

STUDY ON PROMOTIONAL ACTIVITIES OF AIRTEL IN THE INDIAN TELECOMMERCET

¹Sarpreet Singh, ²Sarabjit Kaur Kalra

^{1,2}Assistant Professor

¹CTIMIT, Jalandhar

²CTITR, Jalandhar

Abstract: The purpose of the research paper is to study the promotional activities of Airtel in the Indian telecom market. Promotional activities not only help in enhancing the customer base but also pave the way to better corporate image. A company needs better promotional tools in order to survive and sustain the turbulent Indian market and the prevailing scenario. Bharti Airtel Limited or commonly known as Airtel is one of India's most popular providers of integrated telecommunication services. The company is a major and vital player in Indian market in terms of telecom sector with relatively large and strong customer base. The company provides a wide array of products and services. Even if Airtel faces strong completion from rival firms such as Jio and Vodafone Idea, it developed a sustainable advantage through its excellent network of telecom towers in the Indian telecom market. The company has seen a high rise and momentum of growth in the industry with its continuous efforts towards the marketing strategies. Spending gargantuan amount of money on advertising & promotion helped Airtel to become a market leader. Its penetration in India is impressive because the services and networks can be found in the remotest regions of the India. It is engaged in aggressive marketing strategy not only in traditional forms but also in social network marketing. Word of mouth is one of the strongest forms of promotions & Airtel has leveraged that. In order to retain maximum customers and also attract new ones, the company is trying to provide as many products and services as possible in order to withstand the challenges of the market. The decision of rebranding in the year 2010 turned out to be a big mistake. Airtel is one such brand which is known for its innovation. The brand also changed its logo to reposition itself as a young and international brand. The brand has evolved from a technological format to a communicational form through continuous evolution and improved marketing strategies too. Its new promotional techniques create a buzz in the market. Whether it is the jingles such as "Jo tera hai" or the Airtel girl, Airtel knows that how customers can easily be attracted to its stores. The brand used Bollywood faces such as Shahrukh Khan, Vidya Balan and Amitabh Bachhan to promote and endorse the brand in the market. The God of cricket, Sachin Tendulkar has been a piece of their notice crusades as well. The organization additionally figured out how to make its mark tune from Oscar winning artist A.R. Rahman which has turned out to be a standout amongst the most downloaded tunes in India. They go regional with the advertisement efforts so that regional customer gets attached to the brand easily. The company also offers special discounts and offers to its subscribers. New promotional scheme being followed by Airtel is that the subscribers who opt for Rs. 250 monthly plan can get the life cover up to 4 lakhs. Following the same methodology can bring best results to the company in future as well.

I. INTRODUCTION

1.1 Definition of Promotion

This is a term used to depict all showcasing exercises and incorporates individual selling, deals advancement, advertising, direct promoting, exchange fairs and displays, publicizing and sponsorship. Advancement should be facilitated and coordinated. It incorporates the message through the channels to convey an obvious message about organization's brands, items and administrations. The advancements blend is the mix of instruments that the organization uses to influence the clients.

1.2 Airtel's promotional strategies:

Airtel built up an upper hand through its wide and incredible system of towers. In numerous areas, Airtel uses existing foundation as opposed to setup new towers. Likewise spending colossal measure of cash on publicizing and advancements helped it to turn into a pioneer. Airtel has totally utilized the verbal procedure of advancement. Airtel is known for its development. A portion of its items are the lifetime paid ahead of time, Airtel live, Hello tunes, My Plans, M-check are pioneer techniques. Bharti Airtel is a standout amongst the most well known suppliers of media transmission benefits in the India. Essentially, the organization is working media transmission benefits in the Indian market.

The company's business services include:

- Mobile services
- Enterprise services
- Telemedia services.

1.3 Competitors of Airtel India are as follows:

- Idea Vodafone
- Tata Docomo
- Reliance Jio Limited
- Bharat Sanchar Nigam Ltd

II. REVIEW OF LITERATURE

Dwivedi, Sharma (2011) et. al. analysed that the telecom sector have been influenced by liberalization and globalization in India. The client is a definitive lord in the market. This examination intends to recognize the components in charge of achievement as far as making a situation in the market. Brand Airtel has developed as a market head inside a brief timeframe in the market. The examination tells the consequence of study directed with the present supporters of Airtel. The outcome is finished by utilizing the Factor Analysis apparatus. The examination embodies that eleven factors out of thirty two are extricated are observed to be progressively noticeable in the promoting system..

