

# **Project Dissertation Report on**

## **Understanding Integrated Marketing Communications and Comparative Analysis of Marketing Strategies of Jio and Airtel**

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## **CERTIFICATE**

This is to certify that Divyanshi Kohli, student of MBA has successfully completed the project entitled, “Understanding Integrated Marketing Communications and Comparative Analysis of Marketing Strategies of Jio and Airtel” under the guidance of Dr Monika Khemani ma’am, DTU in the academic year 2023-25 in partial fulfillment of end semester examination conducted at the Delhi School of management.

Dr Monika Khemani ma’am

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## **DECLARATION**

I, Divyanshi Kohli, student of MBA 2023-25 of Delhi School of management, Delhi Technological University, hereby declare that Major Research Project on “Understanding Integrated Marketing Communications and Comparative Analysis of Marketing Strategies of Jio and Airtel” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

.....  
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## **EXECUTIVE SUMMARY**

Advertising and other forms of promotion are an integral part of the marketing process in most organizations. A number of factors underlie the move toward IMC by marketers as well as ad agencies and other promotional facilitators. The IMC movement is also being driven by changes in the ways companies market their products and services.

A shifting of marketing expenditures from traditional media advertising to other forms of promotion as well as nontraditional media, the rapid growth of the Internet and social media, a shift in marketplace power from manufacturers to retailers, the growth and development of database marketing, the demand for greater accountability from advertising agencies and other marketing communication firms, and the fragmentation of media markets, as well as changing media consumption patterns, are among the key changes taking place.

Airtel, is an Indian multinational telecommunications services company based in New Delhi. It operates in 18 countries while Jio operates a national LTE network with coverage across all 22 telecom circles.

In this report, we would describe the role of advertising and other promotional elements in marketing. Also, we would compare manufacturing various parameters of marketing strategies, process, technology adopted production policy, advertising, collaboration, export scenario, future prospect for Jio and Airtel companies and government policies.

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## 1. INTRODUCTION

### 1. INTRODUCTION TO THE TOPIC

Advertising and other forms of promotion are an integral part of the marketing process in most organizations. Over the past decade, the amount of money spent on advertising, sales promotion, direct marketing, and other forms of marketing communication has increased tremendously, both in the United States and in foreign markets.

There has been a very large increase in the amount of monies spent on digital advertising done through the Internet as well as various forms of nontraditional media, some of which did not exist at the beginning of the new millennium, such as social media.

To understand the role of advertising and promotion in a marketing program, one must understand the role and function of marketing in an organization. The basic task of marketing is to combine the four controllable elements, known as the marketing mix, into a comprehensive program that facilitates exchange with a target market. The elements of the marketing mix are the product or service, price, place (distribution), and promotion. Promotion is best viewed as the communication function of marketing.

It is accomplished through a promotional mix that includes advertising, personal selling, publicity/public relations, sales promotion, direct marketing, and digital/ Internet marketing. The inherent advantages and disadvantages of each of these promotional-mix elements influence the roles they play in the overall marketing program.

Many companies are taking an audience contact or touch point perspective developing their IMC programs whereby they consider all of the potential ways of reaching their target audience and presenting the company or brand in a favorable manner.

#### 1.1 Background

##### Strength Analysis of Jio

**Strongest strategy for customer acquisition**-Dependence Jio is expected to have the best strategy for customer acquisition to date. The company offered all its customers their services free for 3-6 months. This resulted in millions of consumers using Dependency Jio and has resulted in one of the best strategy to acquire customers in telecom history.

**Huge customer base** – In 170 days of its launch Reliance Jio has reached to a subscriber base of 100 million customers this was a record that no other company has been able to reach. This has also made it the most preferred 4G Internet service provider for Reliance Jio India.

**Technology** – Jio is now using the new 4 G LTE technology and is one of the best technologies for the future in the world. Voice over LTE embraces this, making it flexible and inclusive of 5 G and 6 G technologies which are considered to be the future of wireless communication. Reliance Industries parent company's strong backing: Reliance Industries is a reputable brand that reflects Indian feelings and has high consumer trust. Jio's connexion with Dependency is serving as a core power.

**Brand Management** – The main reason for Reliance Jio's massive customer base is the marketing strategy and brand management techniques Reliance Jio has implemented. The right promotion backed by lucrative offers, and trustworthy brand ambassadors such as ShahRukh Khan and Amitabh Bachchan have helped create consumer connexion.

**Quick and large network:** Reliance Jio is considered to be a stable and efficient network with zero connectivity issues in all 22 telecom circles in India.

### Strength Analysis of Airtel

**Renowned Telecom Company:** With its 19 + years of rich experience in the telecommunications industry, Airtel has traveled far and wide to become the world's third largest overseas telecommunications operator with operations in 18 countries across South Asia and Africa, as well as in the Channel Islands.

**High Brand Equity:** one of the leading telecommunications companies with a high brand warning and a colossal subscriber base.

**Advanced infrastructure:** with the establishment of the Indus Tower & as a result of its alliance with Idea & Vodafone, Airtel's network has been expanded to all parts of the country resulting in national penetration.

**Strategic Alliances:** The company has leading investors, Sony Ericsson, Nokia and Singtel, and the most recent one is Apple. These strategic alliances raise the credibility of the product and the bottom line of the business.

**Technology:** Airtel infrastructure is manufactured and operated by Ericsson, Huawei and Nokia Networks while IT support is provided by Amdocs. The transmission towers are maintained by Bharti subsidiaries and joint venture companies, including Bharti Infratel and Indus Towers in India.

### 1.2 Problem statement

The telecommunications industry in India is highly competitive, with Jio and Airtel emerging as two dominant players. Understanding Integrated Marketing Communications (IMC) is crucial to analyze how these companies create, deliver, and reinforce their brand messages. This project aims to explore the effectiveness of the IMC strategies adopted by Jio and Airtel, and to conduct a comparative analysis of their marketing approaches. By evaluating various communication channels, promotional campaigns, and customer engagement techniques, the study seeks to identify the strengths and weaknesses in their strategies, offering insights into how IMC contributes to market positioning and consumer perception.

### **1.3 OBJECTIVE OF THE STUDY**

The main objective of the study is as follows:-

Describe the role of advertising and other promotional elements in marketing

Discuss the evolution of the integrated marketing communications (IMC) concept.

Explain the increasing value of the IMC perspective in advertising and promotional programs.

Identify the contact points between marketers and their target audiences.

to identify the difference between marketing performance of Airtel and JIO in terms of consumer buying habits, buying criteria, inspiration rate, time period, frequency rate, place, effect of an advertisement and sales promotion.

To identify the difference between market performance of Reliance Jio and Bharti Airtel.

To study the market of Reliance Jio and Bharti Airtel on big scale telecommunication sector.

To compare manufacturing various parameters of marketing strategies, process, technology adopted production policy, advertising, collaboration, export scenario, future prospect for the two companies and government policies.

To study customer buying behavior and factors which influence the purchase decision process.

To know how the company has been successful in encountering the aggressive marketing strategies of competitors.

## 1.4 SCOPE OF STUDY

This study focuses on analyzing the Integrated Marketing Communications (IMC) strategies of two leading telecom providers in India—Jio and Airtel. It covers various components of IMC including advertising, sales promotions, public relations, digital marketing, and direct marketing efforts.

The study aims to understand how these strategies influence customer engagement, brand perception, and market competitiveness. The analysis is limited to the Indian market and considers recent marketing campaigns and communication channels used by both companies. The findings will help in identifying best practices and areas for improvement in telecom marketing, providing valuable insights for marketers, strategists, and industry stakeholders.

### 1. Understanding Integrated Marketing Communications (IMC)

At its core, Integrated Marketing Communications refers to the strategic coordination of various promotional tools—advertising, public relations, direct marketing, social media, sales promotions, and personal selling—to deliver a unified and consistent message across all channels. This study aims to develop a comprehensive understanding of the concept of IMC by exploring its principles, frameworks, and relevance in the contemporary marketing landscape.

The study will examine the key components of IMC, including message consistency, synergy across platforms, customer focus, media planning, and feedback mechanisms. Emphasis will be placed on how IMC has evolved in the digital era and how telecom brands, such as Jio and Airtel, have incorporated digital channels like social media, influencer marketing, content marketing, and programmatic advertising into their communication mix.

### 2. Focus on the Indian Telecom Industry

India's telecom industry is among the fastest-growing sectors globally, characterized by rapid technological advancements, price wars, high consumer churn, and intense competition. The entry of Reliance Jio in 2016 disrupted the market by offering free data and voice calls, compelling incumbents like Airtel to recalibrate their business and marketing strategies. This study is rooted in this context, using Jio and Airtel as case studies to explore how companies leverage IMC to maintain market share, build customer loyalty, and influence brand perception.

The Indian telecom market is diverse and segmented, with urban and rural differences, varied income levels, and regional preferences. The scope of the study includes examining how Jio and Airtel tailor their marketing communication to cater to different customer segments and geographic markets.

## 2. LITERATURE REVIEW

Advertising and other forms of promotion are an integral part of the marketing process in most organizations. A number of factors underlie the move toward IMC by marketers as well as ad agencies and other promotional facilitators. The IMC movement is also being driven by changes in the ways companies market their products and services.

A shifting of marketing expenditures from traditional media advertising to other forms of promotion as well as nontraditional media, the rapid growth of the Internet and social media, a shift in marketplace power from manufacturers to retailers, the growth and development of database marketing, the demand for greater accountability from advertising agencies and other marketing communication firms, and the fragmentation of media markets, as well as changing media consumption patterns, are among the key changes taking place.

In the planning process, the situation analysis requires that the marketing strategy be assumed. The promotional program is developed with this strategy as a guide. One of the key decisions to be made pertains to the target marketing process, which includes identifying, segmenting, targeting, and positioning to target markets.

There are several bases for segmenting the market and various ways to position a product. Once the target marketing process has been completed, marketing program decisions regarding product, price, distribution, and promotions must be made.

All of these must be coordinated to provide an integrated marketing communications perspective, in which the positioning strategy is supported by one voice. Thus all product strategies, pricing strategies, and distribution choices must be made with the objective of contributing to the overall image of the product or brand. Advertising and promotion decisions, in turn, must be integrated with the other marketing-mix decisions to accomplish this goal.

### 1. Introduction to Integrated Marketing Communications (IMC)

Integrated Marketing Communications (IMC) has emerged as a central concept in marketing strategy, especially with the proliferation of communication channels and the growing complexity of the consumer journey. Schultz, Tannenbaum, and Lauterborn (1993), who are widely credited with formalizing the concept of IMC, described it as a “process for managing the customer relationships that drive brand value.” IMC seeks to coordinate and integrate all communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other stakeholders.

The essence of IMC lies in **message consistency** across various platforms, synergy among tools, and a **customer-centric approach**. The academic discourse has continuously evolved, emphasizing not just the coordination of communication channels but also the strategic alignment of messaging with organizational goals and customer needs (Kliatchko, 2008; Madhavaram et al., 2005).

The adoption of IMC has been further propelled by technological advancements and the rise of **digital media**, making it crucial for brands to maintain consistency across online and offline touchpoints. IMC has therefore shifted from being a tactical tool to a strategic necessity.

### 2. Theoretical Frameworks in IMC

Several theoretical models have been proposed to understand and apply IMC. The most notable ones include:

**The 4Cs Model (Customer, Cost, Convenience, Communication):** Lauterborn (1990) reinterpreted the traditional marketing mix (4Ps) to reflect a more customer-centric approach, which is integral to IMC.

**Hierarchy of Effects Model:** Lavidge and Steiner (1961) proposed a model to show how advertising works in steps from awareness to purchase. This model is often referenced in IMC literature.

**AIDA Model (Attention, Interest, Desire, Action):** A foundational theory for message structuring in advertising and promotions.

Kliatchko (2008) proposed a **four-pillar framework** for IMC, which includes content, channels, stakeholders, and results. Each component helps organizations define the scope of their integrated efforts, ensuring that every piece of communication supports a unified strategy.

### 3. Evolution of IMC in the Digital Era

The rise of **digital marketing, social media, content platforms, and mobile applications** has significantly reshaped the implementation of IMC. Kitchen and Burgmann (2010) argue that IMC has moved from a linear model (print, radio, TV) to an interactive and dialogic model where consumers are no longer passive recipients but active participants in the brand communication process.

Recent studies (Mulhern, 2009; Belch & Belch, 2018) have emphasized the importance of **data-driven communication**, personalization, and real-time customer engagement, particularly in service industries like telecom. The digital transformation has expanded the scope of IMC beyond mere message consistency to include customer experience management, brand storytelling, and community engagement.

### 4. IMC in the Telecom Industry

The telecom sector is uniquely positioned in terms of its marketing needs. Given the intangible nature of services and the high level of customer interaction, **customer relationship management (CRM)** and **brand communication** are pivotal.

Studies such as those by Aaker (1996) and Keller (2001) have shown that strong branding in service industries is critical for trust, loyalty, and perceived value. For telecom operators, whose services are largely indistinguishable in terms of features (data, voice, speed), **differentiation is largely achieved through marketing communication**.

Melewar and Karaosmanoglu (2006) found that consistent brand messages, particularly in fast-paced markets like telecom, lead to higher brand equity. The challenge in telecom marketing lies in integrating messages across multiple channels—SMS, email, TV, print, apps, digital ads, and in-store promotions—while maintaining a cohesive brand voice.

### 5. Case Studies and IMC Applications in Telecom

Several empirical studies have examined the application of IMC in telecom. In a comparative study of Vodafone and Airtel in India, Rajasekar and Raheem (2014) found that both brands used similar promotional channels but differed in their positioning and customer engagement strategies. Vodafone was known for emotional advertising (e.g., the Zoozoos), while Airtel focused on aspirational messaging and network reliability.

Reliance Jio's entry into the market in 2016 marked a turning point. Jio disrupted traditional marketing strategies by leveraging **freemium pricing**, aggressive digital campaigns, and high-decibel media coverage. Its IMC strategy combined **mass media, influencer endorsements, retail-level branding, and app-based notifications** to create a unified brand experience.

### 6. Marketing Strategies of Jio

Jio's marketing strategy is often considered a **textbook example of disruptive innovation** and integrated communication. From its launch, Jio employed a **multi-channel communication approach** to generate buzz, drive awareness, and rapidly gain market share.

Key elements of Jio's IMC strategy include:

**Mass media advertising:** High-frequency TV and print ads positioned Jio as a futuristic, digital-first brand.

**Social media marketing:** Jio's digital campaigns targeted tech-savvy youth and early adopters, often tying into trends and hashtags.

**Content bundling:** The MyJio app integrated access to JioCinema, JioTV, and JioSaavn, reinforcing brand stickiness.

**Celebrity endorsements:** Collaborations with Bollywood and sports personalities enhanced reach and credibility.

**Retail and grassroots marketing:** Jio-branded stores and presence in local Kirana outlets enabled deep market penetration.

Studies (Verma & Dahiya, 2017) found that Jio's success stemmed not just from its pricing strategy but also from its ability to build a strong brand narrative of "Digital India" and "Unlimited Freedom," creating emotional resonance with consumers.

## 7. Marketing Strategies of Airtel

Airtel, India's oldest private telecom operator, has consistently emphasized premium branding, network superiority, and emotional engagement.

Key components of Airtel's IMC include:

**Emotive storytelling in advertising:** Campaigns like "Har Ek Friend Zaroori Hota Hai" and "Open Network" highlighted inclusivity and transparency.

