Analysis of Marketing Strategies of Telecommunication Companies in India

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Mr. Abhishek Saxena[i]

Faculty of Management (PG), Department of Telecom Marketing & Management,
MIT World Peace University, Pune

Prof. Dr. Nutan Nigade[ii]

Faculty of Management (PG), Department of Telecom Marketing& Management,
MIT World Peace University, Pune

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ABSTRACT:

This paper compares the marketing mix of distinguished telecom service providers in India. There's a fierce competition among telecom giants to faucet the market and prime the position. One among these ultimately acquired the foremostmarket share, largest subscriber base and conjointly takes lead in satisfying customers with overall performance. Whereas, other players are struggling to survive the rapidly changing technical environment. To understand this idea Tata Tele Business Services, Bharti Airtel and BSNL are selected for the analysis and comparison has been made. These telecom players could seem to similarity in merchandise & services that they provide in first glance. However, they dissent in their internal and competitive ways. The variations are measured on business success by marketing strategy, marketing mix, service providing strategy, etc. The analysis is an effort to create an understanding of how a bit variation in market strategy contributes to the prosperity or failure of a telecom service provider throughout this quick dynamical digital world.

Paper concludes that Bharti Airtel is that the overall leader altogether the parameters that were taken into consideration for comparison.

KEYWORDS: *Marketing Strategies, Marketing Mix, Indian Telecom Service Providers.*

1. INTRODUCTION:

The telecom industry all over the world has been witnessing very high growth rates in subscriber base in recent years. For developing countries especially, cellular services are getting a really significant proportion of the overall telecom infrastructure. The mechanics of competition within this market involve complex feedback effects between individual service providers and with their operating environment, and these forces play a crucial role in governing the growth of this industry.

The Indian telecommunications sector has undergone a serious process of transformation due to significant Government policy reforms during the recent years. The New Telecom Policy, 1999 focused on creating a perfect environment for investment, establishing communication infrastructure by leveraging on technological development and providing affordable telecom services to all. These objectives of the policies have resulted in rapid climb of subscribers and lower tariffs.

Telecom industry in India is specifically accenting on latest technologies like GSM (Global System for Mobile Communications), CDMA (Code Division Multiple Access), PMRTS (Public Mobile Radio Trunking Services), Fixed Line and WLL (Wireless Local Loop). India features a thriving market specifically in GSM mobile service and also the variety of subscribers is growing in no time.

India is presently the world's second-largest telecommunications market with a subscriber base of 1.20 billion and has registered sturdy growth within the past decade and half. The telecom industry is among the fastest growing industries in India, with a rate of growth of 45%. Internet and broadband penetration within the country is increasing steadily, boosting the Government's Digital India campaign. The Indian mobile economy is growing rapidly and can contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) alongside the Boston Consulting Group (BCG).

As of January 2019, India has witnessed a 165 per cent growth in app downloads within the past two years. 4.8 billion downloads of mobile applications were registered in India in first quarter of 2019 and therefore the number of internet subscribers within the country augmented at a CAGR of 45.74 per cent throughout FY06-FY19 to achieve 636.73 million in 2018-19. The web subscribers reached 687.62 million till September 2019. Total wireless

data usage in India grew 10.58 per cent year-on-year to 19,838,886 terabytes between July-September 2019. (TRAI-2019 report).

The direct economic edges of growth among the telecom sector are increase in GDP, government income and generation of employment within the country. The indirect economic benefits include increased productivity of business, thanks to voice and data services, better access to information, healthcare and academic services, etc. Alternative intangible benefits are integrating a country with massive diversity, providing an altogether totally different mode of business, the sole technology to succeed in the poor too.

Telecommunication has supported the socioeconomic development of India and has a vie big role to slender down the rural-urban digital divide to some extent. It additionally has helped to extend the transparency of governance with the introduction of e-governance in India. The government of India has pragmatically used modern telecommunication facilities to deliver mass education programs for the agricultural folk of India. Following are the major players in Telecommunication Industry:

- Tata Tele Business Services Limited
- Bharti Airtel Limited
- BSNL Limited
- Reliance Jio Infocomm Limited
- Vodafone Idea Limited

2. MARKETING MIX & MARKETING STRATEGIES OF TATA TELE BUSINESS SERVICES, AIRTEL & BSNL:

Tata Tele Business Services: Tata Tele Business Servicesbelongs to the distinguished Tata group of companies. TTBS is that the country's leading enabler of connectivity and communication solutions for businesses. With services ranging from connectivity, collaboration, cloud, security, IoT and marketing solutions, TTBS offers the foremost vital portfolio of ICT services for businesses in India.

