



Original Research Article

## **A Study on Connection between Persuasive Combination and Product fair Play in Context to BSNL**

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### **ABSTRACT**

As the rationalizing and aging personnel of such a leading state- owned public sector unit is facing tough competition with the rivals especially in the area of cellular services, its marketing activities can be examined in relation to product fair play of the organization because product success have power to allow marketers to gain competitive advantage. This study aims to examine the relationship between persuasive combination and product fair play in context to Bharat Sanchar Nigam Limited, Vadodara. The survey questionnaire was administered to prepaid cellular service users of BSNL. The findings reveal on positive relationship among different dimensions of preferment combination and product fair play of BSNL as one of the cellular Service providers (CSPs) in Vadodara.

**Key words:** product reliability, product alertness, perceived quality, brand association, direct marketing.

### **INTRODUCTION**

Persuasive tactics used by cellular Services providers (CSPs) in India have a tool of advancement combination to survey the business as blend of communication which can be helpful to organizations to carry out the preferment development and to communication directly with target markets. It is necessary to select right persuasive combination at right time for time for constituting high product fair play of a product or services. The cellular services providers are thirsty to avail competitive advantage of the present mobile marketing. BSNL is one of them and has a struggle on strengthening its product fair play in the market, BSNL makes high efforts to register remarkable market share through its promotional offers but not gaining in flow.

As the slim down and aging workforce of such a leading state- owned public sector unit is facing tough competition with the rivals especially in the

area of cellular services, its marketing activities can be examined in relation to product fair play of the organization because product success have power to allow marketers to gain competitive advantage. Research focuses on developing brand equity measuring tools (Keller, 2003; Parkand Srinivasan, 1994, Yoo and Donthu, 2001) but some of them have made efforts to measure the process of brand equity information over time the process of product fair play information over time through an examination of antecedents

The study is quantitative research approach and the collected data are analyzed by scale reliability for questionnaire scaling validity, descriptive statistics, measurement of items, correlation, factor analysis and regression analysis including other applicable statistical tests with view to know that at what level both elevation combination and product fair play are related with each other's. The collected data

reveals on positive relationship among different dimensions of elevation combination and product fair play of Bharat Sanchar Nigam Limited as one of the cellular Service providers (CSPs) in Vadodara Telecom District of Gujarat.

#### **Objectives of study**

1. To examine the relationship between competitive advantage and product alertness in context to BSNL Vadodara.
2. To examine the relationship between competitive advantage and perceived quality in context to BSNL Vadodara.
3. To examine the relationship between competitive advantage and product reliability in context to BSNL Vadodara.
4. To examine the relationship between competitive advantage and advertising in context to BSNL Vadodara.
5. To examine the relationship between competitive advantage and direct marketing in context to BSNL Vadodara.

#### **Literature Review**

Feldwick (1996) simplifies the variety of approaches, by providing a classification of the different meanings of brand equity as the total value of a brand as a separable asset + when it is sold, or included on a balance sheet, a measure of the strength of consumers' attachment to a brand. Keller (1993) also takes the consumer -based brand strength approach to brand equity, suggesting that brand equity represents a condition in which the consumer is familiar with the brand and recalls some favorable, strong and unique brand associations. Farquhar (1989) suggests a relationship between high brand equity and market power. A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Ambler (1992) takes a consumer-oriented approach in defining a brand as: the promise of the bundles of attributes that someone buys and provides satisfaction. The attributes that make up a brand may be real or illusory, rational or emotional, tangible or invisible.

Brand association is anything that is linked in memory to a brand (Aaker, 1991).

(Keller, 1998) defines brand associations as informational nodes linked to the brand node in memory that contains the meaning of the brand for consumers. These associations include perceptions of brand quality and attitudes towards the brand. Keller and Aaker both appear to hypothesize that consumer perception of a brand are multi- dimensional.

