



# MARKETING MIX STRATEGIES OF RELIANCE JIO 4G NETWORK

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## ABSTRACT:

Telecommunication networks are the transmission systems that enable information to be transmitted in analogue or digital form between various different sites with means of electromagnetic or optical signals. The networks are based either on wired or wireless infrastructures. The major purpose of determining the marketing mix is to satisfy the needs and wants of the customers in the most effective and economical manner. India currently is the largest telecommunication market. This is because of the increasing mobile economy in India. The Indian telecom industry had a drastic change when the Reliance Jio was introduced by the Reliance group of Industries. The vision of Reliance Jio for the Indian economy was that broadband connection should not be a luxury commodity. Their aim was to be make service affordable by all class and sections of people living in the society from the rich to poor as it is necessary and it is very important for every individual to connect to their people . Reliance Jio gives very tough competition to all the service providers.

**KEYWORDS:** Customers, Marketing, Strategy, reliance industry, services, telecom industry.

## INTRODUCTION

The Indian telecom industry is one of the largest telecommunication markets which is only possible due to the increasing mobile economy in India. The Reliance Jio has various applications which have various special features. These are the special features that attract more customers with great loyalty. This nature of uniqueness is the reason behind the huge success and growth in a short span of time compared to the other telecom services providers in India. (Arul Kamilas.A and Esakkiammal.S, 2016). Reliance's blowup launch of Jio is actually a boon for the lots of the country however has left a giant punctuation on the probabilities for shareownerwealth creation within the long run. The tariff plans declared by Reliance Jio are going to be a game changer for the telecommunication trade and area unit expected to drive bigger adoption across knowledge and voice segments however it would additionally impact the profit andproperty of existing operators.(Surabhi Singh, 2017).The Reliance Jio has brought a turbulence due to the prominent alternative for the special features. Reliance Jio has set the world record for the fame gained in a very short span of time. The services provided by the Reliance Jio are primarily tangible which is the reason behind the satisfaction of the customers as this is the need for customers which they expect. (Pawan Kalyan, 2015). The free services offered by the Reliance Jio and the competitive tariff planning with the unlimited data i.e. the 4G is also the reason for their boom. Reliance is riding high towards revolutionizing the Indian Telecom market in recent times.(Mrs.V.Mathangi and Dr.R.Geetha Lakshmi,2017). Another aspect for which Reliance Jio was opted by the customers due to the attitude which influenced them. The basic and common economy expects more services with less cost which is absolutely satisfied by Reliance Jio. Due to this the satisfaction level of the customers using Reliance Jio is comparatively high than the other customers satisfaction level using the services provided by the other telecom service providers. (R.SakthiPrasath, N.Chandra and R.Amutha, 2017). The accessibility to the Reliance Jio by the customers is very friendly due to which there is more attractiveness towards the customers. (C.Boobalan and K.Jayaraman, 2017).These Reliance Jio services were only free to access by the exclusive customer of the Reliance Jio users. These kinds of services are very necessary to have a systematic nation. The Reliance Jio also lacked certain specifications which brought slight dissatisfaction among the customers. (R.Sorna Priya and M.Sathya, 2017). The Reliance Jio has a big jolt to the Indian telecom industry due to the exclusive schemes brought by Reliance Jio such as the free internet, calls, 4G net etc... (DR.Khyser Mohamad and Alok Raj Bhatt, 2017). This was all free of cost which is mostly wished by the customers in general. The Reliance Jio has a major positive and slight negative impact factor among the public.(Rajbinder Singh,2017).The Reliance Jio has brought a great threat towards the rival telecom industries due to their amazing strategy of providing services at free of cost with many more exclusive offers due to which the telecom industry had various changes and modifications evolved.(D.Satyanarayana,Dr.K.Sambasiva Rao and Dr. S.Krishnamurthy Naidu,2017).The Reliance Jio has a growth International Journal of Pure and Applied Mathematics Special Issue 571 hacking strategy which satisfies both the urban and the rural population which is reason for having such a great positive impact among the other service providers.(J.Meena Maheshwari and Ms. Ramya,2017).The Reliance Jio is according

