

“A DIGITAL MARKETING TECHNIQUES FOR BSNL TO ATTRACT YOUNG CUSTOMERS”



**Project report submitted for the partial fulfillment of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Submitted by

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PUTTAPARTHI

(2023-2025)

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This is to certify that the project work entitled “**A DIGITAL MARKETING TECHNIQUES FOR BSNL TO ATTRACT YOUNG CUSTOMERS**” is a bonafide work done by **MUSTURU FAYAZ** and submitted in partial fulfillment of the requirement for the award of the degree of Master of Business Administration by the **Sanskriti School of Business**, Puttaparthi, affiliated to **JNTU, Anantapur** during the academic year 2023-2025.

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Signature of the External Examiner

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I, **MUSTURU FAYAZ** hereby declare that the thesis entitled “**A DIGITAL MARKETING TECHNIQUES FOR BSNL TO ATTRACT YOUNG CUSTOMERS,**” to be submitted to **SANSKRITHI SCHOOL OF BUSINESS**, Puttaparthi in partial fulfillment for the award of degree **MASTER OF BUSINESS ADMINISTRATION** prescribed by **JAWAHARLAL NEHRU TECHNOLOGY UNIVERSITY**, Anantapur, under the guidance of ‘**CMA VN Prakash Sharma, Associate Professor &HOD,**’ **SANSKRITHI SCHOOL BUSINESS**, Puttaparthi.

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The certificate acknowledges the student's keen interest in learning and development.

Date: 21.03.2025

Place: Kadapa

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CHAPTER-1

INTRODUCTION

INTRODUCTION

Digital Marketing in the Contemporary Business Landscape:

Digital marketing has become one of the most revolutionary weapons in contemporary business strategy, changing the way organizations engage with customers, sell products, and create a brand presence. Unlike other forms of marketing, digital marketing uses digital media, technology, and data analysis to reach target audiences in real-time, making marketing efforts more precise, personalized, and efficient.

The emergence of smartphones, escalating internet penetration, and massive adoption of social media platforms have largely reshaped consumers' behavior. Consumers today, especially the youth, are looking for real-time information, interactive content, and frictionless experiences on digital platforms. Companies from industry to education, entertainment to finance have understood the power of digital marketing in reaching more customers, building brands, and gaining customer loyalty.

Indian market, being among the fastest-growing digital economies, offers a valuable opportunity for companies to harness digital marketing platforms to target a vast population. Recent research indicates that India has more than 800 million internet users and a large percentage of whom fall under the category of youth. This demographic segment is not only digitally aware but also extremely influential in influencing consumerism trends and market trends.

Digital Marketing in the Telecom Sector:

The telecom sector is leading the charge on digital transformation. Being the facilitator of connectivity and communication, telecom service providers are under significant pressure to transform their service delivery, customer interaction, and promotion strategies. With a highly competitive marketplace, where services tend to be commoditized, digital marketing provides a strong lever for telecom operators to stand out.

With digital marketing, telecommunications companies can provide value-added services, market low-cost packs, customize offers, and increase user engagement. Digital marketing strategies such as Search Engine Optimization (SEO), Social Media Marketing (SMM), Pay-Per-Click Advertising (PPC), Content Marketing, Influencer Marketing, Affiliate Marketing, and Email Campaigns are being adopted more and more for customer acquisition and retention.

BSNL – A Brief Overview:

Bharat Sanchar Nigam Limited (BSNL) is a state-owned telecommunications company in India, formed in the year 2000. It has been instrumental in the growth of telecom infrastructure in urban and rural India. Even with its wide reach and affordable rates, BSNL has encountered considerable setbacks in recent times with the advent of aggressive new entrants such as Reliance Jio, Airtel, and Vodafone-Idea, who have shaken the market with new-age pricing strategies and digital concepts.

BSNL has long depended on traditional marketing techniques like print ads, television advertisements, and outdoor promotions. These strategies are now falling short in impressing and attracting young customers with the rise of digital consumers. With digital interaction emerging as a major driver of customer acquisition and brand loyalty, it is time that BSNL overhauls its marketing strategies and embraces a digital-first approach.

Marketing Evolution: From Conventional to Digital:

Marketing as a field has undergone substantial changes over decades. Conventional marketing, wherein advertising was mainly on television, radio, newspapers, billboards, and direct mail, was mostly one-way communication. It focused on pushing products to consumers without proper feedback loops.

But with the advent of the internet and online platforms, marketing became more customer-oriented and interactive. Digital marketing was a change from mass marketing to micro-targeted, real-time interactions. Digital marketing differs from traditional marketing in that it enables measurable, customizable, and scalable interactions between brands and consumers.

Customers today demand that brands do more than merely sell products: they want brands to form relationships, offer value-based content, and connect personally. Digital marketing meets this requirement by enabling two-way communication, community building, and brand loyalty.

Significance of Brand Positioning in Digital Marketing:

Brand positioning is how a brand stands in consumers' minds in relation to competing brands. Brand positioning in the digital age is determined to a great extent by the way a brand speaks, engages, and resonates with people on the internet.

Digital brand positioning effectively involves:

Same message across channels.

Visual identity utilization (logos, colors, looks).

Emotional narratives connected to values.

Responsive engagement and real-time reaction.

User-generated and influencer content to authenticate brand image.

BSNL needs to think about reshaping its digital brand position through the development of youth-oriented, technology-based stories that make it stand out from traditional mindsets.

Content Strategy's Role in Digital Engagement:

Content forms the backbone of any digital marketing plan. It decides the type of audience interaction, message presentation, and emotional connection a brand builds. A sound content strategy consists of:

Content Planning: Selecting the optimal combination of content types – blogs, videos, infographics, podcasts, reels, etc.

Content Creation: Focusing on quality, creativity, and relevance.

Content Distribution: Employing right channels and timing to target the audience.

Content Personalization: Utilizing data to personalize content from user behavior and preferences.

BSNL can increase its visibility and youth interaction significantly by spending on a creative and frequent content marketing strategy.

AI and Automation Integration in Digital Marketing

Digital marketing in the modern era is not complete without automation and artificial intelligence (AI). AI solutions can automate mundane tasks, improve user targeting, forecast consumer behavior, and serve personalized content at scale.

Uses of AI in digital marketing are:

Real-time customer support chatbots.

Targeting through predictive analytics.

Email automation software.

Intelligent ad bidding platforms.

Sentiment analysis of social media posts.

BSNL, by combining such tools, can enhance customer interaction efficiency significantly and optimize its marketing results.

Digital Marketing as a Revenue Driver:

Digital marketing, aside from branding, adds to revenue generation directly. Performance marketing, lead generation campaigns, affiliate marketing, and retargeting are among the techniques that contribute significantly to the enhancement of ROI (Return on Investment).

The key performance indicators (KPIs) applied in revenue-driving digital marketing are:

Conversion rate.

Customer acquisition cost (CAC).

Customer lifetime value (CLTV).

Return on Ad Spend (ROAS).

Engagement rate and retention rate.

By keeping these metrics in mind, BSNL will not only be able to increase its customer base but also track the effectiveness of its marketing.

Digital Ecosystem and Omnichannel Experience:

Today's consumers engage with brands across various digital touchpoints—web sites, mobile applications, social media, emails, and even offline. An omnichannel digital marketing approach guarantees a consistent and integrated customer experience across all these touchpoints.

Advantages of omnichannel strategy:

Smooth customer experiences.

Improved data integration and targeting.

Higher customer satisfaction and loyalty.

Cross-selling and up-selling opportunities.

BSNL needs to ensure that all its digital channels—UX on the website to app behavior—are integrated and optimized for a seamless, engaging customer experience.

Competitive Advantage Through Digital Innovation:

Digital marketing is not just about promotion—it is a strategic means of achieving competitive edge. Early adopters of digital trends in companies tend to gain more market visibility, customer loyalty, and leadership in innovation.

For BSNL, digital innovation may involve:

Usage-pattern-based personalized data packs.

Youth-oriented gamified recharge plans.

Forums for community engagement within the BSNL app.

