

Study of Consumer Behavior Towards Reliance Jio

SUBMITTED BY: UJJWAL KUMAR

UNDER THE GUIDANCE OF: DR. CHHAVI PRAKASH

ADMISSION NO : 21GSOB1010085

Galgotias University Greater Noida – 201310, U.P.

Executive Summary

Reliance JioInfocomm Limited (Commonly called RJIL) is an Indian Internet access (commonly called „Broadband“) and telecommunications company headquartered in Mumbai India’s largest private sector company, is the first telecom operator to hold pan India Unified License. Reliance Jio is setting up a pan India telecom infrastructure to provide fourth generation LTE TDD high speed wireless internet and mobile communication services which was then launched in June 2015. Reliance Jio was founded in 2010 by MukeshAmbani. Reliance Jio offers mobile telephony and wireless broadband. Parent company of Reliance Jio is Reliance Industries and its subsidiary is LYF. Reliance Jio shares spectrum with Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other’s 4G and 2G spectrum in national roaming mode. Reliance Jio with its distinctive features which it offers to the public has created sort of monopoly in the Telecommunication sector in the Indian market. Hence this project is all about studying Reliance Jio and the consumer behaviour towards its products and services offered to them.

The main objective of this project is to study the awareness of Reliance Jio amongst the customers compared to other telecom service providers. The satisfaction of customers is very important and with various products and services offered by the company its customers seem to be meaningless if it’s not beneficiary to the customer from their end, so the second objective of this research is to study the customer satisfaction level of customers towards Reliance Jio and its services. To achieve success in long run a company needs a thorough study of its SWOT analysis (Strength, Weakness, Opportunities, and Threats). So the third objective of this research is to find the market potential and market penetration of Reliance Jio products and services.

To study the objectives discussed two types of sources were used to collect the data: - Primary and Secondary data. Primary data is also called as „First-hand data“ or „Raw data“. The primary data primarily means the unfiltered raw data collected by the researcher in the research process. In this project for the primary data a sample of 40 people were surveyed. This research was Exploratory Research Design. The research conducted to get more insight into the problem and understand its nature or to create new ideas or various possible solutions is called „EXPLORATORY RESEARCH“. The method of sampling was „SIMPLE RANDOM SAMPLING“. This is primary probability sampling design which gives each element each chance of being included in the desired size, equally likely, selects a simple random sample. The secondary data was collected from internet.

The findings of the research indicate that majority population today relies of Reliance Jio for communicating with each other. Even though they use other telecom companies such as Airtel, Vodafone, or Idea but still they use a Jiosimcard. Also, we get to know that in the sample unit, Jio holds maximum customers compared to other telecom companies. Since Jio is new to the telecom market compared to the other companies“, it faces some frequent complaints such a poor network at times and poor reach in the remote corners of the country.

The biggest limitation of this research was the sample size. Since the sample unit was only limited to 40 people, the answer to the question as to WHAT IS THE CONSUMERBEHAVIOUR TOWARDS RELIANCE JIO? Is only limited

with the perspective if this 40 people. Since the behaviour of people is unpredictable, lack of accuracy of data becomes the second limitation. The third limitation was problem being faced in getting the cooperation of the customers the fourth limitation is that this project is based purely on respondents' response. And the fifth limitation was the time span of study.

From the details, it can have concluded that majority of people preferred RELIANCE JIO and are fully satisfied with it. Also, good number of people are willing to switch from their subscribers showed interest in RELIANCE JIO. RELIANCE JIO capturing the wide area of Indian market increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said soon; the company will be booming in the telecom industry.

Chapter 1- Introduction

NON-MARKETING: -



After the globalisation of the Indian economy in 1991 the telecommunication sector remained one of the most happening sectors in India. The recent years witnessed rapid and dramatic changes in the field of telecommunications. In the last few years more companies both foreign and domestic, come into cellular service, service market offers large number of services to people.

A consumer may be referred to anyone engaged in evaluating, acquiring, using, or disposing of services which he expects will satisfy his wants. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the customers' convenience rather than his own. Therefore, a marketer must know more about the consumers, so that the products can be produced in such a fashion to give satisfaction to the consumers.

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone users went up to 13 lacs. In the year of 2000 the number of cell phone users raised to a million. Indian telecom sector added staggering 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011, while the overall tele density has increased to 81.82% as of 30 November 2015, and the total number of telephone users (mobile and landline) has reached 1009.46 million as of May 2015. Now currently telephone subscriber (mobile and landline) is

1058.01billion (May 2016).

The company is reconfiguring to meet the growing demand for mobile services. It will differentiate our mobile services from our competitors through ongoing investment in technology, distribution, and customer services, providing both a great customer experience and competitive value.

The company is updating our retail footprint to a new Reliance Jio concept delivering a differentiated customer experience. A core part of our promise to customers is to ensure that their technical experts in store transfer all their personal data to their new LYF phone allowing them to walk out of the store with their phone fully functional. Extensive trials of our new concept store across all markets have shown significant increase in both sales and customer satisfaction. The new concept will be rolled out globally in the next coming years.

Jio is also known as RELIANCE JIO and officially as Reliance JioInfocomm Limited (RJIL), is an upcoming provider of mobile telephony, broadband services, and digital services in India. RJIL, a subsidiary of Reliance Industries Limited (RIL), India's largest private sector company, is the first telecom operator to hold pan India Unified License, formerly known as Infotel Broadband Services Limited (BSL), Jio will provide 4G services on pan India level using LTE technology. The telecom leg of RIL was incorporated in 2007 and is based in Mumbai and headquartered in Navi Mumbai.

RJIL's subsidiary has been awarded with a Facility Based Operator License ("FBO" LICENSE) in Singapore which will allow it to buy, undersea and/or terrestrial fibre connectivity, setup its internet point of presence, offer internet transit and peering service as well as data as wire roaming service in Singapore.

R-JIO is also in the process of installing hundreds of monopoles, unlike the regular roof top mounted telecom towers typically used by telcos, said company executive quoted above. Monopoles or ground-based masts (GBMs), are expected to double up as street lights and surveillance systems, and provide real-time monitoring of traffic and advertising opportunities.

The company, which plans to be rolled out commercial telecom service operations from January, is currently in the testing phase for most of its offerings including 4G services, a host of mobile phone applications and delivery of television content over its fibre optic network.

R-JIO, meanwhile faces its share of challenges in terms of return on investment and capturing market share. The company, according industry analysis, is expected to spend \$8-9 billion for the 4G roll-out. The company will battle for subscribers with leading tele companies such as BhartiAirtel Ltd., Vodafone India Pvt Ltd., and Idea Cellular Ltd. The dominant players in the tele communication market are BhartiAirtel with 23% market share, Vodafone India with 18% market share, Idea Cellular with 15% market share, Reliance Communications with 12% market share, BSNL with 10% market share, Aircel with 8% market share, TATA Infocomm with 7% market share and others with 7% market share.

The services of R-JIO were beta launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries. Mr. Akash Ambani is being launched in business as a chief of strategy in Reliance Jio, involved in branding and marketing. And the key people are Sanjay Mashruwalla (Managing Director), Jyotindra Tacker (Head of IT).

Reliance Jio Products and Services include: -

RELIANCE JIO 4G BROADBAND: -The company has launched its 4g broadband services throughout the India in first quarter of 2016 financial year. It was stated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Mukesh Ambani, owner of Reliance Industries Limited (RIL) whose Reliance Jio is the telecom subsidiary, has unveiled details of Jio's fourth-generation (4G) services on 12 June 2015 at RIL's 41st annual general meeting. It will offer data and voice services with peripheral services like instant messaging, live TV, movies on demand, news streaming music and digital payment platform. The company has a network of 250,000 km of fibre optic cables in the country, over which it will be collaborating with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) license, Jio will serve as a TV channel distributor and will offer television-on-demand on its network.