**Cross-platform consistency:** Airtel maintains a consistent brand tone across print, TV, digital, and mobile platforms.

**Digital focus:** The Airtel Thanks app centralizes rewards, offers, entertainment, and payments, enhancing user engagement.

**Customer-centric communication:** Use of personalized SMS, emails, and in-app messages to communicate offers and build loyalty.

**CSR and sponsorships:** Airtel has used social initiatives and sponsorships (e.g., sports leagues) to boost brand perception.

Airtel's IMC strategy is rooted in trust-building and personalization, responding to the disruptive threat posed by Jio by repositioning itself as a transparent and user-first brand (Saxena, 2018).

## 8. Comparative Studies on Telecom Marketing in India

Comparative analyses (Kumar & Kumar, 2018; Bhatia & Kaur, 2019) have highlighted several contrasts between Jio and Airtel:

Aspect	Jio	Airtel
Brand Image	Disruptive, tech-savvy, youth-focused	Reliable, premium, established
Advertising Style	High-impact, bold, mass-market appeal	Emotional, aspirational, storytelling
Channel Mix	Heavy digital integration, app-centric	Balanced mix of traditional and digital
Customer Engagement	Rewards, gamification, free services	Loyalty programs, personalized communication

Aspect	Jio	Airtel
Launch Campaigns	Nationwide blitz with data-centric messaging	Region-specific, voice/data differentiation

The research shows that while Jio adopts an aggressive, volume-driven approach, Airtel focuses on long-term brand equity and customer experience.

## 9. Role of Digital Media and Apps

The rise of **apps as a communication tool** has added a new dimension to IMC in telecom. Both Jio and Airtel use their proprietary apps—MyJio and Airtel Thanks—not just for customer service but also as platforms for advertising, cross-selling, entertainment, and engagement.

A study by Bhargava (2020) emphasizes the growing importance of **owned media**—apps, websites, and social channels—in delivering personalized and contextual communication. Push notifications, in-app banners, and usage-based recommendations are now key tools in the IMC arsenal.

## 10. Consumer Perceptions and Brand Loyalty

Brand perception is a crucial output of IMC efforts. Jio's rapid rise to market dominance was met with skepticism around service quality but was later balanced by heavy investments in customer experience. Airtel, on the other hand, has enjoyed consistent brand trust, as evidenced by its NPS scores and customer retention metrics.

Research by Sheth and Sharma (2017) revealed that consumers are more loyal to telecom brands that engage in two-way communication, resolve queries proactively, and maintain transparency in pricing—areas where IMC plays a critical role.

## 11. Challenges in Implementing IMC in Telecom

Despite its advantages, implementing IMC in telecom is not without challenges:

**Channel Overlap:** With multiple teams handling advertising, CRM, PR, and digital, message inconsistency is a risk.

**Data Silos:** Lack of integrated CRM platforms can hinder real-time personalization.

**Rapid Market Changes:** Constant tariff changes and regulatory shifts require agile communication strategies.

**Over-communication:** Excessive notifications can lead to message fatigue and customer churn.

## 12. Conclusion of Literature Review

The literature highlights that IMC is both a **philosophy and a practice** that enables brands to communicate more effectively in cluttered markets. In the context of the Indian telecom industry, IMC has been crucial for both Jio and Airtel in building brand equity, driving customer acquisition, and sustaining loyalty.

While Jio has succeeded by combining disruptive pricing with high-decibel communication, Airtel has leaned on its legacy and relationship marketing. Both companies offer valuable lessons in how IMC can be customized to fit different brand identities and market positions.

Future studies may benefit from deeper empirical research, especially using **primary data on consumer responses**, to further validate the effectiveness of these strategies in building long-term brand equity.

### 3. RESEARCH METHODOLOGY

#### 1. Introduction

The research methodology is a vital part of any academic or professional research project. It outlines the procedures and methods used to collect and analyze data, ensuring the study's findings are valid, reliable, and applicable. In this project, the research methodology seeks to systematically explore how Reliance Jio and Bharti Airtel employ Integrated Marketing Communications (IMC) strategies, how these strategies differ, and what impact they have on brand positioning and customer perception.

This section is divided into key components: research design, objectives, hypotheses, data collection methods, sample design, data analysis techniques, ethical considerations, limitations, and justification of methodological choices.

#### 2. Research Design

The study adopts a **descriptive and comparative research design**, as it aims to describe the IMC strategies of two companies (Jio and Airtel) and compare them across various dimensions. The use of both **qualitative and quantitative methods** aligns this project with a **mixed-methods research approach**, ensuring depth and breadth in data interpretation.

##### *Descriptive Design*

The descriptive aspect involves detailing existing marketing strategies, campaign formats, media usage, and message content used by Jio and Airtel across traditional and digital platforms.

##### *Comparative Design*

The comparative component assesses differences and similarities in IMC approaches, using parameters such as frequency of campaigns, communication consistency, media mix, personalization, engagement metrics, and customer responses.

#### 3. Research Objectives

The study is guided by the following objectives:

1. To understand the concept and framework of Integrated Marketing Communications (IMC).
2. To analyze the IMC tools and strategies used by Jio and Airtel.
3. To compare and contrast the effectiveness of IMC strategies used by both brands.
4. To evaluate the role of digital media and emerging platforms in telecom marketing.
5. To assess customer perception and response to marketing communication.
6. To provide recommendations for optimizing IMC strategies in the telecom sector.

#### 4. Hypotheses of the Study

Based on the research objectives, the following hypotheses are proposed:

- **H1:** There is a significant difference between the IMC strategies adopted by Jio and Airtel.
- **H2:** Jio's integrated marketing communications are more effective in terms of digital engagement than Airtel's.
- **H3:** Airtel's communication strategies are perceived as more consistent and brand-oriented compared to Jio.
- **H4:** The choice of communication channels influences customer perception and brand loyalty in the telecom industry.

#### 5. Nature and Source of Data

##### *Primary Data*

Primary data is collected directly from **respondents** through **structured questionnaires** and **interviews**. It provides firsthand insights into customer opinions, preferences, and perceptions of the marketing communication strategies of Jio and Airtel.

##### *Secondary Data*

Secondary data includes:

- Company websites
- Annual reports
- Advertising content
- Published academic articles
- News media reports
- Market research publications (e.g., TRAI reports, Nielsen, Statista)
- Social media content analysis This data helps understand historical and contextual information regarding both companies' IMC approaches.

#### 6. Data Collection Methods

##### *Quantitative Methods*

###### 1. **Surveys/Questionnaires**

A structured questionnaire is distributed to users of Jio and Airtel across India. The questions are a mix of:

- **Close-ended Likert scale items** (1–Strongly Disagree to 5–Strongly Agree)
- **Multiple-choice questions** about media consumption and brand recall
- **Ranking exercises** to assess customer priorities

Key variables measured include:

- Advertisement recall
- Brand trust
- Message clarity
- Frequency of communication

- Customer satisfaction

## 2. Social Media Analytics

Quantitative metrics such as likes, shares, comments, engagement rate, and follower count are used to compare digital performance on platforms like Instagram, Facebook, Twitter, and YouTube.

### *Qualitative Methods*

#### 1. In-depth Interviews

Semi-structured interviews are conducted with:

- Telecom customers
- Marketing professionals
- Brand consultants These interviews provide contextual insights into customer engagement strategies and brand positioning.

#### 2. Content Analysis

Marketing campaigns from Jio and Airtel are studied to:

- Decode key messages
- Analyze emotional appeals
- Assess consistency in tone and style This includes a review of video ads, website banners, promotional emails, and app notifications.

## 7. Sampling Design

### *Target Population*

- Customers using Jio or Airtel services
- Age group: 18–60
- Urban and semi-urban areas across India
- Individuals who are regular media consumers (TV, social media, print, digital apps)

### *Sampling Technique*

A combination of **stratified random sampling** and **purposive sampling** is used:

- **Stratified sampling** ensures diverse representation based on age, gender, and region.
- **Purposive sampling** is applied for expert interviews to select professionals with domain knowledge.

### *Sample Size*

- **Survey respondents:** 400 (200 Jio users, 200 Airtel users)
- **In-depth interviews:** 10 (5 marketing experts, 5 telecom users) This sample size provides a robust base for both descriptive and inferential statistical analysis.

## 8. Research Instrument Design

### *Questionnaire Design*

The questionnaire is designed with clear, simple language and pre-tested on a pilot group of 20 respondents. It includes:

- **Demographic section**
- **IMC-related questions** (e.g., channel recall, satisfaction, emotional appeal, message relevance)
- **Perception-based questions** aligned with IMC dimensions such as:
  - Clarity of message
  - Media mix effectiveness
  - Frequency of campaigns
  - Trust and loyalty
  - Response to CSR communication

Reliability and validity of the instrument are assessed using:

- **Cronbach's Alpha** for internal consistency
- **Expert validation** for content reliability

## 9. Tools and Techniques for Data Analysis

The following tools and techniques are used:

### *Quantitative Analysis*

- **Descriptive Statistics:** Mean, standard deviation, frequency distributions
- **Inferential Statistics:**
  - **T-tests** to assess differences in perception between Jio and Airtel users
  - **Chi-square tests** to analyze categorical data (e.g., campaign recall by age group)
  - **Correlation analysis** to explore relationships between media engagement and brand loyalty
  - **Regression analysis** to assess the predictive impact of marketing elements on consumer satisfaction

### *Qualitative Analysis*

- **Thematic analysis:** Coding interview transcripts to identify themes such as trust, innovation, emotional appeal, etc.
- **SWOT analysis:** Strategic evaluation of the strengths, weaknesses, opportunities, and threats in each brand's IMC strategy
- **Sentiment analysis:** Manual or tool-assisted sentiment evaluation of social media comments on brand campaigns

## 10. Ethical Considerations

The research follows ethical standards as per academic guidelines:

- **Informed consent:** All participants are informed about the purpose and scope of the study.
- **Voluntary participation:** No respondent is coerced or pressured into participation.
- **Anonymity:** Names and identifying details of respondents are kept confidential.
- **Data protection:** Data is stored securely and used solely for research purposes.
- **Non-bias:** The researcher maintains objectivity and avoids favoring any brand.

## 11. Limitations of the Methodology

While the methodology is designed to be comprehensive, certain limitations exist:

- **Response Bias:** Survey respondents may provide socially desirable answers, especially regarding brand loyalty.
- **Limited Primary Access:** In-depth access to marketing departments of Jio and Airtel is limited due to confidentiality.
- **Dynamic Industry:** The telecom industry is evolving rapidly; some findings may become outdated quickly.
- **Geographical Limitations:** The study focuses primarily on urban and semi-urban regions and may not reflect rural communication preferences fully.
- **Time Constraints:** The study is conducted over a limited timeframe, which may restrict the longitudinal analysis of campaign effectiveness.

## 12. Justification for Methodological Choices

- **Mixed-Methods Approach:** By combining quantitative and qualitative research, this study captures both the breadth (through surveys) and depth (through interviews) of insights.
- **Stratified Sampling:** Ensures that various customer segments are proportionately represented, increasing generalizability.
- **Case Study Focus:** Limiting the scope to Jio and Airtel allows for an in-depth comparative analysis rather than a superficial overview of many brands.
- **Use of Secondary Data:** Marketing is a public-facing discipline, and the use of campaign data, social media analytics, and reports is both relevant and insightful.

## 13. Timeline of the Research

Activity	Duration
Literature review	2 weeks
Questionnaire development	1 week
Pilot testing and revision	1 week
Data collection (survey + interviews)	3 weeks
Data analysis	2 weeks
Drafting results and discussion	2 weeks
Final report writing	1 week
Review and submission	1 week

## 4. ANALYSIS, DISCUSSION AND RECOMMENDATION

### 4.1 INTRODUCTION TO THE CASE

Reliance Jio Infocomm Limited, working together as Jio, is an Indian broadcast communications organization and an auxiliary of Jio Platforms, settled in Mumbai, Maharashtra, India. The company has built a strong brand image with its effective service and marketing strategies.

Reliance Jio is one of India's biggest organization suppliers whose advertising and business techniques surprised the world. It altogether affects India's computerized biological system. Begun working in the year 2016 as a media transmission supplier, it acquired more than 50 million supporters in precisely 83 days of dispatch. Zeroed in on furnishing India with the capacity of the computerized unrest – to join everybody by giving the greatest of availability at the most reasonable cost.



Fig1.1 Jio

#### History

The company Infotel Broadband Services Limited (IBSL) was registered in Ambawadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a 95% stake in IBSL for 4,800 crore (equivalent to 91 billion or US\$1.1 billion in 2020). In July 2015, a PIL filed in the Supreme Court challenged the grant of a pan-India license to Jio by the Government of India. The Indian Department of Telecommunications (DoT) explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. The 4G services were launched internally on 27 December 2015 and commercially launched on

5 September 2016.

Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch. On 5 October 2022, it has launched 5G services to Delhi, Mumbai, Kolkata and Chennai. Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur

#### Products and Services

##### Mobile broadband

Jio launched its 4G broadband services in September 2016 and was slated to release in December 2015. It offers data and voice services, as well as peripheral services like instant messaging and streaming movies and music. On 5 October 2022, it launched 5G services to Delhi, Mumbai, Kolkata, Chennai, Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur.

##### JioFiber

Jio began testing a new triple play fiber to the home service known as Jio GigaFiber in August 2018. In August 2019, it was announced that the service would officially launch on 5 September 2019. Jio also announced plans to offer streaming of films still in theatres to eligible JioFiber subscribers. In 2015, the company had a network of more than 250,000 km (160,000 mi) of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services.

##### JioBusiness

The company has launched connectivity solutions for businesses bundled with services from Jio Platforms, Reliance Retail and Office 365 in March 2021.

##### Jio Branded Devices

LYF is an Indian brand of smartphones, laptops, and consumer electronics developed by Jio. It manufactures 4G-enabled VoLTE smartphones and is a subsidiary of Jio, the telecommunication arm of Reliance Industries. It was the fifth largest smartphone player and second largest LTE phone supplier in India in 2016.

## Jio Apps

JioPages – a web browser for Android devices  
JioChat – instant messaging app  
JioCinema – online HD video library  
JioCloud – cloud-based backup tool  
JioHealth – health services app  
JioNews – e-reader for news  
JioMeet – video-conferencing platform  
JioMoney – online payments/wallet app  
JioSaavn – for online and offline music streaming in English and Indian languages  
JioSecurity – security app  
JioTV – TV Channels streaming service  
JioVoice – VoLTE phone simulator  
MyJio – manage Jio account and digital services associated with it  
JioMart - Online shopping app

## SWOT Analysis of Jio

### 1. Strengths of Jio

Strengths are characterized as what every business is best in its array of tasks, giving it an advantage over its rivals. They are inner qualities and assets that help an organization get effective results and can be utilized for the upper hand.

- Most grounded Customer Acquisition technique – Reliance Jio presumably has the best client obtaining procedure to date. The brand offered their organizations in vain for 3-6 months to all of their customers. This achieved countless customers using Reliance Jio and achieved one of the most astounding customers acquiring methodologies all through the whole presence of telecom.
- Solid Parent Organization – Jio is an auxiliary of Reliance Industries Limited which is high on its fund and can go about as a reinforcement for imaginative future endeavors. Dependence is a famous brand with a skillet Indian presence and has high trust among clients.
- Innovative Technology-Jio right now utilizes the most recent 4G LTE innovation which is one of the world's best advances for what's to come. This is upheld by Voice over LTE which makes it versatile and steady of 5G and 6 G advancements which are relied upon to be the future in remote correspondence.



