESEARCH GAP

This study mainly focuses on analyzing the marketing strategies of Indian telecom services in Tumkur. Through this research an attempt is made to identify the demand for traditional services, 5G adoption, gearing up for new technologies etc. This study reveals that why telecom companies have been unable to effectively enter the rural market. Customers may be maintained in greater numbers by consistent service innovations, enhancing service quality, providing more value to customers, and gaining a competitive edge. Here customers are looking for better quality service, call rates and pricing plans provided by telecom companies.

9. TYPE OF RESEARCH

Descriptive research design, here descriptive research is used because it enables researchers to properly examine the backdrop of research problem and the questions are prepared and sent to the respondent who resides in Tumkur their response is collected and calculated with sample random method.

10. RESEARCH GAP

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12. SOURCES OF DATA COLLECTION

Primary data:

The primary data are collected with specific set of objectives to assess buying behavior of consumer. The firsthand information was collected from respondents of Bangalore by forwarding structured questionnaire through Google forms.

Secondary data:

Secondary data is readily available data from different sources including websites, journals, articles, magazines etc.

13. SAMPLING METHOD

Random sampling has been used because the selection of units from the population has been done randomly by visiting outlets and convenience sampling was done based on availability and accessibility by forwarding questionnaire through Google forms at our convenient level.

Sampling area: Research and survey activities had been done for the telecom users of Tumkur city only.

Population: All the people who are using telecom services.

Sampling unit: Telecom service users or customers in Tumkur

14. STATISTICAL TOOLS AND TECHNIQUES

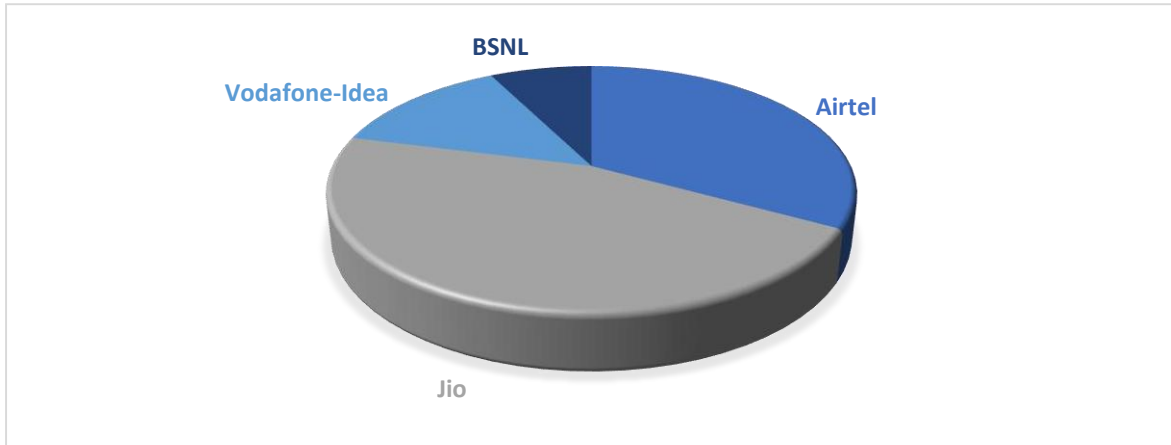
The collected data is presented in the form of graph, charts, tables and they are analyzed through statistical tools like Co-relation, Chi-square, and ANOVA etc. The research employed a basic random sampling method as its sampling strategy, here random sampling method is used to select a representative sample from larger population.

DATA ANALYSIS AND INTERPRETATION

1. What kind of SIM are you using?

Particulars	Respondents	Percentage (%)
Airtel	66	33.3
Jio	92	45.9
Vodafone-Idea	27	13.5
BSNL	15	7.2
Total	200	100%

Graph showing that kind of SIM's respondents are using?

