PROJECT REPORT

"AN SYSTEMATIC STUDY OF COSUMER'S SATISFACTION, TOWARDS RELIANCE JIO TELEPHONE SERVICE PROVIDED IN NAGPUR CITY."

Submitted To:

BBA Department,

Affiliated To:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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Under the guidance of

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NAAC Re -Accredited "A" Grade Autonomous Institutions

Academic Year 2021-22

CERTIFICATE

This is to be certify that the project entitled **"An Systematic Study Of Consumer's Satisfaction, Towards Reliance Jio Telephone Service Provided In Nagpur City"** prepared by "**SEJAL SHENDE**" submitted in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination, has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Aniruddha Akarte — (Project Guide)

Dr. Afsar Sheikh — (Co-ordinator)

Place: Nagpur

Date: 05-02-2022

DECLARATION

I here-by declare that the project entitled **"An Systematic Study of Consumer's Satisfaction' Towards Reliance Jio Telephone Services Provided In Nagpur City. "** has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and has not been submitted for any other examination and does not form the part of any other course undergone by me.

Sejal Shende

Place: Nagpur

Date:05-02-2022

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. N Y Khandait , Principal, G. S. College of Commerce & Economics, Nagpur.**

I am extremely thankful to my project guide **Dr. Aniruddha Akarte** for his valuable guidance throughout the project. I tender my sincere regards to him for giving me his outstanding guidance, suggestions and invaluable encouragement which helped me in completion of the project. I also thank the Course Coordinator **Dr. AFSAR SHEIKH** for kind support.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Cooperation. I would like to thank all those who helped me completing the project successfully.

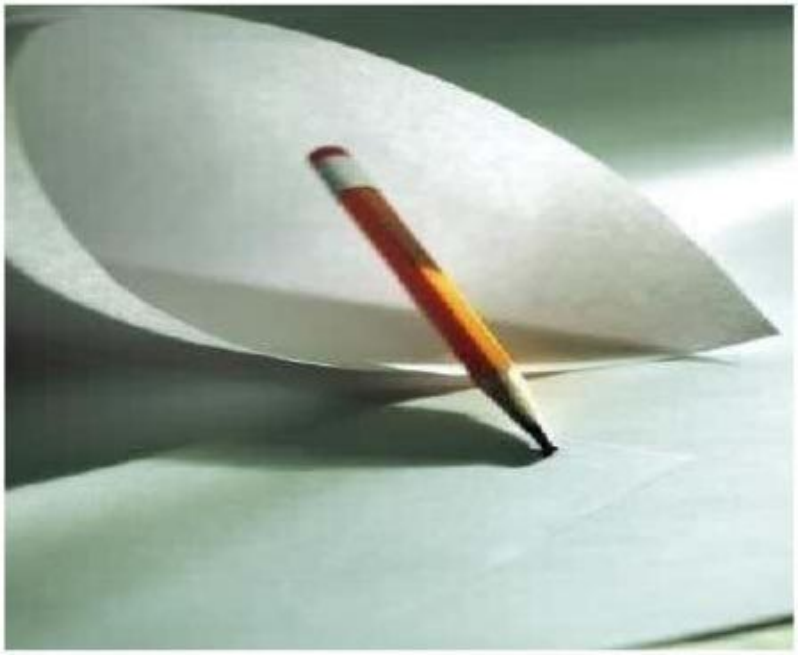
Sejal Shende

Place: NAGPUR

Date:05-02-2022

Contents

CHAPTER 01.



INTRODUCTION

INTRODUCTION OF THE TOPIC

Consumer satisfaction is term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass Consumer expectation. Consumer satisfaction is defined as the number of consumer, or endorses the definitions, purposes and constructs of classes of measures that appear in **Marketing Metrics** as part of it ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a consumer satisfaction metric very useful in managing there businesses.

It Is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for consumers, consumer percentage of total Consumers whose reported experience with a firm, its products, or it's services (ratings) exceeds specified satisfaction goals.

The Marketing Accountability Standards Board (MASB) and monitoring satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

After the globalization of India economy in 1991 telecommunication sector remained one of the most happening sectors in India. The recent years witnesses rapid and dramatic changes in the field of telecommunications. In the last few years more and more companies both foreign, domestic, come into cellular service, service market and offers large number of services to the people.

A consumer maybe referred to anyone engaged in evaluating, acquiring, using or disposing of services which he expect will satisfy his want. If any producer makes out the marketing programmer ignoring consumer preferences, cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the consumer's convenience rather than his own. Therefore a marketer must know more and more about the consumers, so that the products can be produced in such a fashion to give satisfaction to them.

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone uses has gone up by 13 lakhs. In the year of 2000 number of cell phone users has risen by one million. Indian telecom sector added a staggering 227.27 million wireless mobile users in the 12months between March 2010 and March 2011, while the overall tele density has increased to 81.82% as of 2014, and the total numbers of telephone users(mobile and landline) have reached 581 million as of May, 2015. Now currently telephone subscriber (mobile and landline) is 118.34 Crore (2022).

