

## **SALES PROMOTION IN TELECOM INDUSTRY OF INDIA**

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### **ABSTRACT**

Indian telecommunication industry is poised for growth. Tele-Communication sector in particular has a great opportunity with alignment of Indian economy to globalised markets. With the widespread use of sales promotions-short term activities which provide material inducements to consumers and trade it becomes imperative for managers to understand such practices and understand challenges. In spite of the widespread use of sales promotion activities in India very few studies were found examining sales promotion practices in telecom sector. This study investigates sales promotion activities of telecommunication companies on various dimensions. It presents major findings and provides insights on consumer behaviour. This is descriptive study, because it includes knowing the behavior of customers towards sales promotion. Survey is related to telecom companies like Airtel, Reliance telecom, Vodafone, BSNL and Idea cellular in reference to Agra City. The paper concludes that the usage of sales promotion activities has a direct impact on behavior, motivates a consumer to buy now rather than in future, enhances value of an offer temporarily till the promotion period, encourages switching, reinforce or reward loyalty etc.

**KEYWORDS:** Telecommunication, Sales Promotions, Consumer Behaviour