Fig1.2 JioPhone Next

- Strong Customer Base- Jio gloats of an astounding 100 million endorsers in the initial 170 days of its dispatch, a record which no other supplier has had the option to enlist. This has in like way made Reliance Jio India's most noteworthy Internet Service Provider.
- Market Share- First mover advantage in making information cost more reasonable. Constrained different administrators to cut charges by winning a tremendous market share.

## 2. Weaknesses of Jio

- Weaknesses are inner qualities and assets that neutralize a fruitful result. It is utilized to allude to regions where the business of the association needs improvement.
- Late Entry –Reliance Jio has made a late introduction to the market which previously had set up players like Airtel and Vodafone who had involved a spot in the personalities of the client. It is trying to build a portion of the overall industry fundamentally since the contenders are solid MNC's, the place where the money wouldn't be an obstruction to keep Jio in check.
- Activation Issues- Reliance Jio confronted various incubation issues attributable to not having the option to contain the colossal volumes of clients it had acquired. Such were delays in SIM Card actuation during the period that followed its dispatch.
- High Reliance on Data– Reliance Jio is profoundly subject to information charges since call charges are free.

## 3. Opportunities of Jio

Opportunities are delegated outer components that the substance can gain by or use for its potential benefit to accomplish its objectives. These emerge when an association can exploit conditions in its current circumstance to design and execute methodologies that empower it to turn out to be more productive.

- Future Driven Technology –Reliance Jio utilizes VoLTE 4G organization which is versatile to oblige 5G and 6G advancements. This offers various roads to Jio or future extension of transmission capacity.
- Apps- Reliance Jio has VoLTE which has a lot of scope in terms of bandwidth. Thus they can offer apps to customers which are chargeable or even free initially and pay peruse later.
- Competitive Pricing Strategies– Reliance Jio values being a minimal expense Internet specialist co-op and versatile administrator. This can be used as positioning to target more markets and grow their market share since most of their competitors cannot afford their prices.
- Expansion – Currently Reliance Jio is functional just in India. There is, nonetheless, a ton of degree for development to unfamiliar nations essentially in the adjoining areas.
- Data for Billion People– The core opportunity is data and speed of data. Millennials are hugely involved in various platforms. The government push for digitization is making data a necessity rather than a privilege.

#### 4. Threats of Jio

- Threats emerge when conditions in an outside climate risk the unwavering quality and benefit of the association's business. These outside variables could seriously influence the achievement of the undertaking.
- Risk of Loss of Customers- Customers lean toward Jio fundamentally in light of the low costs that they offer. At a phase when the organization expands its value, there might be a deficiency of clients. Client devotion is a test.
- Removal of Fee Services- Jio currently is associated with a lot of freebies. Once these are eliminated there might be a drop in deals for the organization.
- The Loyal Customer Base of Existing Players- The current contenders have a solid presence on the lookout. A late contestant like Jio will have a test in persuading faithful clients of different administrators since individuals are inclined toward more steady and dependable administrators.
- Criticism and Negative Image –Reliance Jio has been involved in a ton of discussions from the time it was begun. These have achieved a negative brand picture for the association.

#### Marketing mix

##### **Price**

The pricing strategies adopted by Jio are most attractive. They have priced their various products to satisfy individual but have also dominated the current telecom market. Their premium 4G services offered at affordable prices are causing rivals to modify their pricing strategies. Reliance Jio Infocomm Ltd has come up with their latest tariff revision. The company is offering an unlimited voice plan to its feature phone users, with 1GB of data being provided, at just Rs49 for a 28-day billing cycle. Earlier it had unveiled a similar plan for smart phone users, with 2GB of data usage, at Rs986 . These prices are their latest. PROMOTION Reliance Jio has been a bit aggressive with their marketing strategy, in order to create positive brand awareness. They have launched ad campaigns on television, radio, newspapers, magazines, and billboards and social media platforms including Instagram, Facebook, Instagram, Twitter and YouTube. Reliance Jio has used the importance of star power and has roped in several celebrities to act in its commercials and become associated with its brand.

##### **Product**

They offer telecomm products, high speed internet and exclusive services.

## **Place**

Through their wide spread distribution channels, Jio products and other digital products are sold at the various Jio stores located across 700 cities in India. Within a short span of time Reliance Jio stores have become India's largest chain. This chain of stores is increasingly becoming a platform for distribution for a large number of national and international brands.

## **Strategy**

Reliance Jio has gained a significant amount of user base. Reliance Jio acknowledged the universal truth and a new industry norm through their strategy that consumers in telecommunication industry either pay for calls and chat messages or for data; but not for both. Hence they charged 1/10th of the industry's telecommunication charges and their policy of 'absolutely free.'

Reliance Jio is all set to lay down a pathway for themselves in the e.marketarena too. The team is working at creating an operational model through which consumers will be able to buy at the corner stores popularly called as 'kirana' using digital coupons via Jiomoney. Jio also has tieups with wallets like Freecharge, Mobikwik, and Paytm to offer cashback to JioPrime users on recharge. After changing the face of telecommunications in India, Jio now sets sight on grand entry in e-commerce. In e-commerce the biggest threat to Amazon and Flipkart would be Reliance retail, as Reliance Jio has spread throughout India and connections to smaller retailers can be built through Reliance Jio. Jio net WiFi, was the product released prior to the launch of 4G data. Reliance had started free WiFi hotspots services in a few cities in India.

## **Market segmentation**

Reliance Jio has concentrated upon both lower end consumers as well as high end consumers, this gets reflected in their products and services too. The rural consumers also have a major part among Jio's targeted

## **COMPANY PROFILE OF AIRTEL**

Bharti Airtel, commonly known as Airtel, is a telecom giant and second-largest in India in terms of the number of subscribers. Founded on 7th July 1995 by Sunil Mittal, Airtel is the first Indian telecom provider to be honoured with Gold Certification by Cisco. Today airtel is not only restricted to mobile services but also includes Airtel Payments Bank, Airtel Thanks App, Wynk Music, and a wide range of other services.

By being a successful company over the years in a sector that faces numerous challenges like limited spectrum availability, tariff war the company has set a benchmark with marketing being one of the reasons for its growth. However, the rapid growth of Reliance Jio over the last 4 years is a growing concern for the company. Reliance Jio is giving a cut-throat competition while the race to roll out 5G in India gets intense between the telecom companies. With “ Hunger to win customers for life” as its mission, airtel thrives to be on the top in the leadership board.

### **Products and Services**

#### **Broadband**

Airtel provides broadband internet access through DSL, internet leased lines and MPLS (multiprotocol label switching) solutions], as well as IPTV and fixed line telephone services. Until 18 September 2004, Bharti provided fixed line telephony and broadband services under the Touchtel brand. Bharti now provides all telecom services including fixed line services under the common brand Airtel. As of June 2019, Airtel provides Telemedia services; in 99 cities. As on 30 June 2019, Airtel had 2.342 million broadband subscribers

Airtel Broadband provides broadband and IPTV services. Airtel provides both capped as well as unlimited download plans. However, Airtel's unlimited plans are subject to free usage policy (FUP), which reduces speed after the customer crosses a certain data usage limit. In most of the plans, Airtel provides only 64KByte/second beyond FUP which is equal to other competitors' tariffs. The maximum speed available for home users under the new V-Fiber program is up to 300Mbit/s and with DSL is 16Mbit/s.

In May 2012, Airtel Broadband and some other Indian ISPs temporarily blocked file sharing websites such as vimeo.com, megavideo.com, and thepiratebay.se, without giving any legal information to customers.

In June 2011, The Economic Times reported that the Telemedia business was merged with Mobile and DTH businesses

#### **Digital television**

The digital television business provides Direct-to-Home (DTH) TV services across India under the brand name Airtel digital TV. It started services on 9 October 2008 and had about 16.027 million customers at the end of June 2019

#### **Banking**

Airtel Payments Bank was launched in January 2017.

#### **Business**

Airtel Business consists largely of six products: cloud and managed services, digital signage, NLD/ILD connectivity (VSAT / MPLS / IPLC and Ethernet products), Wi-Fi dongles, voice

solutions (like toll-free numbers, TracMate, and automated media reading) and conferencing solutions (VoIP, audio, video, and web conferencing), serving industry verticals like BFSI, IT/ITeS, manufacturing, hospitality and government.

Airtel Business, the B2B arm of Bharti Airtel, has rolled out a first of its kind dedicated digital platform to serve the growing connectivity, communication and collaboration requirements of emerging businesses, including SMEs and startups. The digital platform will offer solutions to emerging enterprises to enable ease of business and faster time to market.

### **Android-based tablet**

Beetel Teletech Ltd., a unit of Bharti Enterprises Ltd., on 18 August 2011, launched a ₹9,999 (US\$130) 7-inch tablet in India based on Google Inc.'s Android operating system. The offering is intended to capitalise on the expected demand for cheap computing devices in the world's fastest-growing and second-largest mobile phone market.

### **SWOT Analysis**

Strengths in the SWOT analysis of Airtel:

**Renowned Telecom Company:** With its 19 + years of rich experience in the telecommunications industry, Airtel has traveled far and wide to become the world's third largest overseas telecommunications operator with operations in 18 countries across South Asia and Africa, as well as in the Channel Islands.

**High Brand Equity:** one of the leading telecommunications companies with a high brand warning and a colossal subscriber base.

Advanced infrastructure: with the establishment of the Indus Tower & as a result of its alliance with Idea & Vodafone, Airtel's network has been expanded to all parts of the country resulting in national penetration

**Strategic Alliances:** The company has leading investors, Sony Ericsson, Nokia and Singtel, and the most recent one is Apple. These strategic alliances raise the credibility of the product and the bottom line of the business.

**Technology:** Airtel infrastructure is manufactured and operated by Ericsson, Huawei and Nokia Networks while IT support is provided by Amdocs. The transmission towers are maintained by Bharti subsidiaries and joint venture companies, including Bharti Infratel and Indus Towers in India.

**Flag bearer of the telecommunications industry:** With its number 1 spot due to its excellent services in developing economies, Airtel has interconnected people's lives in a highly efficient manner. As a result, where Vodafone is an international entrant, Airtel is the nation's leading player in India and the torchbearer of the telecommunications industry in India.

### **Weaknesses in the SWOT analysis of Airtel:**

**Outsourced operations:** Outsourcing operations have helped Airtel minimize its costs. On the other hand, however, they run the risk of being dependent on certain other companies which may have an effect on their operations.

**Venture into African operations:** Although it's been many years since Airtel purchased Zain's African company, Airtel is still struggling to transform the unit that was bought to the tune of 9 billion dollars.

**High Debt:** As its acquisitions turn out to be bad investments and credit is high and the margins are weak, Airtel is under high debt. Airtel does not have the deep pockets as of Reliance Jio.

### **Opportunities in the SWOT analysis of Airtel:**

**Strategic Partnership:** Partnering with smart phone companies will be a smart strategy for MNP (Mobile Number Portability in India). This will secure stable cash flows and a larger customer base in the future.

**Market development:** with ferocious competition in the telecommunications industry & shrinking margins, venturing into new markets/developing economies will prove to be a success for the company.

**VAS:** VAS (Value Added Services) is moving towards the future of the telecommunications industry, and by focusing in this vertical segment, Airtel can distinguish itself in a highly competitive market. With the launch of exclusive offerings, Airtel may have higher margins. Untapped scope of the current market: although it currently provides 3 G & 4 G coverage, such networks are restricted to specific geographic areas. Expansion of these services to most of its regions would help the company to achieve more profits and customers.

**LTE:** The whole cellular world is moving towards LTE (long-term evolution or 4 G). Mobile broadband LTE can be a good solution for India where fixed broadband penetration is otherwise poor. Airtel has taken the lead with this variant of LTE in four markets, but the rollout needs to catch up. Notwithstanding India's weak LTE environment, Airtel will portray itself as the welcoming of that technology. The company lacks a national 3 G spectrum license in 13 out of 22 telecommunications service areas. Airtel's mobile broadband LTE network is still limited to only four cities in India.

Upcoming 5G Technology adoption can also make Airtel as No.1 Telecom Company.

### **Threats in the SWOT analysis of Airtel:**

**Government Regulatory Framework:** As a result of the normal auctioning of spectrum & change in government policies, there is a possible threat to the stability & life of this market, thereby affecting players.

**Competition:** the price war in the home market and the rising margins are adversely affecting the group's overall business.

**MNP (Mobile number portability):** MNP gives the consumer flexibility to switch the service provider while keeping the number, and since Airtel rates are premium over other service providers, it can see a decline in the subscriber base.

Reliance Jio 4 G Services Tariff and New Technology adoption by competitors can be a big threat for Airtel.

Airtel, one of India's largest telecommunications companies, has spread widely over the past two decades of its existence. The company is known for its quality and value-added smart range of services. Here we present Airtel's SWOT analysis to understand the company's strengths, vulnerabilities, opportunities and risks.

### **Marketing Mix of Airtel**

## **Product**

Airtel provides a variety of services in the field of telecom, such as mobile services, telemedia services, and digital TV services. It has the largest customer base in India and provides prepaid, postpaid, and value added services. It also offers 4G homes internet service, broadband internet connection, dongels and routers, and digital TV+ setup boxes.

## **Price**

Airtel follows a competitive pricing strategy because of the huge competition in telecom segment in India from competitors like Reliance Jio, Vodafone etc.

The pricing strategies of all telecom companies are monitored by Telecom Regulation Authority of India to ensure fair prices are being charged to all customers. Hence, despite regulation, the most important aspect in the pricing strategy in the marketing mix of Airtel is based on competitive pricing strategy. Airtel provides flexibility to its customer to choose and customize their plan according to their preference and pay tariff according to chosen pack (eg. MyPlan service to customer to choose their plan and pay price accordingly). The aim of Airtel's pricing strategy is customer retention by providing them with combo offers to boost revenue. Airtel pricing strategies in broadband segment is also of very low cost and attracts huge customer base to avail affordable plans. Airtel faces tough competition in terms of price war with other telecom companies like Reliance Jio and the customer loyalty for any telecom company is nearly zero and entirely dependent on price of services, so Airtel offers its basic product like call, data, SMS and other value added services at a cheap rate

## **Promotion**

Airtel is an established and well known brand in telecom sector. Airtel organizes a strong promotional campaigns for its services utilizing all media channels from TV, print, events, social media etc. Hence the promotion strategy in the marketing mix of Airtel is extremely comprehensive i.e. they do a 360 branding. Airtel has used all the big celebrities to endorse their services like Shahrukh Khan, AR Rehman, Sachin Tendulkar, Vidya Balan etc. Airtel has also organized some famous marketing campaigns to target youth audience and build its brand like 'Har Ek friend Zaroori hota he' and 'Jo Tera Hain Wo Mera Hain'. Airtel also sponsors various events like Cricket matches, Grand Prix etc and organized events like Airtel Delhi Half Marathon etc under their community development programme and brand promotion. Airtel has also got a good presence on social media like Facebook, Twitter etc. Which it uses for its service promotion and solve queries of customers. Airtel also engages in public relations like Education campaigns, girls child awareness campaigns etc.