The company is reconfiguring to meet the growing demand for mobile services. It will differentiate are mobile services from our competitors through ongoing investment in technology, distribution and Consumer services, providing both a great Consumer experience and competitive value.

INTRODUCTION TO THE PROBLEM

Even though the sector has reflected promising growth, the tele density in India still remains at a very low level compared with international standards and thus providing tremendous opportunity for future growth. In the medium-term, the industry is expected to continue to record good subscriber growth as a result of low penetration levels, heightened and competition; a sustained fall in minimum subscription cost and tariff that increase affordability for lower-income rural users, expansion of coverage area by mobile operators, and government support through schemes such as the rural infrastructure roll out funded by subsidies from the Universal Service Obligation(USO) Fund. The Indian telecom sector offers unprecedented opportunities in various areas, such as rural telephony, 4Gvirtual private network, value-added services, et al .Nonetheless, the lack of telecom infrastructure in rural areas and falling ARPU of telecom service providers could inhibit the future growth of the industry.

Rapidly Falling ARPU(Average Revenue Per User)

The competitive intensity in the telecom industry in India is one of the highest in the world and has lead to sustained fall in realisation for the service providers. Intense competitive pressure and cut throat pricing has resulted in declining ARPUs. With increasing number of new entrants in the telecom space the competitive intensity is likely to continue, putting further downward pressures on the telecom tariffs. Thus, the telecom companies might have to grapple with further decline in ARPUs, going forward.

Further, with the telecom companies moving there focus to the rular areas for driving the future subscriber growth they might not witness acommensurate increase in revenues. In fact, the risk of steep decline in ARPUs will increase going forward as the telecom companies penetrate rular markets that characterized by higher concentration of low income , low-usage Consumers. A higher-than-expected decline in ARPU poses a risk of reduction in margins of service providers.

Lack of Telecom Infrastructure

Lakh of telecom infrastructure in semi-rural and rural areas could be one of the major hindrances in tapping the huge rural potential market, going forward. The service providers have to incur a huge initial fixed cost to enter rural service areas. Further, as many rural areas in India lack basic infrastructure such as road and power, developing telecom infrastructure in these are as involve greater logistical risks and also extent the time taken to roll out telecom services. The lack of trained personnel in the rural areas to operate and maintain the cellular infrastructure, especially passive infrastructure such as towers, is also seen as a hurdle for extending telecom services to the under penetrated rural areas.

Rural Areas Continue To Remain Under Penetrated

A Rural tele density of merely 15% point towards the fact that majority of Indian population still do not have access to telecom services. The rural India seems to have remained untouched by the telecom revolution witnessed in the last few years. A huge 'digital divide', which is reflected by the enormous difference of 74% between the urban and rural tele density, reiterates this fact, however, with the urban markets reaching saturation point, the telecom service providers are penetrating rural areas for driving future growth. Thus, the service providers entering new rural markets might witness substantial increase in subscriber base. The expansion in the ruler areas, however, has increased the risk of further decline in the ARPUs. Nonetheless the revenue growth from these regions is unlikely to match the surge in the subscriber base.

Excessive Competition

Another major concern that has come to the four front in the recent past has been heightened competitive intensity in the industry that has correspondingly fuelled the price war between industry players. The Indian wireless market is one of the world's most competitive markets, with 12 operators across 23 wireless 'circles' and 6 to 8 competing operators in each circle. The auction of new 4Glicenses and the introduction of mobile number portability (MNP) are likely to heat up competition in the industry, going forward.

Spectrum is the most important resource that is required for providing mobile services. Given that spectrum is a finite resource, the availability of the same would be inversely proportional to the number of operators. Thus ,the number of service providers smaller will be the amount of spectrum available to each of them.

Scarcity of spectrum leads to higher capex on deployment of mobile networks for the operators as they need more cell sites to improve service quality. Further the growing usage of spectrum and the resultant scarcity may lead to re-use of spectrum and increase chances of congestion in networks leading to constraints on service quality.

Evidently the competition in the industry is expected to intensify further with entry of new players, both domestic as well as foreign players. With the competitive intensity of the industry already at such high levels new operators might find it difficult to gather significant share in Indian telecom market. while the new players may benefit from a faster network rollout through tower sharing, they will face challenges in terms of high subscriber acquisition costs and lower ARPUs Consumers.

Lower Broadband Penetration

The Indian economy remains highly under penetratedin terms of broadband connections. High cost of devices (PC and laptop), high internet charges and lower wireless connection have been some of the major factors inhibiting broadband penetration. Broadband is one of the key catalysts for economic development and major initiatives by both the government and service providers are needed to increase its penetration.

Spectrum Allocation

4GSpectrum availability is one of the major concerns for the industry. Lack of adequate spectrum which is the most integral part of the mobile telephony sector could hamper its growth severely. However, the spectrum allotment has been the most controversial issues in Indian telecom sector.

