

MRP

by Prabhat Kumar

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Report on
CONSUMER LOYALTY OF JIO IN DELHI

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HOD USME



UNIVERSITY SCHOOL OF MANAGEMENT
& ENTREPRENEURSHIP
Delhi Technological University
MAY 2019

CERTIFICATE

This is to certify that major research project report entitled “Consumer Loyalty of Jio in Delhi” being submitted by Mr. Prabhat Kumar Sharma ⁵ in partial fulfillment for the award of degree ⁴ of “Master of Business Administration” at Delhi Technological University is a record of student’s own work and is an original one carried out by him under my guidance and supervision. This work has not been submitted elsewhere for the award of any degree or a course of study.

Signature of Guide
(Prof. Amit Mookerjee)

Signature of HOD (USME)
(Prof. Amit Mookerjee)

DECLARATION

I **Prabhat Kumar Sharma** student of **Delhi Technological University** hereby declare that I have worked on the project titled “**Consumer loyalty of Jio in Delhi**” during the year 2019, for the partial fulfillment of requirement for the Master of Business Administration program.

I assure my work to be authentic and real to the best of my knowledge in all respect of the process carried out during the project tenure.

My learning by this project, under the able guidance of Prof. Amit Mookerjee (HOD, DTU EAST CAMPUS) and Asst. Prof. Anurag Chaturvedi (Program Coordinator) and Asst. Prof. Harleen Kaur, Delhi Technological University has been very fruitful.

(Prabhat Kumar Sharma)

Roll No. 2K17/MBA/738

ACKNOWLEDGEMENT

I wish to express my sincere and gratitude to Prof. Amit Mookerjee for his valuable guidance, continuous motivation, precious suggestions and encouragement given to me throughout the progress of this project work.

My heartfelt thanks are due to persons from telecom industries who spared their kind cooperation and support extended to me in carrying out this study work.

I would like to thank all faculty members for their constant inspiration, cooperation and moral support throughout the preparation of this project work.

Big thanks to Delhi Technological University for giving me this unique opportunity for self learning .

My respectful salutations and sincere thanks to my parents and my extraordinary sister Alka sharma who have been the guiding force and source of inspiration throughout my career.

(Prabhat Kumar Sharma)

Roll No. 2K17/MBA/738

ABSTRACT

By implementing the concepts showcasing the consumers loyalty which encompasses the trust and satisfaction, this research study tries to present a perception of consumers behind being loyal to Jio and how this perception leads to fluctuation in customer loyalty towards Jio. It also tries to rank the factors which leads to loyalty and satisfaction.

The thinking of this study is to know the consumer loyalty of Jio consumers after free services happiness. Whether Jio is continued by consumers or not ?, to get knowledge about complete satisfaction of Jio consumers and the factors for consideration and selection of JIO.

In the digital era, firms are employing quality technique to optimize their profits and maintain their no. of consumers which can lead to change in the levels of satisfaction and loyalty intentions.

Effect of satisfaction with purchase and services was analyzed and it was found that satisfaction with purchase had a strong and positive association with loyalty. Thus meaning that increase in satisfaction will lead to being loyal.

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**CHAPTER 1:
OVERVIEW**

1.INTRODUCTION

Jio is the World's Largest Data Network-Based on Mobile Data Consumption.

Slogan- Digital Life

Company – Reliance Jio infocomm Ltd.

Founded - Mumbai, Maharashtra

Network transformation is aimed by Jio for creation of not just a high quality voice and broadband network, but also a system which consists of a range of wealthy digital services.

Un-segregated business strategies such as broad band networks, low cost smart phones & rich content and applications have enabled jio to evolve uniquely in the market apart from this Jio has become capable of offering different combinations of not only telecom, 4G data, E-commerce but also multimedia and different transactional services.

Product price place promotion are the attributes of 4 ps of marketing that hold it together. Out of these pricing is the one attribute that is responsible directly for a seller to generate profit. Hence we can say pricing plays a unique role in strategy formulation and must not be ignored. Over the past few years various organizations are trying to implement new effective pricing strategies along with various researchers who are closely studying the buyers responses on increase and decrease of product pricing and consumers perception of its fairness.

The infrastructure of Jio has been built in partnership with many technologically advanced companies throughout the globe.

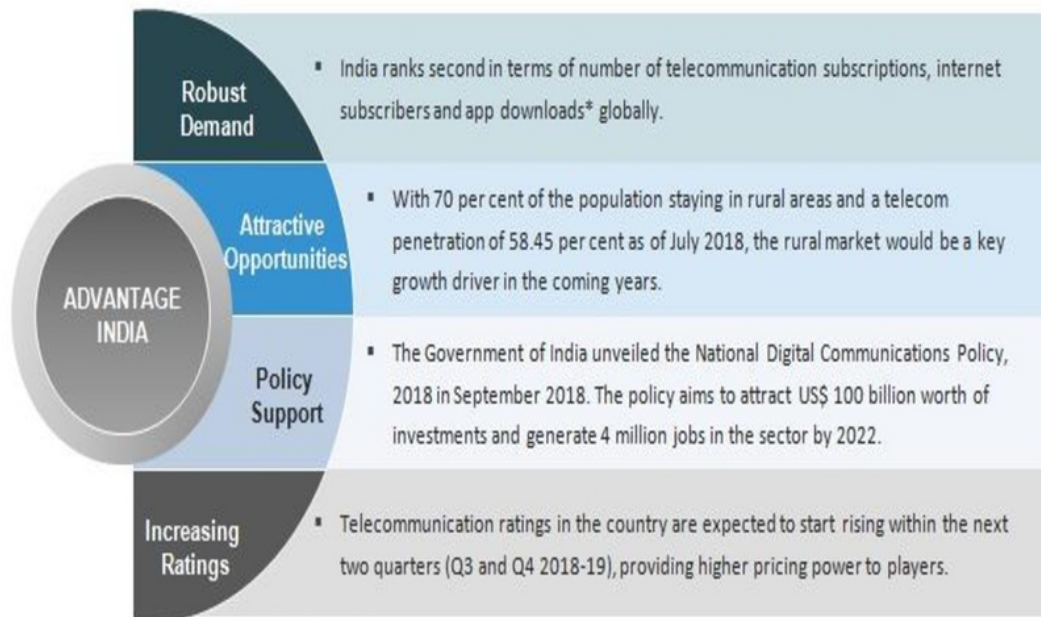
Jio has the highest customer base of 400 million where as airtel and Vodafone-idea lag behind with only 260 million and 390 million customer base respectively.

