

SYNOPSIS

A STUDY ON MARKETING STRATEGIES AT RELIANCE JIO

ABSTRACT:

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

INTRODUCTION'

The history of telecommunications in human society is more than 130 years, in recent times telecommunications have developed from basic needs to 4G and 5G services, whose development India has become the largest telecommunications sector in the world One has experienced an impeccable development in the last decade, it is one of the key areas in terms of economic development and job creation.

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company according to the number of repeat customers. The customer satisfaction survey is a process to discover if the clients of a company are satisfied or not with the client. Products or services received from the company. It can be done face-to-face, by phone, by email or online, or on handwritten forms. The answers of the clients to the questions are used to analyze if it is necessary to make changes in the commercial operations to increase the general satisfaction of the clients. It is defined as "the number of clients, or the percentage of total clients, whose reported experience with a company, its products or its services exceeds the specified satisfaction objectives." In a competitive market where companies compete for clients, satisfaction of the customer is considered a key differentiator and each time it has become a key element of the business strategy.

Reliance Jio Marketing Mix (4Ps) Strategy

Marketing Mix of Reliance Jio analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Reliance Jio marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Let us start the Reliance Jio Marketing Mix:

Product:

The product strategy and mix in Reliance Jio marketing strategy can be explained as follows:

Reliance Jio is a leading telecom operator in India, which has disrupted the Indian market with its services. Jio has rolled out a number of products & services in its marketing mix for the benefit of the Indian

Population including the roll out of Internet services to promote Internet penetration within the country and promote the digitization initiatives followed. JioPhone is one of the most popular service rolled out by Jio, wherein the first affordable 4G phone has been launched by Reliance which is powered by Kai Operating System. Peripheral services like messaging and music are offered by the 4G internet services that Jio offers along with the various data and voice over services. Apart from this, Jio also produces the LYF smartphones.

Price:

Below is the pricing strategy in Reliance Jio marketing strategy:

At the outset, in an attempt to promote Internet usage within the country and to make the availability of Internet to people from all walks of life, Reliance Jio undertook the initiative of providing SIMs free of cost to any individual against their Aadhar number and unique mobile number identity. It was estimated that Jio was successful in selling upto 14 lakh SIM cards to individuals within the first few days of its launch. Following the stint of rolling out services free of charge for the users, Jio has rolled out reasonable pricing plans wherein consumers are charged reasonably for the data consumption that they undertake. Voice calling however, is still free for its users who mainly pay for the data usage. Reliance Jio Phones including the LYF series were priced affordably with a security deposit of Rs 1500 that could be withdrawn by the user after usage of the phone for three years. LYF devices start at prices as low as Rs.2999 and JioFi is priced at ranges as low as Rs1999.

Place:

Following is the distribution strategy of Reliance Jio:

Reliance Jio has a strong presence in the Indian subcontinent because of the extremely well developed infrastructure that the firm offers. The network is available across all the twenty two telecom sectors in the country which include regions all across India. All states and major cities are covered. It has a reach in about 18000 cities and across more than two lakh villages within the country.

Promotion:

The promotional and advertising strategy in the Reliance Jio marketing strategy is as follows:

Jio has partnered with a number of organizations and agencies like The BT group, Millicom, Orange S.A. In September 2016, it even signed a pact with BSNL for intra-circle roaming services to be offered in partnership with one another. Jio has also signed up for a partnership with Samsung for rolling out LTE Advanced Pro and 5G in the country. Reliance Jio was responsible for launching the much talked about Augmented Reality game called Pokémon Go, which excited the youth and revolutionized the way games were thought as. Jio promotes itself extensively through campaigns on Television, Social Media, print Media, outdoor media publishing activities and so on. The brand ambassadors for the brand promotion are the most iconic stars of the Bollywood film fraternity: Shahrukh Khan and Amitabh Bachchan. Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of Reliance Jio.

