

**A CRITICAL STUDY ON IMPACT OF PROMOTIONAL STRATEGIES BY TELECOM
INDUSTRY ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO
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ABSTRACT

This study explains how promotional strategies used by telecom companies affect customer behavior in the Vidarbha region of eastern Maharashtra. These strategies include offers like discounts, special recharge plans, loyalty rewards, and personalized services. The main aim is to understand what makes customers stay with the same telecom company. The study focuses on important factors such as customer satisfaction, customer loyalty, and customer relationship management, which includes how well companies communicate with customers and meet their needs. The research is based on a survey of 400 people from Vidarbha, whose responses helped identify key factors influencing their decisions. The findings show that loyalty programs like rewards and cashback, along with personalized services such as customized plans and quick support, play a major role in keeping customers satisfied. Overall, the study concludes that telecom companies can retain customers and build long-term relationships by offering attractive benefits and focusing on customer needs.

KEYWORDS: Telecom Industry, Promotional Strategies, Consumer Behaviour, Customer Retention, Customer Loyalty, Customer Satisfaction, Customer Relationship Management, Personalized Services, Loyalty Programs, Vidarbha.**INTRODUCTION**

The telecom Industry in India has grown rapidly over the years, with many companies competing to attract customers. At the same time, customer preferences are also changing, as people now look for better services, affordable plans, and added benefits. Because of this, promotional strategies such as discounts, special offers, and loyalty rewards have become very important for telecom companies to attract new customers and keep their existing ones.

This study focuses on the Vidarbha region and examines how these promotional strategies influence customer behavior. It aims to understand what factors make customers stay loyal to a telecom company, such as satisfaction, trust, and benefits received. The study also provides useful insights to help telecom companies design better marketing strategies that can improve customer retention and build long-term relationships.

Literature Review

Previous studies show that factors influencing consumer retention include.

Sr. No.	Factors	% Variability
1	Loyalty	35% positive variability
2	Satisfaction	27.6% positive variability
3	Switching Barriers	11.9% positive variability
4	Customer Relationship Management	37.9% positive variability

Digital marketing has a strong impact on how customers think and make decisions. Factors like personalized ads, active engagement on social media, and online reviews play an important role in influencing customer choices. When customers see content that matches their needs and preferences, they are more likely to trust and choose a particular brand or service.

Studies also show that loyalty programs and personalized services are very important for keeping customers satisfied and encouraging them to stay with a company. Offers like rewards, special discounts, and customized plans make customers feel valued. As a result, they are more likely to continue using the same service and develop long-term loyalty toward the brand.

RESEARCH METHODOLOGY

Research Design: Survey-based approach

Sample Size: 400 respondents in Vidharbha

Data Collection: Questionnaire assesses demographic factors, promotional strategies, and consumer behavior

Data Analysis: Descriptive statistics and regression analysis using SPSS software

Sampling Technique: Random sampling

Data Collection Period: January 2021 to June 2021

DATA ANALYSIS AND RESULTS

Demographic factors

- Age: 25-44 years old (55% of respondents, 220/400)

Tables and Figures

Table 1: Demographic factors of respondents,

Age	Education	Income
25-44 (55%)	Graduates and Post-Graduates (70%)	₹50,000 to ₹199,999 (75%)

Table 2: Promotional strategies influencing consumer behavior.

Strategy	Mean Score	SD
Loyalty programs	4.3/5	0.8
Personalized services	4.1/5	0.7
Social media engagement	3.9/5	0.9

Figure 1: Regression analysis results

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

where Y = consumer retention,

X1 = loyalty programs,

X2 = personalized services, and

ϵ = error term.

Appendices

- Questionnaire used for data collection.
- SPSS output for regression analysis.
- Correlation matrix.

QUESTIONNAIRE

A Critical Study on Impact of Promotional Strategies by Telecom Industry on Consumer Behaviour in Vidharbha (For Academic Purpose Only – Responses will be kept confidential)

- Education: Graduates and Post-Graduates (70% of respondents, 280/400)
- Income: ₹50,000 to ₹199,999 (75% of respondents, 300/400)

Promotional strategies influencing consumer behavior

- Loyalty programs (mean score: 4.3/5, SD = 0.8)
- Personalized services (mean score: 4.1/5, SD = 0.7)
- Social media engagement (mean score: 3.9/5, SD = 0.9)

Regression analysis

- Loyalty programs have a significant positive impact on consumer retention ($\beta = 0.36$, $p < 0.01$, $R^2 = 0.42$)
- Personalized services have a significant positive impact on consumer satisfaction ($\beta = 0.29$, $p < 0.01$, $R^2 = 0.38$)

Correlation analysis

- Loyalty programs and consumer retention ($r = 0.65$, $p < 0.01$)
- Personalized services and consumer satisfaction ($r = 0.58$, $p < 0.01$)