1.1.Industry Profile

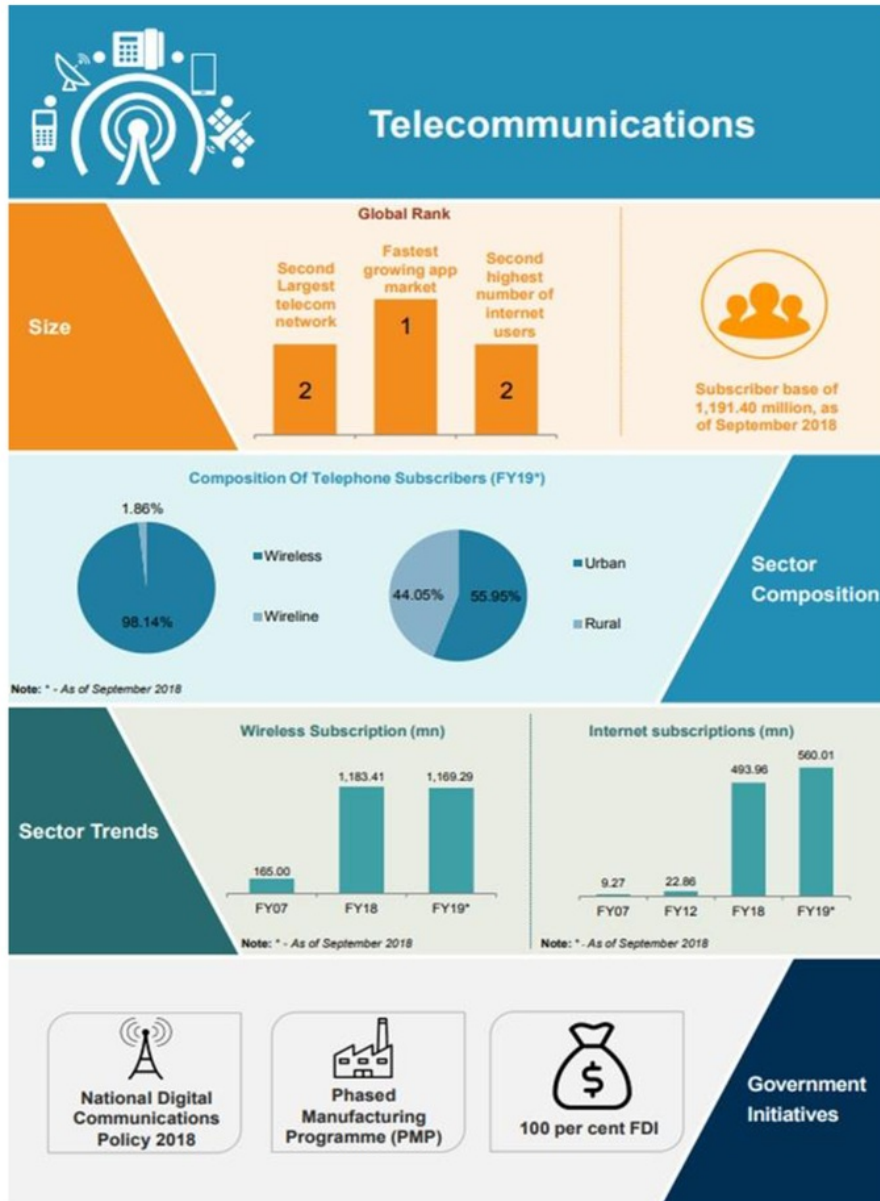
Our India's network of telecommunication is already the second largest with the help of high number of telephone users around 1.179 billion as on 31st July, 2018.

If we look back at the history of telecom business the number of mobile phone consumers was nil, till 1989, but it went up to 13 million within one year and by the end of year 2000, this no. was increased by 1000, Indian sector contributed a major portion of mobile phone consumers to the total which resulted in 82% inflation in 2015 i.e 1009.46 million in 2015 and 1260 million till May 2018.

According to the reports US, Japan and India are the first second and third largest internet users of the world among which 40% internet is used through mobilephones only. According to GSMA and BCG reports Indian mobile economy is growing fastly since 2015 and will continue to contribute towards India's gross domestic product.



To drive the telecom sector on path of growth, the Indian government has launched the policy of national digital communications in 2018 which shows the possibility of attracting investments worth 100 billion US dollar for telecom sector by 2022.



1.2. Company Profile



Reliance Jio Infocomm – Jio Digital Life

2018 Approved plan to spin off fibre and tower assets
 Adjudged 'Best Mobile Operator Service for Consumers' at
 Mobile World Congress

2017 Announced acquisition of wireless spectrum, tower, fiber and
 MCN assets of Reliance Communications

2017 Launched its Jiophone

2016 Surpasses 50 million subscribers within 83 days of launch

2016 Commercial roll-out of services in September 2016

2013 Infotel Broadband renamed as Reliance Jio Infocomm

2010 Reliance Industries Limited purchased 95 per cent stake in
 Infotel Broadband

Jio-Digital life is dedicated to India and 1.3 billion Indians. Reliance jio is a tribute to realize the digital india vision of Hon'able Prime Minister Shri Narendra Modi and it is the world's largest data network based on data consumption . In India relianceJio became the first company to bring 4G network and cheapest 4G mobile phone.

Compelling Apps and content



Manage your Jio Account.



All your music. Anytime. Anywhere.



Daily dose of entertainment.



Movies, TV Shows, Music & more.



Your News. Your Language.



An efficient way to stay connected.



Get VoLTE & RCS on any phone.



Experience cashfree living.



Connect to JioNet Wi-Fi.



Access tests, doctors & reports.

SWOT Analysis

<p><u>Strength</u></p> <ul style="list-style-type: none">• Free calls• Innovative products• Market share• Parent company• Product mix• Engagement strategy• Advertising campaigns• Lyf- low cost feature phone	<p><u>Weakness</u></p> <ul style="list-style-type: none">• Being late in market• High dependency on data• Price war
<p><u>Opportunity</u></p> <ul style="list-style-type: none">• Data for billion people• Smartphone	<p><u>Threat</u></p> <ul style="list-style-type: none">• Customer loyalty• Technology• Competition from other service providers.

Problem Statement

Customer loyalty is about creating and retaining a relationship with your customers. A crucial area to this mutually beneficial relationship is the awareness of customer preference or the present and potential needs and wants of a customer about any aspect of the business, regardless it is about products or services because of possible customer turnover which will lead to reduced profits. Loyal customers can be better to convince to give a try new products or services, charge higher prices and use as a willing referral.

Objectives

- To find out which reasons make consumers to procure Jio.
- To examine loyalty of consumers towards Jio
- To examine the gratification level of consumers towards Jio
- To find out wheather consumers are interested in upcoming services of Jio or not

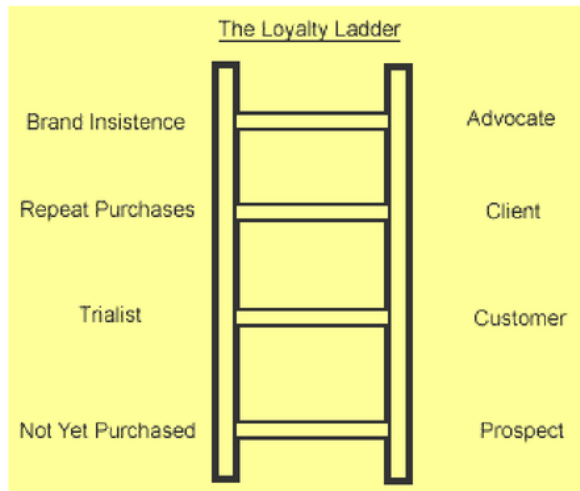
CHAPTER 2
LITERATURE REVIEW

2.LITERATURE REVIEW

“ Respect is earned, Honesty is appreciated, Love is gained and loyalty is returned”

“ Loyalty is the highest virtue, taught by abusers and used as control tool”

“ Marketing is the art of attracting and keeping profitable customers”



It is stated that “consumers’ fairness judgments are influenced, more or less, by the relationship formed through past buying experience; and that consumers may rely on their beliefs regarding the trustworthiness of the seller to develop judgments of price fairness”. This also matches with the study conducted by Drake & Dahl that “customer loyalty impacts fairness perceptions, it is predicted that the level of customer loyalty will moderate the impact of price difference magnitude and temporal proximity of price change on buyers’ unfairness perceptions”.