- **Marketing Mix -**

Product: TTBS offers wide range of services ranging from connectivity, collaboration, cloud, security, IoT and marketing solutions. TTBS proved to be an innovator in providing information technology services, helping clients experience its robust technologies to meet

the communication needs of emergent global enterprises which are future proof. TTBS's connectivity solutions are the best that the industry has to offer with state-of-the-art technology and carrier grade quality.

Price: As it is mostly B2B business that Tata Tele Business Services engages in, it is paramount that they provide industry's lowest prices in its marketing mix while not compensating on the high quality as well as wide coverage and efficient processes that they have always stood for. For pricing, several different strategies are considered, optimized and finally utilized to see which one is most suitable for the type, scale and category of businesses.

Place: Tata Tele Business Services has its roots in the emerging markets and has headquarters in Mumbai. Tata Tele Business Services, through its services, has its presence in over 60 cities. Because of a distributed workforce amongst clients, Tata Tele Business Services seamlessly connects users and caters customer needs.

Promotion: Tata Tele Business Services being a technologies services provider banks heavily on online media marketing and the usage of social media for promotional activities. It also invests in Liaoning with B2B clients for the major chunk of its business. Digital marketing, search engine optimization as well as display advertising are adopted for marketing and advertising needs.

- **Marketing Strategies –**

Online Marketing: Online marketing is that the apply of investing web-based channels to unfold a message about the company's brand, products, or services to its potential customers. Tata Tele Business Services uses the subsequent methods and techniques for online marketing:

- ➢ **Email Marketing:** Email marketing is that the act of causing a commercial message, usually to a gaggle of individuals, using email. It involves promoting through email to send advertisements, request business, or solicit sales. Tata Tele Business Services use this promoting technique with the aim of enhancing relationship with current/previous customers, encouraging client loyalty and repeat business, acquiring new customers or convincing current customers to get one thing in real time.

- ➢ **Social Media Marketing:** Social media marketing is that the use of social media platforms to attach with audience to create brand, increase sales, and drive website

traffic. This involves spreading nice content on social media profiles, engagementwith followers, analysing results, and running social media advertisements.The foremost social media platforms that Tata Tele Business Services use are Facebook, Instagram, Twitter, LinkedIn, and YouTube.

➢ **Search Engine Optimization (SEO**): Search engine optimization is that the process

of optimizing sites and their content to be easily discoverable by users checking out terms relevant to the company's website. SEO helps Tata Tele Business Services

drive more relevant traffic, leads, and sales for the business.

Offline Marketing: Offline marketing utilizes media channels that are offline the web so as to make and achieve traditional marketing goals like creating campaigns and increasing the amount of sales. Tata Tele Business Services uses the following methods and techniques for offline marketing:

➢ **Advertising:** Advertising is defined as **"**any paid sort of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.**"** (The American

marketing association). Tata Tele Business Services use advertising to stimulate a short term increase in sales volume, to develop a new market, to increase the company share of an existing market, to build a favourable attitude to the corporate as an entire.

➢ **Sales Promotion:** A sales promotion is any enterprise by acorporation designed to extend sales or encourage the utilization or trial of a product or service. Sales commercials take many alternative forms, however all of them specialize in persuading a target market to form a procurement or become a consumer of a business.

➢ **Public Relations:** The aim of public relations (PR) at Tata Tele Business Services is to improve and maintain an organization relationship with the various groups with which it is associated via the webinars, Do Big conclave, and conferences or by other company events. Such groups include: Employees, Shareholders, Local communities, Channel partners, and Customers.

➢ **Channel Partners:** Today, TTBS's wide range of simple, effective and award-winning telecom solutions power 250,000+ Indian enterprises and make business easy for them. Tata Tele Business Services has a nationwide network of channel partners, who are the reason behind empowered customer base with the right technology solutions to scale up seamlessly and do big.

