

# A Study of Marketing Strategies of Jio Sim Card and It's Impact on Consumer Buying Behaviour in Amravati City.

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## Abstract

The Indian telecom industry has experienced rapid growth and intense competition in recent years. Reliance Jio has played a significant role in transforming this sector through innovative marketing strategies such as affordable pricing, attractive data plans, wide network coverage, and strong promotional campaigns. The present study aims to analyze the marketing strategies adopted by Jio SIM cards and examine their impact on consumer buying behaviour in Amravati City. The research is based on primary data collected through a structured questionnaire and secondary data obtained from journals, websites, and reports. A sample of consumers using telecom services was selected using convenient sampling. The study focuses on factors such as price, data benefits, network quality, advertisements, and brand image influencing consumer preference for Jio. Hypothesis testing was used to analyze the relationship between marketing strategies and consumer buying behaviour. The findings reveal that Jio's aggressive pricing and data-centric offers have a significant impact on consumers' purchase decisions. The study concludes that effective marketing strategies have helped Jio gain a strong customer base in Amravati City. Suggestions are provided to further improve customer satisfaction and market reach.

**Keywords:** Marketing Strategies, Jio SIM Card, Consumer Buying Behaviour, Telecom Industry, Amravati City

## 1. Introduction

In today's fast-paced and technology-driven world, communication has become a fundamental necessity for individuals, businesses, and society as a whole. The telecom industry acts as the backbone of modern

communication by enabling voice calls, messaging services, internet connectivity, and digital applications. With the rapid growth of smartphones, social media platforms, online education, digital payments, and e-commerce, the demand for efficient, affordable, and high-quality telecom services has increased tremendously. As a result, the telecom sector has emerged as one of the most competitive and dynamic industries in India.

Marketing plays a critical role in the telecom industry, where service providers offer largely similar products but differentiate themselves through pricing, promotional strategies, service quality, brand image, and customer experience. Marketing strategies involve a combination of product design, pricing decisions, promotional activities, and distribution channels aimed at influencing consumer preferences and purchasing decisions. Consumer buying behaviour, on the other hand, refers to the psychological, social, and economic processes that consumers follow while selecting a particular brand or service. In the telecom sector, consumer buying behaviour is influenced by multiple factors such as call rates, data speed, network coverage, customer service, promotional offers, peer influence, and brand reputation.

The Indian telecom market underwent a significant transformation with the entry of Reliance Jio in 2016. Before Jio's entry, high data costs and limited internet access restricted digital usage among a large section of the population. Jio introduced innovative and aggressive marketing strategies such as free voice calls, extremely low-priced data plans, free introductory offers, and bundled digital services. These strategies not only attracted millions of new subscribers within a short period but also forced existing telecom companies to drastically reduce their tariffs and improve service quality. Jio's customer-

centric approach and focus on digital inclusion reshaped consumer expectations and buying behaviour across urban and semi-urban regions of India.

Reliance Jio's marketing success can be attributed to its strong emphasis on affordability, extensive promotional campaigns, and wide network expansion. The company used both traditional and digital media platforms to communicate its value proposition to consumers. Celebrity endorsements, attractive advertisements, referral schemes, and easy availability of SIM cards further strengthened Jio's market position. In addition, Jio's emphasis on high-speed internet and digital applications such as JioTV, JioCinema, and JioSaavn enhanced the overall consumer experience, making the brand more appealing to data-oriented users, especially youth and working professionals.

Amravati City, located in the Vidarbha region of Maharashtra, represents a growing urban market with a mix of students, salaried employees, entrepreneurs, and households. The city has witnessed rapid digital adoption due to increased smartphone usage, online education, and work-from-home culture. Consumers in Amravati are highly price-sensitive but also demand reliable network coverage and high-speed data services. Due to the presence of multiple telecom operators offering similar services, consumers have a wide range of choices, making buying decisions more complex and competitive.

Understanding consumer buying behaviour towards Jio SIM cards in Amravati City is therefore essential for evaluating the effectiveness of Jio's marketing strategies. Studying local consumer perceptions, preferences, and satisfaction levels helps identify the key factors influencing purchase decisions and brand loyalty. This research attempts to examine how Jio's marketing strategies impact consumer buying behaviour and how these strategies contribute to Jio's competitive advantage in the local telecom market.