Customer loyalty often acts as a buffer and has a mediating role and significant association with level of difference in price and price fairness perception. Which often shows that loyal buyer will perceive a high level of difference in price as less fair and minor price difference as more fair in comparison to non loyal buyer.

CHAPTER 3
RESEARCH METHODOLOGY

3. RESEARCH METHODOLOGY

Research methodology : In this study exploratory research method has been used

Sampling technique

A non-probability sampling method has been used in selection of participants because it is less expensive, convenient and the population is so widely dispersed that cluster sampling would not have been efficient.

Sampling unit and frame

Data was collected from Reliance Jio consumers of Delhi.

Sample size

A non-probability sampling method has been used. My sample size was 300 testee chosen Delhi.

Source

First of all a structured questionnaire was used for collecting different views and behaviors of the testee and secondly, different journals and websites were used

Tools used

A questionnaire was prepared keeping all the aspects intact to seen the same purpose. Both kind of questions i.e open ended and close ended questions were used to ease the thing for the testee. No specific format was used in the selection of testee i.e they were selected randomly.

Infereneing tools

Microsoft excel was used and results were represented in the form of different charts, graphs and tables.

CHAPTER 4
ANALYSIS & RESULTS

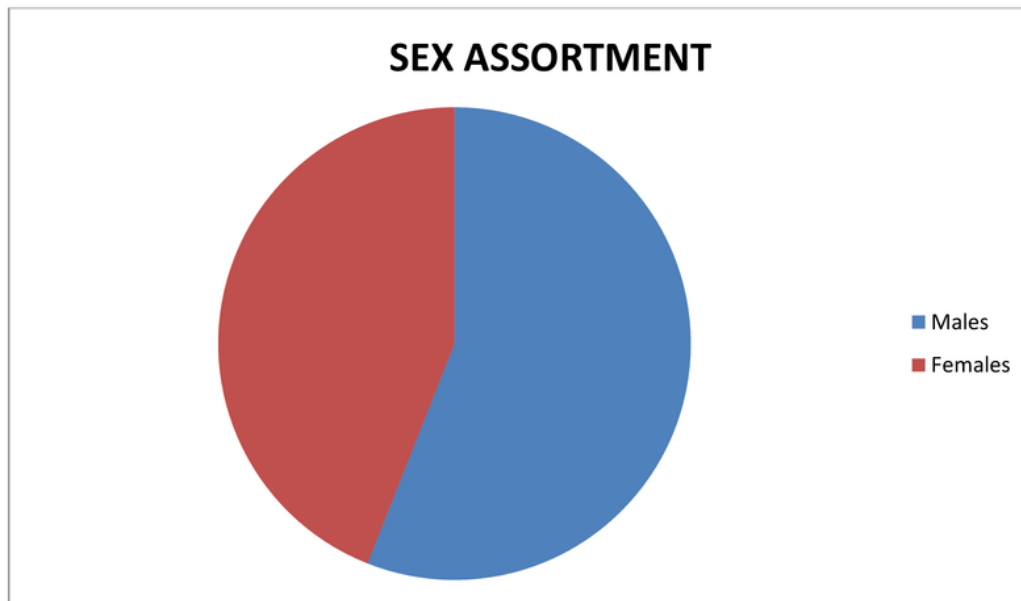
Data analysis and inferences

Population statistical dissemination.

Table 4.1: Gender Assortment

S. No.	Gender	Quantity	Proportion per centum
1	M	84	56.0%
2	F	66	44.0%
	Total	150	100%

Figure 4.1: Sex assortment

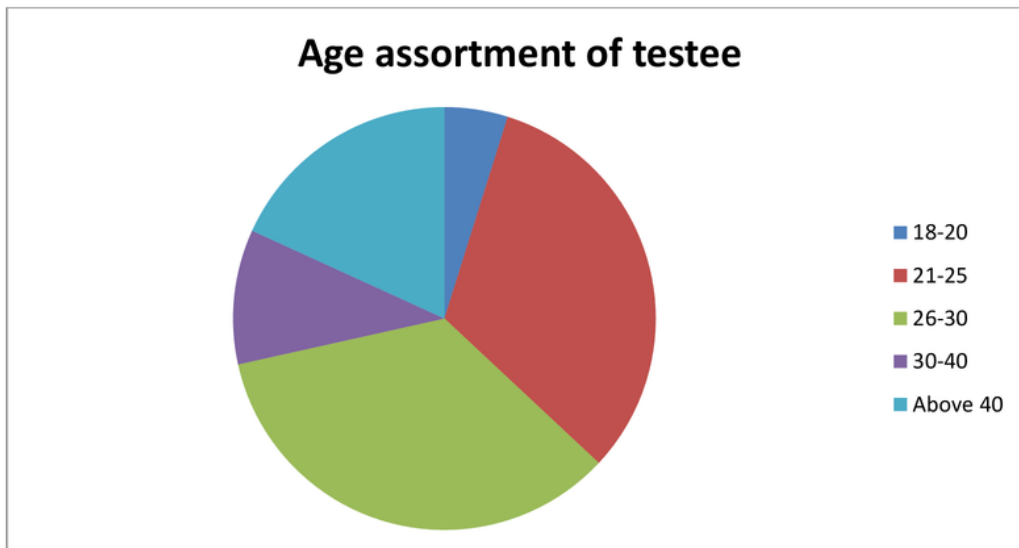


The above figure represents the sex assortment of the different testee. Majority of responses i.e 56% were only males and the other 44% is attributed to females. The reason of such a difference can be either multiple procuring activities done by males or home making profession of females.

Table 4.2 Assortment on the basis of different age groups.

