



EFFECTIVE MARKETING STRATEGY OF AIRTEL'

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Abstract : My project's goal was to evaluate Airtel's marketing approaches and their effects on how customers see the company's cellular services. According to studies, it is less expensive to keep current customers than to get new ones, and keeping them happy by going above and beyond their expectations is essential to doing so. In especially for corporate clients, it was crucial to gauge how satisfied customers were with Bharti Airtel's services.

As a representative of the Corporate Sales Department, I gathered customer feedback and used internal counselling to resolve their main grievances. This was a fantastic chance to interact with the organization's internal and external customers. The study's findings confirmed how crucial it is for businesses to satisfy consumers in order to both maintain current clients and grow to new heights.

IndexTerms –Emergence, Disposable Income.

I. INTRODUCTION

Mobile Services, Airtel Telemedia Services, and Enterprise Services make up Bharti Airtel's three unique Strategic Business Units (SBUs) that are responsible for managing the company's operations. The Mobile Services SBU provides GSM-based mobile and fixed wireless services throughout 23 distinct telecom circles. The top Direct-to-Home (DTH) service in India, Airtel digital TV, was just launched by the Airtel Telemedia Services SBU, which also offers broadband and telephone services to 95 cities. The Enterprise Services SBU, in addition to it provides business clients with end-to-end telecom solutions and gives carriers long-distance operations on an individual and international basis. The high-speed optical fibre network of the corporation, which stretches over 90,205 km and covers all of the key cities in the sector, underpins the delivery of all of these services under the Airtel brand.

Why does Effective marketing strategy matter?

Using an efficient marketing plan enables you to make better use of the limited resources you have available for marketing. There are strategies and approaches in marketing. In reality, marketing spends a lot of time engaging in what I call tactical experimentation. This is the practise of testing several strategies on the general public or at large demographic targets to see what sticks. Spending money, maybe a lot of it, while doing this. The objective behind this approach is to continue doing it up until you identify some marketing tactics that are effective, at which point you may carry out more of them.

The famous Wanamaker conundrum is frequently the consequence of this process: "I waste half of the money I spend on advertising, but I don't know which half," the person said. Although he was discussing advertising, the idea still holds true. Your limited marketing budget may be used more wisely by using paths and footholds thanks to marketing strategy (everyone has a restricted marketing budget). Your ability to allocate marketing funds to the proper half of the Wanamaker equation—the half you are not squandering on people that do not appreciate your message—is facilitated by your marketing strategy.

II. LITERATURE REVIEW

TELECOMMUNICATION MARKET IN INDIA

One of the world's fastest expanding sectors right now is the Indian telecommunications sector, which has huge prospects for UK businesses. It ranks sixth in the globe and second among growing countries in Asia with 250 million telephone connections. With investments of around USD 25–30 billion, tele-density, which was only at 2% in 1999, has remarkably climbed to 9.5% in 2009 and 10.5% in 2010, and is expected to expand to 20% in the next five years, three years ahead of the government plan.

Mobile telephony has become India's fastest-growing sector thanks to private operators, with wireless as the primary development driver. According to the current development patterns, fixed line connections in India will be surpassed by cellular connections by late 2011 or early 2012. Consumers have benefited from a large decrease in pricing as a result of fierce rivalry between private organisations Bharti, Vodafone, Tata Sons, and Reliance Communications, among others as well as incumbents in the state sector

like MTNL and BSNL.. The sector has been deregulated and liberalised by the Indian government, fostering competition and opening up new opportunities. Customs taxes on hardware and mobile phones have been lowered, and regulatory errors have been resolved.

To expedite changes, Indian authorities combined the Ministries of Telecom and IT. After the new administration takes office in May of this year, decisions will be made about the Communication Convergence Bill, which would allow for the shared regulation of the internet, broadcasting, and telecommunications. Additionally, a neutral dispute resolution body (TDSAT) and independent regulatory body (TRAI) are both operational.

III. OBJECTIVES OF THE STUDY

- To study the present state of the communication sector and its significance
- To learn about all the marketing strategies that Airtel has used to stay current in the highly crowded mobile phone market.
- To make an analysis of the main Indian Service Provider companies.

IV. RESEARCH METHODOLOGY

This research project underwent a rigorous investigation to ensure correctness. The project's major goal was to assess Airtel's influence on WLL and compare it to its market rivals already in existence. Primary data were predominantly used in the study technique since they were the most up-to-date and reliable sources of information. When appropriate, secondary data was also employed to support main data.