Thus smooth process of scheduled 4G spectrum allocation is likely to be one of the key factors affecting the industry dynamics, going forward. Given the highly-competitive nature of the

Indian telecom industry on one hand, and limited licenses in the 4G network on the other, the risk of excessive biding by the service providers has increased. Irrational biding, especially in some circles, might render 4G services financially-unviable. Further, there exists a risk of delay in allotment of proposed spectrum to the service providers who has successfully bid for the 4G spectrum.

Other Growth Inhabiting Factors

While the implementation of mobile number portability is likely to aid improvements in quality of service, it is also likely to increase the chum out ratio significantly. The service providers are likely to turn to the VAS as a service differentiator; however, widespread VAS deployment is restricted due to language and illiteracy.

The deployment of 4G services is likely to help the emergence of new VAS. Mass acceptance will be crucial for the success of 4G services in India. Comparatively higher cost of handsets required for accessing 4G services is likely to be one of the major roadblocks in mass 4G adoption in India.

CHAPTER 02.

COMPANY PROFILE

Jio's Headquarters In Navi Mumbai

Formally Called	**Reliance JIO**
Type	Subsidiary Of Reliance Industries
Industry	Telecommunications
Headquarters	Maker Chambers IV, 222 Nariman Point, Mumbai, Maharashtra, India
Key People	Mukesh Ambani(Chairman), Sandip Das(Managing Director)
Products	Fixed Line Telephone, Mobile Phones, wireless Broadband, Internet Services, OTT Services
	Jio Apps MyJio, JioChat, Jio Beats, JioMoney, JioDrive, JioOnDemand, JioSecurity, JioJoin, JioMaps, JioXpressNews, JionetWiFi
Website	Jio. com

Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network.

Reliance Jio setting up a pan India telecom network to provide to the highly underserviced India market, reliable (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. Reliance Jio aims to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby propelling India into global leadership in digital economy.

Reliance Jio is also deploying an enhance packet core network to create futuristic high capacity infrastructure to handle huge demand for data and voice. In addition to high speed data, the 4G network will provide voice services from/to non-Reliance Jio network.

Reliance Jio hold spectrum in 1800 MHz (across 14 circles) and 2300 MHz (across 22 circles) capable of offering fourth generation 4G wireless services. Reliance Jio plans to provide seamless and 4G services using FDD-LTE on 1800 MHz and TDD-LTE on 2300 MHz through and integrated ecosystem.

Reliance Jio is part of the “Bay of Bengal Gateway “cable System, planned to provide connectivity between South East Asia, South Asia and the Middle East, and also to Europe, Africa and to the Far East Asia through interconnections with other existing and newly built cable systems landing in India, the middle East and Far East Asia.

Reliance Jio's subsidiary has been awarded with a Facility Based Operator License ("FBO License ") in Singapore which will allow it to buy, operate and sell undersea and/or terrestrial fiber connectivity, setup it's internet point of presence, offer internet and transit and peering services as well as data and voice roaming services in Singapore.

Re-Jio is also in the process of installing hundreds of monopoles, unlike the regular rooftop mounted telecom towers typically used by telcos, said the company executive quoted above. Monopoles, or ground-based masts(GBMs), are expected to double up as street lights and surveillance systems, and provide real-time monitoring of traffic advertising opportunities.

The company , which plans to be rolled out commercial telecom service operations from January, is currently in the testing phase for most of it offerings including 4Gservices a host of mobile phone applications and delivery of television content over its 5 fibre optic network.

Io, meanwhile, faces its share of challenges in terms of return on investment and capturing market share. The company, according to industry analysts, is expected to spend $8-9 billions for the 4G roll-out. The company will battle for subscribers with leading telcos such as Bharti Airtel Ltd, limited, Vodafone India Pvt Ltd and Idea cellular Ltd.

The Dominant Players

- Bharti Airtel ---**23**% Market Share
- Vodafone India --- **18%**Market Share
- Idea Cellular ---**15%**Market Share
- Reliance Communications ---**12%**Market Share
- BSNL ---**10%**Market Share
- Airtel ---**8%**Market Share
- Others --- **7%**Market Share

The services where beta launched Jio's partners and employees on 27 December 2015 on the evening of 87th birth anniversary of late Dhirubhai Ambani, founder of Reliance industries. As of 30 November 2019, it is a largest mobile network operator in India and the third largest mobile network operator in the world with over 369.93 million subscribers.

Mr.Akash Ambani is being launched in business as a chief of strategy in Reliance Jio, involved in day today operations in business Mrs. Isha Ambani is involved in branding and marketing. And the key people are Sanjay Das(Managing director), Jyotindra Tacker(Head of IT).

Reliance Industries Chairman Mukesh Ambani committed and investment of Rs. 2,50,000 crores on “Digital India” and said he expected the group’s initiatives under it will create over 5,00,000 direct and indirect jobs.

