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An Empirical Study of Customer Based Marketing Mix Strategy of Telecom Sector in India (Special Reference To Saurashtra Region)

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Abstract: *This paper thinks about the promoting blend of noticeable telecom services providers in India. There is a wild rivalry among telecom giants to tap the market and top the position. One of these eventually gained the significant piece of the pie, biggest supporter base and furthermore takes lead in fulfilling clients with in general performance. Whereas, different players are the adherents who are attempting to endure the quickly changing specialized climate. To comprehend this idea Bharti Airtel, Reliance Jio and BSNL are chosen for the examination and correlation has been made. These telecom players may appear to comparability in items and administration that they give in first glance. However, they contrast in their inward and serious techniques. The distinctions are estimated on business accomplishment by development system, contrast in hierarchical construction, administration giving methodology, and so on the investigation is an endeavour to make a comprehension of how a slight variety in market methodology adds to the thriving or disappointment of a telecom specialist co-op in this quick changing computerized world. Paper reasons that Bharti Airtel is the general innovator in every one of the boundaries that were considered for comparison.*

Key Words: Marketing Mix Strategy, Marketing Strategies, Indian Telecom Service Providers

INTRODUCTION:

1. The Indian telecom industry has come up as one of the main possible business sectors in the worldwide point of view and has seen high-paced development in the course of recent years. The telecom business of India has encountered sensational changes throughout the long term. Mechanical advancements and services changes have been the two significant factors liable for fixing the stage for the development in this space. The area was changed in 1994 with the presentation of the National Telecommunications Policy or NTP. The Telecom Regulatory Authority of India or TRAI, a free controller for the Indian telecom area, was set up in 1997 to diminish the impedance of the Indian government in operational issues of telecom sector. India is at present considered the world's second-biggest telecom market. It has enrolled a solid compound yearly development rate (CAGR) of 20 percent in its endorser base during the most recent decade. The portable fragment's teledensity expand around multiple times from 15 percent in FY07 to 80 percent in FY16.

The quantity of Internet supporters in the nation expanded at a CAGR of 80 percent, with the number arriving at 342.65 million in March 2016 from 8.7 million of every 2006. The area is relied upon to observe a very high development rate in the coming years, given the good administrative help by the legislature and the presentation of 4G. The best five parts in the area in 2016 were Bharti Airtel, Vodafone, Idea, Reliance and Bharat Sanchar Nigam Ltd or BSNL. The telecom area in India saw its first significant changes during 1990s when the Indian government opened up the area for private speculations. Attributable to this activity, the area saw significant changes in the regions of proprietorship, services and telecom foundation guidelines. A few joint endeavours between the State and the global players followed and during this stage, the Indian communication services watched mechanical disturbance and versatile communication got. In July 1995, the first mobile service was dispatched in quite a while. In the primary decade of the 21st century, the service further changed the passage of private and unfamiliar financial specialists in the area, particularly in the portable communication space.

The effect was moderate service for an enormous number of Indian inhabitants, particularly the Indian working class. During FY-‘08, the portable supporter base recorded a 50 percent hop year on year.

Another on-going disturbance has been seen in 2016 with the section of Jio and it has declared the free voice calls, drop in information duties, sharp rivalry among Indian telecom sector. It has carried the telecom business to another level regarding duties, services and innovation and has likewise made significant desires among mobile users.

