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Impact of marketing strategies on youths buying behaviour in telecom sector

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Abstract

The cell phone has turned into a need for every single individual all over the world. The telecom sector is changing extremely quick because of the utilization of overhauling innovation, high pace of rivalry on the lookout and business and so on. The opposition in each business is exceptionally high be it administration, assembling or telecom sector. The organizations should attempt to hold their clients by giving them great quality administrations, on the grounds that in the present time client needs item and administrations of better quality which give them fulfillment and an incentive for cash. Consumer loyalty is assuming a vital part in each industry. With the passage of increasingly more versatile specialist organizations it has become extremely challenging for clients to choose which administration or item to utilize. Along these lines, it is exceptionally urgent for each administrator to fulfill their clients and make them steadfast by giving better plans and offers to them.

Keywords: Single, individual, utilization, assembling, consumer loyalty

Introduction

It is a strategy utilized by association to join all marketing objectives in a one far reaching plan. A marketing strategy ought to be attracted by the market. In this way, that most extreme benefit can be accomplished and support future development in light of the fact that marketing strategy is the establishment of marketing.

Marketing strategies used by telecom sector

Sab Kuch Try Karo Sahi Chuno: The ad begins with Airtel young lady asking the general population unquestionably to attempt every one of the organizations and afterward pick the best among them don't pick based on other's maxim. Pick the network which is proper and best for you.

Stronger together: Vodafone is back with a mission including their mascot and this time there is more than one motivation to cheer. The new crusade, conceptualized by Ogilvy Mumbai means to feature Vodafone's network strength and feature the way that the organization has been adding a tower each hour to improve availability for its more than 210 million clients. The new mission #Stronger Together features the responsibility of giving a top notch network insight to our clients. Vodafone has consistently been 'Eager to assist' yet this opportunity it thought of another change of ZooZoo's in another Ninja symbol which says in the advertisement we are "Glad to Help... IN A CLICK"

4 a.m. friends: Telecom fat cat Bharti Airtel accepts that a 4 AM companion is one who can be called at any hour of the day for help. The film includes the character Abhi, who plays a stunt to test which of his companions are "4 AM companions", the sort of companions who will be there for him even in the center of the night.

Reliance Jio launches first 4G ad campaign with Kohli, Kangana & Dhoni: The advertisement starring cricketers Virat Kohli, MS Dhoni & Bollywood actress Kangana Ranaut, which says whosoever buy a smartphone of LYF started by Reliance Jio will get 75 GB 4G data, 4500 minutes and 9000 SMS free with validity of 90 days. This scheme is applicable on handsets ranging from the lowest to highest.

Free incoming on national roaming: BSNL is providing free incoming to its customers when they are in the roaming zone.

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Consumer

An individual who buys goods or services for his own use and not for manufacturing or resale. It is the one who has the right to make choice in addition to purchase the product or not and someone who can be influenced by marketing and advertisements. Consumer can be anybody senior citizen, Teenager, Youth etc. Youth is also part of consumer. So here we are taking youth as consumer.

Importance

It is crucial for every marketer to study consumer behavior which helps them to take better decisions. After knowing the consumer preferences he can easily figure out the likes and dislikes of his potential customer which in response helps them to design the product accordingly.

The study of consumer behaviour is equally important for all those organizations which are running for public welfare but not for profit like charitable trust and agencies.

The Government also studies about the consumer behaviour by looking at the future problems, so that it can supply them with the required goods and services, such as drainage problem, Plastic problem, and traffic problems.

The study of consumer behaviour is also important for legislation. So that they can take the required protective measures and also display the necessary information on packaging of different items like manufacturing date, expiry date etc.

It is very important to know about buying behavior of consumer as well as motive and attitudes behind using any product before the launch of the demarketing programmes. For example, Viz. Cigarettes, Tobacco, etc.

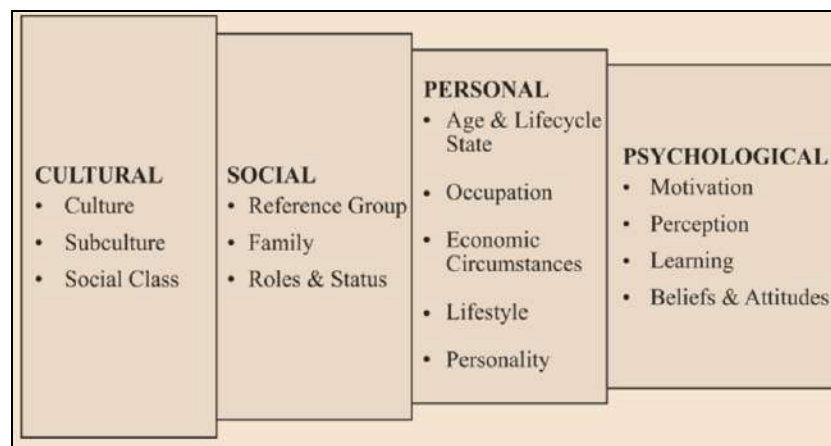


Fig 1.1: Factors Affecting Youth Buying Behaviour

Telecom sector

In today's world telecommunication is the fastest developing sector and it also emerged as an important segment of growth. The usage of a telephone is in diverse activities like social and economic and collecting information and knowledge and it's also used for saving time as well as expenditure. The people owe mobile phones nowadays. It is the easiest way for all to communicate with anybody. With the help of telecommunication a lot of job opportunities have been created. For e.g. a doctor can take lots of information regarding its patient problem and even amazon, snap deal, flipkart all are hiring people for online portals.

