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Analyzing marketing strategies within the private telecommunication sector: A case study of Surguja district, Chhattisgarh

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Abstract

The Indian Telecom Sector has grown enormously and has transformed into the second greatest after China. Telecom Sector has astounding development in India since many inhabitants do not have remote organizations. Companies that offer better advantages regarding quality, and cost, and acquire regular advancement pulled in additional clients in the market, which leads to market penetration. This research study was conducted in the Surguja district of Chhattisgarh, focusing on the strategic marketing approaches employed by private telecommunications companies, namely Reliance Jio, Airtel, and Vodafone-Idea. The results are gathered utilizing an organized survey and the gathered information is investigated through measurable statistical tools. The findings reveal that a significant segment of the market places a high priority on quality assurance in voice calls and comprehensive network coverage. Furthermore, a portion of the respondents emphasized their Reliance Ltd. on their unlimited services, while competitors continue to invest in advancing their technology to facilitate the transition to 5G and beyond.

Keywords: Empirical analysis, marketing, strategies, private telecommunications companies, GTM strategy, digital marketing strategy, AARRR strategy

Introduction

The Indian telecom market is among the biggest and quickest developing business sectors on the planet [6, 7, 9]. Telecom has extraordinary potential for development in India since still an enormous number of individuals don't have remote associations [3-5]. It has drawn in a lot of corporate players to get into telecom industry and create a gain by dealing with these unused parts [12, 13, 15]. This has prompted extraordinary rivalry in the business. Continually serious, telecom players were utilizing new and creative promoting techniques to acquire a bigger portion of the overall industry [5, 7, 9]. A promoting system integrates arranging and mindfulness administrations to change over them into clients for an item or administration presented by the business [3, 4, 6].

The companies showcasing system contains organization offer, significant special messages, data to designated clients and other pertinent things [2-4]. The Marketing plan Methodology is characterized as: the procedure sets out the objective business sectors and the cost suggestion that will be given in light of an examination of the best market open doors [7, 8].

To make development and progress, each organization needs to design its showcasing systems by consolidating seven P's, to be specific item, cost, area, advancement, individuals, actual proof and cycle in the right extent [6-8]. Thus, techniques connected with the general combination of administration deals are arranged and planned by telecom companies to contend and progress on the lookout [2, 3, 4].

A Go-To-Market (GTM) strategy is a comprehensive plan employed by businesses to introduce a new product or service to the market. This strategic framework is designed to proactively address the challenges within the competitive landscape by systematically identifying the target market, elucidating the unique value proposition of the product, formulating a marketing plan, and devising a strategy for its sales and distribution channels. An effective GTM strategy encompasses the following key elements:

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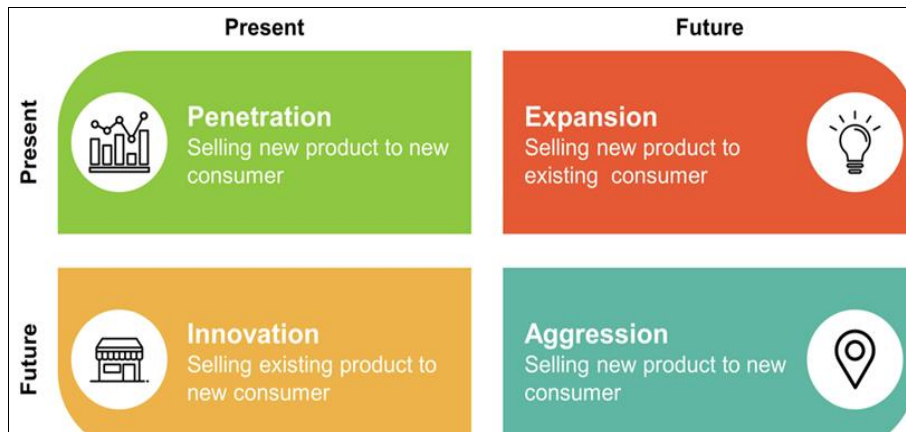
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Source: <https://slidemodel.com/guide-creating-a-go-to-market-strategy/>