## **Place**

Airtel sells its service through distributors and retailers, which form the basis of place strategy in the marketing mix of Airtel. Airtel has got a wide distribution network which spans across 20 countries. Airtel's intensive distribution network enables it to cover the remotest area. Airtel uses retail stores, convenient stores, roadside stalls etc to make its service available to customers. Airtel makes its service available through businesses like paan shops, chemist's shops, groceries shops etc.

Airtel has also launched ‘Project leap’ in the year 2015 to expand its coverage to over 5 lakh villages. Under this project, Airtel will spend 60 thousand crores over a period of next three years to expand its network and make its services available across India.



Fig1.3 Project Leap

### Conclusion

With its campaigns, Airtel wins over its customers and attracts a wide range of people from different walks of life.

It also has international business holdings across Africa, Bangladesh, Sri Lanka, and the Channel Islands. The company even plans to offer satellite broadband services in India by 2022.

As an organisation grows bigger in scale, it has to deal with controversies and Airtel is no exception.

It has been working on its allegation of privacy as well as has been in the news for it stands for social causes, the recent one being Kerala floods. During it all, Airtel has been resilient and shown positive growth in its net profit, with a year-on-year increasing profit margin.

## 4.2. DATA COLLECTION

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods or so called "best practices" can be applied to specific case, for example, to calculate a specific result.

It has been defined also as follows:

1. "the analysis of the principles of methods, rules, and postulates employed by a discipline"
2. "the systematic study of methods that are, can be, or have been applied within a discipline"
3. "the study or description of methods"

### Research Design

Research design is a blueprint of a scientific study. It includes research methodologies, tools, and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis.

The research design used in this study was both 'Descriptive' and 'exploratory'. Exploratory research is defined as a research used to investigate a problem which is not clearly defined. It is conducted to have a better understanding of the existing research problem, but will not provide conclusive results. For such a research, a researcher starts with a general idea and uses this research as a medium to identify issues, that can be the focus for future research. An important aspect here is that the researcher should be willing to change his/her direction subject to the revelation of new data or insight. Such a research is usually carried out when the problem is at a preliminary stage. It is often referred to as grounded theory approach or interpretive research as it used to answer questions like what, why and how.

The term descriptive research then refers to research questions, design of the study, and data analysis conducted on that topic. We call it an observational research method because none of the research study variables are influenced in any capacity.

Some distinctive characteristics of descriptive research are:

1. Quantitative research: It is a quantitative research method that attempts to collect quantifiable information for statistical analysis of the population sample. It is a popular market research tool that allows us to collect and describe the demographic segment's nature.
2. Uncontrolled variables: In it, none of the variables are influenced in any way. This uses observational methods to conduct the research. Hence, the nature of the variables or their behavior is not in the hands of the researcher.
3. Cross-sectional studies: It is generally a cross-sectional study where different sections belonging to the same group are studied.

4. The basis for further research: Researchers further research the data collected and analyzed from descriptive research using different research techniques.
5. The data can also help point towards the types of research methods used for the subsequent research.

### **Sampling Technique**

The selection of respondents will be done on the basis of convenience sampling (Non-Probability). Basically it will use random sampling method.

### **Statistical Tools**

MS-EXCEL will be used to prepare pie-charts and graphs and MS-WORD will be used to prepare or write the whole project report.

### **Likert Scales:**

Likert scales are the four, five, six, point scales much used in various fields of research. Often the scale is used as a semantic differential.

### **Research Design**

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data.

### **Types of Research Design:**

**Exploratory Research** – The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view.

**Descriptive Research** – Those studies which are concerned with describing the characteristics of a particular individual, or of a group.

**Hypothesis Testing Research** – They are those where the researchers test the hypotheses of causal relationships between variables.

### **Sample Size**

Detail:

Size of Data : 100

Area : New Delhi

Sampling Technique

Sampling techniques can be broadly classified into two types:

**Probability Sampling**

**Non Probability Sampling**

### **Methods of Data Collection--- Testing Of Questionnaire**

#### **Primary Data:**

Primary data is basically the live data which I collected with the help of questionnaire.

Source: Main source for the primary data for the project was questionnaires which I got filled by the customers.

Secondary data for the base of the project I collected from intranet and from internet, magazines, newspapers etc.

### Statistical Analysis

In this segment I will show my findings in the form of graphs and charts. All the data which I got from the market will not be disclosed over here but extract of that in the form of information will definitely be here.

## Tools and Techniques for Analysis

### Tools for analysis

- Bar chart (Bar charts will be used for comparing two or more values that will be taken over time or on different conditions, usually on small data set)
- Pie-chart (Circular chart divided into sectors, illustrating relative magnitudes or frequencies)

## Tools and Techniques

As no study could be successfully completed without proper tools and techniques, same with my project. For the better presentation and right explanation I used tools of statistics and computer very frequently. And I am very thankful to all those tools for helping me a lot. Basic tools which I used for project from statistics are-

- Bar Charts
- Pie charts
- Tables

Bar charts and pie charts are really useful tools for every research to show the result in a well clear, ease and simple way. Because I used bar charts and pie charts in project for showing data in a systematic way, so it need not necessary for any observer to read all the theoretical detail, simple on seeing the charts any body could know that what is being said.

### Technological Tools

Ms- Excel

Ms- Access

Ms- Word

Above application software of Microsoft helped me a lot in making project more interactive and productive.

## 4.3 DATA ANALYSIS

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations.

Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions.

### **Participants in the integrated consumer marketing process**

The advertisers, or clients, are the key participants in the process. They have the products, services, or causes to be marketed, and they provide the funds that pay for the IMC program. The advertisers also assume major responsibility for developing the marketing plan and making the final decisions regarding the advertising and promotional program that will support it. The organization may perform most of these efforts itself either through its own advertising or marketing communications department or by setting up an in-house agency.

However, many organizations use an advertising agency, an outside firm that specializes in the creation, production, and/or placement of the communications message and that may provide other services to facilitate the marketing and promotions process.

Many large advertisers retain the services of a number of agencies, particularly when they market a number of products. For example, Kraft Foods uses as many as eight advertising agencies for its various brands, while General Motors uses seven primary agencies for its various automotive divisions, which include Buick, Cadillac, Chevrolet, and GMC, along with a major media buying service.

GM also uses a public relations agency as well as several digital, promotional, and experiential marketing agencies; an entertainment marketing agency; a retail marketing agency; and an agency that specializes in sports marketing.

Media organizations are another major participant in the advertising and promotions process. The primary function of most media is to provide information or entertainment to their subscribers, viewers, or readers. But from the perspective of the promotional planner, the purpose of media is to provide an environment for the firm's marketing communications messages.

The next group of participants are organizations that provide specialized Marketing communication services. They include direct-marketing agencies, sales promotion agencies, digital/interactive agencies, and public relations firms. These organizations provide services in their areas of expertise.

A direct-response agency develops and implements direct-marketing programs, while sales promotion agencies develop promotional programs such as contests and sweepstakes, premium offers, or sampling programs. Digital/interactive agencies are being retained to develop websites for the Internet and help marketers as they move deeper into the realm of interactive media. Public relations firms are used to generate and manage publicity for a company and its products and services as well as to focus on its relationships and communications with its relevant publics.

The final participants shown in the promotions process are those that provide collateral services, the wide range of support functions used by advertisers, agencies, media organizations, and specialized marketing communication firms. These individuals and companies perform specialized functions the other participants use in planning and executing advertising and other promotional functions.

### **Types of Ad Agencies**

Since ad agencies can range in size from a one- or two-person operation to large organizations with over 1,000 employees, the services offered and functions performed will vary. This section examines the different types of agencies, the services they perform for their clients, and how they are organized.

#### **Full-Service Agencies**

Many companies employ what is known as a full-service agency, which offers its clients a full range of marketing, communications, and promotions services, including planning, creating, and producing the advertising; performing research; and selecting media. A full-service agency may also offer nonadvertising services such as strategic market planning; sales promotions, direct marketing, and digital/interactive capabilities; package design; and public relations and publicity.

#### **Account Services**

Account services, or account management, is the link between the ad agency and its clients. Depending on the size of the client and its advertising budget, one or more account executives serve as liaison. The account executive is responsible for understanding the advertiser's marketing and promotions needs and interpreting them to agency personnel. He or she coordinates agency efforts in planning, creating, and producing ads. The account executive also presents agency recommendations and obtains client approval.

As the focal point of agency-client relationships, the account executive must know a great deal about the client's business and be able to communicate this to specialists in the agency working on the account. The ideal account executive has a strong marketing background as well as a thorough understanding of all phases of the advertising process. College graduates with undergraduate and graduate degrees in marketing, advertising, and other disciplines are often hired for account executive positions and go on to have careers in account management.

However, with the revolutionary changes sweeping the advertising business, the role of account reps is changing dramatically and they are struggling to remain relevant. Cost-cutting by marketers has thinned the once-bloated ranks of account management personnel in agencies by as much as 30 percent in recent years.

Moreover, for those who remain, the expectations and demands of the position are changing. Agencies want account executives who are good strategic thinkers and have broad-based business acumen, not just expertise in advertising. And as other integrated marketing communications

tools such as direct, digital, and social media become more central, they want them to have an understanding of and be able to coordinate activities and relationships

in these areas.

They also want individuals whose skill set includes solving complex communication problems, communicating in a mature fashion, selling the agency and its capabilities, and knowing when to push back on a client.

Some agencies are developing client-services training programs for their account executives that are designed to educate them in a variety of areas, including basic agency business issues, strategic marketing, the procurement process, and relationship building.

Agencies and clients often work together to address this problem by developing communication and indoctrination programs that provide agency personnel with an overview of their clients' business objectives and marketing strategy as well as their financial/budget situation. This allows them to understand the limits within which creative solutions have to be developed.

Account representatives will continue to serve an important role in managing the relationships between agencies.

## **Advertising Creativity**

Creativity is probably one of the most commonly used terms in advertising.

Ads are often called creative. The people who develop ads and commercials are known as creative types. And advertising agencies develop reputations for their creativity.

Perhaps so much attention is focused on the concept of creativity because many people view the specific challenge given to those who develop an advertising message as being creative. It is their job to turn all of the information regarding product features and benefits, marketing plans, consumer research, and communication objectives into a creative concept that will bring the advertising message to life.

## **Determinants of Creativity**

Advertising creativity is the ability to generate fresh, unique, and appropriate or relevant ideas that can be used as solutions to communication problems. Those who study as well as work in advertising generally agree on these two central determinants of creativity, which are often viewed in terms of divergence and relevance.

Divergence refers to the extent to which an ad contains elements that are novel, different, or unusual. Robert Smith and his colleagues have identified five major factors that could account for the ways divergence can be achieved in advertising, which they describe as follows:

1. Originality. Ads that contain elements that <sup>35</sup>are rare, surprising, or move away

from the obvious and commonplace.

2. Flexibility. Ads that contain different ideas or switch from one perspective to another.
3. Elaboration. Ads that contain unexpected details or finish and extend basic ideas so they become more intricate, complicated, or sophisticated.
4. Synthesis. Ads that combine, connect, or blend normally unrelated objects or ideas.
5. Artistic value. Ads that contain artistic verbal impressions or attractive shapes and colors.

### **The Perpetual Debate: Creative versus Hard-Sell Advertising**

For decades there has been a perpetual battle over the role of advertising in the marketing process. The war for the soul of advertising has been endlessly fought between those who believe ads should move people and those who just want to move product. On one side are the “suits” or “rationalists” who argue that advertising must sell the product or service, and that the more selling points or information in an ad, the better its chance of moving the consumer to purchase.

On the other side are the “poets” or proponents of creativity who argue that advertising has to build an emotional bond between consumers and brands or companies that goes beyond product

advertising. The debate over the effectiveness of creative or artsy advertising is not new. The rationalists have taken great delight in pointing to long lists of creative and note that even legendary advertising executive David Ogilvy, whom many consider the greatest copywriter of all time, once said: “If it doesn’t sell, it’s not creative.”

The “poets” argue that the most important thing good advertising does is make an emotional connection with consumers. They note that consumers do not want to be bombarded by ads; they want to be entertained and inspired. Indeed numerous studies have found that consumers look for ways to avoid TV commercials as well as online video and banners ads rather than watch or click through on them.

Thus, advertising has to be creative and enjoyable enough that consumers will not avoid it, yet still be able to help sell a product or service. It is the second part of this mandate that causes concern among the “suits.”

They note that there are many examples of creative campaigns that moved consumers’ emotions but were terminated because they did not increase sales and/or market share and put accounts

and reputations on the line. As noted earlier, a number of major advertisers have dismissed agencies that earned critical acclaim and awards for their creative work but failed to move the sales needle.

Most of the “poets” who support advertising that connects on an emotional level insist that selling product is as much a priority for them as it is for those on the rational side of the debate. One top agency executive notes that “we’ve proven that this kind of advertising works, otherwise we wouldn’t be in business, us or the agencies that practice the craft at this level.”

However, Brent Bouchez, former executive creative director at the Bozell agency, argues the poets are losing sight of the fact that advertising is about selling things and being really creative in advertising means solving problems and building interesting brands that people want to buy.

He notes, “It’s time we stopped teaching young <sup>36</sup> creative people to consider it a

victory if the logo in an ad is hard to find, or if the product doesn't appear in the commercial at all. It's time we stopped using 'break through the clutter' as an excuse to say nothing about what it is we're selling or why you should buy it."

The issue of how much latitude creative people should be given and how much risk the client should be willing to take is open to considerable debate. However, clients and agency personnel generally agree that the ability to develop novel yet appropriate approaches to communicating with the customer makes the creative specialist valuable—and often hard to find.

## Creative Personnel

The image of the creative advertising person perpetuated in novels, movies, and TV shows is often one of a freewheeling, freethinking, eccentric personality. The educational background of creative personnel is often in nonbusiness areas such as art, literature, music, humanities, or journalism, so their interests and perspectives tend to differ from those of managers with a business education or background.

Creative people tend to be more abstract and less structured, organized, or conventional in their approach to a problem, relying on intuition more often than logic.

For example, Arthur Kover conducted a study of advertising copywriters and found that they work without guidance from any formal theories of communication.

However, those interviewed in his study did have similar informal, implicit theories that guide them in creating ads. These theories are based on finding ways to break through the ad clutter, open the consciousness of consumers, and connect with them to deliver the message.

It is important to note that creativity is not the exclusive domain of those who work in the creative department of ad agencies. Integrated marketing communications requires creative thinking from everyone involved in the planning and execution of IMC programs.

Personnel from other parts of the agency such as account services and planning, media planners, digital media specialists and researchers, as well as those on the client side, such as marketing and brand managers, must all seek creative solutions to challenges faced in planning developing, and executing an IMC campaign.

For example, awards are given each year for creativity in areas such as media planning, sales promotion, and digital and interactive media. In 2016 UM, which is part of the Interpublic Group, was selected as Media Agency of the Year by both Advertising Age and Adweek. UM was honored for its creativity in media planning and strategy for its clients including Coca-Cola, Sony Pictures, CVS, and Johnson & Johnson brands such as Tylenol and Clean & Clear.

It is also important that those working on the client side do not create a relationship with their agencies that inhibits the creative processes required to produce good advertising. Shelia Sasser and Scott Koslow point out that the most highly skilled creatives aspire to work with open-minded clients who are receptive to new ideas.

