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A Study on Consumer Behaviour Towards Reliance Jio

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ABSTRACT: Reliance Jio Infocom Limited, a Mumbai-based Indian telecommunications and internet service provider, has gained a significant market share in the country. The company offers 4G LTE TDD high-speed wireless internet and mobile communication services, with its spectrum shared between Reliance Jio and Reliance Communications. The company's unique services have given it a stronghold on the Indian telecom market. This research focuses on examining customer knowledge, satisfaction with Reliance Jio and its services, and the market performance of its products and services. The study used primary and secondary data, with 95 participants polled. The results showed that Reliance Jio is the go-to network for most people's phone calls, and despite having accounts with other telecom providers, they continue to use Jiosimcards. However, the study's limitations include a small sample size, a shortage of reliable data, issues with obtaining client cooperation, and reliance on respondents' responses. Despite these limitations, the data suggests that Reliance Jio is a promising choice for customers, with a large portion of the population interested in the company and willing to transfer subscribers.

KEYWORDS: Telecommunication, consumer attitude, reliance, consumer behavior

I. INTRODUCTION

The telecommunications industry in India has been one of the most dynamic since the country's economy became globalized in 1991. The telecoms industry has seen tremendous and quick transformation in the last several years. Foreign and domestic enterprises alike have flooded the cellular service market in recent years, providing consumers with an array of new options.

Anyone who reviews, purchases, uses, or disposes of services with the expectation that they will meet their needs is considered a consumer. No producer can succeed in the long run if he or she discovers that the marketing programmer is not taking customer tastes into account. The convenience of the customers, not the producer, should be the primary consideration when planning production and distribution. As a result, in order to create products that truly satisfy consumers, marketers need a deeper understanding of their target demographic.

There was a complete absence of cell phone users in India in 1989. There was a 13,000% increase in cell phone users in 1999. One million people began using cell phones in the year 2000. As of 30 November 2015, the total number of telephone users in India reached 1009.46 million, including both mobile and landline users. The telecom sector added an astounding 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011. The overall tele density increased to 81.82% as of May 2015. There are a total of 1058.01 billion mobile and landline phone subscribers as of May 2016.

II. RELATED WORK

Depend on According to data released on www.paulasset.com, Jio's reasonably priced, high-quality service is good for the Indian market. According to the data provided by TRAI, Jio's data traffic surpasses that of its competitors. In addition, Paul Asset is right when he says that Jio would buy up a lot of the industry in the next five to 10 years, destroying over 30 companies in the process.

Replacement services for Jio's TV, Mobile, Wallet, Drive, and other products are now available at a central location. Jio invested a whopping 150,000 crores rupees in infrastructure development between 2010 and 2016, making it very difficult to compete with them, according to gadgetnet.ndtv.com. Although their massive debt makes it impossible for them to invest such a significant quantity in such a short time, Reliance is always ready to take on any startup that threatens Jio's present competitors. About 25 million cell phones are enjoying Jio's easy data packs and free calling for life, which were touted before the company's commercial start. No one in the telecom sector has ever witnessed a rival

company seize the market so quickly by providing free, unlimited internet-enabled SIM cards. Analysts are suspicious of Reliance's strategy because of its concept, according to a post on themyvoice.opindia.com. Jio would lose high-quality customers to competitors if it offered freebies. But Jio doesn't see it that way. It is destined to dominate the 4G phone market because it offers 4G data at no cost. On top of that, people will abandon their present WIFI or broadband provider in favour of Jio, and they might stick around even after the promotion ends. In addition, by providing free calling for the first three months, it anticipates that clients will make extensive use of the number. During the three-month trial, customers should have ample opportunity to experience the network's ultra-fast speeds and top-notch service before making a permanent commitment. We can move on if Jio achieves 75% of its expected user base. Assuming current trends continue, 143 million Indians will have 4G service by year's end. Thus, in the first three months following its official launch, Jio would have secured more than 50% of the market. No matter how many Jio subscribers opt out, Reliance will still hold a substantial market share.