S. No	Age group	Quantity	Proportion per centum
1	18-20	16	5.3%
2	21-25	106	35.3%
3	26-30	114	38.0%
4	30-40	34	11.3%
5	40 and above	30	10%
	Total	300	100%

Diagram 4.2: Age assortment of testee



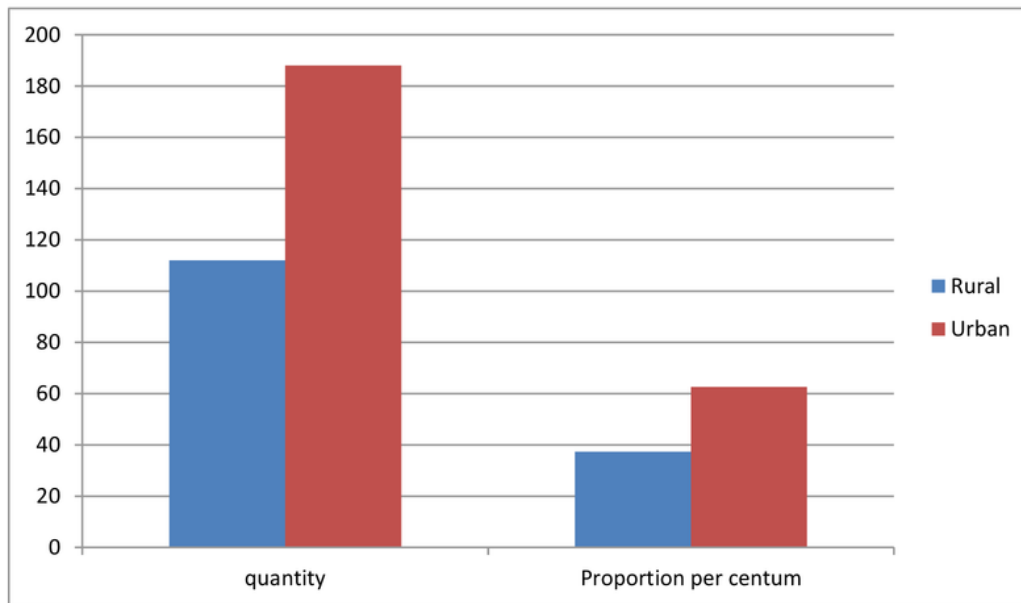
The above figure represent the age assortment of different testee. From this analysis it was inferred that out of 300 testee the majority i.e 38% belongs to the age group of 26-30 where as minority i.e 10% belongs to the age group of 40 and above.

Topographical point: Testee distribution on the basis of their topographical point i.e birthplace.

Table No. 4.3: Distribution on the basis of topographical point

S. No.	Topographical Point	Quantity		Total	Proportion per centum
		M	F		
1	village	68	43	112	36.7
2	city	92	96	188	63.3
	Total	161	139	150	100

Figure 4.3: Distribution on the basis of topographical point



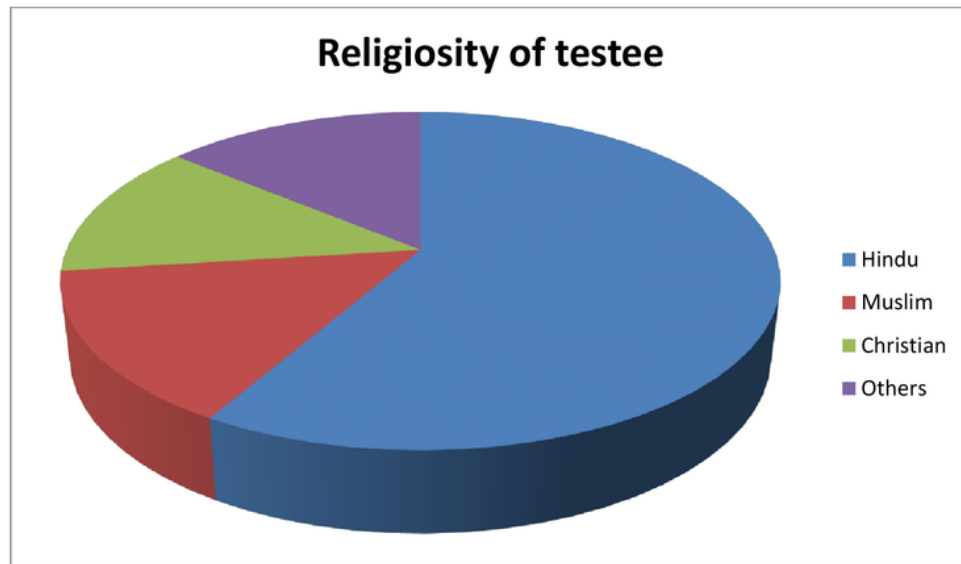
The above figure represents the distribution if testee on the basis of their tropical point. It was inferred that the majority of testee i.e 63.37% to urban topographical point where as 36.7% to rural topographical point.

Religiosity of testee

Table 4.4: Assortment on the basis of religiosity of testee

S. No	Religiosity	Quantity	Proportion per centum
1	Hindu	175	58.3
2	Muslim	44	14.6
3	Christian	39	13
4	Others	42	14
	Total	300	100

Figure 4.4: Assortment on the basis of religiosity



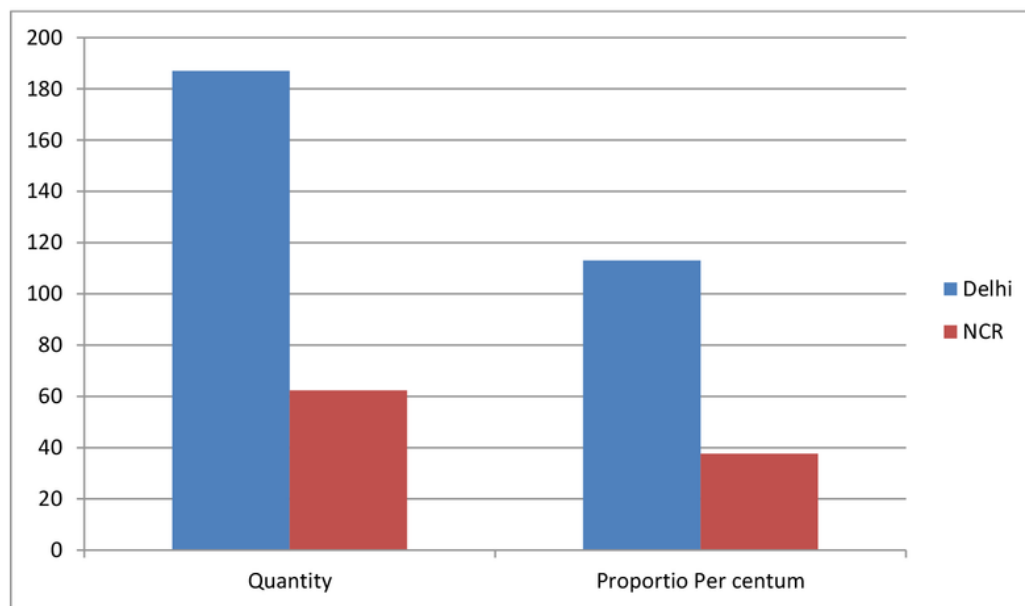
The above figure represents the assortment of the response of testee on the basis of their religiosity. From this analysis it was concluded that majority of consumers belong to Hindus i.e 58.3% where as Muslim and Christian testee are only 14.6% and 13.7% respectively. All the major religions of the country have been represented in the study.

Assortment on the basis of localities

Table 4.5: Assortment as per localities.

S. No.	Locality	Quantity	Proportion per centum
1	Delhi	187	62.3
2	NCR	113	37.6
	Total	300	100

Figure 4.5: Assortment as per localities.



