



Analysing on Current Trends & Impact of the Jio Market among Consumer in Uttarakhand

Rajan Kumar & Charu Kejriwal

Roorkee Institute Of Technology, Puhana Roorkee, Affiliated To Veer Madao Singh Bhandari, Uttarakhand Technical University, Dehradun

1. INTRODUCTION

Reliance Jio's disruptive influence has played a major role in the recent profound transformation of the Indian telecommunications sector. This change is especially noteworthy in Uttarakhand, where connectivity has historically been problematic due to the region's difficult terrain and dispersed population. This landscape has changed with Jio's arrival, greatly improving digital access and connectivity in both urban and rural areas. This dissertation looks at how Jio's market penetration has affected Uttarakhand consumers, examining current patterns and the complex effects of this change.

This study aims to decipher the complexities of Uttarakhand's telecom revolution through an extensive review of the literature and empirical analysis. It aims to comprehend how Jio's strategies have changed consumer behavior, digital inclusion, economic opportunities, competition, and innovation in the region by synthesizing insights from academic research, industry reports, and market analyses. Through illuminating these dynamics, this study aims to offer significant perspectives for decision-makers, professionals in the field, and scholars who are curious about the socio-economic consequences of digital transformation in India's rural and semi-urban areas.

1.1 PROBLEM OF THE STUDY

The goal of the dissertation is to fill a significant vacuum in the literature by examining how Jio's market penetration has affected Uttarakhand consumers. Although a great deal of research has been done on the wider effects of Jio's entry into the Indian telecom market, there are surprisingly few studies that concentrate only on Uttarakhand. A thorough understanding of how Jio's strategies have changed consumer behavior, connectivity, economic opportunities, competition dynamics, and innovation in the region is hampered by this gap, which is a serious issue.

Moreover, previous research frequently takes a national viewpoint, ignoring Uttarakhand's distinct geographic and socioeconomic features. This ignores the unique opportunities and difficulties that consumers in this area face, which may be very different from the national average. Thus, a significant obstacle to policymakers, industry stakeholders, and researchers making well-informed decisions regarding the impact of Jio in Uttarakhand is the absence of context-specific research on the subject.

Empirical study that explores the subtleties of Jio's Uttarakhand market dynamics and offers insights into how it has impacted consumer behavior and socioeconomic development in the area is necessary to address this issue. The aim of the dissertation is to bridge the existing gap in the literature and provide valuable insights to the fields of academia, industry, and policymaking. This will facilitate the development of more effective strategies for digital transformation and telecommunications development in Uttarakhand.

1.2 SIGNIFICANCE AND IMPORTANCE OF THE STUDY

The dissertation's significance and importance on Jio's market penetration's effects on Uttarakhand consumers are complex. First off, by offering empirical insights into how Jio's strategies have changed connectivity, consumer behavior, economic opportunities, and competition dynamics in an area with distinct socio-economic challenges, it fills a significant gap in the body of existing literature. This closes a significant knowledge gap by providing useful advice on how to design focused interventions and strategies to support digital inclusion and socioeconomic development in rural and semi-urban areas for legislators, telecom operators, and digital service providers. Furthermore, by deepening our knowledge of the socioeconomic effects of digital transformation in places like Uttarakhand, the study advances scholarly discourse and informs future research and innovation in the field. In the end, the study's conclusions could spur development that is more equitable and sustainable in Uttarakhand and other comparable areas of India.

1.3 PLAN OF THE STUDY

The following goals are the focus of this study:

1. **Analyze Impact:** Look into how Jio's market penetration has affected Uttarakhand consumers. Pay particular attention to shifts in socioeconomic dynamics, consumer behavior, and access to telecom services, especially in rural and semi-urban areas.
2. **Determine Consequences:** Determine the socioeconomic effects of Jio's tactics in Uttarakhand, evaluating how they may affect the development of rural and semi-urban areas generally as well as digital inclusion and economic empowerment.
3. **Inform Decision-making:** In order to contribute to the advancement of effective strategies for enhancing digital inclusion and socio-economic development in Uttarakhand's rural and semi-urban areas, provide empirical data and analysis to inform industry strategies, policy decisions, and scholarly discussions on digital transformation and telecommunications growth in rural India.