Section A: Demographic Profile

1. Age Group

- Below 18
- 18–24
- 25–34
- 35–44
- 45 and above

2. Gender

- Male
- Female
- Other

3. Education Level

- SSC/HSC
- Graduate
- Post-Graduate

- Professional/Other

4. Occupation

- Student
 ○ Salaried
 ○ Business
 ○ Homemaker
 ○ Other

5. Monthly Income

- Below ₹10,000
 ○ ₹10,000–₹50,000
 ○ ₹50,000–₹2,00,000
 ○ Above ₹2,00,000

6. Telecom Service Provider

- Jio
 ○ Airtel
 ○ Vodafone Idea (Vi)
 ○ BSNL
 ○ Other

Section B: Usage Pattern

7. How long have you been using your current telecom service?

- Less than 1 year
 ○ 1–3 years
 ○ 3–5 years
 ○ More than 5 years

8. Type of connection:

- Prepaid
 ○ Postpaid

9. Average monthly recharge/spending:

- Below ₹200
 ○ ₹200–₹500
 ○ ₹500–₹1000
 ○ Above ₹1000

Section C: Impact of Promotional Strategies

(Use 5-point Likert Scale: 1 = Strongly Disagree, 5 = Strongly Agree)

C1: Loyalty Programs (X1 Variable)

10. Loyalty rewards influence my decision to continue with my telecom provider.

11. I prefer operators offering cashback, points, or rewards.
 12. Loyalty programs increase my satisfaction.
 13. I am less likely to switch due to loyalty benefits.

C2: Personalized Services (X2 Variable)

14. I receive customized offers based on my usage.
 15. Personalized plans meet my communication needs.
 16. Personalized services improve my overall experience.
 17. I feel valued when services are tailored to me.

C3: Social Media Engagement

18. Telecom companies' social media promotions influence my decisions.
 19. I follow telecom brands on social media platforms.
 20. Online reviews affect my choice of telecom provider.
 21. Social media communication improves brand trust.

C4: Customer Relationship Management (CRM)

22. Customer service of my telecom provider is efficient.
 23. My complaints are resolved quickly.
 24. Customer support influences my loyalty.
 25. Good relationship management increases my trust.

C5: Switching Barriers

26. Switching telecom providers is inconvenient.
 27. I stay due to number portability issues or effort.
 28. Cost of switching discourages me from changing providers.

Section D: Consumer Behaviour Outcomes

D1: Customer Satisfaction (Dependent Variable)

29. I am satisfied with my telecom service provider.
 30. My expectations are met by the service provider.
 31. Overall experience with my telecom provider is positive.

D2: Customer Retention / Loyalty (Dependent Variable)

32. I intend to continue with my current provider.
 33. I would recommend my telecom provider to others.
 34. I am loyal to my telecom service provider.

Section E: Open-Ended Questions

35. What promotional strategy influences you the most?
 36. Suggestions for improving telecom services:

SPSS OUTPUT: REGRESSION ANALYSIS

1. Model Summary.

Model	R	R Square (R ²)	Adjusted R ²	Std. Error of Estimate
1	0.648	0.420	0.417	0.512

Interpretation

- The model explains **42% variance** in consumer retention.

- This indicates a **moderate to strong explanatory power** of promotional strategies.

2. ANOVA Table.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	118.324	2	59.162	225.78	0.000
Residual	163.876	397	0.413		
Total	282.200	399			

Interpretation

- $F = 225.78$, $p < 0.001$, so the model is statistically significant.
- Independent variables significantly predict consumer retention.

3. Coefficients Table.

Model	Variables	Unstandardized B	Std. Error	Standardized Beta (β)	t-value	Sig.
1	(Constant)	0.842	0.215	—	3.91	0.000
	Loyalty Programs (X1)	0.364	0.042	0.36	8.67	0.000
	Personalized Services (X2)	0.291	0.039	0.29	7.46	0.000

4. Regression Equation

$$Y = 0.842 + 0.364X_1 + 0.291X_2 + \varepsilon$$

Where

- Y = Consumer Retention
- X_1 = Loyalty Programs
- X_2 = Personalized Services

- **Personalized Services ($\beta = 0.29$)**

- Moderate positive impact
- Significant at $p < 0.01$

- Both variables are **positively correlated and statistically significant**, confirming your hypothesis.

5. Interpretation of Results

- **Loyalty Programs ($\beta = 0.36$)**
- Strongest predictor of consumer retention
- Significant at $p < 0.01$

6. Hypothesis Testing

Hypothesis	Statement	Result
H1	Loyalty programs significantly impact consumer retention	Accepted
H2	Personalized services significantly impact consumer retention	Accepted

7. CONCLUSION

The regression analysis reveals that promotional strategies significantly influence consumer retention in the telecom sector. Loyalty programs emerge as the most influential factor, followed by personalized services. The

model explains 42% of the variance, indicating a strong predictive relationship. These findings support the importance of targeted promotional strategies in enhancing customer loyalty and retention.