The present study aims to provide a comprehensive analysis of the marketing strategies adopted by Jio SIM cards and their influence on consumer buying behaviour in Amravati City. The findings of this research will be useful for telecom service providers, marketers, researchers, and academicians in understanding market trends, consumer expectations, and strategic decision-making in the telecom industry.

## 2. Review of Literature

**Sharma and Gupta (2022)** analyzed the impact of promotional strategies used by telecom companies in India and observed that advertisements, free data offers, and cash back schemes significantly influence consumer switching behaviour. The study concluded that effective promotion plays a major role in attracting new customers in a competitive telecom environment.

**Patil and Deshmukh (2023)** examined consumer satisfaction towards Reliance Jio services and found that network quality, internet speed, and service reliability strongly affect consumer buying behaviour. Their research revealed that although low pricing attracts customers initially, long-term retention depends on service quality.

**A study conducted by Verma (2023)** on digital marketing practices in the Indian telecom industry reported that social media marketing and online promotions have a strong influence on young consumers. The study emphasized that digital platforms have become an important medium for shaping consumer perceptions and brand preference.

**S. V. Praveen & Lavanya S. (2024)** in —A Study on Consumer Perception towards Jio Network revealed that customers perceive Jio positively because of its strong brand

image, affordable data packs, and wide network coverage, which enhance satisfaction

and loyalty.

**Rao and Kulkarni (2024)** carried out a comparative study of Jio and Airtel users in India and found that Jio's data-centric plans and bundled digital services positively influence consumer choice. The study concluded that value-added services along with competitive pricing create a strong impact on buying behaviour.

**Singh and Joshi (2025)** studied consumer loyalty in the Indian telecom sector and observed that trust, brand image, and customer experience are emerging as important factors influencing consumer decisions. The study suggested that telecom companies must focus on long-term relationship building rather than only price-based competition.

### 3. Research Methodology

Research methodology refers to the method used to carry out the research. In this study, it explains how data was collected from consumers in Amravati City and how it was analyzed to understand the marketing strategies of Jio SIM cards and their impact on consumer buying behaviour.

#### 3.1 Research Design :

Types of Research: Descriptive and Analytical Research

The descriptive part of the study explains the present situation of Jio SIM card usage in Amravati City. It focuses on collecting detailed information regarding consumer preferences, awareness, and satisfaction towards Jio services.

The analytical part of the study goes one step further. It not only describes the situation but also analyzes the relationship between marketing strategies of Jio SIM cards and consumer buying behaviour.

#### 3.2 Objectives of the Study

1. To analyze Jio's marketing strategies in Amravati City.
2. To study consumer buying behaviour patterns with respect to Jio SIM.

#### 3.3 Hypothesis of the Study

**H<sub>0</sub> (Null Hypothesis):** There is no significant relationship between marketing strategies of Jio SIM cards and consumer buying behaviour in Amravati City.

**H<sub>1</sub> (Alternative Hypothesis):** There is a significant relationship between marketing strategies of Jio SIM cards and consumer buying behaviour in Amravati City.

#### 3.4 Source of Data:

##### 1) Primary Data:

Primary data was collected directly from consumers using Jio and other telecom services in Amravati City through a structured questionnaire. This data helped to understand factors such as pricing, data plans, network quality, and promotional offers influencing buying behaviour.

##### 2) Secondary Data:

Secondary data was collected from books, research journals, newspapers, websites, TRAI reports, and company publications. This data was used to understand background information and support the primary data findings.

#### 3.5 Sample Design

The sample design refers to the framework or plan for selecting the sample from the population

- **Sample Size :** 103 consumers using telecom services in Amravati City.
- **Sampling Technique :** Convenience sampling technique was used. Consumers who were easily available and willing to respond were selected for data collection. This method helped in saving time and collecting data efficiently.

#### 3.6 Tools and Techniques

The following tools and techniques were used for data collection and analysis:

**Questionnaire:** A structured questionnaire was used to collect primary data from respondents.

**Percentage Analysis:** Used to analyze demographic data and general response patterns.

**Chi-Square Test:** Used to test the hypothesis and to examine the association between Jio's marketing strategy and consumer buying behaviour.

