



JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

MARKETING STRATEGIES OF AIRTEL

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Abstract

The project is an extensive report on how the Airtel Company markets its strategies and how the company has been able in tackling the present tough competition and how it is coping up by the allegations of the quality of its products. The report begins with the history of the products and the introduction of the Airtel Company. This report also contains the basic marketing strategies that are used by the Airtel Company for technology, promotion policy, advertising, collaboration, future prospect and government policies. The report includes some of the key salient features of market trend issues. In today's world of cutthroat fierce competition, it is very essential to not only exist but also to excel in the market. Today's market is enormously more complex. Hence forward, to thrive in the market, the corporation not only has to maximize its profit but also needs to please its consumers and should try to build upon from there.

INTRODUCTION

Bharti Airtel, commonly known as Airtel, is a telecom giant and second-largest in India in terms of the number of subscribers. Founded on 7th July 1995 by Sunil Mittal, Airtel is the first Indian telecom provider to be honoured with Gold Certification by Cisco. Today airtel is not only restricted to mobile services but also includes Airtel Payments Bank, Airtel Thanks App, Wynk Music, and a wide range of other services.

By being a successful company over the years in a sector that faces numerous challenges like limited spectrum availability, tariff war the company has set a benchmark with marketing being one of the reasons for its growth. However, the rapid growth of Reliance Jio over the last 4 years is a growing concern for the company. Reliance Jio is giving a cut-throat competition while the race to roll out 5G in India gets intense between the telecom companies.

Bharti Airtel is one of the three telecom giants of India, known for its distinct and engaging digital marketing strategies and campaigns. With its promotional efforts directed towards all who can buy a SIM card, they are for their young and energetic brand image.

Yet with Airtel's amazing efforts to market itself, competitors such as Reliance Jio have wreaked havoc on the industry with their cutthroat pricing and a stronger digital marketing plan. In this research case study, we will take a deep dive into Airtel and its competitors, target audience, digital marketing and advertising strategy and much more! All the information in the case study is up to date till the year 2020.

OBJECTIVES OF THE STUDY

To understand the various Marketing Strategies which Airtel has adopted to survive in highly competitive cell phone industry.

To find who the competitors of the Airtel are and the market shares of the competitors and what strategies Airtel is implementing to beat its competitors.

To know about customer acceptance of the product

To analyse the consumer perception about the quality of the services

To know how the company has been successful in encountering the aggressive marketing strategies of competitors.

SCOPE OF STUDY

To conduct this research the target population was the mobile users, who are using GSM technology.

Target geographic area. Sample size of 126 was taken.

The date during which questionnaires were filled.

To these 126 people a questionnaire was given, the questionnaire was a combination of both open ended and closed end Ed questions.

Some dealers were also interviewed to know their prospective.

Interviews with the managers of GSM service providers were also conducted.

Finally, the collected data and information was analyzed and compiled to arrive at the conclusion and recommendations given

LIMITATION OF STUDY

The study was conducted only in the city of Patna, so the result cannot be generalized to the entire industry. The sample size is 126 and the result is obtained through the Questionnaire survey of customers and secondary data from usage records, periodicals, data collected.

STATEMENT OF THE PROBLEM

The Indian communications scenario has transformed into a multiplayer, multi product market with varied market size and segments. Within the basic phone service, the value chain has split into domestic/local calls, long distance players, and international long-distance players. Apart from having to cope with the change in structure and culture(government to corporate), Airtel has had to gear itself to meet competition in various segments – basic services, long distance (LD), International Long Distance (ILD), then Internet Service Provision (ISP).It has forayed into mobile service provision as well.

Research methodology

Achieving accuracy in any research requires a deep study regarding the subject. As the prime objective of the project is to compare Airtel with the existing competitors in the market and the impact of WLL on Airtel, The research methodology adopted is basically based on primary data which the most recent and accurate piece of first and information could be collected. Secondary data has been used to support primary data wherever needed.

The methodology adopted for this project is exploratory in nature since there is no hypothesis that has to be tested. The conclusions have been drawn by exploratory research work. There have been two sources of information collected:

a) Primary Sources

Their input has been valuable.

- Observation method
- Experiment
- Questionnaire Method
- Direct Interview Method

b) Secondary Sources

- Internet
- Newspaper
- Magazines

Airtel Main Points

As we saw before, Airtel suffers from a couple of issues from competitors to reducing market share. To encapsulate what the company suffers from, we have done a pain point analysis.

In the year 2020, Airtel's debt increased by about 1 trillion Indian rupees when compared with 2019 which is again a threat to the company.