PAN-INDIA SPECTRUM: -Jio owns spectrum in 800 MHz band in 10 and circles of the total 22 circles in the country, and owns Pan-India licensed 2,300 MHz spectrum. The spectrum is valid till 2035. Ahead of its digital services launch, Mukesh Ambani-led Reliance Jio entered a spectrum sharing deal with younger brother Anil Ambani-backed RELIANCE COMMUNICATION. The sharing is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns.

Prior to its pan-India launch of 4G data and telephony services, Jio has started providing free Wi-Fi hotspot services in cities throughout India including Ahmedabad and Surat in Gujarat, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubneshwar in Odisha, Mussoorie in Uttarakhand, Collectorate's office in Meerut, and at MG road in Vijaywada among others title. Reliance Jio rolls out wi-fi services at IP sigra mall in Varanasi among others. In March 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC WORLD CUP TWENTY20 matches. Jionet was made available in Wankhede Stadium (Mumbai), Punjab Cricket Associations IS Bandra stadium (Mohali), Himachal Pradesh Cricket Association Stadium (Dharamshala), Chinnaswamy Stadium (Bengaluru), Feroz Shah Kotla (Delhi) and Eden Garden (Kolkata) in India.

Jio Apps

In May 2016, Jio launched a bundle of multimedia apps on Google Play, as a part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jiosim card to use them. Additionally, most the apps are in beta phase. Following is the list of the apps: -

MyJio- Manage Jio account and digital services associated with it JioPlay- A live TV channel service

JioOnDemand- An online HD video library JioChat messenger- An instant messaging app JioBeats- A music player

JioJoin- A VoLTE phone simulator JioMags- E-reader for magazines

JioXpressNews- A news and magazine aggregator JioSecurity- A se

JioDrive- Cloud-Based backup too

JioMoney wallet- An online payment/wallet app



LYF



LYF also known as **Reliance LYF**, is an Indian [mobile handset](#) company headquartered in Mumbai, [Maharashtra](#), India. It manufactures [4G-enabled](#) [Volte](#) smartphones. It is a subsidiary of [Reliance Retail](#), the consumer electronics arm of [Reliance Industries Limited](#). It is operated along with the parent company's flagship venture, [Jio](#).

According to Counterpoint Research, in May 2016, LYF became the fifth largest smartphone player and second largest LTE phone supplier in India.

History LYF was established in 2015 by the telecom operator, Jio. Marketed closely along Jio's 4G services, smartphones under the brand were slated to launch in November 2015. In January 2016, it launched its first set of 4G-enabled smartphones named after the four elements: Earth, Flame (Fire), Water, and Wind.

Market

In May 2016, international market tracker Counterpoint Research reported that LYF had become the fifth largest smartphone producer in the Indian market, capturing 7% share in the January-March quarter of the financial year 2015-16. It was the second largest LTE phone supplier after [Samsung](#), surpassing [Micromax](#) and [Lenovo](#) during the quarter. "In first quarter of its inception, Lyf instantly climbed to become one of the top five smartphone brands in India in terms of shipment volumes," Tarun Pathak, senior analyst at Counterpoint said in the report. Reliance Digital had shipped around 1.7 million LYF branded smartphones in the first quarter of 2016.

Products

An image of LYF WATER 2 phone with [IPS](#) display.

In October 2015, LYF tied up with domestic handset maker [Intex](#) to supply 4G handsets enabled with voice over LTE (Volte) feature. In January 2016, it launched its first set of smartphones - LYF Earth 1, LYF Water 1, and LYF Water 2.

Production

LYF smartphones are manufactured by Chinese handset maker [ZTE Corporation](#), CK Telecom Limited, Intex. The company plans to source more phones from the maker before the launch of its Jio 4G services later in 2016.

Distribution

LYF phones are directly sold through its [retail](#) outlets.^[19] In February 2016, LYF tied up with app-based delivery service [Gofers](#) and online retailer [Amazon](#) to deliver its phones to

Reliance Communications



Reliance Communications Ltd. (RCom) is an Indian [telecommunications](#) company headquartered in [Navi Mumbai](#), India. It provides GSM (Voice, 2G, 3G, 4G) mobile services, fixed line broadband and voice services, DTH depending upon the areas of operation. Reliance Communications is the [sixth](#) largest telecom operator in India with 85.4 million subscribers as of May 2017.^[4] RCOM is a [subsidiary](#) of [Reliance Anil Dhirubhai Ambani Group](#).

History

Reliance Communications Ltd. was established in 2002. The same year, it launched CDMA services nationwide. In 2008, Reliance Communications launched GSM services. In the 2010 [spectrum auction](#), Reliance Communications paid ₹ 58,642.9 million for 3G spectrum in 13 circles [Delhi](#), [Mumbai](#), [Kolkata](#), [Punjab](#), [Rajasthan](#), [Madhya Pradesh](#), [West Bengal](#), [Himachal Pradesh](#), [Bihar](#), [Odisha](#), [Assam](#), [North East](#) and [Jammu & Kashmir](#).

On 25 May 2012, RCom announced a price reduction of 51% on its 3G services. IN 2011, Reliance provided up to 28 Mbit/s data rate in India with its [MIMO](#) technology. On 31 January 2013, RCom announced its partnership with [Lenovo](#) to market co-branded smartphones in India. The smartphones were said to use the [Android operating system](#) and have dual-core processors. In 2015, it launched CDMA in REV. B technology in non 3G circles.

In April 2016, RCom informed its CDMA subscribers that it would be shutting down its CDMA operations, and that all CDMA subscribers would be migrated to GSM and LTE networks. The company announced that the migration had been completed in September 2016.

Acquisition of MTS India

On 14 January 2016, RCom announced that it had acquired SistemaShyamTeleservices Limited (SSTL), doing business as [MTS India](#), in an all stock deal, in which SSTL received a 10% stake in RCom, after paying off its existing debt. RCom would assume the liability for installments that SSTL had to pay the government from purchasing spectrum. The liability amounted ₹392 crores annually for 10 years. Because of the deal, Reliance acquired MTS India's subscribers, as well as SSTL's spectrum in the 850 MHz band.

The merger deal was approved by the Competition Commission of India (CCI) in February 2016.¹ SEBI cleared the deal by March, and SSTL shareholders approved the deal on 18 March. By mid-August, the deal was approved by tax authorities and the shareholders and creditors of RCom and SSTL. The merger was approved by the [Rajasthan High Court](#) on 30 September 2016, and the Bombay High Court on 7 October 2016. The merger is expected to be completed in 2017-18. In April, RCom laid off 600 employees in preparation for its merger with MTS and Aircel.

Merger of wireless business with Aircel

On 14 September 2016, RCom and [Maxis Communications](#) (owners of [Aircel](#)) announced that they would merge their mobile network operations. The deal is the largest consolidation in Indian telecom history, and will create the fourth largest mobile network operator in the country by subscribers and by revenue. RCom and Maxis, each will hold 50% stake in the merged entity, with equal representation on the board of directors and all committees. RCom will continue to operate in the enterprise segment and data center businesses as a standalone entity.

RCom announced on 15 March 2017 that it had received approval for the deal from SEBI, BSE and NSE. The deal was approved by the CCI on 20 March 2017. The shareholders of Aircel and RCom approved the merger on 22 and 24 April 2017 respectively. The merger is expected to be completed by mid-2017.