Sales promotion has been defined as a "direct inducement that offers an extra value or for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale" (Schultz and Robinson, 1982). The term "sales promotion" has been used to represent at least three different concepts: (1) the entire marketing mix, (2) marketing communications (Anderson, 1982), (3) a catch-all for all communications instruments that do not fit in the advertising, personal selling or public relation subcategories (Van Waters hoot and Van den Bulte 1992). Pride and Ferrel (1989) state that sales promotion methods fall into one of two groups. Consumer sales promotion methods are directed toward consumers and include coupons, contests, bonuses, vacations, gifts, tie-ins and free samples (Lamb et al, 2003) Trade sales promotion methods focus wholesalers, retailers and salespersons. Examples include sales contests, free merchandise, demonstrations, point-of purchase, and display (Anderson, 1986; Pride and Ferrel, 1989). Blattberg and Neslin (1990) summarize the various definitions offered by several authors (Kotler, 1988 ;) Brand loyalty is a concept that firms emphasize, since it may create or sustain a customers' patronage over the long-term (Marshall, 2008), thereby increase brand equity.

#### **RESEARCH METHODOLOGY**

This type of study is correlation and aims to analyze and examine the relevance of persuasive combination and product fair play in context to employees of BSNL Vadodara. The main challenge for any organization is to select right mix of

persuasive activities to suit the particular business at right time and then to use it for getting better results. The survey questionnaire was administered to prepaid cellular service users of BSNL Vadodara through email and in person by (430 out of 250270) by employing sample size determinants like: confidence level, confidence interval and population. The questionnaire consists of factors like; product reliability, product alertness, product association and attributes, perceived quality, competitive advantage, advertising, sales promotion, customer relation and direct marketing. The sample size is determined as 430 by employing convenience sampling technique.

The structured disguised questionnaire was administered to respondents through email and in person by consisting factors such as; demographic profile of respondents, both types of primary and condor data are Taken into consideration for resignation. The adopted scaling technique in questionnaire is 5 point Likert scale (strongly agree to strongly disagree). The collected data are analyzed for demographic profile, scale reliability test,

measurement of items; descriptive analysis is conducted to test the hypothesis by employing SPSS.

### Hypotheses

**H01:** There is no significant relationship between competitive advantage and product alertness in context to BSNL Vadodara.

**H2:** There is no significant relationship between competitive advantage and perceived quality in context to BSNL Vadodara.

**H3:** There is no significant relationship between competitive advantage and product reliability in context to BSNL Vadodara.

**H4:** There is no significant relationship between competitive advantage and advantage and advertising in context to BSNL Vadodara.

**H05:** There is no significant relationship between competitive advantage and direct marketing in context to BSNL Vadodara.

## RESULTS AND DISCUSSION

The following results are obtained after analyzing the collected data- from the respondents the results are in tabulated form in annexure.

Table 1: Shale Reliability

SN	Factor	Items	Excluded Items	Valid Items	Measured Cronbach	Standard Internal Consistency	Decision
1	Advertising (ADV)	6	0	6	0.779	$0.7 < \alpha < 0.8$	acceptable
2	Product Reliability (PR)	6	0	6	0.812	$0.7 < \alpha < 0.9$	good
3	Direct Marketing (DM)	6	0	6	0.893	$0.8 < \alpha < 0.9$	good
4	Perceived Quality (PQ)	6	0	6	0.831	$0.8 < \alpha < 0.9$	good
5	Product A alertness (PA)	6	0	6	0.822	$0.8 < \alpha < 0.9$	good
6	Competitive Advantage (CA)	6	0	6	0.7	$0.8 < \alpha < 0.9$	good

Table- I indicate on results of demographic profile of respondents. The total 430 sets of questionnaire were administered to prepaid mobile SIM card users of BSNL, Vadodara Telecom District through email and in person. The filled questionnaires were received back and all the sets were found valid for further analysis. The frequency distribution indicates the classification of demographic profile of respondents. The males are 250(58.1%) and females are 180(41.9%) The mobile service users having age group of <20 years is 100 (23.2%). The mobile

service users having age group of 21-35 years is 200(46.5%) and users having age group of 36-50 years is 100(23.3%) The 334 (77.7%) mobile service users are married and 96 (22.3%) are registered as unmarried. The users having education below graduation is 99 (23.0%) and graduate users are 164 (38.1%) The users having post graduate education are registered are 140 (29.6%) and having education beyond post graduate are 40 (9.3%) The profession of respondents is divided into three categories. The student category is registered at 98(22.8%) The service category is

registered at 152 (35.3%) The business category is registered at 160(41.9) the mobile service usage period with the same cellular Service provider is categorized into three categories. The usage period of less than one year of mobile phone services is registered for 98(22.8%) respondents. The usage period of 1-3 years of mobile phone services is registered for 152(35.3%) respondents. The usage period of more than 3 years of mobile phone services is registered for 160(41.9%) respondents. It indicates that major of the respondents

(77.2%) The monthly expenditure towards mobile service is also grouped into three groups. The strength of respondents having monthly expenditure towards mobile service is less than 200 Rsis registered at 105(24.4%) The strength respondents' having monthly expenditure towards mobile service is between 200-100 Rs is registered at 172(40.0%) The strength of respondents having monthly expenditure towards mobile service is more than 1000 Rs is registered at 153(35.6%).