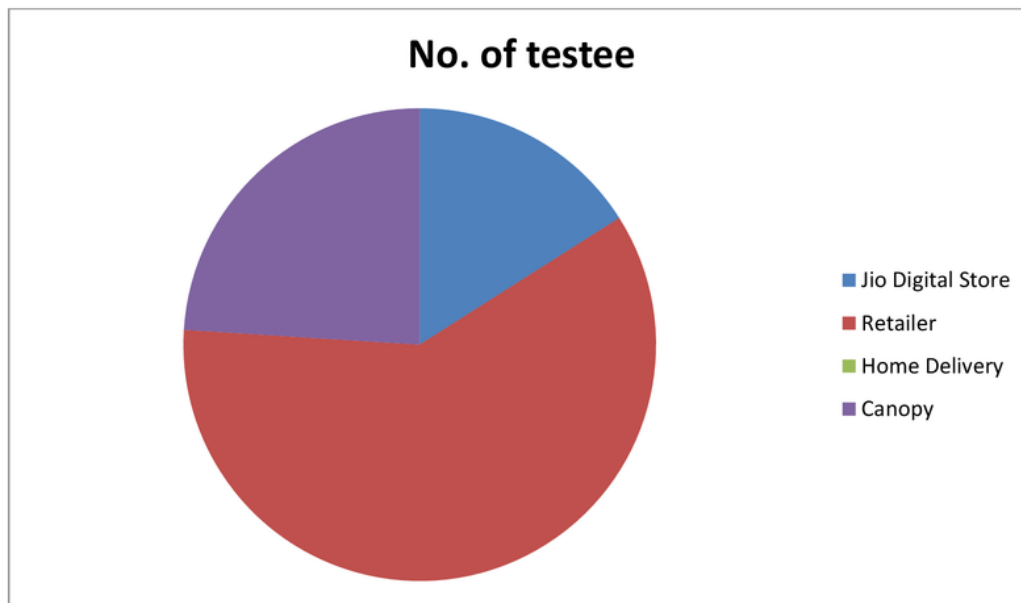
The above pictorial graph represent the assortment of population on the basis of their localities. From this analysis it was concluded that majority of testee i.e 62.3% belong to delhi and others i.e 37.6% belong to NCR.

From where the jio sim was procured?

Table 4.6: Assortment on the basis of different modes of jio sim card procurement.

Mode	No. of Testee	Proportion per centum of testee
Jio Digital Store	48	16%
Retailer	180	60%
Home Delivery	0	0%
Canopy	72	24%

Figure 4.6: Assortment as per method of procurement of jio sim card.

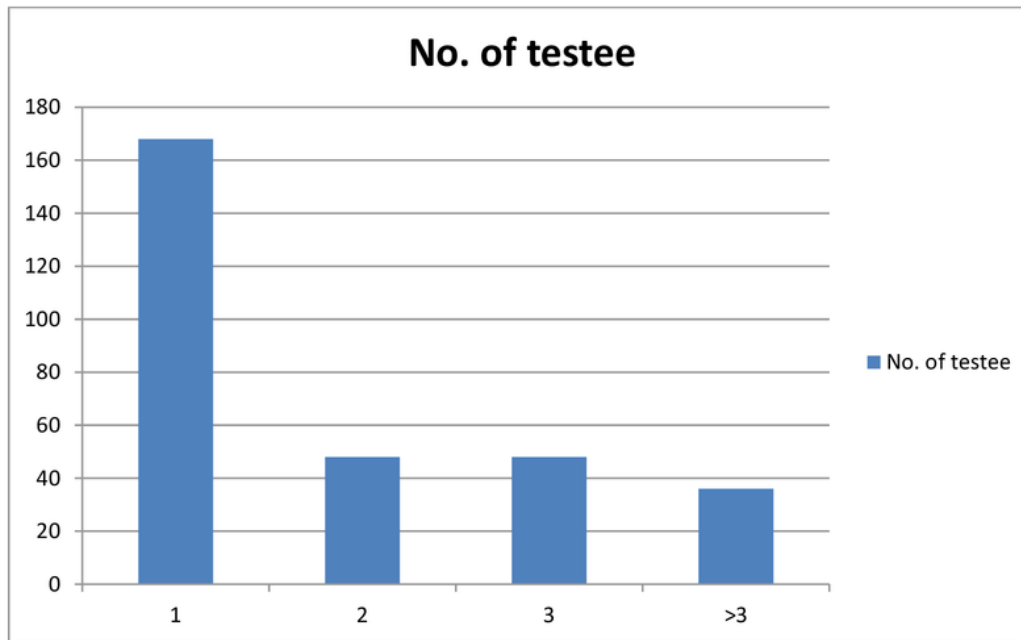


From the above analysis it was inferred that the majority of consumers procured sim card from retailer and constitutes about 60% where as the other modes of procurement constitutes about 24% and 16% only.

Table 4.7 Jio network utilization by different family members.

Family Members	No. of testee	Proportion per centum
1	168	56
2	48	16
3	48	16
>3	36	12

Figure 4.7: No. of family members in a family utilizes jio network.

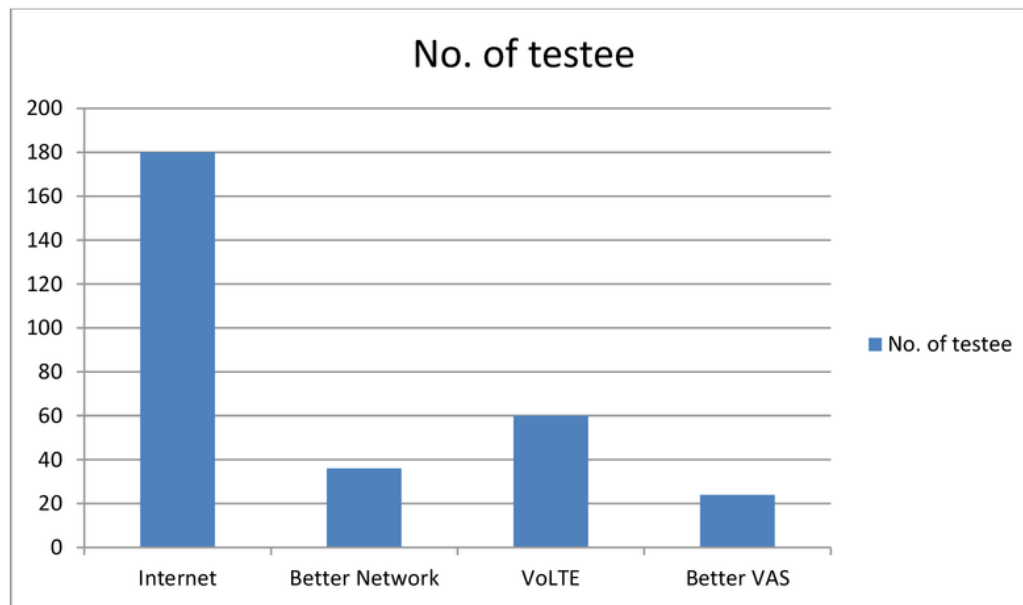


From the above figure it was interpreted that majority of the testee i.e 56% have only 1 jio sim connection in their family where as 16% of families 2 connections, 12% of families have 3 connections where as others 16% have more than 3 sim connections.

Table 4.8: Motives of the preference for jio network.

Motive	No. of testee	Proportion per centum
Internet	180	60%
Better Network	36	12%
VoLTE	60	20%
Better VAS	24	8%

Figure 4.8: Motives of the preference for jio network.

