



## Impact of marketing strategies on youths purchasing behaviour in telecom sector

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### Abstract

The mobile has transformed into a requirement for each and every individual from one side of the planet to the other. The telecom area is changing very speedy due to the use of redesigning advancement, high speed of contention keeping watch and business, etc. The resistance in every business is astoundingly high be it organization, collecting or telecom area. The associations ought to endeavor to hold their clients by giving them extraordinary quality organizations, because in right now client needs thing and organizations of better quality which give them satisfaction and an impetus for cash. Purchasing reliability is expecting an imperative part in every industry. Customer satisfaction is playing a key role in every industry. A marketing strategy should be drawn according to the market. So, that maximum profit can be achieved and sustain future growth because marketing strategy is the foundation of marketing. With the entry of more and more mobile service providers it has become very difficult for customers to decide which service or product to use. So, it is very crucial for every operator to satisfy their customers and make them loyal by providing better plans and offers to them. With the entry of progressively more adaptable expert associations it has become very trying for clients to pick which organization or on the other hand thing to use.

**Keywords:** marketing, strategies, individual, utilization, assembling, consumer loyalty

### Introduction

In this day and age telecom is the quickest creating area and it likewise arose as a significant portion of development. The utilization of phone is in different exercises like social and monetary and gathering data and information and it utilized for saving time as well as use. Individuals owe cell phones these days. It is the most straightforward way for all to speak with anyone. With the assistance of media transmission a ton of open positions have been made. For example a specialist can take parcel of data in regards to its patient issue and even amazon, snapdeal, flipkart all are employing individuals for online gateways.

With the help of telephone the middlemen can ask about the information of raw material, market price and finished products. The telephone services are also helpful to poor's as well. It can replace the need of travel or post. Most of the people need to spend 2 to 4 per cent of their household income on telecommunication. The growth in demand for telecom services does not confined to basic services of telecom. India has seen rapid growth in terms of radio, paging, and cellular and other value added services. It is one of the prime supports needed for the speedy growth and up gradation of various sectors of economy. The rapid development in telecom sector has been made possible through active participation of private sector service providers, revenue generated through foreign direct investment and a series of reforms and the policies made by govt. and also with the help of adopting new technologies in this dynamic environment.

### Marketing strategies used by telecom sector

#### Stronger Together

Vodafone is back with a campaign featuring their mascot and this time there is more than one reason to cheer. The new campaign, conceptualized by Ogilvy Mumbai intends to showcase Vodafone's network strength and highlight the

fact that the network has been adding a tower every hour to enhance connectivity for its over 210 million customers. The new campaign #StrongerTogether highlights the commitment of providing a world class network experience to our customers. Vodafone has always been 'Happy to Help' but this time it came up with a new transformation of ZooZoo's in a new Ninja avatar which says in the ad we are "Happy to Help... IN A CLICK".

#### Reliance Jio launches first 4G ad campaign with Kohli, Kangana & Dhoni

The advertisement starring cricketers Virat Kohli, MS Dhoni & Bollywood actress Kangana Ranaut, which says whosoever buy a smartphone of LYF started by Reliance Jio will get 75 GB 4G data, 4500 minutes and 9000 SMS free with validity of 90 days. This scheme is applicable on handsets ranging from the lowest to highest.

#### Customer Behaviour

To satisfy customers, it has necessary to understand customer behaviour first. Today companies' activities have focussed on achieving customer satisfaction by delivering value. Presently 7.2 billion populations exist in the world and is expected to increase to 9 billion by 2050. They have different purchasing patterns, preferences among available brands and living standards to buy different variety of products and services. These forces emphasize the need to examine customer behaviour continuously. Customers make decisions in daily life in their own way, which affect buying pattern for any brand available in markets. This human system of taking decisions is known as 'black box'. Nobody knows how a customer takes decision to purchase or not to purchase out of available brands. It has become very difficult to understand the mindset of the customer that influences buying of products, services and ideas.

An individual who buys goods or services for his own use and not for manufacturing or resale. It is the one who has the right to make choice in addition to purchase the product or not and someone who can be influenced by marketing and advertisements. Consumer can be anybody senior citizen, Teenager, Youth etc. Youth is also part of consumer. So here we are taking youth as consumer.