Fig 1: Go-to-Market Strategy

- **Thorough Market Considerate:** A foundational aspect involves gaining a comprehensive understanding of the business, the target audience, and the intended product's position within the market ecosystem.
- **Cost-Efficient Marketing:** A critical objective is to optimize marketing expenditure by aligning promotional channels with the highest return on investment (ROI).
- **Positioning and Messaging:** Prior to market entry, the strategy focuses on troubleshooting product positioning and messaging to ensure alignment with market needs and expectations.
- **Distribution and Sales Logistics:** The strategy primarily defines the logistics pertaining to distribution and sales channels before the product launch, ensuring maximum impact and responsiveness to market demand.
- **Customer Segmentation:** Identifying and segmenting the target audience based on demographics, behavior, and needs allows for more tailored marketing efforts and better product-market fit.
- **Feedback Contrivance:** Building mechanisms for gathering customer feedback post-launch helps in making continuous improvements to the product and refining the GTM strategy.
- **Post-Launch Monitoring:** Monitoring the performance of the product in the market is an ongoing process. Key performance indicators (KPIs) should be tracked to assess the success of the GTM strategy.
- **Long-term Sustainability:** While the focus is on the initial launch, a GTM strategy should also consider the long-term sustainability of the product in the market, including potential product updates and expansions.
- **Competitive Analysis:** A GTM strategy should include a comprehensive assessment of competitors in the market. Understanding their strengths, weaknesses, and strategies can help position your product more effectively.
- **Risk Assessment:** Identifying potential risks and challenges that may arise during the GTM process and having contingency plans in place is prudent.

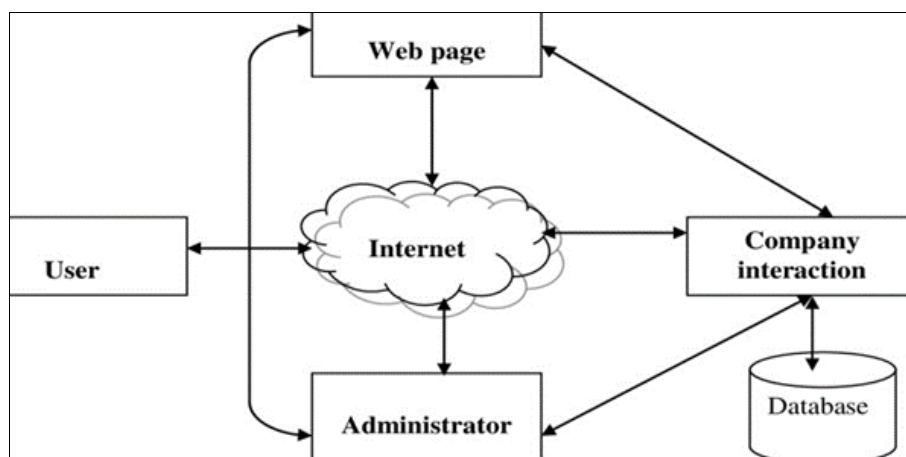


Fig 2: Marketing Through Company's Homepage

The fundamental result of cell phone administration is the essential working advantages that clients need [4, 5, 6]. It can incorporate voice clearness, virtual organization inclusion and simple organization association for most clients [7, 8, 9]. Route focus is significant for the people who continuous unfamiliar outings and global travel, while for sagacious web clients the adaptability in the exhibition of online administrations is likewise viewed as a component of the

essential item [4, 5, 6]. In the ongoing time where most clients have 3G and/or 4G administrations, the principal benefits incorporate the similarity of the handset settings with the versatile web access and speed of information access [3, 4, 6]. At an extra level the fundamental item is related with prevalent client care and client care administrations and an elevated degree of administration [3, 4, 5]. Client assistance administrations

include: simple admittance to new versatile availability - SIM card with simple to-utilize processes, renewal of advantageous areas (For prepaid clients), directing assistance from merchants, and simple charging installment destinations (For late instalments). Client services administrations are: improved on esteem added administrations, disentanglement of administrations additionally accessible on demand, open client care call, opportunity to pick the right web-based client care individual to find support or data rapidly, and fast answers

for issues.