“Digital India as company has seen empowers them to fulfill their aspirations. Reliance Jio has invested over Rs. 2,50,000 crores across the Digital India pillars”. Ambani said, adding,” I estimate Reliance’s Digital India’ investments will create employment for over 5,00,000people.” Ambani said the launch of Digital India initiative was a momentous occasion in an information age where digitization was changing the way one lives, learns, works and plays. It can transform the lives of

Billion Indians using the power of digital technology. And as well as “So 80 percent of the 1.3 billion Indians will have high-speed, mobile Internet. And by 2017, company would cover 90 percent. And by 2018, all of India would be covered by this digital infrastructure.

Acquisition &Subsidiaries:

- ✓ Acquired Infotel Broadband Services Limited in 2010
- ✓ Technology – Rancore Technologies
- ✓ ILD & NLD –Infotel Telecom.

Agreement:

- ✓ An agreement with a Asend Telecom for their more than 4,500 Towers across India. (June 2014)
- ✓ An agreement with Tower vision for their 8,400 Towers across India. (May 2014)
- ✓ An agreement with ATC India for their 11,000 towers across India. (April 2014)
- ✓ An agreement with Viom Networks for their 42,000 telecom towers. (March 2014)
- ✓ A key agreement for international data connectivity with Bharti to utilise dedicated fiber pair of Bharti's i2i submarine cable that connects India and Singapore. (April 2013)
- ✓ Agreements with Reliance Communications Limited for sharing of RCOM's extensive inter-city and intra-city optic fiber infrastructure of nearly 1,20,000 fiber-pair kilometres of optic fiber and 5,00,000 fiber pair kilometers respectively (April 2013 /April 2018), and JIO has 1,70,000 individual towers- the largest tower portfolio in India- and had planned to build 90,000 new towers in fiscal year 2020 (ending March 31)

Technology:

- ✓ Reliance Jio is currently laying OFC across the country to offer Fiber to the home/premises (FTTH). This fiber backbone will also help them to carry huge amount of data originated from their 4G network as well as public Wi-Fi network.

- ✓ Reliance jio is deploying LTE-TDD Technology for 2.3 GHz spectrum band, acquired in 2010.

- ✓ Reliance jio will deploy LTE-FDD for 1.8 GHz spectrum, which will ultimately paved to roll out of LTE-A network aggregation of both technology and both spectrum band.

- ✓ At present in Different cities of India Reliance Jio offers Wi-Fi services. Most of these cities are in Gujarat, where Reliance Industries also have one of the largest petrorefinery.

- ✓ Once commercially launched, Jio users can have access to Reliance Communications' 2G and 3G network.

OPERATIONS

In June 2015, Jio announced that it will start its operation all over the country by the end of year. However, four months later in October 2015, the company's spokesmensent out a press release stating that the launch was postponed to the first quarter of the financial year 2016-2017. Later in July, PIL field in the Supreme Court by an NGO called the Centre for Public Interest Litigation through Prashant Bhushan, challenge the grant of Pan- India license to Jio by the Government of India. The IPL also alleged that Jio was allowed to provide voice telephony along with its 4G data service, by paying an additional Fees of just 165.8 crore (US$25million) which was arbitrary and unreasonable, and contributed to a loss of 2,284.2crore (US$340 million) to the exchequer.

The Indian department of Telecom (DoT), however, refuted all of CAG' s claims. In its statement, DoT explained that the rules for 3G and BWA Spectrum didn't restrict BWA winners from providing voice telephony. As a result the PIL was revoked, and the accusations were dismissed.

Beta Launch

The 4G services where launched internally to Jio's partners, its staff and their families on 27 December 2015. Bollywood actor Shah Rukh Khan, who is also the brand ambassador of Jio, kickstarted the launch event which took place in Reliance Corporate Park in Navi Mumbai, along with celebrities like musician A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker Rajkumar Hirani. The closed event was witnessed by more than 35000 Reliance Jio with its employees some of whom were Virtually connected from around 1000 location including the Dallas in the US.

PRODUCT & SERVICES

RELIANCE JIO 4G BROADBAND

The company has launched its 4G broadband services throughout India in the first quarter of 2016 financial year. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Mukesh Ambani, owner of Reliance Jio is the Telecom subsidiary, had unveiled details of Jio's fourth- generation(4G) services on 12 June 2015 at Reliance Jio's 41st Annual General Meeting. It will offer data and voice services with peripheral services like instant messaging, LiveTV, movies on demand, news streaming music, and the digital payments platforms.

The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) Licence, Jio will also serve as a TV channel distributor and will offer television-on-demand on its network.

Pan-India Spectrum

Jio owns spectrum in 800 MHz and 1,800 MHz bands in 10 and 6 circles, respectively, of the total 22 circles in the country, and also owns Pan India Licensed 2,300 MHz spectrum. The spectrum is valid till 2035. Ahead of its Digital Services launch, Mukesh Ambani-led Reliance jio entered into a spectrum sharing deal with younger brother Anil Ambani-backed Reliance Communications. The Sharing deal is for 800 MHz band across seven circle other than the 10 circles for which Jio already owns.