**Tables and Charts:** Used for better presentation and interpretation of data.

#### 3.7 Scope and Limitations

##### Scope of the Study

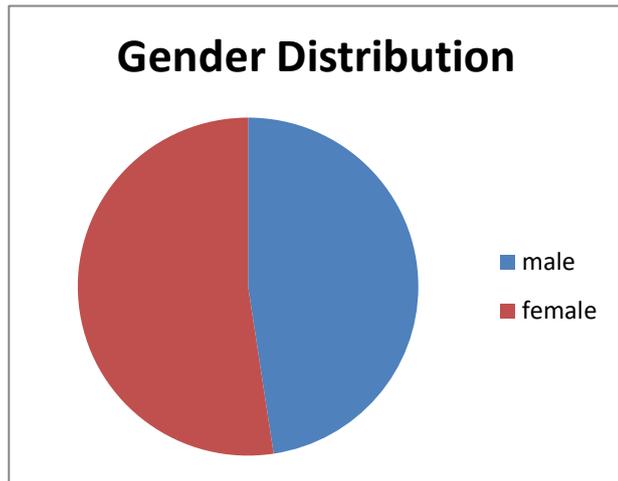
Future studies can include a larger sample size and cover multiple cities.

1. Comparative studies can be conducted between Jio and other telecom service providers.
2. Research can focus on customer satisfaction and brand loyalty towards Jio SIM cards.

3. Further studies may analyze the impact of digital services and OTT platforms on consumer behaviour.
4. Rural and urban consumer behaviour towards telecom services can be studied separately.

**Limitations of the study**

The study was conducted within a limited time period and was restricted to Amravati City only. The sample



size was limited to 103 respondents, which may not fully represent the entire population. The study is based on consumer responses, which may involve personal bias. Changes in telecom policies and pricing were not considered during the study period.

**4. Data Analysis and Interpretation**

This chapter deals with the analysis and interpretation of data collected from respondents in Amravati City to study the impact of Jio’s marketing strategy on consumer buying behaviour. The data was collected through a structured questionnaire and analyzed using percentage analysis and the Chi-Square test.

**4.1 Demographic Profile of Respondents**

**Table 4.1: Gender-wise Distribution**

Gender	Respondents	Percentage
Male	49	47.6%
Female	54	52.4%
Total	103	100 %

**Interpretation:**

The above table shows that female respondents (52.4%) are slightly higher than male respondents (47.6%). This indicates that Jio SIM has wide acceptance among both genders in Amravati City.

**Table 4.2 Age –wise Distribution**

Age Group	Respondents	Percentage
Below 20	12	11.7%
21-30	63	61.2%
31-40	20	19.4%
Above 40	08	7.7%
Total	103	100%

**Interpretation:**

Majority of respondents (61.2%) belong to the 21–30 age group, indicating that young consumers are the primary users of Jio SIM. This shows that Jio’s marketing strategy strongly appeals to youth.

**Table 4.3: Occupation-wise Distribution**

Occupation	Respondents	Percentage
Students	45	43.7%
Private Employee	32	31.1%
Business	14	13.6%
Others	12	11.6%
Total	103	100%

**Interpretation:**

Students form the largest group of respondents, suggesting that Jio’s affordable plans and data offers are highly attractive to students.

**4.2 Data Analysis of Marketing Strategy Variables**

**Table 4.4: Influence of Jio Offers on Buying Decision**

Response	Respondents	Percentage
Strongly Agree	10	9.7%
Agree	68	66.0%
Neutral	19	18.4%
Dissatisfied	6	5.9%
Total	103	100%

**Interpretation:**

A large majority of respondents (75.7%) either agree or strongly agree that Jio’s offers influence their buying decision. This confirms that promotional strategies play a key role in attracting customers.

**Table 4.5: Intention to Continue Using Jio SIM**

Response	Respondents	Percentage
Yes	65	63.1%
No	3	2.9%
May be	35	34.0%
Total	103	100%

**Interpretation:**

Most respondents (63.1%) intend to continue using Jio SIM, while only a small percentage (2.9%) do not. This indicates strong customer retention due to effective marketing strategies.