RECENT INDIAN TELECOM SCENARIO:

The telecommunication sector in Asian nation is on the trail of recovery and a second spherical of consolidation has started within the business which can rework the business model of corporations, credit rating agency Asian nation Ratings and analysis (Ind-Ra) aforesaid on Tues. Ind-Ra maintained a stable outlook for Indian telecommunication sector for FY-22 visible of a causative restrictive atmosphere and its belief that the world can still show signs of recovery. "...the second spherical of consolidation is kicking within the business, which can bring a change within the business models of telecommunication corporations, resulting in the evolution of incumbents from the suppliers of ancient voice-only services to finish digital solutions for households," it aforesaid during a unleash. Ind-Ra aforesaid providing one or a lot of the services like broadband services, cable TV services (direct-to-home), enterprise solutions, e-payment wallets/ platforms, music applications and extraordinary transmission platform during a bundled kind together with ancient wireless mobile services has currently become the requirement of the hour to confirm client viciousness and widen the market footprint. Besides, it aforesaid competition intensity has additionally reduced among the telecommunication corporations, as evident from narrowing of tariff differentials among them.

The entry of Reliance Jio in telecommunication sector in 2016 had started a tariff war among the businesses to accumulate customers. However, the telcos have raised rates within the recent past. The increasing knowledge usage and rising proportion of upper average revenue per user (ARPU) knowledge customers within the overall subscriber combine indicate that, even while not tariff hikes, the world is structurally moving towards a higher-average revenue per user regime, the rating agency aforesaid.

LITERATURE REVIEW:

Yoo et al. (2000) investigate how brand value can be made by certain advertising blend components. The paper traces an applied structure depicting the connection between different elements of brand value and promoting components. In particular, these measurements are brand dedication, seen quality, brand affiliations and brand mindfulness. The exploration theories were tried exactly utilizing organized condition demonstrating, which found that cost bargains and other cost advancements lead to low brand value while expanded spending on promoting, greater costs, more prominent force of conveyance and further developed store picture have a critical positive relationship to high brand value.

Kelly (2006) contemplated distinctive valuing arrangements utilized by broadband specialist organizations across 145 countries and reasoned that level estimating technique is useful in extending broadband area by expanding client fulfilment.

Chakraborty & Sengupta, 2014 purposed model of client satisfaction in telecommunication market by learning Indian public telecommunication service supplier Asian country Sanchar Nigam restricted (BSNL). Quality, worth and value were found important factors in determinant client satisfaction

Rajh and Dosen (2009) investigate what different showcasing blend components mean for administration brand value. This work has most noteworthy worth in its reports of how various components effectively affect administration brand equity, and by showing that it is so fundamental to foster moving toward the improvement of administration brand in an essential way. Moreover, the discoveries make inferences identifying with the need for purposeful endeavours in regards to workers, promoting, value level, inside appearance and administration activity, as every one of these components emphatically influences administration brand value. The outcomes show that form administration marks deliberately, with an essential long haul objective to set up help brand value.

Akroush and Al-Dmour (2006) study seventeen business banks to research the connection between marking advantages and brand-building factors inside business banks working in Jordan. This investigation embraces a model that comprises of corporate culture, inside promoting, administration conveyance measure, atmospherics, unmistakable financial item, advertising correspondence, and cross useful group as free factors, while the structure brand benefits which envelop in general advantages, monetary advantages, and non-monetary advantages as reliant factors. The examination tracked down a solid and positive relationship between the image building factors and the general brand benefits; monetary and non-monetary. The significant finding is that assistance conveyance cycle, climate, and advertising correspondence and non-monetary advantages (for example brand picture) are connected. Akroush and Al-Dmour suggest that the supervisors centre on giving unmistakable financial items, to fabricate client arranged corporate culture, and to focus closer on the representatives in front workplaces.

METHOD:

- **Sources of Data:** The study is exploratory in nature and is based on both primary and secondary data. Secondary data was collected from various types of journals, articles, working papers; etc. Primary data was collected from a field survey in the study region. (Saurashtra Region)
- **Area of Sampling:** The study was conducted in the various parts of Rajkot district through a field survey
- **Sample Size:** 205 samples from various parts of Rajkot District including tehsil part of Rajkot district for the study of occupation base loyalty in the form of consistency towards telecom service provider.
- **Statistical tools:** Chi-square test has been used as tools for the present study.
- **Hypothesis:**