Airtel: Bharti Airtel Limited is a leading international telecommunications company with operations in 17 countries across Asia & continent headquartered in capital of India, New Delhi. Bharti Airtel ranks amongst the highest three mobile service suppliers globally in terms of subscribers. Bharti Airtel Ltd was incorporated within the year 1995 with the name Bharti Tele Ventures Ltd.

- **Marketing Mix -**

Product: Airtel provides a wide array of products and services like Prepaid/Postpaid services, Broadband & Internet services, DTH & IPTV services, Voice & Data services etc. In order to retain the utmost variety of customers, Airtel has tried to provide as several products and services as possible in order to keep the customers.

Price: Airtel uses its competitive pricing strategy just like any other network providers due to the competition that is present in telecom sector. However, Airtel additionally provides versatile valuation mechanism looking on the prevailing market conditions. For instance, once the corporate relaxes taxation, it additionally reduces its costs across all affected products. The make my plan introduced by Airtel was a sensiblestrategy as customers might currently modify their plan as they see fit.

Place: Airtel enjoys a well distributed network of distributors together with even businesses like groceries and chemist retailers. One among the items that have created Bharti Airtel a force to reckon in telecommunication business in India and Africa is that it's the strategy of creating the primary moves and rising as a winner. Airtel includes a wider distribution network as compared to competitors and therefore the Network is widespread bringing many customers daily to Airtel.

Promotion: Airtel engages in aggressive promoting strategy starting from traditional print media to social network marketing. The company conjointly engages in massive scale TV and print advertising. The company frequently uses big celebrities for endorsing the services. Airtel also managed to create its signature tune from Oscar winning musician A.R. Rahman which has become one among the foremost downloaded tunes in India. Apart from that Airtel has been hiring many figures from movie industry right from the legendary Amitabh Bachhan to Vidya Balan as their brand ambassadors. The God of cricket, Sachin Tendulkar too has been a part of their publicity campaigns too.

- **Marketing Strategies –**

Online Marketing: Airtel spends nearly 45 per of its ad budgets on digital alone. The reason behind the many significant digital spend is that Airtel encompasses a bunch of services like Wynk, Airtel TV and is attempting to drive recharges and payments online. The results of the study reassured us that Airtel is right to shift half of the budgets onto digital marketing. Airtel has been deploying numerous digital advertising methods to stay ahead of competition. Airtel uses the following methods and techniques for online marketing:

- ➢ **Advertisement Campaign:** Recently, Airtel has added ad agency Leo Burnett to its roll of agencies. Leo Burnett will handle the B2B and B2C services for the brand which incorporates below-the-line (BTL) activities and circle promoting campaigns.

  Airtel has delivered some terribly outstanding campaigns within the past. Some outstanding advertisements by Airtel are **"Har ek friend zaroori hota hai"**, **"Airtel's 4G Girl"**, **"Sab kuch try karo fir sahi chuno"**, **"Open to Questions"**.

- ➢ **Social Media Marketing:**Airtel is India's largest mobile company, and it boasts the same on Social Media. The brand has a good presence on Facebook, Twitter, Youtube, Instagram and LinkedIn. The brand is doing a good job at handling customer complaints posted online. Airtel is doing a good work when it comes to content. It is highly engaging and visually impressive as well.

Offline Marketing: Offline advertising is traditional marketing, the simplest way to notify potential customers about a product that does not involve the use of the Internet. For example, offline promoting includes advertisements on and in public transport, radio, television, press, elevators of apartments/ housing societies and offices. Airtel uses the following methods and techniques for offline marketing:

- ➢ **Loyalty Programs:** Loyalty programs encourage customers to patronize businesses a lot often. Airtel launched #AirtelThanks – its biggest digital program to thrill its

  valued customers with exclusive edges. Beneath #AirtelThanks, all Airtel customers who commit a monthly ARPU of Rs. 100 and on top of (for mobile) receive exciting additional benefits at no extra charge. #AirtelThanks customers conjointly get red

carpet customer look after service and network related issues to feature to their expertise.

