

**Importance of Marketing by highlighting implications of Different Marketing Techniques  
being employed by Major Mobile companies in Pakistan**

Analysis of Q-Mobile

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**Abstract**

Marketing is the driving force behind success of any organisation and business. The most influential factor in success of any business and organisation is “Marketing”. Modern marketing is in stark contrast with the marketing during the last century, when manufacturers produce a product and sell it to customers with the help of advertisements, promotions, discount and such techniques. During mass production era, only “monologue” communication was present between the supplier and customer. After the collection of secondary data, primary data is to be collected from general public with a sample size of about 100. The primary data shall be collected with the help of a questionnaire designed to outline the implications of the marketing techniques on the minds of ordinary consumers. The primary data collected shall be of quantitative in nature and shall be analysed for further interpretations

From the study of the respondents belonging to different major mobile companies, Price plan seems to be the key to success for the companies as it is attracting the high proportion of customers. Q-Mobile and Samsung have gained majority of the customers on this ground.

## **Introduction**

“Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and businesses.” In this modern era, with the help of new technology, manufacturers are able to produce products that can satisfy the individual needs of each customer. New technologies have helped in establishing a marketing “dialogue” between the producer and customer which has resulted in a change from mass production culture to a mass customised one where every customer can specify its requirements and needs and being fulfilled by the manufacturer. Hence a new form of marketing is emerging Modern marketing is in stark contrast with the marketing during the last century, when manufacturers produce a product and sell it to customers with the help of advertisements, promotions, discount and such techniques. The outcome of the marketing at that time could be considered as “Take it or leave it”. The customer might not be able to satisfy its need completely with the purchased product. As per saying of Henry Ford “You can have any colour you want, providing it is black”.

With the advent of Mass customisation, Marketing techniques have also changed. Now greater emphasis is being put on a “dialogue” communication between the supplier and customer. Also the suppliers are beginning to understand the implications of Customer relationship management that is another form of a dialogue communication.

Customer retention is as important as customer recruitment and the impact of customer retention is almost equal to that of recruitment on the success of a company. Hence Customer Relationship management is now having a major focus in marketing of a company to make the business profitable

## **1 RESEARCH AIM**

The basic aim of this research is to elaborate the importance of Marketing by highlighting implications of **Different Marketing Techniques** being employed by Major Mobile companies in UK.

### **1.2 OBJECTIVES**

The objective is to find out the different Marketing tactics including price tariffs, new technology offerings, different features and Customer Relationship management being put into practice by different telecom companies in Pakistan, to find out relative market shares of companies and the resulting success of the respective organisations.

### **1.3 SCOPE OF RESEARCH**

Theories of Marketing are being studied and being compared with marketing strategies / tactics being employed by telecom companies in Pakistan during the past few years and played significant role for the success of an organization. Different marketing tactics like different price tariffs, price discounts, technology up-gradation and customer service quality improvement etc are to be studied. At the same time, different factors like market share growth, revenue growth, and profit increment etc of respective companies are to be studied in order to assess the impact of marketing actions on the success of these companies.

## **METHODOLOGY**

Author studied different theories covering different aspects of marketing so it can find out the deviation between theoretical approach being given by different scholars and practical approach being adopted by the companies. Author used secondary data to obtain past information about the mobile companies. This information included the marketing strategies

being adopted by the companies, the profit figures over the past years to get an insight of the performance of the companies, the company's relative performance and market share in terms of different factors like no. of subscribers, revenue and call volume obtaining an overview of the performance of marketing department of the companies. Also this data is used to compare with the results of the conducted survey so author can truly determine the impact of the marketing by the companies on the minds of the consumers and check the success / failure of the company's marketing over the time period.

