



A Study On Advanced Marketing Techniques Adopted By Reliance Jio, Nagpur

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Abstract:

Businesses monitor Marketing Strategy in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see Marketing Strategy as the key to survival and profit. Marketing Strategy in turn hinges on the quality and effects of their experiences and the goods or services they receive. Marketing Strategy can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Marketing Strategy differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy a Reliance Jio to serve as a meaningful benchmark." Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience.

Keywords:

Marketing Strategy, experience, organization, survival, goods, services

Introduction

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work to make their customers happy and see Marketing Strategy as the key to survival and profit. Marketing Strategy in turn hinges on the quality and effects of their experiences and goods or services they receive.

The definition of Marketing Strategy has been widely debated as organizations increasingly attempt to measure it. Marketing Strategy can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes.. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy a Reliance Jio to serve as a meaningful benchmark."⁴ Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience.

Company Profile

Reliance Jio Infocomm Limited, doing business as Jio, is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai, that provides wireless 4G LTE service network (without 2G/3G based services) and is the only 'Volte-only' (Voice over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India.



The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries, and later services were commercially launched on 5 September 2016

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for ₹ 4,800 crore (US\$750 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations all over the country by the end of 2015. However, four months later in October, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016–2017

Vision of the company

We will leverage our strengths to execute complex global-scale projects to facilitate leading-edge information and communication services affordable to all individual consumers and businesses in India. We will also generate value for our capabilities beyond Indian borders and enable millions of India's knowledge workers to deliver their services globally.”

Mission of the company

To be respected, nationwide full service with a force on growth Segment of the economy

Objectives of the study

1. To find out which sales promotion tools will increase the sales
2. To find out how brand ambassador can influence sales promotion.
3. To find out the market share of “Reliance Jio Cellular”

Scope of the study

Marketing Strategy includes all the activities a business employs to keep its products flowing, from sourcing raw materials, to delivering finished goods at the point of purchase.

Businesses from manufacturers, wholesalers and retailers to warehouses, healthcare providers and government agencies use Marketing Strategy principles to plan, assemble, store, ship, and track products from the beginning to the end of the supply chain.

Hypothesis

H₀₁: It is difficult to find out which sales promotion tools will increase the sales.

H₀₂: Brand ambassador can have negative impact on sales promotion.

H₀₃: Company need not have to spend more on marketing to increase market share as the brand is well established in the market.

Limitations

1. It is difficult to make an exhaustive study of a topic within limited time duration.
2. Only the printed data about company will be available and not the back end details.
3. Information received from the staff members is not complete.
4. It is not possible to reveal some of the financial data owing to the policies and procedures laid down by Indworth India Ltd.

Research Methodology

Research methodology comprises the procedures used for generating, collecting and evaluating data.



Research Design

- Types of Research: Descriptive Research
- Sample Size : 100
- Sampling : Multistage
- Data collection : Questionnaire, Personal Interview
- Type of Questionnaire : Close end, open end
- Statistical Instrument : Tables and Graphs, Mean, SD, t-test

Sample size calculation

Sampling unit- top middle & lower class & office. There are 2000 employees in the Reliance Jio Company .all the employees cooperated for helping in making the project.
Sample: 100 employees.

Data collection

In this project report the overall data collected in two ways: that is primary data and secondary Data collection.

1. Primary Data

1. Questionnaire
2. Direct Observation
3. Interviews

2. Secondary Data

It is nothing but second hand information in which the researcher has collected data and information through internal media

1. Web-sites
2. Company Annual Report
3. Journal, volumes and various references from library.

Conclusion

1. Most of the respondents of Idea prefer post-paid service than to prepay

2. Most of the respondents came to know about idea through friends / relatives.
3. Nearly 50 percent of respondents are attracted towards Idea's widest coverage and the remaining 50 percent towards other features.
4. Most of the respondents need improvement in service
5. More respondents prefer sports person to film star as brand ambassador
- 6.55% respondents are ready to subscribe the lifelong plan

Suggestions

1. There should be more transparency in the overall segmenting process.
2. Need to open more branches at major localities in different cities and town.
3. Good incentives and basic salaries should be given to the employees to make them perform well.
4. Feedback should be taken from the clients to know they are satisfied or not by the services provided to them, it will help to improve the company as well as employees performance.

Scope for future Research

In the market survey we learnt so many things. We interacted with different types of customer and also their behavior. In the market we found customer view that which type of services make them satisfy.

This project is fulfilling with challenges. We noticed that there are big competitions in the market and Customers are also very intelligent. They know that where they will get benefits, so customers also do market survey before buying any products. So Company also does market survey for knowing customer week point and also for that in which types of services attract to customer.

We learned that how survived our self in competition market and how cooperate each other in organization.

We work a lot of department as like sales department, Retention, Bill collection web world & Franchises

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