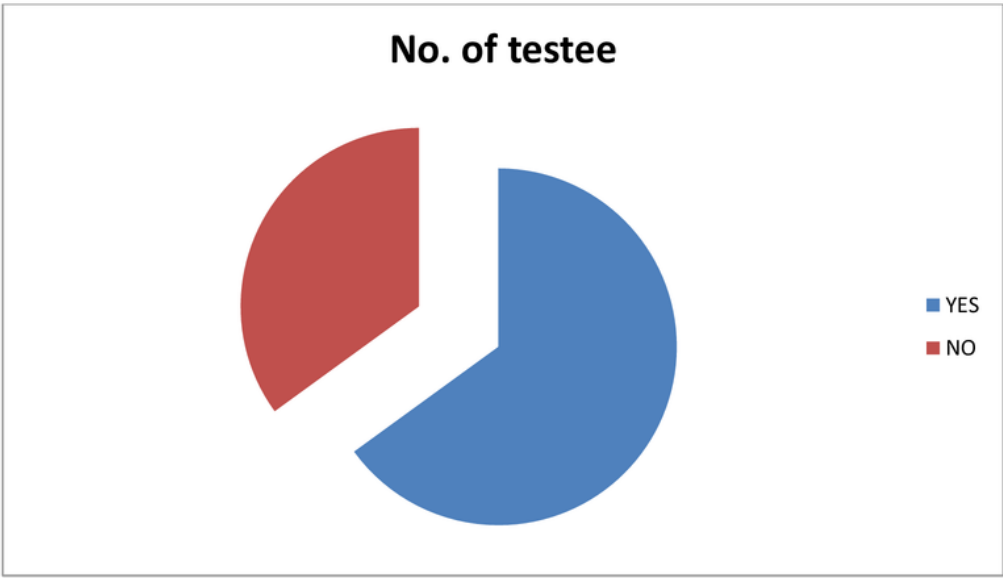


From this analysis it was inferred that majority of testee i.e 60 % prefer jio network over the other networks because of internet service, where as other motives were other value added services.

Table 4.9: Have you been a part of “JIO DANA DAN” offer by JIO

Feedback	No. of testee	Proportion per centum
Yes	195	65%
No	105	35%

Figure 4.9: Have you been a part of “JIO DANA DAN” offer by JIO

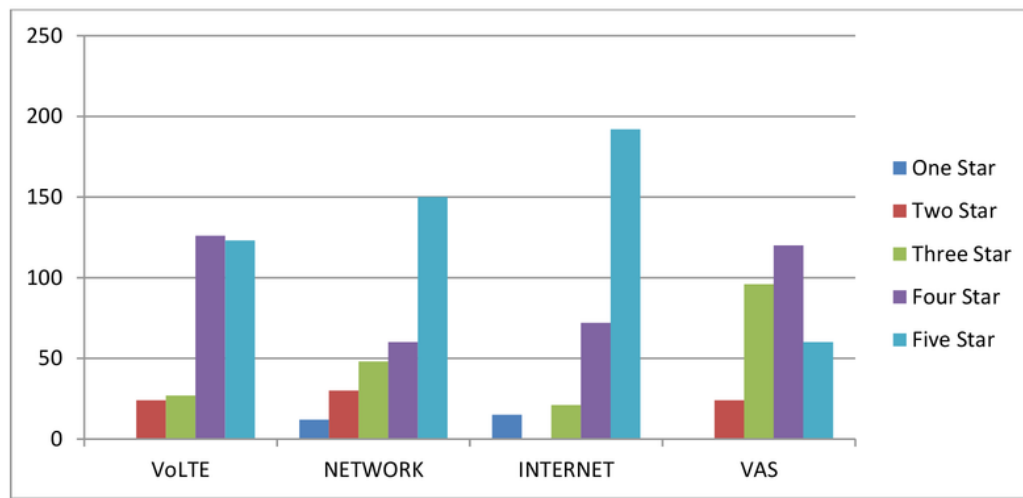


From this analysis it was concluded that about 65% of testee were a part of “JIO DANA DAN” offer where as only 35% of testee were not.

Table 4.10: Evaluate the following services on the basis of satisfaction level?
 (Ratings should be done between 1-5 star)

Services	One star	Two Star	Three Star	Four Star	Five Star
VoLTE	-	24	27	126	123
Network	12	30	48	60	150
Internet	15	-	21	72	192
VAS	-	24	96	120	60

Figure 4.10: Evaluate the following services on the basis of satisfaction level

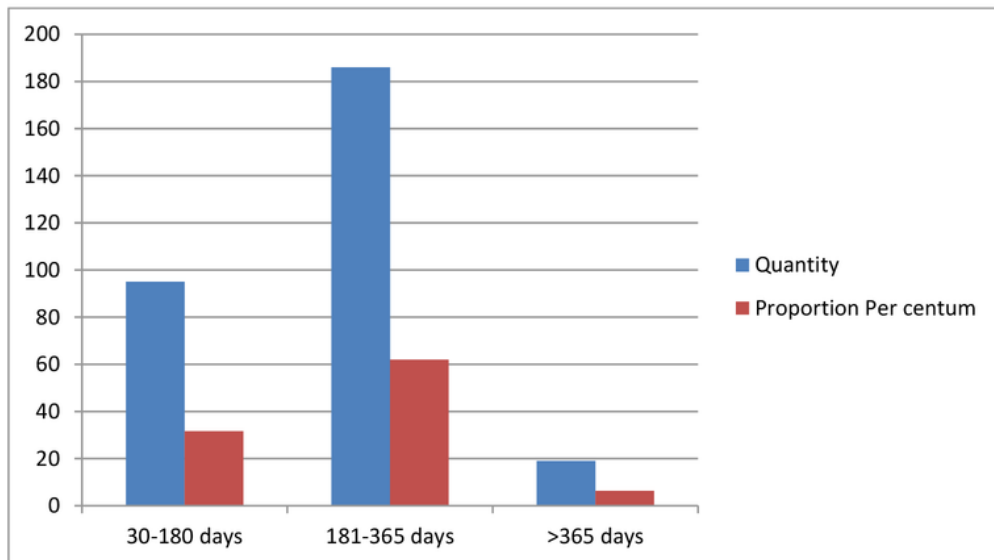


From this analysis it was concluded that the majority of consumers are satisfied with internet services where as satisfaction with other value added services was lesser in comparison to other internet services.