Network coverage

Reliance Communications operates in all 22 telecom circles of India, and offers services on GSM and CDMA platforms. Mobile services are available in the following telecom circles:

Telecom circle	2G	3G	4G
Andhra Pradesh&Telangana	✓	✗	✓(under 4G partner with Reliance Jio)
Assam	✗	✓	✓(under 4G partner with Reliance Jio)
Bihar&Jharkhand	✗	✓	✓(under 4G partner with Reliance Jio)
Delhi	✓	✓	✓(under 4G partner with Reliance Jio)
Gujarat	✓	✗	✓(under 4G partner with Reliance Jio)
Haryana	✓	✗	✓(under 4G partner with Reliance Jio)

Himachal Pradesh	✓	✓	(under 4G partner with Reliance Jio)
Jammu and Kashmir	✓	✓	(under 4G partner with Reliance Jio)
Karnataka	✓	✗	(under 4G partner with Reliance Jio)
Kerala	✓	✗	(under 4G partner with Reliance Jio)
Kolkata	✓	✓	(under 4G partner with Reliance Jio)
Madhya Pradesh&Chhattisgarh	✓	✓	(under 4G partner with Reliance Jio)
Maharashtra&Goa	✓	✗	(under 4G partner with Reliance Jio)
Telecom circle	<u>2G</u>	<u>3G</u>	<u>4G</u>
Mumbai	✓	✓	(under 4G partner with Reliance Jio)
North-East	✓	✓	(under 4G partner with Reliance Jio)
Odisha	✓	✓	(under 4G partner with Reliance Jio)
Punjab	✓	✓	(under 4G partner with Reliance Jio)
Rajasthan	✓	✓	(under 4G partner with Reliance Jio)
Tamil Nadu	✓	✓	(under 3G ICR with Aircel) (under 4G partner with Reliance Jio)
Uttar Pradesh (East)	✓	✓	(under 3G ICR with Aircel) (under 4G partner with Reliance Jio)
Uttar Pradesh (West)	✓	✓	(under 3G ICR with Aircel) (under 4G partner with Reliance Jio)
Docomo)			

[West Bengal](#)

✓(under 4G partner with Reliance

Jio)

Ultraband

RCom launched its Ultraband service offering internet speeds of up to 1 Gbit/s in select locations in Mumbai and Navi Mumbai in April 2016.

Subsidiaries

Reliance Telecom Limited (RTL) operates in [Madhya Pradesh](#), [West Bengal](#), [Himachal Pradesh](#), [Odisha](#), [Bihar](#), [Assam](#) and the northeast of India. It first offered [GSM services](#) in January 1997. Reliance Tech Services is the IT services wing of Reliance ADAG. It provides IT consultancy, business process outsourcing and software development for Reliance Communications and other ADA group companies. Reliance Globalcom owns the [Fiber-Optic Link Around the Globe](#) undersea cable system and RIDC provides Internet [data center](#) (IDC) services located in [Mumbai](#), [Bangalore](#), [Hyderabad](#) and [Chennai](#). Reliance Communications also acquired FLAG Telecom, Yipesethernet service, Digicable and Vanco.

Reliance Digital TV Ltd

Reliance Digital TV Ltd is a direct to home (DTH) television operator offering services under the brand name Reliance Digital TV.

Reliance Infratel Ltd.

Reliance Infratel Ltd. (RITL) handles RCom's mobile towers asset and related infrastructure. RCom owns a 96% stake in the company and the rest is held by several minority investors - Quantum (M), NSR Partners, Galleon, HSBC Daisy Investment (Mauritius), Drawbridge Towers, Investment Partners B (Mauritius). Investment Partners B had invested \$287 million in 2007.

RCom announced that it had signed a binding pact with [Brookfield Infrastructure Group](#) to sell a 51% stake in Reliance Infratel for ₹11,000 crore (US\$1.7 billion). RCom will utilize the entire amount earned from the deal to reduce its existing debt. Following the deal, Brookfield will hold a 51% state in Reliance Infratel, RCom will retain a 49% stake and the minority partners will exit.

Global Cloud Xchange

Global Cloud Xchange (GCX) offers a comprehensive portfolio of solutions customized for carriers, enterprises and new media companies across the world's largest private undersea cable system spanning more than 67,000 route kilometers ("rkm"), integrated with Reliance Communications' 2,00,000 rkm of domestic fiber-optic backbone.

Reliance Global Call

Reliance Global Call offers international calling service in India, US, Canada, Australia, UK, Singapore, Hong Kong, New Zealand, Singapore, France, Belgium, Austria, Spain, Ireland, Netherlands, and rest of the world.

JioFiWi-Fi Router – Price, Specifications, Tariff Plans, and Review

Wi-fi hotspot has become necessary if you own multiple gadgets. On the go, in the car, away from your home or office, often you need to have an Internet connection to access emails, accounts, and data on clouds, etc.



Chapter 2-Jio Marketing MARKETING

Marketing is the process of interesting potential [customers](#) and [clients](#) in your products and/or services.

The key word in this marketing definition is "process"; marketing involves researching, promoting, [selling](#), and distributing your products or services.

It's a huge topic, which is why there are tomes written on marketing, and why you can take a four-year marketing degree. But essentially marketing involves everything you do to get your potential customers and your product or service together.,**hemanagementprocess** through which goods and services move from concept to the customer. It includes the [coordination](#) of four elements called the 4 P's of marketing:

identification, [selection](#) and [development](#) of a **product**

- (2) determination of its **price**,
- (3) selection of a [distribution channel](#) to reach the customer's **place**, and
- (4) development and implementation of a **promotional strategy**.

For example, new [Apple](#) products are [developed](#) to include improved applications and systems, are set at different prices depending on how much [capability](#) the customer desires, and are sold in places where other Apple products are sold.

In [order](#) to [promote](#) the [device](#), the [company](#) featured its debut at tech [events](#) and is highly advertised on the web and on television. Marketing is based on thinking about the [business](#) in terms of [customer needs](#) and their [satisfaction](#). Marketing differs from selling because (in the words of Harvard Business School's [retired](#) professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to [exchange](#) their [cash](#) for your [product](#). It is not concerned with the [values](#) that the exchange is all about. And it does not, as marketing invariably does, view the entire [business process](#) as consisting of a tightly integrated effort to discover, [create](#), arouse and satisfy customer needs." In other words, marketing has less to do with getting customers to pay for your product as it does developing a [demand](#) for that product and fulfilling the customer's needs.

It was evident that carefully managed and created marketing would be needed to sell the new trucks because the trucks were hideous and people generally do not like hideous vehicles.

How should you market your product?

"Young companies have to get the word out, but they also can go broke doing it. A decade ago, America Online spent so much money flooding the planet with free trial software that it tried to mask the bleeding by capitalizing those expenses on its balance sheet. (Regulators later nixed that accounting treatment, wiping out millions in accounting profits.) What percentage of sales should go toward marketing? As with sales, there is no one rule of thumb."

We are exposed to hundreds, if not thousands, of marketing messages *every day*. Why would we be receptive to all of them? That would be mental chaos. So, in response, we tune out all but the most relevant ones. Our brain is actually very good at tuning out stuff that it does not want or need. We do this automatically. This prevents us from going insane.

You probably remember the experience of learning a new word—as a child or even as an adult—and suddenly you see and hear that word everywhere. This is an [example](#) of how our brains smooth over the parts of our environment that are not relevant to us. That word was always there, of course, but it was effectively invisible to our mind until learning its meaning gave it relevance. As a result, pop! like magic that word is now there where seemingly it never was before. A marketing message operates the same way.

Marketing strategy is sorting out who your audience is, and then finding out what has meaning for them. What do they care about, and how does this relate to your offer? What message can you deliver that is both true and meets your consumer squarely at the level of their needs? Marketing strategy is the process of uncovering messages that can be heard. Marketing strategy allows you to answer the crucial question your offer must address: "*Why should I care?*" To paraphrase [Peter Drucker](#): *Consumers do not buy what you sell. They buy what has value to them.*

In marketing, there is *strategy* and there are *tactics*. A lot of marketing, in practice, is preoccupied with what I call tactical experimentation. This is the act of throwing all kinds of things out at the world or at broad demographic targets to see what works. As you do this you are spending money, potentially lots of it. The idea in this method is to do this until you find some marketing actions that work, and when you find them you can then do more of those.