Reliance Jio’ s vision for India is that broadband and digital services will no longer be a luxury items. Rather convert it into a basic necessities that can be consumed in abundance by consumers and small businesses. The initiatives are truly aligned with Government of India’s Digital India's vision for our nation.

- Digital Healthcare
- Affordable Devices
- Jio Drive
- Digital Education
- Digital Currency
- Digital Entertainment and social connectivity

LYF SMARTPHONES

In June 2015, Jio tied up with domestic handset maker Intex to supply 4G handsets enabled with voice over LTE(VoLTE) feature. Through this, it plans to offer 4G voice calling besides rolling out high- speed Internet services using a fiber network, in addition to the 4G wireless network. However, in October 2015, Jio announced that it would be launching its own mobile handset brand name LYF.

On 25 January 2016, the company launched its LYF smartphone series starting with Water 1, through it chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely, Water series, Earth series, and Flame series.

FLAME 6

Technical Specifications

MODEL LYF FLAME

CHIPSET Qualcomm® Snapdragon 210 MSM8905

GENERAL FEATURES Operating System: Android Lollipop 5.1
SIM Slot: Dual SIM (4G+2G)

Processor (CPU): Quad-Core 1.5GHz, Screen Size: 4 Inch

PERFORMANCE Chipset: Quad-Core 1.5GHz

Graphics (GPU): Mali 400 MP2@500MHz

RAM: 512 MBMB, Screen Resolution: WVGA,

BATTERY Capacity: 1700 mAh,

STORAGE CAPACITY Talktime: Up to 4.5 hours(4G)

Internal Memory: 4 GB, Expandable Memory: Upto 32GB

CONNECTIVITY4G: Yes(LTE)

CAMERA Front Camera: 2MP Fixed Focus, Flash: Rear LED Flash

FLAME 1

Technical specifications

MODEL FLAME 1

CHIPSET Qualcomm® Snapdragon 210 MSM8909

GENERAL FEATURES Operating System: Android Lollipop 5.1
SIM Slot: Dual SIM (4G+2G),

Processor (CPU): Quad-Core 1.1GHzG Screen Size: 4.5 Inch.

PERFORMANCE Graphics (GPU): Adreno 304 @ 409MHz, RAM: 1 GB

Screen Resolution: FWVGA 480×854 pixel

BATTERY Capacity: 2000 mAh, Lithium-ion
Talktime: Up to 8 Hours(4G)

STORAGE CAPACITY Internal Memory: 8 GB, Expandable Memory: Up to 32 GB

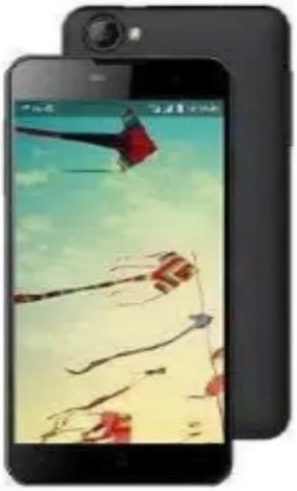
CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4

True 4G (LTE Support): VoLTE (Video & HD Voice Call)

CAMERARear Camera: 5MP Auto Focus

Front Camera: 5MP Fixed Focus, Flash: Rear LED Flash

WIND 1



Technical Specifications

MODEL LYF WIND 1

CHIPSET Qualcomm® Snapdragon™ 410 MSM8916

GENERAL FEATURES Operating System: Android Lollipop 5.1

SIM Slot: Dual SIM (4G+2G)
Processor(CPU) : Quad-Core 1.2 GHz

PERFORMANCE Chipset: Qualcomm® Snapdragon™ 410 MSM8916

Graphics (GPU): Adreno 304 @ 409MHz, RAM: 1 GB

Screen Size: 5 Inch, Screen Resolution: HD, 720x1280 pixel

BATTERY Capacity: 2300 mAh, Lithium-ion Polymer

STORAGE CAPACITY Internal Memory: 8 GB, 16 GB, Expandable: Up to 64 GB

CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4
True 4G (LTE Support) : VoLTE (Video & HD Voice Call)
CAMERA Rear Camera: 5MP Auto Focus Front Camera:5MP Fixed Focus, Flash: Rear LED Flash

WIND 5

Technical Specifications

MODEL WIND 5

CHIPSETMTK 6735P

GENERAL FEATURES Operating System: Android Lollipop 5.1

SIM Slot: Dual SIM (4G+2G),

Processor (CPU): Quad-Core 1.0 GHz

PERFORMANCE Chipset: MTK 6735P

Graphics (GPU) : ARM(MaliT720-MP1)@600MHz

BATTERY Capacity: 2000 mAh, Lithium-ion

Talktime: Up to 6.5 hours (4G)

STORAGE CAPACITY Internal Memory: 8 GB, Expandable Memory: Up to 32 GB

CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4

True 4G (LTE Support) : VoLTE (Video & HD Voice Call)

