

MARKETING STRATEGIES OF INDIAN TELECOM SERVICE PROVIDERS IN BIHAR AND JHARKHAND

Vishal Gaurav

Research Scholar, Deptt. of Commerce and B.Admn.

L.N.M.University , Darbhanga, Bihar

E-Mail:vishalgauravdbg555@gmail.com, Mob.9525255255

and

DR. Shambhoo Nath Choudhary

Assist.Prof, Deptt. of Commerce, M.L.S.M. College, Darbhanga, Bihar

Abstract: 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. 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.

Key Words: Marketing, Strategy, Telecom, Service, Providers and Customers.

I. 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 knows 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.

India has the quickest developing Telecom organize on the planet with its high populace and development potential Vodafone, Airtel, Idea, Reliance-Jio, BSNL and so on are the significant administrators in India. Globalization, liberalization and privatization are the three most verbally expressed words currently. These activities cleared path for all-round changes, particularly in developing economies, similar to India. These nations understood that development of compelling and efficient methods for correspondences and data innovation is vital to push them in the way of development. The development of the telecom sector in India amid post-liberalization has been phenomenal. This exploration plans to toss light on the different Marketing strategy received by Driving players in the Telecom sectors. Marketing is a center capacity inside any association as it is in charge of reflecting client request once more into an association and guaranteeing the Organization conveys its customers what they need. The Marketing Discipline grasps various research procedures and ideal models to inspect purchaser basic leadership, judgment and buy conduct. It explores the impact of expansive, macro-level variables like socioeconomics, social class and family socialization forms, just as the impacts of marketing variables, for example, advertising, branding, and store format.

Marketing Strategy:

Marketing Strategy includes choosing, examining of the objective markets, making, and keeping up a proper marketing blend that fulfills the objective market and the association. Marketing Strategy verbalizes an arrangement for the association's resources and strategies to meet its goals. Association must not seek after strategies that are not reliable with their goals or that would extend essentially their resources. Experiencing the Value Creation and Delivery Sequence procedure may not bring the fundamental targets. There are three kinds of marketing strategies set forward by Michael Porter that are vital to consider at whatever point utilizing the value creation and conveyance grouping process. They are Low-Cost Strategy, Differentiation Strategy, and Focus Strategy.

- **Low-Cost Strategy:** An organization or a SBU (Strategic Business Unit), normally expansive, looks to fulfill a wide market by delivering a standard item or administration at a lower cost and afterward undervaluing contenders. Such Strategy will go for lessening the cost of creating the item or administration and cost along the store network of the item or administration.
- **Differentiation Strategy** : Through this sort of strategy, an association makes an unmistakable, maybe one of a kind, item through its fantastic quality, inventive plan, or some other component and accordingly, can charge a higher than normal price. It very well may be used to seek after either a broad or restricted target market. The benefits of separation strategy are the making of brand faithfulness and higher benefit for the time being and long haul. Its hindrance is hazard as extraordinary misfortune brought if consumers do not care for the item or service.
- **Focus Strategy** : A firm or a SBU focuses on part of a market and attempts to fulfill it with either an exceptionally low-priced or an unmistakable item. The objective market is separate by certain factors as topography or concentrated needs.

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.

II. REVIEW OF LITERATURE

Review of related literature makes the investigator fully aware with the previous work that has been done. It also provides an opportunity of gaining insight into the method, measures, subject and approaches employed by the other Scholar.

Nandini Borah, (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.

Pradhan S Saran, (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.

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.

OBJECTIVES OF THE STUDY:

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

HYPOTHESIS:

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

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

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

III. METHODOLOGY

The study is descriptive in nature. The present study is based on the Primary and secondary data. A sample of 200 respondents (different districts of Bihar and Jharkhand) was taken by using convenience sampling method. The primary data was collected through questionnaire. The primary data collected from the respondents have been processed and analysed by using percentage method. The Secondary data and literature for the study purpose were collected from the number of reference books, Journals and Internet. 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. Research and survey activities had been done for the telecom users of Different districts of Bihar and Jharkhand. The collected data is presented in the tables and they are analyzed through statistical tools like Co-relation, Chi-square, and ANOVA etc. The tools employed a basic random sampling method as its sampling strategy, random sampling method is used to select a representative sample from 200 Respondents.