This process often results in the classic [Wanamaker](#) dilemma—"Half the money I spend on advertising is wasted; the trouble is I don't know which half." He was speaking of advertising, but the principle applies.

Marketing strategy allows you to use pathways and footholds that apply your limited marketing budget more effectively (everyone's marketing budget is limited). Marketing strategy facilitates your ability to apply marketing money to the correct half of the Wanamaker equation—the half you are not wasting on audiences who do not value your message.

Chapter 3 –Research Methodology

OBJECTIVES OF STUDY

1: - To study the total awareness of Reliance Jio in the market compared to other telecom service providers. 2: - To study customer satisfaction level of Reliance Jio products and services.
3: - To find market potential and market penetration of Reliance Jio products and services. 4:- To identify the customer satisfaction level towards reliance 4G jio service.

SAMPLE SIZE

Sampling maybe defined as the selection of some part of aggregate or totality based on which a judgement or inference about the aggregate or totality is made. The items so selected which constitute of what technically is called sample is known as Sample Size. Since this research was confined to limited area and limited size of people, the sample size for the project was of 40 people.

Since Jio is used by almost everyone today there were many people included under the sample size. Group of people such as servicemen, Businessmen, kirana store owners, housewives, students, support staff, and teachers.

To get a overall view of the entire project these varied group of people were surveyed. Every person has their own different need for using internet hence was surveyed amongst such people.

SAMPLE UNIT

A sampling unit can refer to any single person being researched. In context of market research, a sampling unit is an individual person. The term sampling unit refers to a singular value of database. For example, if you were conducting research using a sample of university students, a single university student will be a sample unit.

Herein, the sample unit wasn't confined to a specific person like kid, or teen but it was overall to almost every member of society who uses a Jiosimcard.

SAMPLING DESIGN

The item so selected constitute what is technically called sample, their selection process or technique is called sample design and the survey conducted based on sample is described as sample survey. Sample should be truly representative of population characteristics without any bias so that it may result in valid and reliable conclusions.

The method of sampling was: -

Convenient Sampling: - In this method, as per convenience, the research is carried out by picking up the cases that fall to hand, continuing the process till such time as the sample acquires a desired size. It is used to obtain data quickly and easily. It may include informal pool of friends and neighbours, employees at workplace etc. This sampling technique is often used for exploratory research or presenting of questionnaire.

Cluster Sampling: -In cluster sampling, the research is being carried out by first sampling out from population, certain large group, that is a „cluster“. A cluster is a set of heterogeneous subjects representing population. These clusters may be cityward, households, or even geographical or social units. The sampling of clusters from the population is done by simple or stratified random sampling methods. It is cheap to execute and population of survey is dispersed.

Collection of Data: - Primary Data: -

Primary data refers to information that is generated to meet the specific requirements of the investigation at hand. The researcher collects primary data himself. In this research, surveying 40 people collected primary data. Simple questions on the experience of Jiosimcard were asked to people and thus a data was collected and maintained.

Secondary Data: -

Secondary data is information that is collected for a purpose other than to solve the specific problem under investigation. Someone collects secondary data else for some other purpose (but being utilized by investigator for another purpose). In this research, the secondary data was collected from certain articles and links from the internet.

Scope of Study: -

There is no doubt that Reliance Jio is making headlines before its formal launch and ever since MukeshAmbani announced its new plans for 4G network, as expected, the whole telecom industry has shaken.in fact, the company has forced all Telco"s to change their tariff plans retain their users.

To recall, on September 1, 2016, Jio announced free data, voice, and video to users until December 31, 2016, under its 'Welcome Offer'. The Welcome Offer has been replaced by the Happy New Year offer, which still provides free voice calls, video calling, messaging, and data until March 31, 2017, and now the company has announced an extension for the same in the form of 'Prime' membership. Under the Prime offer, existing customers will get a one-year extension by paying one-time enrollment fee of Rs. 99 and Rs. 303 per month and get the same free Jio services that they are getting. This means unlimited data (subjected to 1GB FUP limit per day) which you will get for 12 months. Users get access to all Jio application services which will cost over Rs. 10,000 per year.

Meanwhile, at the MWC 2017, Jio also announced its tie-up with Samsung to bring 5G to expand its current network capacity as well as network coverage. Similarly, the company has also joined hands with Cisco to enhance its existing multi-terabit capacity further.

Jio's achievements so far: -

- 1) Jio has also crossed 100 million customers mark in just 170 days after its launch on September 5, 2016.
- 2) Jio has added on an average 7 customers every single second of every single day.
- 3) Jio users make more than 200 crore minutes of voice and video calls have been made.
- 4) Users consumed more than 100 crore GB of data on the Jio network and this makes India, the No.1 internet usage country.
- 5) Nearly 5.5 Crore hours of video have been watched daily on its network.
- 6) Over 10 Lakhs retail partnership was introduced all across India.

2) Jio's Future Plans

- 1) In the coming months, the Jio network will be present in nearly all the cities, towns and villages of India... and cover 99 percent of our country's population.
- 2) The company will provide 20 percent more value to each of the competitor plans.
- 3) The company is targeting a revenue market share of 50 percent by 2021.

Well the journey was not so easy as Jio's free data and voice offers have sparked controversy within the telecom industry. Telecom players such as Airtel and Vodafone have alleged that Jio's offers amount to predatory pricing.

Chapter 4-Literature Review

4.1 LITERATURE REVIEW

The launch of Jio is likely to transform the Indian telecom sector but at the same time the pressure on multiple fronts not the current telecom operator such as BhartiAirtel, Idea, and Vodafone. The entrance of the Jio has brought a stormy revolution in the Telecom market and engaged into a brand-new world of innovations and upgradations. This article discusses the feature of Jio and the edge it would have over its rivals once operational the objective of this research paper is to find the company will become a star or will remain a question mark.

Jio is the telecommunication company owned by Reliance LTD. It emerges on the fastest growing telecom operator in India as data published in a literature of Jai Bhatia Economic and Political Weekly October 8, 2016 vol 41. Jio came up with the vision to generate huge revenue by providing quality service at cheaper rate using the latest technology. Initially, its growth is high. In the Indian market, it is the first mover advantage for Jio with biggest 4G network coverage infrastructure across 22 telecom circles in India. None of its competitors having such biggest infrastructure for 4G infrastructure.

As we saw in the year 2012-2013, India is 150th in the world mobile penetration as well as quality. And Jio has already been convinced to change this position, the Indian billionaire said. Jio can also be understood by Predatory Pricing Strategy to some extent in the beginning, Jio also followed the same strategy which made their competitors think about their pricing process they all have tried to reduce and match the pricing level of Jio.

According to the data published in www.paulasset.com, Reliance Jio is good for Indian market because it is giving quality service at a lower price. The data also presently explains Jio's data traffic is higher (TRAI data) compared to its competitors. Jio is also threatening as it is expected it will kill more than 30 business within next 5 to 10 years, according to Paul asset, Jio will acquire and will hold a major number of market share in the same.

Jio has already started giving substitution at one place for TV, Mobile, Wallet, Drive etc.

According to information published by gadgetnet.ndtv.com, it is very difficult to compete with Jio as they have invested 150,000 crores, rupee during 2010-2016 for developing infrastructure without amount and long period of time. Reliance is always ready to deal with any such start-up which can threaten Jio existing competitors, as they are already suffering from huge debt, so it's not easy for them to invest such a huge amount in a short time.

Nearly 25 million cell phones are using Jiosim cards, before its commercial launch Jio made its commercial with easy data packs and lifetime free calling. Never in the history of telecom has witnessed a player seize the market in a week's time by distributing sim cards with unlimited free internet.