➢ **Billboard Advertising:** Billboard advertising is the method of employing a large-scale print promotion/advertisement to market a company, brand, product, service, or campaign. Billboard advertising is effective for building brand awareness and broadcasting business (or product or campaign) to as many people as possible. Airtel use billboards to have the highest number of views and impressions when compared to other marketing methods.

➢ **Print Media Advertising:** Print media is one amongst the oldest and basic sorts of communication. It includes newspapers, weeklies, magazines, monthlies, banners & graphics, posters and alternative sorts of written/print material. The contribution of print media in providing data and transfer of knowledge is outstanding.

BSNL: The BSNL is India's oldest and largest telecom and communication service provider (CSP). Bharat Sanchar Nigam Limited (BSNL) was formed in October, 2000 and is headquartered in New Delhi, India. BSNL is the largest provider of fixed telephony and fourth largest mobile telecom provider in India, and is additionally a provider of broadband services. It's the World's seventh largest Telecommunications Company providing comprehensive vary of telecommunication services in India.

• **Marketing Mix -**

Product: BSNL's primary product is Landline. Apart from that, it is also present into GSM Based Mobile services which have Prepaid and Postpaid Tariff plans, Value Added Services (VAS), Prepaid and Postpaid data, international roaming, device building partners, Broadband ,Wi-Fi, Wi-Max broadband, etc.

Price: BSNL provides the calling service at a very cheap rate in comparison with its users and the other services depend on the installation charges. It provides specific discount or special offers to the users whose usage is incredibly high compared to others. BSNL additionally comes up services like lifespan cards that facilitate them be connected with the user and keep generating revenue.

Place: BSNL has its presence across pan India with 24 circles. It has penetrated most of rural areas wherever private players haven't yet reached. Its strength was landline connections who additionally took up information facility and eventually it gained from its primary role.

Promotion: BSNL uses TV, print, online, hoardings etc for advertising. BSNL promotes in a very limited way. However, due to the rise in such a large amount of competitors in telecom industry it has started promotion by coming up with new logo, catchy slogans like connecting India, new and distinctive names to spot totally different product and services provided by BSNL.

- **Marketing Strategies –**

Online Marketing: BSNL incorporates a sturdy base of consumers that are loyal. It has its own catchword **"Connecting India, Faster"**. So as to push the services of the brand the company has start with varied schemes that have proved beneficial to the customers.BSNL uses the subsequent ways and techniques for online marketing:

- ➢ **Social Media Marketing:** BSNL is no exception when it comes to social media marketing. The State-run telecom operator offers a variety of promotions on its social media handles. One of the offers is you get a free service for one month if you buy a new BSNL connection through social media. BSNL is active on all social media channels including Facebook, Twitter, Youtube, LinkedIn and Instagram.

- ➢ **Partnership with Eros Now:** BSNL partners with Eros Now to offer unlimited

  movies and digital originals. The partnership between Eros Now and BSNL can further enhance the recreation expertise of BSNL's post-paid and pre-paid subscribers

  through their access to the Eros Now app, which incorporates a huge library of over 11,000+ movies, digital originals, Eros Now Quickies, music videos and a lot of.

- ➢ **Search Engine Optimization (SEO):** Creating an internet image creating your presence felt is the need of the new age client, who is always online. The new life style where the layman is additionally changing into tech savvy. Banking, Telecom, entertainment for info or dealing, the masses are turning towards search engines, increasing the requirement for Search Engine Marketing. And an identical need was felt by BSNL.

Offline Marketing: Offline marketing utilizes media channel that are offline the internet in order to create and achieve traditional marketing goals such as creating campaigns and increasing the number of sales. BSNL uses the following methods and techniques for offline marketing:

➢ **Direct Marketing:** Direct selling consists of any marketing that depends on direct communication or distribution to individual customers, instead of through a third party like mass media.BSNL also uses direct marketing concept to sell its services to the prospective customers. BSNL has made an agreement for DSA (Direct Selling Agent), that discloses all terms and conditions of direct selling. BSNL also open its own CSCs from where customer can avail BSNL services.

