A Study of Reliance Jio's Promoting Policy and Its Influence on Consumers and the Telecom Commerce

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Abstract:
With 1.19 billion subscribers, India is currently the second-largest telecom market in the world. Over the last fifteen years, the country has experienced rapid expansion. It is also the nation with the second-highest number of internet users. Currently ranked second globally for smartphone sales, the nation will have nearly one billion distinct mobile users by 2023. Reliance Jio suffered early losses as a result of their strategy of offering services for free, but they eventually made up for those losses. In a relatively short amount of time, the Reliance Jio gained widespread recognition and a positive reputation. As a result, there was a strong sense of brand loyalty developed towards them. This was largely accomplished because to the unique marketing plan that was employed.
Key Words- *Telecommunication Industry, History, Competitors, Type of Marketing Strategy, Business Strategy and Marketing plan.*

I. INTRODUCTION

Jio is one of India's largest network providers whose marketing and business strategy took the world by storm. It has played a significantimpact 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 attacheveryone 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 fastestgrowing 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 countryby the end of 2015. However, four months later in October 2015, the company's spokesmen sent out a press release stating that the launchwas 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 sucha 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 VodafoneIdea 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.

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.

1.   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.

2.   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

3.   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

4.   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.

II. 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 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 phenomenons"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 f mm 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 thought observation questionnaire survey in a natural s cuing 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.

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.

III. 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 connectively 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 oflisted 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 positionof JIO network. The company can come up to the expectation only by finding out the problem that customer are facing. The subject hasbeen taken for the research as it plays key role in the success of Telecom sector. No company can think of selling their product withouthaving 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

IV.   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 onits customer feedback app. It has some set of tools and app which through which customers rates their experience about voice call qualityand 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 serviceson different coordinates as standardized by TRAI etc

1.   Gender
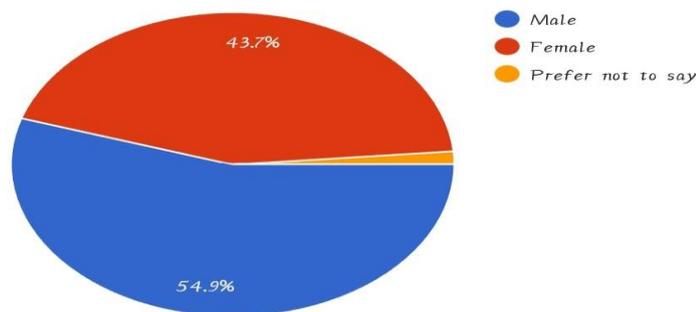
INTERPRETATION : The above chart shows, on what basis Fixation of Key Performance Areas are done on the organization respondent works with, From the above data it is clear that, 54.9% of respondents are male and 43.7% are female or other then are notprefer to say.
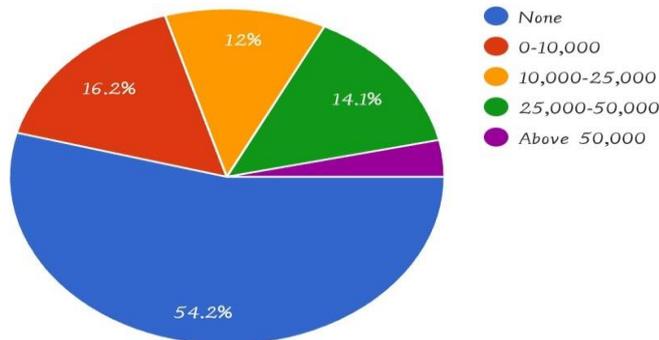
2.   What is Your Age
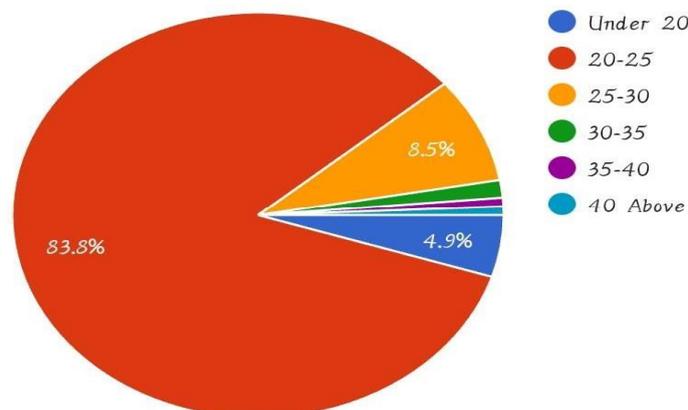
INTERPRETATION : From the above data it is clear that out of 142 respondents 4.9% of respondents age under 20 , 83.8% of respondents age 20-25, 8.5% of respondents are of the age between 25-30, 1.4% of respondents age between 30-35 , 0.7% of respondentsare of the age Between 35-40 , and the remaining 0.7% of respondents are of the age above 40

