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Effectiveness of Service Marketing Mix Strategies of BSNL Mobile Telephone Services in Comparison to Airtel Mobile Services in Mysuru

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ABSTRACT: The telecom sector in India is showing huge growth in the recent years in all respects of industrial growth due to government policies with reference to liberalization after 1991. By this policy the government has removed restrictions on entry and exit of foreign players and industrial de-licensing has allowed various foreign and other private players to enter into the telecom market. Marketing strategy plays a very important role in the existence of the telecom service provider. This is a study done to observe the effectiveness of the service marketing mix strategies adopted by BSNL and AIRTEL. The study shows that there is a significant difference in the marketing strategies between the two service providers other than pricing.

KEYWORDS: Telecom industry, marketing strategies

I. INTRODUCTION

The telecommunication sector has set a great record of growth over the last two decades in India. The improvement in economy affected within the early Nineties brought about drastic changes within the overall business state of affairs of India. On the launch of telecommunication firms, the discovery and trade of mobile phones into the Indian market which became extraordinarily standard amongst the Indian mass. The telecom industry has gone through a tremendous growth in the past ten years with the increasing technological development. Telecom industry is aiding in the growth of the local and global competitiveness of Indian companies across the industry. The telecom industry is growing at a greater pace and India is the second largest telecom since 2010. In today's modern era, the medium trade contains a vital role. because the medium trade is taken into account because the backbone of commercial and economic development, medium trade has been aiding delivery of voice and information services at apace increasing speed, therefore the medium trade is been revolutionising human communication. **Services marketing** is a sub-field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast-moving consumer goods (FMCG) and durables) and services marketing. Services marketing typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and includes marketing of services such as telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services and professional services.

Services are (usually) intangible economic activities offered by one party to another. Often time-based, services performed bring about desired results to recipients, objects, or other assets for which purchasers have responsibility. In exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but they do not normally take ownership of any of the physical elements involved.

There has been a long academic debate on what makes services different from goods. The historical perspective in the late-eighteen and early-nineteenth centuries focused on creation and possession of wealth. Classical economists contended that goods were objects of value over which ownership rights could be established and exchanged.

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Ownership implied tangible possession of an object that had been acquired through purchase, barter or gift from the producer or previous owner and was legally identifiable as the property of the current owner.
More recently, scholars have found that services are different than goods and that there are distinct models to understand the marketing of services to customers. In particular, scholars have developed the concept of service-profit-chain to understand how customers and firms interact with each other in service settings.
Adam Smith's famous book, The Wealth of Nations, published in Great Britain in 1776, distinguished between the outputs of what he termed "productive" and "unproductive" labor. The former, he stated, produced goods that could be stored after production and subsequently exchanged for money or other items of value. But unproductive labor, however" honorable,...useful, or... necessary" created services that perished at the time of production and therefore didn't contribute to wealth. Building on this theme, French economist Jean-Baptiste Say argued that production and consumption were inseparable in services, coining the term "immaterial products" to describe them.
A recently proposed alternative view is that services involve a form of rental through which customers can obtain benefits.[4] What customers value and are willing to pay for are desired experiences and solutions. The term, rent, can be used as a general term to describe payment made for use of something or access to skills and expertise, facilities or networks (usually for a defined period of time), instead of buying it outright (which is not even possible in many instances).
There are five broad categories within the non-ownership framework

1. Rented goods services: These services enable customers to obtain the temporary right to use a physical good that they prefer not to own (e.g. boats, costumes)
2. Defined space and place rentals: These services obtain use of a defined portion of a larger space in a building, vehicle or other area which can be an end in its own right (e.g. storage container in a warehouse) or simply a means to an end (e.g. table in a restaurant, seat in an aircraft)
3. Labor and expertise rental: People are hired to perform work that customers either choose not to do for themselves (e.g. cleaning the house) or are unable to do due to the lack of expertise, tools and skills (e.g. car repairs, surgery)
4. Access to shared physical environments: These environments can be indoors or outdoors where customers rent the right to share the use of the environment (e.g. museums, theme parks, gyms, golf courses).Access to and usage of systems and networks: Customers rent the right to participate in a specified network such as

telecommunications, utilities, banking or insurance, with different fees for varying levels of access
In defining service marketing we can modify the definition of American Marketing Association on Marketing by adding the following changes. Services Marketing is an organizational function and a set of process for identifying or creating, communicating, and delivering value to customers and for managing Customer relationship in a way that benefit the organization and stake holders.