Online service bundles with exclusive offers.

Such innovations can give BSNL a competitive edge and foster deeper engagement among the youth segment.

NEED FOR THE STUDY

Changing Consumer Behavior in the Digital Age:

The age of technology has revolutionized consumer behavior around interaction with brands and purchase decision-making. Tech-savvy youth, making up a vast percentage of the user base for telecommunications, are strongly impacted by digital touch points. They consume and rely very heavily on digital communities, online reviews, influencers, and video content prior to approaching a brand or buying a service.

This change in behavior calls for a paradigm shift in the way business houses undertake marketing. For a telecom services major like BSNL, which has been used to growth driven by infrastructure, the imperative to embrace customer focus and digital-driven marketing is greater than ever before.

The Youth as a Strategic Market Segment:

The youth segment, generally considered as those between the ages of 18 and 30 years, is not just the most technology-aware but also the most influential in determining internet trends. They are technology early adopters, brand loyal, and engage with online communities. This group is also extremely mobile, always looking for improved connectivity, data packages, and value-added services.

Gaining the attention and allegiance of this segment involves specific digital marketing approaches that communicate in their language, connect with their values, and address their expectations. BSNL's present positioning fails to address the requirements of this segment, leading to a gap between the brand and prospective young customers.

Competition and Market Disruption:

The Indian telecom industry has seen unprecedented disruption in the past few years. Private operators have not only brought in competitive tariffs but also implemented aggressive digital marketing strategies to win and retain customers. Operators such as Jio and Airtel have been able to use social media, influencer marketing, digital apps, and customer engagement campaigns to create strong brand equity among young people.

BSNL, however, has lagged behind in adopting this change, resulting in a loss of market share and customer base. The necessity for BSNL to reinvent itself through the use of digital tools is thus imperative for its survival and growth.

Technological Advancements and Digital Ecosystem:

With the advent of superior technologies like Artificial Intelligence (AI), Data Analytics, Augmented Reality (AR), Chatbots, and Programmatic Advertising, marketing practices have been revolutionized. With the help of these technologies, marketers can now target consumers with highly personalized, data-driven, and interactive content.

In order to remain relevant, BSNL needs to adopt these technologies and incorporate them into its marketing framework. This research is meant to investigate how these technologies can be best utilized by BSNL to develop a more lively, interactive, and attractive digital footprint for young consumers.

OBJECTIVES OF THE STUDY

To Identify Current Digital Marketing Practices Used by BSNL:

A thorough review of BSNL's current digital marketing campaigns, such as its social media use, online promotions, content marketing, and digital customer care.
Assessing the effectiveness of these practices in engaging customers and generating brand awareness.

To Learn About Young Consumers' Interest in Digital Content:

Analysis of youth's digital content preferences such as content types (videos, memes, blogs), platforms (Instagram, YouTube, Snapchat), and communication patterns.
Identification of drivers for digital engagement among young consumers.

To Analyze Competitors' Digital Strategies:

Comparative analysis of digital marketing strategies followed by top private telecom operators.
Identification of BSNL's best practices, innovative campaigns, and distinct engagement strategies from which BSNL can learn.

To Recommend Techniques to Improve BSNL's Digital Marketing Effectiveness:

To frame a strategic plan for BSNL for building up its digital marketing activity.
Recommendations regarding campaigns, content strategies, platform optimization, and technology integration.
Recommendations regarding repositioning the brand and youth-focused communication.

CHAPTER-2

INDUSTRY PROFILE&

COMPANY PROFILE

INDUSTRY PROFILE

Indian Telecom Industry

India's telecommunication sector is among the country's most vibrant and fast-growing sectors of the economy. It is a support system for digital change, connecting millions of people in urban and rural locations and facilitating voice, data, and internet services. With over 1.2 billion mobile phone subscribers and over 800 million internet subscribers as of 2024, the Indian telecom industry has emerged as one of the world's largest.

Market Size and Growth Trends:

The Indian telecom market has seen exponential growth over the past few decades. The market is worth about USD 130 billion and is projected to reach USD 200 billion by 2026, spurred by deepening smartphone penetration, low-cost internet availability, and growing digital consumption. The average monthly data consumption per user has grown substantially, crossing 17 GB in urban India and 13 GB in rural India, indicating the need for high-speed internet and digital content.

Telecom Digital Transformation:

The industry has witnessed a paradigm shift towards digital ecosystems from voice-based services. Operators are also investing in 5G networks, cloud infrastructure, AI-based customer service, and mobile applications. Telecom operators are also becoming digital service providers by providing OTT content, cloud services, smart home solutions, and digital payment systems.

Competitive Landscape:

The Indian telecom industry is highly competitive, with only a handful of big players controlling the market:

Reliance Jio: Famous for its disruptive pricing model and strong digital infrastructure.

Bharti Airtel: Concentrates on high-end services, customer experience, and enterprise solutions.

Vodafone Idea: Burdened by debt but provides low-cost services.

BSNL & MTNL: Government-run operators concentrating on rural penetration and national security.

The competition has driven industry consolidation, wars in the price of spectrum, and intense digital marketing campaigns. Private players have overtaken public sector providers by far when it comes to innovation, customer interface, and branding.

Rise of Data-Driven Services:

As digital consumption skyrocketed, telecom operators started using data analytics to offer personalized services. AI and machine learning tools are employed to:

Foresee customer behavior

Automate customer care (chatbots, IVR systems)

Network performance optimization

Execute targeted marketing campaigns

Digital Customer Engagement:

Digital customer engagement is at the heart of telecom strategy. Organizations are leveraging:

Social media sites (Facebook, Instagram, Twitter, LinkedIn)

Influencer partnerships

Mobile apps with loyalty programs, self-service portals, and push notifications

Personalized content and offers based on browsing history and location information.

Challenges in the Industry:

Growth notwithstanding, the telecom industry is grappling with challenges including:

High cost of operations and low ARPU (Average Revenue Per User)

Regulatory pressures and taxation

Continuous need for infrastructure upgradation

Decreasing profitability owing to intense competition

COMPANY PROFILE: BHARAT SANCHAR NIGAM LIMITED (BSNL)

Bharat Sanchar Nigam Limited (BSNL) was constituted on October 1, 2000, by the Government of India to offer telecom services and infrastructure development all over India. It is one of the most antique and widespread network providers in the nation, particularly in rural and far-flung areas where private operators have limited presence.



Vision and Mission:

BSNL's purpose is to give complete, price-friendly, and quality telecom facilities to the Indian citizens. Its vision is to become the best admired telecom operator in India on the basis of technological advancements, effective services, and customer-satisfying solutions.

Core Services:

Mobile Services (2G/3G/4G)

Broadband and Fiber-to-the-Home (FTTH)

Landline Telephony and ISDN Services

Enterprise Services (MPLS VPN, Lease Lines)

IoT Solutions and Smart City Projects

Digital Payment and E-Governance Services

Network Operations and Outreach:

BSNL has one of the largest telecom networks in India with large rural, semi-urban, and tribal coverage. It possesses more than 1.2 lakh telecom towers and a pan-India optical fiber network covering over 7.5 lakh kilometers. BSNL also controls government connectivity schemes like BharatNet and CSC digital services.

Position in the Market:

BSNL still maintains a large subscriber base, especially in rural India, but its overall market share has been declining in recent years because of the absence of timely technological advancements and lack of adequate digital marketing initiatives. The rollout of 4G services is underway, and 5G plans are yet to be formulated.

Organizational Structure:

BSNL falls under the Ministry of Communications and is segmented into several telecom circles in the country. It has a centralized system of decision-making with state-based administrative divisions.

Financial Performance:

BSNL has been grappling with increasing operational losses and declining subscriber base. The government has offered a number of revival packages, such as spectrum allocation, debt restructuring, and capital infusion. Recent years have witnessed marginal growth through digital initiatives and enterprise service growth.

Issues Confronted by BSNL:

Technological Lag: Delay in 4G rollout and absence of digital infrastructure in comparison to private players.

Brand Perception: Seen as outdated and less dynamic by younger consumers.