They also note some of the best creative work developed by agencies does not get used because clients are resistant to taking creative risks, unless they are under pressure to

perform.33 Advertising agencies as well as other IMC specialist organizations thrive on creativity because it is at the heart of what they do.

Thus, agencies, as well as clients, must create an environment that fosters the development of creative thinking and creative advertising.

Clients must also understand the differences between the perspectives of the creative personnel and marketing and product managers.

Differences between creative and managerial personalities and perspectives must be recognized and tolerated so that creative people can do their best work and all those involved in the advertising process can cooperate. While the client has ultimate approval of the advertising, the opinions of creative specialists must be respected when advertising ideas and content are evaluated.

## **Advertising Appeals**

Many different appeals can be used as the basis for advertising messages. At the broadest level, these approaches are generally broken into two categories: informational/rational appeals and emotional appeals. In this section, we focus on ways to use rational and emotional appeals as part of a creative strategy. We also consider how rational and emotional appeals can be combined in developing the advertising message.

**Informational/Rational Appeals** Informational/rational appeals focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owning or using a particular brand. The content of these messages emphasizes facts, learning, and the logic of persuasion.

Rational-based appeals tend to be informative, and advertisers using them generally attempt to convince consumers that their product or service has a particular attribute(s) or provides a specific benefit that satisfies their needs. Their objective is to persuade the target audience to buy the brand because it is the best available or does a better job of meeting consumers' needs. For example,

Many rational motives can be used as the basis for advertising appeals, including comfort, convenience, economy, health, and sensory benefits such as touch, taste, and smell. Other rational motives or purchase criteria commonly used in advertising include quality, dependability, durability, efficiency, efficacy, and performance.

The particular features, benefits, or evaluative criteria that are important to consumers and can serve as the basis of an informational/ rational appeal vary from one product or service category to another as well as among various market segments.

## **Combining Rational and Emotional Appeals**

Consumer purchase decisions are often made on the basis of both emotional and rational motives, and attention must be given to both elements in developing effective advertising. Purchase decisions regarding services can also be based on both rational and emotional motives. For example, many consumers choose an airline based on factors such as price, availability, arrival and/or departure time, and the

ability to earn miles or points for their travel.

However, airlines recognize that it is also important to appeal to emotional factors in competing

for passengers. Frequent flyers in particular often become loyal to one airline based on emotional as well as rational motives, and some airlines use ads that are designed to connect to these travelers on an emotional level.

Marketers continue to search for ways to connect with consumers on an emotional level. One way of doing so is by using the emerging technology of virtual reality (VR) to interact with consumers and immerse them into different environments.

**Additional Types of Appeals** Not every ad fits neatly into the categories of rational or emotional appeals. For example, ads for some brands can be classified as reminder advertising, which has the objective of building brand awareness and/or keeping the brand name in front of consumers. Well-known brands and market consumers in their target markets.

Online ads often serve as a form of reminder advertising. Many of the banner ads that are pervasive on Internet websites have very low click-through rates but still can be effective and serve a valuable function by fostering familiarity, even though most consumers may never click through to the source of the ads.

Research into the psychology of online advertising has shown that repeated exposure to banner advertising can enhance familiarity with and generate positive feelings toward a brand. These favorable feelings often occur through what psychologists have identified as the mere exposure effect, whereby repeated exposure to a stimulus (such as a brand name) can result in favorable feelings toward it.

While digital advertising may have positive effects through the incidental exposure that takes place when consumers visit a website, many advertising experts argue that consumers tune out most of the banner ads, as well as other forms of Internet advertising. They note that it is becoming increasingly difficult to get people visiting a website to attend to, let alone engage with, digital ads. Creative Tactics for Online Advertising

While a great deal of attention has been given to advertising creativity over the years, much of the focus has been on its application to traditional forms of advertising such as print, television, radio or outdoor. However, marketers are allocating more of their media budgets to digital ads that appear on websites, social media and mobile devices which are creating a new set of challenges from a creative perspective.

Compared to traditional media such as television or magazines, the Internet is a more goal-oriented medium. Getting consumers to pay attention to, let alone engage or interact with, a digital ad is very difficult since doing so takes them away from the content on the web page or social media site they are visiting on their computers, tablets, or phones.

Online ads often interrupt our viewing sessions, and unless they are providing relevant information and/or are very creative or entertaining, it is likely they will be ignored.

DoubleClick, which is the display advertising division of Google, reports that the click-through rates (CTRs) for online display advertising across all format and placements is just 0.17 percent.

Video ads have the highest average click-through rate (1.84 percent) of all digital ad formats but the CTR is still very low. Moreover, many of the pre-roll ads shown prior to a video being viewed do not give the viewer the option to skip the advertisement and thus are often perceived as intrusive and annoying.

### **Role of Digital Ads**

A variety of digital advertising formats are available to marketers including banner ads, search ads, interstitials, native ads, and videos. The type of online ad used by marketers will vary depending on the goal(s) they are trying to achieve.

The goal of digital concept ads is to drive top-of-the-funnel goals such as awareness and interest which can be achieved through banner ads or videos such as commercials. Content ads typically have a mid-funnel goal of enhancing consumers' knowledge or understanding of a product or service which can be done by providing high-quality content with which the viewer can engage.

Different types of online ads can be used to provide content such as videos, webisodes, in-feed ads to Facebook or Twitter with sponsored content, and native ads. Native advertising is a type of paid placement designed to fit seamlessly into the content that surrounds it. The design, content, and writing style of a native ad mirrors the nonpaid content around it, giving the user the impression that it really belongs. Native advertising is becoming a dominant form of content advertising, particularly in digital editions of magazines and newspapers.

The third form of digital advertising is commerce ads which primarily have a bottom-of-the-funnel goal of getting consumers to take action and make a purchase. Commerce ads are the dominant form of display advertising, particularly retargeting types that follow consumers across the Web, and typically are not visually rich as their success is based on serving the right offer to consumers and can be easily measured in terms of clicks and conversions.

### **Display Ads**

There are many different formats available for online display advertising. Many online display ads use large-size ad formats such as rectangular ads, horizontally oriented leaderboards, or skyscrapers that are vertically oriented and give advertisers the ability to place an ad adjacent to the website content.

A study conducted by Dynamic Logic study analyzed results from 4,800 online campaigns and found that the best-performing ad unit in terms of metrics such as brand awareness, recall, and purchase intent was the traditional 180 . 150 pixel rectangular banner ad, noting that ads surrounding content, such as well-worn skyscraper and leaderboard units, are the least effective, as people have developed "banner blindness."

Rectangular banner ads can be more effective because they are often closer to and interrupt the content, which means that as you read the information on the site, your eye naturally has to roll over the ad. However, ads that cover content are also among the most annoying online advertising formats.

Critics argue that one of the major problems with online advertising is that it has been too focused on ubiquitous banner ads as marketers often try to build awareness and/or brand identity by simply buying large amounts of banner ads across a myriad of online platforms.

A great deal of time and effort is devoted to optimizing media placement, retargeting, and measuring the effects of digital advertising campaigns, but less attention is given to creative considerations and the fundamentals of great advertising.

However, the domination of banner ads at the top or side of a page is weakening as new online display formats are being developed that are larger, richer, and take up more of a page, either initially or upon expansion. The Internet Advertising Bureau refers to these new formats as “Rising Stars” which include ad unit formats such as billboard sidekicks and sliders as well as various video formats.

**Online Video** The use of online video advertising is growing rapidly and is part of the tremendous growth in the viewing of videos across all online platforms including websites, YouTube, Facebook, Twitter, Snapchat, and other popular social media sites. The use of video for online advertising can include multiple formats ranging from the airing of a digital video or commercial in a program streaming online to more customized formats for viewing on mobile devices. Online advertisers using video can choose from a number of options regarding the placement of the ad such as pre-roll, which runs before the piece of video content that is being viewed; midroll, which runs somewhere in the middle of the content; or post-roll, where the video plays at the completion of the content.

They can also choose to use interactive ads that take over the full screen and preempt or pause the video content and allow a variety of interactions, like clicking for more information, signing up for a newsletter, or locating a store.

These types of ads allow for further viewer engagement with the brand as well as interactivity that either expands in player or clicks out to an advertiser website. Different online advertising formats have also been developed as part of the IAB’s “Rising Stars” program such as control bars that allow viewers to do things such as sharing ads, watching extended versions, or overlaying videos with ad content.

## **The Growth of Sales Promotion**

While sales promotion has been part of the marketing process for a long time, its role and importance in a company’s integrated marketing communications program have increased dramatically over the past decade. Consumer sales promotion-related spending increased from \$56 billion in 1991 to over \$300 billion in 2016.<sup>5</sup> Marketers also spend an estimated \$150 billion each year on promotions targeted at retailers and wholesalers.

Consumer packaged-goods (CPG) firms continue to be the core users of sales promotion programs and tools.<sup>41</sup>

However, sales promotion activity is also increasing in other categories, including health care, consumer electronics fast-food, retailing, and service industries.

Estimates are that marketers spend more than half of their promotional budgets on sales promotion, with the remainder being allocated to media advertising.

Allocation of marketing budgets among consumer promotions, trade promotions, and media advertising varies by industry and company. For example, trade promotion accounts for nearly 50 percent of the budget for consumer packaged-goods companies, with 27 percent going to consumer promotion and 24 percent to media advertising.

## The Growth of Digital Marketing

Another factor that has contributed to the increased use of sales promotion is the digital marketing revolution. Many marketers now use the various forms of online marketing to implement sales promotion programs as well as measure their effectiveness.

Promotional offers have also become commonplace in various forms of online advertising including mobile marketing as a way of attracting the attention of consumers or encouraging them to take action.

Various types of promotions such as coupons and discounts along with entry forms for contests and sweepstakes appear on marketers' websites as well as their social media pages on Facebook, Twitter, and Instagram.

The growth of digital marketing has brought a new dimension to the phase of advertising and promotion.



Fig3.1 Digital Marketing

#### 4.4. FINDINGS AND INTERPRETATION

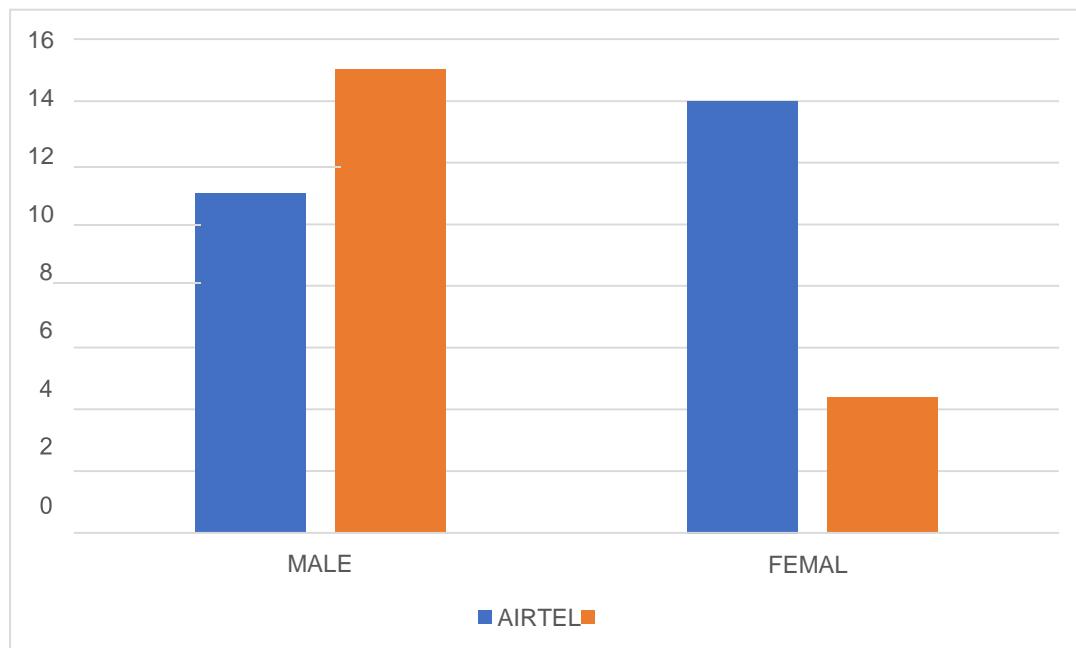
Table 4.1 showing gender classification

GENDER	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Male	11	15	44%	60%
Female	14	10	56%	40%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 44% are male and 56% are female and among 25 Jio respondents, 60% are male and 40% are female.

Fig 4.1 showing gender classification



(source: survey data)

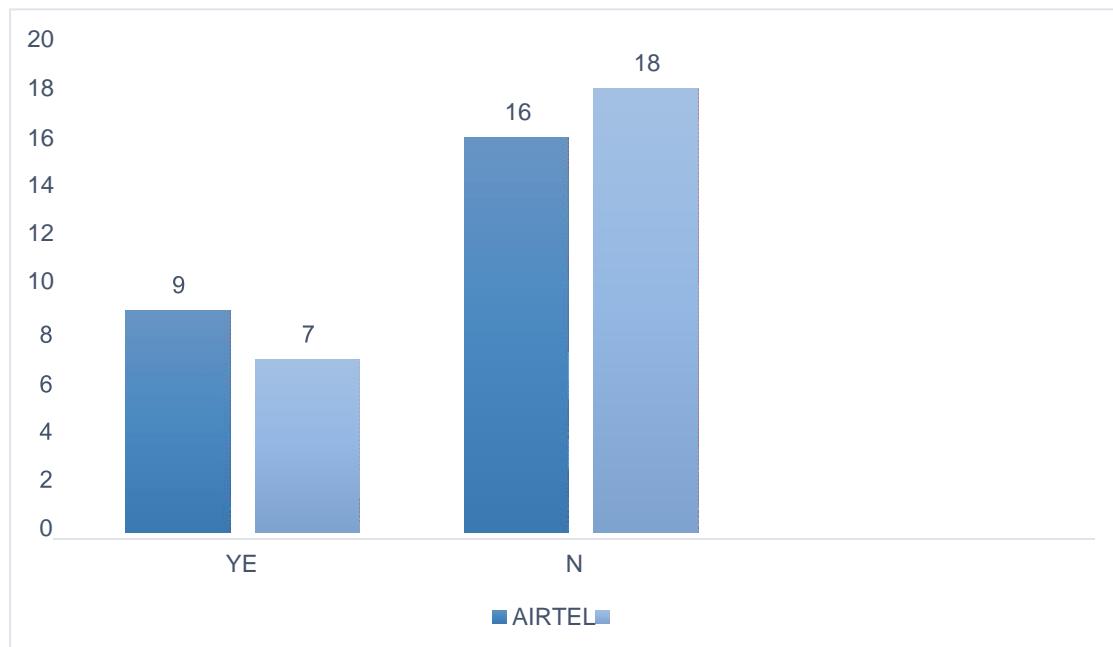
Table 4.2 showing first time users of Airtel & Jio

FIRST SERVICE PROVIDER	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Yes	9	7	36%	28%
No	16	18	64%	72%
Total	25	25	100%	100%

(source: survey data)

The above table shows that of 25 Airtel respondents, 36% are first time users while 64% are not and among 25 Jio respondents 28% are first time users while 72% are not.