Singh (2012) focused the major brand ambassadors of telecom players like Aircel, Airtel, BSNL, Vodafone, TATA, Indicom and RelianceIndia will rise as the second greatest versatile after China in coming couple of years. Because of the merciless challenge in the telecom division, the purchasers will get most extreme profit by this challenge. Superstar supports are utilized adequately which make the brand champion from different brands. Selling Proposition and encourage moment mindfulness. Film entertainer and on-screen character demonstrate to successful brand represetatives. For example, Airtel has Bollywood whiz Shah Rukh Khan as its image diplomat.

Dubey, Jayshree, George and Babu P (2012) analysed the competitive challenges being faced by telecommunication firms. Not only operational plans but also the marketing strategies need frequent changes. Rebranding has risen as a significant vital instrument by which these organizations deal with their image picture. Airtel has experienced rebranding to make a worldwide personality. The focused difficulties acquired by innovation have prompted the developments in the market.

PravinKuhikar(2013) analysed the role of social media in marketing of telecom brands. Social media is media for social interaction. Web based life is encouraged by worldwide reach. Web based life showcasing alludes to the way toward making mass consideration through online networking destinations like Facebook, Twitter, Blogs and YouTube and so on. Advertisers have seen the adjustment in the promoting time from Customer-driven to Values-driven. The present client is scanning for organizations that address their requirements for social, financial, and natural equity in their main goal, vision and qualities.

Khushwah, Bhargav (2014) examined the battle that is taking place among companies like BhartiAirtel, Vodafone, Reliance and Idea. The clients need fulfillment for the esteem paid. The telecom players need to comprehend the impression of nature of clients and their desires. The examination additionally centers around Service quality and impression of Telecom Sector in India. It endeavors to break down the hole in nature of Telecom area as far as clients' assumptions about cell phone administrations. It is critical to investigate every one of the distinctions which show that there is a huge degree for development in the interest of the cell phone specialist co-ops in the Indian market.

Objectives of the study:

- To study the promotional activities used by Airtel
- To know the awareness of Airtel in customers in terms of schemes

III. RESEARCH METHODOLOGY

1.Type of Research: Descriptive Research is done in this study.

Questionnaire: Well-designed questionnaire is used for surveying the respondents. The 5 scale Likert scale was used.

Sample Size: The sample size was 100 respondents of Jalandhar city.

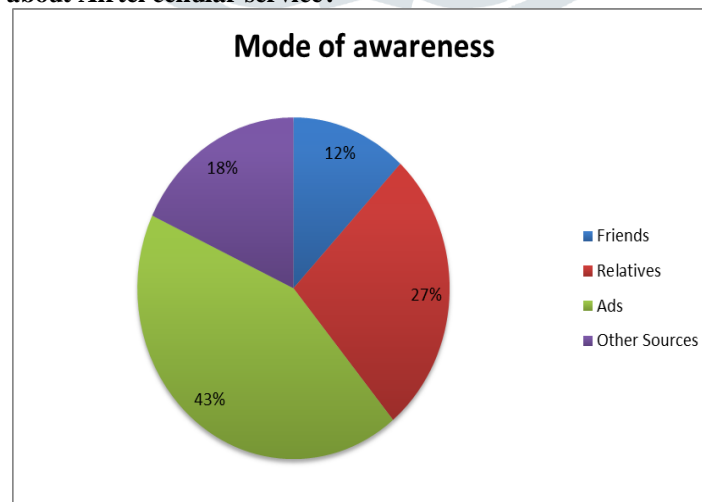
Method of Data Collection:In this study, Primary and Secondary data is used to collect the information.

2. Limitations of the study:

- Study was restricted to only 100 respondents of Jalandhar region. This in turn makes the study restricted.
- Respondents were hesitant about their choices and felt that they were unaware about the promotional activities of the brand.
- Respondents were not clear about the marketing strategies of Airtel.