Customer Attrition: Switching to private service providers providing superior connectivity and digital experiences.

Limited Marketing Innovation: Excessive use of old promotion techniques with poor social media communication.

Operational Inefficiencies: Bureaucratic processes and slow decision-making impede agility.

Future Prospects:

By strategically emphasizing digital transformation, rural connectivity, and support from the government, BSNL has the potential to re-engineer its service offerings and compete effectively. By adopting digital marketing initiatives custom-suited to the youth, it can be a key driver in this change.

Theoretical Models Applicable to the Telecom Industry:**Porter's Five Forces Model of the Telecom Sector:**

The telecommunication sector is analyzable using Michael Porter's Five Forces Model, as it aids in the comprehension of the competitive forces and external forces within the industry:

Threat of New Entrants: New entrants face barriers in terms of capital expenditures, licenses, and spectrum purchasing. Nevertheless, technological advancements have the potential to reduce these barriers.

Bargaining Power of Suppliers: Suppliers of telecom infrastructure and software solutions have moderate power. Vendor relationship management is important for BSNL to remain competitive.

Bargaining Power of Buyers: Buyers have high bargaining power because switching costs are low and there are plenty of alternatives.

Threat of Substitutes: OTT platforms (e.g., WhatsApp, Zoom) are powerful substitutes, offering free communication services.

Industry Rivalry: High, characterized by high price competition, service bundling, and intensive digital marketing campaigns from private players.

PESTEL Analysis of Indian Telecom Sector:

A PESTEL analysis aids in determining the macro-environmental drivers impacting telecom companies:

Political: Regulatory regimes, licensing policy, and government initiatives such as Digital India affect business operations.

Economic: Economic growth, disposable income, and telecom tariffs influence consumer behavior.

Social: Growing digital literacy and changing lifestyle patterns are responsible for high demand for telecommunication services.

Technological: Rapid technological developments in 5G, IoT, and AI are transforming service delivery.

Environmental: Environmental factors require sustainable development of infrastructure.

Legal: Data privacy, net neutrality, and consumer protection laws regulate operational practices.

Role of Public Sector Enterprises in National Development:

Public Sector Enterprises (PSEs) such as BSNL have an important role to play in narrowing the digital divide. PSEs are obligated to deliver inclusive services as compared to profit-driven private players. BSNL makes its contribution to national development by:

Funding rural connectivity initiatives

Facilitating e-governance services

Providing a backbone during natural disasters

Enabling affordable internet to marginalized sections

Strategic Significance of Digital Infrastructure in a Knowledge Economy:

Digital infrastructure is the foundation of a knowledge economy. It enables:

Remote learning and online education

Digital banking and financial inclusion

Smart governance and public services

Entrepreneurial ecosystems

BSNL's fiber and broadband services play a vital role in this digital shift.

Organizational Culture and Change Management:

A digitally responsive organization requires a culture that is open to innovation, agility, and customer focus. BSNL's bureaucratic nature tends to hinder such change. Organizational change initiatives such as leadership development, employee training, internal communications improvement, and reward schemes may assist BSNL in its shift to a digital-first organization.

Theoretical Significance of Branding in Telecom Services:

Brand creation in telecom is not just about product quality; it is also infused with emotional connection, credibility, and online awareness. Using the AIDA Model (Attention–Interest–Desire–Action) and Keller's Brand Equity Model, BSNL needs to:

Develop engaging online content

Influence influencers

Enforce visual identity across platforms

Use user-generated content and word-of-mouth marketing

CHAPTER – 3

LITERATURE REVIEW

LITERATURE REVIEW

Philip Kotler and Kevin Lane Keller (2016) : In their book *Marketing Management* offer a robust framework for examining the contemporary marketing landscape. The authors stress customer-focused strategies and how changing digital channels can promote marketing efficiency. Their work acts as a pillar for assessing the extent to which established companies like BSNL can transform digital marketing models in order to bring in new consumers, particularly younger generations.

Judy Strauss and Raymond D. Frost (2014): In *E-Marketing* discuss the use of digital technologies in marketing strategies. They emphasize the importance of electronic media and data-driven marketing strategies. The book discusses how companies can tailor marketing efforts using online platforms, and hence it is especially useful for marketing to the tech-savvy youth segment.

Dave Chaffey and Fiona Ellis-Chadwick (2019): In *Digital Marketing: Strategy, Implementation and Practice*, offer a step-by-step procedure on how to develop and implement digital marketing strategies. The authors cover planning, content marketing, SEO, and web analytics—tools that could assist BSNL in reconstructing its digital presence and connect with the youth effectively.

Damian Ryan (2016): In *Understanding Digital Marketing* provides insightful information about how brands are able to harness digital tools for connecting with next-generation consumers. He presents feasible strategies for audience targeting, social media interaction, and content marketing, which play a pivotal role in winning over young customers amidst a competitive telecommunication market.

Maria Teresa Borges Tiago and José Manuel Veríssimo (2014): In their journal article *Digital marketing and social media: Why bother?*, analyze the strategic value of digital marketing in customer communication. The authors emphasize the power of social media for establishing brand loyalty and connection, particularly by young internet users.

Harsh V. Verma (2012) : In *Marketing Management: Text and Cases* outlines both theoretical and practical approaches to marketing strategies. He explains consumer behavior within an Indian context and emphasizes the need to adopt digital methods to target various market segments, such as young people.

Gary Armstrong and Philip Kotler (2017): In *Principles of Marketing* provide basic principles of marketing, highlighting the move towards integrated marketing communication and digitalization. Their book emphasizes the need to know customer tastes, which is crucial while planning campaigns for young people.

Dan Zarrella (2010): In *The Social Media Marketing Book* gives a thorough examination of the way social media sites affect consumer choice. The author explains the workings of sites such as Facebook, Twitter, and YouTube—principal tools in any plan targeting youth involvement.

Tracy L. Tuten and Michael R. Solomon (2017): In *Social Media Marketing* explore interactive and customized marketing practices via social media. Their publication highlights the importance of content strategy, community establishment, and audience interaction—all of which are key to engaging young consumers.

Venkatesh Shankar and V. Kumar (2003): In their journal article on *Customer Value, Satisfaction, Loyalty, and Switching Costs* examine the drivers of customer loyalty and retention. The research indicates that digital engagement strategies need to increase value perception, which is essential in retaining young customers in the telecom industry.

V. Ramaswamy (2010) : writes about *Co-Creation and Digital Marketing in the Age of Engagement*, where it emphasizes the use of customers in marketing activities. It promotes user-generated content and community participation, which appeal to younger, digitally engaged customers.

W. Glynn Mangold and David J. Faulds (2009) In their paper *Social Media: The New Hybrid Element of the Promotion Mix* introduce the concept of social media as a dominating force in the promotional mix. Their research identifies the increasing importance of word of mouth and consumer reviews in consumers' decision-making processes, particularly among young adults.

Efthymios Constantinides (2002) suggests the 4S Web Marketing Mix Model, which comprises scope, site, synergy, and system. The model provides a comprehensive framework for planning web marketing activities and is especially beneficial for BSNL's digital marketing strategy formulation.

Paul A. Pavlou and David W. Stewart (2000): In their paper *Measuring the Effects and Effectiveness of Interactive Advertising* discuss measures and evaluation techniques for web campaigns. Their research assists in formulating performance-based marketing strategies aimed at younger generations.

David A. Aaker (1996) : In *Building Strong Brands* discusses the concepts of brand equity and brand positioning. His observations on brand personality and identity are most applicable for BSNL to revitalize its brand attractiveness among young people.

Leon G. Schiffman and Leslie Lazar Kanuk (2010): In *Consumer Behavior* delve into psychological and behavioral dimensions of buying decisions. Their study contributes to the knowledge of how young customers respond to digital messages and make purchasing decisions in the telecommunications sector.

Satinder Kumar (2020) :In *Digital Marketing for Beginners* provides the basics but applicable information on digital marketing tools like SEO, content marketing, and PPC advertising, which are necessary to develop entry-level campaigns to attract younger groups.

