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## "A STUDY ON MARKETING STRATEGY USED BY RELIANCE JIO AND ITS EFFECT ON THE TELECOM INDUSTRY AND ITS EFFECT ON CUSTOMERS"

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**Abstract:** India is currently the world's second-largest telecommunications market with a subscriber base of 1.19 billion and has registered strong growth in the past decade and half. It is also the second largest country in terms of internet subscribers. The country is now the world's second largest smartphone market and will have almost one billion unique mobile subscribers by 2023. Due to this strategy of the Reliance Jio of providing services at free of cost they faced initial losses but later they compensated them. The Reliance Jio reached mass popularity and a very good impression in a very short span of time. This created a very strong brand image and created great loyalty towards them. This was greatly achieved due to the special marketing strategy used by the Reliance Jio . The Reliance Jio knocked down all the other telecom industry which created greater loss for the other telecom industry. Reliance Jio gave very tough competition to all the service providers.

**Index Terms - Telecommunication Industry , History , Competitors , Type of Marketing Strategy , Business Strategy and Marketing plan.**

### ❖ INTRODUCTION

Jio is one of India's largest network providers whose marketing and business strategy took the world by storm. It has played a significant impact on revolutionizing India's digital ecosystem. Started operating in the year 2016 as a telecommunication provider, it gained more than 50 million subscribers in exactly 83 days of launch. Focused on providing India with the ability of the digital revolution – to attach everyone by providing the highest quality of connectivity at the most affordable price.

The Telecommunications Industry within the sector of information and communication technology is made up of all telecommunication companies and internet service providers and plays the crucial role in the evolution of mobile communications and information society. It continues to be at the epicenter for growth, innovation and disruption for virtually any industry. Telecom industry is one of the fastest growing industries in the world and has immense capacity to serve people directly or indirectly. Insights Research has projected that telecommunications services revenue worldwide will grow from \$2.2 trillion in 2015 to \$3.1 trillion in 2022.

Jio's headquarters in RCP, Navi Mumbai. In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for 4,800cr. Although unlisted, IBSL was the only firm to win broadband spectrum in all 22 zones in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance JioInfocomm Limited (RJIL) in January 2013. In June 2015, Jio announced that it will start its operations all over the country by the end of 2015. However, four months later in October 2015, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016-2017.

The Reliance Jio has a growth 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

### ★ Competitors

The main competitors of Reliance Jio in the telecom market are Vodafone Idea, Airtel, and BSNL:

Before the rollout of Jio, there existed more than 10 Telecom companies in the industry but after its arrival, the whole scenario changed. Jio with its cut-throat pricing and latest technology swept away most of the telecom industries. Companies such as Aircel, MTS, Uninor(Telenor), etc, couldn't survive at the pricing offered by Jio. The market was left with then stronger players such as Bharti Airtel, Vodafone India, and Idea who are now Jio's competitors.

- **Vodafone Idea** : Affected by Reliance Jio, Vodafone India merged with Idea Cellular to form a new entity named Vodafone Idea Limited. This third-largest telecom company in India is a pan-India integrated GSM operator offering 2G, 3G, 4G, 4G+, and VoLTE.
- **Airtel** : It is the second-largest provider of mobile telephony after Jio and they offer services of fixed telephony, broadband, and subscription television services. They also have services like GSM, 3G, 4G LTE, 4G+ mobile services, fixed-line broadband, voice services and had also rolled out its VoLTE technology across all Indian telecom circles.
- **BSNL** : It is an Indian state-owned telecommunications organization. It is the biggest wireline telecommunications network organization in India, with more than 60% marketplace share and the fourth biggest wireless telecommunications operator.

### ★ Type Of Marketing Strategy

#### 1. Developing a marketing strategy :

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned. See strategy dynamics. Marketing strategy needs to take a long-term view, and tools such as customer lifetime value models can be very powerful in helping to simulate the effects of strategy on acquisition, revenue per customer and churn rate.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

Marketing Mix Modeling is often used to help determine the optimal marketing budget and how to allocate across the marketing mix to achieve these strategic goals. Moreover, such models can help allocate spend across a portfolio of brands and manage brands to create value.

#### 2. Diversity of Strategies :

Marketing strategies may differ depending on the unique situation of the individual business. However, there are a number of ways of categorizing some generic strategies. Reliance Jio did not just stop at the network but also diversified and integrated into multiple channels of business which would create and fuel demand for internet users.

#### 3. Innovation strategies :

Innovation strategies deal with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:

- Pioneers
- Close followers
- Late followers

#### 4. Growth strategies :

In this scheme we ask the question. "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers:

- Horizontal integration
- Vertical integration
- Diversification
- Intensification

#### 5. Digital Marketing Strategy :

Reliance Jio has a fantastic digital marketing presence across most platforms, all due to its brilliant strategy and trendy campaigns. It has garnered over 960k followers on Instagram alone. Moreover, also has a dominating presence on YouTube with 2.36 million subscribers which have their advertisement campaigns even in regional languages. It also has an active presence on Facebook with 2.5 million followers. On Twitter, they have about 666k followers which are way lesser than its strongest competitor. Overall, Youtube and Facebook is their strength but their twitter needs more improvement.

Reliance Jio has an impressive digital strategy in place. It is now time for us to dig deep and understand Jio's digital marketing and social media strategy.

## ★ Business Strategy

The business strategy of Reliance Jio is one of the biggest reasons for its success. The use of the AARRR strategy to penetrate the market adds huge growth to the company. This strategy includes 5 key components to help a business acquire and retain customers creatively and cost-effectively.



