



A Study on Marketing Mix Strategies of Reliance Jio 4G Network with Special Reference to Coimbatore City

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ABSTRACT

Telecommunication networks are the transmission systems that enable information to be transmitted in analogue or digital form between various different sites with means of electromagnetic or optical signals. The networks are based either on wired or wireless infrastructures. The major purpose of determining the marketing mix is to satisfy the needs and wants of the customers in the most effective and economical manner. India currently is the largest telecommunication market. This is because of the increasing mobile economy in India. The Indian telecom industry had a drastic change when the Reliance Jio was introduced by the Reliance group of Industries. The vision of Reliance Jio for the Indian economy was that broadband connection should not be a luxury commodity. Their aim was to be make service affordable by all class and sections of people living in the society from the rich to poor as it is necessary and it is very important for every individual to connect to their people . Reliance Jio gives very tough competition to all the service providers

Keywords: Customers, Marketing, Strategy, reliance industry, services, telecom industry

1. Introduction

Reliance Jio InfoComm Limited, Jio, is an Indian telecommunications company and wholly owned subsidiary of Reliance Industries, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles.. The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Jio Info-Comm limited is simply referred to as Jio. It is a mobile service provider and is associated with wireless telecommunication industry. Jio deals in mobile-telephonic communications, broadband services and digital services. Reliance Jio is of Indian origins and was founded in the year 2010. It is a fully-owned subsidiary of its parent company Reliance Industries, owned by Mukesh Ambani. Indian telecom sector is going through a change in completion, before there is competition regarding cheaper rates of voice calls and rooming but now the struggle is shifted over data packs, fastest speed, latest technology and cheaper rates.

1.1. Statement of the Problem

Customer satisfaction is an important factor that helps the organization to be at the top position. In our country the growth of service marketing especially in Mobile phones industry is still in its preliminary stage, as compared to the industrially advanced countries. It is for the fact that the economy of our country is in the developing stage. There are various mobile phones service providers in our country and they are playing an essential role in fulfilling the

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needs of the customers. Does Reliance jio fulfil the customers' needs with their marketing strategies? Now-a-days, the customers are more dynamic. Their taste, needs and preference can be changing as per current scenario and trends.

1.2. Objectives of the Study

- To Study marketing mix strategies of Reliance Jio 4G Networks.
- To ascertain strategies that influence the customers selecting Reliance Jio 4G Networks.
- To analyze the reasons for choosing specific Network connection.
- To offer valuable ideas and thoughts to enhance the services of reliance 4G Network in Coimbatore city.

2. Research Methodology

Data Collection

Survey Method is employed to collect the data from the respondents through structured questionnaire designed on the basis of objectives of the study. Secondary Data have been collected through various Journals, books & internet which are restricted to the conceptual framework of the paper only.

Sampling Design

A convenient sampling size of 125 respondents has been randomly selected.

Data Analysis

The collected data is then edited, consolidated and subjected to suitable statistical test & the data is presented in form of tables.

Statistical Tools Used

The following statistical tools have been used in the study for the purpose of analysis:

- Simple Percentage Analysis
- Chi - Square test

3. Review of Literature

- **(Singh, 2017)**. The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016.
- **(Paulaset, 2016)** The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. Reliance Jio is working according to Indian market; it gives best quality services at much less price.
- **(Chakraborty, 2013)**, examined Customer satisfaction and expectation towards Aircel, A research conducted in West Midnapore. His study revealed that there is a big scope of further penetrating into the current market scenario by more innovative marketing strategies.
- **A.K. Antony (2016)** "A study on consumer satisfaction towards reliance jio connection palakad area kerala state" The study aims to know the level of satisfaction towards the reliance jio net connect. He concluded most of the respondents are highly satisfied with the reliance net connect for its network coverage.
- **(M.Ashok Kumar)**, examined a Survey on customer Perception of Mobile Phone Service Provider in Tirupur District. Their study revealed that most of their respondents were using a particular service provider for 2 -4 years. Their study is also exposed that most of their respondents preferred a network for cheaper call rates.

4. Simple Percentage Analysis

All tables should be numbered with Arabic numerals. Every table should have a caption. Headings should be placed above tables, left justified. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. Tables must be embedded into the text and not supplied separately. Below is an example which the authors may find useful.

Table 1 - Demographic Factors of the Respondents

Factors	Particulars	Frequency	Percentage
Gender	Male	62	49.6 %
	Female	63	50.4%
Marital Status	Married	59	47.2%
	Unmarried	66	52.8%
Monthly Income	Less than Rs 10000	17	13.6
	Rs 10001 - Rs 20000	37	29.6
	Rs 20001 - Rs 30000	47	37.6
	Above Rs. 30000	24	19.2
Type of Family	Nuclear	66	52.8%
	Joint Family	59	45%

Source: Primary Data

1.5. Chi - Square Analysis

Hypothesis(Ho)

There is no significant relationship between income of the respondents and type of the Network Plan

Table 2- Income and Network Plan

INCOME Skill Require	TYPE OF THE PLAN	LESS THAN	399 – 444	444 – 599	MORE THAN	Total
		399			599	
UPTO 10000		0	11	3	3	17
10001 – 20000		4	19	7	7	37
20001 – 30000		19	13	5	10	47
ABOVE 30000		3	3	14	4	24
TOTAL		26	46	29	24	125

Chi-square Tests

Factor	Calculation value	Df	Table value	Remarks
INCOME	42.146 ^a	9	16.92	REJECTED

Interpretation

The calculated value of chi-square is more than the table value. Hence, the hypothesis is rejected stating that there is significant relationship between the income of the respondents and their network plan.

Table 3-Age group and Feature of Attraction**Hypothesis(Ho)**

There is no significant relationship between respondent's age and the feature of attraction towards jio.

AGE	FEATURE				TOTAL
	MOST FRIENDLY	QUALITY NETWORK	COVERAGE	BRAND LOYALTY	
BELOW 20 YEARS	9	8	12	14	43
21 – 35 YEARS	13	13	7	9	42
36 – 50 YEARS	5	5	5	11	26
ABOVE 50 YEARS	4	5	2	3	14
TOTAL	31	31	26	37	125

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
AGE	8.125a	9	16.92	ACCEPTED

Interpretation

The calculated value of chi-square is less than the table value. Hence, the hypothesis is accepted stating that there is no significant relationship between the age and the feature of attraction towards jio.

Limitation of the Study:

The limitations of the study include:

- The research was limited only to the Coimbatore city so the result can't be generalized to the whole market.
- The sample taken for research was concerned only for customers rather than thousands of customers scattered around the city.
- Since the project has to be completed within a short period of time the information collected could be biased.

Suggestions:

- Reliance Jio must make clear the conditions applicable with lifelong Incoming & data plan.
- Reliance Jio should give Proper Network connection.
- Call clarity should be improved.
- Network should be expanded to rural areas also.

5. Conclusions

Thus it concludes that the respondents felt that the Reliance Jio is the best service provider due the exclusive services provided and though they also many faults which are rectified eventually as the time evolves. Hence Reliance Jio is the people's favourite services provider. This was the goal that was to be achieved by reliance Jio which now has been achieved due to their exclusiveness and their friendly services. Yesterday's luxuries are today's necessities. Today, there are a number of mobile service providers in the market and they offer various services for the purpose of mobile users. But users prefer to avail services from Favourite service providers due to various reasons. It is clear that the coverage area, billing system, plans offered and lower service charge and the mobile users are considered these factors to decide the service provider.

REFERENCES

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