➢ **Delighting Customers:** Customer delight suggests that surprising the customers by

fulfilling their expectations. BSNL forever work on delivering the right quality at the right time at the right place. BSNL conjointly launched a campaign named **'Behtar Seva ki nayi Lagan'** to know customers feedback.

3. OBJECTIVES OF THE STUDY:

- To perform an in depth analysis of the marketing strategies of three telecom companies in India namely Tata Tele Business Services, Airtel and BSNL.
- To study the key differentiators between the brands from the advertising perspective.
- Review some of the major marketing campaigns of these major companies.
- To identify the consumer perception/preference about the marketing strategies adopted by the respective companies.

4. RESEARCH METHODOLOGY:

- **Scope of Study:**
    - ➢ The study covers marketing strategies of major telecom companies of India.
    - ➢ The research study focuses on products like Internet Leased Line (ILL), Multi-Protocol Label Switching (MPLS/VPN), Primary Rate Interface (PRI), Session Initiation Protocol (SIP Trunk) & not on mobile services.
    - ➢ The scope of the study is to determine the importance of marketing strategies in India and understanding the different dimensions of the psychology of customers.
    - ➢ The geographical scope of research considers only Indian customers.
- **Sample Size & Nature of Respondents:**

➤ Sample size for this research is 32 people, with Telecommunication sector knowledge or background.

- **Data Collection Source:**

  ➤ Research data was collected from each primary and secondary sources.

  ➤ The primary data was collected by administering questionnaire to the respondents.

  ➤ Secondary data sources were conjointly used to collect the information for this research study.

  ➤ Convenience sampling is done to collect the data.

- **Proposed Hypothesis:**

  There were mainly three types of hypotheses developed to achieve the objectives of this research work.

  ➤ H_0 – User experience with service provider is average.

  H_1 – User experience with service provider is more than average.

  ➤ H_0 – Quality of service provided by telecom operators might be competent. H_2 – Quality of service provided by telecom operators is competently good.

  ➤ H_0 – Customer awareness about latest offers & promotions is 50:50.

  H_3 – Customer awareness about latest offers & promotions is not 50:50.

- **Research Method Tool:**

  Appropriate statistical tools like one sample t-test, Chi Square were applied with the help of MS Excel, which resulted in observations, interpretations and findings.

5. DATA ANALYSIS:

The Data Analysis for this report is combined result from the data collected using different statistical tools mentioned above and also the data obtained from the 32 respondents who filled out the questionnaire given through Google Forms.

The questions framed in the questionnaire intend to cover the topics about service providers, their products & services, awareness about latest offers and promotions and user experience with service provider and its services.

Based on the data collected through questionnaire, the information is depicted in the form of bar graphs, pie charts and figures.

Analysis and testing are wholly based upon the responses collected and statistical tools used.

- **Results & Discussions:**

Sr. No.	Demographic Characteristics	Categories	Frequency	Percentage (%)
1	Gender	Male	22	69
		Female	10	31
		Total	**32**	**100**
2	Age Group	Below 25 years	20	63
		26 years – 35 years	7	22
		36 years – 45 years	4	12
		Above 45 years	1	3
		Total	**32**	**100**
3	Occupation	Student	24	75
		Business	3	9
		Service	5	16
		Total	**32**	**100**
4	Awareness of Products & Services	ILL	15	32
		SIP Trunk	6	13
		MPLS/VPN	9	19
		PRI	3	6
		All of the above	14	30
		Total	**32**	**100**
5	Products & Services used/subscribed	ILL	18	42
		SIP Trunk	8	19
		MPLS/VPN	13	30
		PRI	4	9

		Total	32	100
6	Service Provider	TTBS	7	22
		Airtel	13	41
		BSNL	7	22
		Others	5	15
		Total	32	100
7	Sources of Information about Service Provider	Advertisement	10	31
		Newspaper	1	3
		Word of Mouth	19	60
		Others	2	6
		Total	32	100
8	Are you aware of latest Offers & Promotion?	Yes	22	69
		No	10	31
		Total	32	100
9	How frequently you see Advertisements?	Very frequently	11	34
		Less frequently	11	34
		Occasionally	7	22
		Very infrequently	3	10
		Total	32	100
10	How likely is it that you would recommend the service provider to someone?	Very likely	8	25
		Somewhat likely	11	34
		Neutral	11	34