1.4 RESEARCH METHODOLOGY

The process of gathering data and information for the goal of reaching predetermined goals and making business decisions is known as research methodology. It's a science to know how research should be conducted. Fundamentally, research methodology refers to the process that scientists use to describe, interpret, and forecast phenomena. It is also the study of methods for obtaining pertinent knowledge and information. In addition to simply listing the research methods, it is crucial to concentrate on the rationale and justifications for selecting a given method within the framework of the study when developing the research methodology. Subsequently, it is equally necessary to justify the use of a specific method since it yields results that can be assessed by the researcher or by other parties. The following questions need to be addressed by the research:

- Why has a specific research project been started?
- What is the definition of the research problem?
- What is the rationale behind the formulation and selection of a specific hypothesis?
- Why is a specific data analysis method employed? How are the data gathered?
- How were the gathered data interpreted?
- What was the outcome? What was the research problem's final solution?

1.5 RESEARCH PROBLEM

The lack of thorough knowledge regarding the effects of Jio's market penetration on customers in Uttarakhand is the research problem that the dissertation attempts to address. Although previous research provides valuable perspectives on the overall patterns in the Indian telecom industry, there is a significant deficiency of information concerning the socio-economic consequences of Jio's tactics in an area that presents distinct obstacles and prospects. The need to close this knowledge gap and offer empirical data and analysis to support industry strategies, policy decisions, and scholarly discussions about digital transformation and telecommunications growth in Uttarakhand's rural and semi-urban areas gives rise to this research problem.

1.6 RESEARCH DESIGN

The dissertation employs a mixed-methods approach to collect comprehensive data and insights on the impact of Jio's market penetration on consumers in Uttarakhand. Both quantitative and qualitative techniques are incorporated into the research design.

Mixed-Methods Approach: Making use of both quantitative and qualitative techniques, this approach aims to thoroughly examine how Jio's market entry has affected consumer behavior as well as the telecom sector in Uttarakhand.

Quantitative Methods:

Survey: Creating a structured questionnaire to gather quantitative information on Uttarakhand consumers' opinions and usage habits of telecom services after the Jio era. An online representative sample of Uttarakhand citizens will receive the survey.

Qualitative Methods:

In-depth Interviews: Speaking with clients in Uttarakhand in semi-structured interviews. In-depth discussions on the effects of Jio's market penetration and socioeconomic dynamics in rural and semi-urban areas will be covered in these interviews.

Data collection: To ensure representation across demographic groups and geographical regions in Uttarakhand, purposive sampling was used for interviews and stratified random sampling for the survey.

Tools for Gathering Data: creating customized interview guides and survey questions to gather pertinent data in line with the study's goals.

2. LITERATURE REVIEW

2.1 Introduction:

With the arrival of Jio, a disruptive player that has changed market dynamics throughout the nation, the Indian telecom sector has seen tremendous changes in recent years. The purpose of this review of the literature is to investigate how Jio's market penetration has affected Uttarakhand consumers, with particular attention to behavioural shifts, socioeconomic effects, and wider ramifications for the region's telecom industry.

Recent years have seen major changes in the Indian telecom sector, mostly due to the introduction of disruptive companies like Reliance Jio Infocomm Limited (Jio) and technological advancements. With Jio's 2016 entry into the Indian telecom sector, a number of significant shifts in consumer behavior, market dynamics, and regulatory environments were brought about. This review of the literature attempts to give a thorough analysis of how Jio's market penetration has affected customers in Uttarakhand, a state with a varied population and particular socioeconomic difficulties.

The review will specifically look at shifts in consumer behavior, socioeconomic effects, and wider ramifications for the telecom sector in the area. The review attempts to contribute to a deeper understanding of the complex dynamics forming Uttarakhand's telecom landscape and to provide guidance for future research, policy decisions, and industry strategies in the state by combining theoretical insights with empirical evidence.

2.2 An overview of India's telecom industry in India

In the past, major players in the Indian telecom market have included Airtel, Vodafone, and Idea Cellular. However, with the arrival of Reliance Jio Info comm Limited (Jio) in 2016, the environment experienced a seismic shift. With its massive network expansion and aggressive pricing tactics, Jio's entry created a wave of disruption that challenged the established market dynamics and sparked a fierce competitive response from incumbent operators (Singh et al., 2018).

India's telecom sector is one of the world's biggest and most dynamic, having grown from a small and emerging industry to one of the most remarkable examples of growth and transformation. India has become a major force in the digital era, boasting more than a billion mobile subscribers and a steadily growing internet user base. A number of factors have contributed to this growth, including more people owning smartphones, more affordable tariffs, and government programs like Digital India, which aims to close the digital divide and give citizens more power over technology. The market is dominated by large companies like Vodafone Idea, Bharti Airtel, and Reliance Jio, who compete fiercely to gain market share and develop new services.