The data shows that it has captured the lion's share of the market in record time. Also, it's safe to say that between seventy and eighty percent of Jio's present consumers are happy with the service. Compared to rural areas, metropolitan regions have a lower figure. By the end of the year, the number of subscribers will probably reach 30–40 crore. The identical programme, which is currently free, will cost users between $6,000 and $10,000 each year in the future. Quite a bit of cash will be generated by it.

III. METHODOLOGY

3.1 OBJECTIVES OF STUDY
• To look at how well-known Reliance Jio is in comparison to other telecommunications companies.
• To collect data on how satisfied customers are with Reliance Jio's products and services.
• To determine the reach and potential sales of Reliance Jio's products and services in the market.
• To find out how happy customers are with Jio's 4G service customer satisfaction level towards reliance 4G jio service.

3.2 SAMPLE SIZE
Picking choosing a subset of a larger whole in order to draw conclusions about the whole is what's known as sampling. In scientific parlance, the number of things chosen to make up a sample is termed the sample size. The project's sample size was 40 people due to the constrained region and number of participants.

The sample size was large because Jio is utilised by nearly everyone these days. Members of the armed forces, businesspeople, proprietors of kirana stores, students, support workers, and educators are all part of this group.

We polled this diverse group to obtain their take on the project as a whole. Since everyone has their own unique reason for wanting to use the internet, we polled those individuals specifically.

3.3 SAMPLE UNIT
Any one individual participating in the study might be considered a sampling unit. An individual is considered a sampling unit in the context of market research. One database value is what we mean when we talk about a sample unit. A single college student, for instance, would serve as a sample unit in a study that used a representative sample of college students.

This time around, the sample unit wasn't limited to any one demographic—like kids or teens—but rather included nearly everyone in society who has a Jio SIM card.

3.4 SAMPLING DESIGN

A sample is made up of the items that are chosen at random, a sample design is used to describe the method of selecting them, and a sample survey is used to describe the survey that is based on the sample. In order for the results to be valid and dependable, the sample needs to accurately reflect the population's characteristics without any bias.

A convenient sampling method was used: - In this approach, researchers just collect cases as they come to hand, carrying out the study until the sample size meets the predetermined goal. Data can be readily and swiftly retrieved with it. A group of friends and neighbours, coworkers, etc., could be considered an informal pool. Exploratory research or questionnaires commonly make use of this sample strategy.

Group Sampling: -Cluster sampling involves selecting a subset, or "cluster," of a larger population in order to conduct the research. A group of related but distinct individuals that stand in for a population is called a cluster. These groups can be based on city blocks, houses, or even social or geographical categories. The clusters are selected from the population using stratified or basic random sampling methods. Its population of survey is spread out, and it is inexpensive to conduct.

3.5 **Collection of Data: -**

Data collected from primary sources: -

Information created specifically to address the needs of the current inquiry is known as primary data. The researcher does his own initial data collection. Forty individuals were surveyed to get the main data for this study. We collected and maintained data by asking customers simple questions about their experience with Jio sim card.

Data collected from secondary sources: -

Secondary data refers to information gathered for reasons other than resolving the particular issue being studied. Someone else gathers secondary data, which the investigator will use for something else entirely. The articles and online links used to compile the secondary data for this study.

IV. **EXPERIMENTAL RESULTS**

5.1 ANALYSIS AND DATA INTERPRETATION

(1) Which operator service do you use?

The results show that Airtel has 32.9% of the market share, Vodafone has 19.2%, Reliance Jio has 43.8%, and the remaining 5.0% use some other service.

We wanted to know how many people use Reliance Jiosimcards, therefore we asked them this question. The purpose of this was to have a better understanding of Reliance Jio's market share in relation to other telecom companies.


95 RESPONSE

The responses were based on the sample size of 93 people because this inquiry was limited to that location. However, out of 95 individuals surveyed, 31 (or 32.9% of the total) utilise Reliance Jio, according to the results. Vodafone sim cards are also used by the same percentage of persons. With 15% of the market and 6 out of 95 users, Airtel is far from being the only operator in the area.

