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**Dr. Gyan Chand**

Faculty, Department of MBA,  
Sido Kanhu Murmu  
University, Dumka,  
Jharkhand, India

## An analytical examination of the influence of advertising on Airtel mobile service consumers, specifically focusing on the city of Patna

**Dr. Gyan Chand**

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### Abstract

In the 21<sup>st</sup> century, mobile technology has emerged as a fundamental platform for connecting individuals, businesses, and communities, providing them with new opportunities. Nevertheless, a significant proportion of networks have yet to achieve the promised level of fast, economical, and dependable telecommunications connectivity. The advent of mobile connectivity has significantly transformed our lives, making it easier to reach the desired target audience through the services provided by telecommunications service providers. This, in turn, translates into increased sales and customer satisfaction. Publicity plays a crucial role in reaching out to those who have not yet accessed web services. In this particular scenario, an attempt has been made to examine the impact of advertising on the sales of Airtel mobile services.

An example of 100 dynamic clients from Patna City in Bihar has been selected for the study using random sampling. The key information was analysed using statistical tools such as chi-square and correlation tests. There is a strong correlation between the age group of customers and sales promotional efforts.

**Keywords:** Economical, affordable, reliable, publicity, telecommunications connectivity, consumer loyalty, promotional efforts

### 1. Introductions

Airtel originates from Bharti Cellular Limited, which is a part of Bharti Enterprises, the largest private global telecommunications conglomerate. Established in 1976, this company has been a pioneering force in the telecommunications industry, credited with numerous firsts and innovations. Bharti has engaged in numerous strategic collaborations with global leaders such as SingTel (Singapore Tele-Ventures), Singapore; Warburg Pincus, USA; Telia, Sweden; Asian Infrastructure Fund, Mauritius; International Finance Corporation, USA; and New York Life International, USA. Bharti offers a range of telecommunications services, including Cellular, Basic, Internet, and National Long Distance. In addition to being the largest manufacturer of telephone devices in India, it is also the first company to export its products to the USA. The company introduced its initial cellular services in Delhi in 1995. The mobile phone administration areas in India include New Delhi (Metro), Mumbai (Metro), Uttar Pradesh (West), Haryana, Kerala, Madhya Pradesh, Gujarat, Maharashtra, and Tamil Nadu. It established its exclusive showrooms in 1995. Tamil Nadu alone has a total of 815,000 clients. It has consistently been voted the top cellular service provider in the country for four consecutive years, namely 1997, 1998, 1999, and 2000. In 2001, it also received the Golden Peacock National Quality Award. Bharti's ambitious business ambition is to be universally admired for its telecom services that bring satisfaction to clients. Airtel offers a range of additional services known as Value Added Services. Airtel provides its subscribers with value-added services.

### 2. Role of advertising

Positioning as a distinctive tool also tends to recall, reassure, and influence the decisions of the consumers. The purpose of a promotion is to enlighten, educate, and persuade clients about the effectiveness of the product being marketed. According to Longman (2000), promotion is the act of informing people about a product or service in order to persuade them to purchase it. Therefore, promotion plays a crucial role in both advertising and influencing

**Corresponding Author:**

**Dr. Gyan Chand**

Faculty, Department of MBA,  
Sido Kanhu Murmu  
University, Dumka,  
Jharkhand, India

consumers' purchasing decisions regarding the products or services being offered. Many shoppers mistakenly believe that advancement and advertising are interchangeable terms. The coordination between producers and consumers through advertising is specifically designed to achieve particular mutually beneficial objectives (Adekoya, 2011) [2]. The items are:

- **To present new item:** One of the functions of advertising is to inform consumers about the introduction of a new product on the market, hence creating awareness.
- **Persuade clients to purchase:** Advertising effectively stimulates clients' interest and persuades them to make a purchase.
- **Creation of interest:** Advertising stimulates demand by consistently informing potential buyers about the availability of a product in the market.
- **To change customer conviction:** Advertisement is an effective tool that may be used to alter consumer perception of a product or service in order to influence their conviction. Therefore, assist in leveraging their buying power and influencing their thoughts.
- **To make brand faithfulness:** To cultivate brand loyalty, it is essential to consistently engage and captivate customers' interest in a particular product, ultimately leading to their unwavering commitment to the brand.
- **Develop huge market:** Advertising facilitates the development of a substantial market by creating significant market segments, which in turn leads to the expansion of a larger market.
- **To advance the picture of the firm:** Advertising enhances the perception of the company by creating a corporate image.

### 3. Need for the study

The enormity of the examination is evident from the following three dimensions:

In a developing economy, it is often challenging to achieve a consistent and steady increase in the business volume of a product due to political and economic instability in the country. These factors directly impact the lifestyle and purchasing power of consumers.