### **Youth Buying Behaviour**

It is a combination of attitude, preferences, perspective, intentions and decisions of youth related to their behaviour while buying a product or service in the market place. It comes under consumer buying behaviour. Consumer buying behavior is the mixture of consumer's attitudes, preferences, intentions, and choices involving the consumer's behavior within the marketplace when buying a particular product or service.

### **Key players in Telecom Sector**

Airtel has outsourced various business activities except marketing, sales and finance. It has competitive advantages in various areas. Ericsson and Nokia Siemens look after networking pan India whereas ICT support is provided by International Business Machines. Pan India transmission system is controlled through its sister concern Bharti Infratel Ltd. The company has a lot of sponsorship programs including 'Star Sports' and 'Indian Grand Prix'. The company has established its own green power project with solar energy so as to provide uninterrupted services to its customers. To provide best services at faster speed and high quality internet browsing on mobile handsets, the expansion plan is to infuse huge capital around \$ 1billion per annum in Africa.

Vodafone India is a British multinational mobile network operator. The word Vodafone has been derived from the word 'Voice Data Phone'. The company stands at 1<sup>st</sup> position in the world and is the second largest telecom organisation in Indian based on total number of subscribers. The operating activities cover 30 countries. It is listed in London Stock Exchange. The market capitalisation stands around £100 billion. It has become the second largest capitalised organisation in London Stock Exchange. Vodafone India launched 3G services in the country in the fourth quarter of 2011.

Reliance Communications has launched a new tablet with starting price of Rs. 12,999/- compared to some of the other tablets launched recently in the market. Reliance is pushing this tablet as Master Multitasker, for its multitasking capabilities and performance. There are a couple of other interesting features that the tablet supports-it has live TV coverage and can work as a Wi-Fi device. This tablet has pan India coverage of more than 900 towns and cities. One thing that all users have to keep in mind is that this tablet, like their 3G tablet, has locked with Reliance Network-so cannot use it on any other network.

Idea company is a part of Birla group of companies led by Kumar Manglam Birla. The company has third rank in term of number of subscribers in March, 2016 in India and six largest telecommunication in the world. Idea is the first organisation to provide GPRS service to its customers with enhanced data rates for GSM evolution in the country. It offers various prepaid, post-paid, wireless internet, Blackberry, travel and roaming services as well as entertainment, alerts, updates and utility bill payment services.

Idea cellular organised first 'Online Reality Show' in India, which witnessed participation of over 6,00,000 contestants, came to a grand closure with National winner. The success reflects a huge shift in people's habit towards spending on internet surfing that has proven increased interaction rate.

The BSNL was came into force in 2000. It was the biggest public sector organisations in India. It has operations in 20 circles out of twenty-two circles available in India. MTNL has its operations in Delhi and Mumbai only. The organisation has established a very good network in the country to penetrate the market. BSNL was the first to launch wireless broadband services using WiMAX e-enabled technology in 2009. It is also offering this service at a very low cost with starting tariff of Rs 140 per month in rural areas. This will provide high speed wireless broadband connectivity to 11500 common service centres in the next phase. This project is being supported by the department of Information Technology, Govt. of India. The NDA government started a 'Digital India Project' which enabled BSNL and MTNL to earn around 92000 crore annually. In this project all panchayats were to be connected through internet and with e-governance system in India.

### **Review of Literature**

Umamaheshwari, 2016 <sup>[1]</sup>: The study revealed that in this current scenario so many broking agencies are there which are offering many products and services but the main problem come across is unawareness of products among youth. So, Reliance securities should take suitable measures like advertising among youth.

Kapil, Shashank., 2015: The author identified that the telecom sector is very wide and growing very fast because of new technology which are coming. So the companies should be dynamic in nature and should be ready to accept the changes and should be flexible for all changes which are coming due to technological advancement.

Fazia, 2015: The author said that after liberalisation many new reforms and policies are launched by the govt. for public as well as private sector and many developments have also been done from wireline to wireless phones and many other but it need continuous improvement for fully realising the potential of technology and truly became an instrument of growth.

