PREFACE

Globalization, liberalization and privatization are the three most spoken words in today’s world. These initiatives paved way for all-round reforms, especially in developing economies, like India. The growth of the telecom sector in India during post-liberalization has been phenomenal. This research aims to throw light on the factors that contributed to growth in the segment and presents an insight on the present status of the industry.

By the end of 2006, the telecommunication industry had experienced continuous growth, as well as rapid progress in policy and technology development, resulting in an increasingly competitive and networked world. The number of telephone subscribers in India increased to 509.03 Million at the end of Sept-09, thereby registering a growth rate of 3.03%. With this, the overall Tele-density in India reaches 43.50. The set target of 500 million telephones by the end of 2010 has been achieved by September 2009. The Marketing Discipline embraces multiple research methodologies and paradigms to examine consumer decision making, judgment and purchase behavior. It explores the influence of broad, macro-level variables like demographics, social class and family socialization processes, as well as the effects of marketing variables such as advertising, branding, and store layout. Marketing Strategy encompasses selecting and analysing of the target market/s and creating and maintaining an appropriate marketing mix that satisfies the target market and the organization. According to our model, marketing mix strategies are influenced by the company’s marketing mix decisions while marketing mix decisions are influenced by the regional market environment, demand and size and cultural differences of the country.