to the market trend hence it satisfies the market needs. And they also create more extensive services. These together bring the cumulative investment spectrum. (Dr.Pankaj Sharma and Dr.Tapen Gupta, 2017).The Reliance Jio has disrupted the normal functioning of the telecom industry due to the only aspect of the free services provided. This eventually attracted more customers due to the more services introduced and provided at cost less. (Jai Bhatia and Advait, 2016).The customers are satisfied with the services provided by the Reliance Jio as the Reliance Jio satisfies the customer preferences. The price cost which is very affordable by all range customers is the reason behind their success. (K.R.Mahalaxmi and Suresh Kumar, 2017).Company has sturdy monetary capability to suffer initial losses and to recover the gains after three to four years. sturdy complete image because of the wonderful selling and advertising strategy adopted by the Reliance Jio promotions.(M.Nandhini and D.Sivasakthi, 2014). The Reliance Jio provides more satisfaction among the customers. Strong and positive brand image because of glorious promoting and advertising strategy. Those who weren't keen to shop for Lyf phones were connected through Jio as part of the app. (Dr.A.Shankar Prakash, 2017). The client was offered an electronic device at the lowest value of Rs 1999/- just for the requirement of broadband. Consumer Friendly Registration. Customers were conjointly given door to door service of delivering their sim cards for his or her convenience.(Manashi Medhi, 2017 ).There were bound disadvantage including cherish there was a differentiation between voice job and information usage and so company should rely on information consumption for profit thanks to creating voice job free.4G network was launched by alternative operators before Jio launched within the market that created the Jio to contend with existing network operators within the market.(Mr.Abhishek Kumar Singh and Prof. Malhar Parrikar, 2018).Growth Hacking could be a method of typical and unconventional selling experiments across the channels and product development to seek out the effective and economical ways in which to grow a business. Its3 main target is building, engaging, changing and retentive the user base of a business and Growth Hacker is that the one who helps to accomplish that each one.( Richard I.Levin and David.Rubin, 2004). Jio could be a telecommunications revolution. Jio leaps advanced method of communication in terms of voice, data, network & technology. Jio brought better India through the advancements and through the knowledge of internet services to all the people.( P.L.Senthil and S.Mohammed Safi, 2014). The objective of the study is to know the different applications of Jio and its features and the business development strategy of them.

Reliance Jio Info Comm Limited, Jio, is an Indian telecommunications company and wholly owned subsidiary of Reliance Industries, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles.. The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Jio Info Comm limited is simply referred to as Jio. It is a mobile service provider and is associated with wireless telecommunication industry. Jio deals in mobile-telephonic communications, broadband services and digital services. Reliance Jio is of Indian origins and was founded in the year 2010. It is a fully-owned subsidiary of its parent

company Reliance Industries, owned by Mukesh Ambani. Indian telecom sector is going through a change in completion, before there is competition regarding cheaper rates of voice calls and roaming but now the struggle is shifted over data packs, fastest speed, latest technology and cheaper rates. The Indian telecom industry is one of the largest telecommunication markets which is only possible due to the increasing mobile economy in India. The Reliance Jio has various applications which has various special features. These are the special features that attract more customers with great loyalty are gained. This nature of uniqueness is the reason behind the huge success and growth in short span of time comparing to the other telecom services providers in India. Reliance's blowup launch of Jio is actually a boon for the lots of the country however has left a giant punctuation on the probabilities for shareowner wealth creation within the long run. The tariff plans declared by

Reliance Jio are going to be a game changer for the telecommunication trade and area unit expected to drive bigger adoption across knowledge and voice segments however it would additionally impact the profit and property of existing operators. The Reliance Jio has brought turbulence due to the prominent alternate for the special features. The Reliance Jio hissed the world record for the fame gained in very short span of time.

## STATEMENT OF PROBLEM

Customer satisfaction is a key component that contributes to the organization's success. In comparison to industrialized countries, the expansion of service marketing, particularly in the mobile phone business, is still in its early stages in our country. It is due to the fact that our country's economy is still developing. In our country, there are a variety of mobile phone service providers who play an important role in meeting the needs of clients. Does Reliance Jio's marketing strategy meet the needs of its customers. Customers are more dynamic these days. Their tastes, requirements, and preferences are subject to change depending on the present situation and trends.