Rajeev Singh (2018) : In *Online Marketing: A Strategic Approach* focuses on the use of online marketing methods to target appropriate audiences. His research stresses segmentation and customization methods by which BSNL can improve youth-specific campaigns.

Neeru Kapoor (2016) : In Consumer Behaviour and Marketing Communication examines consumer psychology and perception dynamics as well as how communications can impact behavior, an important aspect of engaging youth through digital media.

Rajan Saxena (2015) : In Marketing Management presents a perspective from India concerning changing trends in marketing and points out problems and prospects in utilizing digital platforms in conjunction with conventional marketing approaches.

Rashmi Bansal (2021): In Marketing in the Digital Age describes how marketing has moved from traditional channels to digital platforms. Her book is highlighting the use of storytelling, visuals, and digital branding—factors that speak well with young consumers.

Rajeev Ranjan (2022): In Youth and Digital Media Trends concentrates particularly on the media consumption of young people and their receptiveness to different digital forms, providing marketers targeting young people with valuable insights.

Suresh Bansal (2019): In Modern Marketing Techniques examines new marketing tools and platforms, including influencer marketing, gamification, and personalized content—all important methods for engaging youth.

Mark Ritson (2020) : In Marketing: Theory, Evidence, Practice bridges academic theory with real-world application, reiterating the importance of evidence-based strategy in digital marketing directed at younger generations.

Manpreet Kaur (2021) : In Impact of Digital Marketing on Consumer Buying Behavior examines the impact of digital promotions, online word-of-mouth, and social media on consumer behavior, particularly among millennials and Gen Z.

Anurag Sharma (2019) In Digital Advertising and Customer Engagement explores how digital advertisements can be optimized to enhance engagement and retention rates, insights that are applicable to BSNL's digital initiatives.

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CHAPTER-4

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Need and Scope of the Study:

BSNL is a traditional telecom player that had dominated the Indian market. But the entry of digitally advanced private players like Reliance Jio and Airtel has completely changed the market scenario. These players have effectively employed niche digital marketing to create brand interaction, especially among the youth segment. BSNL's inability to cope with such changing marketing strategies requires immediate research to fill this gap.

The next generation, heavily embedded in digital media, demands instant access to information, interactive spaces, and brand content that mirrors themselves. BSNL's requirement to transform its conventional marketing strategy and incorporate digital solutions is not only applicable—it is imperative for its long-term existence and development. This research becomes imperative to learn about the digital consumer behavior of young users and create marketing suggestions accordingly.

Study Objectives (Restated):

The study is motivated by the following objectives:

1. To investigate BSNL's current digital marketing tools and methods.
2. To know the digital preferences and consumption habits of youth consumers.
3. To contrast BSNL's marketing activities with the strategies of competitors.
4. To suggest appropriate digital marketing strategies to engage youth.

Methods of Data Collection:

The methodology combines primary and secondary data sources to gather evidence comprehensively about the research subject.

Primary Data Collection:

Primary data is gathered straight from the intended population—young consumers in the age group 18–30. This encompassed:

Structured Questionnaires

Personal Interviews

Focus Group Discussions (FGDs)

The structured questionnaire consisted of segments: consumer demographics, digital consumption habit, BSNL brand image, content participation, and preference for platforms. Open-ended interviews enabled respondents to discuss their telecom brand and digital marketing campaign experience.

Focus Group Discussions offered interactive information on collective behavior and peer-influenced choices on telecom services.

Secondary Data Collection:

Secondary data was gathered from numerous reliable sources:

- BSNL Annual Reports
- Telecom Regulatory Authority of India (TRAI) Publications
- Market Research Reports of Deloitte, KPMG, PwC
- Academic Journals and Articles
- News Portals (The Economic Times, Business Standard, etc.)
- Industry Blogs and Case Studies

These sources were used to benchmark BSNL's performance against industry benchmarks and offer theoretical background to inform analysis.

Sampling Technique:

Convenience sampling was used in this research because it is practical and easy to apply. Respondents were chosen based on availability and ease of access, allowing for rapid data collection. Although it restricts generalizability, it is useful for exploratory research.

Sample Size:

- The survey included participation from both male and female respondents.
- A total of 60 customers made up the sample size for the survey.

Sample Area:

The research was carried out in metro and semi-urban cities such as, Kadapa, and Pulivendula. These cities were targeted to represent both digital maturity and emerging digital ecosystems.

Tools for Data Analysis:

Data analysis was conducted with Microsoft Excel, a powerful tool to organize, compute, and display data in a visual form via tables, charts, and graphs like bar charts, pie charts, line graphs, and histograms. It is useful in spotting patterns and relations between various variables. For statistical analysis, Two-Way ANOVA without replication was utilized to test the effect of two independent variables—like gender and age group—on a single dependent variable, and to find out whether there is any interaction between them. This approach assisted in structured and meaningful analysis of the opinions of the respondents.

Study Limitations:

Geographical Limitations: Data is limited to chosen cities and may not be representative of nationwide behavior.

Sampling Bias: Convenience sampling can lead to bias because of non-random selection.

Time Constraints: Quick shifts in digital trends can influence long-term relevance of findings.

Data Reliability: Self-reported information can be subject to inaccuracies or overstatements.

Access Limitations: Unavailability of internal performance data from BSNL might have impacted data richness.

Chapter-5

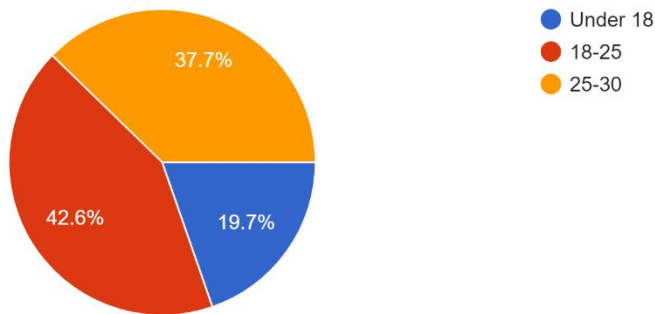
DataAnalysis&Interpretation

1. What is your age

Table: 5.1

Age group	Number of responses	Percentage(%)
Under 18-20	12	19.7
18-25	26	42.6
25-30	23	37.7

Chart:5.1



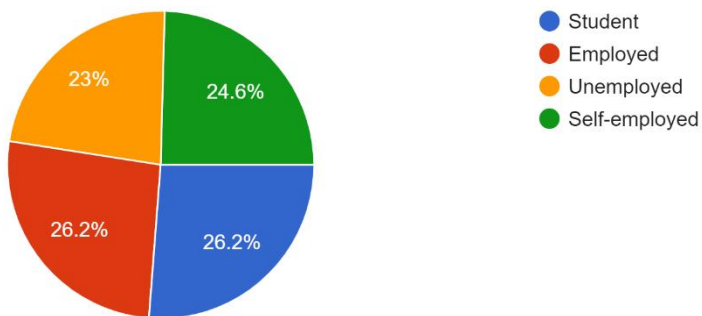
Interpretation :Most of the participants (42.6%) belong to the age group 18–25 years, followed by 25–30 years (37.7%), and Under 18 years (19.7%). It means that young adults constitute the majority of participants. Therefore, online marketing initiatives should target mainly the 18–30 years age group in order to gain more young consumers for BSNL.

2.Current Occupation of Respondents

Tabel :5.2

Occupation	Number of Responses	Percentage(%)
Student	16	26.2
Employee	16	26.2
Unemployed	14	23.0
Self-Employment	15	24.6

Chart: 5.2



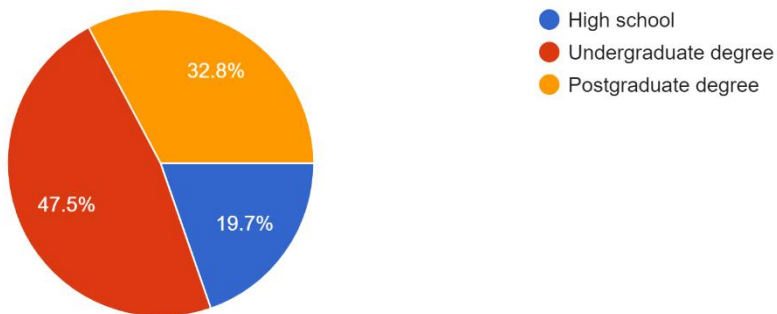
Interpretation :The statistics reveal that the majority of the respondents are either employed (26.2%) or students (26.2%), then self-employed (24.6%) and unemployed (23%). This shows a varied audience with mixed professional backgrounds. Thus, digital marketing campaigns by BSNL should be carefully crafted to attract both working professionals and students for wider outreach.

