

A Study On The Impact Of Mass Marketing Strategies Of Reliance Jio On The Mobile Phone Users With Special Reference To Thrissur District, Kerala

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ABSTRACT

After the globalization of Indian economy in 1991 the telecommunication sector reminds one of the most happening sectors in India. The recent years witness rapid and dramatic changes in the field of telecommunication in the last few years more and more companies both the foreign, domestic come in to cellular services to the people. It has immense capacity to serve the people directly or indirectly, telecom sector provides business and job opportunities to the people and help in increasing GDP of the country. In this contemporary scenario the market is full of alternatives to the customer; it is a buyer 'market with a lot of alternatives to choose either mobile devices or service provider. The reliance has given a new alternative to the customers in the name of "JIO". Reliance JIO's mega entry generates lot of drastic and unanticipated changes in consumer's buying behavior. After considering all the above this study made an attempt to analyze how the entry of reliance JIO affects the mobile users behavior. The study reveals that the launch of reliance JIO and their free offers and schemes especially providing high speed internet at nominal rates attract more and more customers towards JIO network because of majority of the respondents are middle class so they easily go for the offers and schemes of reliance JIO. The study also analyze that after the launch of reliance JIO majority of the telecom companies who are charging high price values, started to reduce the prices for facing big competition. In light of the above facts, the present paper focuses to analyse the impact of mass marketing strategies of reliance JIO on the mobile users. For which Thrissur region was selected for the study.

Key words: Reliance JIO, Mobile phone users, Thrissur region.

INTRODUCTION

Reliance JIO is LTE mobile network operator in India. The company gives wireless 4G LTE service network and is the only 100 percent VOLTE (voice over LTE) operator in the country. The coverage circle for this company is 22. The units have been taking over the spectrum since 2010, and it has more than 1 million mobile phone subscribers. JIO is the process to set up the 4G LTE infrastructure RJIL has set up the benchmarks by providing high speed internet connectivity, rich communication services, and other digital services. Reliance JIO infocomm ltd announced the launch of its digital services with JIO in Mumbai on 1st September 2016 with JIO welcome offer with the permission of telecom regularly authority of India. BAML said that its survey indicates that JIO's free service is gaining reasonable traction with 26% using JIO as primary SIM and 21% as secondary SIM, 55% of the surveyed users find JIO speed higher than that of other telecoms, the brokerage said, adding voice calling continuous to be an issue, with only 22% surveyed users expressing satisfaction. The majority of reliance JIO infocomm ltd users will stay on even after the free services end, a Bank of America Merrill Lynch (BAML) survey found countering the perception that customers will leave once they are asked to pay up.

“An overwhelming majority – over 85% of JIO users will continue as paid consumers after the expiry of free offers. A Further 8% could continue if voice issue is fixed -implying just over 6% exhibiting reluctance to continue with JIO.” JIO's data transfer speed appears to be a bigger attraction than tariffs. The biggest reason for users to test JIO during the free offer period was not that it was free but that its data speeds were higher. Increasingly, a significant number cited JIO's free content as a reason to use it. Over 60% respondents would upgrade their current phones to use JIO. Interestingly, 67% said they will use JIO as secondary sim / dongle and 18% will use it as a primary one when JIO's free offer ends. In this survey is indicative, JIO should be able to retain the majority of customers. To be sure, JIO is in a tug of war with market leader Bharti Airtel ltd, which has moved the telecom disputes settlement and appellate tribunal against reliance JIO's extended free service offer. JIO first launched with a “free welcome offer “that was to expire on 31 December and later extended it by tweaking it into a “happy New Year offer” that expires on 31 March .The Reliance JIO is according to the market trend hence it satisfies the market needs. And they also create more extensive services. These together bring the cumulative investment spectrum. (Dr.Pankaj Sharma and Dr. Tapen Gupta, 2017).The Reliance Jio has disrupted the normal functioning of

the telecom industry due to the only aspect of the free services provided. This eventually attracted more customers due to the more services introduced and provided at cost less. (Jai Bhatia and Advait, 2016). The customers are satisfied with the services provided by the Reliance Jio as the Reliance Jio satisfies the customer preferences. The price cost which is very affordable by all range customers is the reason behind their success. (K.R.Mahalaxmi and Suresh Kumar, 2017). Company has sturdy monetary capability to suffer initial losses and to recover the gains after three to four years. sturdy complete image because of wonderful selling and advertising strategy adopted by the Reliance Jio promotions. (M.Nandhini and D. Sivasakthi, 2014). The Reliance Jio provides more satisfaction among the customers. Strong and positive brand image because of glorious promoting and advertising strategy. Those who weren't keen to shop for Lyf phones were been connected through Jio be part of app. (Dr.A.Shanker Prakash, 2017). The client were been offered electronic device at lowest value of Rs 1999/- just for the requirement of broadband. Consumer Friendly Registration. Customers were conjointly given door to door service of delivering their sim cards for his or her convenience. (Manashi Medhi, 2017). There were bound disadvantage including cherish there was a differentiation between voice job and information usage and so company should rely on information consumption for profit thanks to creating voice job free. 4G network was launched by alternative operators before Jio launched within the market that created the JIO to contend with existing network operators within the market. (Mr. Abhishek Kumar Singh and Prof. Malhar Parrikar, 2018). Growth Hacking could be a method of each typical and unconventional selling experiments across the channels and products development to seek out the effective and economical ways in which to grow a business. It's main target building, engaging, changing and retentive the user base of a business and Growth Hacker is that the one who helps to accomplish that each one. (Richard I. Levin and David. Rubin, 2004).

