

A STUDY ON IMPACT OF RELIANCE JIO ON DIGITAL MARKETING IN INDIA

Ms. Richa Mishra
Assistant Professor
STEP-HBTI, Kanpur
Uttar Pradesh, INDIA
E Mail: 15.richamishra@gmail.com

Mr. Shivam Vyas
PGDM 2nd Year
STEP-HBTI, Kanpur
Uttar Pradesh, INDIA.
E Mail: shivamline@gmail.com

Abstract

We Indian have to appreciate and applaud Gandhigiri. Now, We can all do datagiri, Which is an opportunity for every Indian to do unlimited good things with unlimited data.[1]

Mr. Mukesh Ambani

Digital marketing is any form of marketing product or services, which involves electronic devices. It can be both online and offline.[2] There are various digital channels used in digital marketing such as social media, email, mobile apps, search engine and many more. In this paper I have analyze the impact of reliance Jio on digital marketing in India with the help of secondary data.. The post scenario before launch of reliance Jio and after the launch of reliance Jio. The methodology of my study has come from secondary sources such as reports, blogs, articles, journals, papers. The rapid growth of mobile and internet user after the launch of Jio facilitated marketer to invest more on this sector. The topic in this study covered, the expected future growth of digital marketing and challenges and opportunity in the future.

Keywords- Digital marketing, Digital channels, Reliance Jio, challenges and opportunity

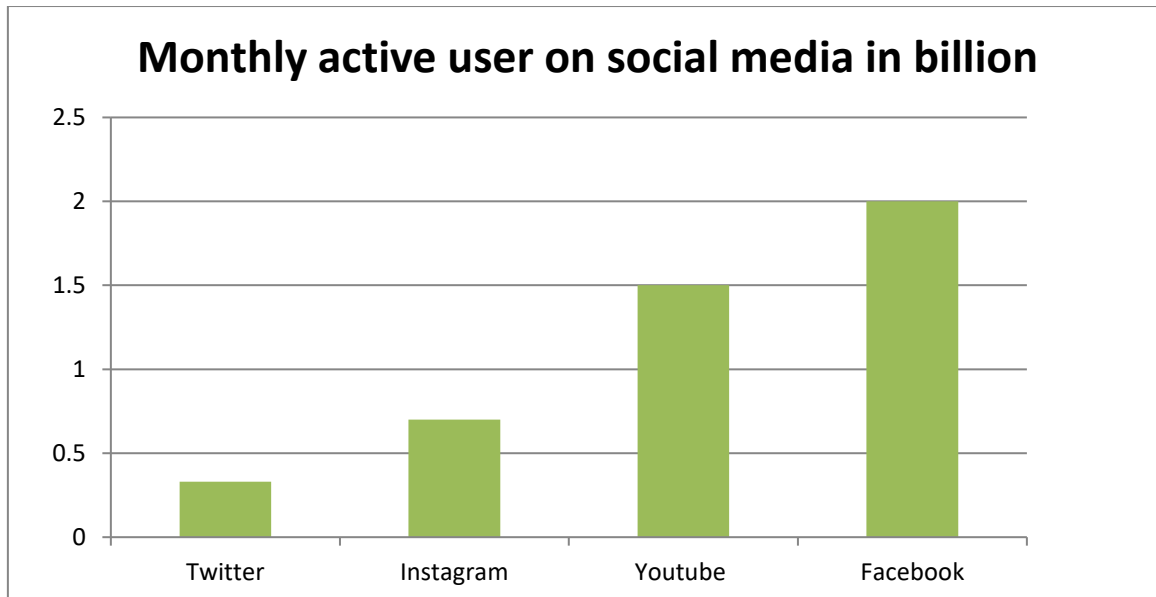
INTRODUCTION

On 5th September, 2016 the revolutionary launch of Reliance Jio that brought the tsunami in telecom industry. With Jio, Reliance changed the Indian telecom market for forever. In the first month, Jio announced that it had the acquired 16 million subscribers. This is the fastest build up by any mobile network operator in the world. Jio crossed up to 50 million subscribers in 83 days by giving a data of 1 GB per day. Before September 2016 the data packs were in purchasing power of 1 GB per month, Now with the tremendous effort of Jio it synthesis up to 1.5 GB per day. The first offer of Jio was reliance Jio welcome offer in which the company has provided the user 4GB of free data per day at 4G speed and unlimited calls. This offer has started from September 5 and lasted till December 31. After that reliance Jio has announced happy New Year offer on 1 december, But benefits start from 1 January till 31 March. There is a major difference – the free data was capped at 1GB per day. After the end of happy New Year offer, Mukesh Ambani has announced a new subscription service named Jio prime that costs Rs. 99 for whole year and with a Rs. 303 recharge user get free services for three month. After the success of intial stage offers, Jio has finally announced reliance Jio dhan dhan dhan offer[3].

