

## **STUDY ON CONSUMER BEHAVIOUR TOWARDS RELIANCE JIO**

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Under the Faculty of Commerce

By

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Under the Guidance of

**MS. RUCHI NEGI**

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**THAKUR COLLEGE OF SCIENCE & COMMERCE**



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## **CERTIFICATE**

This is to certify that Mr. RUDRAKSH MALHOTRA has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and his project is entitled, "Study on consumer behaviour towards reliance jio." under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

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## **DECLARATION BY LEARNER**

I the undersigned **RUDRAKASH Malhotra** here by, declare that the work embodied in this project work titled **Study on consumer behaviour towards reliance jio**, forms my own contribution to the research work carried out under the guidance of **MS. RUCHI NEGI** is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous work of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name and signature of the learner

Certified by

Name and signature of the Guiding Teacher

**(MS. RUCHI NEGI)**

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## **Study of Consumer Behaviour Towards Reliance Jio**

### **Executive Summary**

Reliance JioInfocomm Limited (Commonly called RJIL) is an Indian Internet access (commonly called 'Broadband') and telecommunications company headquartered in Mumbai India's largest private sector company, is the first telecom operator to hold pan India Unified License. Reliance Jio is setting up a pan India telecom infrastructure to provide fourth generation LTE TDD high speed wireless internet and mobile communication services which was then launched in June 2015. Reliance Jio was founded in 2010 by MukeshAmbani. Reliance Jio offers mobile telephony and wireless broadband. Parent company of Reliance Jio is Reliance Industries and its subsidiary is LYF. Reliance Jio shares spectrum with Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode. Reliance Jio with its distinctive features which it offers to the public has created sort of monopoly in the Telecommunication sector in the Indian market. Hence this project is all about studying Reliance Jio and the consumer behaviour towards its products and services offered to them.

The main objective of this project is to study the awareness of Reliance Jio amongst the customers compared to other telecom service providers. The satisfaction of customers is very important and with various products and services offered by the company its customers seem to be meaningless if it's not beneficiary to the customer from their end, so the second objective of this research is to study the customer satisfaction level of customers towards Reliance Jio and its services. To achieve success in long run a company needs a thorough study of its SWOT analysis (Strength, Weakness, Opportunities, and Threats). So the third objective of this research is to find the market potential and market penetration of Reliance Jio products and services.

To study the objectives discussed two types of sources were used to collect the data: - Primary and Secondary data. Primary data is also called as 'First-hand data' or 'Raw data'. The primary data primarily means the unfiltered raw data collected by the researcher in the research process. In this project for the primary data a sample of 40 people were surveyed. This research was Exploratory Research Design. The research conducted to get more insight into the problem and understand its nature or to create new ideas or various possible solutions is called 'EXPLORATORY RESEARCH'. The method of sampling was 'SIMPLE RANDOM SAMPLING'. This is primary probability sampling design which gives each element each chance of being included in the desired size, equally likely, selects a simple random sample. The secondary data was collected from internet.

The findings of the research indicate that majority population today relies of Reliance Jio for communicating with each other. Even though they use other telecom companies such as Airtel, Vodafone, or Idea but still they use a Jiosimcard. Also, we get to know that in the sample unit, Jio holds maximum customers compared to other telecom companies. Since Jio is new to the telecom market compared to the other companies', it faces some frequent complaints such a poor network at times and poor reach in the remote corners of the country.

The biggest limitation of this research was the sample size. Since the sample unit was only limited to 40 people, the answer to the question as to WHAT IS THE CONSUMER BEHAVIOUR TOWARDS RELIANCE JIO? Is only limited with the perspective of this 40 people. Since the behaviour of people is unpredictable, lack of accuracy of data becomes the second limitation. The third limitation was problem being faced in getting the cooperation of the customers the fourth limitation is that this project is based purely on respondents' response. And the fifth limitation was the time span of study.

From the details, it can be concluded that majority of people preferred RELIANCE JIO and are fully satisfied with it. Also, good number of people are willing to switch from their subscribers showed interest in RELIANCE JIO. RELIANCE JIO capturing the wide area of Indian market increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said soon; the company will be booming in the telecom industry.

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## Chapter 1- Introduction

### 1.1 NON-MARKETING: -



After the globalisation of the Indian economy in 1991 the telecommunication sector remained one of the most happening sectors in India. The recent years witnessed rapid and dramatic changes in the field of telecommunications. In the last few years more companies both foreign and domestic, come into cellular service, service market offers large number of services to people.

A consumer may be referred to anyone engaged in evaluating, acquiring, using, or disposing of services which he expects will satisfy his wants. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the customers' convenience rather than his own. Therefore, a marketer must know more about the consumers, so that the products can be produced in such a fashion to give satisfaction to the consumers.

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone users went up to 13 lacs. In the year of 2000 the number of cell phone users raised to a million. Indian telecom sector added staggering 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011, while the overall tele density has increased to 81.82% as of 30 November 2015, and the total number of telephone users (mobile and landline) has reached 1009.46 million as of May 2015. Now currently telephone subscriber (mobile and landline) is 1058.01billion (May 2016).

The company is reconfiguring to meet the growing demand for mobile services. It will differentiate our mobile services from our competitors through ongoing investment in technology, distribution, and customer services, providing both a great customer experience and competitive value.

The company is updating our retail footprint to a new Reliance Jio concept delivering a differentiated customer experience. A core part of our promise to customers is to ensure that their technical experts in store transfer all their personal data to their new LYF phone allowing them to walk out of the store with their phone fully functional. Extensive trials of our new concept store across all markets have shown significant increase in both sales and customer satisfaction. The new concept will be rolled out globally in the next coming years.

Jio is also known as RELIANCE JIO and officially as Reliance JioInfocomm Limited (RJIL), is an upcoming provider of mobile telephony, broadband services, and digital services in India. RJIL, a subsidiary of Reliance Industries Limited (RIL), India's largest private sector company, is the first telecom operator to hold pan India Unified License, formerly known as Infotel Broadband Services Limited (BSL), Jio will provide 4G services on pan India level using LTE technology. The telecom leg of RIL was incorporated in 2007 and is based in Mumbai and headquartered in Navi Mumbai.

RJIL's subsidiary has been awarded with a Facility Based Operator License ("FBO" LICENSE) in Singapore which will allow it to buy, undersea and/or terrestrial fibre connectivity, setup its internet point of presence, offer internet transit and peering service as well as data as wire roaming service in Singapore.

R-JIO is also in the process of installing hundreds of monopoles, unlike the regular roof top mounted telecom towers typically used by telos, said company executive quoted above. Monopoles or ground-based masts (GBMs), are expected to double up as street lights and surveillance systems, and provide real-time monitoring of traffic and advertising opportunities.

The company, which plans to be rolled out commercial telecom service operations from January, is currently in the testing phase for most of its offerings including 4G services, a host of mobile phone applications and delivery of television content over its fibre optic network.

R-JIO, meanwhile faces its share of challenges in terms of return on investment and capturing market share. The company, according industry analysis, is expected to spend \$8-9 billion for the 4G roll-out. The company will battle for subscribers with leading tele companies such as BhartiAirtel Ltd., Vodafone India Pvt Ltd., and Idea Cellular Ltd. The dominant players in the tele communication market are BhartiAirtel with 23% market share, Vodafone India with 18% market share, Idea Cellular with 15% market share, Reliance Communications with 12% market share, BSNL with 10% market share, Aircel with 8% market share, TATA Infocomm with 7% market share and others with 7% market share.

The services of R-JIO were beta launched to Jio's partners and employees on 27 December 2015 one the eve of 83<sup>rd</sup> birth anniversary of late DhirubhaiAmbani, founder of Reliance Industries. Mr. AkashAmbani is being launched in business as a chief of strategy in Reliance Jio, involved in branding and marketing. And the key people are Sanjay Mashruwalla (Managing Director), Jyotindra Tacker (Head of IT).

Reliance Jio Products and Services include: -

**RELIANCE JIO 4G BROADBAND:** -The company has launched its 4g broadband services throughout the India in first quarter of 2016 financial year. It was stated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. MukeshAmbani, owner of Reliance Industries Limited (RIL) whose Reliance Jio is the telecom subsidiary, has unveiled details of Jio's fourth-generation (4G) services on 12 June 2015 at RIL's 41<sup>st</sup> annual general meeting. It will offer data and voice services with peripheral services like instant messaging, live TV, movies on demand, news streaming music and digital payment platform. The company has a network of 250,000 km of fibre optic cables in the country, over which it will be collaborating with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) license, Jio will serve as a TV channel distributor and will offer television-on-demand on its network.

**PAN-INDIA SPECTRUM:** -Jio owns spectrum in 800 MHz band in 10 and circles of the total 22 circles in the country, and owns Pan-India licensed 2,300 MHz spectrum. The spectrum is valid till 2035. Ahead of its digital services launch, MukeshAmbani-led Reliance Jio entered a spectrum sharing deal with younger brother Anil Ambani-backed RELIANCE COMMUNICATION. The sharing is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns.

Prior to its pan-India launch of 4G data and telephony services, Jio has started providing free Wi-Fi hotspot services in cities throughout India including Ahmedabad and Surat in Gujarat, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubneshwar in Odisha, Mussoorie in Utrakhnad, Collectorate's office in Meerut, and at MG road in Vijaywada among others title. Reliance Jio rolls out wi-fi services at IP sigra mall in Varanasi among others. In March 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC WORLD CUP TWENTY20 matches. Jionet was made available in Wankhede Stadium (Mumbai), Punjab Cricket Associations IS Bandra stadium (Mohali), Himachal Pradesh Cricket Association Stadium (Dharamshala), Chinnaswamy Stadium (Bengaluru), Feroz Shah Kotla (Delhi) and Eden Garden (Kolkata) in India.

### Jio Apps

In May 2016, Jio launched a bundle of multimedia apps on Google Play, as a part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jiosim card to use them. Additionally, most the apps are in beta phase. Following is the list of the apps: -

MyJio- Manage Jio account and digital services associated with it

JioPlay- A live TV channel service

JioOnDemand- An online HD video library

JioChat messenger- An instant messaging app

JioBeats- A music player

JioJoin- A VoLTE phone simulator

JioMags- E-reader for magazines

JioXpressNews- A news and magazine aggregator

JioSecurity- A security app

JioDrive- Cloud-Based backup too

JioMoney wallet- An online payment/wallet app



## 1.2 LYF

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**LYF** also known as **Reliance LYF**, is an Indian [mobile handset](#) company headquartered in Mumbai, [Maharashtra](#), India. It manufactures [4G-enabled](#) [Volte](#) smartphones. It is a subsidiary of [Reliance Retail](#), the

consumer electronics arm of [Reliance Industries Limited](#) It is operated along with the parent company's flagship venture, [Jio](#).

According to Counterpoint Research, in May 2016, LYF became the fifth largest smartphone player and second largest LTE phone supplier in India.

**History** LYF was established in 2015 by the telecom operator, Jio. Marketed closely along Jio's 4G services, smartphones under the brand were slated to launch in November 2015. In January 2016, it launched its first set of 4G-enabled smartphones named after the four elements: Earth, Flame (Fire), Water, and Wind<sup>4</sup>

## Market

In May 2016, international market tracker Counterpoint Research reported that LYF had become the fifth largest smartphone producer in the Indian market, capturing 7% share in the January-March quarter of the financial year 2015-16. It was the second largest LTE phone supplier after [Samsung](#), surpassing [Micromax](#) and [Lenovo](#) during the quarter. "In first quarter of its inception, Lyf instantly climbed to become one of the top five smartphone brands in India in terms of shipment volumes," TarunPathak, senior analyst at Counterpoint said in the report. Reliance Digital had shipped around 1.7 million LYF branded smartphones in the first quarter of 2016<sup>5</sup>

## Products

An image of LYF WATER 2 phone with [IPS](#) display<sup>6</sup>

In October 2015, LYF tied up with domestic handset maker [Intex](#) to supply 4G handsets enabled with voice over LTE (Volte) feature. In January 2016, it launched its first set of smartphones - LYF Earth 1, LYF Water 1, and LYF Water 2.

## Production

LYF smartphones are manufactured by Chinese handset maker [ZTE Corporation](#), CK Telecom Limited, Intex. The company plans to source more phones from the maker before the launch of its Jio 4G services later in 2016.

## Distribution

LYF phones are directly sold through its [retail](#) outlets.<sup>[19]</sup> In February 2016, LYF tied up with app-based delivery service [Gofers](#) and online retailer [Amazon](#) to deliver its phones to users



### **1.3 Reliance Communications**



**Reliance Communications Ltd. (RCom)** is an Indian [telecommunications](#) company headquartered in [Navi Mumbai](#), India. It provides GSM (Voice, 2G, 3G, 4G) mobile services, fixed line broadband and voice services, DTH depending upon the areas of operation. Reliance Communications is the [sixth](#) largest telecom operator in India with 85.4 million subscribers as of May 2017.<sup>[4]</sup> RCOM is a [subsidiary](#) of [Reliance Anil Dhirubhai Ambani Group](#).

## History

Reliance Communications Ltd. was established in 2002. The same year, it launched CDMA services nationwide. In 2008, Reliance Communications launched GSM services. In the 2010 [spectrum auction](#), Reliance Communications paid ₹ 58,642.9 million for 3G spectrum in 13 circles [Delhi](#), [Mumbai](#), [Kolkata](#), [Punjab](#), [Rajasthan](#), [Madhya Pradesh](#), [West Bengal](#), [Himachal Pradesh](#), [Bihar](#), [Odisha](#), [Assam](#), [North East](#) and [Jammu & Kashmir](#).