CAMERA Rear Camera: 8MP Auto Focus,Front Camera: 5MP Flash: Rear Flash

WATER 1

Technical Specifications

MODEL WATER 1

CHIPSET Qualcomm® Snapdragon™ 615 MSM8939

GENERAL FEATURES Operating System: Android Lollipop 5.1.1

SIM Slot: Dual SIM (4G+2G),

Processor (CPU): Quad-Core 1.5 GHz

PERFORMANCE Chipset: Qualcomm® Snapdragon™ 615 MSM8939

Graphics (GPU): Adreno 405 @550MHz

BATTERY Capacity: 2600 mAh, Lithium-ion Polymer

STORAGE CAPACITY Internal: 16 GB, Expandable: 32 GB

CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4

True 4G (LTE Support) : VoLTE (Video & HD Voice Call)

CAMERA Rear Camera: 13MP Auto Focus, Front Camera: 5MP Fixed Focus

Flash: Both Front and Rear

WATER 2

Technical Specifications

MODEL WATER 2

CHIPSET Qualcomm® Snapdragon615 MSM8939

GENERAL FEATURES Operating System: Android Lollipop 5.0., Screen Size: 5 Inch

Screen Resolution: HD, 1280x 720 pixels

PERFORMANCE Chipset: Qualcomm® Snapdragon™ 615 MSM8939

Graphics (GPU): Adreno 405 @550 MHz, RAM: 2 GB

Processor (CPU): Quad-Core 1.5 GHz

BATTERY Capacity: 2400 mAh, Lithium-ion Polymer

STORAGE CAPACITY Internal Memory: 16 GB, Expandable Memory: 32 GB

CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4

True 4G (LTE Support): VoLTE (Video & HD Voice Call)

CAMERA Rear Camera: 13MP Auto Focus, Front Camera: 5MP Fixed Focus

Flash: Yes- Rear Camera

WATER 7

Technical Specifications

MODEL WATER 7

CHIPSET Qualcomm® Snapdragon 615 MSM8939

GENERAL FEATURES Operating System: Android Lollipop 5.1

SIM Slot: Dual SIM (4G+2G),

Sensors: Gravity or Finger print sensor

PERFORMANCE Chipset: Qualcomm® Snapdragon™ 615 MSM8939

Graphics (GPU): Adreno 405 @550 MHz, RAM: 2 GB

Processor (CPU): Quad-Core 1.5 GHz

BATTERY Capacity: 3000 mAh, Lithium-ion Polymer

Talktime: Up to 14 hours (4G)

STORAGE CAPACITY Internal Memory: 16 GB, Expandable Memory: Up to 128GB

CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4

True 4G (LTE Support: VoLTE (Video & HD Voice Call)

CAMERA Rear Camera: 13MP Auto Focus, Front Camera: 5MP Fixed Focus
Flash: Rear LED Flash

EARTH 2

Technical Specifications

MODEL EARTH 2

CHIPSET Qualcomm® Snapdragon 615 MSM8939

GENERAL FEATURES Operating System: Android Lollipop 5.1.1

SIM Slot: Dual SIM (4G+2G), Octa core: 1.5 GHz

Sensors: Proximity or Light sensor

PERFORMANCE Chipset: Qualcomm® Snapdragon™ 615 MSM8939

Graphics (GPU): Adreno 405 @550 MHz, RAM: 3 GB

Screen Size: 5.5 Inch, Screen Resolution: Full HD

BATTERY Capacity: 3500 mAh, Lithium-ion Polymer

Talktime: Up to 14 hours (4G)

STORAGE CAPACITY Internal Memory: 32GB, Expandable Memory: Up to 64 GB

CONNECTIVITY 3G: Yes 4G: Yes, LTE CAT4

True 4G (LTE Support): VoLTE (Video & HD Voice Call)

CAMERA Rear Camera: 15MP Auto Focus, Front Camera: 5MP, Flash: Rear LED Flash

JIO PHONE

Technical Specifications

MODEL JIO PHONE

CHIPSET Qualcomm® Snapdragon 210MSM8909

GENERAL FEATURES Operating System: KAI OS, SIM Slot: 1 (4G/LTE),

Processer: Quad-Core 1.1 GHz, Screen Size: 2.40 Inch,

PERFORMANCE Graphics (GPU) : Adreno 304 @409 MHz RAM: 512 MB

Screen Resolution: 240*320 pixel

BATTERY Capacity: 2000 mAh, Lithium-ion

Talktime: Up to 8 hours (4G)

STORAGE CAPACITY Internal Memory: 4 GB, Expandable Memory: Up to 128GB

CONNECTIVITY 3G: Yes, 4G: Yes, LTE CAT4

True 4G (LTE Support): VoLTE (Video & HD Voice Call)

CAMERA Rear Camera: 2 Mega Pixel, Front Camera: 0.3- Mega Pixel

Jio net WiFi

Prior to its pan India launch of 4G data and telephone services, Jio has started providing free Wi-Fi hotspot services in cities throughout India including Ahmedabad and Surat in Gujarat ,Indore, Jabalpur, Dewasand and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in WestBengal, Lucknow in Uttar Pradesh, Bhubaneswar in Odisha, Mussooriein Uttarakhand, Collectorate's Office in Meerut, and at MG Road in Vijayawada Other's title= Reliance Jio rolls out Wi-Fi services at IP sigra Mall in Varanasi among others.