**4.3 Cross Tabulation for Chi-Square Test**

**Table 4.6: Influence of Jio Offers vs Continuation Intention**

Influence of Offers	Yes	No	Maybe	Total
Strongly Agree	10	0	0	10
Agree	46	2	20	68
Neutral	7	0	12	19
Dissatisfied	2	1	3	6
Total	65	3	35	103

**4.4 Statistical Test: Chi-Square Test**

**Hypotheses**

**H<sub>0</sub>:** There is no significant relationship between Jio’s marketing strategy and consumer buying behaviour.

**H<sub>1</sub>:** There is a significant relationship between Jio’s marketing strategy and consumer buying behaviour.

**Test Results**

Calculated Chi-Square value ( $\chi^2$ ): 19.07

Degrees of Freedom:  $(4-1)(3-1) = 6$

Table Value at 5% level: 12.592

**Decision**

Since the calculated Chi-Square value (19.07) is greater than the table value (12.592), the null hypothesis is rejected.

**4.5 Interpretation of Chi-Square Test**

The Chi-Square test reveals a significant association between Jio’s marketing strategy and consumer buying behaviour in Amravati City. Respondents who are positively influenced by Jio’s offers are more likely to continue using Jio SIM. This confirms that marketing strategies such as attractive pricing and promotional offers have a direct impact on purchase and retention decisions.

**4.6 Overall Interpretation**

Jio SIM is highly popular among young consumers, especially students.

Pricing and promotional offers are the most influential marketing factors.

Majority of consumers show satisfaction and loyalty towards Jio SIM.

Marketing strategies significantly influence consumer buying behaviour.

Statistical analysis supports the research objective and hypotheses.

**5. Findings and Discussion**

The present study was conducted to examine the marketing strategy of Jio SIM and its impact on consumer buying behaviour in Amravati City. The analysis was based on primary data collected from 103 respondents using a structured questionnaire and supported by statistical tools such as percentage analysis and the Chi-Square test.

The findings reveal that Jio SIM has a strong presence among consumers, particularly in the younger age group of 21–30 years. Students and young professionals form the major segment of Jio users, indicating that Jio’s marketing strategies are well aligned with the needs of price-sensitive and data-oriented consumers. The demographic analysis shows balanced participation from both male and female respondents, suggesting wide acceptance of Jio SIM across genders.

The study further indicates that Jio’s marketing strategies, especially attractive pricing, free data offers, and promotional schemes, significantly influence consumer buying behaviour. A majority of respondents either agreed or strongly agreed that Jio’s offers affected their purchase decision. This highlights the effectiveness of Jio’s customer-centric approach,

where affordability and value for money are emphasized.

The intention to continue using Jio SIM was found to be high among respondents. Most consumers expressed satisfaction with Jio's services and showed willingness to remain loyal to the brand. The Chi-Square test results confirm a statistically significant association between Jio's marketing strategy and consumer buying behaviour. Since the calculated Chi-Square value exceeded the table value at a 5% level of significance, the null hypothesis was rejected. This clearly establishes that marketing strategies play a crucial role in influencing both purchase and retention decisions.

Overall, the discussion indicates that Jio's aggressive and innovative marketing strategies have successfully shaped consumer perceptions and behaviour in Amravati City. The combination of competitive pricing, attractive offers, and wide availability has helped Jio build a strong customer base and maintain loyalty.

## 6. Conclusion

The study concludes that Jio's marketing strategy has a significant impact on consumer buying behaviour in Amravati City. The research confirms that factors such as pricing, promotional offers, and data benefits strongly influence consumers' decision to purchase and continue using Jio SIM. The statistical analysis supports the view that effective marketing strategies can shape consumer preferences and enhance customer retention. Jio's focus on affordability and value for money has enabled it to gain a competitive advantage in the telecom market.

## 7. Suggestions and Recommendations

- Jio should continue offering competitive pricing and attractive data plans to maintain its strong market position.
- Network coverage and call quality should be improved in low-signal areas of Amravati.
- Customized plans can be introduced for specific segments such as students and senior citizens.
- Customer service and grievance redress mechanisms should be strengthened.

- More localized promotional campaigns can help improve brand loyalty and customer engagement.

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