.IV. RESULTS AND DISCUSSIONS

Table:1

Customer in Which Company

Particulars	Respondents	Percentage (%)
Airtel	60	30
Jio	90	45
Vodafone-Idea	30	15
BSNL	20	10
Total	200	100

Source: Based on self Survey

From the above table 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.

Table:2

How do telecom service providers will increase sales?

Particulars	Airtel			Jio			Vodafone-Idea			BSNL		
	No.	of	%	No.	of	%	No.	of	%	No.	of	%
	respondents			respondents			respondents			respondents		

Advertisement	20	10	20	10	15	7.5	0	0
Maintaining quality in service	40	20	25	12.5	10	5	12	6
Price	18	9	35	17.5	9	4.5	2	1
others	6	3	10	5	6	3	0	0

Source: Based on self Survey

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.

Table: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	50	25	22	11	6	3	0	0
Jio	80	40	15	7.5	2	1	0	0
Vodafone-Idea	15	7.5	0	0	9	4.5	0	0
BSNL	0	0	0	0		3	0	0

Source: Based on self Survey

From the above table 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.

Table:4
How do telecom service providers promote their products?

Particulars	Respondents	Percentage (%)
Ads	10	5
Websites	160	80
Pop-ups	5	2.5
Social Media	25	12.5
Others	0	0
Total	200	100

Source: Based on self Survey

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

HYPOTHESIS TESTING:

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

CORRELATIONS:

Table:5

	How do telecom companies promote products	How do telecom companies will increase sales
how do you promote your products	1	.085
Pearson Correlation		.215
Sig. (2-tailed)	205	205

N		
how do you increase sales	.085	1
Pearson Correlation		
Sig. (2-tailed)	.215	205
N	205	

P value = 0.085, Level of significance = 0.05.

From the above table there is an impact of product strategies on sales. The significance value 0.085 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.

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

Table:6

	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	26.820	8	.001
Likelihood Ratio	28.168	8	.001
Linear-by-Linear Association	8.675	1	.003
N of Valid Cases	205		

P value = 0.001, Level of significant = 0.05.

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.

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

ANOVA:

Table:7

How do you promote your products?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.735	2	2.575	3.325	.035
Within Groups	155.915	200	775		
Total	163.650	202			

P value = 0.035, LOS = 0.05

From the above ANOVA table, "F" calculation at degree of freedom is 3.325 where p value is 0.035, i.e., $0.035 < 0.05$ therefore alternative hypotheses is accepted and null hypothesis is rejected. Hence there is significant difference between promotional techniques and profit.

FINDINGS :

Jio users are 45 % and 30. % of Airtel users and 15% of VI users and only 10% of BSNL users, 20% of respondents said that by maintaining quality in service Airtel can increase sales, 17.5% of respondents said that by giving exact price Jio can increase sales, 7.5% 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. BSNL subscribers have chosen not to change their service provider due to better availability of a widely covered network facility, 40% 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 4.5% of respondent's internet speed is slow and none of the respondents choose very slow option. The result shows that most Airtel subscribers believe that the best social networking site can attract and build more loyal customers, 80% of respondents have choose websites and 12.5% of respondents have choose social media only 4% of respondents have choose using Ads network providers will promote their products and 2.5% of respondents have choose pop-ups. 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. 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. It is interpreted that, using websites and social media network providers will promote their products.

V.CONCLUSION

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 happing 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. 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.

REFERENCES

1. Nandini Borah,(2014) “The Changing Indian Telecommunication Industry”, SSRN Electronic Journal,PP.75-81 .
2. Pradhan S Saran, (2015) “Indian Telecommunication in the Next Millennium”, IETE Technical Review,PP.145-153.
3. Rahimi, Faisal (2019) The Role of Telecommunication Marketing Strategies for Attracting Young Customers Case Study: Afghanistan Telecom Companies 14(2),PP. 3-17 .
4. Sanju (2019) Developing Marketing Strategy Based on Telecom Sector in India Journal of Advances and Scholarly Researches in Allied Education, 16(1), PP.420-425 .
5. Shaji Mathai, (2021) “Effectiveness of Print Media Marketing in Digital Age: A Study on Indian Telecommunication Industry, FIIB Business Review,PP.123-129.