The Private telecommunication companies focus mainly on their product and services delivery at proper time and place through their proper distribution channel and provides different payment gateways according to the customer's convenience for maintaining up to date revenue profile. As these companies have become a brand in the telecommunication market where the uses the line extension method or brand extension method or multi branding method or launching new brand as shown in the figure.

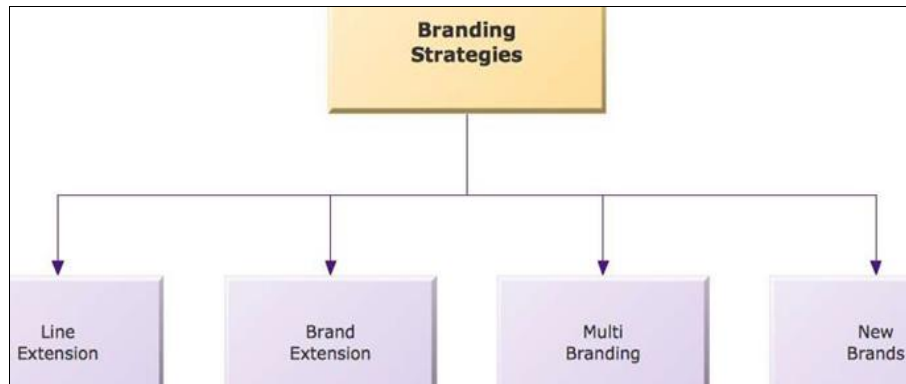


Fig 3: Example of Branding Strategies Applied

Subsequently, approaches connected with the general coordination of administration deals are arranged and planned by telecom specialist co-ops to contend and progress on the lookout [2, 3, 7, 5, 8]. The whole telecommunications sector has developed from only a couple of enormous players in the market to a substantially more decentralized market. Moreover, this area has such countless capabilities included, similar to administration, equipment, and programming that have started up numerous business open doors. Interfacing cell phones with the web through portable organizations is the quickest developing area inside the business [7, 11, 12, 13].

After globalization of Indian economy in 1991 the telecom area stayed one of the most happening areas in India [4, 5, 6, 7]. On the off chance that any maker makes out the promoting

software engineer disregarding the purchaser inclinations, he couldn't in any way, shape or form accomplish his definitive goals [1-4]. So, advertiser discovers an ever-increasing number of about the shoppers, thusly the items can be delivered in such a style to give fulfillment to them [5-7]. The organization is reconfiguring to satisfy the developing need for portable administrations [3-5].

It will separate the versatile administrations from contenders through venture, innovation, dissemination and client administrations, giving both a more noteworthy encounter and cutthroat worth [5-7]. India is the third-biggest Web client after the US and Japan, with cell phones representing 40% of all Web utilization. When contrasted with nations like Japan and Norway, India is among the most minimal suppliers of web speed [4, 5, 8].



Source: <https://www.slideegg.com/digital-marketing-strategy-flow-chart>

Fig 4: Digital Marketing Strategy Flowchart

It empowers the business to separate their clients. The greater part of the clients are expecting quality in help, larger part of the respondents are capable call drops or organization misfortune telecom administrations need to

defeat from that issue and telecom specialist co-op ought to keep up with quality in assistance [3, 4, 5]. By 2025, India is anticipated to create a \$1 trillion computerized economy. India will turn into the world's second-biggest cell phone

market by 2025 [4, 5].

Review of literature

This study undertakes an empirical analysis to comprehensively investigate the marketing strategies employed by private telecommunications companies. The focus of this inquiry centers on the strategic marketing endeavors of these entities within the context of the contemporary telecommunications landscape. This research seeks to offer a rigorous empirical examination of the various marketing strategies adopted by private telecommunications companies, with a view to understanding their impacts on market dynamics, competitive positioning, and overall industry performance. In the ever-evolving telecommunications sector, a comprehensive understanding of the strategies deployed by private entities holds paramount significance for both academic scholars and industry practitioners.