OBJECTIVES AND SCOPE

RESEARCH OBJECTIVES

The following are the objectives of my research study

- To examine the level of competition in the Cellular industry and identify the entry marketing strategies adopted by JIO.
- To identify the key success factors for JIO in JIO industry.
- To conduct a survey of JIO users in Hyderabad Region in order to gauge their satisfaction with respect to quality of services, value added features, pricing and support provided by their respective service provider.

METHODOLOGY AND PROCEDURE OF WORK

A Research Methodology defines the purpose of the research, how it proceeds, how to measure progress and what constitute success with respect to the objectives determined for carrying out the research study. The appropriate research design formulated is detailed below.

Exploratory Research: this kind of research has the primary objective of development of insights into the problem. It studies the main area where the problem lies and also tries to evaluate some appropriate courses of action. The research methodology for the present study has been adopted to reflect these realities and help reach the logical conclusion in an objective and scientific manner. The present study contemplated an exploratory research

Nature of Data

Primary Data: Data which is collected through direct interviews and by raising questionnaires

Secondary Data: Secondary data that is already available and published .it could be internal and external source of data. Internal source: which originates from the specific field or area where research is carried out e.g. publish brochures, official reports etc. External source: This originates outside the field of study like books, periodicals, journals, newspapers and the Internet.

Data Collection

Primary Data:

To be collected through structured questionnaires, personal interviews/ discussions with focus on his/ her choice before availing for the service.

SAMPLE DESIGN

Sampling unit:

(a) JIO Vendors

(b) JIO Executives

(c) Field Officers

Sample size: 100

Research Location: Hyderabad, India

Sampling Procedure

⇒ Respondents are chosen through stratified random sampling

Data Collection

Sources of data:

- 1) Primary Data which included the input received from directly the employees through questionnaire and interview
- 2) Secondary data from the books, journals and internet etc.

Method of collecting data: Questionnaire (Schedule) & Interview method

Secondary Data: Secondary data will be collected through the following sources Articles, Reports, Journals, Magazines, Newspapers and Internet

Research Constraints:

- Geographical Limitation;
- Busy Schedule of the officials and customers of JIO

Scope of This Research

The research will be limited to analyzing the market and recharge strategy of JIO in NCR Hyderabad market only

Statistical Techniques to be tool used

The data was shown with the help of diagrams and bar graphs.

PURPOSE AND SCOPE OF THE STUDY

Purpose of the study

The main purpose of this study is to analyze

- (i) the consumer behavior, and
- (ii) Awareness

about the telecom service.

Scope of the project

This project will be very helpful to the following:

This project will be an information guide to the company for increasing the sale of products. They will avail with the popularity of the products and services by them and also the consumer behavior and market potential of these products.

LIMITATIONS

Limitation of the Study

Time might be the biggest constraint in my research study, since it might not give me the freedom to spend the kind of attention, which I would have otherwise spend.

It might prove to be tedious and difficult job to collect primary data for my research work since, not many companies might be willing to share their internal information with the researcher.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

REFERENCES/BIBLIOGRAPHY

Books

- 📖 Bungess, L.R. 1984. *Wages and Salary Administration*. Charles E. Merrie Publishing co. Column 'US'.
- 📖 Armstrong, M. and Helen Muslis, 1980. *Salary Administration*, Lo gan page ltd. London.
- 📖 Suri, G.K. 1976. *Productivity wages industrial relations*. Affiliated East west Press New Hyderabad.
- 📖 Bhattacharya, Research Methodology, Publisher
- 📖 Customer Service Manual (JIO)
- 📖 HR Manual, Policies & Procedures, BTVL
- 📖 Books & magazine on mobile communication
- 📖 Marketing Management by Philip Kotler
- 📖 Research Methodology by C.R. Kothari

MAGAZINES & JOURNALS

- 📖 HR Executive Editorial Survey (2007), Workplace Turnover Study, Human Resource Executive Magazine
- 📖 Indian Management Magazine, Vol 44 Issue 1, Jan2008

INTERNET WEBSITES

- 📖 www.callcentrehelper.com
- 📖 www.keepemployees.com
- 📖 www.JIOworld.com
- 📖 www.Rilianceteleventures.com