- **Acquisition :-**

After the commercial rollout of Jio in September 2016, Jio offered free services to its customers for 3 months. This plan worked as the trump card for Jio to acquire the customers. Within one month, Jio was able to acquire 16 million subscribers.

- **Activation :-**

The users were provided with the best experience, which was never provided by any telecom service provider. The unlimited high-speed, 4G data with unlimited calling was unimaginable to the customers.

- **Retention :-**

Jio didn't stop here. On the occasion of the new year in 2017, they extended the free services to the users for another 3 months. Jio became the first-ever telecom company to provide 6 months of free service to customers. In just two and a half years into the business, Jio gained more than 300 million active subscribers. It took more than 19 years for its competitor, Bharti Airtel to reach such a number. Such was the power of Jio.

- **Referral :-**

The customers became its preacher. Jio got more and more business through positive customer reviews and user experience. This added as a boon to its tremendous growth.

- **Revenue :-**

Slashing the prices to 1/10th the existing cost, Jio got ahead with revenue, which was the major factor in getting such a leap in the market.

- ★ **Marketing plan**

A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.

A marketing plan is a comprehensive blueprint which outlines an organization's overall marketing efforts. A marketing process can be realized by the marketing mix, which is outlined in step 4. The last step in the process is the marketing controlling.

- ❖ **LITERATURE REVIEW**

The chapter of the literature review is considered as the most critical chapter of a study as it directly contributes to enhancing the knowledge base of the researcher with regards to the subject matter. In this chapter, the researcher focuses on searching and evaluating differently available literature to gain a better understanding of the topic selected for investigation. The viewpoints and work carried out by other researchers and authors are taken into consideration in this chapter. Here, different themes are developed by the researcher to gain in-depth information about the topic chosen for the study. The key themes covered in the present section of the literature review are an overview of the Indian Telecom sector, the business model of companies in the telecom sector, the impact of Reliance Jio on other players in the industry and the ways in which Reliance Jio has dominated the Indian Telecom industry.

### 1. Arpit Srivastava, Effect of Jio on Indian Telecom Industry Landscape

The article examined the Introduction of Jio in the telecom industry and how with the introduction of Jio has disrupted the existing landscape in the country. It studies the impacts that the industry is facing like how revenues have been shattered, existing voice and data plans have gone down the drain, margins are narrowing and shrinking and how companies who have been in this industry for decades are bleeding with pilling of license fee The total data usage on the country, too, have risen from 200 million GB a month to 1.5 Billion GB a month becoming the world's largest data user. The articles also examine about the introduction of Jio smartphones known as „LYF SMARTPHONES“ which is a low cost 4G feature phone for the rural class of the country. However, a vital question still remains

unanswered – When will Jio Break even considering the 20,000 Crore investment it has made for the country, for India's Greatest revolution that it has ever scene.

## **2. Sorna priya.R and Sathiya.M (2017)“Customer Satisfaction towards Reliance Jio Network”**

conducted a research work with the aim of analysing the satisfaction level of customers towards Jio network. 50 respondents were selected using convenient sampling method. ANOVA, chi-square were used for analysis. The study found that majority of the respondents (52%) are satisfied with Jio services. Most of the respondents are suggesting to improve the network coverage of Jio services and to remove the calling congestion then it can be assured that the company can achieve the 100 percentage satisfaction of their customer.

## **3. Meenu | Chhabra & Dr. Manoj Kumar, “A Study of telecom subscribers and strategy thereof: Reliance JIO in Indian Telecom Industry”**

The role of Jio in the Indian telecom market was examined in this paper. According to the findings of this study, rural subscribers are growing faster than urban customers. Reliance JIO's gift is low-cost phone and data services. Jio was the first to enter the market with free data. Every telecom firm is experiencing a tsunami. In the telecom industry, Jio is a game changer. As a result, jio plays these types of roles.

## **4. Devina Gupta, Jio Effect: 5 Reasons Why Indian Telecom Industry will Never be Same Again**

The article talks about the impact that Jio has made over other telecom industries who now are just trying to survive the phase, with falling revenues and increasing cost of operations, marketing, leading to unsustainable levels of debt. The article talks about how the competitors are reacting, like Airtel acquiring Telenor to synergize its operations and expand its operations in new cities, Vodafone-Idea merger which happened in 2018 due to the sole reason of Reliance Jio.. Completely Jio's new strategy made the world believe that ultimately Consumer is the king in the business with only Rs 303 for a year's subscription and forcing other companies to reduce their existing prices but failing at it because no matter what they can offer, it is still less than Jio's offers.

## **5. Mahalaxmi KR , Suresh Kumar N,(2017) ,“Changing the Indian telecom sector: Reliance Jio”**

the study aimed to identify customer's preference towards the Reliance JIO mobile service provider and to know the customer satisfaction level towards Reliance JIO Mobile service provider in Trichy region. The study was descriptive in nature. The study was carried out through a pilot survey from 50 respondents. The results of the survey were analysed using chi square test .The study revealed that most of the students preferred to choose their service provider as Reliance JIO and 97% of the respondents were satisfied with the services provided by the Reliance JIO.

## **6. Naidu brahmami, Vamsi.S, (2017), “Customer satisfaction towards reliance jio: an empirical study”**

in their research paper focused in knowing the satisfaction level of customers on the usage of jio sim and the reason behind their satisfaction and dissatisfaction. Survey method is used to collect information from the respondents. 192 respondents were selected for the study using simple random sampling. The results have stated that the respondents are not completely satisfied with usage of jio sim. The strong reason behind their dissatisfaction is its speed i.e. the users are not getting the same speed all the time. The other two more reasons identified are compatibility of other sim cards, call connects, voice call connects. The reasons where the customers are mostly satisfied are cost effectiveness, free calls, no roaming providing free channels, providing free caller tunes, voice clarity etc. The study suggested to improve the area where customers showed their dissatisfaction.