Network Quality and Customer Loyalty: Jharna Agrawal & Preeti Garg (2021) [18] found that India's telecom industry has expanded rapidly in recent years, overtaking China's as the world's largest. As a result, the Indian telecom industry has seen a phenomenal expansion in recent years. More clients are going to be drawn to a company that delivers superior value regarding quality and pricing and which regularly introduces innovative technological advancements. The study objective is to analyze the marketing tactics used by telecom companies in Delhi. At this time, India has the most telecom equipment on display. As a result, when individuals travel, they often discovered that the MTNL/BSNL network is superior. There were statistically significant variations in the quality of service given by the service center. There were large discrepancies in how respondents valued social media as a loyalty incentive. Most Airtel consumers agree that the most popular social networking platform has the potential to bring in new, dedicated followers. The corporate shop accepts payments and holds deposits. Nonetheless, the vast majority of Airtel customers reported that the feature was accessible on their end.

Cost-Effective Market Strategies: Gurpreet Singh & Sanjeev Kumar Garg (2020) [20] explored that mobile telecommunications have emerged with another name called Reliance Jio. Since pricing in the telecommunications industry is often expressed in terms of monetary advantages to the consumer, this component is widely recognized as a primary influencer of customer happiness and loyalty. To subscribe to a mobile network, which is itself accomplished via the use of mobile services, the customer must first get the financial aid required to do so. Subsequently Reliance Jio's entry into the market, the majority of mobile operators shifted from expensive market segmentation and positioning techniques to more cost-effective ones. It has a significant impact on customer satisfaction as a source of competitive edge by giving customers a more secure, comprehensive, and trustworthy experience. Maintaining contractual relationships with mobile carriers and accurately determining client willingness helps businesses establish credible brand identities as service providers.

Increase Market Share: Faisal Rahimi (2019) [9] learned that firms use marketing strategies to attract more buyers

and increase their shares. Many companies around the world and abroad provide services to their customers. They use marketing strategies and policies to increase their subscribers. Telephone companies in Afghanistan were founded in the first decade of the 21st century. Competition between companies is high, and they are introducing new services and packages to keep their customers satisfied and increase their market share.

Marketing Campaigns: Emphasize important roles in decision-making. According to their research on 'Anthropological Marketing Strategies by Indian Telecom Operators' the telecommunications market is available through relationship-based decision-making. Therefore, Indian telephone operators design their product campaigns, packages and promotional campaigns, in order to influence decision-making factors. In this study we analyze some of the most popular programs presented by mobile operators. For example, friends and family offers, closed user schemes (CUG) schemes, social media marketing services that offer free night calls, free messaging services such as WhatsApp, other messenger services etc., if the subscriber uses their prepaid services.

Consumer Preferences and Satisfaction Factors: Regeena J. Murali (2015) [23] Her study is based on the preferences and satisfaction level of consumers on mobile network services and also the factors considered by them while purchasing mobile network. Non probability convenience sampling method is used. Factor analysis, KMO and Bartlett's test were the statistical tools used in the study. Her study revealed that network interception is the important fact or for causing dissatisfaction and brand name is considered as important factor for choosing a service provider.

Competitive Pricing: Oloko, M., *et al.* (2014) [9] determined the study set out to uncover the marketing strategies that have helped propel Safaricom Ltd. to unprecedented growth in the market share and strong super profit inside the telecommunications industry in Kenya as well as the whole of the East African region. The study was conducted in Kenya. The study's major objective was to identify the kinds of advertising that would help Safaricom increase its market share and boost its bottom line the greatest. When it came to gathering and analyzing data, the research relied mostly on a textual method. The results of this technique were provided in the form of content and theme analyses derived from secondary sources. The Safaricom limited corporation served as the subject of the investigation. According to the findings of the research, numerous marketing mixes and strategies were used. Audio advertising, new product development, animation, competitive pricing, strategic store placement, regionalized content, celebrity endorsements, and regular discounts are just a few of the tactics used by businesses today. According to the findings of the research, these strategies were discovered to improve the acceptance of Safaricom goods, which in turn resulted in greater revenue, which ultimately led to profitability

Objectives of the study

1. Examination of Marketing Strategies employed by Indian Private Telecommunication Services in Surguja

- District.
- 2. Determination of Optimal Telecom Service Provider.
- 3. Assessment and Quantification of Service Quality.