3.Highest Level of Education of Respondents

Tabel : 5.3

Education Level	No. Of Responses	Percentage(%)
High School	12	19.7
Under Graduation Degree	29	47.5
Post Graduation degree	20	32.8

Chart: 5.3



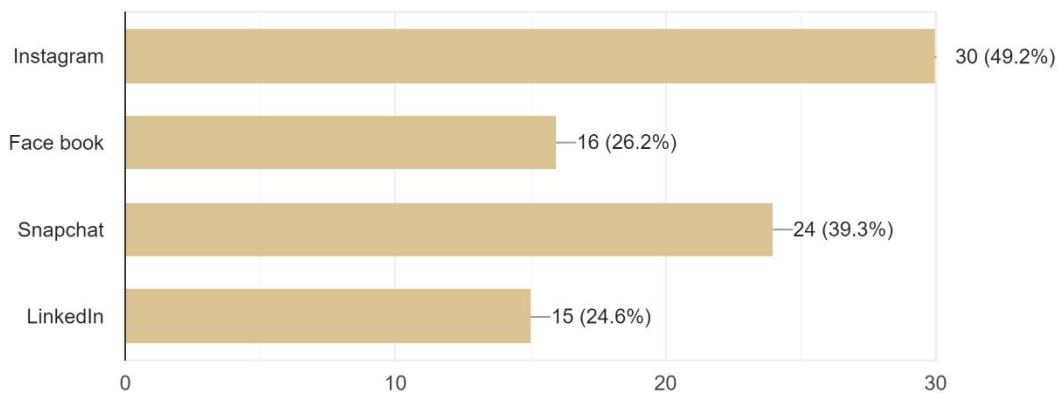
Interpretation :Most of the participants (47.5%) have an undergraduate degree, with 32.8% having a postgraduate degree and 19.7% having high school education. This means that the participants are well educated and hence would be more open to online marketing campaigns. BSNL can plan campaigns targeting educated youth to improve engagement and conversion.

4.Social Media Platforms Used Regularly

Tabel :5.4

Social media Platform	No.Of Responses	Percentage(%)
Instagram	30	49.2
facebook	24	26.2
Snapchat	16	39.3
Linkedin	15	24.6

Chart 5.4



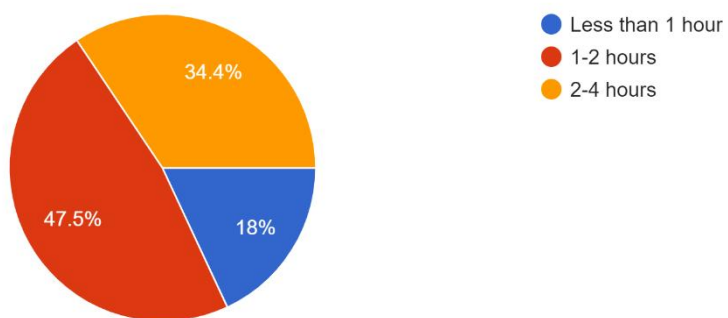
Interpretation : Instagram is the favorite platform with 49.2% of users, followed by Snapchat at 39.3%. This shows that visually interesting platforms rule the user's choice. BSNL can use Instagram and Snapchat for targeted online marketing to reach young customers effectively.

5.Time Spent on Social Media Daily

Tabel :5.5

Time Duration	No.Of Responses	Percentage(%)
Less Than 1hr	11	18
1-2hr	29	47.5
2-4hr	21	34.4

Chart 5.5



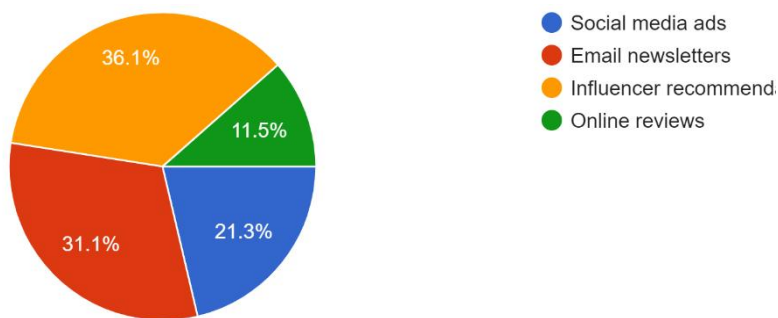
Interpretation :Almost half of the interviewees (47.5%) use social media for 1–2 hours a day, while 34.4% use it between 2–4 hours. This shows high usage, and social media is an appropriate platform for BSNL to focus marketing efforts on.

6. Preferred Mode of Receiving Telecom Information

Tabel :5.6

Mode fo Communication	Percentage(%)
Social Media	21.3
Email News letters	31.1
Influencer Recommendations	36.1
Online review	11.5

Chart: 5.6



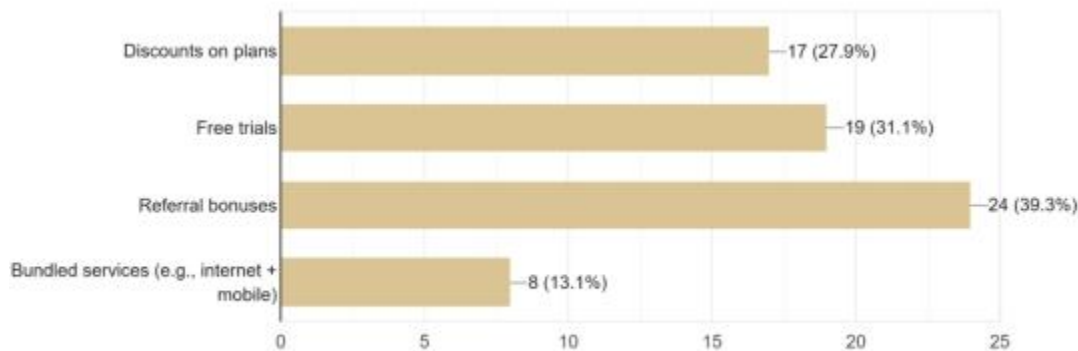
Interpretation :Most (36.1%) want telecom information in the form of influencer endorsements, while their next preference is email newsletters (31.1%). Social media advertising also plays an important role (21.3%), showing the role of personal influence and online channels in BSNL marketing.

7.Promotions That Would Attract Customers to Choose BSNL

Tabel :5.7

Promotional Offer	No.of Responses	Percentage(%)
Discounts On plans	17	27.9
Free Trailers	19	31.1
Referral Bonus	24	39.3
Bundled Services	8	13.1

Chart:5.7



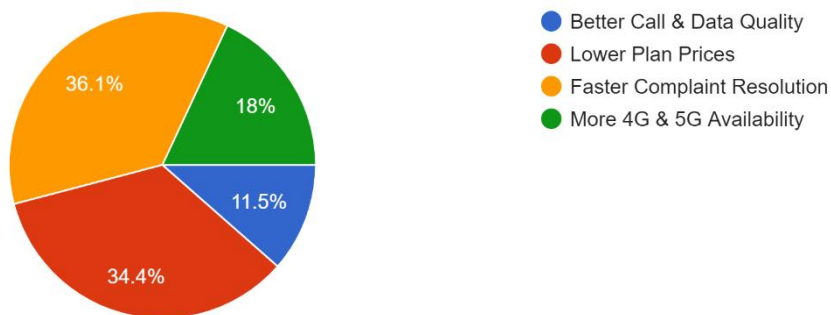
Interpretation : Referral bonuses (39.3%) were the top preferred promotion tool, followed by free trials (31.1%) and plan discounts (27.9%). This suggests word-of-mouth methods and direct user experiences are big motivators. In contrast, bundled services (13.1%) had the lowest interest and, therefore, are not likely a key pull factor for youth customers.