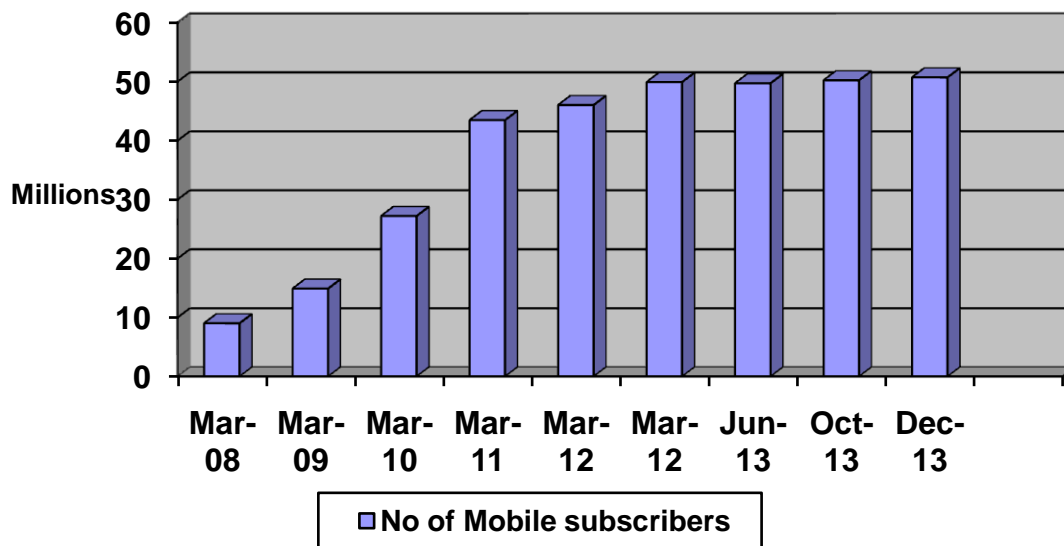
In addition to the secondary data, author collected primary data in form of a questionnaire identifying the share of each operator in the market, identifying the preferences of worthy customers (big spenders) as well as occasional users. Also the primary data has helped in identifying factors such as Brand Image, Price tariffs etc which have been influential enough to compel the customers to subscribe to the company thus giving an overview of the success / failure of the marketing function of the company. The primary data has also given an insight of the minds of the customers showing their preferred areas of interest while deciding to retain or switch their subscription. This result showed the impact of the working of the customer relationship management of the company on the consumers. In the end the analysis of the primary data is compared with the secondary data analysis which reflected a true picture of the effectiveness of working of the marketing departments of the companies along with author's interpretations

## **ANALYSIS**

### **TOTAL NO OF SUBSCRIBERS**

Looking at the mobile market information available through the annual report 12/13 and quarterly reports from April 2013 till December 2013 of Oftel, Office of Telecommunications, following results are obtained.

**Graph**



**Table Operators Subscribers' share**

	Mar-08	Mar-09	Mar-10	Mar-11	Mar-12	Mar-13	Jun-13	Oct-13	Dec-13
Q Mobile (%)	14.6	17.0	22.0	25.4	27.6	26.67	26.79	26.4	26.39
Samsung (%)	38.0	37.5	32.3	28.3	24.8	24.46	24.36	24.2	24.26
Etisalat (%)	13.3	15.1	18.5	20.7	22.8	24.93	24.59	24.9	24.44
Voice (%)	34.1	30.4	27.2	25.7	24.8	23.94	24.26	24.5	24.91

From the graph and the table, we can deduce that Q-Mobile has gained significant market share from Samsung and Voice mobile in becoming the leading market player with highest share of

subscribers in the market giving an excellent picture of the marketing by the company to convince the customers to join the company

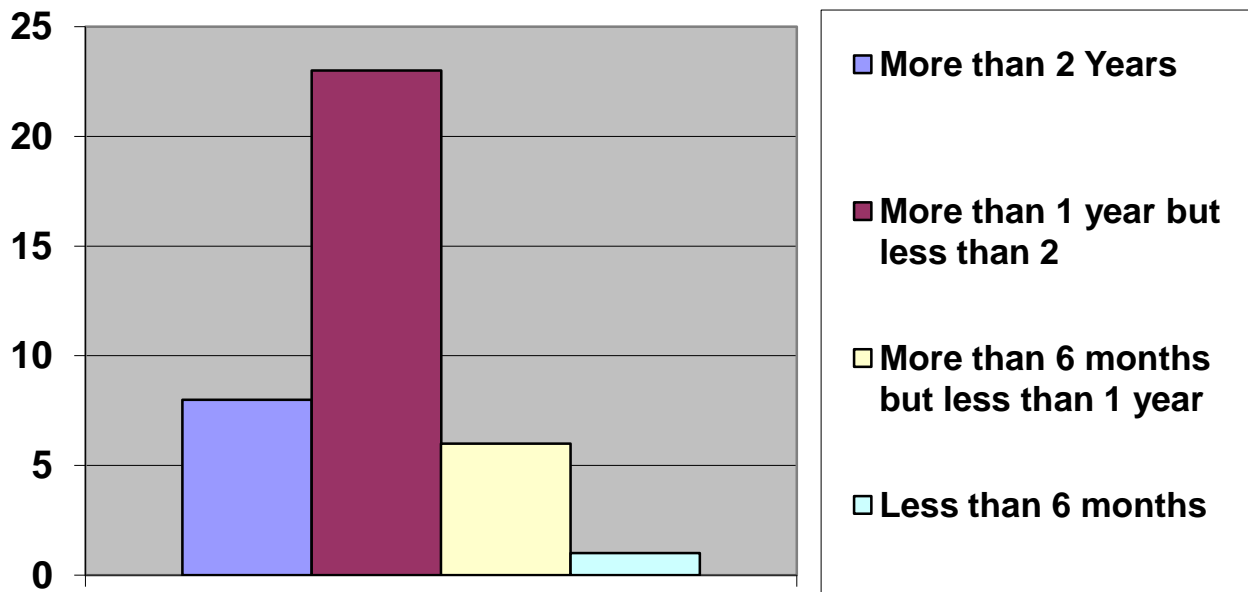
Samsung was once the leader of the market; hence it is still having a good market share despite the loss of some of the existing customers