3. Data Analysis and Interpretation

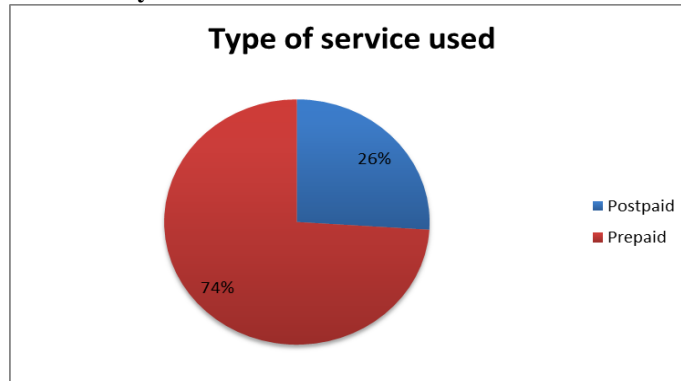
Q1:- How do you come to know about Airtel cellular service?



Interpretation:

- 12% said that they came to know about the brand by friends.
- 27% got to know by relatives.
- Ads are the most responded option that is 43%.
- Other sources became choice of 18% respondents.

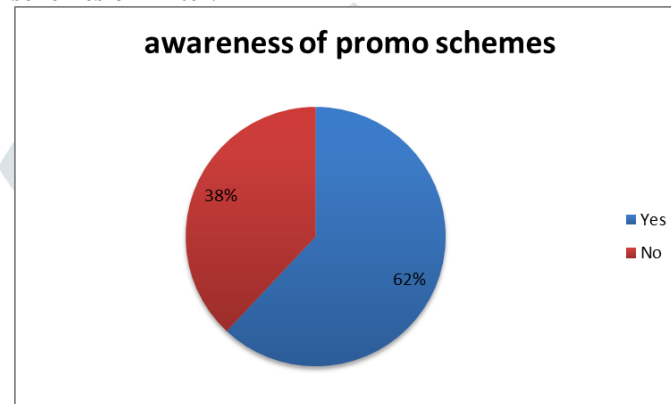
Q2:-Which kind of Airtel telecom service do you use?



Interpretation:

- 74% of respondents said that they use prepaid service.
- 26% respondents chose the other option that they use postpaid service

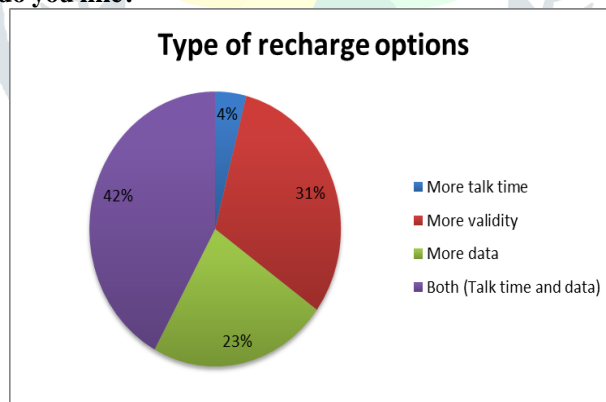
3:-Are you aware of promotional schemes of Airtel?



Interpretation:

- 62% of the respondents gave the positive response regarding awareness of promotional schemes.
- 38% of the respondents were not aware about the schemes used by Airtel to promote their brand.

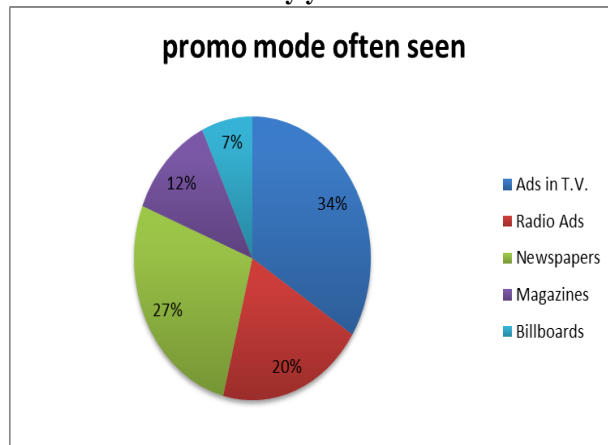
Q4:-Which type of recharge option do you like?



Interpretation:

- 4% of the respondents want more talk time.
- 31% respondents want more validity.
- 23% respondents want more data.
- 42% of the respondents want both, more talk time and data.