Since there was no hypothesis to test, the approach used for this project was exploratory in nature. Conclusions were reached using exploratory research techniques, which required compiling data from the following sources:

a) Primary Sources

To learn more about the product, its features, and customer purchasing habits, the research team met with Airtel sellers. The team used a variety of techniques to gather primary data, including direct interviews, questionnaires, experiments, and the observation method. The direct interview approach was utilised to conduct face-to-face formal interviews, with questionnaires serving as the main instrument. In order to give a complete picture of the research setting, the observation technique was regularly employed in conjunction with the questionnaire approach.

b) Secondary Sources

In this study project, secondary sources were very important. From several reports and articles that were published in magazines and journals, the research team was able to gather a sizable amount of data. Another essential source of secondary data was the internet, especially the company's website. Additionally, newspapers and periodicals were used to acquire information.

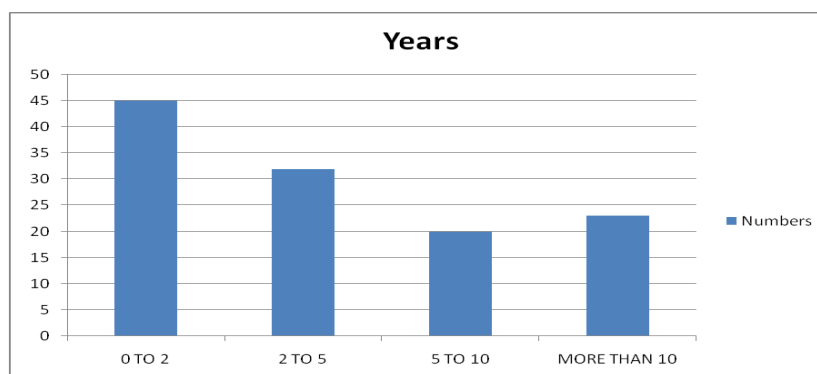
V. DATA ANALYSIS AND INTREPRETATION

1.) For how long have you been using or used AIRTEL Product?

<u>YEARS</u>	<u>NUMBER</u>
0-2	45
2-5	32
5-10	20
MORE THAN 10	23

TABLE-1.1

Since Airtel was founded in 1995, people who have been using the service for more than ten years include those who were added when the business was just getting started. Due to Airtel's lack of a penetration plan to get a higher market share, the number of these clients is not very large. Due to the complexity of the industry at the moment, Airtel has had to review its pricing policies and provide new services in order to appeal to a wider consumer base.

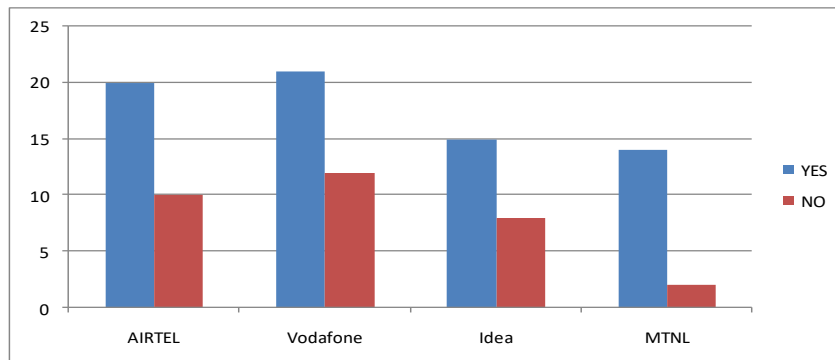


2.) On which of the following service do you think which aspect of the government's telecom strategy has had the biggest impact on the expansion of mobile service providers?

<u>Company</u>	<u>yes</u>	<u>no</u>
Airtel	20	10
Vodafone	21	12
Idea	15	8
MTNL	14	2

TABLE-2

Based on the table 70% of the 100 people interviewed believe the most notable impact on telecom policy has been significant Effects on the way cell phone service providers change while 30% disagree. This opinion has been shaped by recent scandals reported in the news. It is noteworthy that Airtel, which was an early adopter of 3G licenses, has not been implicated in any of these scandals. Despite the stricter regulations introduced in the telecom policy, Airtel has managed to perform reasonably well. To further enhance its performance, Airtel should monitor its competitors' strategies for satisfying customers and develop a cost-effective approach for delivering superior services.