**3.** **What is the daily average time you spend over phone ? (in hour)**
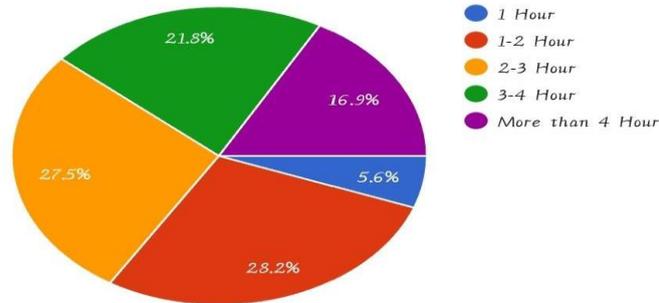
INTERPRETATION : From the above data it is clear that out of 142 respondents 5.6% of respondents are daily average 1 Hour spendover phone , 28.2% of respondents are daily average between 1-2 Hour spend over phone , 27.5% of respondents are daily average between 2-3 Hour spend over phone , 21.8% of respondents 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 fallsAbove 50,000 of monthly income level.

**5.** **What is your Current Type of Service**
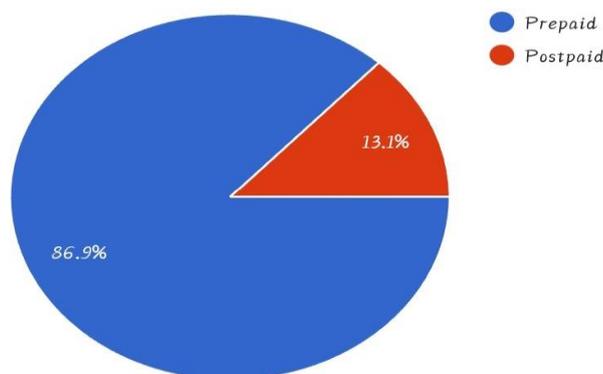
INTERPRETATION : From the above data it is clear that out of 137 respondents , 87.1% respondents are having prepaid service andother 12.9% respondents are having postpaid service.

6.   Your current telecom network provider ?
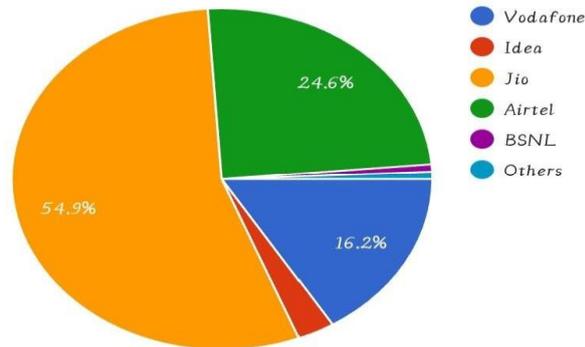
INTERPRETATION : From the above pie chart, it can be analyzed that 54.9% of respondent are regularly using reliance jio and other respondents are using other telecom service , 16.2% of respondent are using Vodafone , 24.6% of respondent are using Airtel , 2.8% of respondent are using Idea , 0.7% of respondent 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 ?
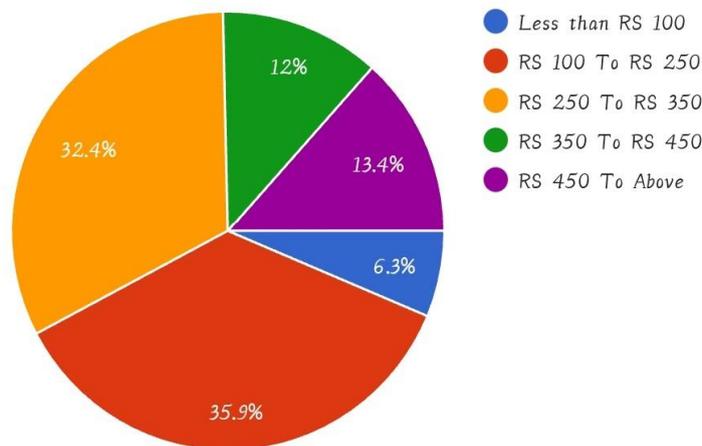