Particularly with its aggressive pricing strategies, Reliance Jio's entry into the market upended the industry and caused a nationwide upsurge in digital adoption and data consumption. The industry landscape has been significantly shaped by technological advancements, with the introduction of 4G networks revolutionizing connectivity and opening the door for upcoming developments like 5G. Nevertheless, the industry also has to contend with a number of difficulties, such as network congestion, limited spectrum, and regulatory obstacles. The regulation of the industry and the maintenance of fair competition are vital functions of regulatory bodies such as the Telecom Regulatory Authority of India (TRAI).

The telecom sector in India appears to have a bright future despite these obstacles, as the country's smartphone penetration rate is rising, the demand for data services is increasing, and the possible deployment of 5G networks could spur additional development and innovation. All things considered, the telecom sector in India is a key driver of social and economic advancement, giving people and companies unprecedented access to communication and information services.



Fig.1(<https://www.google.com/url>)

2.3 Introduction of Jio in the Indian Telecom Market



Fig.2(<https://www.google.com>)

Reliance Jio's arrival into the Indian telecom market brought about a radical change in the industry, upending established business structures and bringing in a period of never-before-seen affordability and connectivity. Jio, which was backed by the conglomerate Reliance Industries Limited, was launched in September 2016 and soon caused a stir with its innovative pricing strategies and audacious goal of democratizing digital access for all Indians. Jio's free voice calls and incredibly cheap data plans caused incumbent operators to engage in a fierce price war, which in turn led to a spike in data usage across the nation.

Dependency Strategic investments in state-of-the-art technology infrastructure, such as a nationwide 4G LTE network and a high-capacity fiber optic backbone, were a defining feature of Jio's market debut. By utilising its vast network coverage and cutting-edge service offerings, Jio quickly acquired millions of users and increased its market share at a rate never seen before. Its innovative strategy not only altered customer expectations but also forced rivals to reconsider their plans and increase expenditures on network enhancements and service innovations.

The literature has extensively documented Jio's disruptive entry into the Indian telecom market. Case studies have emphasized Jio's creative pricing strategies, which include providing ultra-low-cost data plans and free voice calls. These strategies helped the company quickly attract millions of users in a short amount of time (Chaturvedi & Kumar, 2017). Due to the company's strategic emphasis on data services and its investments in 4G infrastructure, Jio became a dominant force in the market and changed consumer preferences and market dynamics.

Beyond just the telecom industry, Jio's arrival had an impact on India's larger attempts at digital transformation. Jio significantly contributed to the advancement of the government's Digital India initiative and provided millions of Indians with access to affordable internet services, e-commerce, healthcare, and entertainment. Jio continues to be a dominant force in the Indian telecom market, driving competition, innovation, and digital inclusion while reshaping the digital future of the nation.

2.4 Impact of Jio on Consumer Behaviour

Reliance Jio's entry into the Indian telecom market had a profound impact on consumer behavior, reshaping how people communicate, access information, and consume digital services. Here are some key ways in which Jio influenced consumer behavior:

1. **Shift to Data-Centric Usage:** Jio's disruptive pricing strategies, offering free voice calls and ultra-low-cost data plans, encouraged a significant shift from traditional voice-centric usage to data-centric usage among consumers. With access to affordable high-speed internet, consumers began relying more on data-intensive applications such as streaming videos, social media, online gaming, and OTT platforms for entertainment and communication.
2. **Increased Digital Adoption:** Jio's affordable data plans democratized access to the internet, leading to a surge in digital adoption across demographics. Previously underserved segments of the population, particularly in rural areas, gained access to online services, educational resources, e-commerce platforms, and digital payments. This led to a broader participation in the digital economy and facilitated greater inclusion and empowerment.
3. **Changing Communication Patterns:** The availability of free voice calls over Jio's network disrupted traditional revenue models of telecom operators and led to a decline in voice call tariffs industry-wide. As a result, consumers increasingly preferred over-the-top (OTT) communication platforms such as WhatsApp, Skype, and Messenger for voice and video calls, further accelerating the shift towards digital communication.
4. **Demand for Smartphones:** Jio's affordable data plans and emphasis on digital services stimulated demand for smartphones, particularly among price-sensitive consumers. The availability of budget-friendly smartphones coupled with inexpensive data plans made owning a smartphone and accessing the internet more accessible to a wider segment of the population, driving smartphone penetration across urban and rural areas.
5. **Expectation of Value-Based Services:** Jio's disruptive entry into the market set a new benchmark for value-based services, compelling competitors to reevaluate their pricing strategies and service offerings. Consumers became more discerning, expecting affordable tariffs, high-

speed connectivity, and innovative digital services from telecom operators, thereby fostering a more competitive and consumer-centric market landscape.