The 1Gb of data and free calls and messages offered by Reliance Jio to its customers may be the primary factor driving this share. The second reason this telecom service is preferred is because of its connection. Airtel has a similar service, but its slightly higher price tag is driving customers away from the company.
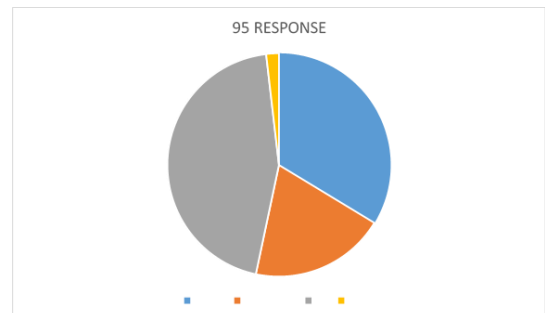
(2) Are you aware of Reliance Jio?

Survey results show that 87.7 percent of people are familiar with Reliance Jio and the services it offers, while 12.3 percent are unsure about the company's offerings. Because this information is exclusive to a small sample size, the survey's findings are also limited to that sample size and the country as a whole.The purpose of this survey was to gauge the level of familiarity with the Reliance Jio brand and the services it offers.Jio isn't just about their free data and call services; it's also about their other items, such JioFi devices and Dish-TV products, as well as upgrades and associated schemes.


95 response
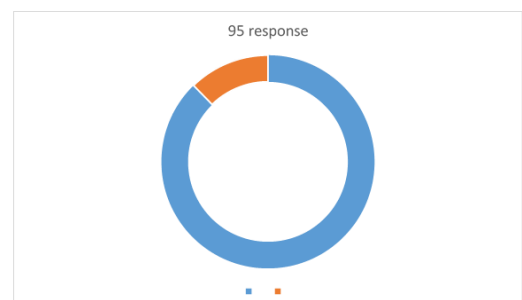
It is known that out of 95 people who were given this question—including some Reliance Jio employees—68 were familiar with Reliance Jio's products, schemes, and updates, while 1 were unaware of the company's full scheme. As a result, Reliance has a larger portion of the telecom market than its competitors. "Word of mouth" is the driving force behind all this attention. People do this when they find appealing and relevant offers and schemes.And since everyone is aware of the great marketing strategy and helpful initiatives offered by the company, Reliance Jio has become well-known among other cellular operators.

95 RESPONSE

NEWSPAPER ADVERTISEMENT MOUTH PUBLICITY OTHER

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

The results show that 16.4% of people learned about Reliance Jio through newspapers, based on the data collected and analysed. Among those who have heard about Reliance Jio, 34.2% think it was through advertisements.Nearly half of all respondents (42.5%) said word of mouth was the primary source for learning about Reliance Jio. On the other hand, it says that some people figured it out just by feeling it. Rumour has it that Quirk is where you first heard about Reliance Jio. Also, several customers claim that Jio staff were the ones who first informed them about Reliance Jio's offerings. Because this information is exclusive to a small sample size, the survey's findings are also limited to that sample size and the country as a whole.
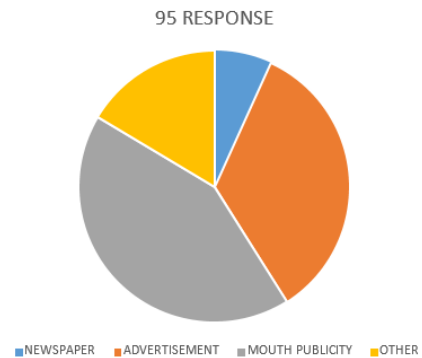
We wanted to determine which media channel had the biggest impact on the telecom industry's market share, so we asked. The research pointed to the advertising campaigns run by the Reliance Company as the primary source of that significant portion. Everyone benefited from the arrangement, so many individuals spread the word. Additionally, word-of-mouth advertising contributed significantly to Reliance Jio's market share, as it is clear that viewers rely on comments from viewers more than other mediums.