## **7. NitikaRawat(2015) did a study titled “Future and Challenges of 4G Wireless Technology”**

In his paper he explains about IP based and IP based devices. This paper describes how 4G is easy to deploy and thus, cost effective as well. The idea of multimode software for maintaining different networks simultaneously is explained, along with the mechanisms of system initiated discoveries. Also, the challenge of managing user accounts is discussed. The paper describes the concept of security that should be given heed. This paper explores what 4G network technology actually is, along with some of the propositions in order to fully figure out the advantages and challenges of effectively implementing 4G

## **8. D Satyanarayana, Dr K Sambasiva Rao and Dr S Krishnamurthy Naidu, The impact of Reliance Jio on Indian mobile industry, A case study on mergers and acquisitions of idea Vodafone and Airtel – Telenor**

The Objective of the paper is to examine the impact of new entrant R-Jio on competitive strategies of rivals in the industry and to analyze the major changes in Indian telecom industry. Indian mobile industry is one of the fastest growing industries in the world. Indians are habituated to touch mobiles within a short span of a time. To strengthen themselves in the industry, Airtel and Idea acquiring Telenor and Vodafone respectively. The impact of this new entrant affects equilibrium in the mobile industry and makes rivals vulnerable that they resort to mergers and acquisitions in Indian mobile network providers. Since the exit barriers are present in the industry, they cannot get out of the industry. The major giants in the industry viz, Airtel and Idea strategically responding in a similar way. To strengthen themselves in the industry, Airtel and Idea acquiring Telenor and Vodafone respectively.

## **9. Tanya Daga, Vipul Chandra and Anas Malik, “EFFECT OF RELIANCE JIO ON DIGITAL INDIA”.**

This research is based on the impact of Jio on India's digital economy. Everything nowadays is done on a digital platform. The majority of the participants in this study are between the ages of 20 and 40. JIO makes a significant contribution to digitization. JIO arrived with

a game-changing market approach for the world's cheapest data costs. According to this poll, more than 80% of people feel Jio is one of the causes behind India's digital transformation. The findings of this study back up the Indian government's digital India Initiative. (Tanya Daga, 2018)

## ❖ RESEARCH METHODOLOGY

### ★ Meaning

Research methodology is a methodology for collecting all sorts of information & data pertaining to the subject in question. The objective is to examine all the issues involved & conduct situational analysis. The methodology includes the overall research design, sampling procedure & fieldwork done & finally the analysis procedure. The methodology used in the study consistent of sample survey using both primary & secondary data. The primary data has been collected with the help of questionnaire as well as personal observation book. magazine: journals have been referred for secondary data. The questionnaire has been drafted & presented by the researcher himself.

### ★ Research Design

Research design is a plan which guides the data collection and the analysis. The main objective of a research design is to find out the answer to „how“ you will carry out a research. A research design can be divided into 2 broad types, based on the type of research that is to be conducted.

There are 2 types Design

Descriptive

Causal

**Descriptive design** : it is structured and formal in nature, which provides a comprehensive and in-depth analysis of the situation under the study. Our research mainly revolves around Reliance Jio, we have used a descriptive design for our research. Moreover, descriptive design can be further divided into 2 types, longitudinal and cross-sectional.

**Longitudinal studies** are the ones which are done with the help of a panel. Data is collected from this group multiple number of times and different time periods on the same variable.

**cross sectional study** is the one where data is collected from the population only once during a particular period of time.

**Causal Research** : is a research which attempts to clarify why and how there is a relationship between a phenomenon's, since we are studying the impact of Jio on Industry, we try to study what was the cause and the effect of such move. Why every factor faced a change and how Jio impacted the Industry and consumers. Since our research is conducted at a specific point of time, from a pre-determined section of the population, a cross-sectional research design is used. Since the data is collected only from a single segment of the population, we use Single Cross-sectional descriptive design.

### ★ Research Objective Of The Study

The main objective of the study is to find out the customer satisfaction towards Reliance Jio. In order to attain the objective the following sub objectives are followed:

- To gain an overview of the present situation of the Indian Telecom Industry
- To identify key attributes in the business model of Reliance Jio
- To define the ways in which reliance Jio has affected other players in the telecom industry of India

### ★ Source of data

Primary data is collected using a structured questionnaire. Secondary data is collected from public research papers on Telecom sector, Annual reports of Telecom service providers, Journals on Telecom sector and through the website of TRAI, Ministry of Communications, Telecom service providers etc.

Generally we can collect data from two sources. primary and secondary source. Data collected from primary source are known as primary data and data collected from secondary source are called secondary data Primary data are also known as raw data. Data are collected from the original source in a controlled or at uncontrolled environment Example of control lied environment experimental research was certain variable are being controlled by the researcher. On the other hand, data collected through observation questionnaire survey in a natural setting an example data obtain in an uncontrolled environment. Secondary data obtained from secondary sources such as report-books, journals, document, magazines, the web and more.

### Sampling Design :

A Sample Design is the framework, or roadmap, that serves as the basis for the selection of a survey sample and affects many other aspects of a survey. The main objective of sample design is to know the characteristic of the population.

**Sampling Method :**

A sampling method is a method of how you collect the data from the population.

There are 2 methods under the sampling method known as

- (a) Probability Method
- (b) Non-Probability Method.