Fig 4.2 showing first time users of Airtel & Jio



(source: survey data)

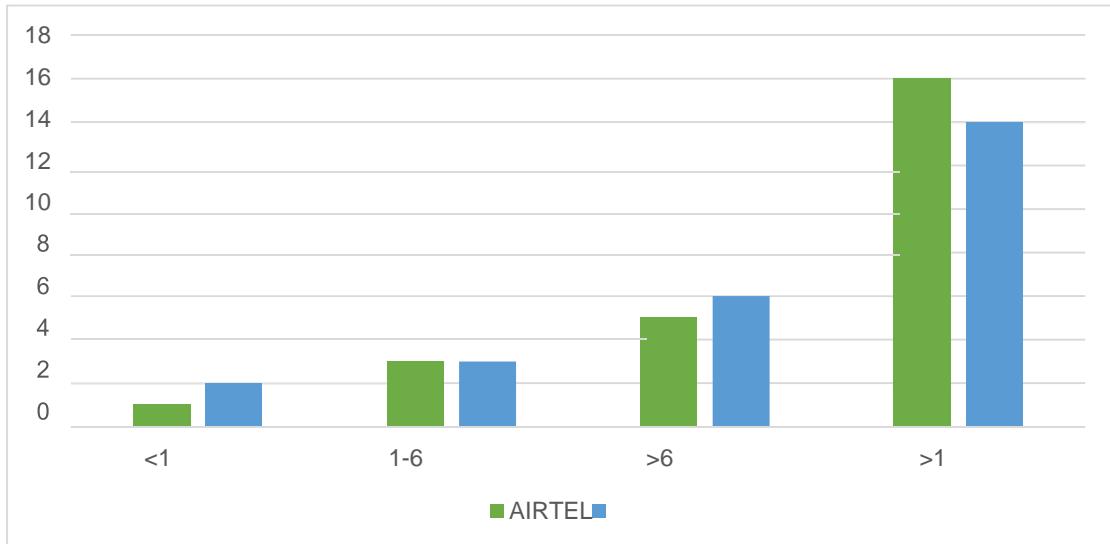
Table 4.3 showing usage duration of Airtel & Jio

USAGE	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
<1 Month	1	2	4%	8%
1-6 Months	3	3	12%	12%
>6 Months	5	6	20%	24%
>1 Year	16	14	64%	56%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 4% have been recent buyers, 12% have been using for about 6 months, 20% have been using for more than 6 months and 64% have been users more than a year. Among 25 Jio respondents, 8% are recent buyers, 12% have been using for about a month, 24% have been using for more than 6 months and 56% have been users more than a year.

Fig 4.3 showing usage duration of Airtel & Jio



(source: survey data)

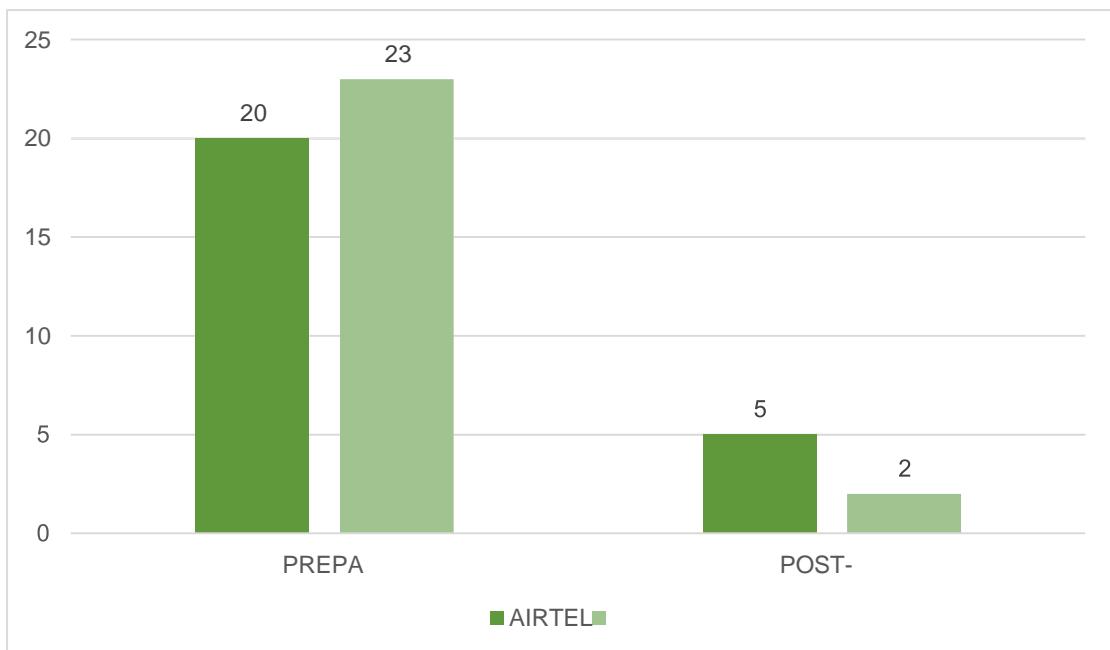
Table 4.4 showing users of prepaid & post-paid services

TYPE OF SERVICE SCHEME	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Prepaid	20	23	80%	92%
Post-paid	5	2	20%	8%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 80% are prepaid users while 20% are post-paid users. Among 25 Jio respondents, 92% are prepaid users while 8% are post-paid users.

Fig 4.4 showing users of prepaid and post-paid services



(source: survey data)

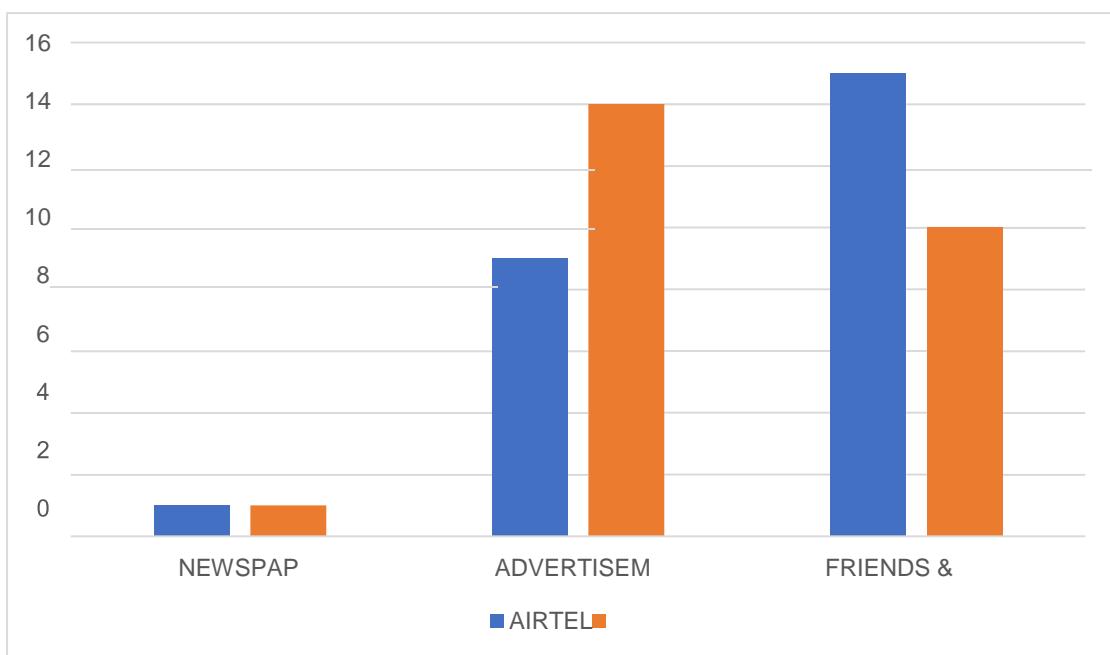
Table 4.5 showing source of information for purchase

<b>BUYING DECISION</b>	<b>NO. OF RESPONDENTS</b>		<b>PERCENTAGE OF RESPONDENTS</b>	
	AIRTEL	JIO	AIRTEL	JIO
Newspaper	1	1	4%	4%
Advertisement	9	14	36%	56%
Friends & family	15	10	60%	40%
Total	25	25	100%	100%

(source: survey data)

The above table shows the source of information for buying the service provider. Among 25 Airtel respondents, 4% got information through newspaper, 36% from advertisement and 60% through friends and family. Among 25 Jio respondents, 4% got information through newspaper, 56% from advertisement and 40% through friends and family.

Fig 4.5 showing source of information for purchase



(source: survey data)

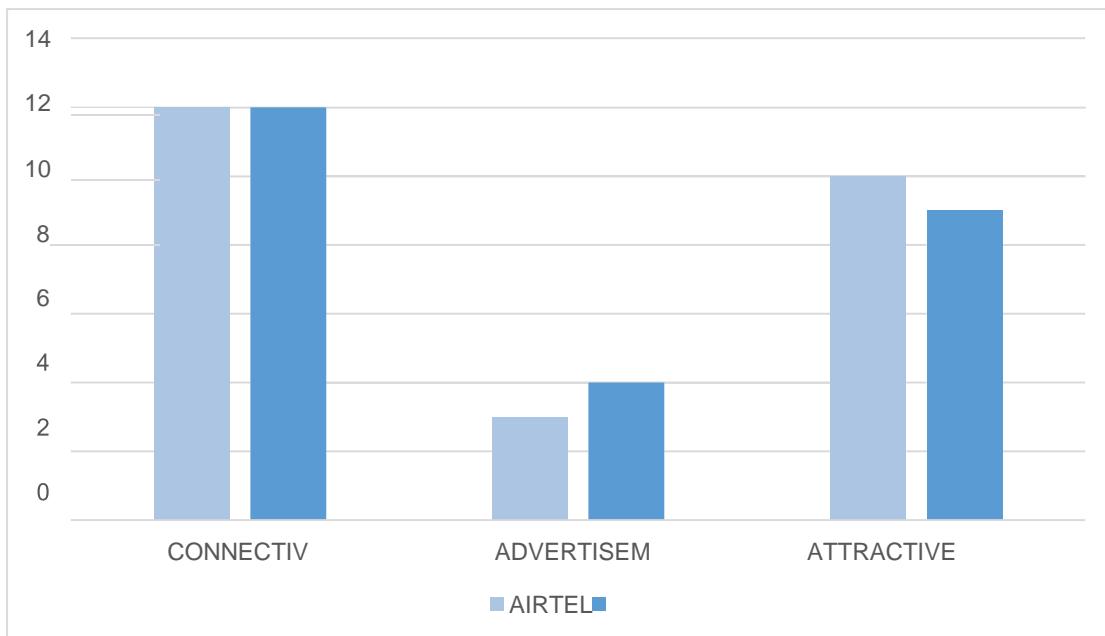
Table 4.6 showing features that influenced buying decision

FEATURE THAT INFLUENCED BUYING DECISION	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Connectivity	12	12	48%	48%
Advertisement	3	4	12%	16%
Attractive schemes	10	9	40%	36%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 48% were influenced by the connectivity feature, 12% by advertisement and 40% by attractive schemes. Among 25 Jio respondents, 48% were influenced by connectivity feature, 16% by advertisement and 36% by attractive schemes.

Fig 4.6 showing features that influenced buying decision



(source: survey data)

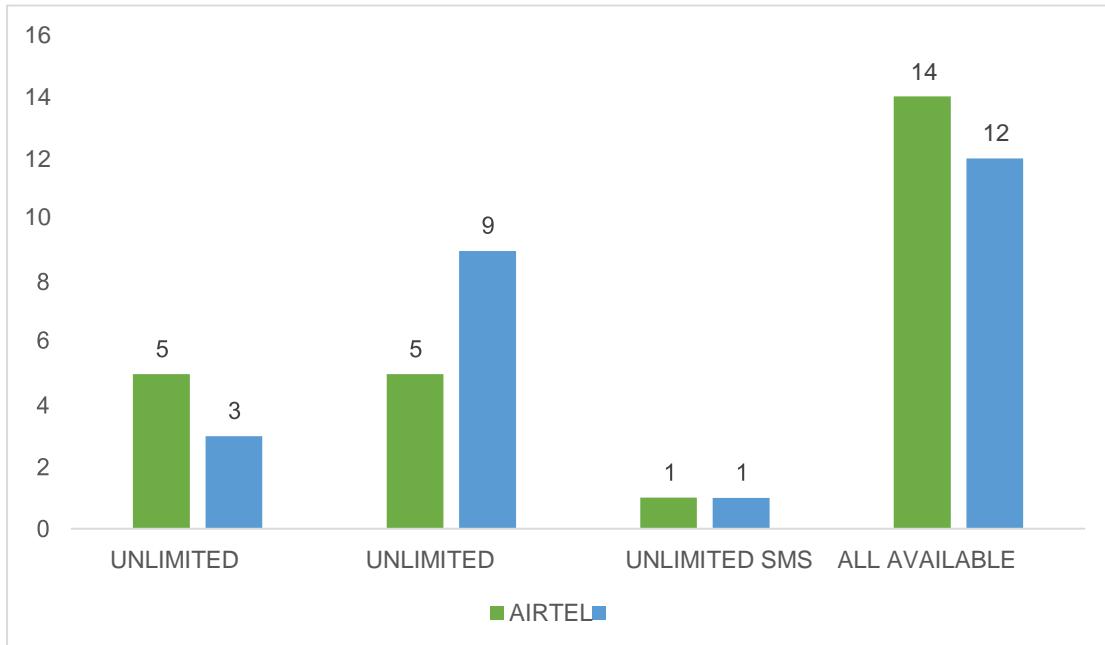
Table 4.7 showing most availed services of users

<b>MOST AVAILED SERVICE</b>	<b>NO. OF RESPONDENTS</b>		<b>PERCENTAGE OF RESPONDENTS</b>	
	AIRTEL	JIO	AIRTEL	JIO
Unlimited calls	5	3	20%	12%
Unlimited data	5	9	20%	36%
Unlimited SMS	1	1	4%	4%
All available services	14	12	56%	48%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 20% avail the service for unlimited calls, 20% for unlimited data, 4% for unlimited SMS and 56% for all available services. Among 25 Jio respondents, 12% avail the service for unlimited calls, 36% for unlimited data, 4% for unlimited SMS and 48% for all available services.

Fig 4.7 showing most availed services of users



(source: survey data)

Table 4.8 showing users awareness about value added services

<b>AWARENESS ABOUT VALUE ADDED SERVICES</b>	<b>NO. OF RESPONDENTS</b>		<b>PERCENTAGE OF RESPONDENTS</b>	
	<b>AIRTEL</b>	<b>JIO</b>	<b>AIRTEL</b>	<b>JIO</b>
Aware	12	15	48%	60%
Not aware	13	10	52%	40%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 48% are aware about value added services while others are not and among 25 Jio respondents, 60% are aware about value added services while others are not.