According to an article published in theyvoice.opindia.com, analysts doubt the strategy of Reliance by sitting with its scheme. Jio will attract low-quality customers who will jump into other networks once the freebies end. But Jio does not

believe so. It is offering free 4G data which means it will occupy the primary Simplot in the 4G phones. Also, customers will shift to Jio from their WIFI or broadband service and possibly will stick to it even after the promotion period ends. In addition to that, it is offering free calling, so it is aware people will be using the number for calling for the next 3 months. Three months is sufficient time for people to experience for super-fast data speed and the quality service and permanently transfer to the network. Now we assume that Jio reaches 75% of planned subscribers base. India's total number of 4G users is believed to touch the mark of 143 million by this year end. So, with 3 months of its official launch, Jio would have acquired more than 50% of market share. Even if any subscribers leave the service of Jio, still Reliance will be left with significant market share.

The analytical data shows, it has captured maximum number of market share, within the shortest period. It can also be conducted that people who are having Jio service at present, among them 70-80% of users are happy with the service. This number is high in the rural areas and lesser in the urban areas. By the end of 2017, it is expected that there will be 30-40 crore subscribers or more than that. The free app which is given today will no longer be free, later, the consumer will be spending 6-10 thousand in a year. It will generate a huge revenue.

By 2017, end, Jio will cover 90% and by 2018 India will be covered by its infrastructure- Ambani said.

Extensive literature survey is an integral part of every research work. Review of literature is necessary for the exact understanding of the topic under study. As the present topic is related to mobile phone services, an attempt is made here to review a few important studies conducted by various management researchers and professionals on these services. The analysis on the mobile phone service is of recent origin. A separate chapter is allotted for the review due to this reason. The present study concentrates on the available literature, on Indian level in the world and the study related data are collected from the various sources from the point of view of consumer awareness, consumers' attitude, level of satisfaction, factors influencing, factors affecting and opinion of the consumers. Assar and Karia (2000) in their paper titled, "Churn Management towards

Customer Satisfaction; A Case of Cellular operation in Malaysia" have viewed that customer satisfaction and customer service have been critical factors of the cellular industry. Cellular service providers need to ensure about the technology that provides customer service best in the industry. It is stated that investment in people and in technology helps in providing best customer service for today and for the future. One common ground that most carriers and customers agree on is that good customer service can have a key impact on how a customer views firm's services and company. Bepko (2000) in his article entitled, "Service Intangibility and Its Impact on

Consumer Expectations of Service Quality" has pointed out that among the areas which need to be addressed in service quality research is the nature of consumer expectations across the range of intangibility. Previous research has compared consumers service quality expectations across services, but different groups of subjects have been evaluated for each different service. The problem of using different subjects for each service is that the subjects' demographic characteristics may be responsible for the significant differences in expectations of quality. The paper has used a controlled and repeated measure of design, where subjects have been asked to evaluate three services, varying in their degree of intangibility. Carsten Fink, Aditya Mattoon and Randeep Rathindran (2001) in their study

titled, "Liberalizing Basic Telecommunications: The Asian Experience" have found that despite the move away from traditional public monopolies, most Asian governments are still unwilling to allow unrestricted entry, eliminate limits on private and foreign ownership, and establish strong independent regulators. A comprehensive reform including privatization, competition and regulation has been implemented and there are significantly higher levels of main line availability, service quality and labour productivity.

David M. Szymanski and David H. Henard (2001) in their study entitled, "The New Marketing Developing Long-term Interactive Relationships" have said that the growing number of academic studies on customer satisfaction and the mixed findings

they report complicate the efforts among managers and academics to identify the antecedents to, and outcomes of businesses having more against less-satisfied customers.

These mixed findings and the growing emphasis by managers on having satisfied customers point to the value of empirically synthesizing the evidence on customer satisfaction to assess current knowledge. To achieve this aim, the authors conducted a meta-analysis of the reported findings on customer satisfaction. They have documented that equity and disconfirmation are most strongly related to customer satisfaction on average.

Jonathan, Lee, Jinghui, Lee, Lawrence and Feick⁵ (2001) in their article titled, "The Impact of Switching Costs on the Customer Satisfaction-loyalty Link: Mobile

Phone Service in France" have analysed that moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and to retain them. Thus, the purposes of this paper are to examine the moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and then analyse the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

Robert C. Ford, Cheryl P. Heaton, and Stephen W. Brown⁶ (2001) in their article titled, "Delivering Excellent Service Lessons from the Best Firms" have stated that many companies see investments in complaint handling as means of increasing customer commitment and building customer loyalty. However, firms are not well informed, on how to deal successfully with service failures or the impact of complaint handling strategies. They have supported a quasi "brand equity" perspective-whereas satisfaction

with complaint handling has a direct impact on trust and commitment, to a limited extent, on the effects of poor complaint handling. Implications for managers and scholars have also, been discussed.

Wilska⁷(2001) in his paper titled, "New Technology and Young People"s

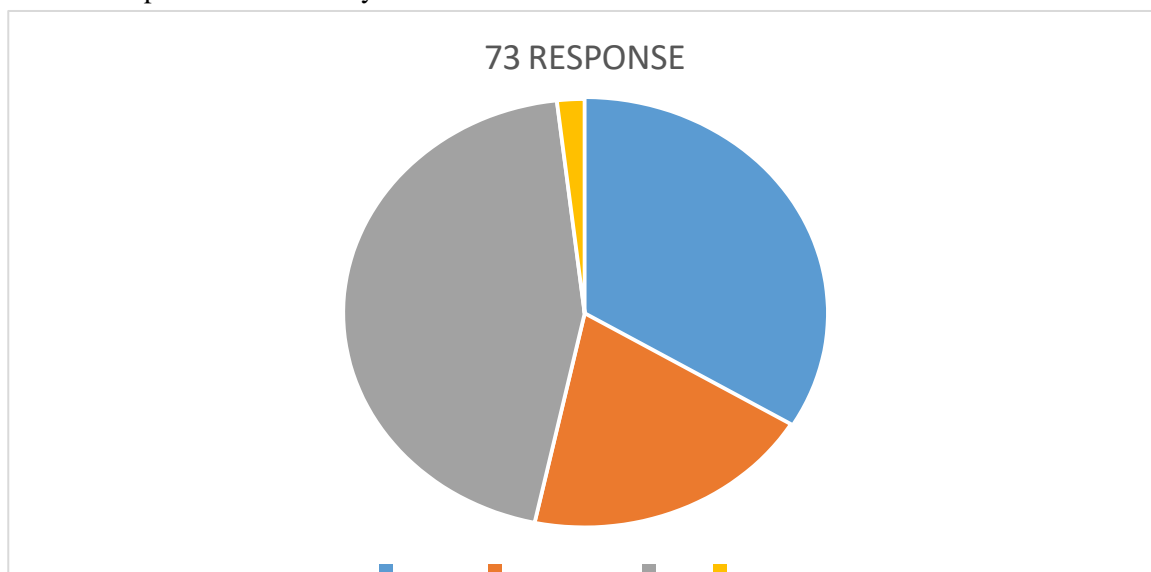
Consumer Identities: A Comparative Study between Finland and Brazil" has found that among young people aged 16-20, it was found that mobile phones choice and especially usage is consistent with respondent"s general consumption styles. The research has indicated that addictive use is common among females and is related to trendy and impulsive consumption styles. Instead, males have been found to have more technology enthusiasm and trend-consciousness. These attributes have been then linked to impulsive consumption. The study concludes that genders are becoming more alike in telecom service choice because individual differences in consumption patterns are obviously identifiable.