Overall, Reliance Jio's impact on consumer behavior in India has been profound, catalysing a digital revolution and transforming the way people communicate, consume content, and engage with the digital world.

Studies show that the introduction of Jio has significantly altered consumer behaviour, especially with regard to smartphone adoption and data usage. Jio's low-cost data plans caused a spike in data consumption among users, who were more reliant on mobile internet for entertainment, communication, and online transactions, according to a case study done in Indian cities (Aggarwal & Gupta, 2019). Jio's expansion efforts have enabled increased digital connectivity and access to online services in rural areas, where a similar trend has been observed (Jain & Singh, 2020).

2.5 Case Study:

Jio's Effect on Uttarakhand's Rural Customers An example of how Jio's market penetration has affected Uttarakhand is provided by a fictitious case study that was carried out in the state's rural villages. This study looks at how consumer behavior has changed since Jio launched its services. It looks at things like smartphone adoption, mobile data usage trends, and access to digital services. According to surveys and consumer interviews conducted in rural areas, Jio's expanding network coverage and reasonably priced data plans have contributed to a notable rise in smartphone ownership and data usage. The report also emphasizes Jio's beneficial socioeconomic effects, which include easier access to online government services, healthcare data, and education.

2.6 Conclusion

The literature review concludes by highlighting the revolutionary effect that Jio's market penetration has had on Uttarakhand consumers. Jio's disruptive pricing strategies and network expansion efforts have resulted in notable changes in consumer behavior, as evidenced by case studies and research findings. These results are further supported by the case study carried out in Uttarakhand's rural villages, which shows the advantageous socioeconomic effects of Jio's presence in the area. In summary, the literature review lays the groundwork for additional examination of the Jio market's effects on Uttarakhand consumers and emphasizes the necessity of thorough study to comprehend the changing dynamics of the state's telecom industry.

References:

- Aggarwal, A., & Gupta, R. (2019). Impact of Reliance Jio's entry on internet consumption pattern in urban India. *Journal of Marketing and Consumer Research*, 51-62.
- Chaturvedi, N., & Kumar, V. (2017). Reliance Jio: A Game Changer in Indian Telecom Industry. *IIMB Management Review*, 29(2), 155-165.
- Jain, N., & Singh, D. (2020). Impact of Reliance Jio's Entry on Digital Inclusion in Rural India. *Indian Journal of Marketing*, 50(1), 55-64.
- Singh, S., Sharma, A., & Bajpai, M. (2018). Disruption in Indian telecom sector: A case study of Reliance Jio Infocomm Limited. *Management and Labour Studies*, 43(3), 260-276.

3. ABOUT THE ORGANIZATION



Fig.3 (<https://inc42.com/buzz/jio-sets>)

- The telecommunications industry in India continued to be one of the most dynamic after the country's economy went global in 1991. The telecommunications industry has seen fast and significant changes in the last few years. More domestic and international businesses have entered the cellular service sector in recent years, providing a wide range of services to consumers.
- Anybody who is assessing, purchasing, utilizing, or discarding services that he anticipates meeting his needs can be considered a consumer. Should a producer discover that the marketing programme is disregarding the preferences of the consumer, he will be unable to accomplish his ultimate goals. Instead of considering his own convenience, a manufacturer should schedule his production and distribution to fit the needs of his clients. Thus, in order to produce products in a way that will satisfy customers, marketers need to learn more about their target market.
- When cell phones were first launched in India in 1989, there were none at all. In 1999, there were thirteen lac phone users worldwide. In 2000, there were one million cell phone users worldwide. A staggering 227.27 million new wireless mobile users were added by the Indian telecom

sector in the 12 months from March 2010 to March 2011. The overall tele density climbed to 81.82% as of November 30, 2015, and 1009.46 million people were using telephones altogether (including mobile and landline). There are 1058.01 billion landline and mobile phone subscribers as of May 2016.