Fig 4.8 showing users awareness about value added services



(source: survey data)

Table 4.9 showing average monthly recharge expenditure of users

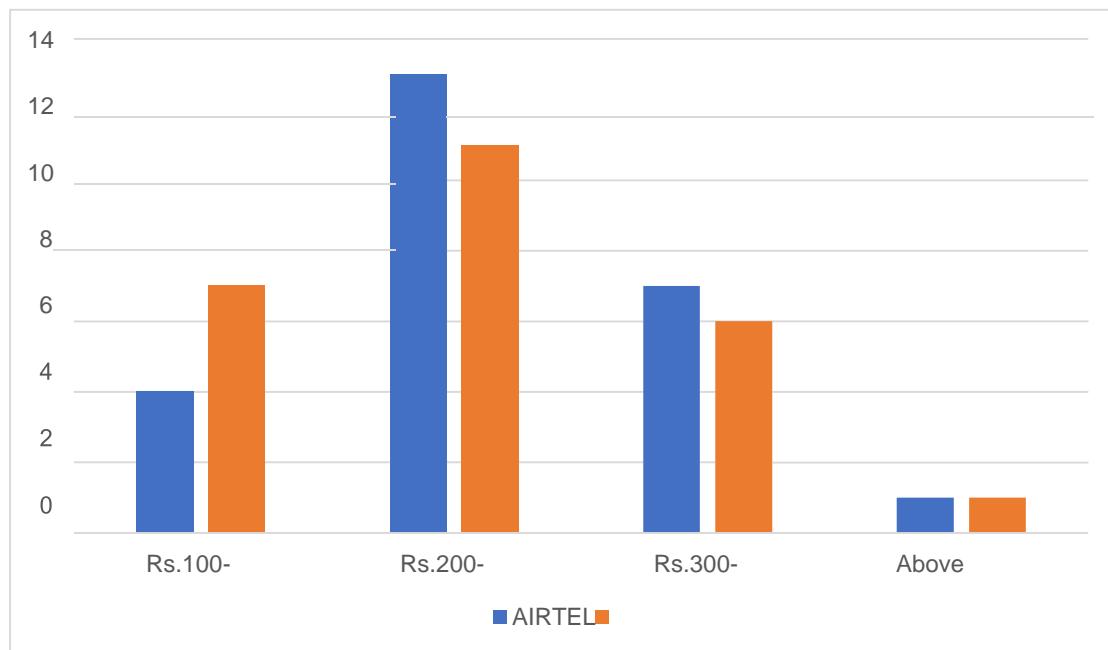
<b>AVERAGE MONTHLY RECHARG E EXPENDITURE</b>	<b>NO. OF RESPONDENTS</b>		<b>PERCENTAGE OF RESPONDENTS</b>	
	AIRTEL	JIO	AIRTEL	JIO
Rs.100-Rs.200	4	7	16%	28%
Rs.200-Rs.300	13	11	52%	44%
Rs.300-Rs.400	7	6	28%	24%
Above Rs.500	1	1	4%	4%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 respondents of Airtel, 16% recharge for Rs.100-200, 52% for Rs.200-300, 28% for Rs.300-400 and 4% above Rs.500.

Among 25 respondents of Jio, 28% recharge for Rs.100-200, 44% recharge for Rs.200-300, 24% for Rs.300-400 and 4% above Rs.500.

Fig 4.9 showing average monthly recharge expenditure of users



(source: survey data)

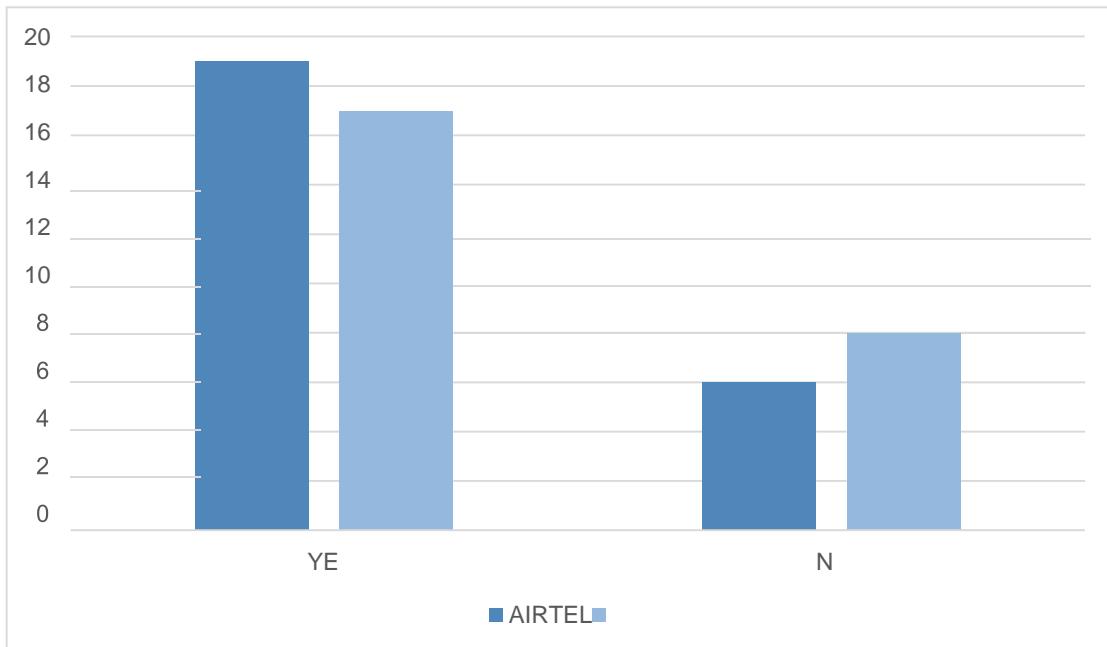
Table 4.10 showing distribution of users availing customer careservices

USAGE OF CUSTOMER CARE SERVICE	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Yes	19	17	76%	68%
No	6	8	24%	32%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 76% have used the customer care service while 24% have not and among 25 Jio respondents, 68% have used customer care service while 32% have not.

Fig 4.10 showing distribution of users availing customer careservices



(source: survey data)

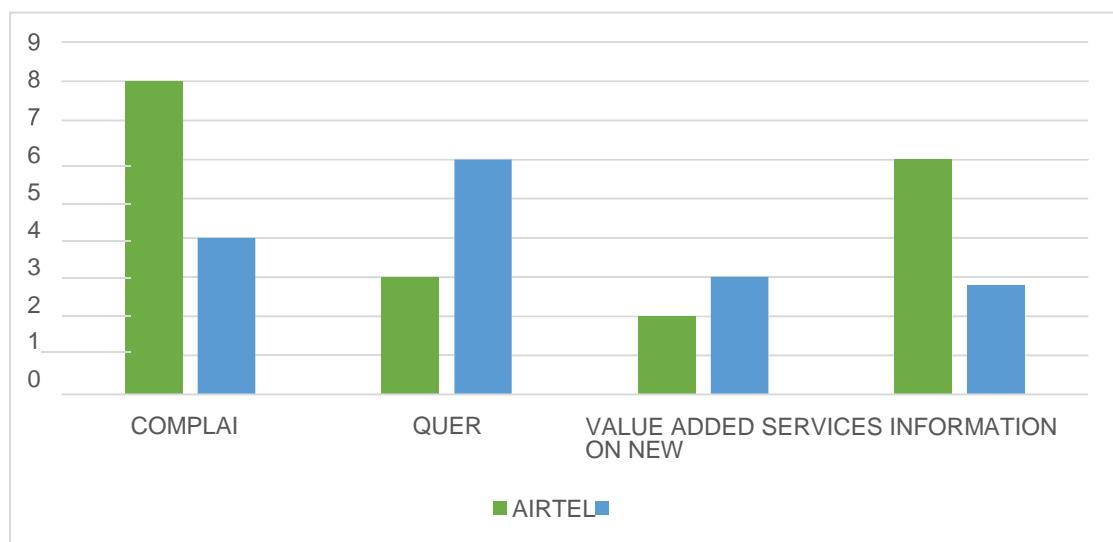
Table 4.11 showing reasons for availing customer care services

<b>CUSTOMER CARE SERVICE AVAILED FOR</b>	<b>NO. OF RESPONDENTS</b>		<b>PERCENTAGE OF RESPONDENTS</b>	
	AIRTEL	JIO	AIRTEL	JIO
Complaint	8	4	42%	24%
Query	3	6	16%	35%
Value added service	2	3	10%	17%
Information on new Schemes	6	4	32%	24%
Total	19	17	100%	100%

(source: survey data)

The above table shows that among 19 Airtel respondents who availed customer care service, 42% called for registering complaints, 16% for queries, 10% for information on value added plan and 32% for information on new schemes. Among 17 Jio respondents who availed customer care service, 24% called for registering complaints, 35% for queries, 17% for information on value added plan and 24% for information on new schemes.

Fig 4.11 showing reasons for availing customer care service



(source: survey data)

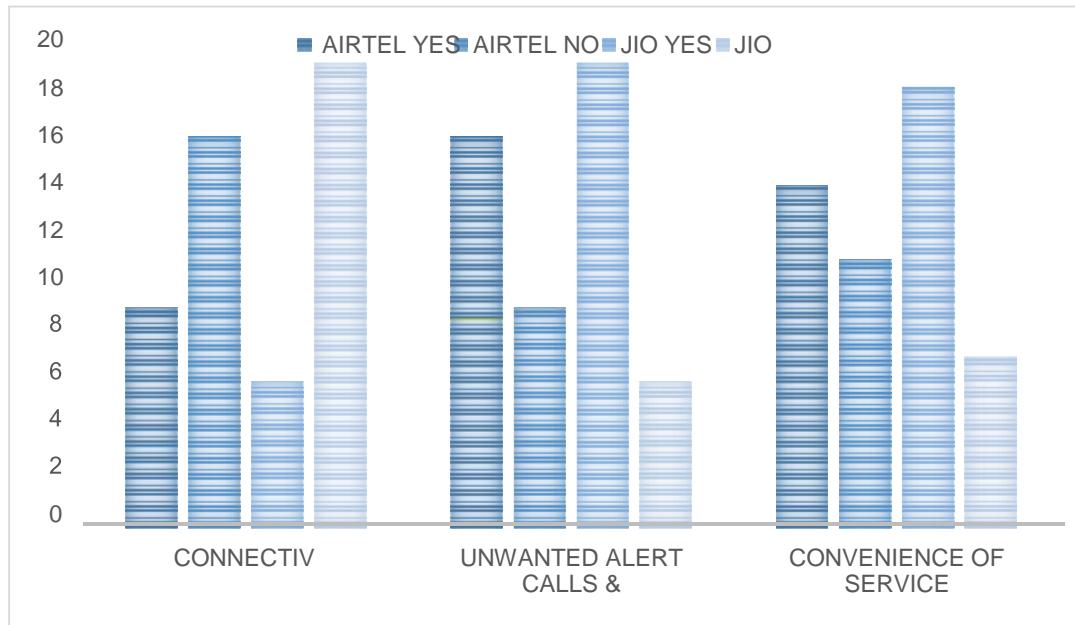
Table 4.12 showing problems faced by customers

PROBLEMS FACED BY CUSTOMERS	NO. OF RESPONDENTS				PERCENTAGE OF RESPONDENTS			
	YES		NO		YES		NO	
	AIR	JIO	AIR	JIO	AIR	JIO	AIR	JIO
Connectivity	9	6	16	19	36%	24%	64%	76%
Unwanted alert calls & messages	16	19	9	6	64%	76%	36%	24%
Convenience of service outlets	14	18	11	7	56%	72%	44%	28%

(source: survey data)

The above table shows that among 25 respondents of Airtel, 36% have problems with connectivity, 64% have problems with unwanted alert messages and calls and 56% have problems with service outlet. Among 25 respondents of Jio, 64% have problems with connectivity, 36% have problems with unwanted alert calls and messages and 44% have problems with service outlets.

Fig 4.12 showing problems faced by customers



(source: survey data)

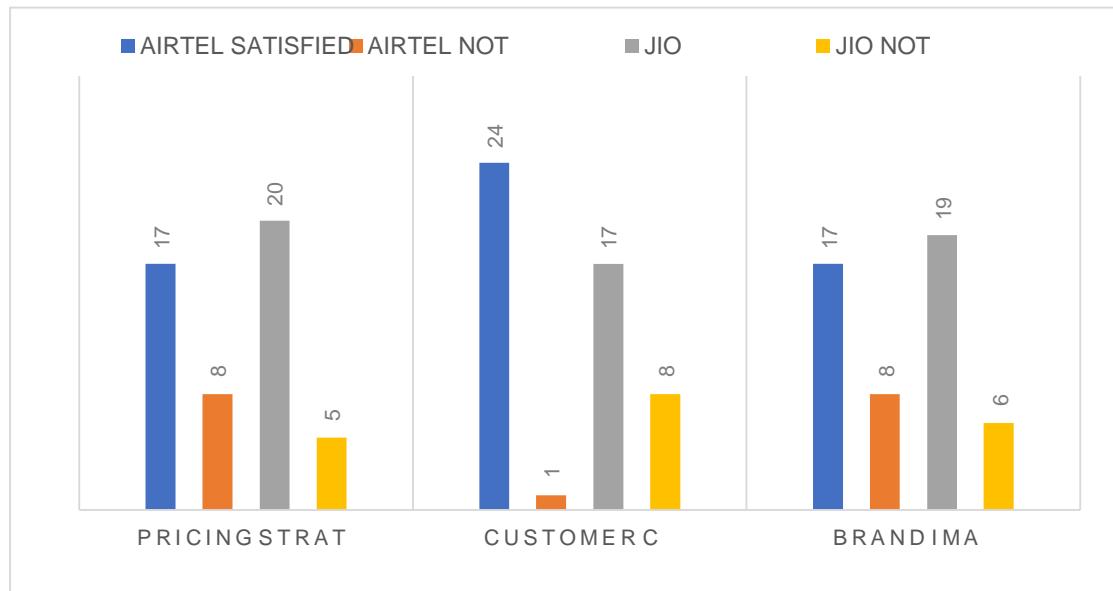
Table 4.13 showing levels of satisfaction of customers

LEVEL OF SATISFACTION	NO. OF RESPONDENTS				PERCENTAGE OF RESPONDENTS			
	Satisfied		Not satisfied		Satisfied		Not satisfied	
	AIR	JIO	AIR	JIO	AIR	JIO	AIR	JIO
Pricing strategy	17	20	8	5	68%	80%	32%	20%
Customer care	24	17	1	8	96%	68%	4%	32%
Brand image	17	19	8	6	68%	76%	32%	24%

(source: survey data)

The table above shows that among 25 Airtel respondents, 68% are satisfied with pricing strategy, 96% are satisfied with customer care and 68% are satisfied with brand image. Among 25 Jio respondents, 80% are satisfied with pricing strategy, 68% are satisfied with customer care and 76% are satisfied with brand image.