Balasubramanian, Paterson and S.L. Jarvenpaa⁸ (2002) in their article entitled, "Exploring the Implications of M-convenience for Markets and Marketing" ha

Chapter 5-Data Analysis

ANALYSIS AND DATA INTERPRETATION

(1) Which operator service do you use?



According the survey and data collected, 32.9% of the population prefers Airtel, 19.2% of the population prefers Vodafone, 43.8% of the population prefers Reliance Jio and 5% of the population prefers other for their usage.

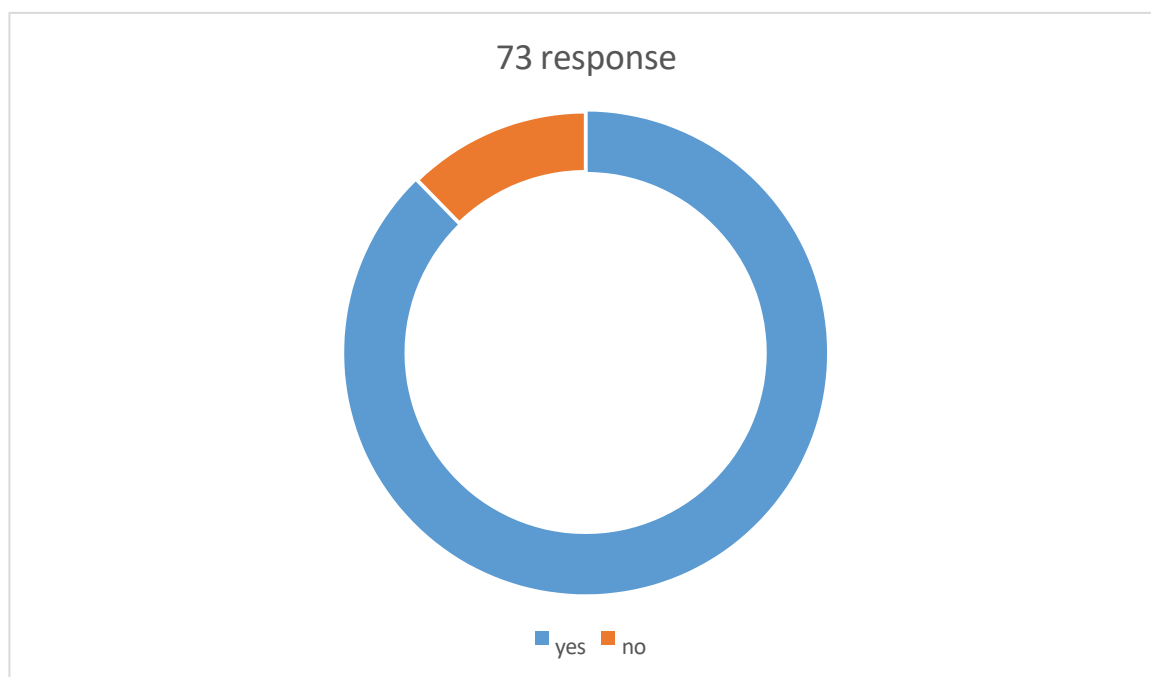
This question was asked to know about what percentage of people use Reliance Jiosimcards. This was done to get an idea of what is the actual share of Reliance Jio in the market compared to other telecom operators in the market.

Since this question was confined to a limited area of 73 people so the answers were according to that sample size. But as per the findings it was concluded that amongst 73 people 31 people that is total of 32.9% of people use Reliance Jio. Also, it is seen that same percentage of people use Vodafone sim cards. Airtel holds a market share of 15% of 6 of 73 users and least share is of other.

The main reason for this share can be of scheme that Reliance Jio gave to its users with 1Gb data and free calls and messages. Also connectivity is the second reason why people prefer this telecom

provider. Even though Airtel provides the same kind of scheme but it is little costly is the reason people are switching to other telecom providers.

(2) Are you aware of Reliance Jio?



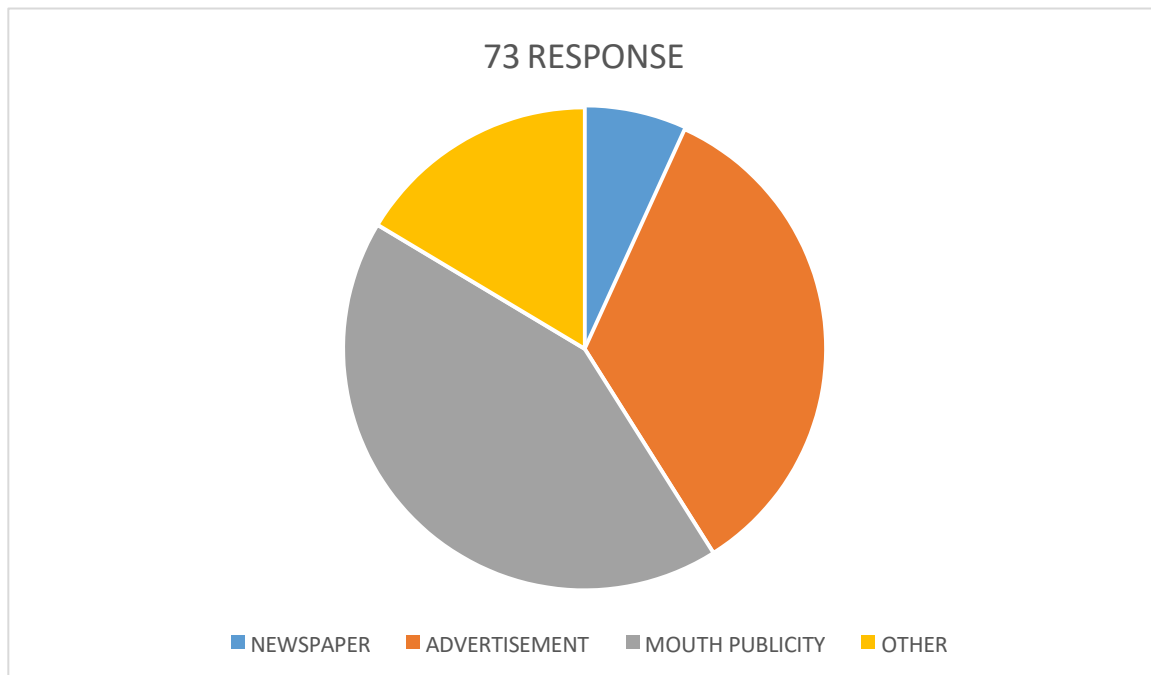
According to the data surveyed and collected, 87.7% of the population says that they are aware of Reliance Jio and its services and 12.3% believe they are not fully aware of the services and plans of Reliance Jio company. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

This question was asked to know about the awareness of Reliance Jio company and its scheme of what the company provides to its people.

When it comes to Jio it is not only about the free data and call services but also about other Jio products such as JioFi devices and other products of Jio such as their Dish-TV products and their updates and related schemes.

Since this question was asked to local people and some of Reliance Jio employees itself it was known that 68 of 73 people aware of Reliance Jio products, schemes and updates and 1 of 73 people wasn't aware of the entire scheme of the company.

This shows that Reliance has comparatively good market share compared to other telecom operators in the market. The main reason for this publicity is word-of-mouth. And this is done by people when they find that offers and scheme are good and relatable to them. And since we all know the goodness of schemes that company provide and the excellent marketing strategy of the company which made Reliance Jio so famous amongst other telecom operators in the market.

