

# A STUDY ON PROMOTINAL STRTRAGIES AND IMPACT OF RELIANCE JIO 4G-NETWORK WITH SPECIAL REFERENCE TO COIMBATORE CITY

R. Sakthi Prasath<sup>1</sup>, N.Chandru<sup>2</sup> and R. Amutha<sup>3</sup>

<sup>1</sup>*Assistant Professor, Department Of Commerce, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, Tamil Nadu, India*

<sup>2</sup>*Assistant Professor, Department of Commerce Dr.N.G.P. Arts and Science College (Autonomous) Coimbatore, Tamil Nadu, India*

<sup>3</sup>*Post Graduate, Department Of Commerce Dr.N.G.P. Arts and Science College (Autonomous) Coimbatore, Tamil Nadu, India*

## ABSTRACT

*According to a statement made by Mahatma Gandhi, 'consumer refers to the Following, "A consumer is the most important visitor on our premises. In our country the growth of service marketing especially mobile phone industry is still in its infancy stage, as compared to the industrially advanced countries. Exchange of information becomes the necessity of life to a Common man. In the modern world an individual tends to communicate anything to everything Right from the place where he/she stands. . To analysis the reasons for choosing specific Network Connection.*

## Keyword:

**PROMOTINAL STRTRAGIES AND IMPACT OF RELIANCE JIO**

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## INTRODUCTION

A consumer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. According to a statement

made by Mahatma Gandhi, 'consumer refers to the following, "A consumer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an outsider to our business.

## **STATEMENT OF PROBLEM**

In our country the growth of service marketing especially mobile phone industry is still in its infancy stage, as compared to the industrially advanced countries. It is for the fact that the economy of our country has been in the developing stage. There are various mobile phones services provider's in our country and they are playing an essential role in fulfilling the needs of the customers. Now-a-days, the customers are more dynamic. Their taste, needs and preference can be changing as per current scenario. Hence the development of cellular industry mainly depends on the customer satisfaction.

## **OBJECTIVES**

1. To Study promotional strategies of reliance 4G Networks.
2. To ascertain attitude which influenced the customer's in selecting reliance jio 4G Networks
3. To analysis the reasons for choosing specific Network connection.
4. To find out the problems faced by to reliance 4G Network promotions in Coimbatore city.
5. To offer valuable suggestions to promote the services of reliance 4G Network in Coimbatore city.

## **SCOPE OF STUDY**

The present study is contained to Coimbatore and it is decided to consider Reliance JIO, Idea, Airtel, Aircel and etc. cell phone service rendered to the customers. In Coimbatore there are various cellular services available. Sack as Reliance JIO, Idea, Airtel, Aircel and etc. but the cellular services has been selected to study the consumer's satisfaction in it is the most popular private cellular services. The main objectives of this study is to analyze the customers satisfaction and problems, faced by Reliance JIO, Idea, Airtel, Aircel, etc., cellular services in Coimbatore city has been taken for the current research work.

## **RESEARCH OF METHODOLOGY**

### **SAMPLE SIZE**

Samples are devices for learning about large masses by observing a few individuals. They selected sample is 100.

### **METHODS OF SAMPLING**

Convenience sample method

The method adopted here is convenience sampling method

## SAMPLE SIZE

Samples are devices for learning about large masses by observing a few individuals. They selected sample is 100.

## COLLECTION OF DATA:

One of the important tools for conduction market research is that availability of necessary and useful data. Date collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

### a) Primary data:

The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem. Here the primary data is data collected through questionnaire by directly meeting the customers

### b) Secondary Data:

The data, which is collected from the published sources i.e., not originally collected of the first rime is called secondary data. Here the secondary data is data collected from the company's brochures, pamphlets, catalogues and the website

## REVIEW OF LITERATURE

**Bhatt**, in his article “**A study of mobile Phone Usage among the Post Graduate Students**” released in Indian Journal of Marketing, April 2008 has studied mobile phone usage, duration of use, necessity. the spending on mobile phones, influencing factor for purchasing the mobile phone, awareness of medical side effects of the mobile phone usage amongst the post graduate student on the basis of primary data; which was collected at Sardar Patel University from 700 post graduate students<sup>9</sup>.

**Sinhas and Wagh** in their article “**Analyzing Growth of Cellular Telecom Sector and Understanding Consumer's preferences and choices on the use of cell phone**”, published in Indian journal of Marketing. . **September 2008** <sup>1</sup> has studies the growth and performance of cellular telecom sector. The study measures consumer choices, preferences regarding mobile services and mobile usage. The study was based on primary data, collected from businessmen, employees, students, agriculturalists and others.

