Study of Consumer Behaviour Towards Reliance Jio

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Abstract

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.

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. 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.

INTRODUCTION

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 Jio sim card. 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.

OBJECTIVES OF THE 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.

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 Wee lady October 8, 2016 volell no 41. Jio came up with the vision to generate huge revenue by providing quality service at cheaper rate using the latest technology. 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. 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.

RESEARCH DESIGN AND METHODOLOGY

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. Sampleshould 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 maybe 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 oneyear 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: -
Jio has also crossed 100 million customers mark in just 170 days after its launch on September 5, 2016.

Jio has added on an average 7 customers every single second of every single day.

Jio users make more than 200 crore minutes of voice and video calls have been made.

Users consumed more than 100 crore GB of data on the Jio network and this makes India, the No.1 internet usage country.

Nearly 5.5 Crore hours of video have been watched daily on its network.

Over 10 Lakhs retail partnership was introduced all across India.

2) Jio's Future Plans
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.

The company will provide 20 percent more value to each of the competitor plans.
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.