Voice Mobile is also a major loser of market share as its market share has reduced demonstrating the fact that the marketing of voice mobile is not doing a good job.

### Q-MOBILE

Q-Mobile is gaining customers during last 2 years confirming the **gains it has achieved in no of subscribers, call volume and revenue share of the telecom market over almost the same period as mentioned in the previous chapter**. The period of subscription for majority of the customers of Q-Mobile is more than a year but less than 2 years. Following is a tabular form of the answers of this question:

Graph



Author interpret the findings of his research by analysing the relation between the survey and the secondary data thereby checking the **impact of Marketing techniques** by the companies on the minds of ordinary consumers. Moreover, author might be able to develop a theory which can predict the future line of action of the companies and this theory will be based upon the past actions of the companies

## **Q-Mobile**

**Brand Image of Vodafone is playing an important factor in success of Q-Mobile and customer relationship management seem to be the success key for Q- Mobile as it is retaining the service quality conscious customers with the profit figures showing a healthy trend towards recovery.**

By looking at the past trend of the company, it is clear that Q-Mobile has concentrated on providing new technologies to its customers. There were few occasions when Vodafone has reduced prices to gain customers on this ground.

### **Service Quality Conscious Customers are with Q-Mobile**

Only those customers seem to be with Q-Mobile now who considers service quality the most important factor while deciding for the service provider and price tariff of less importance. Due to this factor, **Brand Image plays an important role in persuading such customers to join the company.** This is being cemented by the fact that more than half of the respondents join the company because of Brand Image and offering of new mobile equipment.

Hence, we can say that Q-Mobile's strategy of keeping up the pace with the development of new mobile technology and less emphasis on the price competition has initially paid off when the customers doesn't have a lot of choice available in terms of price. Moreover, **the consumers**

**were overwhelmed by the offering of technology after technology which has helped in developing a brand image of Q-Mobile** as being demonstrated in the survey.

But as soon as the customers got a choice of low price tariff along with the offering of similar technology, the consumers have turned to other operators most notably Q-Mobile to cash the benefit of offering of better price tariff than Samsung.

As per the past history of Vodafone, it is likely that Vodafone will continue to provide new technological services to its customers with more emphasis on quality of the service as compared to that on price.

## **Q-MOBILE**

**Price plan coupled with good service quality is the success key for T-Mobile in both recruiting and retaining the customers. Marketing of suitable price plan is enabling the company to make recovery and head in the direction of success.**

Q-Mobile has kept up with other major mobile operators in terms of technological service offering. Launch of World's first GSM network, offering of UMTS service, GPRS, MMS and java games are examples of offering of technological services by Q-Mobile.

### **Low price tariff helped in gaining market share**

But the impact of offering of low price tariff is huge on the market subscribers' share and also on the market revenue share. It is clear that Q-Mobile's share of market subscribers and revenue is increasing since 2009. Company started to offer attractive price tariffs from 2008. Looking at the results of the survey, the majority of the customers of Q-Mobile has subscribed to the company after the offering of these price plans which is a clear indication that the company has recognised the pulse of the need of the customers and is moving in the right direction.



Now looking at the response from Q-Mobile customers, it is clear that the better price tariff is the main influential factor for almost all the respondents with the second main reason of subscription to be the offering of new equipment at the time of subscription.

**Conclusion:**

By looking at the research, author has recognized that all the major mobile operators have done their best in providing the latest technologies as the technologies come by. Leader in the market, always keen to provide new technologies and providing good service quality have helped in creating a Brand Image of Q-Mobile which has helped in getting recovery from losses of the company. It can be said that marketing of technological services in an effective manner with a combination of good customer relationship management have helped the company in creating a Brand Image and ultimately in recovery.

Q-Mobile is good examples of sensing the actual need of the customers which is a combination of suitable price plans and service quality. Q-Mobile seems to be following the correct strategy by pursuing with price competition along with good service quality to gain success, it is still running under loses and require immediate attention.

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