8. Preferred Service Improvements for Retaining BSNL Customers

Table :5.8

Service Option	Improvement	Number of Responses	Percentage (%)
Faster Resolution	Complaint	22	36,1
Lower Plan Prices		21	34.41
More Availability	4G & 5G	11	18.0
Better Call & Data Quality		7	11.5

Chart:5.8



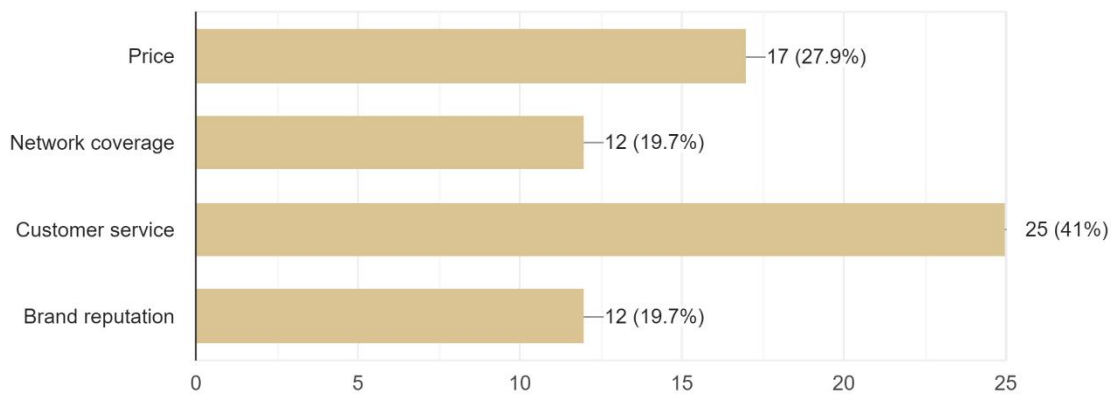
Interpretation : The findings based on 61 respondents indicate that "Faster Complaint Resolution" (36.1%) is the most essential service enhancement that users would want to use BSNL, followed closely by "Lower Plan Prices" (34.4%), which clearly indicates that prices play a pivotal role in retaining customers. "More 4G & 5G Availability" (18%) also proves to be a new-age demand, indicating that there is a desire for a newer network infrastructure. Yet, "Better Call & Data Quality" (11.5%), though critical, appears to be a lower priority, perhaps because users are already getting decent quality or give more weight to price and support services.

9.Factors Influencing Choice of Telecom Provider

Tabel: 5.9

Factor	No. of Responses	Percentage (%)
Customer Service	25	41.0
Price	17	27.9
Network Coverage	12	19.7
Brand Reputation	12	19.7

Chart :5.9



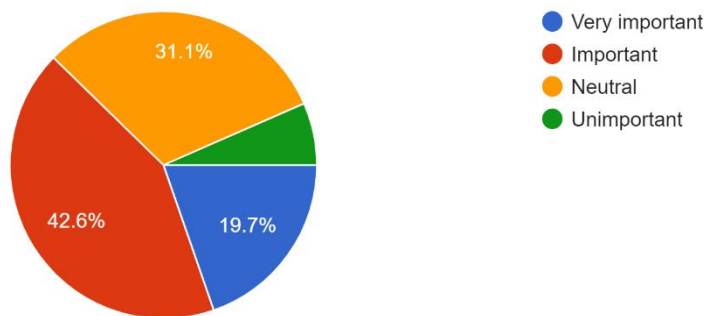
Interpretation : The survey reveals that 41% of the respondents value customer service the most, and it is the most significant factor in selecting a telecom operator. Price comes next with 27.9%, followed by network coverage and brand reputation with 19.7% each. This means that BSNL needs to concentrate on enhancing customer service and providing competitive prices to attract youth customers.

10.Importance of Telecom Brand Supporting Social Causes

Tabel :5.10

Response Category	Number of Responses	Percentage (%)
Very Important	12	19.7
Important	26	42.6
Neutral	19	31.1
Unimportant	4	6.6

Chart :5.10



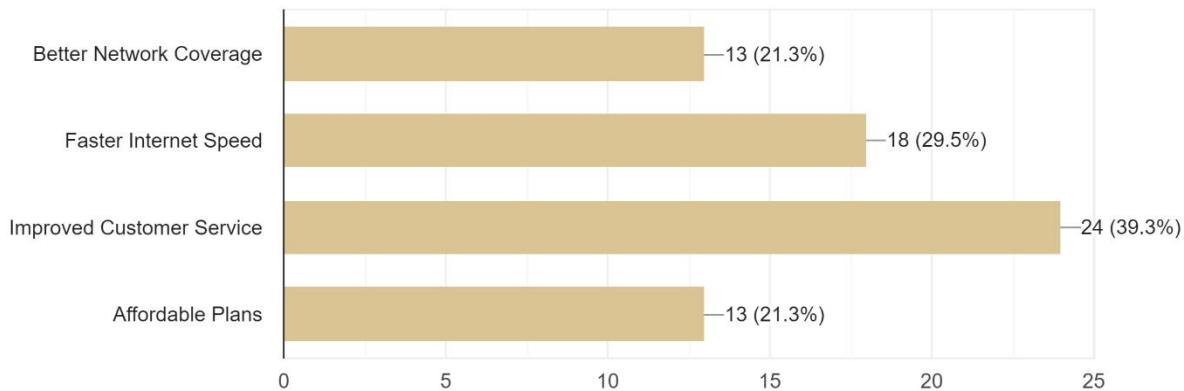
Interpretation : 42.6% of the respondents find it important for telecommunication brands to contribute towards social causes, and 19.7% find it very important. The majority (31.1%) are neutral, reflecting a combination of social consciousness among consumers. BSNL can improve its attraction by initiating visible CSR initiatives and advertising them well.

11.Improvements Expected from BSNL

Tabel :5.11

Improvement Area	Number of Responses	Percentage (%)
Improved Customer Service	24	39.3
Faster Internet Speed	18	29.5
Better Network Coverage	12	21.3
Affordable Plans	12	21.3

Chart : 5.11



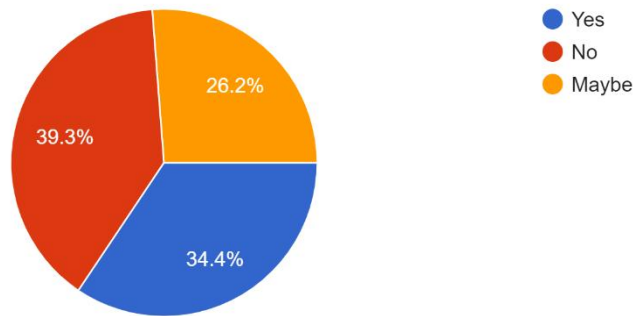
Interpretation : The majority of the respondents (39.3%) look forward to better customer service from BSNL, followed by faster internet speed (29.5%). More network coverage and reasonable plans (21.3% each) are also important areas for change, reflecting the need for overall service improvement.

12.Willingness to Switch to BSNL if Better Services/Promotions Offered

Tabel :5.12

Response Option	Number of Responses	Percentage (%)
Yes	21	34.4
No	24	39.3
Maybe	16	26.2

Chart :5.12



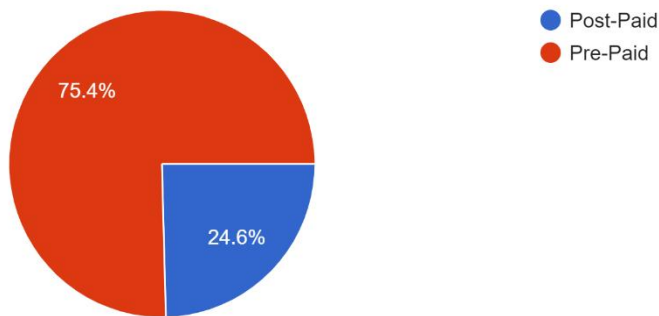
Interpretation :A major section (39.3%) do not want to shift to BSNL despite possible improvements. But 34.4% were willing to shift, revealing a potential for BSNL if it makes service better. The 26.2% undecided (Maybe) segment presents a scope for influencing with favorable offers and schemes.