In May 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC World Twenty 20 matches. Jio net was made available in Wankhede Stadium (Mumbai), Punjab Cricket Association I S Bindra Stadium (Mohali), Himachal Pradesh Cricket Association Stadium(Dharam shala), Chinnaswamy Stadium (Bengaluru), Feroz Shah Kotla (Delhi),and Eden Gardens (Kolkata) in India.

JIO APPS

In May 2016, Jio launched a bundle of multimedia apps on **GooglePlay** as part of its upcoming 4G services. While the apps available to download for everyone, a user will require a Jio SIM card use them. Additionally, most of the apps in beta phase. Following is a list of apps:

- MyJio'- Manager Jio Account and Digital Services associated with it.
- JioPlay –A live TV channel service
- JioOnDemand - An online HD video library
- JioChat Messenger - An instant messaging app
- JioBeats – A music player
- JioMoney Wallet – An online payments/wallet app
- JioJoin –A VoLTE phone stimulator •JioDrive – Cloud- based backup too
- JioMag - E-reader for magazines• JioSecurity – Security app,
- JioXpressNews – A news and magazines aggregator

JIO MIFI WIFI ROUTER

JIO PREVIEW OFFER FOR HP LAPTOPS:

- ✓ 3 Months Free Unlimited 4G Internet (Connected with 31 Devices)
- ✓ 3 Months Free Unlimited Calling (At Any Network)
- ✓ 3 Months Free Unlimited SMS
- ✓ Lifetime Roaming Free (All India)
- ✓ Registration in E-mail is compulsory
- ✓ Available in Reliance Store and Digital Mini Express Store

JIO PREVIEW OFFER(JPO)

- ✓ 3 Months Free Unlimited 4G Internet in LYF smartphones and others all 4G smartphones (Samsung, Micromax, Karbon, Lava, HTC, Gionietc.)
- ✓ 3 Months Free Unlimited Calling (At Any Network)
- ✓ 3 Months Free Unlimited SMS
- ✓ Lifetime Roaming Free (All Over India)
- ✓ 2 Years Warranty (LYF handsets only)

Branding And Marketing

On December 24,2015, Bollywood Actor Shah Rukh Khan was Appointed as Jio's Brand Ambassador.

CHAPTER 03.

RESEARCH STUDY

PROBLEM OF DEFINATION

Consumer perception about 4G much more volatile, much less predictable and increasingly concerned with instant gratification. The expectation is that in due course this trend towards individualization will become a more important factor in the emerging market too, particularly in the every areas. In future, 4G services over mobile networks and company need to review current regulatory frameworks to enhance innovation and competition in the market of these services.

Consumer satisfaction is defined as Consumer's overall evaluation of the performance of an offering date. This overall satisfaction has a strong positive effect on Consumer loyalty intentions across a wide range of 4G services.

To better manage Consumer satisfaction, company spend millions on effectively tracking the methods that guarantee Consumer satisfaction, because the quantitative measurement of Consumer satisfaction is a great help for comprehensively measuring the effect of 4G on Consumer satisfaction.

To have a through satisfaction firstly the company is needed to bring satisfied Consumers which leads to loyal Consumers and by preparing all this good services would be followed which influenced on Consumer satisfaction and make them loyal in future.

OBJECTIVES

- To study the Consumer satisfaction label on Reliance Jio products and services.
- To find the market potential and market penetration of **Reliance Jio products and services** in **Nagpur** city.
- To study the various kinds of offers available in Reliance Jio.
- To analysis the reason for choosing reliance Jio network.
- To study of Consumer satisfaction level on reliance JIO products and services.
- To find out sale percentage share etc.
- To study the problems faced by the Consumers while using Jio Network.

HYPOTHESIS

Hypothesis is the process of taking and using sample Statistics to make an inference for a population Parameter, a theory or guess can be called as a Hypothesis.

H1: Purpose of using mobile and satisfaction of Jio users are related.

H2: Frequency of using WIFI has impact on Satisfaction of Jio users.

SCOPE OF STUDY

This study covers Consumers about Reliance Jio in the Nagpur city.