95 response

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

The typical amount that a consumer spends on a mobile recharge is inquired about in this survey question. In contrast, 37% of consumers invest between $200 and $300 on recharging. While 17.8% of consumers spend between $300 and $400 on recharging. However, between 400 and 500 is what 26% of people spend on recharging. For some, the monthly recharge costs more than 500. This question seeks to ascertain the average monthly outlay that consumers make for their mobile phones.
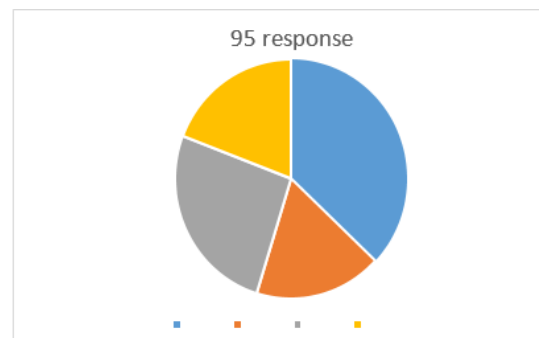
(5)   Which service did you like the most in Reliance Jio services?

95

DATA CALL NETWORK COVERAGE VALUE ADDED

Of all the survey questions, this one was crucial. Data collected and analysed shows that out of the entire population of 16 individuals, 47% think that the data services offered by Reliance Jio are one of the most essential things they appreciated about their experience with Reliance Jio services. Twenty-nine percent of the population, or six individuals, cite Reliance Jio's competitive call prices as a critical reason in their decision. One of Reliance Jio's greatest techniques to grab the bulk of the market share was, without a doubt, the free calls. A single individual and 19% of the general public hold the opinion that Jio's extensive network coverage is the key selling point of the company. Only
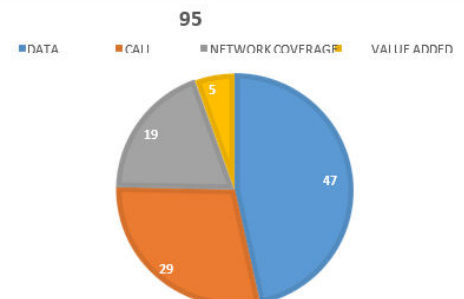
5% of people think value-added service is important. This information is specific to a small subset of the population; similarly, the survey findings are not representative of the entire nation.

(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.
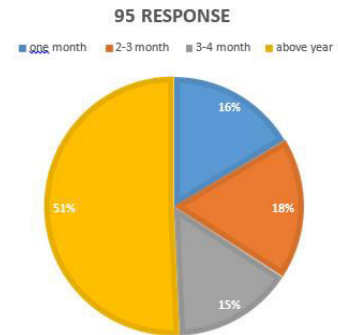

This question was asked to know about the satisfaction of customers regarding how long they were using services of Reliance Jio. And since we all know that Jio provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes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

(7)   Would you switch Jio from other brand?

Here we wanted to know if the user was happy with Reliance Jio and if they would consider switching from another brand to Jio.A majority of the populace (56%) expressed their unwillingness to move from Jio to another brand.in contrast, nearly half of all consumers have expressed an openness to switching from competing brands to Jio.because this information is specific to a small sample size, the findings are also limited to that sample size and the national survey.
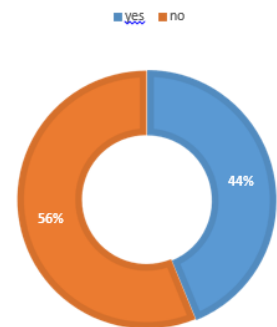

In order to gauge consumer happiness, we wanted to determine if they were happy with the service they received from Reliance Jio. Since Jio offers a lot of services to its clients, most of them are happy with them. However, because connectivity is a big problem, some customers think Jio's services are only ordinary and might use an upgrade.

(8)   Which features of reliance jio convicted you to use this?