Reliance Jio capture 6.4% market share at the ended year of 2016[4] and this market share become 13.71% at the end of 2017[5] As per data by telecom regulator Telecom Regulatory Authority of India (TRAI). While rivals of Jio (Vodafone, Airtel, Idea) market shares shrinking in 2016. Other small competitor like (Aircel, Telenor) was out from the market. Idea and Vodafone has merged for staying in the market.

In today's corporate world digital marketing play a vital role. Many start-up become a big brand in small period because of digital marketing. There are various live example which are available in industry. The use

of digital marketing in digital era enables the various brands to showcase their products and services on digital platform and also maintains the direct communication with the customer by providing them 24/7 services so that they can feedback about the product and services through social media sources such as blogs, facebook, twitter. By using digital platform companies can reach prospective customer in short span of time.



If we are talking about social media so facebook has 2 billion monthly active user in June, 2017 and youtube gets over 1.5 billion active use per month[6]. According to the research early e-commerce trailists have experienced the benefits of e-commerce in today's therefore companies mainly focus on media advertising. Main digital platform on which company work are facebook, youtube, twitter that are helping the companies to maintain stability in the market. Innovation of digital media has helped the e-commerce players to take a step ahead in the market. In today's scenario advertisers have accepted that there will be decline of long form of advertisement, nowadays brands are more into expressing themselves through digital and youth content this has led to more smartphone viewership. Innovation plays a vital role in digital advertising as it improves quality of the product which can beat the competition.

According to report of eMarketer, This year mobile ad spending in India is expected to increase by 85% and that will boost the total digital ad spend in India. India is most mobile data consumption country in the world with 150 cr gigabytes per month of mobile data said by Amitabh Kant CEO of Niti Aayog[7]. India is witnessed of surge of mobile data consumption specially after the launch of jio which has increased the competition in data packs between telecom industry. Now days customer are more available on internet which has helped the marketer to easily attract the customer towards digital marketing.

DIGITAL CHANNELS

Digital marketing is facilitated by many digital channels. As a marketer main objective is to identify the best digital channels which give a best ROI on product and services. There are various online channels available- **Display marketing-** Display marketing shows promotional messages and ideas towards the customer. Advertisements like blogs, networks, etc.

Social media marketing- when we use social media for promotion of a product or services.

Email marketing- email marketing is to promote a product or services by electronic mail. It is a cheaper way for targeting customer.

Game marketing- Game marketing refers to comprehension of product in games. The game allows product to broadcast ads with in their games.

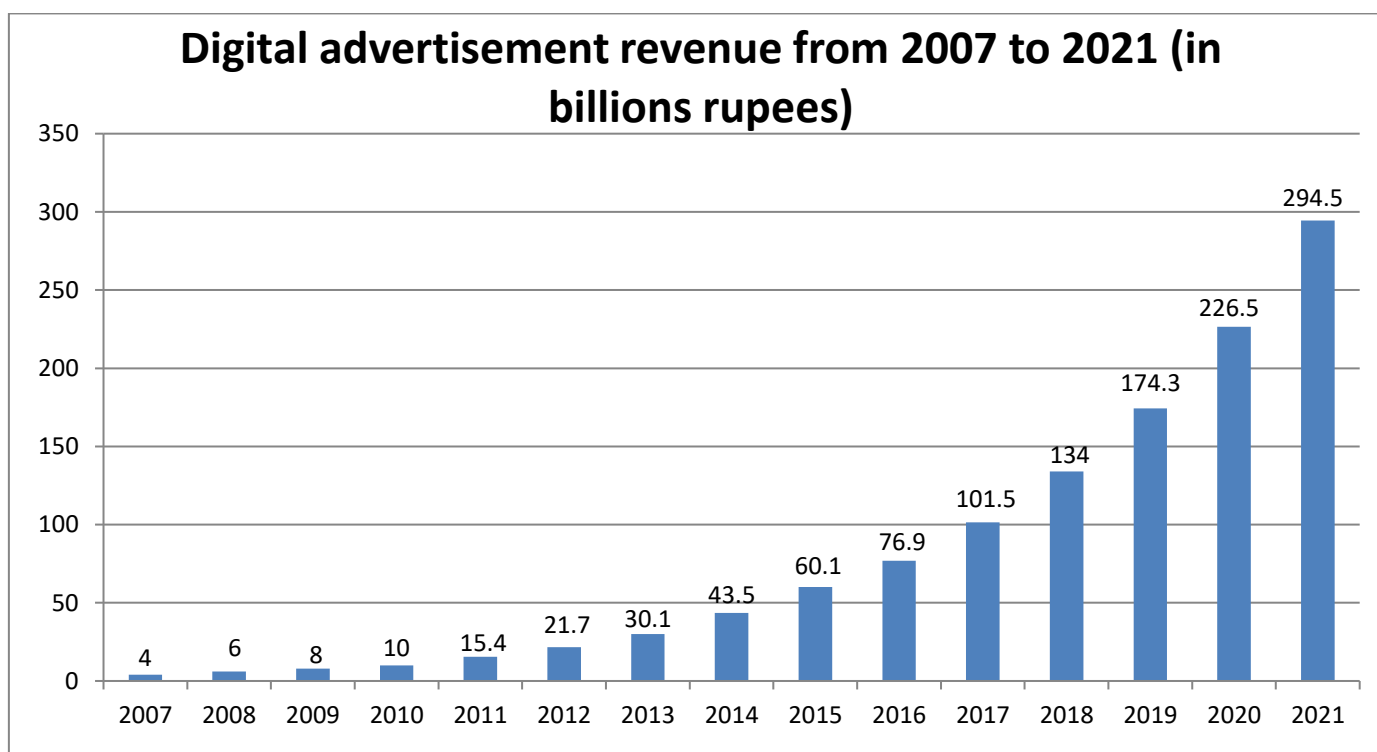
Video marketing- Video marketing refers to the advertisements which are broadcast on online platform such as youtube, Nowadays, video marketing is increasing with over a period of time.