On 25 May 2012, RCom announced a price reduction of 51% on its 3G services. IN 2011, Reliance provided up to 28 Mbit/s data rate in India with its [MIMO](#) technology. On 31 January 2013, RCom announced its partnership with [Lenovo](#) to market co-branded smartphones in India. The smartphones were said to use the [Android operating system](#) and have dual-core processors. In 2015, it launched CDMA in REV. B technology in non 3G circles.

In April 2016, RCom informed its CDMA subscribers that it would be shutting down its CDMA operations, and that all CDMA subscribers would be migrated to GSM and LTE networks. The company announced that the migration had been completed in September 2016.

## **Acquisition of MTS India**

On 14 January 2016, RCom announced that it had acquired SistemaShyamTeleservices Limited (SSTL), doing business as [MTS India](#), in an all stock deal, in which SSTL received a 10% stake in RCom, after paying off its existing debt. RCom would assume the liability for installments that SSTL had to pay the government from purchasing spectrum. The liability amounted ₹392 crores annually for 10 years. Because of the deal, Reliance acquired MTS India's subscribers, as well as SSTL's spectrum in the 850 MHz band.

The merger deal was approved by the Competition Commission of India (CCI) in February 2016.<sup>1</sup> SEBI cleared the deal by March, and SSTL shareholders approved the deal on 18 March. By mid-August, the deal was approved by tax authorities and the shareholders and creditors of RCom and SSTL. The merger was approved by the [Rajasthan High Court](#) on 30 September 2016, and the Bombay High Court on 7 October 2016. The merger is expected to be completed in 2017-18. In April, RCom laid off 600 employees in preparation for its merger with MTS and Aircel.

## **Merger of wireless business with Aircel**

On 14 September 2016, RCom and [Maxis Communications](#) (owners of [Aircel](#)) announced that they would merge their mobile network operations. The deal is the largest consolidation in Indian telecom history, and will create the fourth largest mobile network operator in the country by subscribers and by revenue. RCom and Maxis, each will hold 50% stake in the merged entity, with equal representation on the board of directors and all committees. RCom will continue to operate in the enterprise segment and data center businesses as a standalone entity.

RCom announced on 15 March 2017 that it had received approval for the deal from SEBI, BSE and NSE. The deal was approved by the CCI on 20 March 2017. The shareholders of Aircel and RCom approved the merger on 22 and 24 April 2017 respectively. The merger is expected to be completed by mid-2017.

## Network coverage

Reliance Communications operates in all 22 telecom circles of India, and offers services on GSM and CDMA platforms. Mobile services are available in the following telecom circles:

Telecom circle	2G	3G	4G
<a href="#">Andhra Pradesh&amp;Telangana</a>	✓	✗	✓(under 4G partner with Reliance Jio)
<a href="#">Assam</a>	✗	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Bihar&amp;Jharkhand</a>	✗	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Delhi</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Gujarat</a>	✓	✗	✓(under 4G partner with Reliance Jio)
<a href="#">Haryana</a>	✓	✗	✓(under 4G partner with Reliance Jio)
<a href="#">Himachal Pradesh</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Jammu and Kashmir</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Karnataka</a>	✓	✗	✓(under 4G partner with Reliance Jio)
<a href="#">Kerala</a>	✓	✗	✓(under 4G partner with Reliance Jio)
<a href="#">Kolkata</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Madhya Pradesh&amp;Chhattisgarh</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Maharashtra&amp;Goa</a>	✓	✗	✓(under 4G partner with Reliance Jio)

Telecom circle	2G	3G	4G
			Jio)
<a href="#">Mumbai</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">North-East</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Odisha</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Punjab</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Rajasthan</a>	✓	✓	✓(under 4G partner with Reliance Jio)
<a href="#">Tamil Nadu</a>	✓	✓ (under 3G ICR with Aircel)	✓(under 4G partner with Reliance Jio)
<a href="#">Uttar Pradesh (East)</a>	✓	✓ (under 3G ICR with Aircel)	✓(under 4G partner with Reliance Jio)
<a href="#">Uttar Pradesh (West)</a>	✓	✓ (under 3G ICR with Docomo)	✓(under 4G partner with Reliance Jio)
<a href="#">West Bengal</a>	✗	✓	✓(under 4G partner with Reliance Jio)

### Ultraband

RCom launched its Ultraband service offering internet speeds of up to 1 Gbit/s in select locations in Mumbai and Navi Mumbai in April 2016.

### Subsidiaries

Reliance Telecom Limited (RTL) operates in [Madhya Pradesh](#), [West Bengal](#), [Himachal Pradesh](#), [Odisha](#), [Bihar](#), [Assam](#) and the northeast of India. It first offered [GSM services](#) in January 1997. Reliance Tech Services is the IT services wing of Reliance ADAG. It provides IT consultancy, business process outsourcing and software development for Reliance Communications and other ADA group companies. Reliance Globalcom owns the [Fiber-Optic Link Around the Globe](#) undersea cable system and RIDC provides Internet [data center](#) (IDC) services located in [Mumbai](#), [Bangalore](#), [Hyderabad](#) and [Chennai](#). Reliance Communications also acquired FLAG Telecom, Yipesethernet service, Digicable and Vanco.

### Reliance Digital TV Ltd

Reliance Digital TV Ltd is a direct to home (DTH) television operator offering services under the brand name Reliance Digital TV.

## **Reliance Infratel Ltd.**

Reliance Infratel Ltd. (RITL) handles RCom's mobile towers asset and related infrastructure. RCom owns a 96% stake in the company and the rest is held by several minority investors - Quantum (M), NSR Partners, Galleon, HSBC Daisy Investment (Mauritius), Drawbridge Towers, Investment Partners B (Mauritius). Investment Partners B had invested \$287 million in 2007.

RCom announced that it had signed a binding pact with [Brookfield Infrastructure Group](#) to sell a 51% stake in Reliance Infratel for ₹11,000 crore (US\$1.7 billion). RCom will utilize the entire amount earned from the deal to reduce its existing debt. Following the deal, Brookfield will hold a 51% stake in Reliance Infratel, RCom will retain a 49% stake and the minority partners will exit.

## **Global Cloud Xchange**

Global Cloud Xchange (GCX) offers a comprehensive portfolio of solutions customized for carriers, enterprises and new media companies across the world's largest private undersea cable system spanning more than 67,000 route kilometers ("rkm"), integrated with Reliance Communications' 2,00,000 rkm of domestic fiber-optic backbone.

## **Reliance Global Call**

Reliance Global Call offers international calling service in India, US, Canada, Australia, UK, Singapore, Hong Kong, New Zealand, Singapore, France, Belgium, Austria, Spain, Ireland, Netherlands, and rest of the world.

## **JioFiWi-Fi Router – Price, Specifications, Tariff Plans, and Review**

Wi-fi hotspot has become necessary if you own multiple gadgets. On the go, in the car, away from your home or office, often you need to have an Internet connection to access emails, accounts, and data on clouds, etc.

## 1.4 RelianceJioFi Portable WIFI router overview



Internet access through data packs and open Wi-Fi networks is not always a feasible choice everywhere. Therefore, an Internet dongle serves the purpose of providing the Internet hotspot where more than one device is required to be connected simultaneously.

Reliance has introduced its **portable Wi-fi internet router named Jio-Fi**. The second generation of the dongle is available on the market since earlier this September. **JioFi WIFI router** can relate tonon-4G devices as well. Hence, it is of use to a much wider range of customers.

### **What is the price of JioFi Router?**

The price of the second generation **JioFi router is Rs. 1999**. The price is same as that of the previous version of Jio-Fi.

**There are four different versions of JioFi Router**, they all differ in specs and look.

**JioFi 1 Router:** This was released as the first JioFi router during July.

**JioFi 2 Router:** This JioFi 2 version is the most selling router among all the versions which is still available across all the Jio stores.

**JioFi 3 Router:** This is the improved version of JioFi 2 with new Oled on the front which shows you the battery strength, Network, and Connectivity.

**JioFi 4 Dongle:** JioFi dongle is the latest release of JioFi series and it's not yet available across all the stores. It can be used for seamless connectivity while using it on personal PC or Laptop.

### **JioFi 2 Router Specifications**

- Portable Wi-Fi hotspot connects to 10 devices and one on USB.
- Enjoy HD voice calls, video calls on 2G / 3G phone via Jio4GVoice app.
- The powerful 2300mAh battery which gives you a backup of 6 hours.
- **JioFiWi-Fi\_\_33 router range** easily cover 2 rooms.

### **Cons of JioFI Dongle:**

Not everything is perfect for everyone. Some may find a few cons with the device. Some of them might be that

- Jio Dongle 2 doesn't have a battery pack and needs to be connected to a laptop or other power source
- The price of Jio Dongle 2 is same as the first Generation of Jio, which comes with the battery pack as well.

### **JioFi Dongle Contents and Review**

When you buy Reliance **JioWi-fi** dongle, you receive a package with one AC to USB adapter (that can be plugged into any wall AC outlet). You can mount the dongle directly on USB adaptor. The speed and reliability according to the reviews are 'excellent'.

To overcome the power pack difficulty, a battery power bank can also be used while on the go or other portability purposes. Any USB port can be used to power up the device like USB port of TV / Set-topBox / car charger.

There is another helpful feature of Multicolour LED present in the device. The led shows the 4G Signal Strengths grade wise (like excellent, good, poor, and out of range). This helps you to determine the speed of the network (even from a distance) by looking at the colour of light shown on the device.

## 1.5 Industry Overview Telecommunication



Technically, telecommunications encompass any communication over a distance, be it via telephone, television, radio, wireless network, computer network, telemetry, or other means-but traditionally the term referred to telephone service. These days, though, all these technologies and others are converging-indeed, nowadays you can access the internet, play videos, or track your children movements via Global Positioning

System (GPS) technology on your cell phones-so the lines between telecommunications and other industries like computer hardware and consumer electronics are getting blurrier all the time.

In other words: If you work in an industry that requires you to learn fast and adapt quickly, this is it.

Telecommunications is a mammoth industry, comprising companies that make hardware, produce software, and provide services. Hardware includes a vast range of products that enable communication across the entire planet, from video broadcasting satellites to telephone handsets to fiber-optic transmission cables. Service includes running the switches that control the phone system, providing Internet access, and configuring private networks by international collaborations conduct business. Software makes it all work, from sending and receiving e-mail to relaying satellite data to controlling telephone switching equipment to reducing background noise on your cell phone.

The breakup of AT&T in 1984 created the modern telecommunications industry, subjecting phone companies to free-market forces for the first time. The long-distance market became competitive almost immediately, but the so-called Baby Bells fought a rear-guard action against letting companies like AT&T (since acquired by SBC) or MCI (recently acquired by Verizon) enter the local phone markets. Proponents say deregulation makes telecommunications services more competitive, benefitting consumers. Critics say it gives few giant companies unchecked sway over our ability to communicate with each other. Regardless, deregulation appears here to stay, with the industry swept up in waves of consolidation that are likely to continue.

## **Convergence Confusion**

With each passing year, and each new generation of products introduced in the marketplace, it's getting harder and harder to pigeonhole companies and their products into traditional categories like telecommunications, computer hardware, and consumer electronics. Consider cell phones: these days, cellphone users can use their phone to do everything from take digital send and receive email to surf 'net', download and watch videos, and transmit geographic location via Global Positioning System (GPS) technology. You tell us: Should cell phones that do all that be called consumer electronic products? Telecom products? Computer Hardware products?

One result of convergence is that players in the consumer electronics, consumer hardware, and telecom sectors and increasingly finding themselves competing head-to-head to determine who will lead in brand-new product categories such as wirelessly connected cell phones. Turmoil, in the form of mergers and acquisitions and fluctuations in profitability, is likely to result in each of these industries as time passes.

## **The Growth of Wireless**

The wireless sector is growing like gangbusters. A Deloitte Research report predicts that the number of wireless connections made in 2006 will be some 500,000,000 greater than the number made in 2005. The launch of dozens of 3G networks is leading to faster speeds, facilitating quicker downloads and improved service. At the same time, wireless carriers are undergoing a wave of consolidation: In recent times, Cingular acquired AT&T Wireless; Spirit joined Nextel; and ALLTEL acquired Western Wireless.

### **1.6 VOIP**

VOIP, or voice over Internet Protocol, makes it possible to send phone calls as data packs across the Internet and other IP networks (such as private Local Area Networks, or IM-based VoIP like Skype and Yahoo IM), meaning phone calls no longer must travel through local phone company lines. Quality, consistency, and reliability of VoIP doesn't equal that of old-timey phone networks-but it's getting there. And the price sure is right: like e-mails, VoIP-to-VoIP phone calls are free-the only cost is the cost of your broadband internet connection, which is typically relatively small, fixed, up-front cost. There are currently some downsides to VoIP offerings (while the phone usually continues to work even during power outages, if your power goes out and you don't have a generator, most VoIP users will be unable to make phone calls-and most VoIP don't support encryption, so the security of VoIP phone calls can be questionable, but use of VoIP is growing all time.

Prior to the telecommunications Act of 1996, a variety of regulations divided communications artificially—cable TV companies were prohibited from offering local telephone service, video programming over lines was banned, and local and long-distance service providers were forbidden from competing in each other's markets. The Telecommunications Act lifted these competitive restrictions. One remaining regulatory barrier prohibits service providers from manufacturing telecommunications equipment's. The cleanest way to break this industry down, then is, between those who make the software and hardware and those who provide various services.

## **Service Provider**

These companies provide local and long-distance wireline telephone service. Industry insiders call these POTS, for plain old telephone service. Wireline providers include the large long-distance service providers such as Verizon and Sprint and the RBOCs (the Baby Bells) like SBC Communications and BellSouth. A new generation of companies is laying fibre-optic wire networks to handle the rapidly increasing data traffic, including Qwest, Level 3, and Verizon.