Marketing concerns often have wide-ranging effects on any organisation and if ignored, can pose a significant threat to the continued existence of the company, particularly in the field of marketing as a component of corporate communication. The market has reached a point where consumer preferences are becoming increasingly diverse, and the need for fast internet and high-quality service remains strong despite rising costs of essential resources.

Customer retention is a key goal for every organisation, as it involves both maintaining existing customers and acquiring new ones. This project aims to profile the average client in order to develop the system and enhance client connections within the organisation. The data collected for this analysis can be used by the company to enhance its services and become more customer-centric in order to increase the company's reputation and overall performance. This study aims to provide the management with information on the company's market position in terms of sales and customer awareness. Additionally, it aims to offer some suggestions to enhance the company's current sales volume.

### 4. Objective of the study

The primary aim of this study is to assess the influence of advertising on the sales of Airtel Mobile Services in the city of Patna.

- To comprehend the influence of advertising on customers' purchasing decisions.
- To examine the effect of advertisements on sales, considering demographic aspects and promotional activities.
- To analyse the issues encountered by clients and provide relevant recommendations on Airtel mobile service.

### 5. Scope of the study

Mobile service providers play a crucial part in the lives of all individuals in today's contemporary society. The study specifically examined the efficacy of advertising campaigns targeting Airtel mobile service providers. The study specifically analysed the variables related to media strategy and the efficacy of advertising in the mobile service industry.

### 6. Limitations of the study

- As some of the respondents were illiterate therefore few respondents could not give clear idea about the Airtel promotional schemes.
- The sample size is much less; therefore it also cannot be regarded as a sufficient sample size.
- The research findings is restricted to Patna City only.

### 7. Review of literature

Zainal Abedin and Loboni Ferdous (2015) conducted a study to determine the impact of specific exercises carried out by Airtel Bangladesh Limited. The Five-Point Likert scale has been employed to examine customers in this investigation. This research reveals the amount of specialisation and customer perception about promotional activities, as well as if these activities, their consistency, and customer perception can increase market share in the industry.

Promotion is a tool used in advertising to communicate ideas and information about products and services. It is a notable effort that utilises paid advertising space or another communication medium to express its message. The text accurately identifies the promoter and their connection to the commercial endeavour (Aaker, David and Carman, 1982)<sup>[1]</sup>.

Straight to the point (2005) defined advertising as the act of persuading others to buy and disseminating information about an idea, service, or product in order to prompt specific actions in line with the advertiser's objectives. It is observed that promotion is a regulated dissemination of information and influence through mass communication medium.

Comprehending and assessing the benefits of advertising is a matter as ancient as marketing itself. The problem arises from the multiple purposes that advertising serves:

1. Raising awareness of products.
2. Establishing brand equity.
3. Generating sales (Cocktail, 1976)<sup>[5]</sup>.

Many of these points are inadequately assessed or associated with the advertising that may have impacted them. Furthermore, the current advertisers must also handle several additional noteworthy enhancements that have either

made measurement more challenging or added pressure to its completion. It is important to understand that advertising is one of the primary marketing strategies that has a considerable impact on sales. In addition, these methodologies include the assessment of market size, promotional campaigns, product attributes, and competitors' reactions.

P. Vijay and R. Sakthivel (2016) [9] observed that in prior decades, running a firm was relatively easy due to the low level of competition. The purpose of advertising is to attract the attention of individuals towards a product or service. The effectiveness of the advertisement in evoking the image of the products. The emergence of remote players has created a fierce competition among various corporate entities, leading these companies to heavily rely on advertising to promote their sales.

**8. Research methodology**

**Research Design:** A comprehensive blueprint outlining the methodology and processes for collecting and analysing necessary information. An exploration configuration refers to a framework or blueprint that guides the implementation of a marketing research project.

**Descriptive Research:** Descriptive research is a type of investigation that aims to accurately identify and describe the individuals or group involved. The three main methods

for collecting this data are observational, which involves systematically observing and documenting the participants.

**Sampling Size and Technique:** The study has a sample size of 100.

**Sampling Technique:** Convenience Sampling.

**Data Collection Method**

**Primary Data**

This data is acquired for the first time by the researcher specifically for the study they are doing. This research involves the direct collection of primary data from the respondents through the use of a questionnaire.

**Secondary Data**

This data has already been collected and utilised by someone in the past. This research review of literature gathers industry-specific information from online sources.

**Statistical Tools Used**

The study employs the following tools for the aim of analysis.

- Simple Percentage analysis.
- Chi-square analysis.