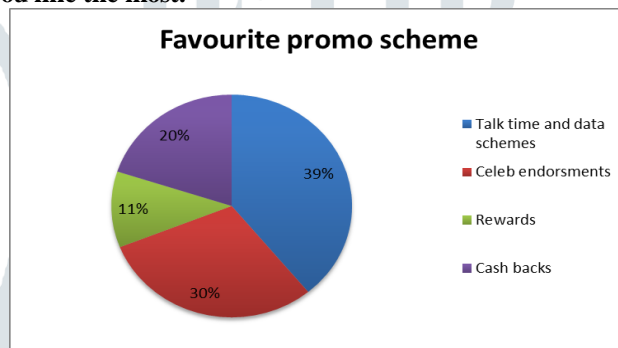
Q5:-Which of the following promotional mode is often seen by you?



Interpretation:

- 34% the respondents feel that ads in the T.V. are one of the often seen modes of promotion.
- 20% the respondents hear the ads on Radio.
- 27% of the respondents read about the schemes of Airtel in the newspapers.
- 12% of the respondents read about new promotional schemes in the magazines.
- 7% of the respondents see the Ads displayed on billboards.

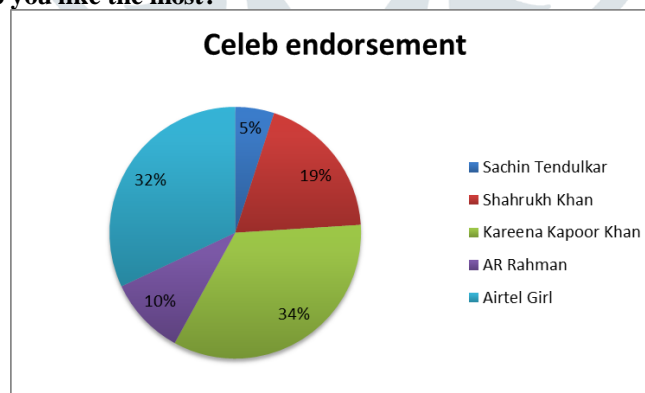
Q6:- Type of promotional scheme you like the most.



Interpretation:

- 39% find talk time and data schemes as their favourite choice.
- 30% love celeb endorsements.
- 11% feel that rewards are their first priority.
- 20% like the cash backs than other options.

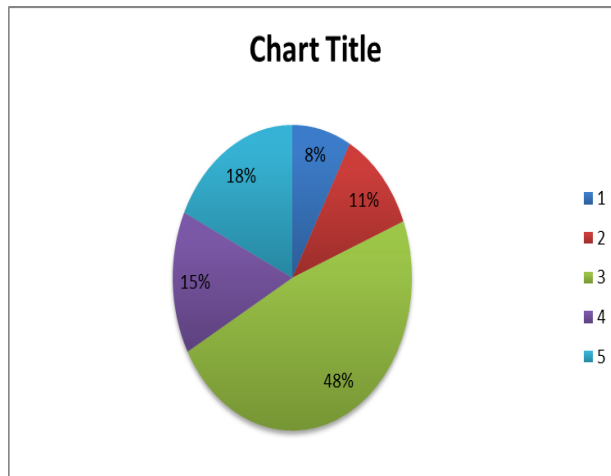
Q7:-Which celeb endorsements do you like the most?



Interpretation:

- 5% respondents feel Sachin Tendulkar is their first choice.
- 19% of the respondents feel Shahrukh Khan is the loved choice.
- 34% of the respondents love Kareena Kapoor Khan is the celeb they love to see as a brand ambassador.
- 10% of the respondents opted for AR Rahman.
- 32% of the respondents opted for Airtel Girl

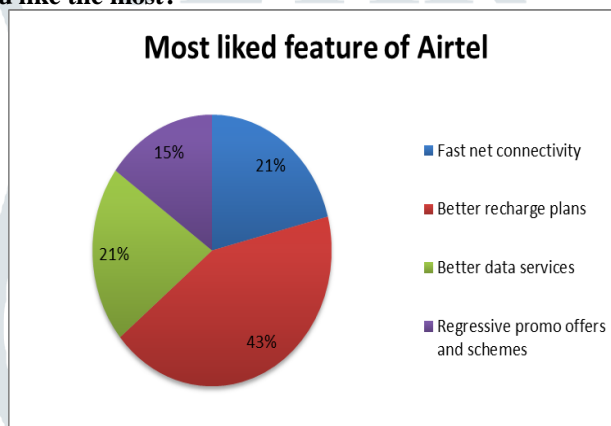
Q8:-Rate the promotional schemes of Airtel.