**Desai Ashok**, in his article “**Revolution in India's Telecommunications Industry**” published in Economic and Political weekly. **February 17, 2007** has studied telecommunication industry and its history<sup>4</sup>. He studied further ownership pattern and financing of private communication pattern. This includes the growth and emergence of digital electronic technologies in the case of fix line and mobile technology. He stated that a village telephone is not of much use unless it unable villagers to talk to friends and relatives. In addition to it he further stated what is

required to commitment developing the mobile systems providing and connecting the backward area including village to forward area.

## COMPANY PROFILE

QuiReliance Jio Infocomm Limited, more popular known as Reliance Jio, recently shot to news when Mukesh Ambani announced the ideas and plans of Jio which shook the industry. Share prices of Airtel, Vodafone, and Idea fell considerably when the launch of Jio was made. Though the Lyf phones and Jio sim had already started doing the rounds through preview offer, this was the first proper launch event that took the industry by storm.

In 2005, Reliance Industries Limited split and there was one major de-merger of note for Mukesh Ambani. His dream project- Reliance Infocomm became a part of Anil Dhirubhai Ambani Group. Mukesh Ambani went on to acquire Infotel Broadband Services Limited. The company was the only successful bidder for pan-India 4G network. Reliance then worked on establishing base for high-speed optical fibre 4G networks. It is actually capable of much more than 4G. Then slowly and steadily, Lyf phones made foray into the market with Jio preview offers. Free unlimited data for 3 months and free voice calls and sms was the way they entered the market. Lyf phones seemed a decent deal, but it was Jio sim that caught people's eyes. Jio TV – live TV services Jio Cinema – just like Netflix, a video library. Jio Chat Messenger – like Whatsapp, a messenger service for Jio users. Jio Music – music player and subscription model. Jio Join- Volte Phone Simulator Jio Mags- Magazine reader and subscriptions Jio Xpress News – News and daily events Jio Security – Security app Jio Drive Cloud storage app Jio Money Wallet – like Payment and Airtel money.

**TABLE 1**

### USING THE RELIANCE JIO OF THE RESPONDENTS

PARTICULARS	FREQUENCY	PERCENT
Yes	95	95.0
No	5	5.0
Total	100	100.0

Source: Primary Data.

**Interpretation:**

The above table shows that out of total respondents taken for the study, 95% of the respondents using mobile phone, 5% of the respondents are did not using mobile.

Majority of the respondents are under the category of persons using mobile phone.

**TABLE 2****SUGGESTIONS FOR PROVIDING BETTER SERVICES RELIANCE JIO'S**

<b>PARTICULARS</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Service	40	40.0
Transparency in Billing	35	35.0
Call Clarity	32	32.0
Any other specify	3	3.0
Total	100	100.0

Source: Primary Data

**Interpretation:** The above table shows that out of total respondents taken for the study, 40% of the respondents are suggest improve services, 35% of the respondents are suggest improve Transparency in Billing, 32% of the respondents are suggest improve Call Clarity and 3% of the respondents says others.

Majority of the respondents are suggesting improve services.

**TABLE 3****REASONS FOR CUSTOMER PREFERRES OF FOLLOW RELIANCE JIO 4G NETWORK**

PARTICULARS	FREQUENCY	PERCENT
Widest coverage		
Brand Loyalty	16	16.0
Most economical and friendly packages	21	21.0
	45	45.0
Best quality & extensive network	18	18.0
	100	100.0
Total		

Source: Primary Data.

**Interpretation:** The above table shows that out of total respondents taken for the study, 16% of the respondents are given most preferable widest coverage, 21% of the respondents are given most preferable Brand Loyalty, 45% of the respondents are given most preferable Most economical and friendly packages and 10% of the respondents are given most preferable Best quality & extensive network.

Majority of the respondents are given most preferable most economical and friendly packages

#### USING THE RELIANCE JIO OF THE RESPONDENTS (CHI-SQUARE TEST)

TABLE 1

#### USING THE RELIANCE JIO OF THE RESPONDENTS

PARTICULARS	FREQUENCY	PERCENT
Yes	95	100.0
No	0	0.0
Total	100	100.0

There is no significant relationship between gender and level of satisfaction

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>)**

GENDER	LEVEL OF SATISFACTION			TOTAL
	HIGH	MEDIUM	LOW	
Male	23	12	12	47
Female	12	21	20	53
TOTAL	35	33	32	100

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There is significant relationship between gender and level of satisfaction.