## **Wireless Service Providers**

Marked by carrier consolidation and collaborating to augment geographic reach and gain economies of scale, wireless communication services have shaken up the telecom industry. They have also brought telecommunications to the far corners of the earth, including parts of Africa and South America where there's no existing wireline infrastructure, and have made local markets far more competitive in the United States.

## **Satellite Telecommunication Services**

Satellite telecom services break down into fixed satellite services such as Intelsat; low earth orbit companies (LEOs), which include Global star and mega-LEO Teledesic (controlled by Craig McCaw); direct broadcast satellite companies such as DirecTV; and the global positioning system (GPS). Satellite services include everything from navigation systems (such as those being included in the dash of some new model vehicles) to video broadcast and data transmission.

## **Internet Service Providers (ISPs)**

These consist of those companies that make it possible for you to go online—Microsoft, AOL, Earthlink, and the RBOCs. The Internet, which has become an integral part of the telecommunications industry, is also the vehicle by which a huge dose of talent and energy has been added to telecom as voice and data networks converge.

## **Customer Premise Equipment (CPE) Manufacturers**

Telecommunication service providers are the biggest customers of telecommunications equipment makers. When they sell a service to a company, for instance, they purchase the switch, which can serve anywhere from 15 to 100,000 people, as well as other customer premise equipment (CPE)-everything from telephones to voice-mail systems to private branch exchanges (PBXs). Local area networks (LAN) require their own routers, switches, and hubs. The big players here include Lucent Technologies, Nortel, Fujitsu, Siemens, and Alcatel.

## **Networking Equipment and Fibre Optics Manufacturers**

Networking equipment includes the stuff that makes the local area network operative, including routers, hubs, switches, and servers. Fibre optics consists of the optical fibre and fibre-optic cable, transmitters, receivers, and connectors that carry data and voice messages. The biggest switch makers are Nortel and Lucent. Cisco and 3Com are among the biggest makers of networking equipment.

## **Wireless and Satellite Communication Equipment Manufacturers**

These are different categories that we've grouped together. The radio-based communications systems, the switches, transmission, and subscriber equipment for this sector differ from those the wireline service providers use. Large players in wireless equipment include Motorola, Qualcomm, Sony, and NEC. Satellite communication equipment makers include Comcast and Intelsat, as well as many cable companies, such as Cox Communications, DirecTV, and the DISH Network.

According to the U.S. Bureau of Labour Statistics, "Employment in the telecommunications industry is expected to decline 7 percent over the 2004-14 period, compared with 14 percent growth for all industries combined."

In this varied field, demand for workers, or lack of it, will be based mostly on technology. For example, as new voice recognition technology improves productivity, jobs like telephone and directory assistance operators will continue to decrease in number. But the need for engineers who develop that technology will increase.

The outlook is good in telecom sectors that are bringing exciting new technologies to market. High-speed data services, voice communications over the Internet, and wireless networking are some of the sectors that will be hiring, and small companies are good places to find jobs. Electrical and electronics engineers, computer software engineers, systems analysts, customer service professionals, and the likes will find opportunities growing faster than overall for the industry as networks expand, providers invest in R&D, and computer technology grows more sophisticated. Line installers and repairers should also find work as businesses seek to increase connections to suppliers and customers and residential customers add broadband service.

## **Reach Out and Touch Someone**

In telecommunications, you're working with products that people know and use. Everybody knows what voice mail, caller ID, and portable phones are. One insider says, "It's stuff I identify with and my friends identify with." Therefore, your work more than reaches out and touches someone-it touches a lot of people.

## **So Many Ways to Call**

"The products are varied," says an insider. "It's changing incredibly fast. That's not unique to telecom, but it's certainly true of telecom." Wireless, speech recognition, Internet telephony-the long list of new products driving change in this industry will have a huge impact on our lives. If you can deal with the ambiguity that comes with change and get a charge from the excitement that goes along with all the new opportunities, then this is a great industry to work in.

## **New Directions**

"Where does telecommunications end and the Internet start?" asks an industry insider. Because the Internet has drawn a lot of talented, innovative employees and workers, it has injected new life and energy into telecommunications as well. This makes both new products and the work environment particularly exciting, while bringing a variety of industries together.

## **Old Bells**

The monopolies that the Bells held for so long didn't exactly make telecom a stimulating industry. New technology and deregulation have changed this, but there's still a lot of holdover. The four remaining Baby Bells still dominate local phone service. "Telecom was so regulated for so long, you didn't have to be good to go far," say an insider. "It was such an inbred industry." Join a newer company if you want to avoid this aspect of the industry.

## **Red Tape**

Historically, telecommunications have been one of the most regulated industries. "One thing that's kind of a love-hate thing is the regulatory environment," says an insider. "It impacts just about every company in the industry. Some days I think it's an added challenge to deal with the industry and with this complexity. Some days I wish it weren't there."

## **The Hugeness**

The biggest players in telecom are huge. "That's not for everybody," says an insider. The Bells and major long-distance service providers are large, often bureaucratic organizations where you'll need lots of people to sign off before you can get a project approved. In contrast, there are many smaller companies, many of which have found niches or picked off share exactly because of their mobility.

## **Engineer**

Engineers of various types are in great demand in this industry. Although the specifics of different assignments will vary (for example, field engineers will install equipment at a customer site, and network engineers will plan network needs), most positions will require a degree in computer science, electrical engineering, or system engineering, as well as knowledge of Windows NT, C++, Unix, and other programming languages. Salary range: \$45,000 to \$105,000.

## **Test Engineer**

The test engineer makes sure the product works, especially the switches, which are critical. If email or voicemail doesn't work, it is, after all, considered an urgent issue. The test cycle is often if the development cycle. Salary range: \$45,000 to \$100,000.

## **Software or Applications Engineer**

These engineers concentrate on writing code. Most companies require code to be written on Unix-based machines. Salary range: \$45,000 to \$100,500.

## **Product Manager**

Essentially, product managers make the product happen. Product managers determine what service or product they'll sell to the end user, then help develop it, be it wireless service, DSL, caller ID, or voicemail. On the manufacturing side, they need to understand the technology. This position generally requires an MBA or similar experience with another company, preferably in networking or data communications. Salary range: \$60,000 to \$125,000.

## **Sales**

Salespeople sell the product to the customer. They usually have a smaller base salary and larger commission than their counterpart, the technical sales rep or sales engineer, who often accompanies the sales rep to answer the customer's technical questions. Salary range: \$25,000 to \$100,000 or more, depending on commissions.

## **Customer Support Staff**

Customer support answers customer phone calls or emails, helping to solve problems. This includes everything from identifying problems to fixing bugs. This is often a good place to start a career in telecom, particularly if you lack an engineering background. Customer service managers earn at the high end of the scale. Salary range: \$30,000 to \$50,000.

## 1.7 Public Relations and Government Relations

The role the government has played in regulating telecommunications has resulted in many jobs within the major companies to work with the government and press to enhance relations. These include lobbying government officials, helping draft legislation, and working with the press to garner favourable coverage for regulations your company supports. Salary range: \$50,000 to \$150,000.

Here are a few things to think about before you start looking for a job in telecommunications:

- Keep your training in the industry up to date. In this rapidly changing field, new training will be the key to getting that first job and additional promotions.
- If you want a job in telecom, your best bet is to study up on the industry. There's a host of industry trade magazines covering a variety of areas, and these will provide you with a sense for the peculiar argot of the industry.
- The bigger companies, such as SBC and BellSouth, recruit on college campuses. Career fairs at your school are great places to make contacts.
- Smaller companies typically look for people with experience in some aspect of the industry. If you do have experience in the industry, including such areas as networks or computer telephony, this will give you a leg up in finding work.
- Insiders in the industry say that your best route to finding a job is networking. Although this is true in most industries, it's particularly true for telecommunications. Companies talk to each other a lot. If you know a few people in the industry, you can easily get additional contacts.
- Be careful about going to work for a company that's a potential takeover target. If there are lots of articles speculating that a company is a buyout candidate, it's probably going to get bought out within two years. If you work in corporate sales or another area where there will be serious duplication-line installers, however, shouldn't worry-you may want to think twice about accepting an offer.

## **1.8 Shah Rukh Khan named brand ambassador of Reliance Jio**

NEW DELHI: Bollywood superstar Shah Rukh Khan will be the brand ambassador of billionaire MukeshAmbani's telecom venture Reliance Jio, which will launch the 4G services on December 27

The company will, however, begin the commercial rollout of the service from March-April and the Sunday's soft launch will be only for Reliance Industries' employees.

"I am their brand ambassador. MukeshBhai explained it to me. Actually its his children who are doing it. All the three are very close to me," Khan said in an interview to ETV.

Khan and musician AR Rahman will host the soft launch function of Reliance JioInfocommLtd's (RJIL) 4G service on December 27.

The film star added that Reliance Jio deferred the launch twice because it was looking to improve the services.

"They deferred it twice, because they felt there is work still left in end use. 27th will be soft launch and in March-April we will do more. So I think Jio will be revolutionary, not just for India. It will change things around world for India," Khan said.

When contacted, a Jio spokesperson said "Shah Rukh Khan is launching Jio on 27th December."

RIL chairman and managing director MukeshAmbani in June had said that beta programme (trials) of Reliance Jio "will be upgraded into commercial operations around December of this (2015) year" and "financial year 2016-17 will be the first full year of commercial operations for Jio."

Later in October, RIL said financial year "2016-17 is projected to be the first year of commercial operations for RJIL."

Khan in the interview said the new service will be a game changer as it will increase speed and with speed, information and knowledge.

"We have only seen tip of the iceberg. It will lead to a lot of innovations. This will increase speed. Speed will increase information, knowledge. It will be used at various places, I think, from education to production to manufacturing. I am talking very futuristic," Khan said.

Reliance Jio holds the highest amount of liberalized spectrum among telecom operators that can be used for deploying any technology for mobile services.

It has a total of 751.1MHz spectrum across 800MHz, 1,800MHz and 2,300MHz bands.

According to field trials by brokerage firm Credit Suisse, download speed on 4G network of Reliance Jio during beta-test peaked at 70Mbps but remained in 15-30Mbps range on most occasions.

Khan was earlier the brand ambassador of BhartiAirtel. Telecom major BhartiAirtel's founder and chairman Sunil Bharti Mittal had recently said that RJIL was using Airtel's two icons, Khan and Rahman, for the soft launch.





## Chapter 2-Jio Marketing

### 2.1 MARKETING

**Marketing** is the process of interesting potential [customers](#) and [clients](#) in your products and/or services.

The key word in this marketing definition is "process"; marketing involves researching, promoting, [selling](#), and distributing your products or services.

It's a huge topic, which is why there are tomes written on marketing, and why you can take a four-year marketing degree. But essentially marketing involves everything you do to get your potential customers and your product or service together.,

he **management process** through which goods and services move from concept to the customer. It includes the **coordination** of four elements called the 4 P's of marketing:

identification, **selection** and **development** of a **product**

(2) determination of its **price**,

(3) selection of a **distribution channel** to reach the customer's **place**, and

(4) development and implementation of a **promotional strategy**.

For example, new **Apple** products are **developed** to include improved applications and systems, are set at different prices depending on how much **capability** the customer desires, and are sold in places where other Apple products are sold.

In **order** to **promote** the **device**, the **company** featured its debut at tech **events** and is highly advertised on the web and on television. Marketing is based on thinking about the **business** in terms of **customer needs** and their **satisfaction**. Marketing differs from selling because (in the words of Harvard Business School's **retired** professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to **exchange** their **cash** for your **product**. It is not concerned with the **values** that the exchange is all about. And it does not, as marketing invariably does, view the entire **business process** as consisting of a tightly integrated effort to discover, **create**, arouse and satisfy customer needs." In other words, marketing has less to do with getting customers to pay for your product as it does developing a **demand** for that product and fulfilling the customer's needs.

It was evident that carefully managed and created marketing would be needed to sell the new trucks because the trucks were hideous and people generally do not like hideous vehicles.

## 2.2 How should you market your product?

"Young companies have to get the word out, but they also can go broke doing it. A decade ago, America Online spent so much money flooding the planet with free trial software that it tried to mask the bleeding by capitalizing those expenses on its balance sheet. (Regulators later nixed that accounting treatment, wiping

out millions in accounting profits.) What percentage of sales should go toward marketing? As with sales, there is no one rule of thumb."

We are exposed to hundreds, if not thousands, of marketing messages *every day*. Why would we be receptive to all of them? That would be mental chaos. So, in response, we tune out all but the most relevant ones. Our brain is actually very good at tuning out stuff that it does not want or need. We do this automatically. This prevents us from going insane.

You probably remember the experience of learning a new word—as a child or even as an adult—and suddenly you see and hear that word everywhere. This is an [example](#) of how our brains smooth over the parts of our environment that are not relevant to us. That word was always there, of course, but it was effectively invisible to our mind until learning its meaning gave it relevance. As a result, pop! like magic that word is now there where seemingly it never was before. A marketing message operates the same way.

Marketing strategy is sorting out who your audience is, and then finding out what has meaning for them. What do they care about, and how does this relate to your offer? What message can you deliver that is both true and meets your consumer squarely at the level of their needs? Marketing strategy is the process of uncovering messages that can be heard. Marketing strategy allows you to answer the crucial question your offer must address: "*Why should I care?*" To paraphrase [Peter Drucker](#): *Consumers do not buy what you sell. They buy what has value to them.*

In marketing, there is *strategy* and there are *tactics*. A lot of marketing, in practice, is preoccupied with what I call tactical experimentation. This is the act of throwing all kinds of things out at the world or at broad demographic targets to see what works. As you do this you are spending money, potentially lots of it. The idea in this method is to do this until you find some marketing actions that work, and when you find them you can then do more of those.