Probability method is a method where all the subjects in the population have an equal chance of getting selected for experiment. Whereas, non-probability method is a method in which the individual is not aware whether he will be selected for experiment or not.

The sampling method used here is Non-Probability method since all the respondents does not have an equal chance of being selected. Non-Probability method can further be classified into 4 types which are

- (a) Convenience Sampling,
- (b) Quota Sampling,
- (c) Judgment Sampling and
- (d) Snowball Sampling.

The sampling method used is Convenience Sampling since the sample is collected as per the convenience of the researcher.

**Sample Population**

Since the objective of our study is to analyze the impact of Jio on the common people and the telecom industry, the population mainly comprises of urban people of Mumbai and New Delhi.

This study is conducted on customer satisfaction of Reliance JIO sim cards

**Sample Frame**

The sampling design used does not require a sampling frame.

**★ Limitation Of The Study**

Limited sample space as many people refused to give information about the status of their business. Biased opinion against Jio as there was no recharge or tariff for it because of which customers stop going to the shops. There was not elaborate time to do the full research because of the time constraints.

The data collected from sample respondents impart first-hand information.

The study is only for the limited sample and not to the whole population.

It is based on the expressed opinion of the Sample respondents.

**★ Collection of Data**

This part in the methodological section undertakes the main sources through which information can be obtained so as to carry out the entire study in the best possible manner. Further, two main sources of data collection are present that are adopted in the study and it involves primary and secondary sources. In case of primary information it is collected for the first time and the information obtained is not used in other form of studies. The main sources through which primary information is obtained involves questionnaire, interview etc through which face to face interaction takes place with the respondents and in turn it contributes a lot in obtaining right form of information that is most beneficial for the study.

On the other hand secondary sources are different where it involves the books, articles and the journals that have been published in the past and in turn it contributes a lot in accomplishing the key objectives of the study. In the present study primary data has been obtained with the help of questionnaire from the managers working in Reliance Jio. Further, questionnaire has been prepared where different questions have been asked to the managers so as to know about the business model of Reliance along with the key tactics that have been adopted by the company due to which it has become possible to influence the entire telecom industry of India. Apart from this, different articles have been accessed that provides overview of the Indian telecom industry and the key players that are operating in the market. Therefore, in this way both the sources have been undertaken for obtaining information and it has proved to be beneficial for the entire research.

**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 137 people collected primary data. Simple questions on the experience of Jio sim card were asked to people and thus a data was collected and maintained. Most of the research is based on First-hand information provided by the sample and analysis has been made by the data collected. Given that descriptive research is used, the data collection is quantitative in nature as the findings need to be in the form of numbers so as to properly analyze and concluding it.

**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. While some objectives require us to analyze and study various published articles, findings and case studies to study the impact of Jio on the telecom Industry which would have not been possible through surveys due to limitation of time and resources.

The data was collected through external sources specifically Published data particularly the government data published by TRAI (Telecom Regulation Authority of India) and also through published research papers and Case studies available online. secondary data consist of information collected from internet , journals , articles , and other publications.

**Significance Of The Study**

The main significance of the study is to find out the perception of the consumers using Reliance Jio. The competitors reaction to the Jio launch which was extreme and the percentage on how much competitors like Vodafone and Airtel are affected by the launch. The scheme provided by the company and its offerings to the people of India. The free scheme in the start of the launch attracted 6 million people over time. To also know exactly the percentage of the people switching their cellular networks to Jio within a year. Therefore, the author wanted to research and signify these points by making a questionnaire and finding conclusions on the same.

**★ Period Of The Study**

Generally researcher wants to collect all required data, particulars and information for the research. He also tapes integrate to select a short period of the study because of convenience for properly data collection and analysis of the same for come to the conclusion, hence the researcher under tabs the data

collections for the period of 5 months on the consumer satisfaction of Reliance Jio. The field surveys was carried out during the period from October 2022 to June 2023 to collect the data.

**★ Methodology**

- This research is the combination of “applied” and the “qualitative” type of research.
- The sampling technique used is “simple random sampling” from the population, which is taken across the nation.
- This research has the primary data collection methodology and it has been collected from the structured questionnaire.

**★ Rationale of the Study**

Author felt the need to research on the upcoming, most popular, affordable Reliance Network’s Jio. India has always been a country of poor internet connectivity and data scarcity especially in the rural areas. For this, Jio has made affordable data back of 4G and 4G based affordable phones. Jio used to provide free calling and free data for the longest time, but even though it started to charge from the year 2017 it charges the least pricing compared to Vodafone and Airtel. The launch of the Jio signals an important shift from scrunching for data and data scarcity. The reason for its sudden entry in India and capturing its place a 100% and successfully made the author wonder its strategy, the main strategy used by Jio could be aiming for quality subscribers, 100 million mark which means Mr. Ambani’s plan to reach 90% of India’s population and last strategy would be oligopolistic market. Author is keen to know what strategies it followed and what were the competitors reaction once Jio entered the market hence this topic was chosen.

**★ Significance Of The Study**

India always has been a country of prior internet connectivity and data scarcity especially in rural areas. For this, JIO has made affordable data back of 4G and other services. JIO used to provide free calling and free data for the longest time, but even though it started to charge from the year 2017 it charges the least price compared to other mobile networks. The launch of JIO signals show an important shift from data scarcity. The reason for its sudden entry and capturing almost 100% made it a wonder strategy and the main strategy used by JIO could be aiming quality subscribers from 90% of India’s population. Thus, this study also helps to understand how much the introduction of Jio sim cards attracts consumers. The research can be served as a reference for other researchers in their future relevant studies.