Statement of the problem

Due to the most recent development of technology the telecom service providers are facing new challenges and opportunities. Now-a-days human society is generally subjected on the usage of telecommunication particularly mobile that is employed by all classes of individuals. The demand for mobile phones have sky rocked. The liberalization policy of 1991 has open up the Indian telecom market for the private players. This has created a cut throat competition for BSNL in the telecom market. In this context this study has carried out to compare the marketing strategies of BSNL with the leading private player Airtel"

Objective of the study

1. To study the demographic profile of BSNL and AIRTEL users
2. To measure the effectiveness of marketing strategies of BSNL and AIRTEL
3. To identify the areas to be improved for BSNL in comparison to AIRTEL

Scope of the study

In the panorama of telecom services has been changed rapidly during the last few years. Due to the liberalization policy the entry of foreign players and private players in this industry have increased the competition. The competition is such that the service providers have to provide a variety of alternatives to satisfy needs of the customers. Marketing strategy plays a very important role in the existence of the telecom service provider. The scope of the study is limited to study about the marketing strategies adopted by BSNL and AIRTEL in the Mysore market. This will help the BSNL service provider to identify the areas to be improved in comparison with Airtel.

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Methodology

Research Design - The study has employed both descriptive and exploratory research design Sampling design - 200 samples are selected in Mysore district, 100 from BSNL subscribers in Mysore district and 100 from AIRTEL subscribers in Mysore district for the purpose of the study. Here convenient sampling technique is used for the collection of the data. The primary data is collected through the questionnaires from the respondents and these data is used to know the comparison between the telecom services providers by testing hypotheses to the data collected. Secondary data is obtained from past records and files of the organization and also from the financial statement and books, journals, magazines, newspapers and internet

Hypothesis

H1: There was no mean difference in the perception of the marketing strategies of the mobile service provider BSNL among the demographic information's of the customers.

H2: There was no mean difference in the perception of the customers towards marketing strategies between the mobile service providers AIRTEL and BSNL

II. REVIEW OF LITERATURE

One of the most basic concepts in marketing is the marketing mix, defined as the elements an organisation controls that can be used to satisfy or communicate with customers. The traditional marketing mix is composed of the 4Ps: Product, price, place and promotion. The marketing mix is considered one of the core concepts of marketing (Rafiq and Ahmed, 1995; Van Waterschoot, 1999; Ziethaml and Bitner, 2000). However, the 4Ps of the marketing mix have been criticised by a number of services marketing scholars from different perspectives (Booms and Bitner, 1981; Judd, 1987;
Gummesson, 1991; Gronroos, 1996; Gombeski, 1998;O`Malley and Patterson, 1998; Day and Montgomery,1999; Kotler, 1999; Zeithaml and Bitner, 2000; McDonald, 2002).

(Vavra 1992) "A more popular approach with recent application of information technology is to focus on individual or one-to-one relationship with customers that integrate database knowledge with a long-term customer retention and growth strategy".

(Peppers and Rogers, 1993) define relationship marketing as "an integrated effort to identify, maintain, and build up a network with individual consumers and to continuously strengthen the network for the mutual benefit of both sides, through interactive, individualized and value-added contacts over a long period of time".

National Telecom Policy (1999) "projected a target 75 million telephone lines by the year 2005 and 175 million telephone lines by 2010 has been set. Indian telecom sector has already achieved 100 million lines. With over 100 million telephone connections and an annual turnover of Rs. 61,000 crores, our present tele-density is around 9.1%. The growth of Indian telecom network has been over 30% consistently during last 5 years".

According to Wellenius and Stern (2001) "Information is regarded today as a fundamental factor of production, alongside capital and labour. The information economy accounted for one-third to one-half of gross domestic product (GDP) and of employment in Organization for Economic Cooperation and Development (OECD) countries in the 1980s and is expected to reach 60 percent for the European Community in the year 2000. Information also accounts for a substantial proportion of GDP in the newly industrialized economies and the modern sectors of developing countries".

According to Nagasimha kanagal (2006), "Relationships as a focus on marketing aids in the understanding of consumer needs and wants, which is useful to implement profitable exchanges. Relationship marketing helps customising solutions to important customers, more efficiently than otherwise, knowledge and application of relationship marketing helps in achieving customer satisfaction ,customer retention and customer acquisition. Relationship marketing a tool of furthering the customer understanding and interactive processes. Relationship marketing outputs can thus be usefully used, as inputs in product design and development, want identification, improving selling systems, pricing strategies. It is one of the supports to systematic action setting in competitive marketing strategy".