This process often results in the classic [Wanamaker](#) dilemma—"*Half the money I spend on advertising is wasted; the trouble is I don't know which half.*" He was speaking of advertising, but the principle applies.

Marketing strategy allows you to use pathways and footholds that apply your limited marketing budget more effectively (everyone's marketing budget is limited). Marketing strategy facilitates your ability to apply marketing money to the correct half of the Wanamaker equation—the half you are not wasting on audiences who do not value your message.

To illustrate this principal with one of our own rather straightforward examples, when we looked at the South Bronx as a marketplace for the Bronx Museum, the situation we saw was reflected by the first competitive advantage diagram below; here, there is nothing in their offer, as understood by the consumer, that is of any perceived value. The strategy, therefore, could not be to simply support the institutional desire to communicate about all the great art that was on exhibit (see Drucker above).

We had to find factors that could legitimately be moved into the competitive advantage, things that were perceived as valuable to the desired audience, that were not perceived to be offered by the competition. In this case, there was no required product change, just an adjustment of the marketing message communicated through the website and advertising.

By effectively marketing based on the factors that reflected what was of value to the target consumer we cost-effectively supported the achievement of their desired objective to increase attendance from local audiences in the South Bronx. This is marketing strategy applied, and it helped them double attendance\*. (You can read more about this campaign in [The Marketing of the Bronx Museum](#).)

So, for the sake of your own institution or product, please spend the time and energy to really get inside the head of your consumer. Find the intersection between your offer and their needs. Answer [Drucker's Questions](#) #2 and #3: *Who is your customer? What do they value?* Isolate those specific factors that drive behavior for them. Realize they are not buying what you are selling, they are only buying what is of value to them. And use THAT in your marketing communications.

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures, and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company can serve best and it designs and promotes the appropriate products and services.

Marketing's key processes are: (1) opportunity identification, (2) new product development, (3) customer attraction, (4) customer retention and loyalty building, and (5) order fulfilment. A company that handles these processes well will normally enjoy success. But when a company fails at any one of these processes, it will not survive.

## 2.3 MARKETING MANAGEMENT

The application, [tracking](#) and [review](#) of a company's marketing resources and activities.

The [scope](#) of a business' marketing management depends on the size of the [business](#) and the [industry](#) in which the business operates. [Effective](#) marketing management will use a company's resources to increase its [customer base](#), [improve customer](#) opinions of the company's products and [services](#), and increase the company's [perceived value](#).

According to Philip Kotler, “Marketing management is the analysis, planning, implementation and control of programmed designed to bring about desired exchanges with target markets for achieving organizational objectives.

It relies heavily on designing the organizations offering in terms of the target markets needs and desires and using effective pricing, communication and distribution to inform, motivate and service the market.” Marketing management is concerned with the chalking out of a definite programmed, after careful analysis and forecasting of the market situations and the ultimate execution of these plans to achieve the objectives of the organization.

Further, their sales plans rest upon the requirements and motives of the consumers in the market. To achieve this objective, the organization must pay heed to the right pricing, effective advertising and sales promotion, distribution and stimulating the consumers through the best services.

To sum up, marketing management may be defined as the process of management of marketing programmed for accomplishing organizational goals and objectives. It involves planning, implementation and control of marketing programmed or campaigns.

### **Importance of Marketing Management:**

Marketing management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Marketing management today is the most important function in a commercial and business enterprise.

The following are the other factors showing importance of the marketing management:

(I) Introduction of new products in the market.

- (ii) Increasing the production of existing products.
- (iii) Reducing cost of sales and distribution.
- (iv) Export market.
- (v) Development in the means of communication and modes of transportation within and outside the country.
- (vi) Rise in per capita income and demand for more goods by the consumers.

## 2.4 P'S OF MARKETING

The 7 Ps are a set of recognized marketing tactics, which you can use in any combination to satisfy customers in your target market. The 7 Ps are controllable, but subject to your internal and external marketing environments. Combining these different marketing tactics to meet your customers' needs and wants is known as using a 'tactical marketing mix'.

### **Product**

Product refers to what you are selling, including all the features, advantages, and benefits that your customers can enjoy from buying your goods or services. When marketing your product, you need to think about the key features and benefits your customers want or need, including (but not limited to) styling, quality, repairs, and accessories.

You can use [research and development](#) to inform the development of new products in your business.

### **Price**

This refers to your pricing strategy for your products and services and how it will affect your customers. You should identify how much your customers are prepared to pay, how much mark-up you need to cater for overheads, your profit margins and payment methods, and other costs. To attract customers and retain [your competitive advantage](#), you may also wish to consider the possibility of discounts and seasonal pricing.

### **Promotion**

These are the promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions, and direct marketing. Generally, these are referred to as marketing tactics.

## **Place**

Place is where your products and services are seen, made, sold, or distributed. Access for customers to your products is key and it is important to ensure that customers can find you.

You can set yourself apart from your competition through the [design of your retail space](#) and by using effective [visual merchandising techniques](#). If you are not a retail business, place is still an important part of your marketing. Your customers may need a quick delivery turnaround, or want to buy locally manufactured products.

If you are starting a new business, [finding the right business location](#) will be a key marketing tactic.

## **People**

People refer to the staff and salespeople who work for your business, including yourself.

When you provide excellent [customer service](#), you create a positive experience for your customers, and in doing so [market your brand](#) to them. In turn, existing customers may spread the word about your excellent service and you can win referrals.

Give your business a competitive advantage by [recruiting the right people](#), [training your staff](#) to develop their skills, and retaining good staff.

## **Process**

Process refers to the processes involved in delivering your products and services to the customer. It is also about being 'easy to do business with'.

Having good process in place ensures that you:

repeatedly deliver the same standard of service to your customers

save time and money by increasing efficiency.

## **Physical evidence**

Physical evidence refers to everything your customers see when interacting with your business. This includes:

the physical environment where you provide the product or service

the layout or interior design

your packaging

your branding.

Physical evidence can also refer to your staff and how they dress and act.

## **2.5 Marketing Techniques in Telecommunication**

Telecommunication companies market their products and services to consumers, business customers and other service providers. Marketing techniques vary for each sector. The aim of telecommunication marketing is to generate the highest level of revenue from your network and strengthen customer loyalty. In consumer markets, focus on selling bundles of products to customers, while in business sectors, aim to build strong relationships as a channel for marketing additional services.

### **Consumer**

In consumer markets, you can utilize broadband access to offer what is known as the triple play – telephone, video, and Internet. This enables you to increase revenue and customer loyalty and protects your customer base against competitive activity from low-cost telephone service providers and indirect competitors such as cable network companies.

### **Business**

Market your services to business customers using consultative selling techniques. Work with your customers to discuss their communication needs and provide advice on the services that meet those needs. The rapid changes in communication technology make it important to educate your customers on the relevance and

benefits of new technologies. Discussion papers, seminars and other events form an important part of your marketing program.

## **Carriers**

Wholesale marketing is an important part of your program. You can offer service providers, such as other telecommunication companies, online video publishers and content providers, access to your networks to carry their traffic. These are called carrier services; they increase revenue for your business and enable other providers to extend their networks without building additional infrastructure. To market carrier services, communicate the benefits of a network with the reach, performance, and capacity to meet customers' needs.

## **2.6 Product Development**

To increase revenue and return on investment in your network, you must develop new products and services. The latest multi-service networks as of 2011, based on Internet Protocol (IP) technology, enable you to offer a much wider range of services on the same network than traditional dedicated voice networks. You can use the capability of IP networks to build video, data, Internet, and voice services over the same infrastructure. To accelerate service development Whether you're an experienced or new sales manager, you'll be able to evaluate and gain visibility into your current sales force, and decide whether you should grow your team and how you should go about doing so. You'll be equipped to pinpoint issues early on, coach people before it's too late, and have a better overview of the tasks the team should be doing to increase its sales. t, work with network companies who provide advice on market opportunities as well as technical advice and support.

## **Mobile**

The increasing importance of mobile telecommunication threatens the voice revenue that was the mainstay of traditional telecommunication providers. Thus, it's important to develop your own mobile offering or work in partnership with other mobile operators to offer joint services

## 2.7 SALES AND SALES MANAGEMENT

Businesses that thrive execute one thing very well:

Sales management.

Because there are so many moving parts within an organization, the sales management process needs to be fully grasped to ensure each “aspect” of the sales effort is operating efficiently, resulting in the maximum profit for the team – and at the same time, the most benefit and best outcome for the customer. Who doesn't like a win-win?

Sales management is the process of developing a sales force, coordinating sales operations, and implementing sales techniques that allow a business to consistently hit, and even surpass, its sales targets.

Whether you're an experienced or new sales manager, you'll be able to evaluate and gain visibility into your current sales force, and decide whether you should grow your team and how you should go about doing so. You'll be equipped to pinpoint issues early on, coach people before it's too late, and have a better overview of the tasks the team should be doing to increase its sales.

If you're a sales rep who happened to stumble upon this guide out of curiosity, you're already winning. You can learn how to get ahead from reading this guide. Understanding how your company's sales process is managed will help you to become more in sync with your team, create a better relationship with your manager, and achieve better sales results yourself.

Overall, sales management will help businesses and their workers better understand results, predict future performance, and develop a sense of control.

What is there to manage?

There are three “umbrellas” to manage within the sales process:

Sales operations

Sales strategy

Sales analysis

The process will vary from business to business, especially as you work your way down the line, but operations, strategy and analysis are the three-key starting or focal points.

### **Sales operations: Building the team**

This may not be a total shocker, but the sales team is the backbone of the company – they are the direct connection between the product and the customer. In other words, they matter – a lot. Overall, the sales team should feel like they are a part of the company and be equipped to move it forward, rather than viewed as money-making machines

To provide a clear view of your sales management process, you need a well-managed sales funnel. A sales funnel provides a clear view of the opportunities available to a sales team, accurately showing the revenue, the team is going to make in the months ahead.

While some people initially opt for excel spreadsheets and sticky notes – any documentation is a great start – a CRM, or customer relationship management tool, will allow you to grasp better control over your assets and be able to pinpoint and measure the things that matter most to your company's success.

Incorporating technology in your sales strategy will ensure you get the maximum profits. Find a tool that'll help you master your selling process – and make sure that no deal will fall through the cracks. Cloud-based CRMs, help your team increase its collaboration. There are tons of popular CRMs, and choosing a CRM may be difficult, but once you analyze your company's needs – and what's important to you – you should be up and running in no time.

## **Chapter 3 –Research Methodology**

### **3.1 OBJECTIVES OF STUDY**

- 1: - To study the total awareness of Reliance Jio in the market compared to other telecom service providers.
- 2: - To study customer satisfaction level of Reliance Jio products and services.
- 3: - To find market potential and market penetration of Reliance Jio products and services.
- 4:- To identify the customer satisfaction level towards reliance 4G jio service.

### **3.2 SAMPLE SIZE**

Sampling maybe defined as the selection of some part of aggregate or totality based on which a judgement or inference about the aggregate or totality is made. The items so selected which constitute of what technically is called sample is known as Sample Size. Since this research was confined to limited area and limited size of people, the sample size for the project was of 40 people.

Since Jio is used by almost everyone today there were many people included under the sample size. Group of people such as servicemen, Businessmen, kirana store owners, housewives, students, support staff, and teachers.

To get a overall view of the entire project these varied group of people were surveyed. Every person has their own different need for using internet hence was surveyed amongst such people.

### **3.3 SAMPLE UNIT**

A sampling unit can refer to any single person being researched. In context of market research, a sampling unit is an individual person. The term sampling unit refers to a singular value of database. For example, if you were conducting research using a sample of university students, a single university student will be a sample unit.

Herein, the sample unit wasn't confined to a specific person like kid, or teen but it was overall to almost every member of society who uses a Jiosimcard.

### **3.4 SAMPLING DESIGN**

The item so selected constitute what is technically called sample, their selection process or technique is called sample design and the survey conducted based on sample is described as sample survey. Sample

should be truly representative of population characteristics without any bias so that it may result in valid and reliable conclusions.

The method of sampling was: -

**Convenient Sampling:** - In this method, as per convenience, the research is carried out by picking up the cases that fall to hand, continuing the process till such time as the sample acquires a desired size. It is used to obtain data quickly and easily. It may include informal pool of friends and neighbours, employees at workplace etc. This sampling technique is often used for exploratory research or presenting of questionnaire.

**Cluster Sampling:** -In cluster sampling, the research is being carried out by first sampling out from population, certain large group, that is a 'cluster'. A cluster is a set of heterogeneous subjects representing population. These clusters maybe cityward, households, or even geographical or social units. The sampling of clusters from the population is done by simple or stratified random sampling methods. It is cheap to execute and population of survey is dispersed.

### **3.5 Collection of Data: -**

#### **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 40 people collected primary data. Simple questions on the experience of Jiosimcard were asked to people and thus a data was collected and maintained.

#### **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.

### **3.6 Scope of Study: -**

There is no doubt that Reliance Jio is making headlines before its formal launch and ever since MukeshAmbani announced its new plans for 4G network, as expected, the whole telecom industry has shaken.in fact, the company has forced all Telco's to change their tariff plans retain their users.

To recall, on September 1, 2016, Jio announced free data, voice, and video to users until December 31, 2016, under its 'Welcome Offer'. The Welcome Offer has been replaced by the Happy New Year offer, which still provides free voice calls, video calling, messaging, and data until March 31, 2017, and now the company has announced an extension for the same in the form of 'Prime' membership. Under the Prime offer, existing customers will get a one-year extension by paying one-time enrollment fee of Rs. 99 and Rs. 303 per month and get the same free Jio services that they are getting. This means unlimited data (subjected to 1GB FUP limit per day) which you will get for 12 months. Users get access to all Jio application services which will cost over Rs. 10,000 per year.