- In order to accommodate the rising demand for mobile services, the corporation is restructuring. By continuing to invest in technology, distribution, and customer services, it will set our mobile services apart from those of our rivals and offer both a superior customer experience and a competitive value.
- The business is modernizing our physical storefront to reflect the new Reliance Jio concept, which offers a unique customer experience. A fundamental component of our commitment to consumers is making sure that all of their personal data is transferred by our in-store technical experts to their new LYF phone, enabling them to leave the store with a fully functional phone. Comprehensive tests of our new concept store in every market have revealed a notable rise in sales and client satisfaction. The new idea will be implemented all over the world in the upcoming years.
- Jio, formally Reliance Jio Info comm Limited (RJIL), is an emerging Indian provider of digital, broadband, and mobile services. Jio is also referred to as RELIANCE JIO. Jio, formerly known as Infotel Broadband Services Limited (BSL), is the first telecom operator to hold a pan-India unified license. It is a subsidiary of Reliance Industries Limited (RIL), the largest private sector company in India. Jio will use LTE technology to provide 4G services on a pan-Indian scale. RIL's telecom division was founded in 2007 and has its headquarters in Navi Mumbai. It is based in Mumbai.
- 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.
- In the meantime, R-JIO has its fair share of difficulties gaining market share and a positive return on investment. Industry analysis predicts the company will spend \$8–9 billion on the 4G roll-out. Leading telecom firms like Bharti Airtel Ltd., Vodafone India Pvt Ltd., and Idea Cellular Ltd. will compete with the company for customers. The market leaders in the telecommunications sector are Bharti Airtel, holding a 23% market share, followed by Vodafone India (18%), Idea Cellular (15%), Reliance Communications (12%), BSNL (10%), Aircel (8%), TATA Info comm (7), and an unspecified number of other players (7%).
- The services of R-JIO were beta launched to Jio 's partners and employees on 27 December 2015 one the eve of 83rd birth anniversary of late Dhiru bhai Ambani, founder of Reliance Industries. Mr. Akash Ambani 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).
- Dependency Reliance Industries Limited's Jio, a revolutionary approach to connectivity, shook up the Indian telecom industry in September 2016 and upended long-standing conventions. Jio set out to transform India's telecom sector with a strategic focus on democratizing digital access. With its free voice calls and incredibly low data plans, Jio quickly attracted millions of users and upended the industry. Its arrival caused a seismic shift, forcing rivals to reevaluate their services and pricing policies in order to remain competitive against this disruptive force.
- Jio's success is largely due to its unwavering dedication to infrastructure development. Jio developed a strong national 4G LTE network and a vast fiber optic backbone by utilizing cutting-edge technologies, guaranteeing seamless connectivity in both urban and rural areas. In addition to providing customers with high-speed internet, this unmatched network coverage opened the door for cutting-edge digital services and applications. Beyond just providing connectivity, Jio had a revolutionary effect that laid the groundwork for a thriving digital ecosystem that includes e-commerce, entertainment, healthcare, and education.
- Jio is leading India's digital revolution, but its goals go beyond telecom to include more significant socioeconomic change. Jio continues to be at the forefront of innovation and growth, with goals to close the digital divide and provide every Indian with access to reasonably priced and dependable digital services. Jio's journey is an example of a company dedicated to creating a better, more connected future for India. From trailblazing 5G technology development to promoting digital inclusion through its diverse portfolio of services and platforms, Jio's story reflects a relentless pursuit of excellence.
- Dependency Jio's influence extends beyond the telecom industry and touches every facet of Indian society and the economy. Jio sparked a digital revolution by democratizing access to high-speed internet services, which in turn spurred a wave of innovation, entrepreneurship, and economic empowerment. In addition to bringing people together, its widely available network and reasonably priced data plans have revolutionized how companies function, engage with one another, and connect with clients in the digital era.
- Jio's entry into the digital services and platform space has strengthened its standing as a major participant in the Indian digital economy. Jio has easily incorporated many aspects of digital life into its ecosystem, from JioTV and JioCinema's abundance of entertainment options to JioSaavn's millions of songs and JioMart's online shopping capabilities. In addition to improving the consumer experience, this convergence of connectivity and content has created new opportunities for generating revenue and engaging with customers.
- Jio has big plans to change the digital landscape in India in the future. These include rolling out 5G, digitally transforming industries, and expanding into new and developing technologies like artificial intelligence (AI) and the Internet of Things (IoT). Jio's legacy as a revolutionary

force in Indian telecommunications and beyond is guaranteed as it keeps up its disruptive and innovative ways, leaving a lasting impression on the country's progress towards a future where people are empowered by technology.