Kalavani (2006) in their study analysed that majority of "the respondents have given favourable opinion towards the services but some problems exist that deserve the attention of the service providers. They need to bridge the gap between the services promised and services offered. The overall customers‟ attitude towards cell phone services is that they are satisfied with the existing services but still they want more services to be provided".

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III. LIMITATION OF THE STUDY

1. Time constraint
2. Respondent's unwillingness to answer the questionnaire was a major limitation
3. The study is geographically limited to Mysore

IV. Analysis and Interpretation

To fulfil the objectives of the study, following hypotheses were constructed and tested subsequently.

Statistical Hypotheses:

H1: There was no mean difference in the perception of the marketing strategies of the mobile service provider BSNL among the demographic information's of the customers.

H2: There was no mean difference in the perception of the customers towards marketing strategies between the mobile service providers AIRTEL and BSNL.

To test above hypotheses, t-test and one-way ANOVA in accordance with the demographic information.

Gender:

To test H1, t-test was used and the computations made were tabulated in table

Table: - 1
Comparison of Mean t-test

	Gender	N	Mean	Std. Deviation	t-value	P-value
PRODUCT	MALE	57	16.95	2.635	1.248	.215
	FEMALE	43	16.26	2.879		
PRICE	MALE	57	13.86	2.310	-.380	.705
	FEMALE	43	14.02	1.871		
PLACE	MALE	57	6.61	1.250	.970	.335
	FEMALE	43	6.37	1.215		
PROMOTION	MALE	57	13.11	2.320	1.062	.291
	FEMALE	43	12.63	2.093		
PEOPLE	MALE	57	12.96	2.493	.948	.345
	FEMALE	43	12.49	2.482		
PROCESS	MALE	57	12.63	2.335	.963	.338
	FEMALE	43	12.19	2.228		
PHYSICAL EVIDENCE	MALE	57	13.74	2.832	.223	.824
	FEMALE	43	13.60	3.064		

From the above table following information were made:

- Since P = 0.215, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Product strategy of BSNL between male and female customers at 5% levels.
- Since P = 0.815, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Price strategy of BSNL between male and female customers at 5% levels.
- Since P = 0.335, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Place strategy of BSNL between male and female customers at 5% levels.
- Since P = 0.291, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Promotion strategy of BSNL between male and female customers at 5% levels.
- Since P = 0.345, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards People strategy of BSNL between male and female customers at 5% levels.
- Since P = 0.338, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Process strategy of BSNL between male and female customers at 5% levels.
- Since P = 0.824, the test was not significant at 5% levels. i.e., there was no mean difference in the perception

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towards Physical Evidence strategy of BSNL between male and female customers at 5% levels.

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Age:
To test H1, One-way ANOVA was used and the computations made were tabulated in table

Table: - 2

ANOVA						
		Sum of Squares	D f	Mean Square	F	Sig.
PRODUCT	Between Groups	17.177	4	4.294	.558	.694
	Within Groups	731.573	95	7.701		
	Total	748.750	99			
PRICE	Between Groups	36.933	4	9.233	2.142	.082
	Within Groups	409.577	95	4.311		
	Total	446.510	99			
PLACE	Between Groups	3.745	4	.936	.604	.661
	Within Groups	147.245	95	1.550		
	Total	150.990	99			
PROMOTION	Between Groups	18.350	4	4.588	.922	.455
	Within Groups	472.650	95	4.975		
	Total	491.000	99			
PEOPLE	Between Groups	9.651	4	2.413	.380	.822
	Within Groups	602.589	95	6.343		
	Total	612.240	99			
PROCESS	Between Groups	13.257	4	3.314	.623	.647
	Within Groups	505.383	95	5.320		
	Total	518.640	99			
PHYSICAL EVIDENCE	Between Groups	25.203	4	6.301	.731	.573
	Within Groups	818.557	95	8.616		
	Total	843.760	99			

From the above table following information were made:

- Since P = 0.694, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Product strategy of BSNL among different age group customers at 5% levels.
- Since P = 0.082, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Price strategy of BSNL among different age group customers at 5% levels.
- Since P = 0.661, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Place strategy of BSNL among different age group customers at 5% levels.
- Since P = 0.455, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Promotion strategy of BSNL among different age group customers at 5% levels.
- Since P = 0.822, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards People strategy of BSNL among different age group customers at 5% levels.
- Since P = 0.647, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Process strategy of BSNL among different age group customers at 5% levels.
- Since P = 0.573, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Physical Evidence strategy of BSNL among different age group customers at 5% levels.