Table 4.11: Duration of Jio sim Usage

S. NO.	Duration	Quantity	Proportion per centum
1	30-180 days	95	31.67
2	181-365 days	186	62
3	>365 days	19	6.33

Figure 4.11: Duration of Jio sim Usage

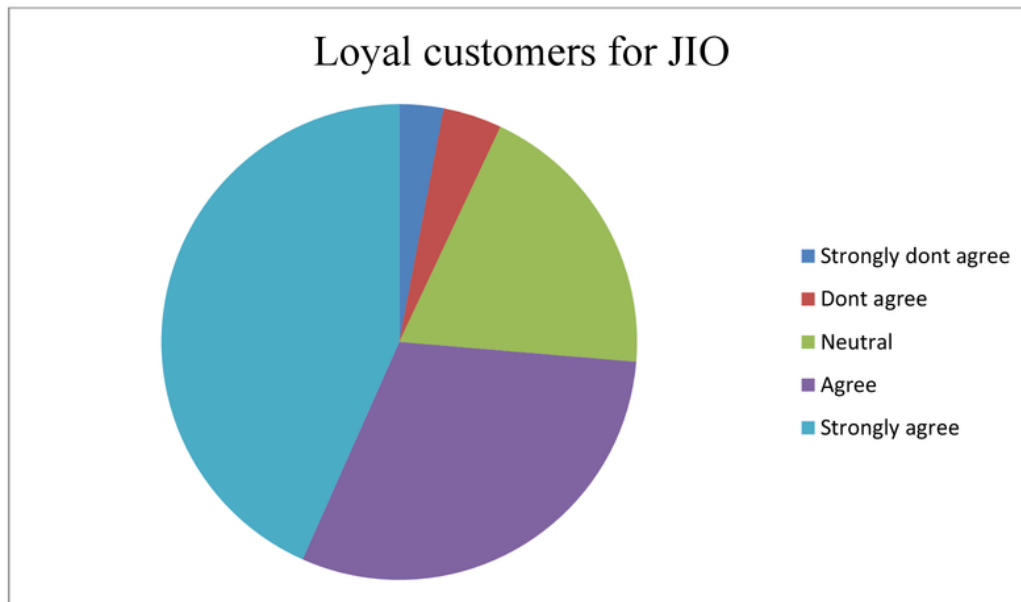


From the above analysis it was concluded that the majority of users i.e 62% have been using jio connection since 1 year where as others are using jio sim for less than 12 months.

Table 4.12: Consumer loyalty towards JIO.

Factor	Strongly Don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
I will remain a loyal consumer for JIO	9(3%)	12(4%)	58(19%)	91(30%)	130(43%)	300

Figure 4.12: Consumer loyalty towards JIO.

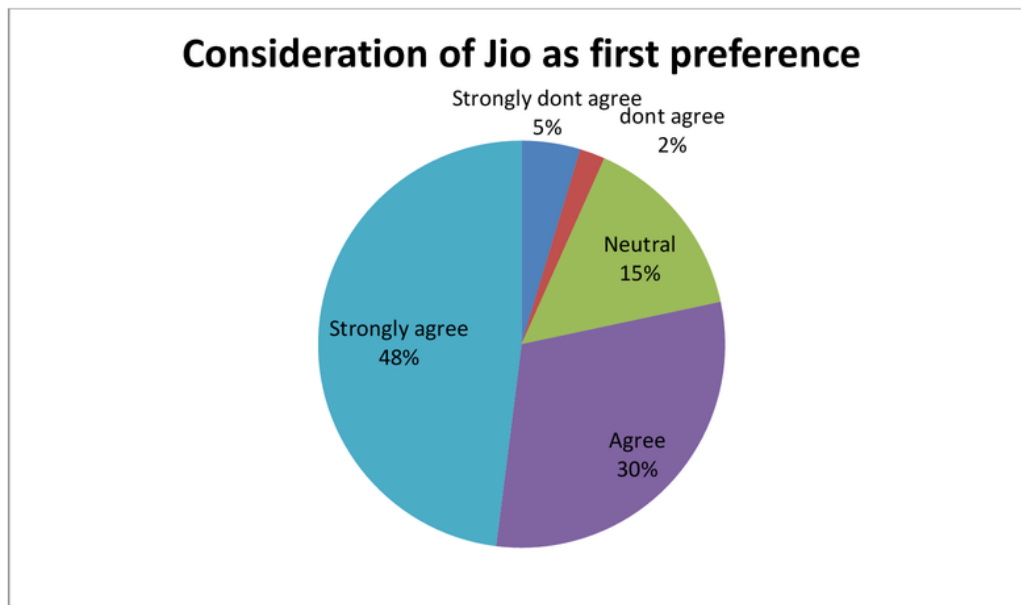


According to the above analysis it was concluded that the major proportion of consumers i.e. 43% was found to be loyal towards Jio, whereas, the 30% of consumers only agreed that they will remain as a loyal consumer towards Jio. On the other hand, 19%, were neutral, 4% don't agree and 3% were found to be strongly disagreed towards JIO loyalty.

Table 4.13: Consideration of Jio as first preference.

Factor	Strongly don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
Jio will be my first preference	14(4.6%)	6(2%)	45(15%)	91(30.3%)	144(48%)	300

Figure 4.13: Consideration of Jio as first preference.

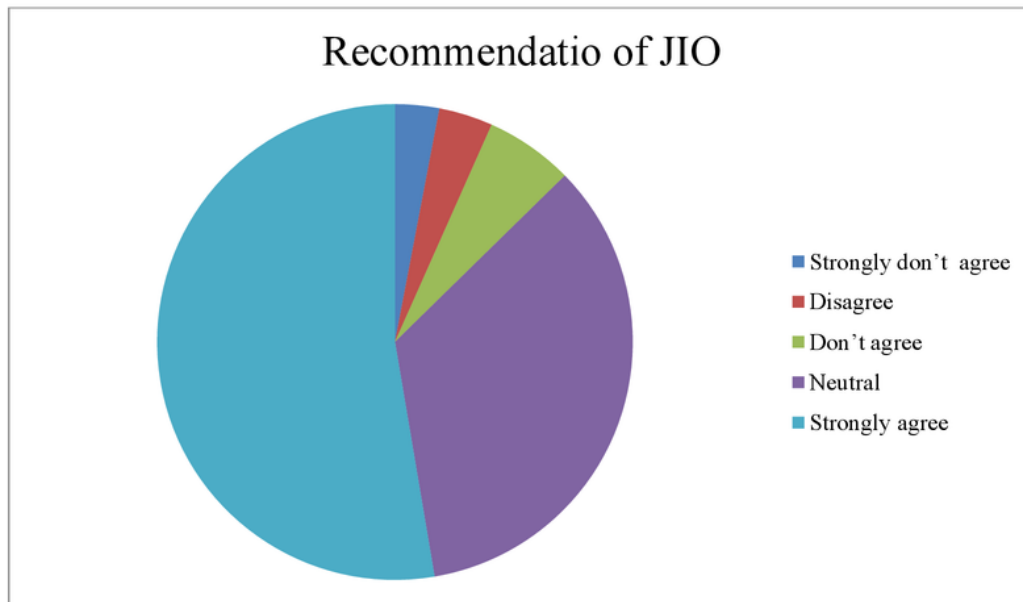


According to the above analysis it was found that majority of consumers that is 48% strongly agree to have jio as their first preference where as others such as 30%, 15%, 2% and 4.6% comes under agree, neutral, don't agree and strongly don't agree respectively.

Table 4.15: Recommendation of JIO to others.

Factor	Strongly don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
I will recommend JIO positively to others	9(3%)	11(4%)	18(6%)	104(34%)	158(53%)	300

Figure 4.15: Recommendation of JIO to others.