SEO & SEA- Search engine optimization (SEO), the process of improving the website's search engine rank in organic search results, and search engine advertising (SEA), paid advertisements on a search engine's

results page related to some keywords, are both one way communication channels[8].

RESEARCH METHODOLOGY

In this paper I analyze the impact of Reliance Jio on digital marketing in India. My study is based on secondary data; the sources of data are articles, blogs, reports, paper, journals etc. With the recent introduction of reliance Jio in the Telecom Sector it has affected the Digital Marketing Media in many aspects. We can say that jio has started offering free voice calls forever at just the 5 paisa per mb which has given boon in digital marketing arena of India. According to digital marketing expert it was seen traditionally that advertisements were on the television and hoardings but with reliance jio introduction is has open new gates for the digital space. Many corporate and business entity have to change their strategy to market their products and services far more easily. Many e-commerce websites are now eyeing this boon as a great opportunity for the in depth market penetration with the use of Digital Space.



The following statistics shows the projected digital advertising revenue in India from the year 2007 till 2021. Source: <https://www.statista.com/statistics/233493/digital-advertising-revenue-in-india-from-2011/> [9]

- It can be seen that in year 2015 the revenue on digital advertising was 60.1 billion rupees and after the advent of Reliance Jio in the year 2016 it can be calculated that revenue on digital marketing was increased by up to 69% which was 101.50 billion rupees.
- On the basis of above sources, the forecasted data of digital advertisement revenue for upcoming years will be in 2018(134), 2019(174.3), 2020(226.5) and in 2021 (294.5) in billions rupees.
- According to TRAI 2016 mobile subscribers from 1010 millions in 2015 have increase by 1213 million in 2020. In the year 2015 total mobile data subscriber was 29% but now it has increase up to 64%. [10]

New trends in digital marketing after advent of Reliance Jio.

- Video ads are dominating in the present scenario.
- Use of internet data in mobile and tablet are more convenient than laptop and desktop.

- Bots are now making an entry in the today's market profile.
- Influencer advertising and marketing is very frequent.
- Market penetrations for the advertisements are now very easy.

FUTURE CHALLENGES IN DIGITAL MARKETING

- Due to Presence of high competition and large explored market there will be huge cost associated with it.
- Due to deceptive display, chances of fraud will be increases
- In developing countries people are less educated even they can't use digital marketing. It's a big challenge for digital marketing.
- From the buyers perspective, the inability of shoppers to touch, smell, taste or try on tangible goods before buying the things.
- Use of Non-genuine websites represents a significant risk for people of their credit card and debit card details and for their data chunks.

FUTURE OPPORTUNITY IN DIGITAL MARKETING

- There will be rapid economic development in future through digital marketing.
- In today's scenario cheaper data packs available after the Jio arrival it will be huge opportunities for digital marketing.
- There is a huge career scope in future of digital marketing.
- There are huge opportunities for Start-ups to grow their business in a very less time by using digital marketing.

CONCLUSION

The study started with the aim to analyze the impact of Reliance Jio on digital marketing in India. In the era of digital marketing and after the arrival of Jio in market the data packs and call rates have become much more feasible. On the basis of above data we can analyze that digital marketing has grown in last 2 years and there will be a huge scope for digital marketers in India. After the arrival of Jio it could be observed that many telecom companies which were rival of Jio had to reduce their plans to retain their existing customers and attract new customers so that they can sustain their market position. With new evaluation in technology and reduced rates offered by Jio consumers are getting attracted which has contributed in digital revolution. With the advent new features and digital revolution the customers are getting attracted toward Jio as they are getting all features in just one handset and that too at a cheaper and feasible price

In last two years growth in revenue of digital advertisement is approximately 69% and the forecasted future digital advertisement revenue in 2018(134), 2019(174.3), 2020(226.5) and in 2021 (294.5) in billions rupees. There are various opportunity in digital marketing in future due to Jio and it will bring great revolution in this industry. There is great change in market due to Jio and people have more inclination toward digitalization.

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