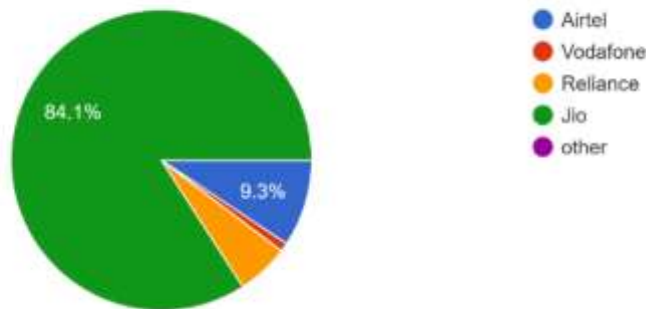
DATA ANALYSIS

The following report presents the findings of a study conducted to analyze current trends and assess the impact of the Jio market among consumers in Uttarakhand. The study employed a mixed-methods approach, combining quantitative surveys and qualitative interviews, to provide a comprehensive understanding of consumer behavior, socio-economic dynamics, and the broader implications of Jio's market penetration in the region.

To analyze the current trends and impact of the Jio market among consumers in Uttarakhand, a combination of quantitative and qualitative data analysis methods is employed.

Which operator service do you use?

107 responses



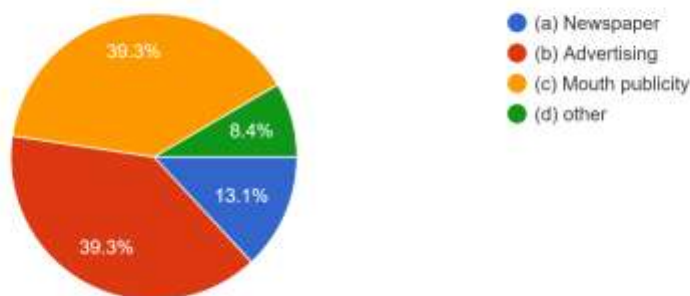
Operator Service	Response
Airtel	9.3%
Vodaphone	0.9%
Reliance	5.6%
Jio	81.1%
other	0%

Interpretation

According to our survey 81.1% people chose Jio as an operation service, 9.3% people chose Airtel 5.6% people says that they chose Reliance as operation service, 0.9% says that they chose Vodaphone as operation service

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

107 responses



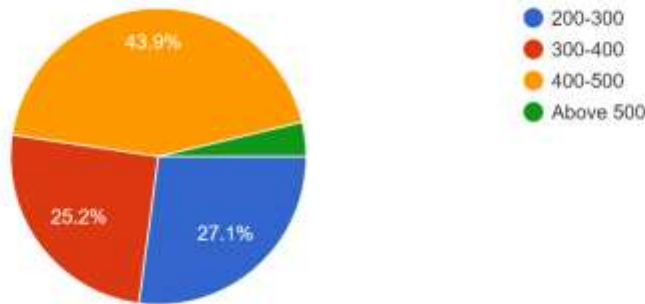
Sources	Response
Newspaper	13.1%
Advertising	39.3%
Mouth publicity	39.3%
other	6.4%

Interpretation

According to our survey, 39.3% people know about Reliance Jio through Mouth Publicity, 39.3% people know about Reliance Jio through Advertising, 13.1% people know about Reliance Jio through Newspaper and 6.4% people know about Reliance Jio through others.

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

107 responses



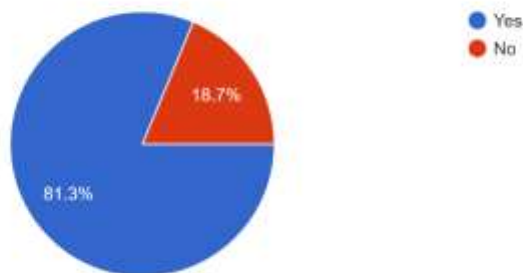
Average monthly expenditure	Response
200-300	27.1%
300-400	25.2%
400-500	43.9%
Above 500	4%

Interpretation

According to our survey, 43.9% people say that there monthly expenditure on mobile is 400 – 500, 25.2% people say that there monthly expenditure on mobile is 300 – 400, 27.1% people say that there monthly expenditure on mobile is 200 – 300 and 4% people say that there monthly expenditure on mobile is above 500.

would you switch jio from other brand?