JIO could be a telecommunications revolution. JIO leaps advanced method of communication in terms of voice, data, network & technology. JIO brought better India through the advancements and through the knowledge of internet services to all the people. (P.L.Senthil and S.Mohammed Safi, 2014).

The objective of the study to know the major changes in the buying behavior of mobile phone users after the entry of reliance JIO.

.OBJECTIVES OF THE STUDY

1. To know the perception of customers about JIO network.
2. To analyze the major changes in telecom industry after the launch of reliance JIO.
3. To study the consumer attitude towards other network with JIO

METHODS AND MATERIALS

The present study is a descriptive research which is done with the help of data collection by collecting the survey. The survey was conducted with help a well structured questionnaire which was prepared with the help of the objectives. The sample size of the data collection recorded was about 100 respondents who belong to the students, employees, business man, professionals. The present study is based on both the primary and secondary sources of data which included many research articles, newspapers, blogs and books. The questionnaire contained questions regarding the respondent's age, their gender their educational qualification and the occupation of the respondents were also asked. The respondent's monthly income and the purpose using phone were also asked. The respondents were also asked about the number of members in their family using Reliance JIO and how long they have been using them. The preferences among the prepaid and postpaid connections were also asked and whether they were impressed by the marketing strategy used and the satisfaction level of the respondents was asked. And finally the problems with the connections and suggestions for the issues of Reliance JIO were asked. The collected analyzed by using percentage analysis, chi-square, Likert's scale e.t.c.

HYPOTHESIS

To test whether the consumer attitude towards other network with JIO

Null Hypothesis

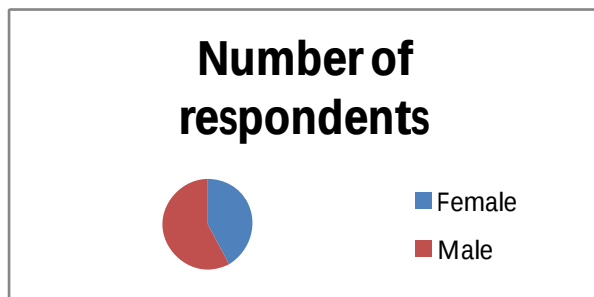
H0: There is no significant difference in the consumer attitude towards other network with JIO network coverage, cost and Customer care.

Alternative Hypothesis

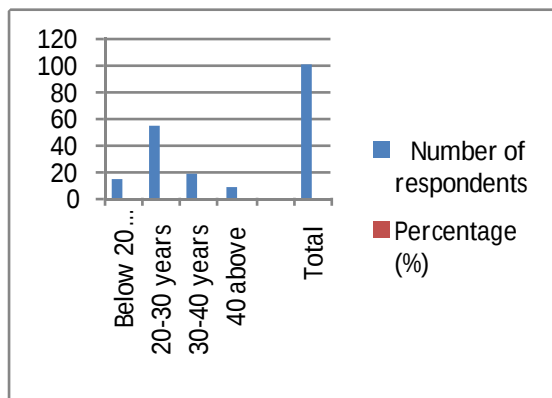
H1: There is a significant difference between consumer attitudes towards other network with JIO network coverage, cost and Customer care.

RESULTS

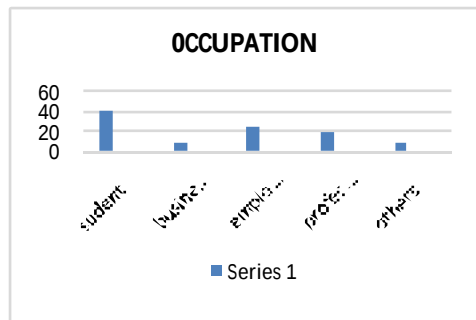
The study revealed that majority of 52% of the respondents were recorded as males and 84% of the respondents were females.



The present study recorded 100 respondents out of which majorities of 56% of the respondents were between 20-30 years. And 20% of the respondents belonged to the age group of 30 years to 40 years. And the 15% of the respondents were belonging to the age group below 20 and the remaining 9% of the respondents were above 40 years.