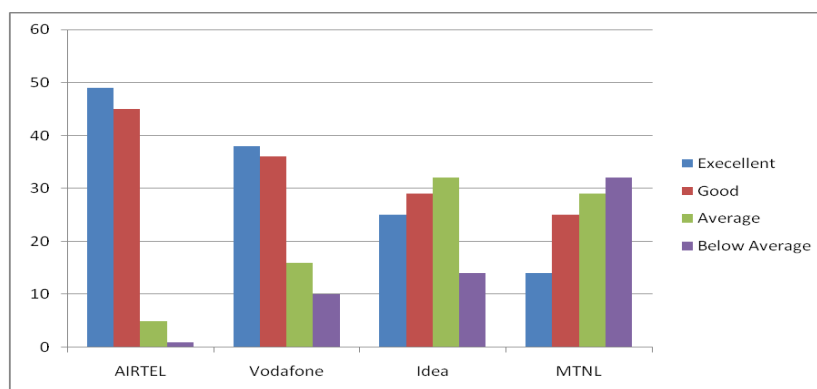


3.) How would you rate the experience with your brand?

Company	Excellent	Good	Average	Below Average
AIRTEL	49	45	5	1
Vodafone	38	36	16	10
Idea	25	29	32	14
MTNL	14	25	29	32

TABLE-5.10

The findings show how well regarded AIRTEL is among customers who have previously used alternative mobile providers. It is difficult to win the top spot in the market, but it is much harder to hold onto it. The former has been accomplished by Airtel, and it should now concentrate on maintaining the level of service it has so far delivered and making sure that its consumers continue to be satisfied.



VI. FINDINGS

Here are the rewritten points:

- With 20 distributors, Airtel has the largest market share in Bangalore zone (34.5%) and in all of India (30.86%)..

- Every month, Airtel introduces a new FRC programme in place of the low- or no-cost SIM cards that caused erratic and transient client consumption.
- In the telecom sector, Vodafone is a fierce competitor of Airtel.
- The majority of merchants are happy with the Airtel service, and distributors provide a variety of packages to different businesses.
- Some shops, however, complained that they did not get their Airtel items in a timely manner and that the margin policy is unfair.
- With the debut of FRC plan 61, Airtel encountered difficulties persuading customers because of competitors' reduce-priced offerings of identical plans, which made it difficult for some light merchants.
- Despite performing well in Airtel mobile connections, some store owners believe they are undervalued by the firm.
- Airtel's tough ID verification policy creates issues for some shops.

VII. CONCLUSIONS

According to the research's findings, Airtel has a promising future because 70% of its customers wish to stay with the business and a sizable portion of those who were open to switching service providers expressed interest in Airtel. The business also provides extra services including free text messaging, voice mail, door-to-door delivery of presents, and phone conferencing. However, the study also showed that Airtel falls short of its rivals in terms of accessibility and customer service. The majority of mobile users are between the ages of 20 and 28, and due to their simplicity of use, cash cards are the most often used kind of mobile connection. Given that Airtel has the most mobile connections, it has to improve its customer care division. Airtel should use aggressive marketing techniques to target rural regions, where 70% of India's population lives, in order to grow its market share. The business should concentrate on customers of all ages. The correct audience is reached at the right time and place, creating value utility that is essential to attaining a company's goals. On the basis of the study's findings, suggestions have been made to boost the market share for Airtel's postpaid and prepaid products. For easier understanding, several statistics and graphs are presented. Techniques for sales promotion have been shown to be crucial in getting better outcomes than other parts of marketing communication.

VIII. REFERENCES

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IX. SURVEY QUESTIONNAIRE

MARKET SALES SURVEY QUESTIONNAIRE:

1. What is your profession?

a) Private Job [] b) Govt. Service []

c) Retired [] d) Student []

e) Business []

2. What is your relationship Status?

a) Married [] b) Single []

3. Earnings per month for a family (RS)

a) 7000 [] b) 7000-17000 []

c) 17000-30000 [] d) Above []

4. Do you have a cell phone connection?

NO [] b) YES []

5. How did you learn about the service provider?

a) TV [] b) Banners []

c) Friend [] d) Magazines []

6. What cellphone service do you favour?

- a) Postpaid [] b) Prepaid []

7. Are you happy with the service you are now receiving?

- b) NO [] b) YES []

8. What about your service provider's characteristic appeals most to you?

- a) Free SMS [] b) Price []

- c) Group Messaging [] d) Free Chatting []

- e) Free Roaming [] f) Connectivity []

9. Which mobile device operator do you use?

- a) Airtel [] b) jio []

- c) OTHER []

10. Do you intend to switch service providers in the future?

- a) NO [] b) YES []

11. If so, which service do you favour?

- a) Jio [] c). Airtel []

- c) Others []

12. What factors led you to this service?

- a) Connectivity [] b)Free SMS []

- c) Price [] d) Free Chatting []

- e) Free Roaming [] e) Group Massaging []

