MARKETING STRATEGIES OF RELIANCE JIO

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ABSTRACT

India now has the largest telecoms market in the world. This is because of India's burgeoning mobile economy. This is good for the country's GDP in the long run. The introduction of Reliance Jio by the Reliance group of Industries changed the face of the Indian telecommunications market. High-speed Internet access will become standard in the Indian economy, per Reliance's plans. Jio was successful because it offered free service for three months when it first entered the market. Among these were the provision of a free SIM card and the removal of fees specifically related to voice calls. Keeping in touch with friends and family is important to everyone's health, so the price was set to be accessible to all demographics. Reliance Jio's tariff plans were very efficient, and the company's decision to offer its 4G services for free attracted many customers because it was a stark contrast to the other telecom industry, which provided these 4G services at very high costs. Reliance Jio's strategy of providing free services caused them to lose money at first, but they eventually recovered and compensated their customers. Reliance Jio made a strong first impression and quickly became well-known. This resulted in a dramatic increase in brand loyalty.

Success that can be attributed in large part to Reliance Jio's creative marketing strategy. The dominance of Reliance Jio had a greater negative impact on the other telecom industries. While presenting, Reliance Jio fierce competition amongst service providers. The capitalist nature of Reliance Jio's business model is also a contributing factor to the company's success. While Reliance Jio had many positives, it also had some controversial drawbacks like lower true optic capacity and call congestion.

After the initial issues were fixed, however, Reliance Jio made significant improvements that ultimately led to more satisfied customers. This study explains Reliance's marketing strategy, with an emphasis on Jio, and analyses the resulting impacts on society. The researchers in this study used a survey questionnaire to collect data from community members, family members, and friends. A total of 100 people answered the survey. Below, for your convenience, we have summarised both the results and the discussion.

This article summarises the societal impacts of Reliance Jio, both positively and negatively.

Keywords "customers," "free," "reliance," "industry," "services," and "telecommunications" all make sense.

INTRODUCTION OF THE MARKETING STRATEGIES

The urbanisation and demonstration effect have infused modern society with warmth. The telecommunications industry is just one part of the economy that is undergoing radical change in anticipation of this event. The information below provides useful insight into the problem.

Businesses today use the natural selection principle of "survival of the fittest" to optimise their operations. Only companies that can deliver what customers are willing to pay for will thrive in the current economic climate. True marketing, however, goes beyond simply making a profit. A company can't hope to dominate a market without first learning what problems its customers are trying to solve. If your product or service does not meet the needs of your intended market, no amount of promotion will change that. Therefore, the goal of marketing is to establish and nurture relationships that benefit the intended consumers. A company's marketing strategy should always include this. Strategic planning is essential for any company that wants to succeed in the long run.

Marketing is not just a function; it's an ideology that drives businesses to better understand and meet the needs of their customers. It takes more than just the marketing department to succeed at customer relationship building. Across the entire value-delivery network, it must collaborate closely with other departments both inside and outside the company to guarantee the best possible experience for each and every customer. All workers need to "think customer" and do their part to ensure happy, loyal customers in order to succeed at marketing. It's crucial to remember that businesses of all sizes, not just those involved in production, distribution, and retail, can gain something from marketing.

There are four major, powerful themes that go to the heart of modern marketing theory and practice, they are:

1. BUILDING AND MANAGING PORFITABLE CUSTOMER RELATIONSHIPS.

2. BUILDING AND MANAGING STRONG BRANDS.

3. HARNESSING NEW MARKETING TECHNOLOGIES IN THIS DIGITAL AGE.

4. MARKETING IN A SOCIALLY RESPONSIBLE WAY AROUND THE GLOBE

What marketing is what it does and what it offers?

Marketing is "the social and managerial process through which individuals and organisations acquire their wants and needs through the production and exchange of goods and services," according to the Oxford Dictionary.

According to the American Marketing Association, "marketing management" is "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational goals."

To satisfy customer needs, marketers create and disseminate products and information.

Marketing is an analytical and perceptive method for preparing for market entry and expansion. Conducting market research is the first step in learning about a business field. A marketer's job is to find people who have an unfulfilled need or latent desire for a product or service by conducting research.

The marketing process consists of the following:

1. Analyzing marketing opportunities.
2. Developing marketing strategies.
3. Planning marketing programs
4. Managing the marketing efforts.

The what, how, when, where, and who of a situation must be taken into account before any decisions or objectives can be made. This is basic tactical planning. The strategy of a company is its plan to reach its objectives.

To put it simply, a company's marketing strategy is its complete and unassailable plan to reach its marketing objectives. One way to look at marketing is as an approach with predetermined goals. The part that a company or marketer plays in client decisions will the following roles:

➤ Market leader
➤ A challenger
➤ A follower
➤ A nicker

Quantitative and qualitative objectives set the stage for strategy creation. Time and quality are both factors in evaluating success. These are often defined in terms of financial return, market share, market presence, etc.

Target Audience of Reliance Jio

Reliance Jio cared about providing the best and cheapest Internet data services, so the people who had SmartPhones and were interested in a high-speed internet connection became their target audience. The fact that their services were only accessible via 4G-enabled smartphones also contributed to the growth of that market.

Jio isn't just going after smartphone users, but businesses too, because they know how important digital infrastructure is to modern operations. Bringing together retail establishments and their end users.