Research problem

This study is primarily focused on the comprehensive analysis of the marketing strategies employed by Indian telecommunications service providers within the geographical domain of Surguja District. The primary objectives of this research endeavor encompass the identification of prevalent demand patterns for traditional telecommunications services, the advent of 5G connectivity, and the imperative need for continuous adaptation to emerging technologies. Through this investigation, insights are garnered into the underlying reasons why telecommunications companies have encountered challenges in penetrating rural markets effectively. It is discerned from this study that the retention and expansion of customer bases can be achieved through persistent service innovations, enhancements in service quality, the delivery of added value to customers, and the strategic cultivation of competitive advantages. In this context, consumers within this region exhibit a discerning preference for superior service quality, competitive call rates, and pricing plans offered by telecommunications entities.

Research design

The survey encompassed a substantial population size, including all telecommunications service consumers residing within the geographic confines of Surguja district. It is imperative to highlight that this research study adheres to an empirical research design. In pursuit of its objectives, data collection was conducted systematically through the administration of surveys crafted to align with the research objectives. As an empirical investigation, it crucially relies on primary data acquired directly by the researcher through meticulously structured questionnaires designed for this specific purpose.

Marketing strategies of reliance Jio, Airtel and Vi

Surguja district is a geographic and administrative region located within the state of Chhattisgarh, India. This district serves as a pertinent research locale due to its unique characteristics, and it has been chosen as the geographical focus of this study to examine specific aspects related to the telecommunications sector within this region. The Surguja district have both public as well as private sector telecommunication companies with both wireless and broadband services. The maximum respondents found this the region focused mainly on private telecommunication companies in both urban as well as in rural areas. This study took place in age groups and genders. The study has analysed various marketing strategies likewise Reliance Jio adopted AARRR strategy i.e. Acquisition, Activation, Retention, Referral, Revenue. The AARRR strategy, also known as the Pirate Metrics model, is a framework commonly used in the field of digital marketing and startup management to analyze and optimize various aspects of a business's growth and customer acquisition. The AARRR strategy constitutes a fundamental framework employed within the realms of digital marketing and entrepreneurial ventures. This model delineates the sequential stages through which a customer progresses within the business ecosystem. The process commences with customer acquisition, whereby individuals become aware of the product or service. Subsequently, activation pertains to the initial interaction or engagement with the offering. The focus then shifts to customer retention, a pivotal phase wherein businesses strive to maintain and enhance the loyalty of their clientele. Following this, revenue generation becomes the paramount objective, encompassing the monetization of the customer relationship. Lastly, the referral stage encourages customers to advocate for the brand, facilitating organic growth through word-of-mouth marketing. The AARRR strategy serves as an invaluable instrument for businesses in comprehending, evaluating, and optimizing their strategies for sustainable growth and success.



Source: <https://iide.co/case-studies/reliance-jio-marketing-strategy/>

Fig 5: AARRR Strategy Applied by Reliance Jio

By following this strategy Reliance Jio leads ahead of any other telecom companies in India. This strategy helps in

market penetration with its five main components that work together to assist the company to acquire and keep

customers innovatively and cost-effectively. Reliance Jio now has a strong position in the telecom market and that shows no sign of bowing down to its competition any time in the future. The expansion and the growth marketing strategy enabled Jio to acquire such dominance. Reliance Jio's entry into the telecom market with innovative techno-friendly projects such as Jio Fiber, and Jio Post-paid has led the company to hold a strong market share. Jio also uses an influencer strategy as well as its partnership with famous brands.