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Educational Qualification:
To test H1, One-way ANOVA was used and the computations made were tabulated in table

Table: - 3

ANOVA						
		Sum of Squares	D f	Mean Square	F	Sig.
PRODUCT	Between Groups	73.127	3	24.376	3.464	.019
	Within Groups	675.623	96	7.038		
	Total	748.750	99			
PRICE	Between Groups	24.831	3	8.277	1.884	.137
	Within Groups	421.679	96	4.392		
	Total	446.510	99			
PLACE	Between Groups	6.468	3	2.156	1.432	.238
	Within Groups	144.522	96	1.505		
	Total	150.990	99			
PROMOTION	Between Groups	40.160	3	13.387	2.850	.041
	Within Groups	450.840	96	4.696		
	Total	491.000	99			
PEOPLE	Between Groups	49.718	3	16.573	2.828	.043
	Within Groups	562.522	96	5.860		
	Total	612.240	99			
PROCESS	Between Groups	22.063	3	7.354	1.422	.241
	Within Groups	496.577	96	5.173		
	Total	518.640	99			
PHYSICAL EVIDENCE	Between Groups	5.388	3	1.796	.206	.892
	Within Groups	838.372	96	8.733		
	Total	843.760	99			

From the above table following information were made:

- Since P = 0.019, the test was significant at 5% levels. i.e., there exists mean difference in the perception towards Product strategy of BSNL among different education qualification customers at 5% levels.
- Since P = 0.137, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Price strategy of BSNL among different education qualification customers at 5% levels.
- Since P = 0.238, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Place strategy of BSNL among different education qualification customers at 5% levels.
- Since P = 0.041, the test was significant at 5% levels. i.e., there exists mean difference in the perception towards Promotion strategy of BSNL among different education qualification customers at 5% levels.
- Since P = 0.043, the test was significant at 5% levels. i.e., there exists mean difference in the perception towards People strategy of BSNL among different education qualification customers at 5% levels.
- Since P = 0.241, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Process strategy of BSNL among different education qualification customers at 5% levels.
- Since P = 0.892, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Physical Evidence strategy of BSNL among different age group customers at 5% levels

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Occupation:
To test H1, One-way ANOVA was used and the computations made were tabulated in table

Table: - 4

ANOVA						
		Sum of Squares	D f	Mean Square	F	Sig.
PRODUCT	Between Groups	60.108	4	15.027	2.073	.090
	Within Groups	688.642	95	7.249		
	Total	748.750	99			
PRICE	Between Groups	2.526	4	.631	.135	.969
	Within Groups	443.984	95	4.674		
	Total	446.510	99			
PLACE	Between Groups	3.004	4	.751	.482	.749
	Within Groups	147.986	95	1.558		
	Total	150.990	99			
PROMOTION	Between Groups	17.374	4	4.343	.871	.484
	Within Groups	473.626	95	4.986		
	Total	491.000	99			
PEOPLE	Between Groups	4.659	4	1.165	.182	.947
	Within Groups	607.581	95	6.396		
	Total	612.240	99			
PROCESS	Between Groups	21.572	4	5.393	1.031	.396
	Within Groups	497.068	95	5.232		
	Total	518.640	99			
PHYSICAL EVIDENCE	Between Groups	19.436	4	4.859	.560	.692
	Within Groups	824.324	95	8.677		
	Total	843.760	99			

From the above table following information were made:

- Since P = 0.090, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Product strategy of BSNL among different occupation customers at 5% levels.
- Since P = 0.969, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Price strategy of BSNL among different occupation customers at 5% levels.
- Since P = 0.749, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Place strategy of BSNL among different occupation customers at 5% levels.
- Since P = 0.484, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Promotion strategy of BSNL among different occupation customers at 5% levels.
- Since P = 0.947, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards People strategy of BSNL among different occupation customers at 5% levels.
- Since P = 0.396, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Process strategy of BSNL among different occupation customers at 5% levels.
- Since P = 0.692, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Physical Evidence strategy of BSNL among different occupation customers at 5% levels.