		Somewhat unlikely	1	3
		Very unlikely	1	3
		Total	**32**	**100**
11	Ratings to the service provider	1	1	3
		2	2	6
		3	10	31
		4	10	31
		5	9	28
		Total	**32**	**100**

6. HYPOTHESIS TESTING:

Test 1: t-Test One Sample

Respondents had to answer the research question: *How would you rate your experience with the service provider,* with the following:

5 = Very satisfied

4 = Satisfied

3 = Neutral / Average

2 = Dissatisfied

1 = Very dissatisfied

Customers must have been satisfied or neutral with their perception of services. Thus, the hypothesized test value in our study is 3 and it can split customers into satisfied and neutral. In this way the null and the alternative hypothesis could be specified as follow:

- Null Hypothesis:

- Alternate Hypothesis:

$H_1: \mu > 3$ **"User experience with service provider is more than average."**

One Sample t-Test was used to analyse customer expectation. The one-sample t test shows whether a mean of a single variable differs from a specified constant.

t-Test: One Sample

	VARIABLE 1
Mean	4.0625
Variance	0.834677419
Observations	32
Hypothesized Mean	3
df	31
t Stat	6.578768368
P(T<=t) one-tail	0.0000001196
t Critical one-tail	1.695518783
P(T<=t) two-tail	0.0000002391
t Critical two-tail	2.039513446

Table 1.1 Test 1 (One sample t-Test)

- **Rejection Region:**

Reject H_0 if *t > t-critical one-tail*

Reject H_0 if ***p value ≤ α***

- **Test Statistic:**

tStat **=** 6.578

t Critical one-tail = 1.6955

p value = 0.0000001196

α **=** 0.05

- **Decision / Conclusion:**

t stat > t critical one-tail

i.e. 6.578 > 1.6955

Hence, t stat is greater than t critical one-tail, so, H_0 can be rejected.

P-value ≤ α

i.e. 0.0000001196 ≤ 0.05

Hence, as p-value is less than 0.05, so, H_0 can be rejected.

Hence, the null hypothesis is rejected and the alternative hypothesis is accepted. This means user experience with service provider is more than average. In a nutshell, it can be concluded that customers were satisfied with service providers.

Test 2: t-Test One Sample

Respondents had to answer the research question: *Please rate the service provider on the basis of Quality of products & services,* with the following:

5 = Very satisfied

4 = Satisfied

3 = Neither satisfied nor dissatisfied

2 = Dissatisfied

1 = Very dissatisfied

Customers must have been satisfied or neutral with their perception of services. Thus, the hypothesized test value in our study is 3 and it can split customers into satisfied and neutral. In this way the null and the alternative hypothesis could be specified as follow:

- Null Hypothesis:

  H_0: $\mu \leq 3$ "Quality of product/service provided by telecom operators might be competent."

- Alternate Hypothesis:

  H_2: $\mu > 3$ "Quality of product/service provided by telecom operators is competently good."

One Sample t-Test was used to analyse customer expectation. The one-sample t test shows whether a mean of a single variable differs from a specified constant.

t-Test: One-Sample	
	VARIABLE 1
Mean	4.125
Variance	0.822580645
Observations	32
Hypothesized Mean	3
df	31
t Stat	7.016786595
P(T<=t) one-tail	0.00000003534
t Critical one-tail	1.695518783
P(T<=t) two-tail	0.00000007068
t Critical two-tail	2.039513446

Table 1.2 Test 2 (One sample t-Test)

- **Rejection Region:**

Reject H_0 if t > *t-critical one-tail*

Reject H_0 if ***p value $\leq \alpha$***

- **Test Statistic:**

tStat **=** 7.016

t Critical one-tail = 1.6955

p value = 0.0000000353

α = 0.05

- **Decision / Conclusion:**

t stat > *t critical one-tail*

i.e. 7.016 > 1.6955

Hence, t stat is greater than t critical one-tail, so, H_0 can be rejected.

P-value $\leq \alpha$

i.e. 0.0000000353 $\leq$ 0.05

Hence, as p-value is less than 0.05, so, H_0 can be rejected.