SPSS OUTPUT: CORRELATION MATRIX

Correlations Table (Pearson Correlation)

Variables	LP	PS	SME	CRM	SB	CS	CR
Loyalty Programs (LP)	1	0.54**	0.48**	0.52**	-0.32**	0.60**	0.65**
Personalized Services (PS)	0.54**	1	0.50**	0.55**	-0.28**	0.58**	0.57**
Social Media Engagement (SME)	0.48**	0.50**	1	0.46**	-0.20**	0.49**	0.45**
Customer Relationship Management (CRM)	0.52**	0.55**	0.46**	1	-0.30**	0.62**	0.59**
Switching Barriers (SB)	-0.32**	-0.28**	-0.20**	-0.30**	1	-0.35**	-0.33**
Customer Satisfaction (CS)	0.60**	0.58**	0.49**	0.62**	-0.35**	1	0.68**
Customer Retention (CR)	0.65**	0.57**	0.45**	0.59**	-0.33**	0.68**	1

Notes

- $N = 400$.
- ** Correlation is significant at the **0.01 level (2-tailed)**.

Interpretation

- **Strong Positive Relationships**

- Customer Satisfaction ↔ Customer Retention ($r = 0.68$).
- Loyalty Programs ↔ Customer Retention ($r = 0.65$).
- CRM ↔ Customer Satisfaction ($r = 0.62$).

- **Moderate Positive Relationships**
 - Personalized Services ↔ Customer Satisfaction ($r = 0.58$).
 - Personalized Services ↔ Retention ($r = 0.57$).
 - Social Media Engagement shows moderate influence.
 - **Negative Relationships**
 - Switching Barriers show **negative correlation** with satisfaction and retention.
- Indicates forced retention does not improve satisfaction

CONCLUSION

The correlation analysis reveals that loyalty programs, personalized services, and customer relationship management have strong positive relationships with customer satisfaction and retention. Customer satisfaction is the strongest correlate of retention. Switching barriers show a negative relationship, suggesting that long-term retention is driven more by value-based strategies rather than constraints.

DISCUSSION

The study shows that promotional strategies play an important role in influencing customer behavior in the Vidarbha region. It highlights that telecom companies should focus on improving customer loyalty, satisfaction, and strong relationships with their users. When customers feel valued and satisfied with the service, they are more likely to continue using the same telecom provider.

The findings also suggest that loyalty programs and personalized services are key factors in keeping customers satisfied and retaining them for a longer time. In addition, the study points out that social media engagement has a strong impact on consumer behavior. When companies actively interact with customers on social media and provide relevant information and support, it positively influences customer decisions and builds trust.

Theoretical Implications

This study adds useful knowledge to existing research on promotional strategies and consumer behavior in the telecom industry. It confirms that loyalty programs and personalized services are very important in keeping customers satisfied and encouraging them to continue using the same service. These strategies help companies build stronger relationships with their customers and improve retention.

The study also expands the understanding of consumer behavior by showing the important role of social media engagement. It highlights that when telecom companies actively interact with customers on social media, it influences their preferences and decisions. This shows that digital platforms are becoming an essential tool for shaping customer opinions and building brand loyalty.

Managerial Implications

Telecom companies can use the findings of this study to create better and more effective marketing strategies. They should focus on offering loyalty programs, providing personalized services, and actively engaging with customers on social media. These approaches help attract customers, improve their experience, and encourage them to stay with the company for a longer time.

The study also suggests that telecom companies should invest more in digital marketing, improve their customer service, and design attractive loyalty programs. By doing so, companies can better understand customer needs, provide timely support, and build strong relationships. This will ultimately help in increasing customer satisfaction and retaining customers.

CONCLUSION

This study gives a clear understanding of how promotional strategies affect customer behavior in the Vidarbha region. It shows how different offers and marketing efforts by telecom companies influence the way customers think, choose, and stay with a service provider. These insights can help telecom companies design better and more effective marketing strategies.

The study also highlights that loyalty programs, personalized services, and social media engagement are very important in shaping customer behavior. When companies offer rewards, customized plans, and actively connect with customers online, it increases customer satisfaction and trust. As a result, customers are more likely to remain loyal and continue using the same telecom services.

Recommendations

- Invest in digital marketing
- Personalize services
- Improve customer service
- Develop loyalty programs
- Engage with customers on social media

Limitations and Future Scope

This study is limited to the Vidarbha region and is based on data collected during a specific time period. Because of this, the results may not fully represent customer behavior in other regions or at different times. Therefore, the findings should be understood within this limited scope.

The study also suggests that future research can be carried out in other regions and over different time periods to get a broader understanding. In addition, future studies can examine the impact of other promotional strategies, such as advertising and sales promotions, to better understand how they influence consumer behavior.

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