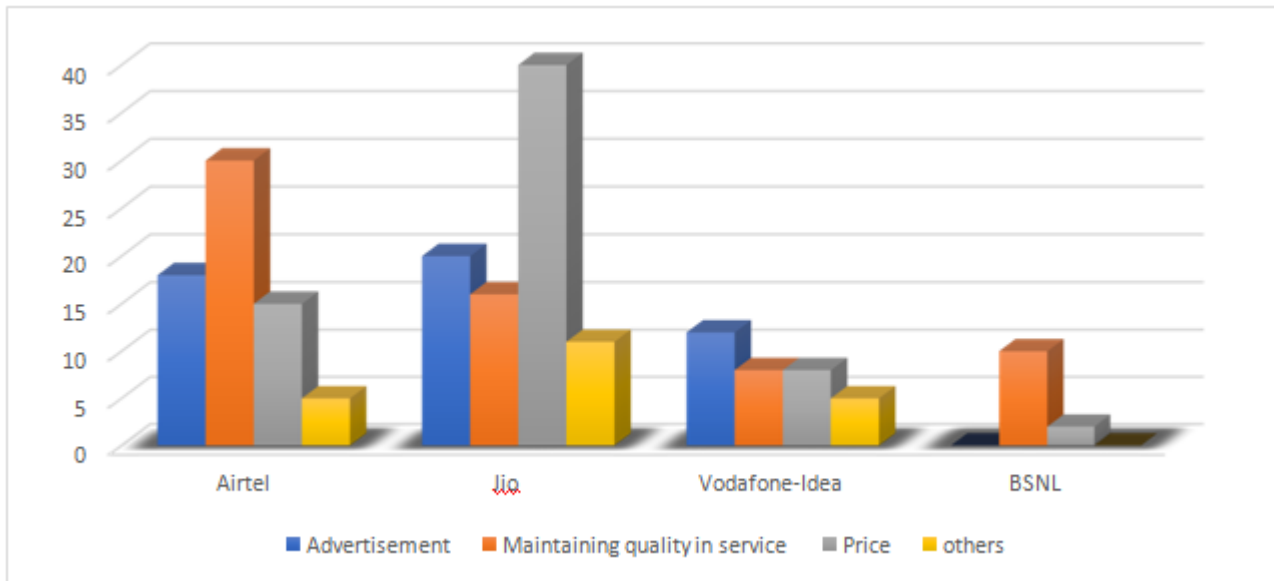
**Interpretation:**

From the above pie chart, it shows Jio users are more compared to other telecom users. Because Jio is providing quality in service and Jio provides more offers, and rewards etc.

2. How do telecom service providers will increase sales?

Particulars	Airtel		Jio		VI		BSNL	
	No. of respondents	%	No. of respondents	%	No. of respondents	%	No. of respondents	%
Advertisement	18	9	20	10	12	6	0	0
Maintaining quality in service	30	15	16	8	8	4	10	5
Price	15	7.5	40	20	8	4	2	1
others	5	2.5	11	5.5	5	2.5	0	0

Graph showing that strategies used by telecom service providers to increase sales



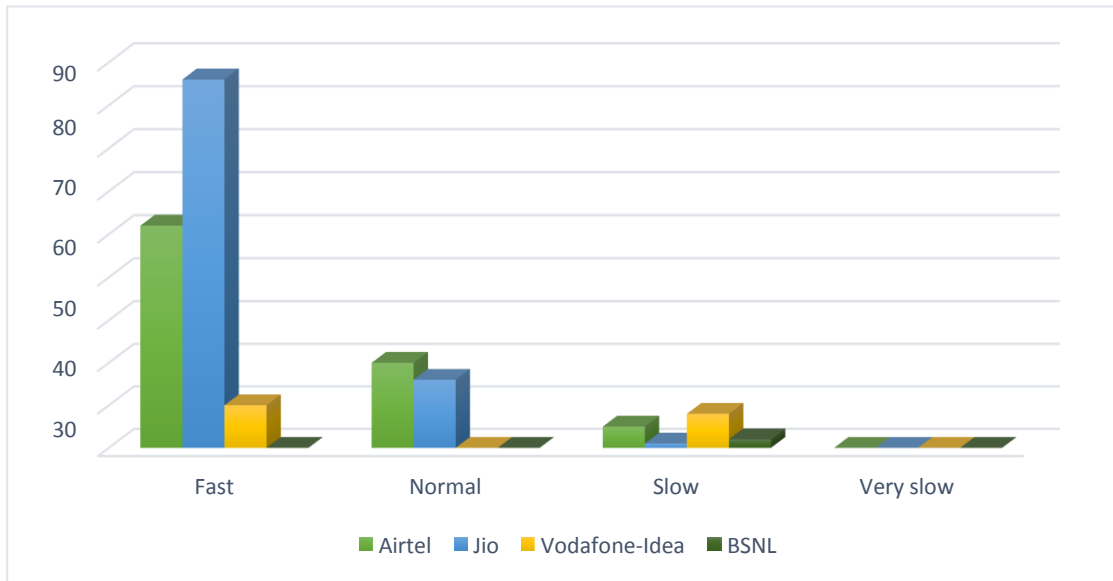
Interpretation:

From the above graph we can interpret that by maintaining quality in service and by giving exact price a network provider can increase sales and also through ads telecom service providers can increase sales. Jio is at 1st position because it is maintaining quality in service and they are retaining their customers etc.

3. How is the speed of internet?

Particulars	Fast		Normal		Slow		Very slow	
	No. of respondents	%	No. of respondents	%	No. of respondents	%	No. of respondents	%
Airtel	52	26	20	10	5	2.5	0	0
Jio	86	43	16	8	1	0.5	0	0
VI	10	5	0	0	8	4	0	0
BSNL	0	0	0	0	2	1	0	0

Graph showing the respondents networks speed



Graph showing the respondents networks speed

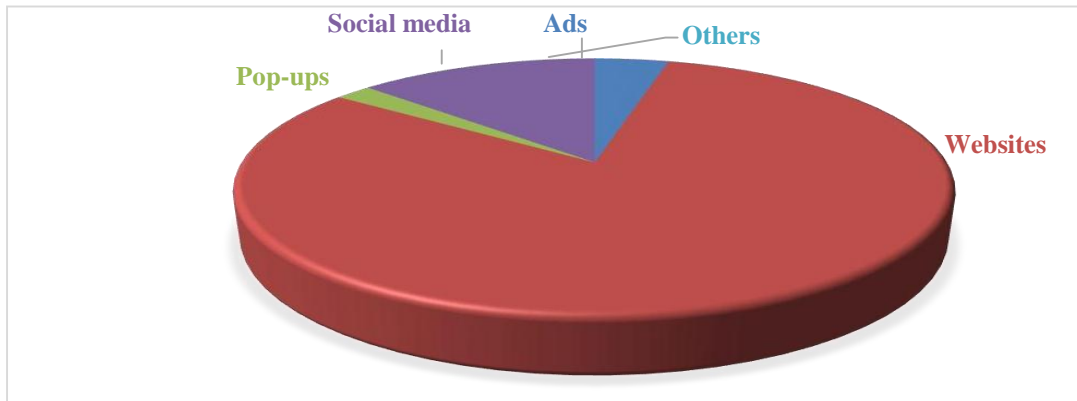
Interpretation:

From the above graph most of the network providers offers good internet speed, but it varies from different service providers. Network is slow means there may be a greater number of users or network loss.

4. How do telecom service providers promote their products?

Particulars	Respondents	Percentage (%)
Ads	8	4
Websites	162	81
Pop-ups	4	2
Social media	26	13
Others	0	0
Total	200	100%

Graph showing the promotion done by telecom service provider

**Interpretation:**

From the above graph we can interpret that by using websites and social media they will promote their products.

HYPOTHESIS TESTING:**Hypothesis 1:**

H0: There is no significant relationship between product strategies and sales.

H1: There is a significant relationship between product strategies and sales.

CORRELATIONS:

		How do telecom companies promote products	How do telecom companies will increase sales
how do you promote your products	Pearson Correlation	1	.087
	Sig. (2-tailed)		.217
	N	204	204
how do you increase sales	Pearson Correlation	.087	1
	Sig. (2-tailed)	.217	
	N	204	204

P value = 0.087

Level of significance = 0.05

Interpretation:

From the above there is an impact of product strategies on sales. The significance value 0.087 which is greater than 0.05

Hence a null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no significant relationship between product strategies and sales.

Hypothesis 2:

H0: There is no significant association between speed of internet and different service providers.

H1: There is a significant association between speed of internet and different service providers.