With strategic investments being made by Google and Facebook in Jio and telecom is one of the focus, there is a threat that soon there will be a monopoly of Jio in the telecom sector.

Annual net profit declined for the last 2 years, however increasing revenue every quarter.

Airtel needs to work on its engagement rate on Facebook and YouTube. It is falling short with its competitors.

Although the company has worked immensely on Twitter, it has been in controversies due to several factors including political, religious, and rivalry-clash.

PROMOTIONAL STRATEGY

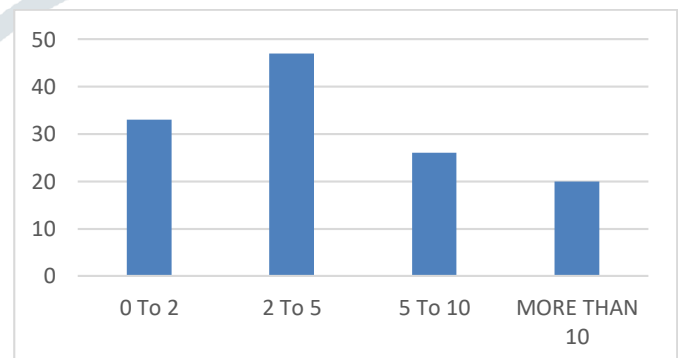
The Bharti Mobile promoted Airtel cellular service will go in for positioning of its brand image. The new brand ethos is portrayed in two distinct fashions - the tag line "Touch Tomorrow", which underscores the leading theme for the new brand vision, followed by "The Good Life", which underscores a more caring, more customer centric organization. Aimed at reengineering its image as just simply a cellular service provider To an all out information communications services provider, Touch Tomorrow is meant to embrace the new generation of mobile communication services and the changing scope of customer needs and aspirations that come along with it the new communication is about a new dimension in the cellular

Category that goes beyond the Internet, SMS, roaming, IVRS, etc but which engulfs the whole gamut of wireless digital broadband services that will constitute tomorrow's cellular services. The new campaign is in two phases - the first of which will communicate overall brand philosophy and the second products and services

DATA ANALYSIS AND INTERPRETATION

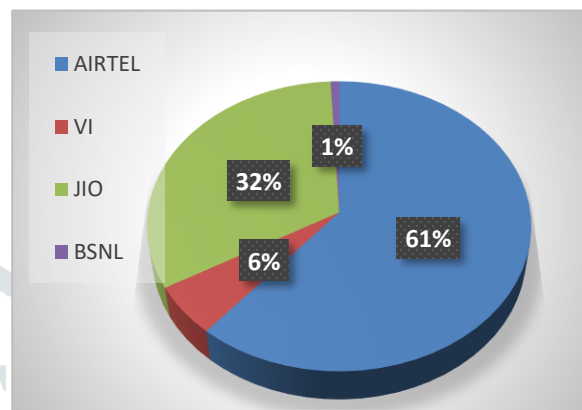
1. For how long have you been using or used AIRTEL Product?

<u>YEARS</u>	<u>NUMBER</u>
0-2	33
2-5	47
5-10	26
MORE THAN 10	20



2. Which service provider do you believe that is potentially one of the most exciting mobile service providers in the world?

<u>Company</u>	<u>Yes</u>
<u>AIRTEL</u>	<u>77</u>
<u>VI</u>	<u>7</u>
<u>JIO</u>	<u>41</u>
<u>BSNL</u>	<u>1</u>



3. What are the features you look for in your service provider before making purchase decision? Give preferences on rating basis ranging from 1 to 6 (1-Highest, 6- least)



CONCLUSION

From above the details, I conclude that 70% Airtel users preferred to remain with Airtel. Also good number of users who were willing to switch from their respective subscribers showed interest in Airtel. Hence, these statistics imply a bright future for the company. Also the company is now providing more services like the door to door services which is you dial the Airtel customer care and would like to send someone flowers the Airtel Company delivers those flowers to the person concerned. Also, Airtel is providing free text messaging service and free voice mail service. Call conferencing is also another feature Airtel provides.

After analysing the findings of the research, I can conclude that Airtel lagged behind its competitors as far as customer service and availability is concerned. The maximum number of people who use the mobile is in the age group of 20 to 28. Cash cards are the most popular type of mobile connections, as they are consumer friendly and recharging the connection is not a problem.

Maximum no. of people spends RS 500 on their connections. As Airtel is the only company having the maximum no. of mobile connections it must seriously look into the loop holes of the existing customer service department.

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