107 responses

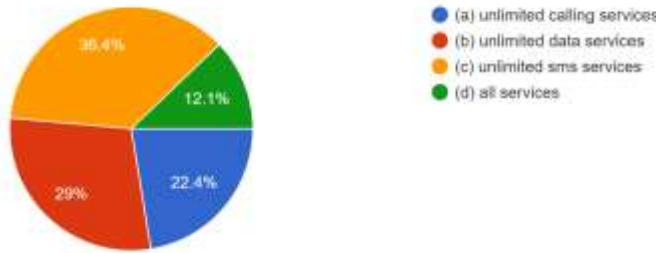


Switching preference	Response
Yes	81.3%
No	18.7%

Interpretation

According to our survey , 81.3 % people says yes,that the switch jio from other brand and 18.7 % people says no.

why did you choose this service provider?
107 responses

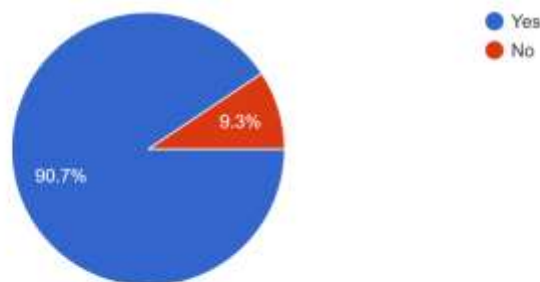


Reasons to choose Jio	Response
Unlimited calling service	22.4%
Unlimited data service	29%
Unlimited sms service	36.4%
All service	12.1%

Interpretation

According to our survey 36.4 %people choose this service provider because of unlimited sms services, 29 %people choose this service provider because of unlimited data services , 22.4%people choose this service provider because of unlimited calling services , 12.1%people choose this service provider because of all the services provided.

Would you like to recommend Jio to other?
107 responses



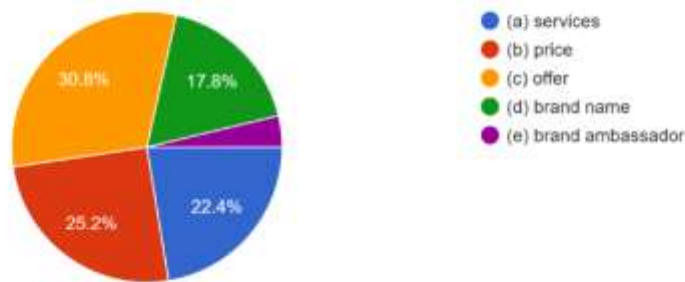
Recommendations	Response
Yes	90.7%
No	9.3%

Interpretation

According to our survey 90% people says yes that they recommend jio to others and 10% people says no that they don't recommend jio.

What about reliance jio makes you loyal customer?

107 responses



Offers that make loyal customers	Response
Services	22.4%
Price	25.2%
Offer	30.8%
Brand name	17.8%
Brand Ambassador	5%

Interpretation

According to our survey 30.8 % people are loyal customers of jio due to their offers, 25.2% people are loyal customers of jio due to their price, 22.4 % people are loyal customers of jio due to their services, 17.8 % people are loyal customers of jio due to their brand name, 5 % people are loyal customers of jio due to their brand ambassador.

Findings

- According to our survey 81.1% people choose Jio as an operation service.
- According to our survey, 98% people say that they are aware of reliance jio.
- According to our survey, 39.3% people know about Reliance Jio through Mouth Publicity
- According to our survey, 43.9% people say that their monthly expenditure on mobile is 400 – 500
- According to our survey 42.1% people use reliance jio services from 3 – 4 months
- According to our survey , 81.3 % people says yes, that they switch jio from other brand
- 56.2 % people says that they are convinced to reliance jio by the goodwill
- According to our survey 36.4 % people choose this service provider because of unlimited sms services
- According to our survey 90% people says yes that they recommend jio to others
- According to our survey 30.8 % people are loyal customers of jio due to their offers

Recommendations

1. **Continue Building on Goodwill:** Jio should keep concentrating on upholding a positive brand image through high-quality service and customer satisfaction, as indicated by the fact that more than half of the respondents were impacted by the company's goodwill.
2. **Increase Word-of-Mouth Marketing:** Since word-of-mouth advertising has been shown to be a very successful strategy for drawing in new clients, Jio should encourage and reward happy customers who spread the word about the company.
3. **Improve Offerings and Value Proposition:** Jio needs to keep coming up with new ideas and providing alluring packages and services in order to stay competitive in the market and cater to customers' changing needs and preferences.

4. **Invest in the Customer Experience:** Delivering outstanding customer care and support can raise client satisfaction and loyalty even further, increasing retention and favourable referrals.
5. **Examine Loyalty Programs:** By putting in place loyalty programs, Jio can encourage current customers to stick with the company and boost their level of brand engagement.