## OBJECTIVES OF THE STUDY

- To Study marketing strategies of reliance 4G Networks.
- To ascertain attitude which influenced the customer's in selecting reliance jio 4G Networks
- To analyse the reasons for choosing a specific Network connection.
- To offer valuable suggestions to enhance the services of reliance 4G Network in Coimbatore city
- To find out and rectify the problems faced by reliance 4G Network in Coimbatore city.

## SCOPE OF STUDY

The current study is limited to Coimbatore, and it was decided to take into account the cell phone services provided by Reliance JIO, Idea, Airtel, Aircel, and others. Various cellular services are accessible in Coimbatore. Despite the fact that cellular services have been chosen to study consumer satisfaction in it is the most popular private cellular services, such as Reliance JIO, Idea, Airtel, Aircel, and others, cellular services have been chosen to study consumer satisfaction in it is the most popular private cellular services. The primary goal of this study is to examine consumer satisfaction and problems with Reliance JIO, Idea, Airtel, Aircel, and other cellular services in Coimbatore.

## RESEARCH METHODOLOGY

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified, the next step is to collect the data which is relevant to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem. There are two types of data namely.

- 1) Primary Data
- 2) Secondary Data

### 1) Primary Data

Primary data is collected by the concerned project researcher with relevance to the problem. So, the primary data is original in nature and is collected first hand.

### Sampling:

A non-probability conclusive sampling method was used in the study for data collection.

### Sample size:

The sample was taken from the universe on a random sampling basis in Coimbatore. The sample size designed for this project is 125 keeping in mind the paucity of time and also the customer base of the organization in the research area.

### Research Methodology

A structured questionnaire was prepared and presented to the respondents and related questions were asked. Questionnaires mainly contained close-ended questions and a few open-ended questions, to identify the reasons for customer's satisfaction & their dissatisfaction.

## 2) Secondary data

It is the data already existing, which has gone through some standard analysis. Under the secondary data, the company's annual reports, brochure, pamphlets, newspapers, journals and internet were taken into consideration.

### TOOLS USED FOR ANALYSIS

- ❖ Simple percentage analysis
- ❖ Rank Analysis
- ❖ Correlation
- ❖ Weighted Average Method

### LIMITATIONS

1. The research was limited only to the Coimbatore city so the result can't be generalized to the whole market.
2. The sample taken for research was concerned only for customers rather than thousands of customers scattered around the city.
3. Since the project has to be completed within a short period of time the information collected could be biased.
4. Some of the premium segments could not be met due to time lack and not obtaining prior appointment due to tight schedule of the respondent.

### REVIEW OF LITERATURE

(Singh, 2017). The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016.

(Jayaraman al., 2017) Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's foray into the fast-evolving market has made a tremendous change in the competition, price and data availability. Jio is widely used by the tech no-savvy customers.

(P. Vijay, 2016) examined Customer preferences towards the mobile network service provider – A study with the special reference to Coimbatore city. Their study exposed that the majority of the respondents have given top preferences to Airtel and least preferences to Aircel in preferring the network service providers. Their study also revealed that their respondents had given top preferences to service quality, Value added services in preferring the network service providers

(Paulaset, 2016) The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost



everybody in today's environment. Reliance Jio is working according to Indian market; it gives best quality services at much less price.

**AmanBanchhoret al., (2015)**, state in their study that Jio is the only company who is using fourth generation (4G) LTE services and which is operating its network on 1800 MHz and 2300 MHz bands in Mumbai. Jio facilitate the normal download speed of 15-20 mbps. Lowest international call tariff in the world. 4G handset with free connection for starting at as less as Rs.2999. No surge pricing on public holidays, festivals and newyear. Reliance Jio manipulate some marketing strategies of competitive pricing and tariff plans, Jio is offering special operating own apps like Jioplay, Jiomoney, Jiosecurity.

