



A STUDY ON THE MARKETING MIX STRATEGIES OF RELIANCE JIO 4G NETWORK

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Abstract : The Indian telecom industry is one of the largest tele-communication 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. Marketing strategies adopted by jio are Pre-Launch Offer, Reliance Jio is 4Gonly, Coverage, Free voice calls and roaming, Cheapest Data, Variety of entertainment service

I. INTRODUCTION

The Indian telecom industry is one of the largest telecommunication markets which is only possible due to the increasing mobile economy in India. These are the special features that attract more customers with great loyalty are gained. The Reliance Jio has set the world record for the fame gained in very short span of time. 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.

II. 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

III. 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.

IV. OBJECTIVES

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

V. 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 by not obtaining prior appointment due to tight schedule of the respondent

VI. 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 techno-savvy et 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 services.

(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 Jio play, Jio money, Jio security.

VII. 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

VIII. TOOLS USED FOR ANALYSIS

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

SIMPLE PERCENTAGE ANALYSIS

TABLE 4.1

AGE GROUP

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
18-25	68	54.4 %
25-35	35	28%
35-45	21	16.8%
45	1	0.8%
TOTAL	125	100

SOURCE: PRIMARY DATA

INTERPRETATION :-

The above table 4.1.1 shows that 54.4 % of respondents are in the group of 18-20 years 28% are 25 to 35 years 16.8% are 35 to 45 years, 0.8% are 45 & Above.

Majority of the respondents are 18-25(54.4 %).

RANK ANALYSIS

TABLE 4.2
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
Connectingtime	62 310	54 216	7 21	1 2	1 1	125 550	3
Roamingservices	71 355	44 176	8 27	1 2	1 1	125 561	1
Internationalcalling	77 385	37 148	7 21	2 4	2 2	125 560	2

SOURCE: PRIMARY DATA

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

INFERENCE;-Here Rank 1 is secured by Roaming services by respondents.

CHI-SQUARE

TABLE 4.3
CORRELATION OF RESPONDENT IN JIO SERVICE

	1	2
Residential Area	1	
High speed data	0.156678	1

SOURCE: PRIMARY DATA

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 0.156678and 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.

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

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IX. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS:

SIMPLE PERCENTAGE METHOD

1. Here mostly the respondents are under the age category of 18 to 25 years (54.4%).

RANK ANALYSIS

1. Here Rank 1 is secured by Roaming services by respondents.

CORRELATION ANALYSIS

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

WEIGHTED AVERAGE METHOD

1. Majority 4.488 of the respondents satisfied with Roaming Services.

SUGGESTIONS:

1. Majority 47.2% Of the respondents family use Jio network. So, the company should provide a good schemes to the users.
2. Major respondents have choose that they use mobile networks. So, the company should provide a higher network service to the people.
3. Easy recharge is the good features available in the Jio network.
4. The network coverage should be improved in the Jio network. So, the company should improve their network service.
5. 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 the exclusive services provided and though they also many faults which are rectified eventually as the 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 now has 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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