The survey included this question among its most crucial ones. The primary objective of this inquiry was to ascertain which aspects of Reliance Jio persuaded the client to opt for the service. Some of the reasons why individuals believe in the services are illustrated above. Given to them, the business will have a better chance of succeeding and attracting more satisfied customers.
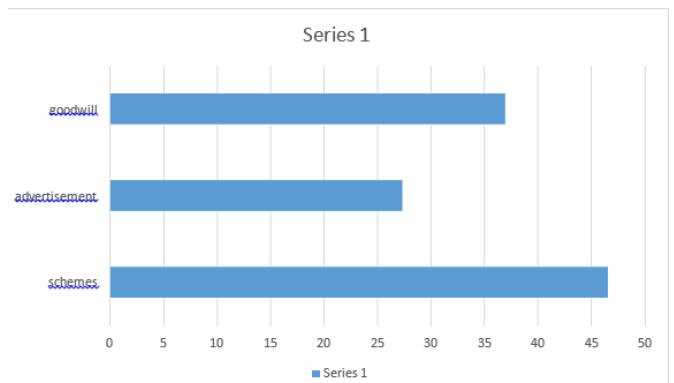
(9)   Why did you choose this service provider?
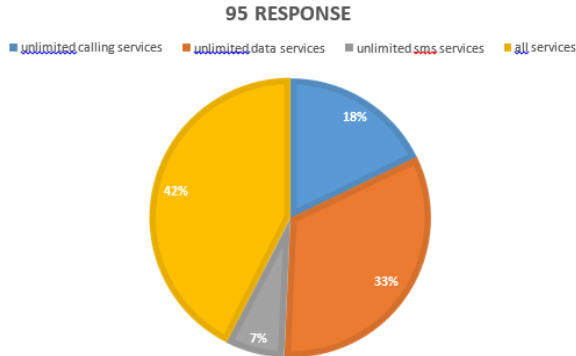
In this question, it was asked that why did customer choose the reliance jio rather than others services of the other brand.in which 18% of population states that the service of unlimited calling services is good. 33% of population states that the service of unlimited data service is satisfied. Only 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.
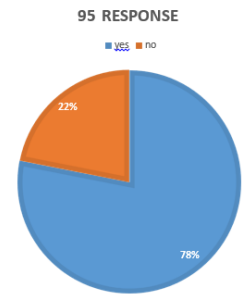
(10)   What would you like to recommend Reliance Jio to others?

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.
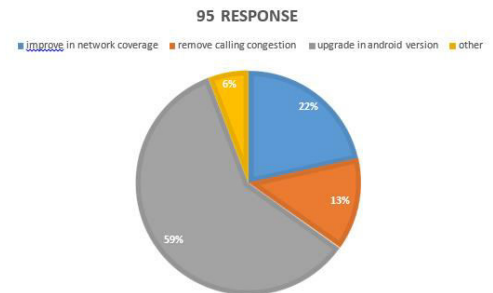
(11)   What should be improved in reliance jio?

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.
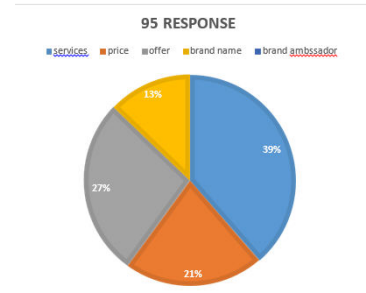
(12)   What about Reliance jio makes you loyal customers?

What is it about Reliance Jio that makes you feel like a loyal customer? That was the question posed. Out of which 39% said that using Reliance Jio's services makes them feel like a devoted customer, which is a lot of people. Twenty-one percent of people say the price makes them loyal.27% of people said that the reliance jio offer is what keeps them as a customer. On the other hand, thirteen percent of people say they're devoted customers just because of the brand name. Because this information is specific to a small sample size, the findings are also limited to that sample size and the national survey.

V. CONCLUSION

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 organizations 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 organization. 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 proximately 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 other 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.

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QUESTIONNAIRE: -

1. Which operator service do you use?
a) Airtel
b) Vodafone
c) Reliance
d) Jio other

2. Are you aware of Reliance Jio?
a) Yes
b) 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)?
a) 200-300
b) 300-400
c) 400-500
d) 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 jio 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
d) None

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 Ambassador

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