Meanwhile, at the MWC 2017, Jio also announced its tie-up with Samsung to bring 5G to expand its current network capacity as well as network coverage. Similarly, the company has also joined hands with Cisco to enhance its existing multi-terabit capacity further.

### **Jio's achievements so far: -**

- 1) Jio has also crossed 100 million customers mark in just 170 days after its launch on September 5, 2016.
- 2) Jio has added on an average 7 customers every single second of every single day.
- 3) Jio users make more than 200 crore minutes of voice and video calls have been made.
- 4) Users consumed more than 100 crore GB of data on the Jio network and this makes India, the No.1 internet usage country.
- 5) Nearly 5.5 Crore hours of video have been watched daily on its network.
- 6) Over 10 Lakhs retail partnership was introduced all across India.

### **2) Jio's Future Plans**

- 1) In the coming months, the Jio network will be present in nearly all the cities, towns and villages of India... and cover 99 percent of our country's population.
- 2) The company will provide 20 percent more value to each of the competitor plans.
- 3) The company is targeting a revenue market share of 50 percent by 2021.

Well the journey was not so easy as Jio's free data and voice offers have sparked controversy within the telecom industry. Telecom players such as Airtel and Vodafone have alleged that Jio's offers amount to predatory pricing.

## Chapter 4-Literature Review

### 4.1 LITERATURE REVIEW

The launch of Jio is likely to transform the Indian telecom sector but at the same time the pressure on multiple fronts not the current telecom operator such as BhartiAirtel, Idea, and Vodafone. The entrance of the Jio has brought a stormy revolution in the Telecom market and engaged into a brand-new world of innovations and upgradations. This article discusses the feature of Jio and the edge it would have over its rivals once operational the objective of this research paper is to find the company will become a star or will remain a question mark.

Jio is the telecommunication company owned by Reliance LTD. It emerges on the fastest growing telecom operator in India as data published in a literature of Jai Bhatia Economic and Political Wee lady October 8, 2016 volell no 41. Jio came up with the vision to generate huge revenue by providing quality service at cheaper rate using the latest technology. Initially, its growth is high. In the Indian market, it is the first mover advantage for Jio with biggest 4G network coverage infrastructure across 22 telecom circles in India. None of its competitors having such biggest infrastructure for 4G infrastructure.

As we saw in the year 2012-2013, India is 150<sup>th</sup> in the in the world mobile penetration as well as quality. And Jio has already been convinced to change this position, the Indian billionaire said. Jio can also be understood by Predatory Pricing Stratto some extent in the beginning, Jio also followed the same strategy which made their competitors think about their pricing process they all have tried to reduce and match the pricing level of Jio.

According to the data published in [www.paulasset.com](http://www.paulasset.com), Reliance Jio is good for Indian market because it is giving quality service at a lower price. The data also presently explains Jio's data traffic is higher (TRAI data) compared to its competitors. Jio is also threatening as it is expected it will kill more than 30 business within next 5 to 10 years, according to Paul asset, Jio will acquire and will hold a major number of market share in the same.

Jio has already started giving substitution at one place for TV, Mobile, Wallet, Drive etc.

According to information published by [gadgetnet.ndtv.com](http://gadgetnet.ndtv.com), it is very difficult to compete with Jio as they have invested 150,000 crores, rupee during 2010-2016 for developing infrastructure without amount and long period of time. Reliance is always ready to deal with any such start-up which can threaten Jio existing competitors, as they are already suffering from huge debt, so it's not easy for them to invest such a huge amount in a short time.

Nearly 25 million cell phones are using Jiosim cards, before its commercial launch Jio made its commercial with easy data packs and lifetime free calling. Never in the history of telecom has witnessed a player seize the market in a weeks' time by distributing sim cards with unlimited free internet.

According to an article published in themyvoice.opindia.com, analysts doubt the strategy of Reliance by sitting with its scheme. Jio will attract low-quality customers who will jump into other networks once the freebies end. But Jio does not believe so. It is offering free 4G data which means it will occupy the primary Simplot in the 4G phones. Also, customers will shift to Jio from their WIFI or broadband service and possibly will stick to it even after the promotion period ends. In addition to that, it is offering free calling, so it is aware people will be using the number for calling for the next 3 months. Three months is sufficient time for people to experience for super-fast data speed and the quality service and permanently transfer to the network. Now we assume that Jio reaches 75% of planned subscribers base. India's total number of 4G users is believed to touch the mark of 143 million by this year end. So, with 3 months of its official launch, Jio would have acquired more than 50% of market share. Even if any subscribers leave the service of Jio, still Reliance will be left with significant market share.

The analytical data shows, it has captured maximum number of market share, within the shortest period. It can also be conducted that people who are having Jio service at present, among them 70-80% of users are happy with the service. This number is high in the rural areas and lesser in the urban areas. By the end of 2017, it is expected that there will be 30-40 crore subscribers or more than that. The free app which is given today will no longer be free, later, the consumer will be spending 6-10 thousand in a year. It will generate a huge revenue.

By 2017, end, Jio will cover 90% and by 2018 India will be covered by its infrastructure- Ambani said.

Extensive literature survey is an integral part of every research work. Review of literature is necessary for the exact understanding of the topic under study. As the present topic is related to mobile phone services, an attempt is made here to review a few important studies conducted by various management researchers and professionals on these services. The analysis on the mobile phone service is of recent origin. A separate chapter is allotted for the review due to this reason. The present study concentrates on the available literature, on Indian level in the world and the study related data are collected from the various sources from the point of view of consumer awareness, consumers' attitude, level of satisfaction, factors influencing, factors affecting and opinion of the consumers Assar and Karia (2000) in their paper titled, "Churn Management towards

Customer Satisfaction; A Case of Cellular operation in Malaysia" have viewed that customer satisfaction and customer service have been critical factors of the cellular industry. Cellular service providers need to ensure about the technology that provides customer service best in the industry. It is stated that investment in people and in technology helps in providing best customer service for today and for the future. One common ground that most carriers and customers agree on is that good customer service

can have a key impact on how a customer views firm's services and company Bepko<sup>2</sup> (2000) in his article entitled, "Service Intangibility and Its Impact on Consumer Expectations of Service Quality" has pointed out that among the areas which need to be addressed in service quality research is the nature of consumer expectations across the range of intangibility. Previous research has compared consumers service quality expectations across services, but different groups of subjects have been evaluated for each different service. The problem of using different subjects for each service is that the subjects' demographic characteristics may be responsible for the significant differences in expectations of quality. The paper has used a controlled and repeated measure of design, where subjects have been asked to evaluate three services, varying in their degree of intangibility.

Carsten Fink, Aditya Mattoon and Randeep Rathindran<sup>3</sup> (2001) in their study titled, "Liberalizing Basic Telecommunications: The Asian Experience" have found that despite the move away from traditional public monopolies, most Asian governments are still unwilling to allow unrestricted entry, eliminate limits on private and foreign ownership, and establish strong independent regulators. A comprehensive reform including privatization, competition and regulation has been implemented and there are significantly higher levels of main line availability, service quality and labour productivity.

David M. Szymanski and David H. Henard<sup>4</sup> (2001) in their study entitled, "The New Marketing Developing Long-term Interactive Relationships" have said that the growing number of academic studies on customer satisfaction and the mixed findings they report complicate the efforts among managers and academics to identify the antecedents to, and outcomes of businesses having more against less-satisfied customers.

These mixed findings and the growing emphasis by managers on having satisfied customers point to the value of empirically synthesizing the evidence on customer satisfaction to assess current knowledge. To achieve this aim, the authors conducted a meta-analysis of the reported findings on customer satisfaction. They have documented that equity and disconfirmation are most strongly related to customer satisfaction on average.

Jonathan, Lee, Jinghui, Lee, Lawrence and Feick<sup>5</sup> (2001) in their article titled, "The Impact of Switching Costs on the Customer Satisfaction-loyalty Link: Mobile Phone Service in France" have analysed that moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and to retain them. Thus, the purposes of this paper are to examine the moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and then analyse the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

Robert C. Ford, Cheryl P. Heaton, and Stephen W. Brown<sup>6</sup> (2001) in their article titled, "Delivering Excellent Service Lessons from the Best Firms" have stated that many companies see investments in complaint handling as means of increasing customer commitment and building customer loyalty. However, firms are not well informed, on how to deal successfully with service failures or the impact of complaint handling strategies. They have supported a quasi "brand equity" perspective-whereas satisfaction with complaint handling has a direct impact on trust and commitment, to a limited extent, on the effects of poor complaint handling. Implications for managers and scholars have also, been discussed.

Wilska<sup>7</sup>(2001) in his paper titled, "New Technology and Young People's Consumer Identities: A Comparative Study between Finland and Brazil" has found that among young people aged 16-20, it was found that mobile phones choice and especially usage is consistent with respondent's general consumption styles. The research has indicated that addictive use is common among females and is related to trendy and impulsive consumption styles. Instead, males have been found to have more technology enthusiasm and trend-consciousness. These attributes have been then linked to impulsive consumption. The study concludes that genders are becoming more alike in telecom service choice because individual differences in consumption patterns are obviously identifiable.

Balasubramanian, Paterson and S.L. Jarvenpaa<sup>8</sup> (2002) in their article entitled, "Exploring the Implications of M-convenience for Markets and Marketing" have

identified that the unique intrinsic attributes mentioned by the end users are unhindered time and space attributes of the mobile phone. The extrinsic attributes are divided as direct and indirect network. Direct network is the effect of the size, speed, and capacity of the network, whereas, indirect network is the effect originating from the information, transaction, or machine interactive services.

Bhava and Ashish<sup>9</sup>(2002) in their article entitled, “Customer Satisfaction Measurement” have found that the opinion that customer’s perception towards service and quality of a product determines the success of that product or service in the market. With better understanding of customers’ perceptions, a firm can determine the suitable actions to meet the needs of customers. Firms can identify their own strengths and weaknesses in comparison with their competitors. Major attributes that influence customer satisfaction is product quality, packaging, delivery commitments, price, responsiveness and ability to resolve complaints and overall communication, accessibility and attitude failing short creates dissatisfaction. Customer loyalty is an important strategic objective for all organizations.

K.E. Lumbered and L. Sorgard<sup>10</sup> (2003) in their study on “Entry in Telecommunication: Customer Loyalty, Price Sensitivity and Access Prices” have stated that telecommunication services are like undifferentiated products. Therefore, customers are not price sensitive all the times and sometimes brand loyalty takes a dominant part in brand preferences. This is because some consumers are retained with old monopolists. They have pointed out that substantive role of price fairness and quality service with customer satisfaction existing in the communication sector.

Michael Draganska and Dipal Jain<sup>11</sup> (2003) in their article titled, “Consumer Preferences and Product Line Pricing Strategies: An Empirical Analysis” have analysed that India is having 752.19 Million mobile subscribers and Informant Mobile Intelligence reports claim that in Average Minutes Per User (AMPU) in India is 25 to 30 minutes per day of active time on voice calls and almost 15 to 20 minutes per day of the active time on messaging. Bharati the major mobile service provider in India claimed as on November 2010 that Indian Monthly Average Revenue Per User (ARPU) is 202 rupees

which is reduced at 20 per cent on a year base and it is expected to decrease further. As there is an increase in mobile subscribers and increase in AMPU at the same time, there is a decrease in ARPU Mobile service providers who are planning to attract Mobile? subscriber to their service with less affordable price.

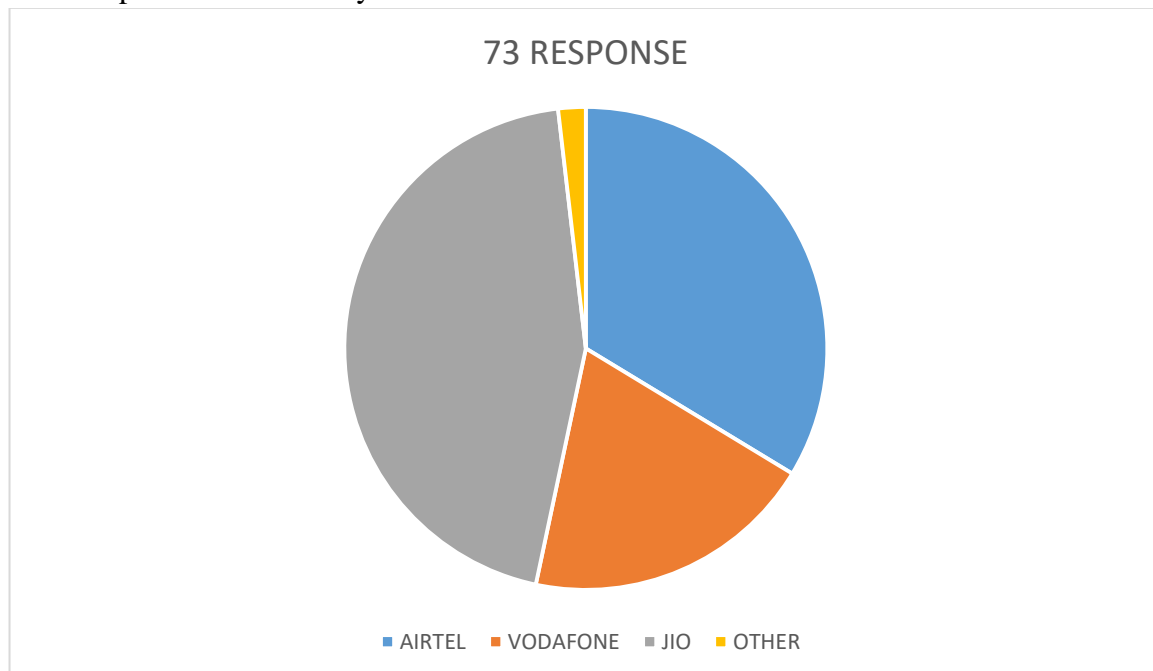
subscriber to their service with less affordable price.