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Income:
To test H1, One-way ANOVA was used and the computations made were tabulated in table

Table: - 5

ANOVA						
		Sum of Squares	D f	Mean Square	F	Sig.
PRODUCT	Between Groups	19.607	3	6.536	.861	.464
	Within Groups	729.143	96	7.595		
	Total	748.750	99			
PRICE	Between Groups	9.059	3	3.020	.663	.577
	Within Groups	437.451	96	4.557		
	Total	446.510	99			
PLACE	Between Groups	5.051	3	1.684	1.107	.350
	Within Groups	145.939	96	1.520		
	Total	150.990	99			
PROMOTION	Between Groups	17.591	3	5.864	1.189	.318
	Within Groups	473.409	96	4.931		
	Total	491.000	99			
PEOPLE	Between Groups	31.106	3	10.369	1.713	.170
	Within Groups	581.134	96	6.053		
	Total	612.240	99			
PROCESS	Between Groups	36.408	3	12.136	2.416	.071
	Within Groups	482.232	96	5.023		
	Total	518.640	99			
PHYSICAL EVIDENCE	Between Groups	60.211	3	20.070	2.459	.067
	Within Groups	783.549	96	8.162		
	Total	843.760	99			

From the above table following information were made:

- Since P = 0.464, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Product strategy of BSNL among different income customers at 5% levels.
- Since P = 0.577, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Price strategy of BSNL among different income customers at 5% levels.
- Since P = 0.350, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Place strategy of BSNL among different income customers at 5% levels.
- Since P = 0.318, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Promotion strategy of BSNL among different income customers at 5% levels.
- Since P = 0.170, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards People strategy of BSNL among different income customers at 5% levels.
- Since P = 0.071, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Process strategy of BSNL among different income customers at 5% levels.
- Since P = 0.067, the test was not significant at 5% levels. i.e., there was no mean difference in the perception towards Physical Evidence strategy of BSNL among different income customers at 5% levels

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To test H2, t-test was used and the computations were tabulated in table

Table: - 6
Comparison of Mean t-test

	SP	N	Mean	Std. Deviation	t-value	P-value
PRODUCT	AIRTEL	100	20.06	3.048	8.307	.000
	BSNL	100	16.65	2.750		
PRICE	AIRTEL	100	14.04	2.518	.334	.739
	BSNL	100	13.93	2.124		
PLACE	AIRTEL	100	8.27	1.543	8.905	.000
	BSNL	100	6.51	1.235		
PROMOTION	AIRTEL	100	14.55	2.153	5.327	.000
	BSNL	100	12.90	2.227		
PEOPLE	AIRTEL	100	14.10	2.464	3.828	.000
	BSNL	100	12.76	2.487		
PROCESS	AIRTEL	100	13.87	2.612	4.118	.000
	BSNL	100	12.44	2.289		
PHYSICAL EVIDENCE	AIRTEL	100	15.35	2.837	4.102	.000
	BSNL	100	13.68	2.919		

From the above table following information were made:

- Since P = 0.00, the test was significant at 5% levels. i.e., there exists mean difference in the perception of customers towards Product strategy between the service providers AIRTEL and BSNL at 5% levels and in Product strategy, AIRTEL was found to be better service provider than BSNL.
- Since P = 0.739, the test was no significant at 5% levels. i.e., there was no mean difference in the perception of customers towards Price strategy between the service providers AIRTEL and BSNL at 5% levels.
- Since P = 0.00, the test was significant at 5% levels. i.e., there exists mean difference in the perception of customers towards Place strategy between the service providers AIRTEL and BSNL at 5% levels and in Place strategy, AIRTEL was found to be better service provider than BSNL.
- Since P = 0.00, the test was significant at 5% levels. i.e., there exists mean difference in the perception of customers towards Promotion strategy between the service providers AIRTEL and BSNL at 5% levels and in Promotion strategy, AIRTEL was found to be better service provider than BSNL.
- Since P = 0.00, the test was significant at 5% levels. i.e., there exists mean difference in the perception of customers towards People strategy between the service providers AIRTEL and BSNL at 5% levels and in People strategy, AIRTEL was found to be better service provider than BSNL.
- Since P = 0.00, the test was significant at 5% levels. i.e., there exists mean difference in the perception of customers towards Process strategy between the service providers AIRTEL and BSNL at 5% levels and in Process strategy, AIRTEL was found to be better service provider than BSNL.
- Since P = 0.00, the test was significant at 5% levels. i.e., there exists mean difference in the perception of customers towards Physical Evidence strategy between the service providers AIRTEL and BSNL at 5% levels and in Physical Evidence strategy, AIRTEL was found to be better service provider than BSNL.

V. CONCLUSION

The Indian telecom sector experienced major reforms and transformations during last two decades. The Indian consumers have witnessed a different marketing strategy by both domestic and foreign players and it which in turn resulted in the saturation of telecom services. The appropriate marketing strategies become imperative for the existence and prosperity of telecom service provider. The formulation and execution of marketing strategies significantly differ between BSNL and AIRTEL service provider. As per this study there is an ample scope for BSNL services provider for further improves their services marketing mix other than pricing strategy.

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