REVIEW OF LITERATURE

AmanBanchhore et al. (2015) found that only Jio in Mumbai offers 4G LTE services on the 1800 MHz and 2300 MHz frequencies through its network. Jio is compatible with the standard download speeds of 15-20 mbps. Cheapest international call rates currently available.For just Rs.2999, you can get a cheap 4G phone with a free data plan. There will be no price hikes for the holidays, celebrations, or the New Year. Jio, for instance, intends to offer telecom services at a fraction of the going rate, with a special emphasis on voice calls, text messages, and data transfers, and no roaming fees in any part of India. In addition, there is a 25% data usage bonus for students who register their sim cards with a valid student ID.

Research by RajanDrmlami (2015) suggests that satisfying customers should be a company's top priority. This includes providing customers with modern necessities like mobile internet access, widespread network coverage, and cutting-edge technology. The data shows that eighty percent of Reliance Jio's customers are satisfied with the service they have received thus far and would like to remain with the company. Customers in India are increasingly interested in switching to RelianceJio from other providers as the company continues to amass a larger share of the market. Therefore, the company has a bright future according to the numbers. It's reasonable to expect the company to expand rapidly over the next few years.

Customers do not prefer the Reliance network, as shown by the findings of a study conducted by Sean Rodrigues (2015), making it challenging to establish a solid user base for the 4G network. Improving how people think about the 2G and 3G services already available is, therefore, crucial. According to the research, deploying a 4G network in India will be challenging because telecom companies there will have to launch a new network while simultaneously improving the country's existing 2G and 3G networks. Since Airtel will be the first to offer 4G services in India, they will have an early advantage over their rival, Reliance Jio, which plans to do so in one month. The prelaunch status of Reliance Jio means that it is premature to identify any potential drawbacks.

Researchers Abhishek Kumar Singh and Malharpangrikar(2013) found that Airtel was the first to launch 4G service in Pune. We must give top priority to bringing about the revolutionary shifts and improvements that 3G promises. However, a well-planned and comprehensive rollout of 4G in Pune could stimulate a major expansion of the IT sector, a major contributor to India's economy. The evolution from 3G to 4G will be driven by the demand for higher-quality services that call for more bandwidth, more complex large-scale information provisioning, and better customization options to meet user demands.

This is what the results of "A study on consumer satisfaction towards reliance jio connection in the palakad area of Kerala

state" (A.K. Antony, 2016) found. Finding out how satisfied customers are with the reliance jionetconnect service is the focus of this study. According to his findings, the majority of respondents were pleasantly surprised by reliance net connect's network coverage.

Explores the views of consumers on jiosims (Hematherpatan, 2016). The study set out to reveal how people generally feel about jiosim. The research revealed that the respondents had closedjio due to the allure of its pricing and plan options.

SCOPE OF THE STUDY

The scope of making this project is to Study the Marketing Strategies of Reliance JIO Udyog Limited.

The following are the areas of study

1. Overview of the Telecom Industry

2. Reliance JIO's Vision, Mission & Focus

3. What makes Reliance JIO different from others?

4. Culture followed at Reliance JIO

5. Objectives of the Company

6. Brand Portfolio & Hierarchy

7. Factors influencing the buying behavior of the consumers

8. Market Segmentation

9. Target Promotional

10. Strategic Goal

11. Competition available in the market

12. Business Model

13. Competitive Strategies followed

14. Sales figures

15. International Business

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

The goal is to learn how different marketing strategies and activities have affected the customers of competing telecom providers.

SECONDARY OBJECTIVE

o Figure out what makes 4G reliable.

o Evaluate the level of awareness of the Digital India and Make in India initiatives

• The Objective: A Study of Reliance JIO's Marketing Strategy

• Ask around to see if the dealer has satisfied customers.

o Figure out what sort of price cuts will bring in new customers.

o To home in on the source of an issue and correct it.

o Finding out if customers are happy.

RESEARCH METHODOLOGY

The process of amassing numerical data for use in managing a business. Data from the present and the past can be combined with information gleaned from interviews, surveys, and other forms of primary research.

The Case

A sampling unit is a component of an aggregate that is selected independently and without regard to its identity.

Analysis techniques

Residents of NOIDA and NEW DELHI filled out the majority of the questionnaires.

The remaining facts were gathered via online surveys and member-based social networking platforms.

In total, one hundred people from around the world participated in the survey, and many more provided supplementary data via the internet.

The aforementioned survey is part of the deliverable package.

.LIMITATIONS

There are fewer available resources for data collection.It's tough to hear back from the customer.Gaining research experience takes time and effort.The quality and honesty of the surveyor, who gathers the foundational data by elucidating the subject under study, and the responsiveness of the respondents, who supply the data needed by filling out the questionnaire, are crucial to the success of any survey.Only the honesty and cooperation of the person being interviewed can ensure reliable results.Interaction abilities and respondent conduct also acted as barriers to full participation in the study.We now have less time to get ready.

CONCLUSION

How Reliance's Clientele React The future of JIO is highly susceptible to its pricing structure. Price-conscious consumers demand substantial returns on their financial investments. Reliance Communication had previously lost market share due to certain factors, but with JIO's entry into the market, these issues have been resolved. Mobile operators, however, will forever be in competition with one another; the victor will be the service that best meets the needs of its customers.

Prime Minister Narendra Modi championed Jio's launch as an integral part of his digital India initiative. Many people felt aggrieved by it. Indisputable evidence suggests that Jio has successfully challenged the dominance of yet another closed network. In fact, Jio was the first company to bring digital India to every city and town in the country. The political climate has also changed significantly because of Jio. To ensure that all citizens have access to social media,

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