Divya, 2014: The author said that growth and improvement is needed in both the telecom networks as both of them are lagging behind in providing one or two services. Just like Reliance company doesn't have its own network it uses the network of BSNL and the service quality provided by the company whereas, TATA tele services should develop some innovative service with the help of R&D for betterment of company.

Rajesh, Nishant., 2013: The author opines that in today's world satisfaction of customers is very much important. The companies should provide better quality services and make it a priority. So, those companies can build up their relationship with customers. Just like Airtel, the network provided by the company took up to the top most position.

### **Objectives of the Study**

1. To study about the various marketing strategies provided by different service providers in the telecom sector.
2. To identify the various factors affecting Youth buying behaviour in telecom sector.

## Telecom Sector

### Recent Trends in Telecom Sector

After 2015 At present 50 cr. users of feature phones are there in India and the telecom companies are targeting to increase it by 30 cr. in 2018. India's data market usage has increased from 20 cr. to 150 cr. GB in 2017. The companies are estimating according to their targets that it is going to increase 500cr to 600 cr. in 2020-2021 which will give revenue to telecom sector around 3 to 3.6 lacs. The telecom companies will come up with cheap Smartphone's in 2018. The subscriber base will increase in near future around 30 cr. The quality of 4G network will improve and 5 times better network. BSNL coming up with Nokia for 5G.

### Draft of Telecom Policy 2018

The plan of the National Telecom Policy (NTP) 2018 has arrived The draft discusses about identifying spectrum as a major source of public benefit which helps to attain socioeconomic goals of our country by proper availability and utilization of spectrum in the new broadband era. It suggest to find out and provide with new spectrum bands for use and backfill the segments for on time use and development of 5G networks and also offered harmonized spectrum which is necessary for the usage of next generation technologies

The various types of services provided by telecom sector in India are:

1. Wi-Fi: - It is becoming the most popular source of using internet connection. For this type of connection one must have wireless adapter. It provides wireless connectivity between 4 GHz to 5 GHz based on the network areas which are in wifi-zone.
2. Broadband: It refers to high speed internet or can say fast speed internet which allow like other connections to send email, surf the web, Music, Videos etc. It remains always on and gives faster speed than any other traditional dial up access.
3. 3G: It is also known as third generation. It is based on the standards which are used for mobile services by International Mobile Telecommunication. 3G application works in wireless voice telephony, Mobile internet access, fixed wireless internet access, video calls and mobile TV.
4. 4G: It is known as fourth generation. After the success of 3G technology the ITU has derived 4G technology more advanced than 3G. with current applications, it also include video-conferencing, 3D television, gaming services, cloud computing.
5. Fixed line phones: It is also known as landline phones. It can be cordless also which are fixed in the homes and offices

### Conclusion

Telecom area is the most developing area this time. It has seen a significant development over beyond 25 years and the starting of Jio has changed the general story of the entire Telecom Industry. It is a blast for the telecom area which let down any remaining telecom organizations with its showcasing systems utilized in the market like free calling, 50 GB information and so forth with these strategies Jio has turned into the distinct advantage of the entirety industry and it constrained different organizations also to find out the ways of confronting the opposition and change their showcasing systems and today every single telecom

organization is giving plans as indicated by the client needs and utilization. The effect of promoting techniques on youth purchasing conduct of top 5 telecom organizations of India utilizing the primary variable as showcasing procedure and youth purchasing conduct. Telecom organizations ought to zero in on giving better quality administrations for the two information and call to its clients which makes a difference in client maintenance. The client care focuses ought to be more compelling. So the clients might have the reliability with their specialist co-ops. The governments are keen to strengthen telecom organisations in India. Various rules and regulations have liberalized licensing, exit rules and capital inflow in the organisations. Opportunities arise due to change in external environment that are uncontrollable but they are manageable with some precautions. The opportunities for every telecom industry are same but are being managed differently. The impact of threats on the telecom organisations is negative. It reduces market share and revenue. Some threats are rules & regulations, high competition, technology advancement, infrastructure development, spectrum availability and last but not least, mobile number portability. Telecom organisations need to focus on these key issues and convert them into opportunities for further development

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