J. Pakola, M. Pietila and R. Svento<sup>12</sup> (2003) in their article titled, “An Investigation of Customer Behaviour in Mobile Phone Markets in Finland” have indicated that price and properties are the major influential factors affecting the purchase of a new mobile phone, whereas audibility, price and friends are regarded as the most important in choice of the mobile phone operators. Customers have certain amount of self-knowledge about telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and free calls which are related to mobile phone purchasing respondents. He has stated that customers with prior experience about a product can be able predict their choices relatively well but tend to overestimate the importance of a monthly access fee, mobile-to-mobile rates, and connection fees.

## Chapter 5-Data Analysis

### 5.1 ANALYSIS AND DATA INTERPRETATION

(1) Which operator service do you use?



Accordinging the survey and data collected, 32.9% of the population prefers Airtel, 19.2% of the population prefers Vodafone, 43.8% of the population prefers Reliance Jio and 5% of the population prefers other for their usage.

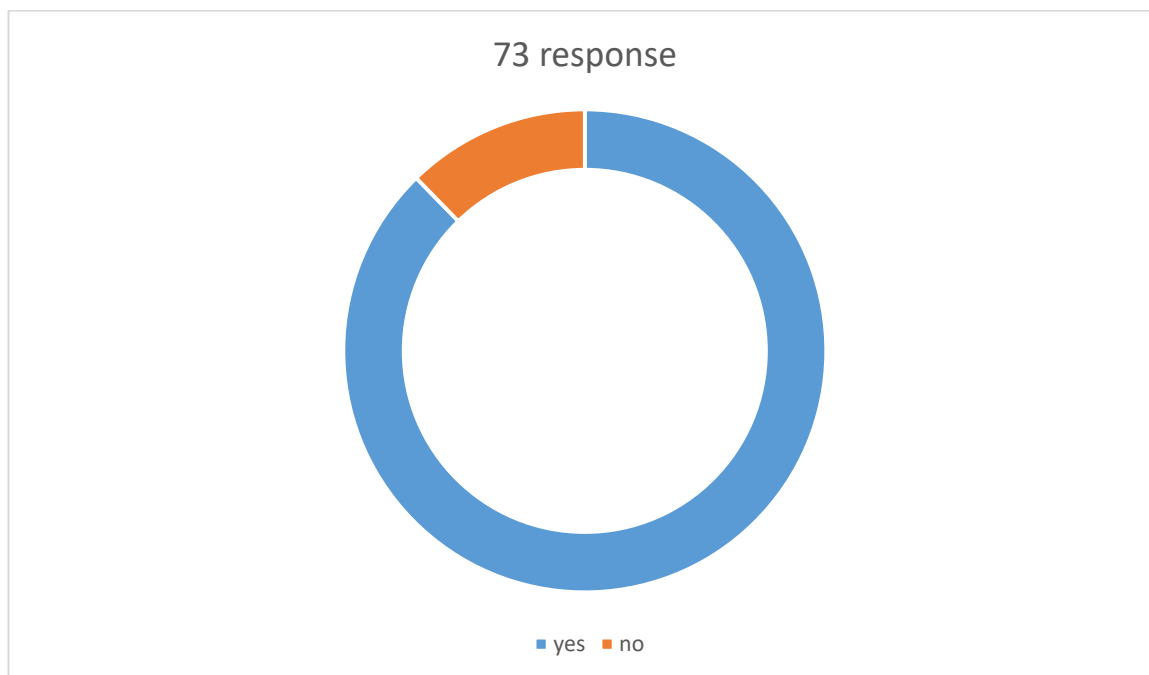
This question was asked to know about what percentage of people use Reliance Jiosimcards. This was done to get an idea of what is the actual share of Reliance Jio in the market compared to other telecom operators in the market.

Since this question was confined to a limited area of 73 people so the answers were according to that sample size. But as per the findings it was concluded that amongst 73 people 31 people that is total of 32.9% of people use Reliance Jio. Also, it is seen that same percentage of people use Vodafone sim cards. Airtel holds a market share of 15% of 6 of 73 users and least share is of other.

The main reason for this share can be of scheme that Reliance Jio gave to its users with 1Gb data and free calls and messages. Also connectivity is the second reason why people prefer this telecom

provider. Even though Airtel provides the same kind of scheme but it is little costly is the reason people are switching to other telecom providers.

(2) Are you aware of Reliance Jio?



According to the data surveyed and collected, 87.7% of the population says that they are aware of Reliance Jio and its services and 12.3% believe they are not fully aware of the services and plans of Reliance Jio company. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

This question was asked to know about the awareness of Reliance Jio company and its scheme of what the company provides to its people.

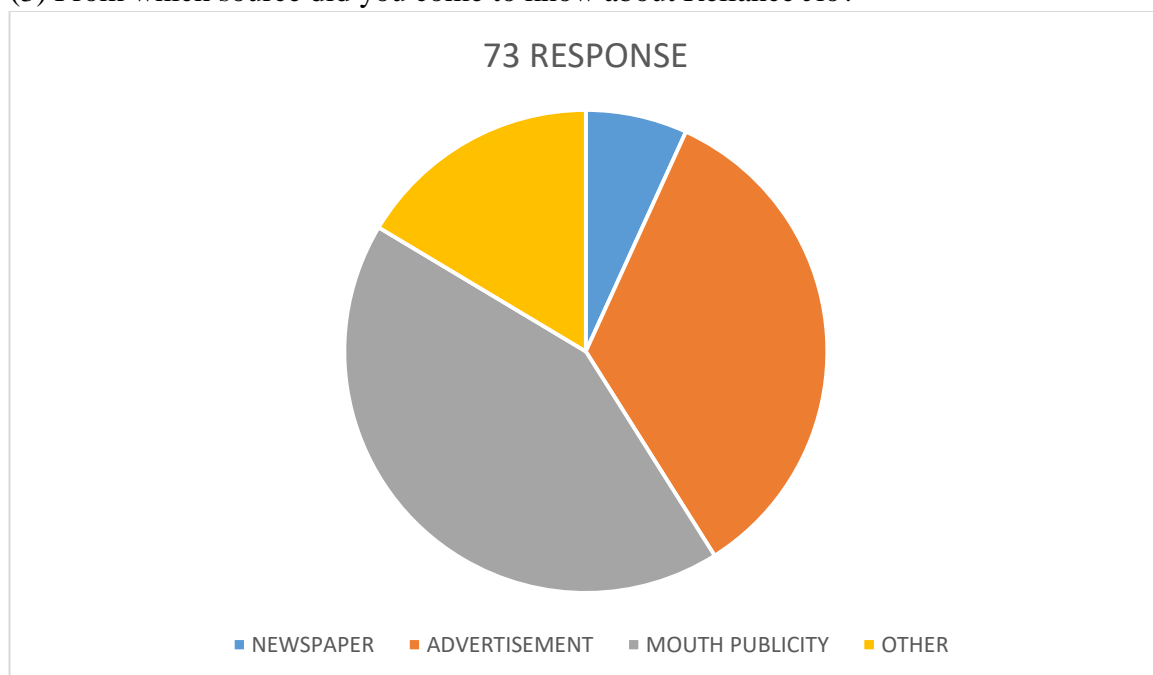
When it comes to Jio it is not only about the free data and call services but also about other Jio products such as JioFi devices and other products of Jio such as their Dish-TV products and their updates and related schemes.

Since this question was asked to local people and some of Reliance Jio employees itself it was known that 68 of 73 people aware of Reliance Jio products, schemes and updates and 1 of 73 people wasn't aware of the entire scheme of the company.

This shows that Reliance has comparatively good market share compared to other telecom operators in the market. The main reason for this publicity is word-of-mouth. And this is done by people when they find that offers and scheme are good and relatable to them.

And since we all know the goodness of schemes that company provide and the excellent marketing strategy of the company which made Reliance Jio so famous amongst other telecom operators in the market.

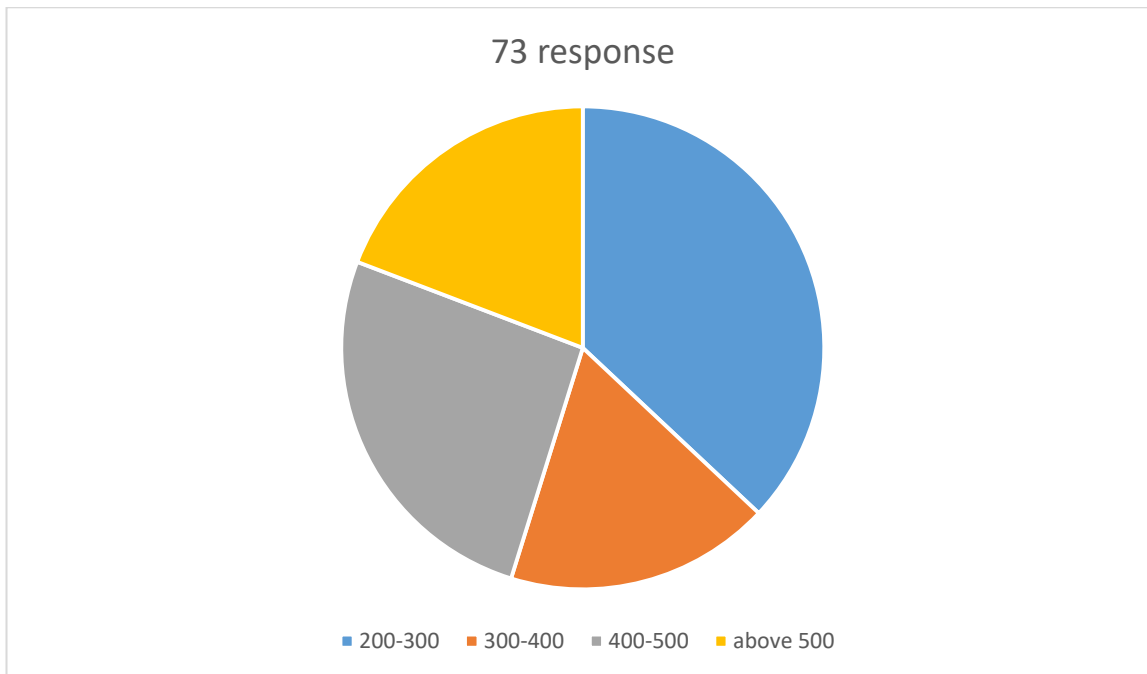
(3) From which source did you come to know about Reliance Jio?



According to the data surveyed and collected, 16.4% of the population says that they came to know about Reliance Jio from newspaper. 34.2 %, of the population says that they came to know about Reliance Jio from Advertising.42.5% of the population states that they came to know about Reliance Jio from mouth publicity. And the other section states some came to know from their instincts. Some people say that came to know about Reliance Jio via Quirk. And some people state that came to know about the services and offerings of Reliance Jio via Jio employees. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

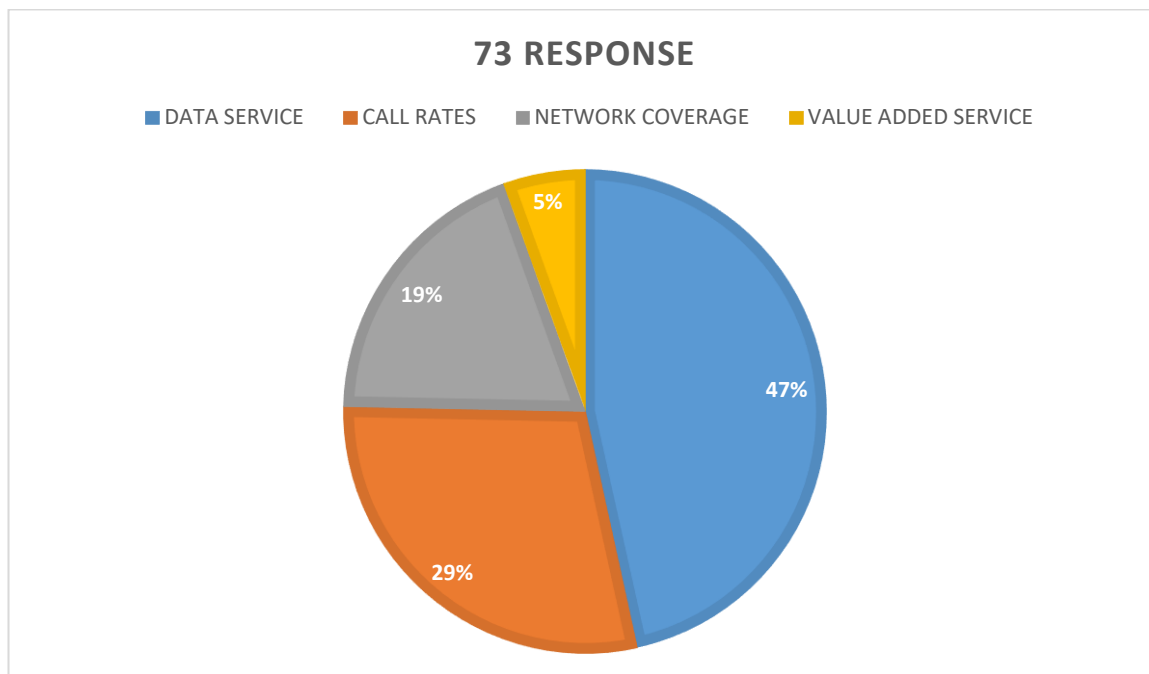
This question was asked to know which form of media contributed to major share of market in the telecom industry. As per the findings it was concluded that that the advertising done by Reliance Company contributed the most for that major share. And since the scheme was profitable to everyone many people did mouth publicity to others. And since it is evident that people rely on viewers comment more than other medium mouth publicity also held a good share in adding to share of market of Reliance Jio.

