"COMPARATIVE ANALYSIS OF *MARKETING* STRATEGIES ADOPTED BY AIRTEL AND JIO MOBILE SERVICES"

JYOTI

RESEARCH SCHOLAR UTTRANCHAL INSTITUTE OF MANAGEMENT, UTTRANCHAL UNIVERSITY, DEHRADUN - 248001 UTTRAKAND INDIA.

Abstract

The main objective of this paper is to identify the difference between marketing performance of Airtel and JIO in terms of consumer buying habits, buying criteria, inspiration rate, time period, frequency rate, place, effect of an advertisement and sales promotion.

KEYWORDS- Marketing strategy, Promotion etc.

INTRODUCTION:

Marketing strategy is that the comprehensive arrange developed notably for achieving the selling objectives of the organization. It provides a blueprint for attaining these selling objectives. it's the building block of a promoting set up. it's designed when careful market research. A selling strategy helps a company to concentrate it's scarce resources on the simplest potential opportunities thus on increase the sales

A marketing strategy is designed by:

1. Choosing the target market: By target market we tend to mean to whom the organization needs to sell its merchandise. Not all the market segments ar fruitful to a company. There ar sure market segments that guarantee fast profits, there ar bound segments which can be having nice potential however there could also be high barriers to entry. A careful selection needs to be created by the organization. Associate degree comprehensive research has got to be done of the traits of the consumers and therefore the specific desires of the consumers within the target market.

2. Gathering the market combine: By selling mix we tend to mean however the organization proposes to sell its merchandise. The organization needs to gather the four P's of promoting in applicable combination. Gathering the selling combine may be a crucial a part of selling task. varied selections ought to be created like-

- What is the most appropriate mix of the four P's in a given situation
- What distribution channels are available and which one should be used
- What developmental strategy should be used in the target market
- How should the price structure be designed

LITRETURE REVIEW:

Md. ZainalAbedin & LaboniFerdous (2015) studied about the promotional strategies of telecommunication Industries and Customers Perception on Airtel Bangladesh Limited. The

Results investigate was all about the promotional activities of the company in reflection light of customer's perception. They concluded that Airtel should use the latest technology to

improve the phone call quality, to reduce the Value Added Services charges and increase the

Validity date for the bonus talk time.

Pawan kalyani(2016) stated that the it has everything the market ,marketing strategy ,customer ,free offering JIO effects and competitor `s reactions , customer perception for the JIO offer. From the above collected data and facts it is very clear that the market is effected by "JIO". The JIO effect has set the world record for having JIO connection in very short span of time frame , Indian scenario is the price sensitive scenario where people shift form vendor to another for very small difference of amount, here JIO is giving "free voice and data"till 31st December ,2016 it is big loot for customers.

Ashima Sharma (PGPM 2015- 2017) according to Ashima Airtel being third largest mobile operator in the word, it`s consumer generally have high expectations from its new offer. When JIO expected to launch its 4G operator in December, Airtel set a benchmark and took advantage of being the first mover.

Noorul haq(2017) observed that after entry of JIO infocom in telecommunication industry , the economic structure of market is still same, but the level of competition has grown unexpectedly. No doubt there are various types of benefits provided by the service providers as well as the same is availed by the consumer, which revealed that the earlier losses shown by all telecom operators is only due to inefficiency in the market. If JIO infocom will work at the same pace and follow same method of business and service with any support from associated firms.

Gnanalaxshmi (September 2017) stated the networks promotional campaign should be made effective. Information about the schemes should reach the public in an easy and attractive way .All networks should expand its coverage area and provide roaming facility throughout India. This network should bring out variety of schemes that would satisfy assignments of the market .Try to improve the area coverage in JIO & Airtel SMS charges should be reduced. Variety of value added services should be given to customers at a lower rate. Bill

payments should be made easy to customers and bill collection centres should be opened in many areas enabling customers to easy access.

Arulmemilas A and Esakkiammal S (2017), studied the Emerging business strategy in

Reliance JIO. They concluded that JIO is more than the business. It's a commitment to enrich

the life of Indians.

Dr. Satyanarayanaa , Dr. k Sambasiva and S. Krishnamurthy Naidu(2017) stated the impact of JIO on Indian mobile industry . JIO`s free introducing offer creates lot of radical and unexpected changes in consumer`s behaviors and competitor`s strategies. The impact of this new entrant affects equilibrium in the mobile industry and makes rivals vulnerable that they resort to mergers acquisitions in Indian mobile network providers. Since the exit barriers are present in the industry they cannot get out of the industry .To strengthen themselves Airtel acquiring Telenor.

Anil Kumar, Mohan Balaji, (2018) stared that as consistent with examines various viewpoints in regards to Reliance JIO and Airtel. This includes the entry of JIO in the telecom .space along with the difference in the market JIO bought right after its introduction of the services for public. The Article specifically talked about how at the initial level of Introduction of the Services to the general public JIO made6+ an impact. On the existing player in the market i.e. Airtel with its lucrative plans for the Public with as low as Rs. 51 per GB for Data and announcing No Charges for the Calling facility it sent out a message to rivals that new standards and norms were being created to which rival need to address.