**★ Scope of the Study**

This study helps in finding the customer’s satisfaction towards Reliance Jio network and the problems faced by the customers while using Reliance Jio network and also focus on identifying the factors influencing network service provider and to know the factors were customers attracted towards Reliance Jio network service provider.

The suggestion from the study is based on the responses given by the consumers in Trichy region. This study will helpful in getting an insight into the impact of consumer’s preference and satisfaction towards reliance JIO.

The scope of the study is that to find out the level of customer satisfaction towards Reliance JIO sim cards. To identify the customer views regarding quantity, quality, free service, price and various other factors influencing the customers and to analyze customer awareness.

Currently India is the second largest telecommunication market and still growing. mobile economy in India is increasing very fast and will add significantly to India’s GDP. Reliance jio emerge a new choice and other service providers face a new kind of challenges. These

leads to major corporate decisions by companies for their survival. The study aimed to analyse the3 impact of jio on limited number of listed shares in BSE telecom index and also the behaviour of investors after the introduction of Jio.

The study makes effort to ascertain the satisfaction level of customer of Reliance JIO so that we can understand the competitive position of JIO network. The company can come up to the expectation only by finding out the problem that customer are facing. The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of selling their product without having considering the existing competition. No company can survive in long run without coming up to the satisfaction level of customer.

★ **Research Plan**

**Data Source :** Primary Data

**Research Approach :** Descriptive Analysis

**Research Instrument :** Questionnaire

**Determining Sample size :** 142 Respondents

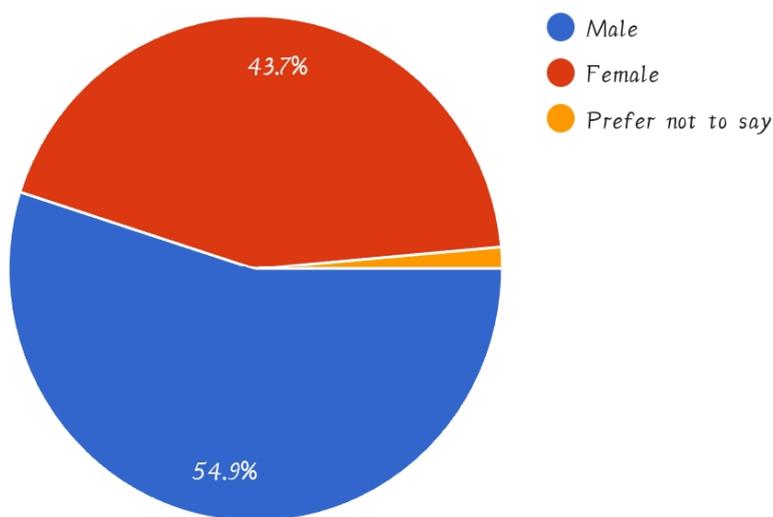
**Method of Contact :** Google Form

❖ **DATA ANALYSIS AND INTERPRETATION**

The chapter of data analysis and findings is considered as the most critical chapter in the study. In this section different tools and techniques are employed by the researcher to carry out evaluation of the information collected from different sources. Here, the data collected has been presented with the help of different charts and tables and analysis of the same has been carried out using different themes.

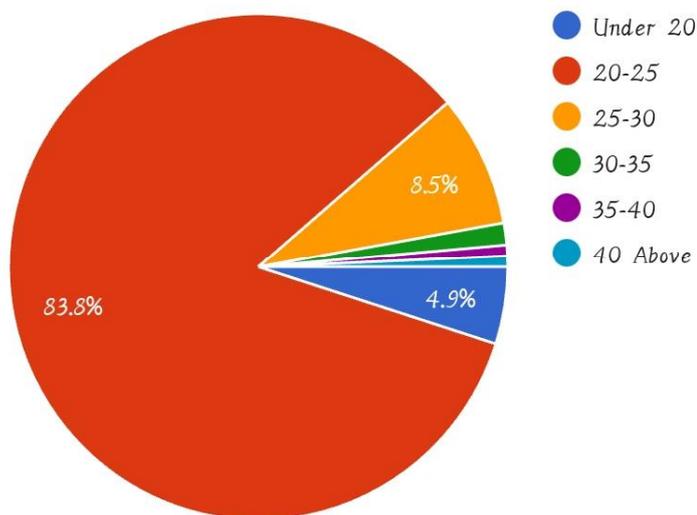
The data has been taken from Telecom Regulatory Authority of India (TRAI) portal and various reports available on its platform and on its customer feedback app. It has some set of tools and app which through which customers rates their experience about voice call quality and internet speed in real time and help TRAI collect customer experience customer feedback data along with Network data of telecom companies about call drop, service quality, internet speed and network reach in different reason. The data has been released under public accessibility policy. The data is collected from various telecom service providers, at several locations, network types 3G, 4G, 2G services on different coordinates as standardized by TRAI etc

**1. Gender**



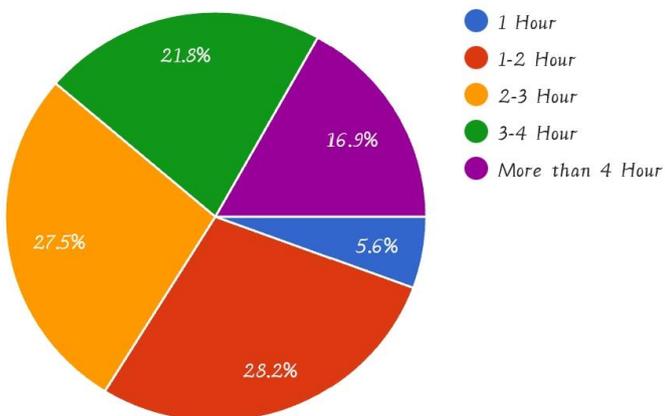
**INTERPRETATION :** The above chart shows, on what basis Fixation of Key Performance Areas are done on the organization respondent works with, From the above data it is clear that, 54.9% of respondents are male and 43.7% are female or other then are not prefer to say.