(4) what is your average monthly expenditure on mobile (rs)?



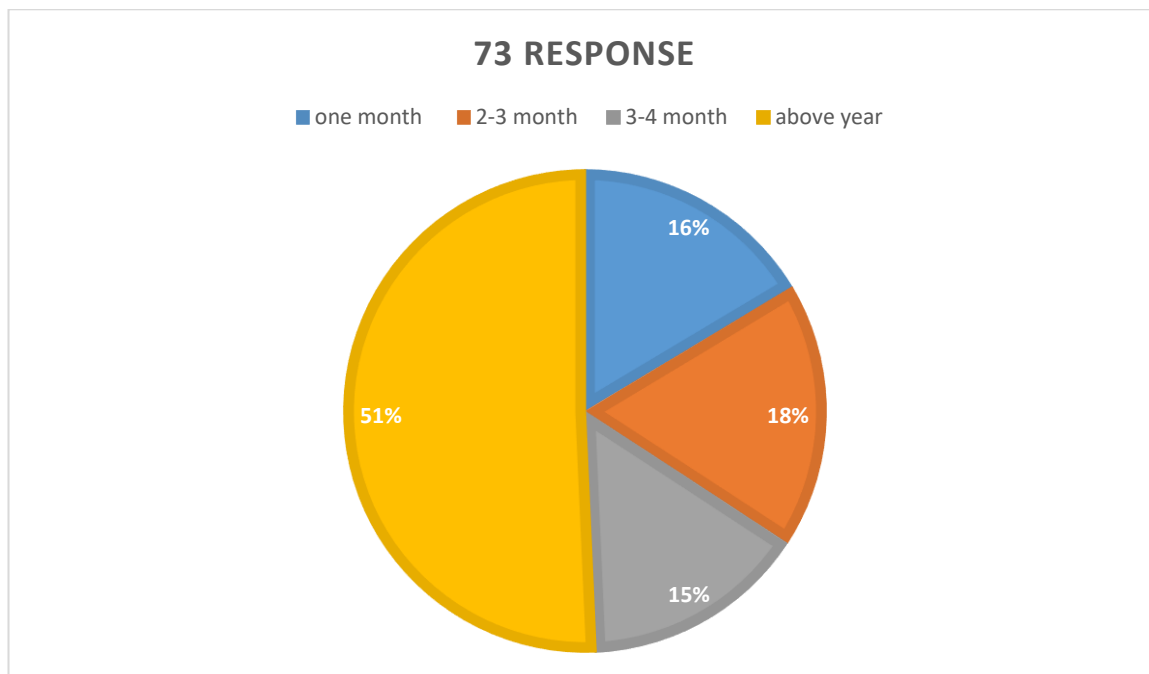
Herein, in this question, in survey question asked that the average expenditure customer spend on their mobile recharge. whereas,37% of people spend 200-300 in their recharge. whereas,17.8% of people spend 300-400 in their recharge. whereas,26% of people spend 400-500 in their recharge. Others spend above 500 in their monthly recharge. This question is to know the monthly expenditure consumer spend on their mobile phones.

(5) Which service did you like the most in Reliance Jio services?



This question was one of the most important questions of the survey. According to the data surveyed and collected, 47% of the population states that data services which Reliance Jio provides is one of the most important thing that they liked while using Reliance Jio services which comprises a total of 16 people. 29% of the population says that they like Reliance Jio's call rates as one of the most convincing factors which comprises a total of 6 people. Also, it wouldn't be incorrect to say that the free calls were one of the best strategies of Reliance Jio to capture majority of the market share. 19% of the population states that network coverage is Jio's main convincing factor and one person is in this favour. 5% of the population says value added service. this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

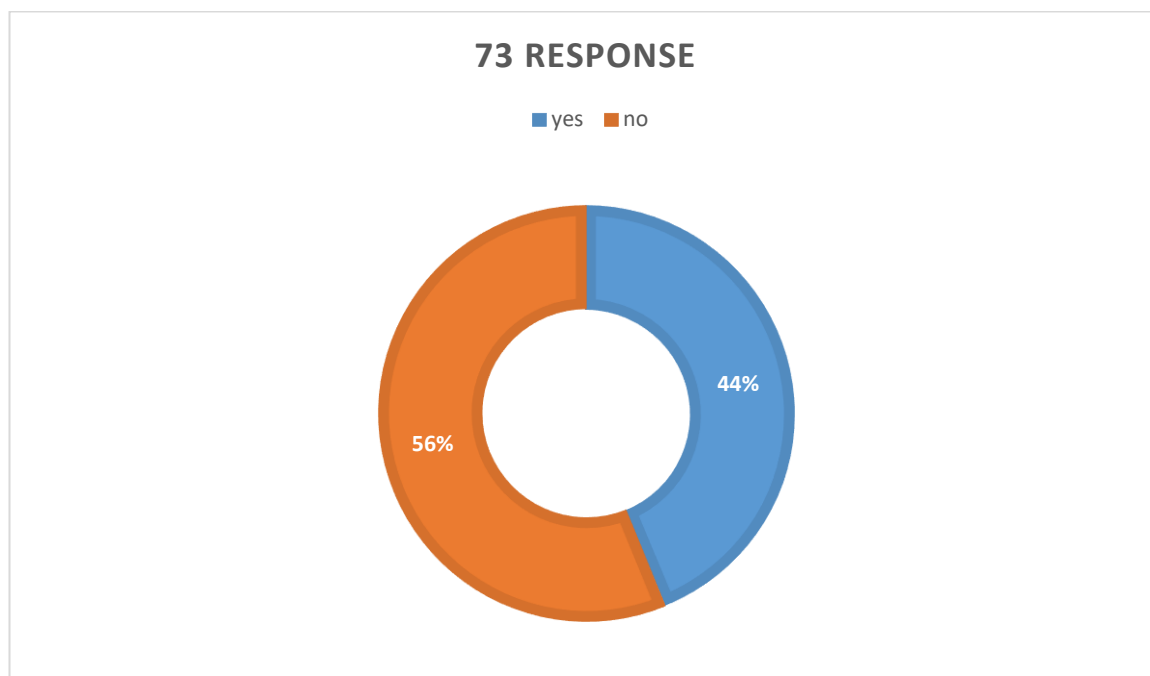
(6)since how long you are using reliance jio services?



From the data surveyed and collected, 70 of the population states that Reliance Jio is pretty good in its services which comprises of 20 people. And 16.4% population states that they have been using Reliance Jio services for one month. Where,18% of population states that they have been using reliance jio for 2-3 month.15% of population states that they have been using reliance jio for 3-4 month.and 51% of population states that they have been using reliance jio for more than a year.Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

This question was asked to know about the satisfaction of customers regarding how long they were using services of Reliance Jio. And since we all know that Jio provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes find its services are average and could be updated to something better in terms of connectivity.

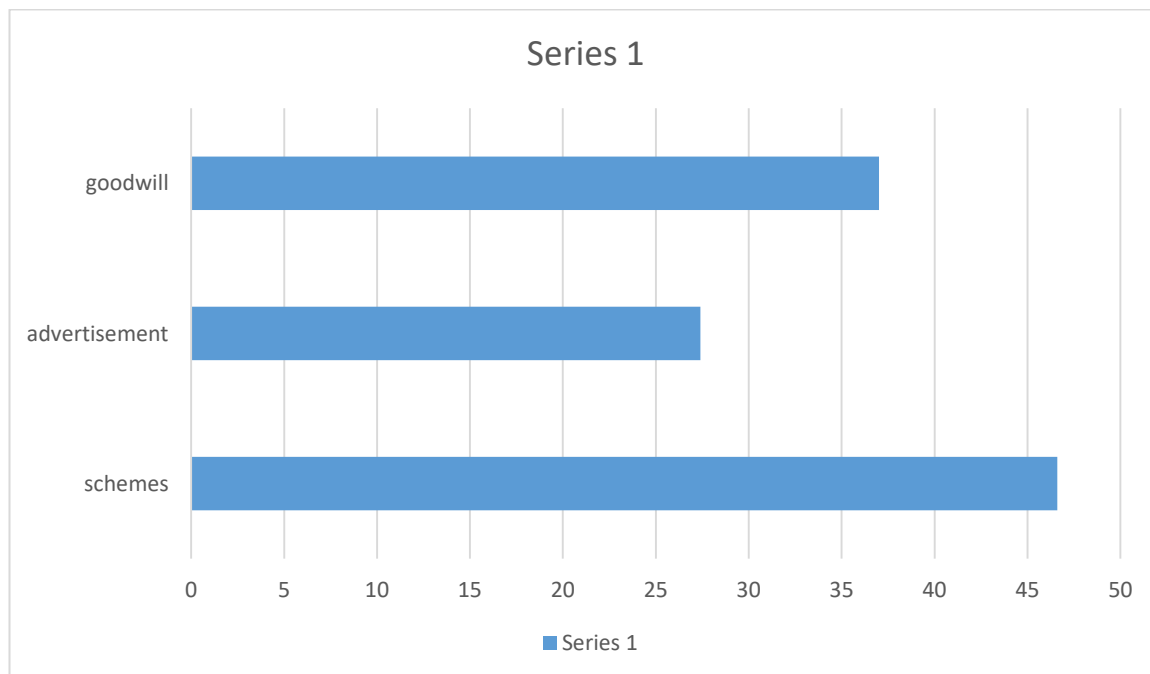
(7) would you switch jio from other brand?



In this question, it was asked that whether the customer is satisfied with the reliance jio or not or would they switch jio from other brands. 56% of population said NO they don't want to switch jio with any other brand. whereas, 44% of population states that they are willing to switch jio from other brands. since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

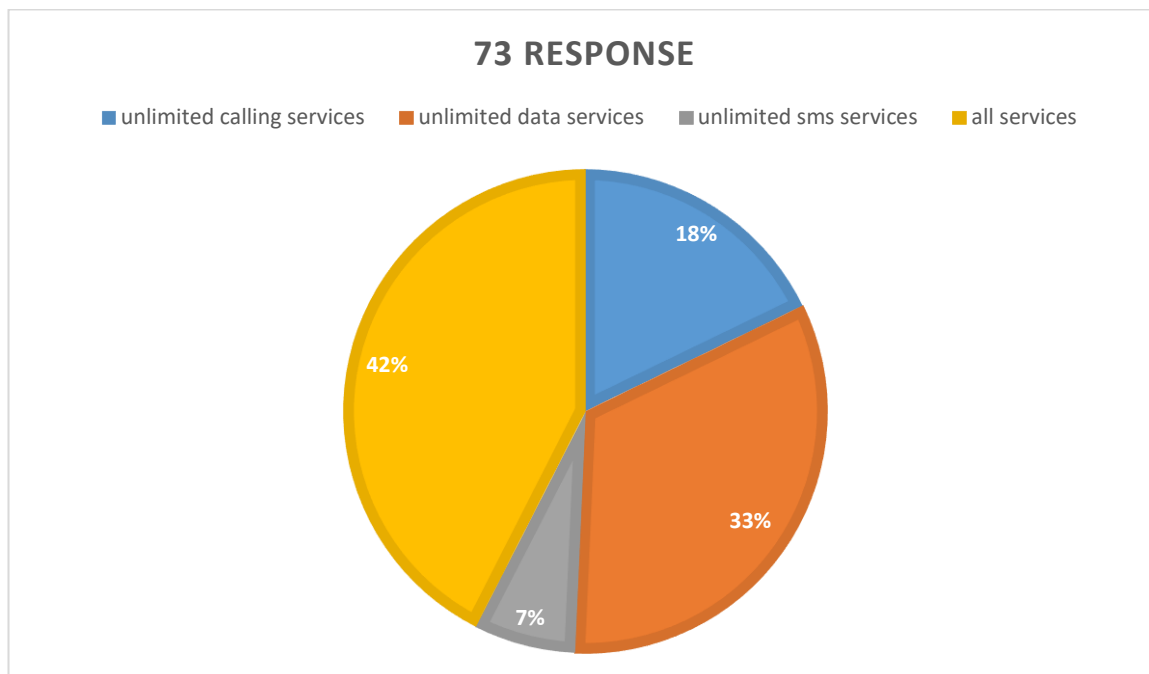
This question was asked to know about the satisfaction of customers regarding whether the customer is satisfied with the service of reliance jio. And since we all know that Jio provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes find its services are average and could be updated to something better in terms of connectivity.

(8) which features of reliance jio convinced you to use this?