Fig 4.13 showing levels of satisfaction of customers



(source: survey data)

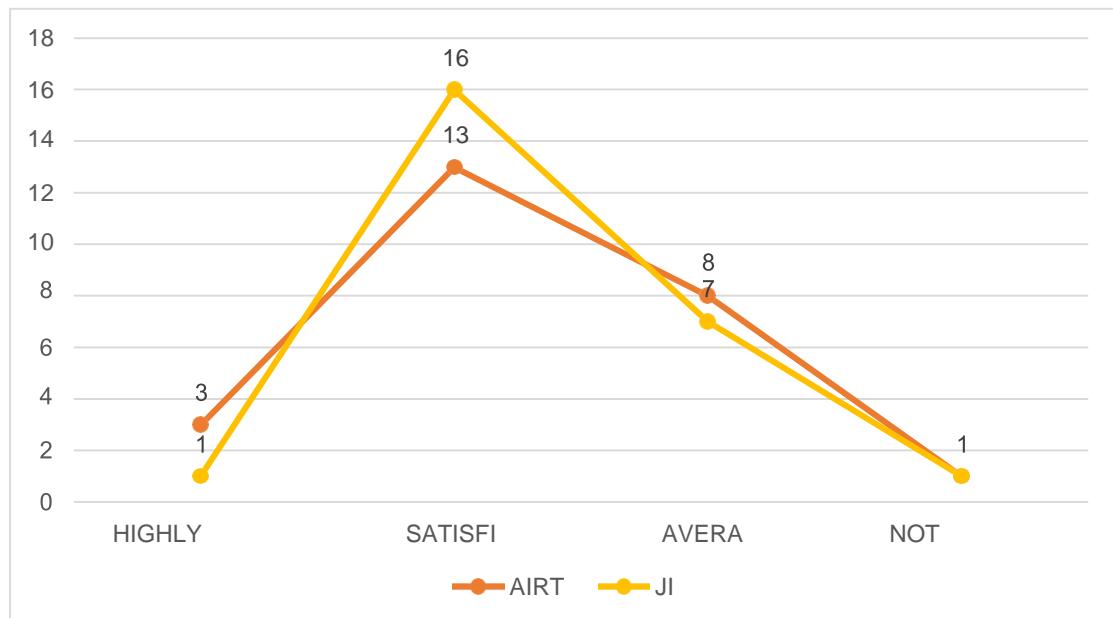
Table 4.14 showing overall level of satisfaction of customers

OVERALL SATISFACTION	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Highly satisfied	3	1	12%	4%
Satisfied	13	16	52%	64%
Average	8	7	32%	28%
Not satisfied	1	1	4%	4%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 12% are highly satisfied and 52% are satisfied while 32% feel it is average and 4% are not satisfied with the overall performance. Among 25 respondents of Jio, 4% are highly satisfied and 64 % are satisfied while 28% feel it is average and 4% are not satisfied with overall performance.

Fig 4.14 showing overall satisfaction levels of customers



(source: survey data)

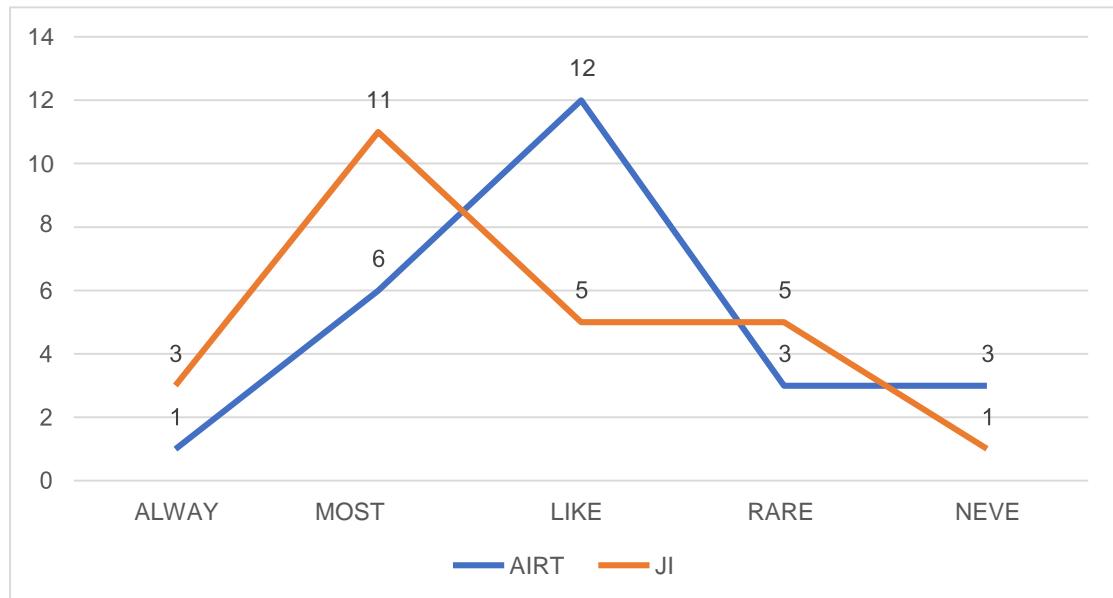
Table 4.15 showing chance of suggestion of Airtel/Jio to friends

SUGGEST TO FRIENDS	NO. OF RESPONDENTS		PERCENTAGE OF RESPONDENTS	
	AIRTEL	JIO	AIRTEL	JIO
Always	1	3	4%	12%
Most likely	6	11	24%	44%
Likely	12	5	48%	20%
Rarely	3	5	12%	20%
Never	3	1	12%	4%
Total	25	25	100%	100%

(source: survey data)

The above table shows that among 25 Airtel respondents, 4% would always, 24% most likely, 48% likely, 12% rarely and 12% would never suggest Airtel to friends. Among 25 Jio respondents, 12% would always, 44% most likely, 20% likely, 20% rarely and 4% would never suggest Jio to friends.

Fig 4.15 showing chance of suggestion of Airtel/Jio to friends

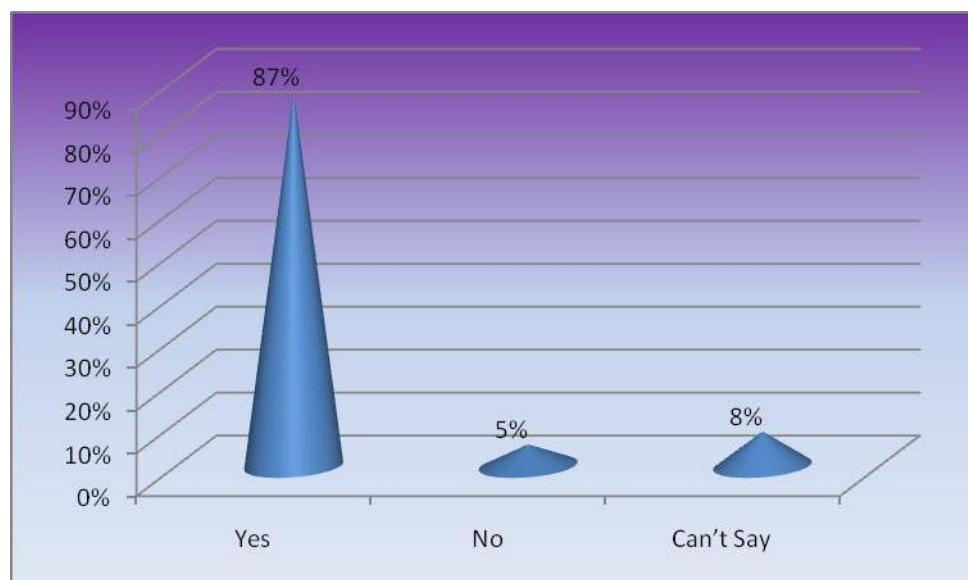


(source: survey data)

Table 4.16 effectiveness of digital advertising in comparison to traditional advertising

Particulars	No. of Respondents	Percentage
Yes	87	87%
No	5	5%
Can't Say	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Fig 4.16 showing effectiveness of digital advertising in comparison to traditional advertising



In the above graph shows that 87% of customer say digital advertising is more effective in comparison to traditional advertising.

### Findings

1. The data from the survey shows that majority of the respondents from Airtel were females and majority of respondents from Jio were males.
2. The data shows that Airtel has a majority of first-time users than Jio.
3. The survey suggests that Jio has a majority in new customers whereas, Airtel has more loyal customers.

4. Majority of the respondents of both Airtel and Jio use prepaid service scheme.
5. Major source of information that influenced buying decision for Airtel users were advertisement, which means it has better marketing strategy and for Jio users it was friends and family, which means it has better word of mouth promotion.
6. The data shows that connectivity and attractive schemes are the major factors that influence the buying decision of a service provider.
7. It shows that majority of the respondents of Jio were interested in the unlimited data plans.
8. It shows that majority of the Jio users were not aware of the value-added services available to them compared to Airtel users.
9. It shows that the preferred monthly recharge expenditure of both Airtel and Jio users were Rs.200-300.
10. Majority of the respondents that contacted the customer care service were from Airtel
11. Data shows that majority of the Airtel users that contacted customer care service were for registering complaints.
12. Data shows that Jio has better connectivity and convenience of service outlets compared to Airtel.
13. It shows that Jio users are more satisfied with the pricing strategy and brand image of the company compared to Airtel.
14. Data shows Jio users have slightly higher satisfaction rates compared to Airtel based on overall performance.

Data shows that a Jio user is more likely to suggest and promote their service provider to others compared to an Airtel user.

## **Recommendations**

1. Airtel and Jio should give emphasis on improving the network coverage, particularly in rural areas so that more customers can be gained and retained.
2. Airtel and Jio should take necessary steps to improve connectivity as more people now depend on them for their work and studies.
3. Airtel and Jio should try and eliminate the problem of call drop and call congestion.
4. Airtel and Jio should introduce better service plans at affordable prices.

5. Considering the brutal competition in the telecommunications industry & shrinking margins, venturing into new markets/developing economies will prove to be a success for the companies
6. The current advancements in technology and 5G trials could also prove an excellent success for the companies. 5G and LTE services are not yet very common in the country especially in rural cities, Airtel and Jio can extend their services in this direction to get new customers.
7. The ultimate goal of the marketing campaigns is to broaden brand's awareness and gain the trust of your target audience. The best way to do this is to use a mix of marketing channels such as magazine ads, direct mail, social media and radio to extend reach and meet prospects on the channels they prefer.
8. A successful marketing strategy takes time and commitment, and that takes patience.

## **4.5.LIMITATIONS OF STUDY**

Online surveys are growing in popularity, perhaps because they are an easy, convenient, and inexpensive means of data collection. Online surveys commonly suffer from two serious methodological limitations: the population to which they are distributed cannot be described, and respondents with biases may select themselves into the sample.

Research is of value only when the findings from a sample can be generalized to a meaningful population. When the population addressed by the survey cannot be described, and when the sample is contaminated by respondents with biases, findings from online surveys cannot be generalized and may therefore mislead.

During the course of the study the following limitations were observed:

The method will be unsuitable if the number of persons to be surveyed is very less as it will be difficult to draw logical conclusions regarding the satisfaction level of customers.

Interpretation of data may vary from individual depending on the individual understanding the product features and services of the company.

The method lacks flexibility. In case of inadequate or incomplete information the result may deviate.

It is very difficult to check the accuracy of the information provided.

Since all the Services and services are not widely used by all the customers it is difficult to draw realistic conclusions based on the survey.

## **5. CONCLUSION**

Today, there are a number of mobile service providers in the market that offer various service plans targeting every section of the society and each and every walk of human life. But the preference of customers towards certain aspects makes a company successful compared to its competitive counterparts. The Indian market scenario is a price sensitive scenario with an attitude of ‘morefor less’.

The same is the strategy used by the Indian telecom companies to attract new customers and also to compete with one another. Both Airtel and Jio are leading Indian companies that provides the very need of their customers by introducing innovative plans and better offers. The study conducted reveals that Jio has a slightly better performance and preference rate compared to Airtel.

The competition between both Airtel and Jio have led to a benchmark standard performance of both companies. Not only does these companies compliment and compete with each other in a healthy way but also implement better technologies and customer service that ensures well-being of both company and the customer paving way for a brighter future.

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## 5.2 ANNEXURE

Gender .....

Age .....

1. Which is your current cellular service provider?

- A] Airtel
- C] Reliance Jio

- B] BSNL
- D] Vodafone Idea

2. Is it your first service provider?

- A] Yes
- B] No

If no, how many service providers have you used in the past?

- A] 1
- C] 3
- B] 2
- D] More than 3

Why did you change your past service provider?

- A] Excessive billing
- C] Poor customer service
- B] Poor network coverage
- D] Limited services

3. Which service scheme are you currently using?

- A] Prepaid
- B] Post paid

4. From which source did you come to know about your current service provider?

- A] Newspaper
- C] Friends and family
- B] Advertisement
- D] Hoardings

5. How long have you been using the current service provider?

- A] Less than 1 month
- B] About 6 months
- C] More than 6 months
- D] More than 1 year

6. Which feature of the service provider convinced you to use them?

- A] Connectivity
- B] Attractive Schemes
- C] Advertisement
- D] Goodwill

7. Why did you choose this service provider?

- A] Unlimited calling service
- B] Unlimited data service
- C] Unlimited SMS service
- D] All available services

8. What is your average monthly expenditure on your mobile bill (in Rs)?

- A] Rs.100 – Rs.200
- B] Rs.200 – Rs.300
- C] Rs.300 -Rs.400
- D] Above Rs.500

9. Are you fully aware about all the schemes provided by your service provider?

- A] Yes
- B] No

10. How aware are you about the existence of value-added services like news, astrology, cricket, ringtones etc?

- A] Have seen the promos and  
know the intricacies of the services
- B] Have seen their promos, but not  
sure about their service details
- C] Haven't seen them
- D] Haven't heard about them

11. How do you rate the network service of current service provider?

- A] Very good
- B] Good
- C] Average
- D] Poor

12. What connectivity problem have you faced with this service provider?

- A] Network busy
- B] Range problem
- C] Disconnected frequently
- D] Voice problem

13. Do you face network connection problem while

- A] Being inside a specific area
- B] Being outside your area
- C] Travelling
- D] None

14. Do you face connectivity problems during specific hours of the day?

- A] 12am – 6am
- B] 6am – 12pm
- C] 12pm -6pm
- D] 6pm – 12am

15. Have you called at the customer service of the present service provider?

- A] Yes
- B] No

If yes, for what reasons have you called?

- A] Value added services
- B] Information about new plans
- C] Complaints
- D] Queries

Are you happy with services provided by the customer service?

- A] Yes
- B] No

16. Do you receive unwanted messages and calls from your service provider?

- A] Yes
- B] No

If yes, how often do you receive them?

- A] Rarely (1-3)
- B] Occasionally (4-6)
- C] Frequently (more than 7)
- D] Never

17. Do you think miss call alerts should be provided at free of cost?

A] Yes

B] No

18. Do you think the brand image of your service provider is better than others?

A] Yes

B] No

19. What comes to your mind when you hear the brand name of your service provider?

A] Music

B] Punch line

C] Brand ambassador

D] Theme of advertising

20. Do you face the problem of call drop?

A] Yes

B] No

Do you face the call problem as

A] Complete call drop

B] Partial call drop

C] Both

D] None

21. How do you rate the various plans offered by your service provider?

A] Excellent

B] Very good

C] Good

D] Poor

22. Are you satisfied with the present pricing strategy of your service provider?

A] Yes

B] No

23. Are the service outlets provided by your service provider convenient?

A] Highly convenient

B] Convenient

C] Average

D] In convenient

24. How do you prefer to learn about the services available to you?

A] Online

B] In-store

25. Rank the following in terms of importance when choosing a service provider (1 being of the highest importance and 5 being of least importance)

- A] Price
- B] Product
- C] Location
- D] Accessibility
- E] Customer service

26. How satisfied would you say you are based on the following? (extremely, quite, moderately, slightly, not satisfied)

- A] Availability of connection
- C] Average download speed
- B] Reliability of connection
- D] Average upload speed
- E] Price relative to cost

27. Are you satisfied with the overall service provided by your service provider?

- A] Highly satisfied
- B] Satisfied
- C] Average
- D] Not satisfied

28. Would you like to change your current service provider in future?

- A] Yes
- B] No

29. Do you have any suggestions for your service provider? (please specify below)

30. How likely are you to recommend your mobile service provider to others?

- A] Always
- B] Most likely
- C] Likely

D] Rarely

E] Never

Q31 How effective is digital advertising in comparison to traditional advertising?

A] More effective

B] Less effective

C] Can't say