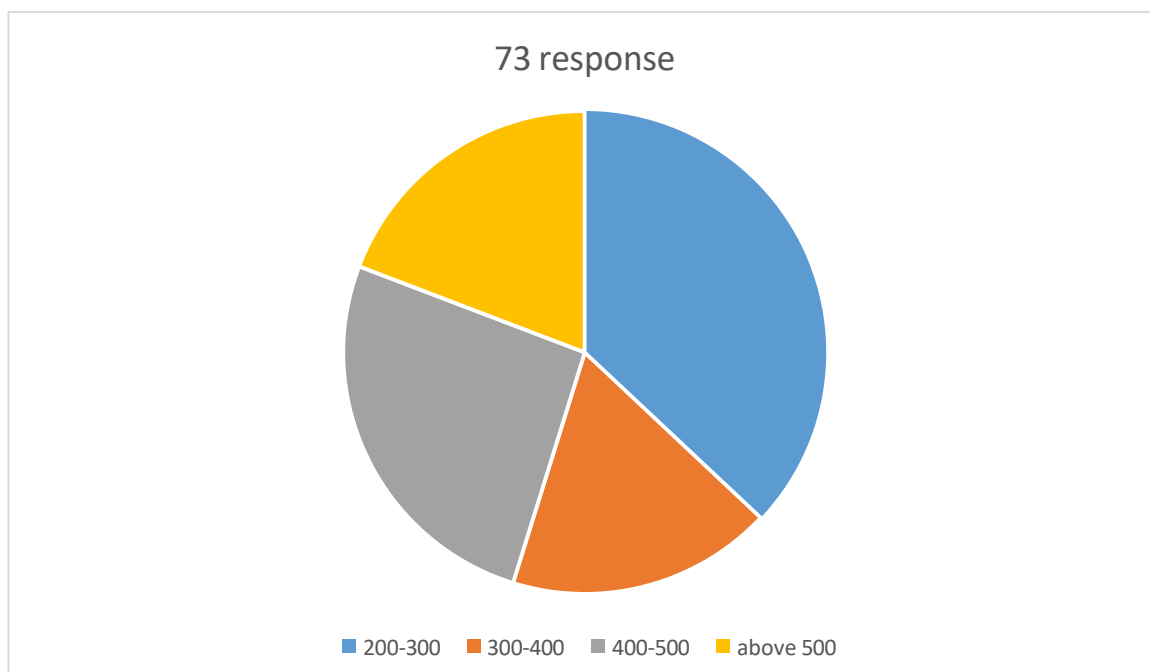


(3) From which source did you come to know about Reliance Jio?

According to the data surveyed and collected, 16.4% of the population says that they came to know about Reliance Jio from newspaper. 34.2 %, of the population says that they came to know about Reliance Jio from Advertising. 42.5% of the population states that they came to know about Reliance Jio from mouth publicity. And the other section states some came to know from their instincts. Some people say that came to know about Reliance Jio via Quirk. And some people state that came to know about the services and offerings of Reliance Jio via Jio employees. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

This question was asked to know which form of media contributed to major share of market in the telecom industry. As per the findings it was concluded that that the advertising done by Reliance Company contributed the most for that major share. And since the scheme was profitable to everyone many people did mouth publicity to others. And since it is evident that people rely on viewers comment more than other medium mouth publicity also held a good share in adding to share of market of Reliance Jio.

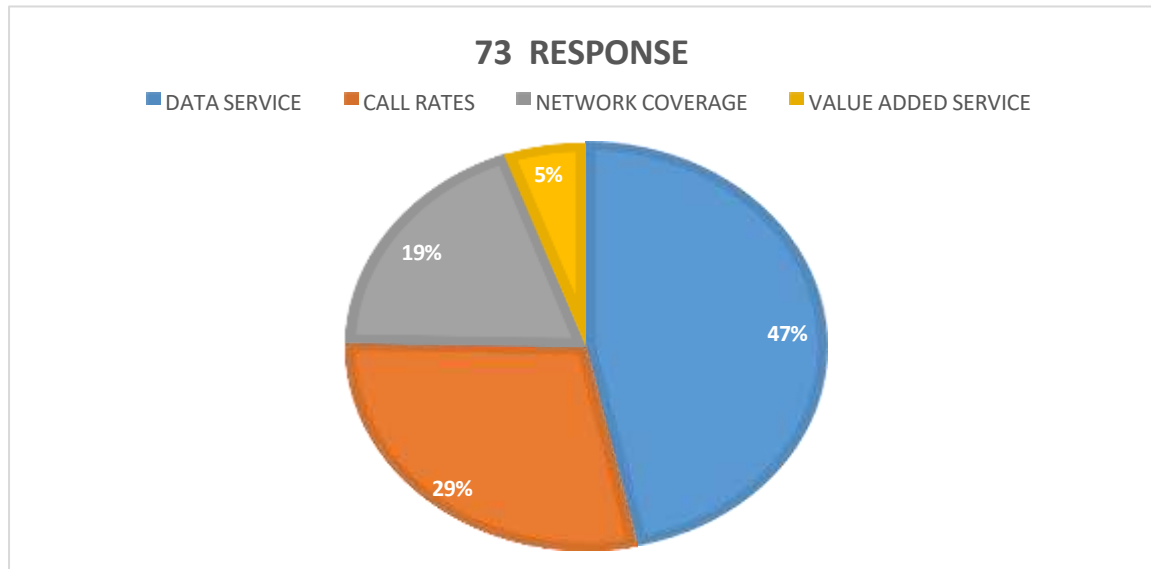
(4) what is your average monthly expenditure on mobile (rs)?



Herein, in this question, in survey question asked that the average expenditure customer spend on their mobile recharge.

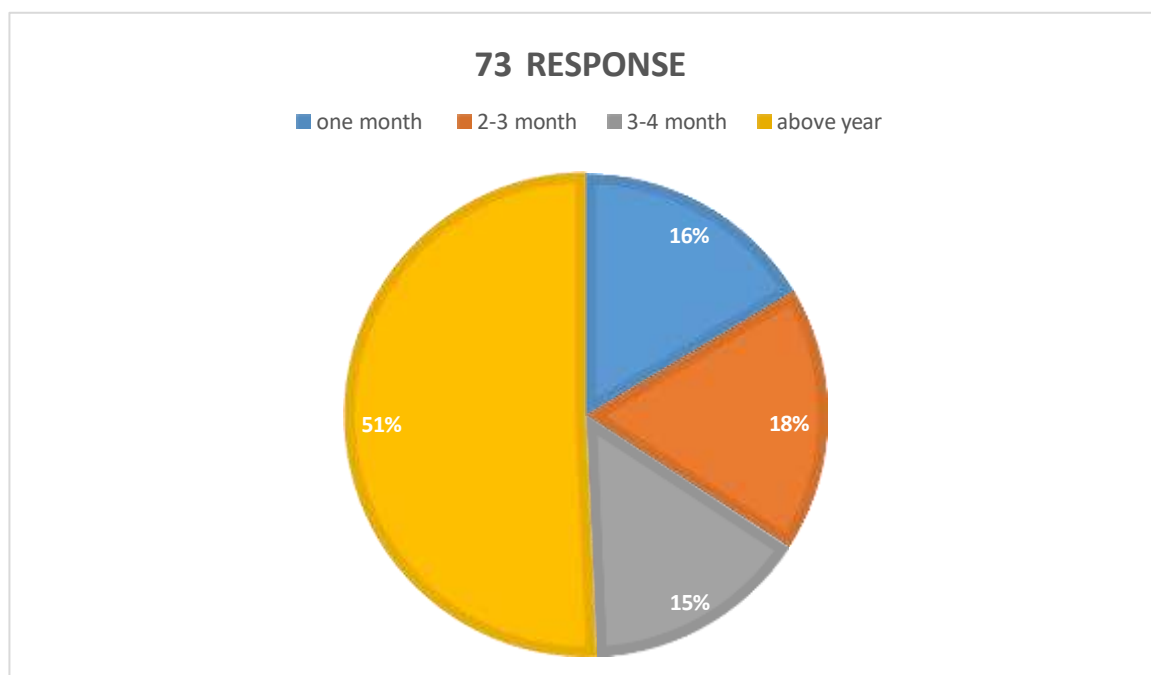
whereas,37% of people spend 200-300 in their recharge. whereas,17.8% of people spend 300-400 in their recharge. whereas,26% of people spend 400-500 in their recharge. Others spend above 500 in their monthly recharge. This question is to know the monthly expenditure consumer spend on their mobile phones.