INTERPRETATION : From the above data it is clear that, 6.3% of respondents have an expenditure on Mobile recharge less than 100
, 35.9% respondents have a level of expenditure on mobile recharge between 100-250 , 32.4% of respondents have an expenditure on Mobile recharge between 250-300 , 12% of respondents 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 ?**
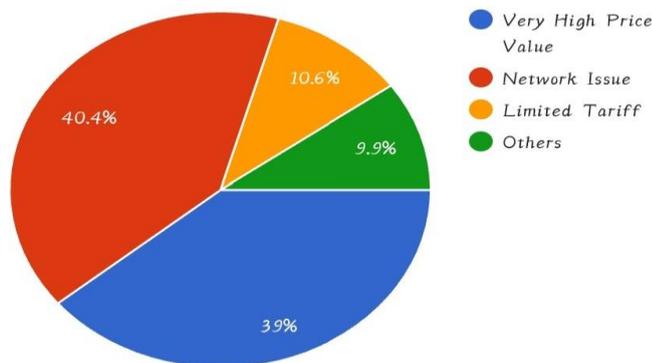
INTERPRETATION : From the above data it is clear that, 39% of respondents have an problem facing current network in very high price value , 40.4% of respondents have an problem facing current network in Network issue , 10.6% of respondents have an problem facing current network in Limited tariff and 9.9% of respondents have an problem facing current network in others .

**9.   How did you get your SIM card ?**
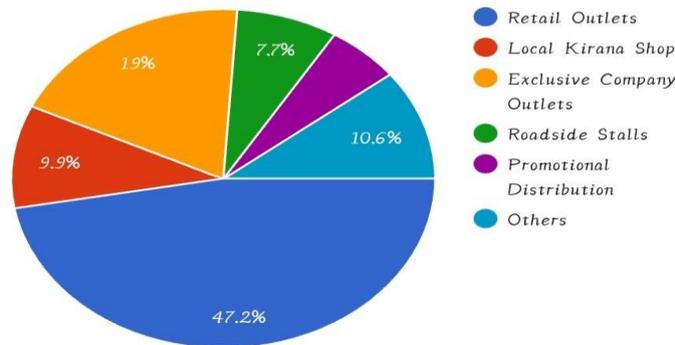
INTERPRETATION : By analyzing the above chart and tables we can say that there are 47.2% respondent are purchase SIM card through Retail Outlets , 9.9% respondent are purchase SIM card through Local Kirana Shop , 19% respondent are purchase SIM card through Exclusive Company Outlets , 7.7% respondent 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 ?
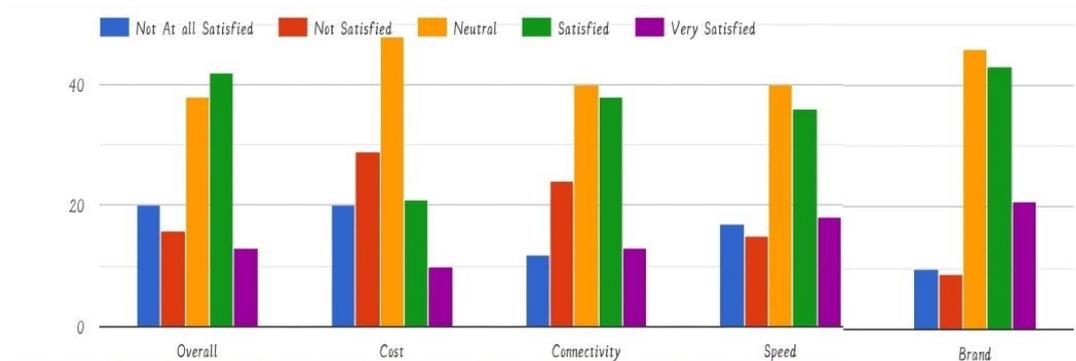