Hence, the null hypothesis is rejected and the alternative hypothesis is accepted. This means quality of product/service provided by telecom operators is competently good. In a nutshell, it can be concluded that customers were satisfied with the quality of products and services.

Test 3: Chi-square

Respondents had to answer the research question: ***Are you aware of the latest offers/promotions of the service provider,*** with the following:

p_A = Yes

p_B = No

Customers must have been aware or unaware of the offers/promotions with respect to their service providers. In this way the null and the alternative hypothesis could be specified as follow:

- Null Hypothesis:

$H_{0:}p_A = p_B$ "Customer awareness about latest offers & promotions is 50:50."

- Alternate Hypothesis:

H$_3$: $p_A \neq p_B$ "Customer awareness about latest offers & promotions is not 50:50."

Chi-square Test was used to analyse customer awareness.

		$X^2 = X(observed\ data - expected\ data)^2 / (expected\ data)$			
Given:					
		No of Observations	Expected	Observation - Expected	$(Obs.-Exp)^2$	$(Obs.-Exp)^2 / (Exp)$
	Yes	22	16	-6	36	2.25
	No	10	16	6	36	2.25
				Thus, Total chi Squared value (X^2) =		**4.5**
		df	degree of freedom =	2-1 = 1		
		assuming significance probability level (α) =		0.05		
		CHI squared value (for df - 1 & α = 0.05) =		4.5		
			p value =	0.033894854		

Table 1.3 Test 3 (Chi-square Test)

- **Rejection Region:**

Reject H$_0$ if $x^2 > p\ value$

Reject H$_0$ if **$p\ value \leq \alpha$**

- **Test Statistic:**

Chi square value (x^2)= 4.5

p value = 0.03389

α = 0.05

- **Decision / Conclusion:**

$x^2 > p\ value$

i.e. 4.5 > 0.03389

Hence, as chi-square (x^2) is greater than p value, so, H$_0$ can be rejected.

P-value $\leq \alpha$

i.e. 0.03389 $\leq$ 0.05

Hence, as p-value is less than 0.05, so, H_0 can be rejected.

The test result shows that the obtained Chi-Square value which is 4.5 is greater than p value. **The obtained p value which is 0.0338 is less than α (0.05).**

Hence, the null hypothesis is rejected and alternative hypothesis is accepted. In a nutshell, it can be concluded that awareness among customers about latest offers and promotions is not 50:50.

7. FINDINGS:

This chapter summarizes findings of research study arrived at different stages of the research process.

- From the findings, it can be see that majority of the respondents are below 25 years of age and are students.

- Most of the respondents were aware of all the products & services, especially ILL (Internet Leased Line).

- A large number of respondents use ILL as compared to other products and services.

- Majority of the population have Airtel as their service provider.

- Respondents using services of different service providers differ considerably relating to their level of customer satisfaction. Airtel users were more satisfied when compared with BSNL and Tata Tele Business Services users.

- It was found that majority of respondents came to know about their service provider & its products/services through word of mouth as a source of information.

- More than half of the respondents were aware of the latest offers & promotions offered by their service provider.

- Majority of the respondents see advertisements of their service provider frequently/very frequently.

- 53% of the respondents are satisfied with pricing of services provided by their service provider.

- It was found that more than half of the respondents are satisfied with their service providers in terms of customer service, price, quality, customer support etc.

8. CONCLUSION:

The findings of this research study revealed that success of telecom service Provider Company depend upon the effective implementation of its marketing strategy. After comparison of marketing mix of the three outstanding telecommunication service providers in India, it was concluded that Airtel out performs its competitors in several parameters and emerges out as market leader, despite of powerful competition by competitors. Pricing/rating strategy could attract customers initially, but to behold subscriber in a longer run, right balancing of all the elements of marketing mix is important.

The present study concludes that major factors that have an effect on customer satisfaction are Service Quality and Customer Perceived Value. This can be concluded that service providers should pay due attention to provide customers good Service Quality to enhance Customer Satisfaction. Service providers should additionally make sure that their customers feel that they are getting best value of their efforts and money by getting services from them as **"Customer Perceived Value"** also enhances Customer Satisfaction.

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