(5) Which service did you like the most in Reliance Jio services?



This question was one of the most important questions of the survey. According to the data surveyed and collected, 47% of the population states that data services which Reliance Jio provides is one of the most important thing that they liked while using Reliance Jio services which comprises a total of 16 people. 29% of the population says that they like Reliance Jio's call rates as one of the most convincing factors which comprises a total of 6 people. Also, it wouldn't be incorrect to say that the free calls were one of the best strategies of Reliance Jio to capture majority of the market share. 19% of the population states that network coverage is Jio's main convincing factor and one person is in this favour. 5% of the population says value added service. this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

(6) since how long you are using reliance jio services?

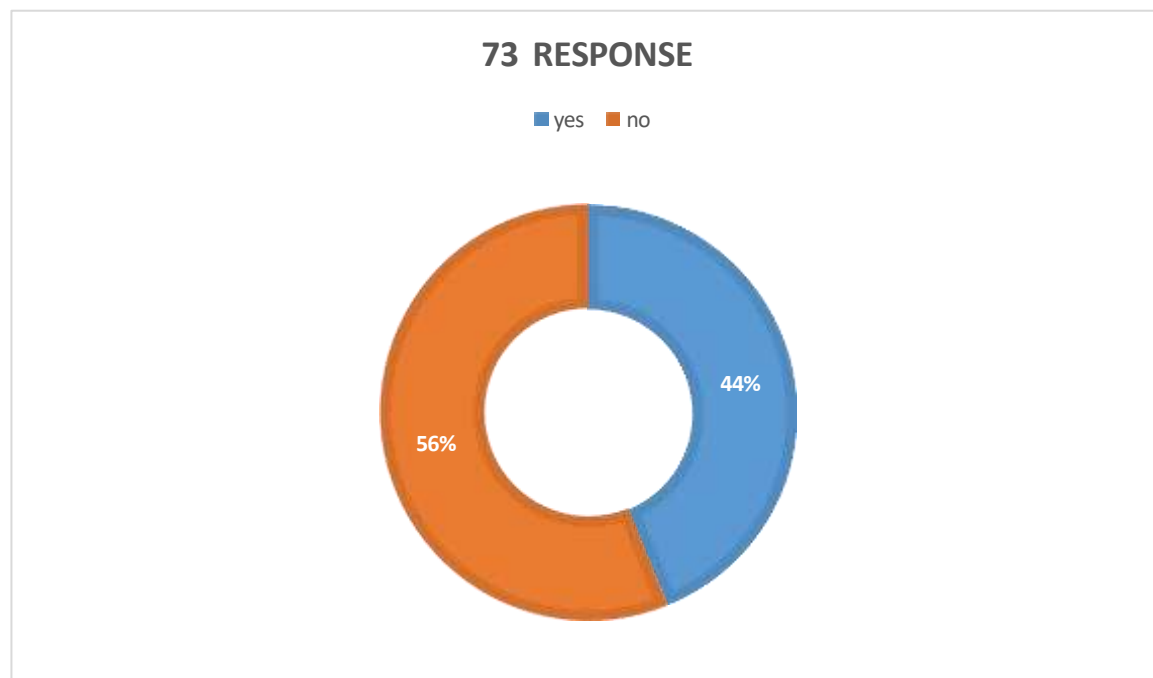


From the data surveyed and collected, 70 of the population states that Reliance Jio is pretty good in its services which

comprises of 20 people. And 16.4% population states that they have been using Reliance Jio services for one month. Where,18% of population states that they have been using reliance jio for 2-3 month.15% of population states that they have been using reliance jio for 3-4 month.and 51% of population states that they have been using reliance jio for more than a year.Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

This question was asked to know about the satisfaction of customers regarding how long they were using services of Reliance Jio. And since we all know that Jio provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes find its services are average and could be updated to something better in terms of connectivity.

(7) would you switch jio from other brand?



In this question,it was asked that whether the customer is satisfy with the reliance jio or not or would they switch jio from other brands.56% of population said NO they don't want to switch jio with any other brand.whereas,44% of population states that they are willing to switch jio from other brands.since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

This question was asked to know about the satisfaction of customers regarding whether the customer is satisfied with the service of reliance jio. And since we all know that Jio provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes find its services are average and could be updated to something better in terms of connectivity.

Chapter 6-Conclusion

6.1 CONCLUSION AND SUGGESTIONS

The growth of a company depends upon consumer perception, regarding product and the consumer perceptions can be studied only through the consumer buying behaviour. The consumer behaviour r is the study of those actions directly involved in obtaining, consuming, and disposing of product & services including the decision process that proceeds and follows up the action. The buying behaviour of the

Many variables influence consumer. The social environment in which he lives, his family, his society, his neighbours, his friends, his job, his colleagues

influence the behaviour of the consumer. The personality factors of the consumers also effect his buying decision.

It requires marketers to review their marketing practices. Now companies have to show their concern about consumer's interest. They must take many steps to satisfy the consumers. Now marketers have moved to consumer welfare from consumer satisfaction. Most companies have accepted consumerism in principles. Based on my observations data and information, I submit certain useful recommendations to make Communication system of Tata Teleservices & Reliance

very effective and customer centric. Some of the worthy suggestions are given as under:

- ▶ Reliance Communication doesn't have its own network. Since it uses BSNL networks. It should have it on network. It will give strength & wide coverage to Reliance Communication services.
- ▶ Tata Teleservices network is not up to the mark at providing service to wide area and improving quality of service.
- ▶ It is suggested that Tata Teleservices & Reliance Communication should develop innovative Communication services with in depth research development and continue improvement in the quality of services.
- ▶ They should resort to TQM philosophy with good corporate governance and transparency in its policies, programmes and strategies.
- ▶ It is further suggested that Reliance Communication, which enjoys highest market share, should diversify its services and further diversify the models and the systems as suggested by the respondent.
- ▶ The researcher suggests that Reliance Communication & Tata Teleservices should

develop their competitive strength to meet the challenges and threats of global corporations in the Communication business.

- ▶ It is suggested that Reliance Communication & Tata Teleservices should develop relationship marketing to know the real needs of the customers & should incorporate customer's suggestions.
- ▶ It is further suggested that Reliance Communication and Tata Teleservices should short analysis, which will help them to understand its real strengths and offic

BIBLIOGRAPHY

REFERRED BOOKS: -

KOTHARI, C.R, (2004): "RESEARCH METHODOLOGY AND TECHNIQUES" NEW AGE INTERNATIONAL PUBLISHERS, NEW DELHI, 2 EDITIONS

PRINCIPLES OF MARKETING- PHILIP KOTLER AND KEVIN KELLER, EDITION 12 MARKET RESEARCH – DD SHARMA

BOOK AND MAGAZING ON MOBILE COMMUNICATION- KAMIL SH. ZIGANGIROV

ARTICLES: -

http://articles.economictimes.indiatimes.com/2014-02-17/news/47412248_1_telecom-venture-reliance-jio-akash-ambani [infocomm-](#)

<http://economictimes.indiatimes.com/industry/telecom/reliance-jio-infocomm-launches-4g-services-for-employees/articleshow/50344999.cms>

http://articles.economictimes.indiatimes.com/2010-06-12/news/27612484_1_division-of-reliance-empire-wave-of-value-creation-world-class-consumer-experiences

<http://www.thehindu.com/business/Industry/reliance-jio-employees-to-get-freebies-discount-on-4g-service/article8029393.ece>