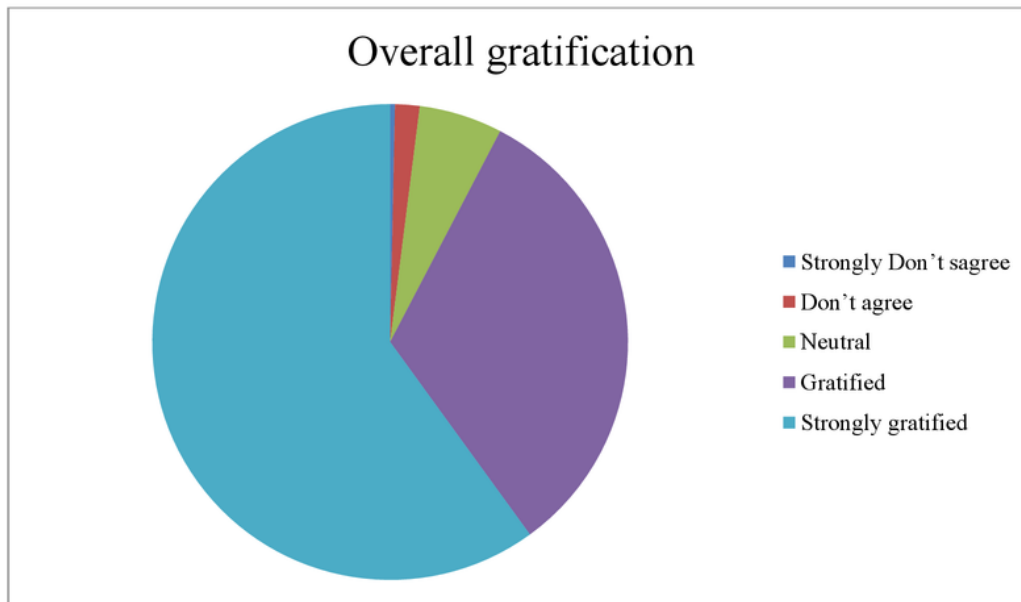


According to the above data analysis it was found that 53% testee strongly agree to recommend JIO to others positively, 34% only agree where as 6%, 4% and 3% comes under neutral, don't agree and strongly don't agree recommendation.

Table 4.16: Overall gratification of consumers.

Factor	Strongly Don't agree	Don't agree	Neutral	Gratified	Strongly gratified.	Total
Overall gratification of consumers.	1(0.3%)	5(2%)	17(6%)	97(32.3%)	180(60%)	300

Figure 4.16: Overall gratification of consumers.



According to the above analysis it was concluded that the major proportion of testee i.e 60% are strongly gratified with the services of jio and 32% are only gratified. On the other hand few testee i.e 6% and 2% are neutral and don't agree respectively.

CHAPTER 5
FINDINGS AND RECOMMENDATIONS

5.1. Findings

The data was carefully analyzed and evaluated to grab the following findings.

The findings of this report are based on data gathered through primary research and further analysis was conducted to generate insights based on the theoretical frameworks and literature reviewed.

- Majority of responses i.e 56% were only males and the other 44% is attributed to females. The reason of such a difference can be either multiple procuring activities done by males or home making profession of females.
- Out of 300 testee the majority i.e 38% belongs to the age group of 26-30 where as minority i.e 10% belongs to the age group of 40 and above.
- The majority of testee i.e 63.37% belongs to urban tropographical point where as 36.7% belongs to rural tropographical point.
- Majority of consumers belong to Hindus i.e 58.3% where as Muslim and Christian testee are only 14.6% and 13.7% respectively. All the major religions of the country have been represented in the study.
- Majority of testee i.e 62.3% belong to delhi and others i.e 37.6% belong to NCR.
- Majority of consumers procured sim card from retailer and constitutes about 60% where as the other modes of procurement constitutes about 24% and 16% only.
- Majority of the testee i.e 56% have only 1 jio sim connection in their family where as 16% of families 2 connections, 12% of families have 3 connections where as others 16% have more than 3 sim connections.

- Majority of testee i.e 60 % prefer jio network over the other networks because of internet service, where as other motives were other value added services.
- About 65% of testee were a part of “JIO DANA DAN” offer where as only 35% of testee were not.
- The majority of consumers are satisfied with internet services where as satisfaction with other value added services was lesser in comparison to other internet services.
- Majority of users i.e 62% have been using jio connection since 1 year where as others are using jio sim for less than 12 months.
- Major proportion of consumers i.e. 43% was found to be loyal towards Jio, whereas, the 30% of consumers only agreed that they will remain as a loyal consumer towards Jio. On the other hand , 19%, were neutral, 4% don't agree and 3% were found to be strongly disagreed towards JIO loyalty.
- Majority of consumers that is 48% strongly agree to have jio as their first preference where as others such as 30%, 15%, 2% and 4.6% comes under agree, neutral, don't agree and strongly don't agree respectively.
- 53% testee strongly agree to recommend JIO to others positively, 34% only agree where as 6%, 4% and 3% comes under neutral, don't agree and strongly don't agree recommendation.
- Major proportion of testee i.e 60% are strongly gratified with the services of jio and 32% are only gratified. On the other hand few testee i.e 6% and 2% are neutral and don't agree respectively.

5.2. Recommendations

- JIO should take a look at delay in connecting call with other network operators.
- JIO should expand their retail outlets.
- JIO should expand its network base.
- JIO should ensure its network reliability.

CHAPTER 6

CONSTRAINTS OF THE STUDY

Limitations

- small sample size.
- information that was given by the testee can be biased
few of the testee were not willing to give information.
- Present study cannot be total and complete solution.
- The limitation of this study was also felt in keeping the names of respondents confidential to get neutral and original responses of fairly high degree of accuracy.

8.ANNEXURE - I

1. Name:

2. Population Desservance:

3. Sex: Male Female

4. Age: 18 – 20 yr 21 – 25 yr
 26 – 30 yr 30 – 40 yr
 above 46 years

5. Employment: Student Service
 Professional Home maker
 Unemployed

NOTE: Please tick mark boxes to give your view.

6. What type of consumer you are
a) paying previously b) Paying after the service

7. From which place JIO sim card was procured ?

- a) Jio store
- b) Store of retailing
- c) Giving at home
- d) CNP

8. Number of family members utilizes JIO card ?

- a) 1
- b) 2
- c) 3
- d) >3

9.From how much time you are utilizing JIO sim card?

- a) Since it launch
- b) 60 days
- c) 120 months
- d) 180 months

10.What are your motives for JIO preference?

- a) 4ginternet
- b) good connection
- c) Value added services
- d) Value service

11.were you ever been a part of “ JIO Dana Dan” offer by JIO?

- a)Yes
- b)No

12.Give ratings to the following services on gratification level?

- a) V
- b) connection
- c) net
- d) none of the above

(ratings should be given upto to 5)

13. How much loyal you are for JIO

Factor	Strongly don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
I will remain a loyal consumer towards for JIO						

14. Consideration of JIO as first preference.

Factor	Strongly don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
JIO will be considered as my first preference.						

15. will you give recommendation of JIO to others?

Factor	Strongly don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
I will recommend JIO positively to others.						

16. Overall gratification of consumers.

Factor	Strongly don't agree	Don't agree	Neutral	Agree	Strongly agree	Total
Overall gratification of consumers						

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ORIGINALITY REPORT

15%

SIMILARITY INDEX

5%

INTERNET SOURCES

0%

PUBLICATIONS

15%

STUDENT PAPERS

PRIMARY SOURCES

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2	Submitted to Thiagarajar School of Management Student Paper	3%
3	link.springer.com Internet Source	2%
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