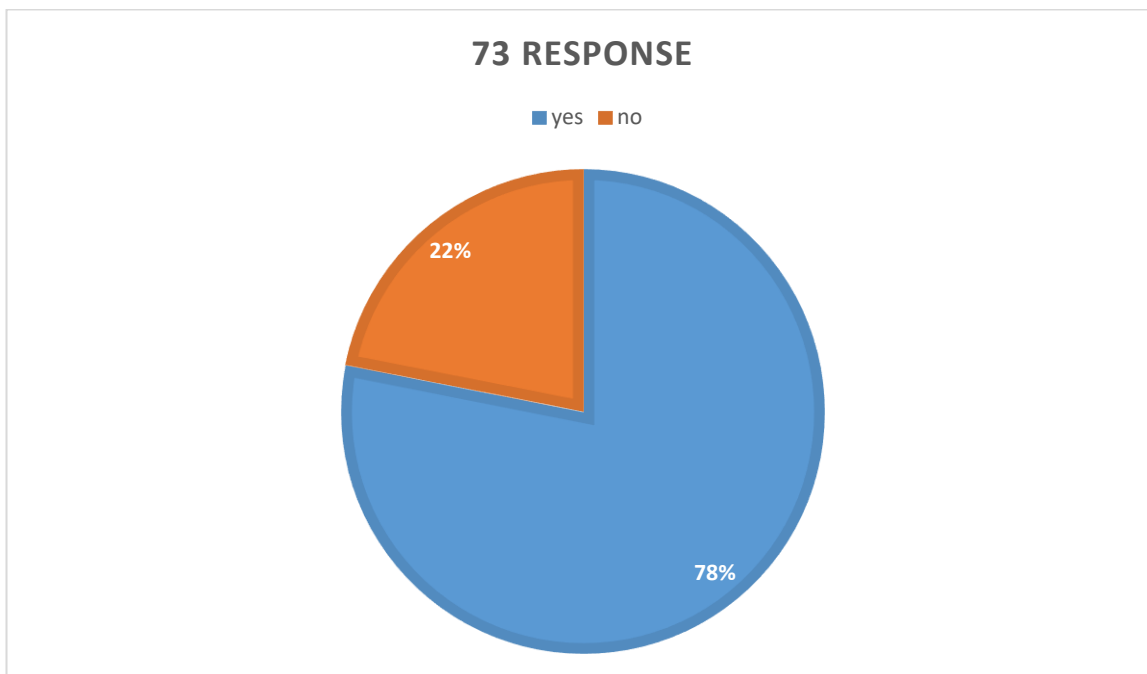
This was one of the most important questions asked in the survey. The main reason for asking this question was to know what are the features of reliance jio convinced the customer so much to use jio. Above given are some of the examples of what people think they are convinced with the services. provided with them then the company can succeed more and can have more loyal and happy customers.

(9) why did you choose this service provider?



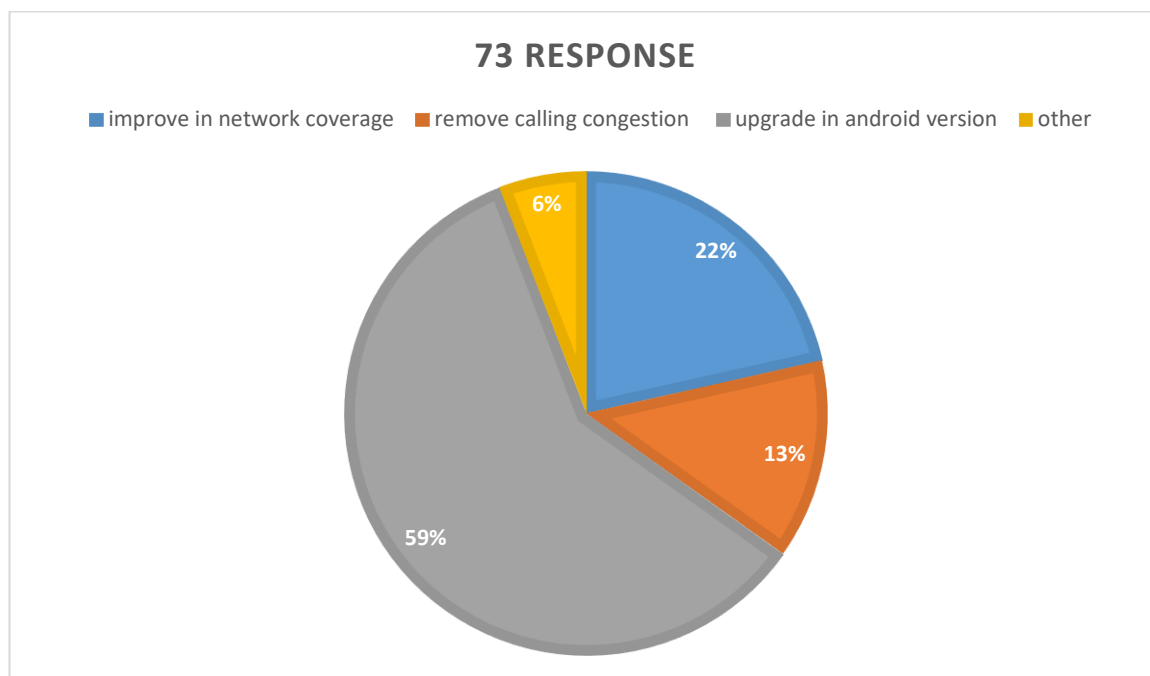
In this question, it was asked that why did customer choose the reliance jio rather than others services of the other brand.in which 18% of population states that the service of unlimited calling services is good. 33% of population states that the service of unlimited data service is satisfied. Only 7% of population states that service of unlimited sms services is better. And majority of the population states that all the services of reliance jio is excellent which covers the 42% of population. since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

(10) What would you like to recommend Reliance Jio to others?



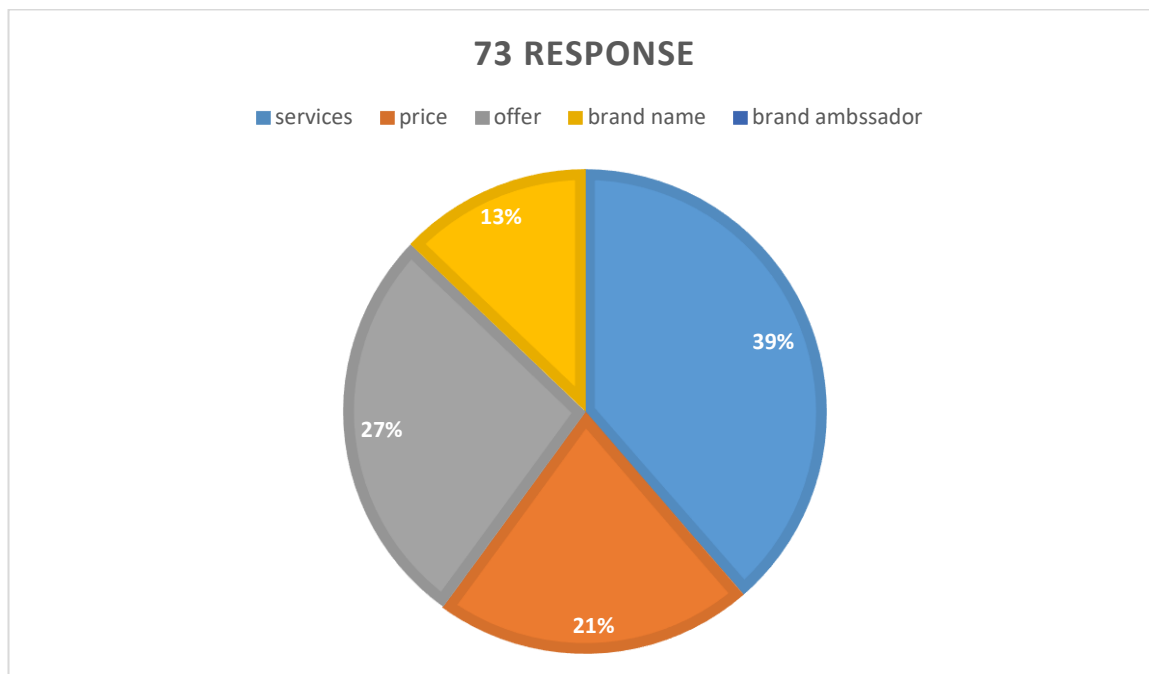
According to the data surveyed and collected, 78% of the population would recommend Jio to others which comprises of 35 people and 22% people wouldn't recommend Jio to others which comprises of 5 people.

(11) what should be improved in reliance jio?



According to the survey, the question was asked that what services should be improved by the reliance jio. 22% of the population states that network coverage should be improved which include 40 of the people. 13% of the population states that they should remove calling congestion. Whereas, 59% of the population states that they should upgrade in the android version. and 6% of population think they should improvise the other services. since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

(12) what about Reliance jio makes you loyal customers?



In this question, it was asked that what about Reliance Jio makes you feel a loyal customer. In which 39% of the population states that the services of Reliance Jio make them feel like a loyal customer, it is the majority of the people. 21% of the population states that the price makes them feel loyal. While, 27% of the population states that the offer of Reliance Jio makes them a loyal customer. Whereas, the 13% of the population states that the brand name itself makes them a loyal customer. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country.

## **Chapter 6-Conclusion**

### **6.1 CONCLUSION AND SUGGESTIONS**

The growth of a company depends upon consumer perception, regarding product and the consumer perceptions can be studied only through the consumer buying behaviour. The consumer behaviour is the study of those actions directly involved in obtaining, consuming, and disposing of product & services including the decision process that proceeds and follows up the action. The buying behaviour of the Many variables influence consumer. The social environment in which he lives, his family, his society, his neighbours, his friends, his job, his colleagues influence the behaviour of the consumer. The personality factors of the consumers also effect his buying decision.

It requires marketers to review their marketing practices. Now companies have to show their concern about consumer's interest. They must take many steps to satisfy the consumers. Now marketers have moved to consumer welfare from consumer satisfaction. Most companies have accepted consumerism in principles. Based on my observations data and information, I submit certain useful recommendations to make Communication system of Tata Teleservices & Reliance

very effective and customer centric. Some of the worthy suggestions are given as under:

▶ Reliance Communication doesn't have its own network. Since it uses BSNL networks. It should have it on network. It will give strength & wide coverage to Reliance Communication services.

▶ Tata Teleservices network is not up to the mark at providing service to wide area and improving quality of service.

▶ It is suggested that Tata Teleservices & Reliance Communication should develop innovative Communication services with in depth research development and continue improvement in the quality of services.

▶ They should resort to TQM philosophy with good corporate governance and transparency in its policies, programmes and strategies.

▶ It is further suggested that Reliance Communication, which enjoys highest market share, should diversify its services and further diversify the models and the systems as suggested by the respondent.

▶ The researcher suggests that Reliance Communication & Tata Teleservices should develop their competitive strength to meet the challenges and threats of global corporations in the Communication business.

▶ It is suggested that Reliance Communication & Tata Teleservices should develop relationship marketing to know the real needs of the customers & should incorporate customer's suggestions.

▶ It is further suggested that Reliance Communication and Tata Teleservices should short analysis, which will help them to understand its real strengths and

shortcomings.

- ▶ The researcher further suggests that Reliance Communication should develop bench-marks as standards for providing better customer services.
  
- ▶ It is further suggested there should be continuous revision in the pricing of Communication services.
  
- ▶ It is again suggested that they should take into consideration environmental factors in providing consumer services and determining prices.
  
- ▶ It is again recommended that Reliance Communication should develop quality circles in different functional areas of the organisations so the quality may be improved and suggestion should be obtained from the people.
  
- ▶ Finally, the researcher would like to suggest that Reliance Communication & Tata Teleservices should develop product research, product planning, strategic planning and Research & Development activities, so they would come up to the global culture and should compete with its competitors internally.
  
- ▶ The researcher hopes that marketing people of Tata Teleservices & Reliance Communication will follow the suggestion given above. They would go a long way to improve the Communication services being provided by the organisation. Both Tata Teleservices & Reliance should penetrate the market by entering to rural areas & interiors of the country. They should do so by promoting through local advertising areas like mails, hat bazaar, TV projectors etc. Regional proverbs & languages should be used while promoting the service.
  
- ▶ The components & instruments provided by the Reliance are must for every customer rather he likes or dislikes. It is suggested that the instrument may be allowed of his choice & get activated from the company.

▶ All collection system of Tata Teleservices should be made customer-oriented.

There should be made there should be as many collection counters as possible with close proximity of customers.

▶ There should be single window system to satisfy query of customer care systems.

▶ The customer care centres should be more effective. So, the customers may have the loyalty with the Tata Teleservices.

▶ In order to attract exiting customers, it is suggested that the ads given by Tata Teleservices should be more attractive.

▶ The Tata Teleservices staff should be more corporative & friendly to the customers' do that the customers may feel satisfy of Tata Teleservices's services.

▶ Strong R&D infrastructure is very vital for promoting a vibrant and strong telecom hardware sector in the country Telecom R&D also needs to be strengthened to have indigenous telecom technology and evolve national standards. R&D efforts would have to be diversified besides technology development. It should focus on services systems processes and markets this would ensure a user relevant orientation to R & D activities. Applications research also needs to be encouraged so that the research projects become commercially viable and products appropriate for deployment in local conditions are developed R & D efforts in telecommunications are envisaged to be more effective if these are multi-disciplinary in character. The telecom sector involves some of the most sophisticated concepts in economics social science & and management among other disciplines.

▶ Tata Teleservices should give rewards to their franchises according to their revenues. This will fetch more customers.

▶ Each franchise of Tata Teleservices should be given much power to handle customers complain individually on the spot so that they need not come to main

office.

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### **QUESTIONNAIRE: -**

(1) Which operator service do you use?

Airtel

Vodafone

Reliance Jio

other

(2) Are you aware of Reliance Jio?

Yes

No

(3) From which source did you come to know about Reliance Jio?

(a) Newspaper

(b) Advertising

(c) Mouth publicity

(d) other

(4) What is your average monthly expenditure on mobile (in Rs)?

200-300

300-400

400-500

Above 500

(5) which service do you like the most in reliance jio services?

(a) Data services

(b) Call rates

(c) Network coverage

(d) Value added Services

(6) since how long you are using reliance jo services?

(a) one month

(b) 2-3 month

(c) 3-4 month

(d) above year

(7) would you switch jio from other brand?

(a) yes

(b) no

(8) which features of reliance jio convinced you to use this?

(a) goodwill

(b) advertisement

(c) schemes

(9) why did you choose this service provider?

- (a) unlimited calling services
- (b) unlimited data services
- (c) unlimited sms services
- (d) all services

(10) Would you like to recommend Jio to other?

- (a) Yes
- (b) No

(11) what should be improved in reliance jio ?

- (a) improve network coverage
- (b) remove calling congestion
- (c) upgrade in android version
- (d) others

(12) what about reliance jio makes you loyal customer?

- (a) services
- (b) price
- (c) offer
- (d) brand name
- (e) brand ambssador