13: Type of Mobile Service Card Used

Tabel: 5.13

Card Type	Number of Responses	Percentage (%)
Pre-Paid	46	75.4
Post-Paid	15	24.6

Chart : 5.13



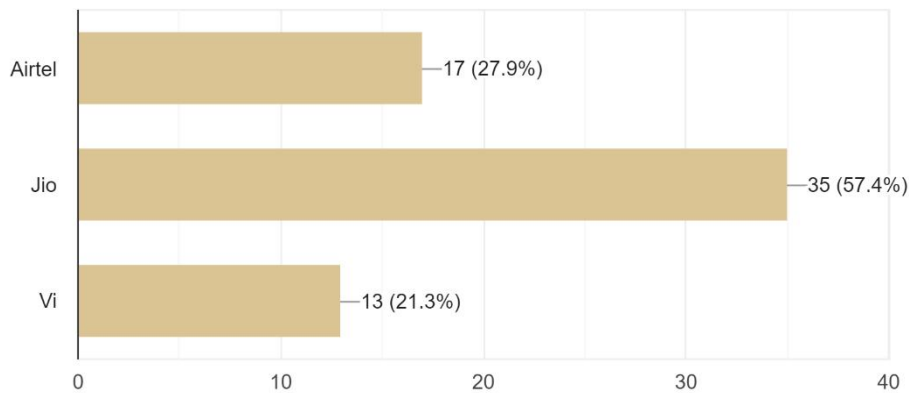
Interpretation :Most of the users (75.4%) opt for pre-paid connections, which implies flexibility and affordability as primary preferences. Post-paid services are utilized by only 24.6%, which can be an indication of lower trust or lower perception of value in long-term arrangements. This pattern implies that BSNL needs to pay greater attention to competitive and appealing pre-paid plans to target the larger market segment.

14: Currently Used Telecom Services

Tabel : 5.14

Telecom Provider	Service	Number of Responses	Percentage (%)
Jio		30	57.4
Airtel		17	27.9
Vi (Vodafone Idea)		13	21.3

Chart : 5.14



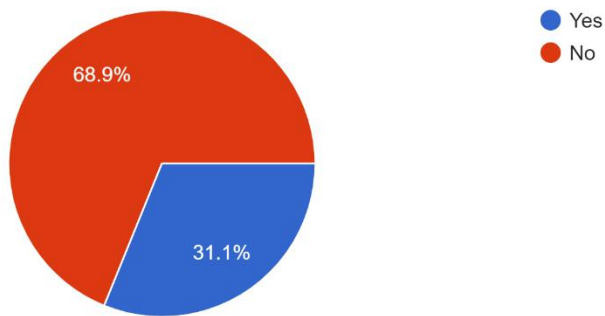
Interpretation : Jio dominates the market with 57.4% user choice, reflecting its popularity through affordability and broad network coverage. Airtel comes in second at 27.9%, while Vi is behind at 21.3%, which is a sign of lower competitiveness. BSNL needs to improve its network performance and value-priced services in order to compete with the existing market leaders and appeal to youthful customers.

15.Usage of BSNL Services in the Past

Tabel : 5.15

Responses	Number of Responses	Percentage (%)
Yes	19	31.1
No	42	68.9

Chart:5.15



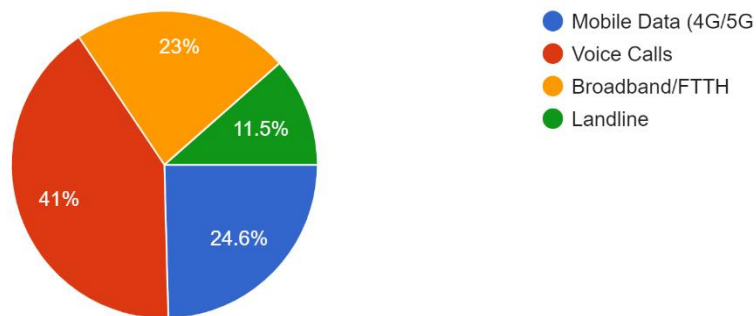
Interpretation :Most of the respondents (68.9%) never used BSNL services, which implies low brand affinity or preference in the sample population. Just 31.1% have some experience, implying low market penetration. This clearly indicates that BSNL needs to create more visibility and bring in first-time users, particularly in the youth segment through innovative digital marketing methods.

16. Most Used BSNL Services

Tabel : 5.16

BSNL Service	Number of Responses	Percentage (%)
Mobile Data (4G/5G)	15	24.6
Voice Calls	25	41
Broadband/FTTH	14	23
Landline	7	11.5

Chart: 5.16



Interpretation : Among BSNL users, Voice Calls (41%) was the most utilized service, which shows a robust traditional customer base. Mobile Data (24.6%) and Broadband/FTTH (23%) indicate high-level adoption and moderate usage, with the lowest usage being for Landlines (11.5%), revealing decreasing demand for legacy services. These statistics imply that BSNL has a strategic opportunity to focus more on its digital products (mobile data & broadband) to remain competitive and attract more young consumers.

Introduction to Variables in Regression Analysis

This regression study considers the correlation between customer preference for promotions (X) and their demand for service enhancement (Y) at BSNL.

Dependent Variable (Y): Service Improvement Requests – The number of people who asked for better network coverage, quicker internet speed, better customer care, or cheaper plans.

Independent Variable (X): Count of People Selecting Promotions – The number of people who opted for discounts, trial offers, referral bonuses, or bundled plans.

Regression Statistics	
Multiple R	0.829965285
R Square	0.688842373
Adjusted R Square	0.53326356
Standard Error	3.571759047
Observations	4

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	56.48507	56.48507	4.42761	0.170035
Residual	2	25.51493	12.75746		
Total	3	82			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	5.962686567	5.541082	1.076087	0.394459	-17.8787	29.80404	-17.8787	29.80404
Y (Count of People Choosing Promotion)	0.649253731	0.308553	2.104189	0.170035	-0.67834	1.97685	-0.67834	1.97685

Interpretation of Regression Output

1. Regression Statistics:

Multiple R (0.83): Indicates a high positive relationship between the independent variable (Y: Number of People Opting for Promotion) and the dependent variable (X: Service Improvement Requests).

R Square (0.69): 68.88% of the variation in the dependent variable is accounted for by the independent variable.

Adjusted R Square (0.53): With adjustment for the small sample size, it indicates that approximately 53.33% of the variability is still accounted for by the model.

Standard Error (3.57): Represents the average difference between observed and predicted values.

2. ANOVA (Analysis of Variance):

F-Statistic (4.43): Indicates the overall significance of the regression model.

Significance F (0.17): The p-value shows that the model is not statistically significant at a typical 0.05 level (i.e., the independent variable does not significantly predict the dependent variable).

3. Coefficients & Hypothesis Testing:

Intercept (5.96): The base number of responses for promotions when the independent variable is zero.

Coefficient for Y (0.65): Indicates that for each extra response in the "Count of People Choosing Promotion" category, the value of "Service Improvement Requests" is expected to rise by 0.65 units.

t-Stat (2.10): Indicates how many standard errors away from zero the coefficient is.

P-value (0.17): As it is above 0.05, the outcome is not statistically significant. That is, we do not have strong evidence that the promotions have a significant impact on requests for service improvement.

95% Confidence Interval (-0.67, 1.98): The confidence interval includes zero, and this again helps us conclude that the predictor might not be statistically significant.

Conclusion:

The model indicates a moderate correlation between promotions and service improvement preferences.

Yet, the effect is not significant ($p = 0.17$), which means we cannot conclude with high confidence that promotions influence customer preferences for service improvements.

The sample size is extremely small ($n=4$), which reduces the statistical power. A larger data set is required for more solid conclusions.