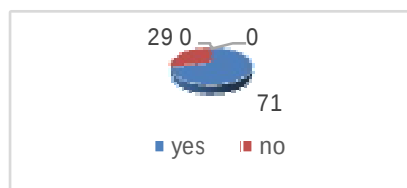


The respondents belonged to various occupations such as, businessman, employees, Student, professionals and various other occupations.

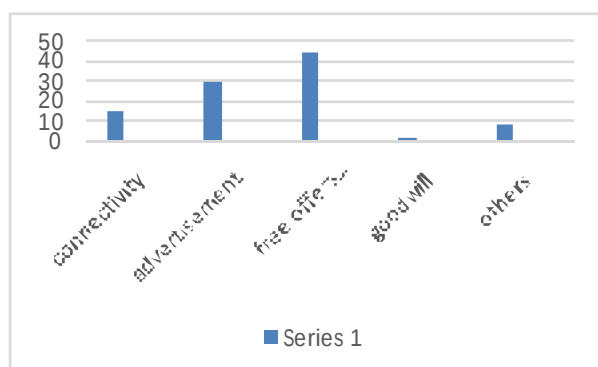


The respondents monthly income was recorded were there was equal majority of each 29% the respondents had no income. And 40% of the respondent's income was less than 10000 rupees. And 10% of the respondents income was about to 10000 -20000 rupees and 11% of the respondents income was recorded as 20000- 50000. And the remaining 10% of the respondent's monthly income were above 50000.

The respondents were also asked whether they were satisfied with the services provided by the Reliance JIO which recorded that majority of 71% of the respondents stated yes and the remaining 29% of the respondents stated no



The respondents were asked on what factor did they select Reliance JIO which recorded that the majority of 45% selected due to the free offers provided and 15% selected due to connectivity and 30% selected due to the advertising and 2% selected due to the goodwill and 8% selected due to other reasons



LIKERTZ SCALE

The table shows that what kinds of factors are improved in reliance JIO services. the variable used to improve in network coverage, removing calling congestions, and upgrade in android version and data speed and customer care services, Likert scale is used to evaluate the statements. Each point on a scale carries a score. The score value for strongly agree, agree, neither agree or disagree, strongly disagree, values are 2, 1, 0, -1, -2.

statement	Number of respondents						Total	Attitude
		S.A (+2)	A (+1)	N (0)	D (-1)	S.D (-2)		
Improved in network coverage	F	30	20	35	10	5	100	
	W	60	20	0	-10	-10	60	Favourable
Removing calling congestion	F	17	29	34	18	2	100	
	W	34	29	0	-18	-4	41	Favourable
Upgrade in android version	F	21	28	42	4	5	100	
	W	42	28	0	-4	-10	56	Favourable
Data speed	F	43	21	26	8	2	100	
	W	86	21	0	-8	-4		Favourable
Customer care services	F	23	12	34	23	8	100	
	W	46	12	0	-23	-16		Favourable

INFERENCE:

The table shows the kinds of factors are improved in JIO services and all respondent's attitude was favorable condition.

CHI-SQUARE TEST

To test whether the consumer attitude towards other network with JIO

1. NETWORK COVERAGE

H0: there is no significant difference in the consumer attitude towards other network with JIO
Network coverage

H1:there is a significant difference between consumer attitude towards other network with
JIO network coverage

Calculated value	10.57
Degree of freedom	4
Level of significance	5%
Table value	9.488

INFERENCE:

At 5% level of significance the table value is 9.488, the calculated value is higher than table value, hence reject the hypothesis.

2. COST

H₀: There is no significant difference between the consumer attitude towards Cost of other network with cost of JIO

H₁: There is a significant difference between the consumer attitude towards cost of other network with cost of JIO.

Calculated value	1.714
Degree of freedom	4
Level of significance	5%
Table value	9.488

INFERENCE:

At level of significance 5% table value 9.488 is greater than calculated value, hence accept hypothesis

DISCUSSION

The present study is based on the mass marketing strategy of the Reliance JIO such as free net and other services provided by the Reliance JIO. These services were provided at free of cost which is wanted by the customers of the society. This need in the society was correctly identified and solved by the Reliance JIO. Though there were many advantages for the Reliance JIO they had certain drawbacks such as less fibre optic capacity and congestion during calls and etc which created controversial issues also. But later the Reliance JIO issues were rectified and had certain improvements which created and attracted more loyal customers. This study has stated the marketing strategy of Reliance with special reference to JIO and their impact on the mobile phone users

CONCLUSION

The study concludes that the majority of the respondents are middle class and they are attracted by because of mass marketing campaign, offers and schemes offered by the Reliance JIO. Hence Reliance Jio are the people's favorite services provider. Most of the users of JIO are students and employees. The mega entry of Reliance JIO generates lot of drastic and unanticipated changes in consumer's behavior and communication industry. And for facing cut throat competition the big service providers compelled to mergers and acquisitions. The study also observed that JIO would have generate a significant market share in coming 3-4 years.

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