	Not at all Satisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Overall	20	16	38	42	13
Cost	20	29	48	21	10
Connecting	12	24	40	38	13
Speed	17	15	40	36	18
Brand	10	9	46	43	21

11.   On Which Parameter , you think your telecom provider should improve upon the most ?
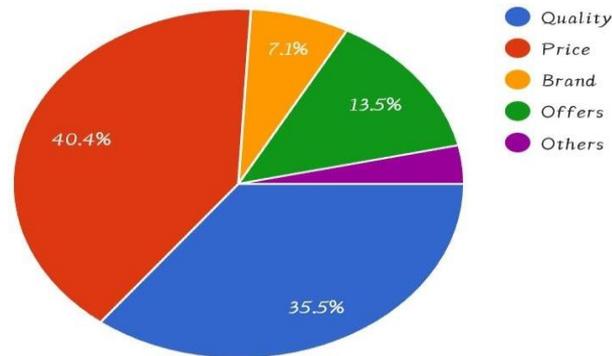
INTERPRETATION : From the above data it is clear that out of total 142 respondents , 35.5% Respondents are think that improve Quality of Telecom Provider , 40.4% Respondents are think that improve Price of Telecom Provider , 7.1% Respondents are think thatimprove Brand of Telecom Provider , 13.5% Respondents are think that improve there Offers of Telecom Provider and 3.5% Respondentsare think that improve there Others of Telecom Provider .

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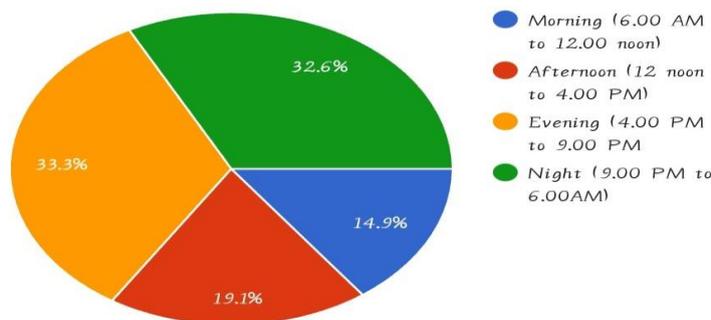
INTERPRETATION : From the above data it is clear that out of 142 respondents , 14.9% Respondent are Access the Telecom Servicein Morning (6.00 AM to 12.00 Noon) , 19.1% Respondent are Access the Telecom Service in Afternoon (12.00 Noon to 4.00 PM) , 33.3% Respondent are Access the Telecom Service in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

V.   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 mobileservices.
•   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.

VI.   CONCLUSION

Dependency In India, JIO has grown to be a very successful brand, and their primary goal is to satisfy customers.As consumers become more reliant on it for everyday needs—such as robust 4G services and extensive network coverage—it offers limitless free talking, data, and SMS services while on the go. because our customers' requirements and wants could not be met by 3G services. For Indian users, 4G has evolved for this reason. The largest challenge to businesses in the sector has been Jio's debut into the market. It has been suggested that Jio has successfully acquired more than 109 million users in a short amount of time, which is quite remarkable. Based on the collected primary and secondary data.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roamingfree 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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