**9. Data analysis & interpretation**

**Table 1:** Profile of the respondents

Age	No. of Respondents	Percentage
Below 20	14	28
20-30	52	52
30-40	24	24
Above	10	10
Total	100	100
Gender	No. of Respondents	Percentage
Male	64	64
Female	36	36
Total	100	100

Source: Primary Data

According to Table 1, it is evident that out of the 100 respondents included in the study, the majority (52%) of them belong to the age range of 20-30 years.

The gender-based classification indicates that the majority (48%) of the responders are males.

**Table 2:** Factors Influencing Preference

Reasons for preference	Frequency	Percent
Quality service	37	37
Speed of internet	40	40
Attractive offers	23	23
Total	100	100

Source: Primary Data

**Table 3:** Information Source

Source of information	No. of respondents	Percentage
Advertising	20	20
Friends	48	48
Existing users	22	22
Others	10	10
Total	100	100

Source: Primary Data

**Table 4:** Mobile users' level of satisfaction

Services	Highly satisfied	Satisfied	Dissatisfied	Total
Service quality	46	22	32	100
Staff responses towards customer queries	60	26	14	100

Source: Primary Data

The chi-square test is used to determine the association between personal variables (such as age and gender) and the source of information about Airtel, as well as the general satisfaction of respondents with Airtel mobile services.

**1. Age of the respondents and source of information about Airtel**

**H<sub>0</sub>:** There is no significant relationship between the age of the respondents and the source of information they rely on for Airtel.

**Table 5:** Age of the respondents and source of information about Airtel

Age of the respondents	Advertising	Friends	Existing	Others	Total
Below 20	2 (3.4)	2 (6.46)	10 (4.59)	3 (2.55)	17
20-30 years	8 (8.8)	20 (16.72)	12 (11.8)	4 (6.6)	44
30-40 years	6 (5.4)	12 (10.26)	3 (7.29)	6 (4.05)	27
Above 40 years	4 (2.4)	4 (4.56)	2 (3.24)	2 (1.8)	12
Total	20	38	27	15	100

Source: Primary Data

Given that the calculated Chi-square value (16.52) at a significance level of 5% with 9 degrees of freedom exceeds the table value, the null hypothesis is accepted. Therefore, it can be deduced that there is no substantial correlation between the age of the respondents and the source of knowledge on Airtel.

**2. Relationship between gender and overall satisfaction of Airtel broadband**

**H<sub>0</sub>:** There is no significant relationship between gender and satisfaction of Airtel broadband.

**Table 6:** Relationship between gender and overall satisfaction of users

Gender	Overall satisfaction			Total
	Best	Better	Average	
Male	240 (0.069)	18 (0.191)	16 (0.056)	
Female	22 (3.063)	10 (0.311)	10 (0.085)	42
Total	46	28	26	100

Source: Primary Data

Given that the calculated value (3.775) is smaller than the table value, we can conclude that the null hypothesis is accepted. Therefore, it can be inferred that there is no substantial correlation between the gender of the respondents and their happiness with Airtel services.

**9. Suggestions**

**On the basis of the above analysis, the following suggestions are made**

- Airtel should utilise cutting-edge technology to enhance the quality of phone calls.
- There is no text provided. The data reveals that the respondents identified the bill format as the primary issue. Therefore, it is recommended to decrease the rates of the value added service (VAS) in order to make it more accessible for a larger number of individuals to enhance their experiences.
- Airtel may provide a compelling package that includes a handset at a lower price, making it affordable for individuals with lower incomes to purchase an Airtel connection with a device.

- Airtel should implement impactful sales marketing strategies in order to raise awareness and ensure that their services are accessible to individuals from all social strata.
- Despite Airtel's provision of high-quality items, its pricing are exorbitant. The primary deterrent to purchasing Airtel is the price. Airtel should implement measures to decrease the tariffs in order to attract more users.

**10. Conclusion**

The media transmission administrations embodied the essence of the contemporary world. The advancement of telecommunications services revolutionised the lives of individuals. Airtel is a remarkable brand in India that has successfully made a significant impression on consumers by offering a wide range of products and services on a large scale, ensuring the utmost satisfaction of its customers. Based on data analysis, it is evident that there is a significant market where a large proportion of young people are extensively using the internet. The primary objective of the inquiry is to examine how customers influence promotional activities of Airtel mobile services and to determine their satisfaction with the service compared to its competitors. The investigation revealed the perception and satisfaction of consumers, which aids Airtel in attracting more persons to become customers of their mobile services. The continuous progress in innovation and marketing has led to the emergence of remarkable new services. From traditional plain old telephone utilities (POTS), the globe is currently witnessing the emergence of the fourth generation mobile telecommunications services and beyond. The Indian telecommunications sector has undergone major changes and transformation over the past two decades.

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