Chi-square test:

	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	25.821 ^a	8	.001
Likelihood Ratio	27.169	8	.001
Linear-by-Linear Association	8.670	1	.003
N of Valid Cases	204		

P value = 0.001

Level of significant = 0.05

Interpretation:

From the above chi-square table, it is observed that p value is lesser than the level of significance of 5%, i.e., $0.001 < 0.05$.

Therefore, alternative hypothesis accepted and null hypothesis rejected.

Hence there is a significant association between speed of internet and different service providers.

Hypothesis 3:

H0: There is no significant difference between promotional techniques and profit.

H1: There is significant difference between promotional techniques and profit.

ANOVA:**How do you promote your products?**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.734	3	2.578	3.328	.036
Within Groups	154.913	200	.775		
Total	162.647	203			

P value= 0.036

LOS = 0.05

Interpretation:

From the above ANOVA table, “F” calculation at degree of freedom is 3.328 where p value is 0.036, i.e., $0.036 < 0.05$ therefore alternative hypotheses is accepted and null hypothesis is rejected.

Hence there is significant difference between promotional techniques and profit.

15. FINDINGS OF THE STUDY

1. Jio users are 45.9% and 33.3% of Airtel users and 13.5% of VI users and only 7.2% of BSNL users, 15% of respondents said that by maintaining quality in service Airtel can increase sales, 20% of respondents said that by giving exact price Jio can increase sales, 6% of respondents said that by advertisement VI can increase sales, and only 5% of respondents said that by maintaining quality in service BSNL can increase sales.
2. BSNL subscribers have chosen not to change their service provider due to better availability of a widely covered network facility, 43% of respondent's internet speed is fast, i.e., Jio and only 10% of respondent's internet speed is normal i.e., Vodafone-Idea and only 4% of respondent's internet speed is slow and none of the respondents choose very slow option.
3. The result shows that most Airtel subscribers believe that the best social networking site can attract and build more loyal customers, 81% of respondents have choose websites and 13% of respondents have choose social media only 4% of respondents have choose using Ads network providers will promote their products and 2% of respondents have choose pop-ups.
4. By maintaining quality in service and by giving exact price a network provider can increase sales and also through ads telecom service providers can increase sales.
5. Most of the network providers offers good internet speed, but it varies from different service providers. Network is slow means there may be a greater number of users or network loss or any technical issues.
6. It is interpreted that, using websites and social media network providers will promote their products.

16. CONCLUSION

In this research it is tried to find out the experience of the customers one who use different networks, it came to know that attracting new customers is essential for any organization, and keeping them on board is just as crucial and it is analyzed that, generally customers prefer prepaid plans than postpaid because it less expensive than postpaid options, in case of postpaid customers fixed monthly costs, limited range of services some telecom users prefer dual SIM or more because to keep separate contact lists, for business purpose etc. Jio users are more compared to other telecom users. It is analyzed that, majority respondents will use Mobile payments for recharge, because it is easy to use and it is secured and less time consumption, from this research, weak signal strength due to longer distance form towers, more traffic while using the network and majority of the customers are belongs to Jio network and also customers may select the same network because of quality in service.” The business that has the finest understanding of its clients will be able to react to changing conditions happening in market, more quickly in highly competitive market. Major telecom network providers like Jio and Airtel with huge investment, advertisement, offers, free calls, unlimited talk times, 5G technology and other schemes. Most of the customers are expecting quality in service, majority of the respondents are experienced call drops or network loss so telecom services need to overcome from that problem and it should maintain quality in service. 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 are the result of these schemes and has made the competition even fiercer than before.

17. SUGGESTIONS

As compare to other service providers, BSNL should solve the customer's problems as fast as possible, maintain network quality in both urban and rural areas and it should provide maximum quality service to their customers otherwise customers will switch into other service provider, when compare to other service providers, Airtel should minimize the recharge plan rates otherwise customers will switch to other service provider, Comparatively speaking to other service providers, Vodafone-Idea and BSNL should provide maximum internet speed to their users, Vodafone-Idea and BSNL service provider should promote their products through social media to increase their sales in the market. All network providers should use single tower signals so that cost management can be achieved, Telecom service providers should retain their customers by providing quality in service.

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