RESEARCH METHODOLOGY

Correlations

Correlation Coefficient is a numerical measure of some type of correlation, it is a statistical relationship between two variables. The variables may be two columns of a given data set of observation, often called sample, or two components of a multivariate random variables with known distribution. In this several types of a correlation coefficient exist in this each of their own range of usability and characteristics. As some time correlation coefficients present certain possibility of incorrectly being used to infer a casual relationship between the variables.

		education wise classification	occupation wise classification	income wise classification
education wise classification	Pearson Correlation	1	.308**	-.309**
	Sig. (2-tailed)		.002	.002
	N	100	100	100
occupation wise classificagion	Pearson Correlation	.308**	1	.329**
	Sig. (2-tailed)	.002		.001
	N	100	100	100
income wise classification	Pearson Correlation	-.309**	.329**	1
	Sig. (2-tailed)	.002	.001	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8

INTREPRETATION:

The value of correlation (r) of education wise classification and income wise classification is .-329 which indicates negative relationship between the two. The value of correlation of education wise classification and occupation wise classification is .308 which is positive in relationship which define the perfect relationship in Correlation. Thus it is concluded that there is negative relationship between education and income wise classification and positive relationship between education and occupation wise classification .

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
service * airtel advertisment is fare better than jio	100	99.0%	1	1.0%	101	100.0%

Table 9

service * airtel advertisment is fare better than jio Crosstabulation

Count

		airtel advertisment is fare better than jio					
		excellence	very good	Good	Average	Poor	Total
Services	Excellence	2	14	0	0	2	18
	very good	13	51	2	2	1	69
	Good	0	2	0	1	3	6
	Average	2	3	0	0	0	5
	Poor	0	1	0	1	0	2
Total		17	71	2	4	6	100

Table 10

Here we can see that the total no of customer satisfied with Airtel advertisement services . because no of customer who says Airtel services are very good are 69 , excellence are18 and good are 6 so we may conclude that most of the customer are satisfied with airtel services .

HYPOTHESIS : 1

H0: There is no significant impact of pricing policies on the customer.

H1: There is a significant impact of pricing policies on the customer.

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.038[a]	.001	-.009	1.514

a. Predictors: (Constant), low call rates

Table describes how perfectly the model fits for the analysis. R shows the degree of correlation between the low rates and income wise classification value of R is .038 that means there is moderate degree of relationship between both sets of data.R 2 states the strength of association, the value of R 2 ranges from 0 to 1 value closer to the 1shows high degree of association. In the model the value of R 2 is .001 which means the strength

ofassociation between two set of data is 1%. That means the low rates and income wise classification are moderately associated with each other. Thus the have significant pricing policies on the customer.

ANOVA :

Analysis of variance (**ANOVA**) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. **ANOVA** checks the impact of one or more factors by comparing the means of different samples.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.317	1	.317	.138	.711[b]
	Residual	224.673	98	2.293		
	Total	224.990	99			

Table 12

a. Dependent Variable: income wise classification

b. Predictors: (Constant), low call rates

INTREPRETATION: The table indicates that the regression model predicts the dependent variable significantly well.We have to look at the " Regression & quot; row and go to the "Sig." column. This indicates the statistical significance of the regression model that was run. Here, p < 0.0005, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

From the above table the value of Significance is .000 which means it is more than .05 indicating that the null hypothesis is accepted . Hence there is a significant of impact of pricing policies on the customer.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.646	.396		6.675	.000
	low call rates	-.060	.162	-.038	-.372	.711

Table 13

a. Dependent Variable: income wise classification

INTREPRETATION: Rom the above table 13 ,the regression equation can be equated as

Employee motivation= 2.646 +-.060(pricing policies)

Thus it is concluded that of impact of pricing policies on the customer.

CONCLUSION:

This research report is conducted to compare the two biggest competitors in all time in the telecom sector. In this research we find that the both Jio and Airtel are the well-established companies in the market. Customers are aware about the name of both the companies. They prefer to buy both.

JIO is the more popular then the AIRTEL. JIO is preferred by the every class and it established itself as a better quality and better service provider then its competitors.

But Jio is no fear of it because the young customers are more attracted by it, now the Jio takes over Airtel and now they give the new schemes in the market and for the customers.

Last but not the least, we can say that the both the Airtel and the Jio are going equally to the customer and they choose and at the time of purchasing. The result is that the Jio is better then the Airtel in the Dehradun region. The customers in Dehradun thinks that the connectivity and network of Airtel is good But Jio services are better than the Airtel. Customers are also think that price of jio is far better than jio.

I also found that advertisement of Airtel is more attractive rather than JIO.

REFERENCES:

Anil Kumar, Mohan balaji, ujjwal Krishna, mohit yadav: JIO – Bharti Airtel data war and strategy 2018: harnessing human capital analytics for competitive advantage. Dr satyana ,k sambasiva rao , s krishanmurty naidu : Indian mobile industry – A case study on mergers and acquisitions of idea – Vodafone and Airtel-Telecom : IJAR 3(3) 209-12, 2017

Sheetal chopra & punkhuri chawla, Innovation, growth & intellectual property : A study of the Indian telecom sector sector and the way forward (journal of national law university Delhi 5(1) 40-50

Pawan kalyani 2016: An empirical study on reliance JIO effect, competitor reaction and customer perception on JIO`s prelaunch offer (journal of management engineering and information technology 3(15),page no. 18- 36.

Noorul haq (2017): impact of JIO of Indian telecom industry (international journal of engineering and management research (IJEMR 7(3), 259 - 263.

Ashutosh Mishra, mratyunjay Singh , comparative study on major telecom service providers in India. IOSR journal of electronic and communication Engineering. Volume 10, issue 3, page no 62-66j n

Zaina lAbedin &Laboni Fedous (2015), Promotional Strategies of Telecommunication Industries and Customers Perception: Study on Airtel Bangladesh Limited, Global Journal of Management and Business Research: E marketing, Vol 15, Issue 3, Version 1.0

TEXT BOOK

- Philip Kotler (2004) Marketing management
- C.R. Kothari (2004) Research Methodology
- G.C.Berry (2002) Marketing Research