Further Bharti Airtel starts various campaigns for achieving their goals smartly through their enthusiasm, and warm, friendly demand that helps the company in gaining the trust of their customers by also resolving queries of every customer which helped them learn quickly from failures and making sure that it is not repeated. Airtel introduced its banking in 2017 Airtel Payments Bank which becomes India's first payments bank aims to take digital banking services to the unbanked over their mobile phones quickly and efficiently which helps to contribute to the Government's vision of Digital India and Financial Inclusion.

Vi Vodafone Idea has used Segmentation, Targeting, and Positioning. The segmentation services offered a mixture of mobile network services and enterprise services as well as broadband services. It properly utilizes geographical, demographical, and psychographic segmentation. The targeting strategy of Vodafone is concentrating on different sections of society. Vi uses a selective and differentiated targeting strategy. Vodafone is creating a customer-centric image. It will require it to focus on all aspects of marketing starting right from promotions, user engagement, and

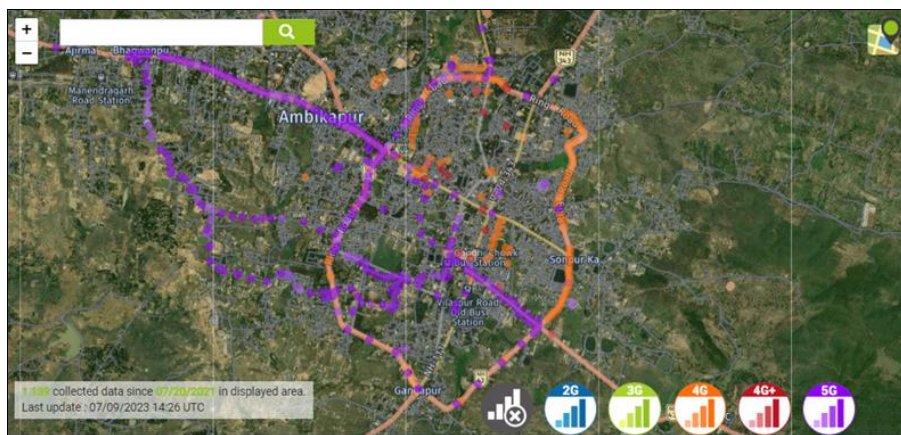
customer experience.

The Indian Telecom industry is going through a continuous updation from its beginning in its plan, marking, and administration, significant techniques embraced by versatile administrators, and client assumptions. Establishing home telephones with reasonable and vital cell phone administrations has set out many open doors for portable players. Furthermore, the coming of 4G innovation and Jio's entrance-level techniques have expanded client assumptions from specialist co-ops. The new consolidation and obtaining is the aftereffect of these plans and has made the opposition considerably fiercer than previously.

Results and Discussions

Based on the findings derived from the research conducted in the study area, it has been discerned that Reliance Jio effectively integrates the four key elements of the marketing mix, commonly referred to as the 4Ps (Product, Price, Place, and Promotion).

This integrated approach has notably influenced customer behavior, leading to product purchases and subsequent customer referrals. Furthermore, an examination of the district, supported by secondary data and visual representations, reveals the geographic coverage areas of Reliance Jio, Airtel, and Vi. It becomes evident that the extent of coverage is contingent upon factors such as customer demand and the density of telecommunication infrastructure, including the presence of telecom towers. This infrastructure, in turn, plays a pivotal role in fostering customer loyalty and enhancing the overall reputation and goodwill of the telecommunications company.