2. What is Your Age



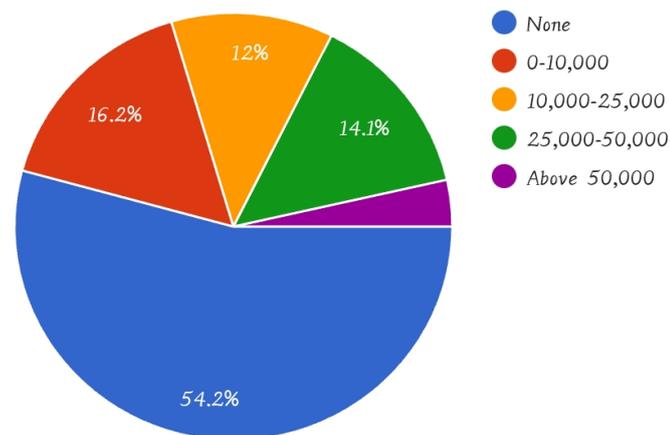
**INTERPRETATION :** From the above data it is clear that out of 142 respondents 4.9% of respondents age under 20 , 83.8% of respondents age 20-25, 8.5% of respondents are of the age between 25-30, 1.4% of respondents age between 30-35 , 0.7% of respondents are of the age Between 35-40 , and the remaining 0.7% of respondents are of the age above 40

3. What is the daily average time you spend over phone ? (in hour)



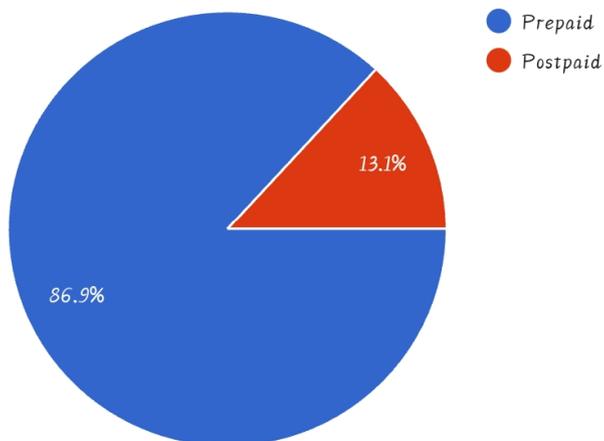
**INTERPRETATION :** From the above data it is clear that out of 142 respondents 5.6% of respondents are daily average 1 Hour spend over phone , 28.2% of respondents are daily average between 1-2 Hour spend over phone , 27.5% of respondents are daily average between 2-3 Hour spend over phone , 21.8% of respondents are daily average between 3-4 Hour spend over phone and 16.9% of respondents are daily average more than 4 hour Hour spend over phone.

4. Current Income (per month) (INR) ?



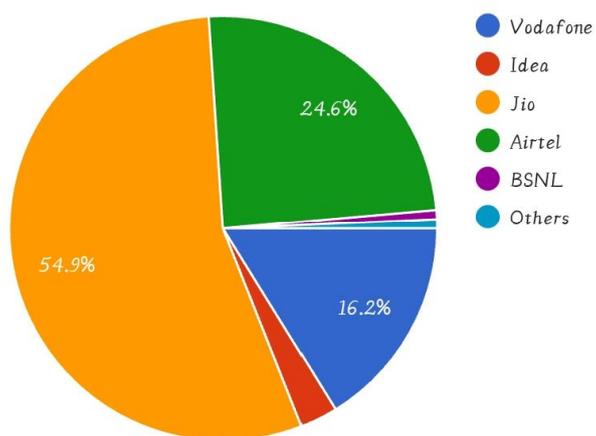
**INTERPRETATION :** Responses are divided into four income groups. From the above data it is clear that out of 142 respondents, 54.2% respondents are having monthly income is None , 16.2% respondents between income level 0-10,000, 12% respondents between income level 10,000-25,000 , 14.1% respondents are between the income level 25,000-50,000 and the remaining 3.5% respondents falls Above 50,000 of monthly income level.

5. What is your Current Type of Service



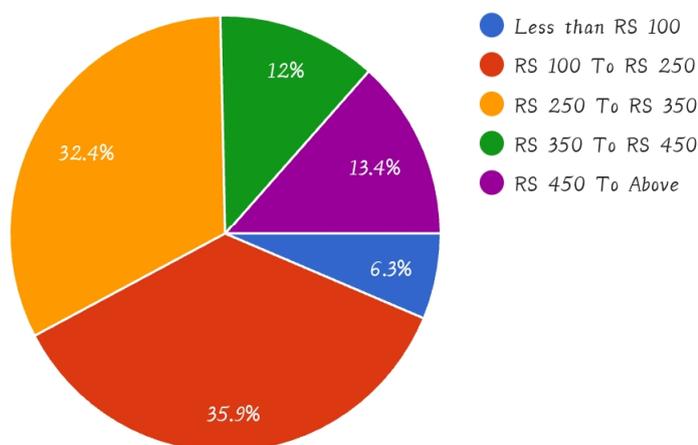
**INTERPRETATION :** From the above data it is clear that out of 137 respondents , 87.1% respondents are having prepaid service and other 12.9% respondents are having postpaid service.