**Table-2: Descriptive Statistics**

SN	Factor	Items	Excluded Items	Valid Items	Mode	Mean	SD $\alpha$
1	Advertising (ADV)	6	0	6	4	3.42	1.58
2	Product Reliability (PR)	6	0	6	4	3.63	1.60
3	Direct Marketing (DM)	6	0	6	4	3.27	1.63
4	Perceived Quality(PQ)	6	0	6	4	3.26	1.64
5	Product A alertness (PA)	6	0	6	4	3.14	1.64
6	Competitive Advantage (CA)	6	0	6	4	3.08	1.66

Table-2 indicates the results of scale reliability test of factors. The excluded items are zero. Each factor has 6 items and total items are 36. The valid items are also 36 and source for primary data collection is the prepaid SIM card services users of BSNL Vadodara.

The KMO value of all the factor observed between 0.706 (Advertising) to 0.867 (competitive advantage"). These values allow moving for further investigation (Kaiser 1974a). Bartlett's Test of Sphericity indicates that p- value (sig<0.05) seem for all the factors 0.000 and conclude that all the variables are perfectly correlated with themselves (one) and have some level of correlation with the other items. Communalities indicate the amount of variance in each variable that is accounted for by the factors. The range of the same in our study is 0.619 (DM2 i.e." I am satisfied with the company representatives approach ") to 0.841 (BL5 i.e. "I am ready to switch to other service providers").

The result of regression analysis has taken place after careful observation of results received from the factor analysis and been some possibility of correlations between predictor and criterion variables."

Competitive advantage "(CA) is considered as dependent variables (DV) and the rest of the factors are considered as independent variables (IDV). CA has six variables and the rest of the predictors have 30 variables. The results on regression analysis between DV (CA) and IDV (ADV<sub>1</sub>-ADV<sub>6</sub>, BL<sub>1</sub>- BL<sub>6</sub> DM<sub>1</sub>-DM<sub>6</sub> PQ<sub>1</sub> -PQ<sub>6</sub> and BA<sub>1</sub>-BA<sub>5</sub>) report on testing of hypothesis. The hypothesis testing can be summarized as follows

**H<sub>01</sub>:** There is no significant relationship between competitive advantage and product alertness in context to BSNL Vadodara

The statements from questionnaire have significance and positive relationship for H01 and H12 are as follows:

CA<sub>1</sub>" I recognize BSNL as an established brand" (DV). BA<sub>1</sub>: "I like BSNL mobile brand name "(IDV) BA<sub>2</sub>: "BSNL mobile services logo is excellent" (IDV). BA<sub>3</sub>: "BSNL slogans on mobile-services are inspiring". (IDV) BA<sub>4</sub>: "I am not clear on brand image of BSNL". (IDV). **BA<sub>5</sub>:** "BSNL products are attractively packed at point of sales" (IDV). BA<sub>6</sub>: "BSNL brand logos are meaningful" (IDV)

The results show that value of R, R<sup>2</sup> and adjusted R. R is a measure of the correlation between the observed value and