**RajanDrmlami(2015)**, expresses in the study that providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. From the details it can be concluded that 80% of Reliance Jiousers preferred to remain with Reliance

## RANK ANALYSIS

### RANK THE FACTORS OF JIO

Factors	Very satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Not at all satisfied (1)	Total	Rank
Coverage in remote area	56 280	63 252	4 12	1 2	1 1	125 547	4
Connecting time	62 310	54 216	7 21	1 2	1 1	125 550	3
Roaming services	71 355	44 176	8 27	1 2	1 1	125 561	1
International calling	77 385	37 148	7 21	2 4	2 2	125 560	2

## INTERPRETATION

The above table 4.2.1 shows that rank 1 is secured for Roaming services by respondents, rank 2 is secured International calling, rank 3 is secured Connecting time and rank 4 is secured for Coverage in remote area hereby respondents

## CORRELATION ANALYSIS

### CORRELATION OF RESPONDENTS IN JIO SERVICES

	1	2
Residential Area	1	
High speed data	0.156678	1

### INTERPRETATION

The above table 4.3.1 shows that out of 125 respondents Correlation relationship between Residential Area and High speed data are you using highest value of 0.156678 and 1 is secured for Residential Area by respondents and the Correlation relationship between Residential Area and High speed data are you using secured 1 by the respondents for using of High speed data are you using.

### FINDING

#### SIMPLE PERCENTAGE METHOD

- Here mostly the respondents are under the age category of 18 to 25 years (54.4%).
- Here mostly the respondents are under the female category (57.6%).
- Here mostly the respondents are in the college level (67.2%).
- Here mostly the respondents are unmarried (75.2%).
- Here mostly the respondents are from rural area (54.4%)..
- Here mostly the respondents are from a nuclear family background (54.4%).
- Here mostly the respondents have chosen music (51.2%).
- Here mostly the respondents choose 3 members (47.2).
- Here mostly the respondents choose Mobile Network (39.2%).
- Here mostly the respondents choose Friends (50.4%).
- Here mostly the respondents choose 150 to 200 Rupees (44.8%)
- Here mostly the respondents choose More than 1 year (40%)
- Here mostly the respondents choose Easy Recharge (36%).
- Here mostly the respondents choose Airtel (61.6%).
- Here mostly the respondents choose Good network (41.6%).



- Here mostly the respondents choose Always (80%).
- Here mostly the respondents use prepaid (64.8%)
- Here mostly the respondents choose Network coverage (40%).

## RANK ANALYSIS

- Here Rank 1 is secured by Roaming services by respondents.
- Here Rank 1 is secured by Brand.
- Here Rank 1 is secured by New schemes and offers by respondents.

## CORRELATION ANALYSIS

It can be inferred that the relationship between Residential Area and High Speed are positively related to each other.

The relationship between Family Members and how much they are spending on Jio network are positively related to each other.

## WEIGHTED AVERAGE METHOD

Majority 4.488 of the respondents satisfied with Roaming Services.

Majority 4.584 of the respondents satisfied with Brand.

Majority 4.512 of the respondents satisfied with New schemes and offers

## SUGGESTIONS

Majority 47.2% Of the respondents family use Jio network. So, the company should provide a good schemes to the users.

Major respondents have choose that they use mobile networks. So, the company should provide a higher network service to the people.

Easy recharge is the good features available in the Jio network.

The network coverage should be improved in the Jio network. So, the company should improve their network service.

Roaming service is ranked first in the factors of jio. The coverage in remote area ranked last so the coverage of

network in remote areas should be improved.

## CONCLUSION:

Thus it concludes that the respondents felt that the Reliance Jio is the best service provider due to the exclusive services provided and though they also have many faults which are rectified eventually as time evolves. Hence Reliance Jio is the people's favorite services provider. This was the goal that was to be achieved by Reliance Jio which has now been achieved due to their exclusiveness and their friendly services. Yesterday's luxuries are today's necessities. Today, there are a number of mobile service providers in the market and they offer various services for the purpose of mobile users. But users prefer to avail services from favorite service providers due to various reasons. It is clear that the coverage area, billing system, plans offered and lower service charge and the mobile users are considered these factors to decide the service provider.

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