6. Your current telecom network provider ?



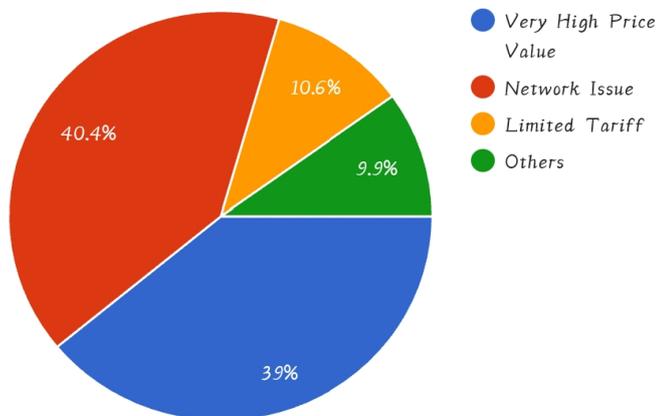
**INTERPRETATION :** From the above pie chart, it can be analyzed that 54.9% of respondent are regularly using reliance jio and other respondents are using other telecom service , 16.2% of respondent are using Vodafone , 24.6% of respondent are using Airtel , 2.8% of respondent are using Idea , 0.7% of respondent are using BSNL and 0.7% of respondent are not using SIM. Thus, majority of respondents are regularly using reliance jio .

7. What is your average monthly Expenditure on mobile ?



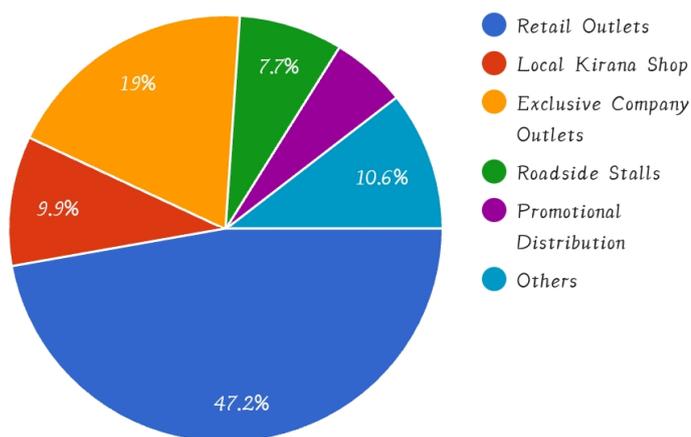
**INTERPRETATION :** From the above data it is clear that, 6.3% of respondents have an expenditure on Mobile recharge less than 100 , 35.9% respondents have a level of expenditure on mobile recharge between 100-250 , 32.4% of respondents have an expenditure on Mobile recharge between 250-300 , 12% of respondents have an expenditure on Mobile recharge between 350-400 , 13.4% of respondents have an expenditure on Mobile recharge above 450 towards the monthly recharge of the sim.

8. What are the Problem you are Facing in your Current Network ?



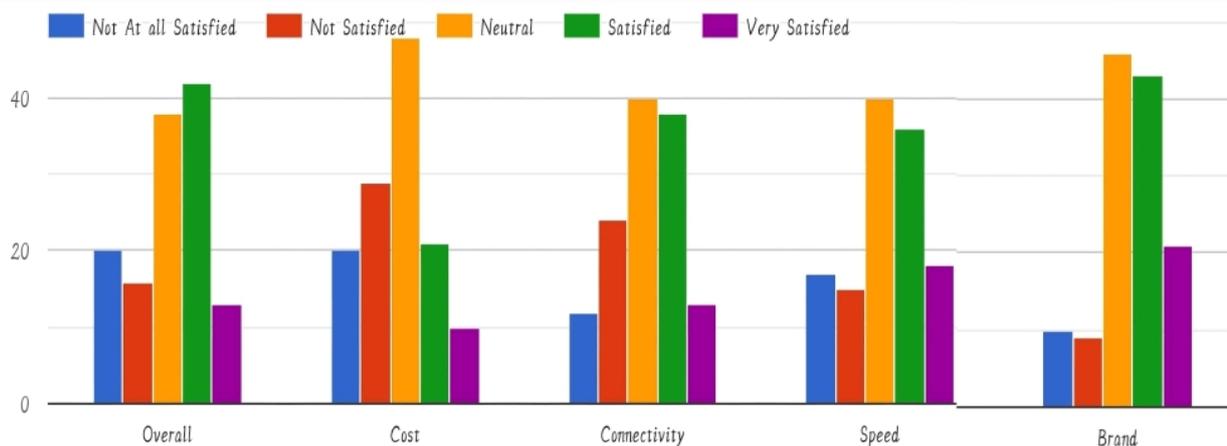
**INTERPRETATION :** From the above data it is clear that, 39% of respondents have an problem facing current network in very high price value , 40.4% of respondents have an problem facing current network in Network issue , 10.6% of respondents have an problem facing current network in Limited tariff and 9.9% of respondents have an problem facing current network in others .