the predicted value of the dependent variable. ( $R=0.908$ ,  $R^2=0.824$ , adjusted  $R^2=0.821$  for  $CA_1$  and  $BA_{1-6}$ ) R Square ( $R^2$ ) is the square of this measure of correlation and indicates the proportion of the variance in the criterion variable which is accounted for this study. Adjusted R Square value is calculated which takes into account the number of observations (participants). This Adjusted R Square value gives the most useful measure. In this case, adjusted  $R^2$  is 0.821 which interpret that 82% of the variance is observed between  $CA_1$  and  $BA_{1-6}$  reports on assessment of viral significance of  $H_01$  significance value ( $P$ ) is 0.000 and can be said sig.0.000, where  $p<0.05$ . The standardized beta coefficient gives a measure of the contribution of each variable. A large value of the indicates that a unit change in this independent variable has a large effect on dependent variable values give a rough indication of the impact of each independent variable. Sig ( $p$ ) value is observed as 0.00 which is less than 0.05 for  $CA_1$  and  $BA_{1-6}$  the results of  $CA_1$  and  $BA_{1-6}$  are ( $R=0.908$ ,  $R^2=0.824$ , adjusted  $R^2=0.821$ , standard beta value is 0.850), the  $t$  (33.387) and sig ( $P$ ) values give a rough indication of the impact of each independent variable. Sig ( $p$ ) value is observed as 0.00 which is less than 0.05 for  $CA_3$  and  $BA_{1-6}$  That means  $H_01$  is not acceptable and as a result,  $H_11$  is accepted and  $H_01$  is rejected. It can be concluded that there is significance relationship between competitive advantage and brand awareness in context to mobile services users of BSNL Vadodara.

The statements from questionnaire have significance and positive relationship for  $H_02$  and  $H_12$  are as follows.  $CA_6$ : BSNL has a quality of trustworthiness. "(DV).  $PQ_1$ : "BSNL mobile services are the most reliable" (IDV).  $PQ_2$ : "BSNL mobile services are comparatively cheap." ((IDV).  $PQ_3$ : "BSNL mobile services are easily available in the market" (IDV).  $PQ_4$ : "BSNL mobile network I coverage is excellent  $PQ_5$ : "I am satisfied with the BSNL mobile phone services" (IDV)  $PQ_6$ :

"BSNL brand reputation is a primary stuff for its product quality." (IDV)

The results of  $CA_6$  and  $PQ_{1-6}$  are  $R=0.802$ ,  $R^2=0.644$ , adjusted  $R^2=0.638$  i.e. 64%, standard beta value is 0.785), the  $t$  (22.839) and sig ( $p$ ) values give a rough indication of the impact of each independent variable. Sig ( $p$ ) value is observed as 0.00 which is less than 0.05 for  $CA_6$  and  $PQ_{1-6}$  That means  $H_02$  is not acceptable and is as a result,  $H_12$  is acceptable and  $H_02$  is rejected. It can be concluded that there is significance relationship between competitive advantage and perceived quality in context to BSNL Vadodara.

There is no significant relationship between entities advantage and brand loyalty context BSNL Vadodara.

Statements from questionnaire have significance and positive relationship for  $H_03$  and  $H_13$  are as follows

$CA_2$ : "BSNL has high value in the market." (DV),  $BL_1$ : "I generally buy the BSNL product." (IDV),  $BL_2$ : "I have not switched the BSNL brand since last 1 year." (IDV),  $BL_3$ : "In general I have a strong liking for BSNL products" (IDV),  $BL_4$ : "I do not consider other brands while buying the BSNL service" (IDV)  $BL_5$ : "I am ready to switch to other service providers." (IDV)  $PQ$ : "There is no reason to change my Cellular Service Provider"

The results of  $CA_2$  and  $BL_{1-6}$  are  $R=0.922$ ,  $R^2=0.850$ , adjusted  $R^2=0.848$  i. e. 85%, standard beta value is 0.952), the  $t$  (37.037) and sig ( $p$ ) values give a rough indication of the impact of each independent variable. Sig ( $p$ ) value is observed as 0.00 which is less than 0.05 for  $CA_2$  and  $BL_{1-6}$  that means  $H_03$  is not acceptable and as a result,  $H_13$  is accepted and  $H_03$  is rejected. It can be concluded that there is significant relationship between competitive advantage and product reliability in context to BSNL Vadodara.

**H<sub>04</sub>**: There is no significant relationship between competitive advantage and advertising in context to BSNL Vadodara.

The statements from questionnaire have significance and positive relationship for H04 and H14 are as follows. CA2: "BSNL has high value in the market." (DV), ADV1: "I am able to see BSNL advertisements in many media," (IDV), ADV2: "I value BSNL when I see its advertisement." (IDV), ADV3: "I am able to relate the product when I see the BSNL advertisement." (IDV), ADV4: "BSNL advertisements are realistic." (IDV), ADV5: "I feel like the people in the advertisement when I use BSNL" (IDV), ADV6: "BSNL advertisements are helping in developing trust towards BSNL services (IDV).