Interpretation:

- 8% respondents ranked the promotional schemes of Airtel with the rating of 1.
- 11% respondents rated its schemes as 2.
- 48% of the respondents feel 3 is the most appropriate rank.
- 15% of the respondents feel 4 as the best rank.
- 18% respondents gave 5 as the rank.

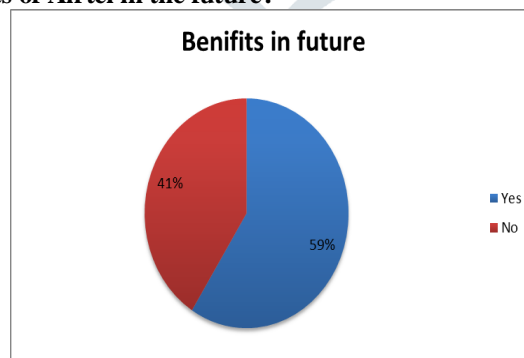
Q9:- Which features of Airtel do you like the most?



Interpretation:

- 21% respondents feel that fast net connectivity is their favourite feature.
- 43% of the respondents feel better recharge plans are the most likeable feature.
- 21% feel that better data services are their favourite choices.
- 15% feel that regressive promo offers and schemes are their favourite choice.

Q10:-Would you like to take the benefits of Airtel in the future?



Interpretation:

- 59% respondents will continue to take the benefits of Airtel.
- 41% of the respondents will discontinue taking the benefits of Airtel.

IV. CONCLUSION

As indicated by this examination, it is presumed that It is the second biggest versatile system administrator in India. Airtel created focused and reasonable favorable position through its astounding administration and quality. Airtel guarantees to convey best quality to its clients. Likewise burning through widely on publicizing and advancements helped it to turn into a market chief. The

organization gives a wide exhibit of items and administrations. So as to hold the most extreme number of clients, Airtel has given numerous items and administrations so as to hold the clients. The organization utilizes aggressive valuing technique simply like some other system suppliers. Airtel still stands high in the Indian telecom advertise and is one of the inclinations of the client.

REFERENCES

- [1] Dwivedi, H., & Sharma, L. 2011. Leadership through innovation and creativity in marketing strategies of Indian telecom sector: a case study of airtel using factor analysis approach. *International Journal of Business Administration*, 2(4): 122.
- [2] Singh, A. 2012. Brand ambassadors endorsing brands: A case study of Telecom companies In India. *Management Insight*, 6(1).
- [3] Dubey, J., & George, B. P. 2012. Rebranding@ Airtel: An Analysis. *IUP Journal of Brand Management*, 9(3).
- [4] Kuhikar, P. 2013, January. Social Media as a Future Marketing Tool in India: An Overview. In *PRIMA* (Vol. 3, No. 2, p. 15). Publishing India Group.
- [5] Aggarwal, M., & Gupta, V. 2013, April. Comparative study of telecom service providers in India. In *2009 Systems and Information Engineering Design Symposium* (pp. 107-112). IEEE.
- [6] <https://www.airtel.in>
- [7] https://en.m.wikipedia.org/wiki/Bharti_Airtel
- [8] <https://www.toolshero.com/marketing/service-marketing-mix-7ps/>
- [9] <https://www.professionalacademy.com/blogs-and-advice/marketing-theories---the-marketing-mix---from-4-p-s-to-7-p-s>
- [10] <https://marketingmix.co.uk/>
- [11] <https://www.marketing91.com/marketing-mix-airtel/>
- [12] https://www.entrepreneur.com.cdn.ampproject.org/v/s/www.entrepreneur.com/amphtml/70824?amp_js_v=a2&_gsa=1&usqp=mq331AQCCAE%3D#referrer=https%3A%2F%2Fwww.google.com&_tf=From%20%251%24s&share=https%3A%2F%2Fwww.entrepreneur.com%2Farticle%2F70824