**INTERPRETATION**

From the above table it is clear that out of 100 sample respondents 47 respondents are male and 53 respondents are female respondents. Out of total male respondents 23 have high level of satisfaction and in female 12 having high level of satisfaction.

Calculated Value	Degree of Freedom	Level of Significance	Table Value	Result
2.000	2	5%	5.991	Accepted

It is found that the above table that the calculated value is less than the table value at 5% level of significance with 2 degree of freedom. So, hypothesis is accepted.

**Hence there is no significant relationship between gender and level of satisfaction.**

**TABLE 2**

**SUGGESTIONS FOR PROVIDING BETTER SERVICES RELIANCE JIO'S**

PARTICULARS	FREQUENCY	PERCENT
Service	40	40.0
Transparency in Billing	35	35.0

Call Clarity	32	32.0
Any other specify	3	3.0
Total	100	100.0

There is no significant relationship between age group and level of satisfaction.

### RELATIONSHIP BETWEEN AGE GROUP AND LEVEL OF SATISFACTION

There is no significant relationship between age group and level of satisfaction.

### ALTERNATIVE HYPOTHESIS (H<sub>1</sub>)

There is significant relationship between age group and level of satisfaction.

AGE GROUP	LEVEL OF SATISFACTION			TOTAL
	HIGH	MEDIUM	LOW	
Below 20 years	12	22	12	55
21-35 years	12	01	12	25
36-50 years	01	01	12	14
Above 50 years	2	02	2	06
TOTAL	17	26	38	100

### INTERPRETATION

From the above table it is clear that out of 100 sample respondents 55 respondents are Below 20 years and 25 respondents are between 21-35 years, 14 respondents are 36-50 years 06 respondents are above 50 years. Out of total respondents 12 respondents are below 20 years have high level of satisfaction, 12 respondents are between 21-35 years have high level of satisfaction, 01 respondent is between 21-35 years have high level of satisfaction and 02 respondents are above 50 years have high level of satisfaction.

Calculated Value	Degree of Freedom	Level of Significance	Table Value	Result
3.4144	4	5%	6.488	Accepted

It is found that the above table that the calculated value is less than the table value at 5% level of significance with 4 degree of freedom. So, hypothesis is accepted.



Hence there is no significant relationship between age group and level of satisfaction.

TABLE 3

**REASONS FOR CUSTOMER PREFERRES OF FOLLOW RELIANCE JIO 4G NETWORK**

PARTICULARS	FREQUENCY	PERCENT
Widest coverage	16	16.0
Brand Loyalty	21	21.0
Most economical and friendly packages	45	45.0
Best quality & extensive network	18	18.0
Total	100	100.0

There is no significant relationship between education qualification and level of satisfaction.

**INTERPRETATION**

From the above table it is clear that out of 100 sample respondents 22 respondents are School level, 35 respondents are Graduate, 39 respondents are PG and 04 respondents are others. Out of total School level respondents 11 respondents have high level of satisfaction, Graduate respondents 13 respondents have high level of satisfaction, PG level 13 respondents have high level of satisfaction and other level 03 respondent have high level of satisfaction.

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>)**

There is significant relationship between members in the family and level of satisfaction.

MEMBERS IN THE FAMILY	LEVEL OF SATISFACTION			TOTAL
	HIGH	MEDIUM	LOW	
Below 3 members	01	01	11	13
3-5 members	20	20	20	60
6-7 members	06	06	06	18

Above 7 members	03	03	03	9
TOTAL	30	30	40	100

There is significant relationship between members in the family and level of satisfaction.

Calculated Value	Degree of Freedom	Level of Significance	Table Value	Result
11.60001	6	5%	12.592	Accepted

It is found that the above table that the calculated value is less than the table value at 5% level of significance with 6 degree of freedom. So, hypothesis is accepted.

## FINDINGS

Majority of the respondents are under the category of persons using mobile phone.

Majority of the respondents are suggesting improve services.

Majority of the respondents are given most preferable most economical and friendly packages.

## SUGESSTIONS

Customers want the company to take feedback regarding services and inform the about new tariff

Reliance Jio must make clear the conditions applicable with lifelong Incoming & data plan.

Reliance Jio should give extra 4G data.

Call clarity should be improved.

Network should be expanded to rural areas also.

## CONCLUSION

Yesterday's luxuries are today's necessities. Today, there are a number of mobile service providers in the market and they offered various services for the purpose of mobile users. But users prefer to avail services from favorite service providers due to various reasons. It is cleared 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.