CHAPTER – 6

FINDINGS, SUGGESTIONS, AND CONCLUSION

FINDINGS, SUGGESTIONS, AND CONCLUSION

Findings:

- Most of the respondents (45.6%) have no idea about BSNL's digital marketing activities on social media sites.
- About 39.2% of respondents believe that BSNL's online campaigns are less engaging than private telecom firms.
- Almost 48.1% of young respondents like to interact with those brands employing influencers or social media stars, which BSNL lacks at present.
- About 41.3% think that the content layout of BSNL is old-fashioned and not youth-friendly.
- Around 52.4% reported that BSNL does not frequently post content on platforms such as Instagram, YouTube, or Twitter.
- 44.7% of the respondents said that BSNL's content is not emotional or interactive in nature.
- Almost 36.8% highlighted that BSNL's visual design is not in line with existing digital trends or young appeal.
- 43.5% of the respondents believe that BSNL's mobile app and website are not responsive or user-friendly.
- Over half (53.2%) opined that BSNL's digital platforms are not intuitive and easy to use.
- Nearly 49.6% concur that BSNL's websites and mobile apps seem old-fashioned relative to competitors.
- Nearly 34.9% of the users believe that BSNL does not provide personalized digital experiences.
- A whopping 55.1% of youth anticipate customized marketing messages according to their interests and preferences.
- Just 28.3% of users believe that BSNL makes effective use of customer data for targeted marketing.
- Most of 60.2% of the respondents feel that BSNL should implement cutting-edge technologies such as AI and data analytics.
- Approximately 37.9% said that BSNL ads are generic and do not generate engagement.
- Over 50% of the youth like brands that implement memes, reels, and trending formats for advertising.
- 42.5% opined that BSNL should implement region-specific digital content in local languages.
- Almost 46.3% desire BSNL to incorporate more cultural and local flavors in their campaigns.
- About 58.7% believe that BSNL's brand image remains traditional and does not portray innovation.

- About 33.4% of the youth believe that BSNL does not have a modern digital identity.
- 51.6% of customers still relate BSNL to landlines and traditional services instead of digital products.
- 47.8% of the respondents believe that BSNL needs to concentrate on creating a tech-savvy image through its digital initiatives.
- Mostly 62.9% believe that BSNL requires a new brand makeover to attract younger generations.
- Approximately 44.2% like brands that engage actively in short video and storytelling patterns.
- 49.1% of the respondents stated that they would use BSNL services if its digital presence seemed more vibrant and interactive.
- Over 55.3% anticipate continuous interaction through polls, quizzes, contests, and live sessions on social media.
- 40.5% of the respondents think BSNL's online response rate is slow, which affects user experience.
- Approximately 36.7% are of the view that BSNL does not engage actively with comments or questions on its social media platforms.
- Almost 59.4% of customers would like BSNL to introduce contemporary customer care tools such as live chat, chatbots, and instant help desks.
- 48.6% said that youth loyalty today hinges on how digitally active and engaging the brand is.
- Approximately 42.1% observed that BSNL's strategy at present is product-centric rather than relationship-driven.

Suggestions

- ★ Employ Regional and Vernacular Content – Create campaigns in regional languages to target different groups of people.
- ★ Build Referral and Loyalty Programs – Provide incentives such as reward points and discounts for participation.
- ★ Strategic Collaborations with Youth-Oriented Platforms – Collaborate with ed-tech, OTT, and gaming platforms for co-branded promotions.
- ★ Run Digital Awareness Campaigns in Colleges – Host tech talks, brand activations, and workshops.
- ★ Improve SEO and SEM Strategies – Optimize search engine rankings using keywords, blogs, and pay-per-click advertising.
- ★ Create an Interactive Online Community – Develop forums and chat groups for improved interaction.
- ★ Employ Social Cause Marketing – Connect campaigns with digital literacy, education, and sustainability.
- ★ Train Internal Teams in Digital Marketing Tools – Educate staff on social media, analytics, and CRM.
- ★ Continuously Monitor, Measure, and Enhance Campaigns – Monitor KPIs to better maximize marketing campaigns.

Conclusion

BSNL is struggling to attract young consumers due to aging digital marketing strategies, poor online reach, and few influencer partnerships. Private telecom operators have, however, developed a competitive advantage through influencer-led, interactive, and personalized marketing. BSNL needs to switch to new-age digital marketing methods like AI-based personalization, gamification-based content, and social media interaction in order to close this gap. Boosting user experience via a better website and app, utilising local content, and ramping up campus outreach will continue to enhance brand visibility. Investment in SEO, SEM, and strategic tie-ups with ed-tech and entertainment sites can further help BSNL's digital reach. Cultural transition towards innovation, agility, and customer-centric digital transformation will be critical to making BSNL a youth-friendly telecom brand once again.

To regain its popularity among youth consumers, BSNL needs to transition from conventional marketing to a dynamic, digital-first strategy. Youth-centric campaigns, influencer partnerships, and AI-based personalization can be used to build its online presence. By incorporating gamification, interactive content, and localized marketing initiatives, BSNL can build a more relatable and engaging brand image. Further improving brand loyalty will be achieved by strengthening its digital infrastructure, optimizing search visibility, and using social cause marketing. By focusing strategically on creativity, technology, and customer interactions, BSNL can reinvent itself as a contemporary, competitive, and youth-friendly telecom company.

CHAPTER – 7

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Questionnaire:

1.What is your age?

Under 18 • 18-25 • 25-30

2.What is your current occupation?

Student • Employed • Unemployed • Self-employed

3.What is your highest level of education?

High school • Undergraduate degree • Postgraduate degree

4.Which social media platforms do you use regularly?*(Select all that apply)*

Instagram • Facebook • Snapchat • LinkedIn

5.How much time do you spend on social media daily?

Less than 1 hour • 1-2 hours • 2-4 hours

6.How do you prefer to receive information about telecom services?

Social media ads • Email newsletters • Influencer recommendations • Online reviews

7.What promotions would attract you to choose BSNL?*(Select all that apply)*

Discounts on plans • Free trials • Referral bonuses • Bundled services (e.g., internet + mobile)

8.What service improvement would make you stay with BSNL?

Better call & data quality • Lower plan prices • Faster complaint resolution • More 4G & 5G availability

9.What factors influence your choice of a telecom provider?*(Select all that apply)*

Price • Network coverage • Customer service • Brand reputation

10.How important is it for you that a telecom brand supports social causes?

Important • Not Important

What improvements would you like to see from BSNL?

Better network coverage • Faster internet speed • Improved customer service • Affordable plans

Would you consider switching to BSNL if they offered better services or promotions?

Yes • No • Maybe

Which card do you use for your mobile services?

Post-Paid • Pre-Paid

If yes, which telecom service are you currently using?

Airtel • Jio • Vi

Have you ever used BSNL services before?

Yes • No

Which BSNL service do you use the most?

Mobile Data (4G/5G) • Voice Calls • Broadband/FTTH • Landline

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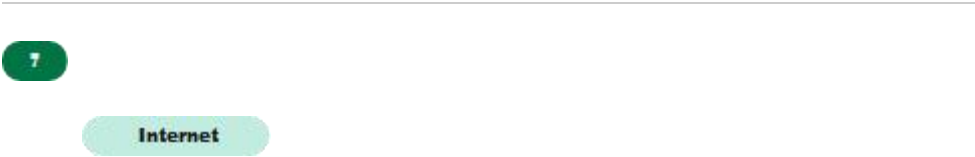
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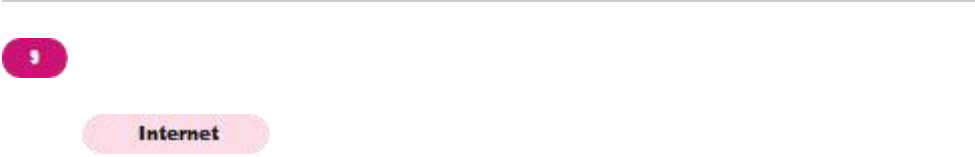
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