ABSTRACT

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. These countries realized that development of effective and efficient means of communications and information technology is important to push them onto the path of development. 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.

1.1.1 Global Telecom Industry: An Overview

With the awareness spreading around the world on the Information and Communications Technology (ICT), in the later part of the 20th century countries, especially the developing ones, began to realize the importance of an efficient telecommunication network for the development of the economy.

At the dawn of the 21st century, the developing countries started to make full use of the technology revolution taking place around the world, with many countries liberalizing the existing stringent policies and regulations. To improve information and telecommunication technology, 189 countries of the UN met at the Fifty-Fifty General Assembly on September 2000. A millennium declaration was made, according to which the countries reaffirmed their commitment to improve the living conditions of poor and downtrodden in the world by adopting intense poverty programmes. One of the targets of this declaration was adherent to “In co-operation with the private sector make available the benefits of new technologies, especially information and communication”.

METHODOLOGY

This research has selected six telecom service providers --- BSNL, TATA, Reliance, and Airtel, Vodafone, Idea from major cities of Punjab state. It is based on selected sample of Telecom service subscribers, dealers and telecom service providers. This research adopts combination of primary and secondary source of information.

This study is based on primary and secondary data. The main sources of secondary data are published reports of World Telecommunications Development, Department of Telecommunications, Indian Telecom Policy, Year book of Statistics, Journals, Books and various websites of the Service providers. The primary data is collected through the questionnaire and personal Interviews. six major telecom operators are selected. Respondents are selected for administering questionnaire at the touch-points of these selected telecom operators in the selected towns. Besides this, a sample of 30 questionnaires is collected from employees and of 60 from the dealers of selected telecom-operators.

Objectives of study:

7. To study the existing marketing strategies adopted by telecom industries
8. To work out the growing challenges faces by telecom sector
9. To analyses the role of various marketing techniques in telecom sector.
10. To study the customer response on various marketing MIX adopted by telecom sector companies.
11. To study the rapid growth of Indian telecom sector.
12. To suggest managerial implications to Indian Telecom Industry to build effective marketing strategy.

Scope of the study:
Study is year 2005 to 2012 and covers all major cities of Punjab state (as revenue centers). The cities covered are Mohali, Patiala, Jalandhar, Ludhiana, Sangrur.

Sample design:

Sampling Technique The data will be collected on the basis of **Stratified Random Sampling**.

Five service providers from three different cities of each district shall be taken for study i.e. total of 105 from 7 no. companies

Sample Size would be 700 i.e. 100 customers of each company taken under the studies.

Sample Unit It consist of all customer base as subscribers of telecom services of BSNL, Reliance Telecommunication ltd, Tata Teleservices ltd, Bharti Telecom ltd (AIRTÉL), Idea ltd, Vodafone ltd. HFCL (Connect).

Data Collection

1 FINDINGS OF THE STUDY

Growth of Indian Telecom Sector Indian mobile telephony may be called as “the sun-rise industry” of the Indian economy because of outstanding performance on various parameters.

- Rate of growth in mobile subscriber base has been substantially higher than growth in population, indicating a rapid proliferation of telecom services and adoption by non-users/first-time users.

- Teledensity has also gone up which is a reflection of the above discussion.

- From 2002 to 2008, traffic or usage of mobile phones increased, but the increase was not uniform during the period. Till 2003, mobile usage went up gradually but year 2004 onwards saw an era of speedy increase in mobile traffic. It was probably because of the reasons that in initial day of mobile telephony, call rates were high and the number of services offered by cellular operators was limited. However 2003 onwards, because of the slashed prices and add-on-services resulted in sudden increase in traffic.

- Private operators have also shown remarkable growth in a highly competitive environment. The mobile subscriber base has grown by a factor of over a hundred and thirty, from 5 million subscribers in 2001 to over 680 million subscribers as of Sep 2010 (a period of less than 9 years). Private operators have contributed very largely to post 1998 growth primarily in mobile services due to the obvious cost and fast deployment advantages. Competition, foreign direct investment and privatization have following implications for Indian Telecom Industry.

- Lower prices – It has been witnessed across most industries that competition helped in lowering the prices.

- Increased efficiency – In deregulated industries or license based cost plus regime there was no incentive to shed inefficient assets and reduce overheads. The advent of competition forces an industry to eliminate inefficient and unproductive assets.