Draft of Telecom Policy 2018

The plan of the National Telecom Policy (NTP) 2018 has arrived. The draft discusses about identifying spectrum as a major source of public benefit which helps to attain socio-economic goals of our country by proper availability and utilization of spectrum in the new broadband era.

It suggests to find out and provide with new spectrum bands for use and backfill the segments for on time use and development of 5G networks and also offered harmonized spectrum which is necessary for the usage of next generation technologies.

Review of literature

(Manvinder, Vashali. 2017) The author said that the consumers are now eco-friendly they prefer to purchase the green marketing products which are safe and pollution free for the environment and the society. The company should

come not only with more promotional campaigns of eco-friendly products, but also come with products which are according to consumer lifestyle, attitude and demands and also safe for the environment.

(Sanjay, Arjumand., 2017) The service provider can capture the market by offering concessions and by extensive advertisement in short run, the quality of service provided will only enable a player to serve in highly competitive market in long run.

(Surajit, 2017) The study revealed that marketers should design effective sales promotion campaigns. They should use specific deal for specific product rather than using a single deal across all products. So that the ratio of sales will increase in the future.

(Umamahesh Wari, 2016) ^[4] The study revealed that in this current scenario so many broking agencies are there which are offering many products and services but the main problem come across is unawareness of products among youth. So, Reliance securities should take suitable measures like advertising among youth.

(Amulya, 2015) The author talks about telecom companies should develop new marketing strategies by using innovative skills of their companies to get same portion of customers which they have and also for new customers who want to join the network.

(Divya, 2014) The author said that growth and improvement is needed in both the telecom networks as both of them are lagging behind in providing one or two services. Just like Reliance Company doesn't have its own network it uses the network of BSNL and the service quality provided by the company whereas, TATA tale services should develop some

innovative service with the help of R&D for betterment of the company.

Objective of the study

- To study about the various marketing strategies provided by different service providers in the telecom sector.
- To identify the various factors affecting Youth buying behaviour in telecom sector.
- To compare the marketing strategies and Youth buying behaviour of different telecom service providers.
- To identify the relationship between marketing strategies and buying behaviour of telecom users
- To assess the impact of marketing strategies on Youth buying behaviour in telecom sector.

Research gap

In today's era telecom sector is the most developing and an important segment in everybody's life. It is one of the most important service of nation. It has emerged as an important aspect of economic and social development in an increasingly knowledge intensive global scenario and youth is the key driver in telecom because Youth are one of the highest users of telecom in India and a lot of business derived from youth to these telecom companies.

Research methodology

A systematic investigation process employed to increase or revise current knowledge by discovering new facts. It is divided into two general categories:

- 1) Basic research is inquiry aimed at increasing scientific knowledge.
- 2) Applied research is effort aimed at using basic research for solving problems or developing new processes, products or techniques.

Universe of the study: The universe of the study will be the youth in India.

Sample unit: The sample unit for this study will be Age 15-35 (telecom users).

Area of the study: The private telecom sector companies in India (Bharti Airtel, Reliance Jio, Vodafone).

Research tool: A draft has been formulated. It was then sent for validation check to three management experts and a statistician. The changes have been made with the cooperation of experts. A pilot study was conducted among a small sample of respondents and then the questionnaire was given the final shape.

Data collection: Primary Data: will be collected with the help of structured questionnaire from youth division.

Table 1: Theoretical Framework Research Variables

Marketing Strategies	Youth's buying behaviour
Product	Product Preference
Price of switching	Network Preference
Price of services	Service Expectation
Place	Customer Care Services
Promotional offers	
Promotional Sources	
Promotional Activities	

Conclusion

Telecom sector is the most growing sector this time. It has seen a major growth over past 25 years and the launching of Jio has changed the overall story of the whole Telecom Industry. It is a boom for the telecom sector which let down all other telecom companies with its marketing strategies used in the market like free calling, 50 GB data etc. with these tactics Jio has become the game changer of the whole industry and it forced other companies as well to find out the ways to face the competition and change their marketing strategies and today each and every telecom company is providing plans according to the customer needs and usage. The impact of marketing strategies on youth buying behavior of top 5 telecom companies of India using the main factor as marketing strategy and youth buying behavior. The quest of the research was to find out the relationship between marketing strategy and buying perception and to understand the difference in the perception of for the type of marketing strategies used by the different telecom companies with the comparative analysis.

Telecom companies should focus on providing better quality services for both data and call to its customers which helps in customer retention. The customer care centers should be more effective. So the customers may have the loyalty with their service providers.

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