The results of CA<sub>2</sub> and ADV<sub>1-6</sub> are  $R=0.995$ ,  $R^2=0.990$ , adjusted  $R^2=0.848$  i.e. 85%, standard beta value is 0.952, the  $t$  (37.037) and sig ( $p$ ) values give a rough indication of the impact of each independent variable. Sig ( $p$ ) value is observed as 0.00 which is less than 0.05 for CA<sub>2</sub> and ADV<sub>1-6</sub> that means H<sub>04</sub> is not acceptable and as a result, H<sub>14</sub> is accepted and H<sub>04</sub> is rejected. It can be concluded that there is a significant relationship between competitive advantage and advertising in context to BSNL Vadodara.

**H<sub>05</sub>:** There is no significant relationship between competitive advantage and direct marketing in context to BSNL Vadodara.

The statements from questionnaire have significance and positive relationship for H04 and H14 are as follows. CA2: "BSNL has high value in the market." (DV), DM1: "I prefer company's representative's approach." (IDV), DM3: "Company representatives make the customers better aware" (IDV), DM4: "I prefer direct marketing methods since they represent BSNL." (IDV), DM5: "The company representatives are professional in their approach" (IDV), DM6: "BSNL has very limited direct marketing activities" (IDV).

The results of CA<sub>2</sub> and DM<sub>1-6</sub> are  $R=0.974$ ,  $R^2=0.949$ , adjusted  $R^2=0.948$  i.e. 94%, standard beta value is 0.976, the  $t$  (69.521) and sig ( $p$ ) values give a rough indication of the impact of each independent

variable. Sig ( $p$ ) value is observed as 0.00 which is less than 0.05 for SLM<sub>2</sub> and EP<sub>16</sub> that means H<sub>05</sub> is not acceptable and as a result, H<sub>14</sub> is accepted and H<sub>05</sub> is rejected. It can be concluded that there is a significant relationship between competitive advantage and direct marketing in context to employees of BSNL Vadodara.

The results on objective-1, indicate that the positive and significant relationship (sig. 0.00,  $p$ , <0.05) between competitive advantage (CA) and Brand Awareness (BA) in context to BSNL Vadodara. The results on objective-2, indicate that the positive and significant relationship (sig. 0.0,  $p$ , <0.05) between competitive advantage (CA) and perceived quality (PQ) in context to BSNL Vadodara. The results on objective-3, indicate that the positive and significant relationship (sig. 0.0,  $p$ , <0.05) between competitive advantage (CA) and brand loyalty in context to BSNL Vadodara. The results on objective-4, indicate that the positive and significant relationship (sig. 0.0,  $p$ , <0.05) between competitive advantage (CA) and advertising (ADV) in context to BSNL Vadodara. The results on objective-5, indicate that the positive and significant relationship (sig. 0.0,  $p$ , <0.05) between competitive advantage and direct marketing in context to BSNL Vadodara.

## CONCLUSION

The objectives of this study have been achieved where the results had shown that some of the factors like, product alertness, perceived quality, advertising, direct marketing and competitive advantage. The factor "competitive advantage focuses on positive relationship with other factors. The study examines how dimensions of elevation combination are related with brand equity. The customer perceptions on cellular services of BSNL are reflected on taking advantages of competitiveness with the private cellular persuasive activities in Vadodara Telecom District.

**Limitations and scope for further research:** This study has certain limitations like; time constraints, area of research,

sample size determination and items considered for questionnaire to collect primary data. In this study questionnaire for primary data collection is considered for nine factors with six items to each. But, three factors have received poor response from the respondents, namely, brand association and attributes, sales promotion and customer relation which are avoided for taking into consideration for investigation. Further research can be held by expanding area of research and with some more items for questionnaire. The sample size also can be increased.

### Recommendations

1. It has been recommended for the future researchers to investigate out the different factors which could facilitate in defining the persuasive combination.
2. The challenge for BSNL is to select the right combination of persuasive activities to suit the particular business at a particular time and to then use it correctly to achieve result.
3. One of the most important marketing decisions that BSNL management may need to make centers around determining the most effective way to promote their business and products.
4. The BSNL management can utilize the results of this paper for selecting appropriate strategies for creating a high level of brand equity.
5. The promotion mix dimensions taken into investigation in this study can be improved and developed.

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