9. How did you get your SIM card ?



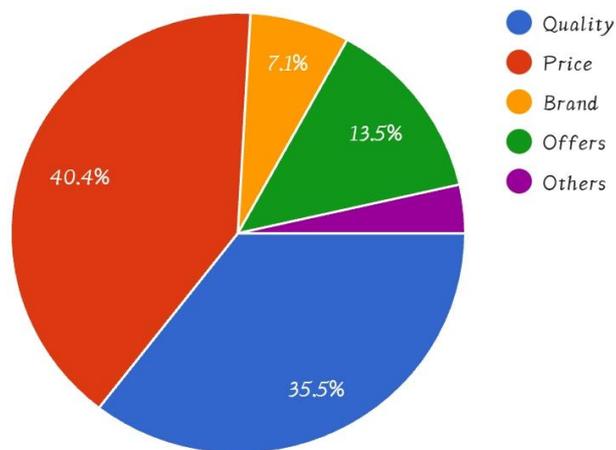
**INTERPRETATION :** By analyzing the above chart and tables we can say that there are 47.2% respondent are purchase SIM card through Retail Outlets , 9.9% respondent are purchase SIM card through Local Kirana Shop , 19% respondent are purchase SIM card through Exclusive Company Outlets , 7.7% respondent are purchase SIM card through Roadside Stalls , 5.6% respondent are purchase SIM card through Promotional Distribution and 10.6% respondent are purchase SIM card through from Others.

10. How Satisfied are you with your Current Service provide ?



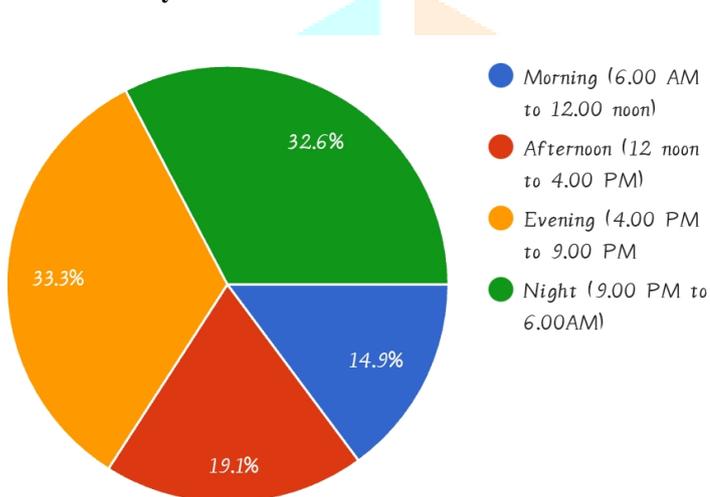
	Not at all Satisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Overall	20	16	38	42	13
Cost	20	29	48	21	10
Connecting	12	24	40	38	13
Speed	17	15	40	36	18
Brand	10	9	46	43	21

11. On Which Parameter , you think your telecom provider should improve upon the most ?



**INTERPRETATION :** From the above data it is clear that out of total 142 respondents , 35.5% Respondents are think that improve Quality of Telecom Provider , 40.4% Respondents are think that improve Price of Telecom Provider , 7.1% Respondents are think that improve Brand of Telecom Provider , 13.5% Respondents are think that improve there Offers of Telecom Provider and 3.5% Respondents are think that improve there Others of Telecom Provider .

12. What Time you Access the Telecom service Most ?



**INTERPRETATION :** From the above data it is clear that out of 142 respondents , 14.9% Respondent are Access the Telecom Service in Morning (6.00 AM to 12.00 Noon) , 19.1% Respondent are Access the Telecom Service in Afternoon (12.00 Noon to 4.00 PM) , 33.3% Respondent are Access the Telecom Service in Evening (4.00 PM to 9.00 PM) , and 32.6% Respondent are Access the Telecom Service in Night (9.00 PM to 6.00 AM) .

**FINDINGS**

This survey and analysis examined the following findings and gave important feedback through a questionnaire for Reliance Jio. The research findings are the deciding factor to know the proportion of determinant of the Customer satisfaction towards Reliance Jio mobile services.

- Customers of Age group (18-25) are using Reliance Jio more than other age groups.
- Most of the Respondents preferring Reliance jio are low cost and jio plans.
- 71% of the Respondents are recommending Reliance jio to other peoples.
- Most of the Respondents think that jio phone and jio app are the more helpful services in Relaince Jio.
- This survey shows that the majority of the customers are regularly using Reliance Jio.

**SUGGESTION**

In today's era the Reliance JIO must focus on rural areas to get the people attention and gather the rural people interest. Because most of rural people are not having the knowledge about Reliance JIO. Get the feedback from existing customers about Reliance JIO and take the reference for making new customers. We should try building a good relationship with all retailers, praise, recognition & honour on several occasions for our retailers would help a lot. The customer care people and also employees in Reliance JIO should try to convey brand Reliance JIO while talking to people. Enhance the market penetration & shares in every market and give the high competition to others company.

Most of the respondents are suggesting to charge minimum rate on data and calling services than their rival competitors. Try to make the network coverage of Jio to better than other service providers . Through the word of mouth, the customers are aware of Jio and strive for accessing.

The customer care people and also employees in Reliance JIO should try to convey brand Reliance JIO while talking to people. Enhance the market penetration & shares in every market and give the high competition to others company. The best competitive edge which a company can get is through its distribution channels. Replenish the products on Retailer's shop on right time so that customers could get it when they need it the most.

**CONCLUSION**

Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motive. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet out customer needs and wants. That's why 4G has been evolved for Indian customers. The entry of Jio in the market has emerged as the biggest threat for the companies operating in the industry and it has been inferred that within a short span, Jio has been successful in acquiring more than 109 million subscribers which is very impressive. From the primary and secondary data collected, it has been concluded that declining sales, market share, customer base and profits are the issues which brands such as Airtel, Vodafone, Idea and BSNL started witnessing after the entry of Jio in the telecom industry.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services. 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 good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment.

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