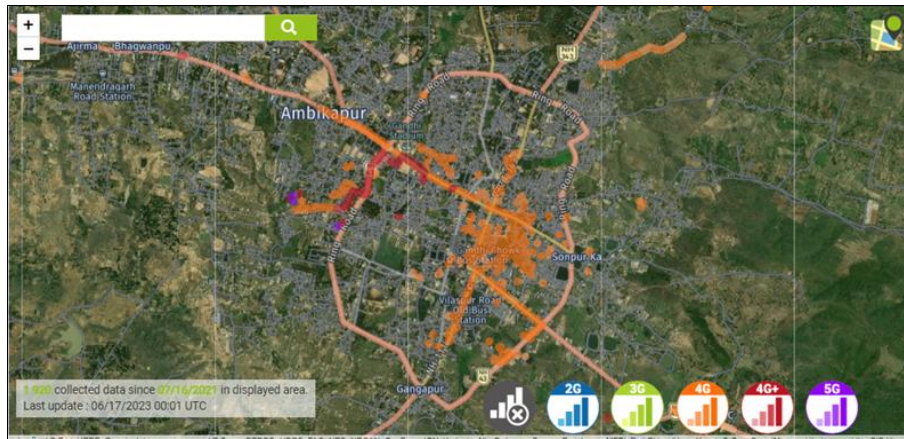


Source: <https://www.nperf.com/en/map/IN/1278827.Ambikapur/1991548.Jio-Mobile/signal/?ll=23.120469369574458&lg=83.19448471069337&zoom=14>

Fig 6: Showing Reliance Jio network coverage on map of Surguja district headquarter

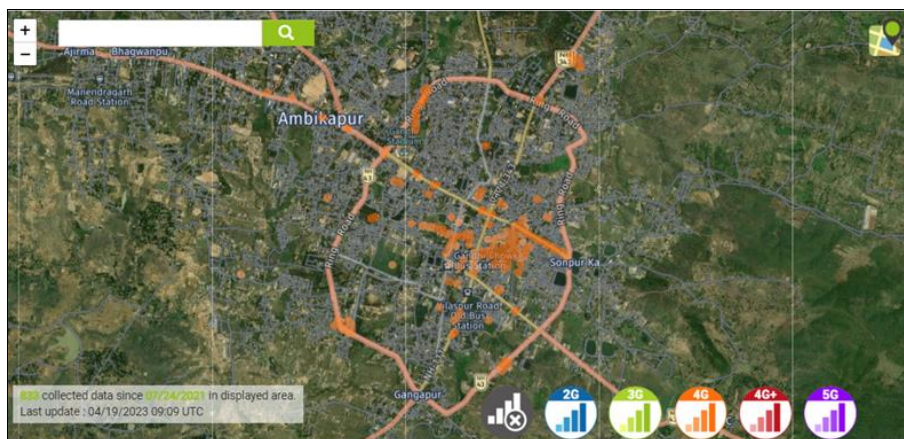
According to the outcomes of a SWOT analysis, a comprehensive assessment of the company reveals several key strengths and strategic advantages. These include the implementation of a sustainable customer acquisition strategy, effective brand management practices, technological prowess, secure backing from the parent company Reliance Industries, the establishment of rapid and extensive networks, a robust and loyal customer base, and the provision of complimentary applications. These

collective strengths collectively fortify the company's resilience within its industry. In the overall evaluation of respondents' perceptions, a significant consensus was observed regarding the company's commitment to delivering high-quality services at a relatively higher cost. However, it is noteworthy that respondents' viewpoints on the viability of offering superior services at a premium price are contingent upon their affiliation with a particular organization.



Source: <https://www.nperf.com/en/map/IN/1278827.Ambikapur/1991549.Airtel-Mobile/signal/?ll=23.120469369574458&lg=83.19448471069337&zoom=14>

Fig 7: Showing Bharti Airtel network coverage on map of Surguja district headquarter



Source: <https://www.nperf.com/en/map/IN/1278827.Ambikapur/1991528.Vi-Mobile/signal/?ll=23.11892&lg=83.19537&zoom=14>

Fig 8: Showing Vi network coverage on map of Surguja district headquarter

Reliance Jio successful marketing strategies in surguja district

Reliance Jio's strategies may have evolved since then to adapt to changing market dynamics and customer demands. Reliance Jio has historically used to gain prominence in the Indian telecom market, which may be relevant to its operations in Surguja District as per the data available by September 2021 they are as follows-