Conclusion

Reliance Jio has clearly made a name for itself and a strong presence in the telecom industry, according to the survey results. It is evident that Jio has effectively broken into the market and gained the interest of customers because a sizable percentage of respondents named Jio as their preferred operator and showed a high level of brand awareness.

The survey highlights several key factors contributing to Jio's success:

1. **Brand Awareness:** Reliance Jio's marketing strategies are working, as evidenced by the astounding 98% of respondents who are aware of the company.
2. **Word-of-Mouth Publicity:** Approximately 40% of participants discovered Jio via word-of-mouth advertising, demonstrating the effectiveness of gratifying referrals from current users.
3. **Value for Money:** Approximately 44% of respondents believe that Jio's monthly costs fall between Rs 400 and Rs 500, indicating that Jio provides competitive pricing that is in line with customer budgets.
4. **Customer Satisfaction and Loyalty:** A high degree of customer satisfaction and loyalty is demonstrated by the large percentage of respondents (81.3%) who switched from other brands to Jio and the noteworthy number (90%) who were willing to recommend Jio to others.
5. **Offers and Services That Are Attractive:** Jio's unlimited SMS services and alluring offers are a big part of what draws and keeps users interested, as shown by the fact that 36.4% of users choose Jio specifically for these reasons and 30.8% stay loyal as a result of its offers.

References:

- Aggarwal, A., & Gupta, R. (2019). Impact of Reliance Jio's entry on internet consumption pattern in urban India. *Journal of Marketing and Consumer Research*, 51-62.
- Chaturvedi, N., & Kumar, V. (2017). Reliance Jio: A Game Changer in Indian Telecom Industry. *IIMB Management Review*, 29(2), 155-165.
- Jain, N., & Singh, D. (2020). Impact of Reliance Jio's Entry on Digital Inclusion in Rural India. *Indian Journal of Marketing*, 50(1), 55-64.
- Singh, S., Sharma, A., & Bajpai, M. (2018). Disruption in Indian telecom sector: A case study of Reliance Jio Infocomm Limited. *Management and Labour Studies*, 43(3), 260-276.
- Kumar, A., & Pant, S. (2020). "A Study on Consumer Perception Towards Reliance Jio in Uttarakhand Region." *International Journal of Management Studies and Research (IJMSR)*, 3(6), 65-72.
- Verma, R., & Joshi, S. (2019). "Impact of Reliance Jio on Telecom Industry in Uttarakhand: A Study." *Journal of Research in Management, Economics and Commerce (JRMEC)*, 8(2), 12-19.
- Gupta, N., & Singh, R. (2018). "Changing Dynamics of Telecom Market in Uttarakhand: A Case Study of Reliance Jio." *International Journal of Research in Computer Applications and Robotics (IJRCAR)*, 6(4), 1-8.
- Singh, P., & Rawat, S. (2021). "Analyzing Consumer Behavior and Market Penetration of Reliance Jio in Uttarakhand." *Indian Journal of Marketing*, 51(3), 25-32.
- Sharma, M., & Singh, A. (2017). "Impact of Reliance Jio on Telecom Services in Uttarakhand: A Comparative Study." *International Journal of Advanced Research in Management and Social Sciences (IJARMSS)*, 6(8), 65-72.
- Raturi, A., & Singh, S. (2020). "An Empirical Study on Consumer Preferences and Satisfaction towards Reliance Jio Services in Uttarakhand." *International Journal of Marketing and Business Communication (IJMBC)*, 3(2), 45-56.
- Agarwal, V., & Chauhan, R. (2019). "Adoption and Usage of Reliance Jio Services: A Study on Consumer Behavior in Uttarakhand." *International Journal of Business and Management Studies (IJBMS)*, 6(3), 78-89.
- Singh, R., & Sharma, D. (2018). "Impact of Reliance Jio on Rural Telecom Market in Uttarakhand: A Case Study Approach." *Journal of Rural Development and Agriculture (JRDA)*, 7(1), 34-45.
- Negi, A., & Bhatt, P. (2021). "Analyzing the Competitive Strategies of Reliance Jio and Its Impact on Market Dynamics in Uttarakhand." *International Journal of Management and Business Studies (IJMBS)*, 8(4), 112-125.

- Chauhan, A., & Singh, A. (2017). "A Study on Customer Satisfaction and Loyalty towards Reliance Jio in Uttarakhand." *Indian Journal of Commerce and Management Studies (IJCMS)*, 8(2), 56-67.