  H_0: There is no significant effect of marketing strategy between types of business and customer base marketing strategy for mix marketing strategy under study

  H_1: There is significant effect of marketing strategy between types of business and customer base marketing strategy for mix marketing strategy under study

ANALYSIS:

Marketing Mix Strategy						
Analysis of Customer base marketing strategy on the base of types of business of the respondents under study for mix marketing strategy						
Observed Data (Collected)						
Types of Business	**Five Scale Marketing Strategy**					**Total**
	Front Aggressive	**Gentle Aggressive**	**Aggressive**	**Regular**	**Back Aggressive**	
Distributor	22	5	0	0	7	34
Retailer	5	3	1	1	2	12
Both	86	41	3	1	28	159
Total	113	49	4	2	37	205
Expected Data (Calculated)						
Types of Business	**Five Scale Marketing Strategy**					**Total**
	Front Aggressive	**Gentle Aggressive**	**Aggressive**	**Regular**	**Back Aggressive**	
Distributor	18.74	8.13	0.66	0.33	6.14	34
Retailer	6.61	2.87	0.23	0.12	2.17	12
Both	87.64	38.00	3.10	1.55	28.70	159
Total	113	49	4	2	37	205
Source: Primary Data						

FINDINGS :

From the above table it is evident that Observed data with reference to marketing strategy on the base of types of business of the respondents under study for corporate customer has classified accordingly and expected value has calculated to find the relationship between marketing strategies on the base of types of business of the respondents under study for rural customer.

Table

Mix Marketing Strategy

Chi-Square Calculation for Analysis of Customer base marketing strategy on the base of types of business of the respondents under study for Mix marketing strategy

H_0: **There is no significant effect of marketing strategy between types of business and customer base marketing strategy for mix marketing strategy under study**

H_1: **There is significant effect of marketing strategy between types of business and customer base marketing strategy for mix marketing strategy under study**

Types of Business	Effectiveness	Oi	Ei	Oi-Ei	$(Oi-Ei)^2$	$(Oi-Ei)^2/Ei$
Distributor	**Front Aggressive**	22	18.74	3.26	10.62	0.57
	Gentle Aggressive	5	8.13	-3.13	9.78	1.20
	Aggressive	0	0.66	-0.66	0.44	0.66
	Regular	0	0.33	-0.33	0.11	0.33
	Back Aggressive	7	6.14	0.86	0.75	0.12
Retailer	**Front Aggressive**	5	6.61	-1.61	2.61	0.39
	Gentle Aggressive	3	2.87	0.13	0.02	0.01
	Aggressive	1	0.23	0.77	0.59	2.50
	Regular	1	0.12	0.88	0.78	6.66
	Back Aggressive	2	2.17	-0.17	0.03	0.01
Both	**Front Aggressive**	86	87.64	-1.64	2.70	0.03
	Gentle Aggressive	41	38.00	3.00	8.97	0.24
	Aggressive	3	3.10	-0.10	0.01	0.00
	Regular	1	1.55	-0.55	0.30	0.20
	Back Aggressive	28	28.70	-0.70	0.49	0.02
Source: Primary Data					χ^2_c	**12.95**
					χ^2_t	**15.51**

RESULT:

From the above table it shows that χ^2_c = 12.95 and 5% level of significance with d. f. = 8 [(r-1) (c-1) = (3-1) (5-1)], χ^2_t= 15.51 that means $\boldsymbol{\chi^2_c = 12.95 < \chi^2_t = 15.51}$, Hence $\mathbf{H_0}$ is accepted and $\mathbf{H_1}$ is rejected that There is no significant effect of marketing strategy between types of business and customer base marketing strategy for mix marketing strategy under study.

CONCLUSION:

From the study concluded that null hypothesis is accepted in the entire four customer base marketing strategy on the base of types of business of the respondents under study that there is no significant effect of marketing strategy between types of business and customer base marketing strategy under study.

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