- **Disruptive Pricing:** Reliance Jio entered the market with highly competitive and disruptive pricing plans, including free data and voice services during its initial launch. This aggressive pricing strategy aimed to rapidly acquire a large customer base.
- **4G Network Infrastructure:** Reliance Jio invested heavily in building a robust 4G network infrastructure across India, ensuring widespread coverage and high-speed data services.
- **Data-Centric Approach:** Jio primarily focused on data services, offering high-speed internet at affordable rates. This approach aligned with the growing demand for data services in India.
- **Jio Apps Ecosystem:** Reliance Jio introduced a suite of Jio-branded apps covering entertainment, communication, and productivity. These apps were offered for free or at a reduced cost to Jio customers, enhancing the overall value proposition.
- **Aggressive Expansion:** The company embarked on an

aggressive expansion strategy, including the rollout of additional towers and network optimization, to improve network quality and coverage.

- **Targeted Rural Penetration:** In rural areas like Surguja District, Reliance Jio focused on extending its network reach, recognizing the potential for growth in underserved markets.
- **Partnerships and Tie-Ups:** Jio established partnerships and tie-ups with various device manufacturers, making it easier for customers to access its services through bundled offers.
- **Customer-Centric Approach:** Reliance Jio prioritized customer service and support, aiming to provide a seamless and positive customer experience.
- **Market Research and Data Analytics:** The company used data analytics and market research to understand customer preferences and tailor its services and offers accordingly.
- **Continuous Innovation:** Reliance Jio continued to innovate by introducing new services and technologies, such as VoLTE (Voice over LTE) and fiber broadband services, to diversify its offerings.
- **Competitive Response:** Jio closely monitored competitors' moves and adjusted its strategies accordingly to maintain its competitive edge.
- **Investment in Infrastructure:** Reliance Jio invested in fiber-optic infrastructure (JioFiber) to provide high-

speed broadband services, complementing its mobile services.

Conclusion

Far-reaching advertising procedures in the Indian media communications industry are different because of wild contests. Most respondents accept that they would not switch their service provider. Numerous MTNL/BSNL users have decided not to change their specialist co-op because of the better accessibility of a generally covered network office. Hence, individuals track down that the MTNL/BSNL network is better in terms of reliability when we go to more rural areas there, we found Reliance Jio to be more reliable and have better coverage in broadband as well as mobile. Critical measurable contrasts were found in the assistance offered through the support place. Massive differences were tracked down between respondents' perspectives via virtual entertainment as motivation to be a reliable client. The outcome shows that most Airtel endorsers accept that the best long-range informal communication site can draw in and construct more faithful clients. Accessibility of installment/store choice is accessible at their organization store. In any case, most of Airtel's supporters said it was accessible concerning the organization.

This examination it is attempted to figure out the experience of the clients who utilize various organizations, it came to know that drawing in new clients is fundamental for any association, and keeping them on board is comparably pivotal and it is broken down that, for the most part, clients favor prepaid plans than post-paid because it is more affordable than post-paid choices, in the event of post-paid clients fixed month to month costs, the restricted scope of administrations some telecom clients lean toward double SIM or more because to keep separate contact records, for business reason and so on. Jio clients are more contrasted with other telecom clients.

It has been broken down to a large part of respondents will utilize Portable installments for re-energize because it got less time utilization from this examination, powerless sign strength because of longer distance structure towers, more traffic while utilizing the organization, and more significant part of the clients are having a place with Jio industries. A business has the best comprehension of its clients and wants to respond to changing circumstances happening in the market with a rapidly profoundly cutthroat market competition. Significant telecom network suppliers like Jio and Airtel with 5G speculation, advertisements, offers, free calls, unlimited talk times, limitless 5G arrangements, and different plans.

A large part of the clients are expecting quality assistance and call drops or organization misfortune so telecom administrations need to defeat all kinds of issues that ought to keep up with quality in help for customer assistance. Also, the approach of 4G innovation and Jio's entrance-level procedures have expanded client assumptions from specialist co-ops. The new consolidation and securing are the consequence of these plans and have made the opposition significantly fiercer than previously.

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