ABSTRACT

Advertising is a form of communication designed to persuade potential customers to choose product or service over that of a computer. Advertising involves making products or services positively known by that section of the public most likely to purchase them. It should be a planned, consistent activity that keeps the name of business and the benefits of products or services uppermost in the mind of the consumer. The purpose of advertising is to convince customers that the company products are the best. Enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople’s individual messages, draw customers to the business, and to hold existing customers.

India’s mobile telephony subscriber base is growing at a faster rate than any other field in India. The total number of mobile subscribers in India as of July 2009 was 325.7 million By July 2010; the subscriber base had increased to 688.38 million and currently, at the end of February 2011, there are nearly 752 mobile subscribers. This is a leap bound increase in a course of 10 years, when compared to the roughly 5 million subscribers in 2011. It is projected that India will have around 1.159 billion mobile subscribers in 2013. It is predicted that India will surpass China in the total number of mobile subscribers during 2014.

Every day we are bombarded with different advertising messages, whether it is on the radio while we are driving to work, on television during our favourite programs, or in magazines and newspapers. We are handed flyers while walking down the streets and given tastes of products while walking the aisles of the grocery store.

Today people have started using their mobile for more than making voice calls. Handset manufacturers have flooded the market with new handsets offering advanced functions and features in order to attract more customers. The top network infrastructure
companies in India are Nokia Siemens Networks, Ericsson, Alcatel Lucent, Huawei and Cisco. The top telecommunication equipment manufacturers in India are Nokia, Motorola, LG, Samsung, Micromax, and Sony Ericsson. The major telecommunication solution providers in India are IBM Daksh, Wipro, Spanco, Aricent and AEGIS. The top ten major telecommunication service providers in India are Bharti (Airtel), BSNL, Vodafone, Reliance, Idea Cellular, Tata Communication, Tata Teleservices, Aircel, MTNL, and TTML. These service providers’ growths are based on innovative new products.

Vodafone Group private limited company is a British multinational telecommunications company headquarterd in London and with its registered office in Newbury, Berkshire. It is the world’s second largest mobile telecommunications company. Vodafone’s aim is to grow its revenue and improve its profit margin by adding value to its products and services i.e., earning more from each product sold. Vodafone owns and operates network in over 30 countries.

Vodafone gives numerous packages and add-ons to the customers delight. But as per the data acquired it is still third in market place. This study attempts to find out the real reason for this position in spite of its successful ads. The researcher being a marketing major and deeply interested in advertising has taken up this study to find out the means and methods of increasing the market share as well as the life of the product.

This study also aims in finding out what kind of promotional strategy is missing out in Vodafone’s campaign – which promotional strategy is strong and which one is weak for Vodafone. The changing scenario in the market shows that Vodafone too has to change its outlook to reach more number of customers. So the present study focuses on the improvement of sales and market share of Vodafone in Coimbatore city.

A special referring to Vodafone Coimbatore is an untouched area and hence the researcher has attempted to fill this gap in a comprehensive way. The applied research design of the resent study is descriptive research design. Since the study aims at the
evaluation of promotional strategies of Vodafone as per the view of customers and retailers, it is descriptive in nature. Apart from this, the study has its own objectives and the pre-determined methodology to fulfill the objectives. Since, the study also tries to find out the impact of various "value added Services" of mobile phone service providers; it is also diagnostic in nature. Hence the applied research design of the study is descriptive and diagnostic. Retailers of mobile service providers and customers using mobile phone are the respondents of the study. For better assessment, Coimbatore city has been chosen for this study where numbers of retailers are more.

With the proposed research model as the basis of the study, the research takes path first by identifying the key players in the market. It continues with identifying key promotional strategies used by these service providers and the attributes of the promotional strategies are measured by collecting data from consumers as well as retailers of the service providers. Results are analyzed and compared to find out in which area Vodafone lacks. Suitable suggestions are given in order to overcome the shortcomings in the promotional strategies of Vodafone.

Proper care was taken to prepare two different questionnaire to two different group of respondents namely dealers and customers. All 19 stores were included for the study. The population of Coimbatore city during the study was 9, 30,882. For better assessment the sample size was determined by sample size calculator software.

The results showed that TV advertisement stands the best and proper care has to be taken in the other types of promotional methods by Vodafone.