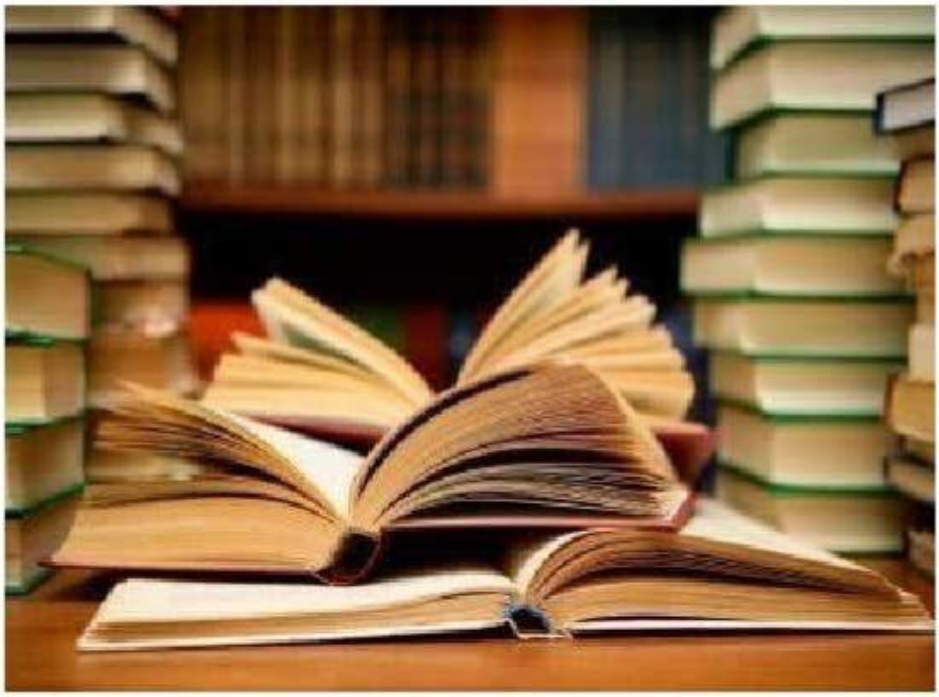
The study makes effort to ascertain the satisfaction level of Consumer of Reliance JIO. Through survey so that company would be able to come up to the expectation level of it Consumer. The company can come up to the expectation only by finding out the problem that Consumer are facing during their purchase of Reliance JIO products.

The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of selling there product without having satisfied Consumer. No company can survive in long run without coming up to the satisfaction level of Consumers.

In short it is a level of satisfaction that is link between end-company. As long as the company is able to satisfy its Consumer, Consumer would remain in the bracket of loyal Consumer. Hence it is very essential to understand the Consumer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement.

The research will also be beneficial in analyzing the overall market position of the company and measures which should be adopted by the Reliance JIO to increase there market share in the region of Nagpur city.

CHAPTER 4



RESEARCH METHODOLOGY

Research Methodology

Research methodology is a way to systematically solve the research problem, as to how research is done scientifically. It consists of the different that generally adopted by researcher to study his research problem along with logic behind them. It is necessary for the researcher to develop certain test.

The research methodology is surely and simply the framework of plan for collection and analysis of data. A good methodology is very important to carry out research. It concluded research design. research approach and research instrument and sampling.

Collection of information about product and its shares. Consultation were carried out with stockiest and retailer of Nagpur districts.

Marketing research calls for developing an efficient plan for gathering the needed information. Designing research plan calls for decision on the at source research instrument research approaches sampling plan and contact method the table below shows this.

RESEARCH DESIGN

The purpose of the methodology is to design the research procedure. This includes overall design, the sampling procedure, the data collection method and analysis procedure.

Marketing research is a systematic gathering recording and analyzing of data about problem retaining to the marketing of goods and services.

The essential purpose of marketing research is to provide information, which will facilitate identification of an opportunity of problem situation and to assist manager in arriving at the best possible decisions when such situations are encountered.

Basically there are two types of researches, which according to their up applicability, strength, weaknesses, and requirements used before selecting proper type of research, there suitability must be seen with respect to specific problem two general type of researches are exploratory and conclusive.

[1] DESCRITPTIVE RESEARCH DESIGN:

It is also known as quantitative research,; it is designed to help executives of action that is to make decision.

When a marketing executive makes a decision are of action is being selected from among a number of available. The alternatives maybe ask as few as or virtually infinite. They may be well defined or only vaguely glimpsed.
Conclusive research provides information which help the executive make a rational decision.
In some instances, particularly is any experiment is run, the research may come close to specifying the precise alternatives to choose, in their cases especially with descriptive studies the research will only particularly clarify the situation and must will be left to the executive's judgement.

The type of research here is "**Descriptive Research Design".** This kind of design is used for more precise investigation or of developing the working hypothesis from an operational point of view. It has inbuilt flexibility, which is needed because the research problem, broadly defined initially, is transformed into one with more precise meaning in exploratory studies, which in fact may necessitate changes in research procedure for gathering relevant data.
The characteristic features of research are as follows:-

- Flexible Design
- Non- Profitability Sampling Design
- No Pre-planed design for analysis
- Unstructured instrument for collection of data
- No Fixed decision about the operational procedures

CHAPTER 6

DATA ANALYSIS AND INTERPRETATION

Simple Percentage Method

TABLE 4.1:-

- AGE

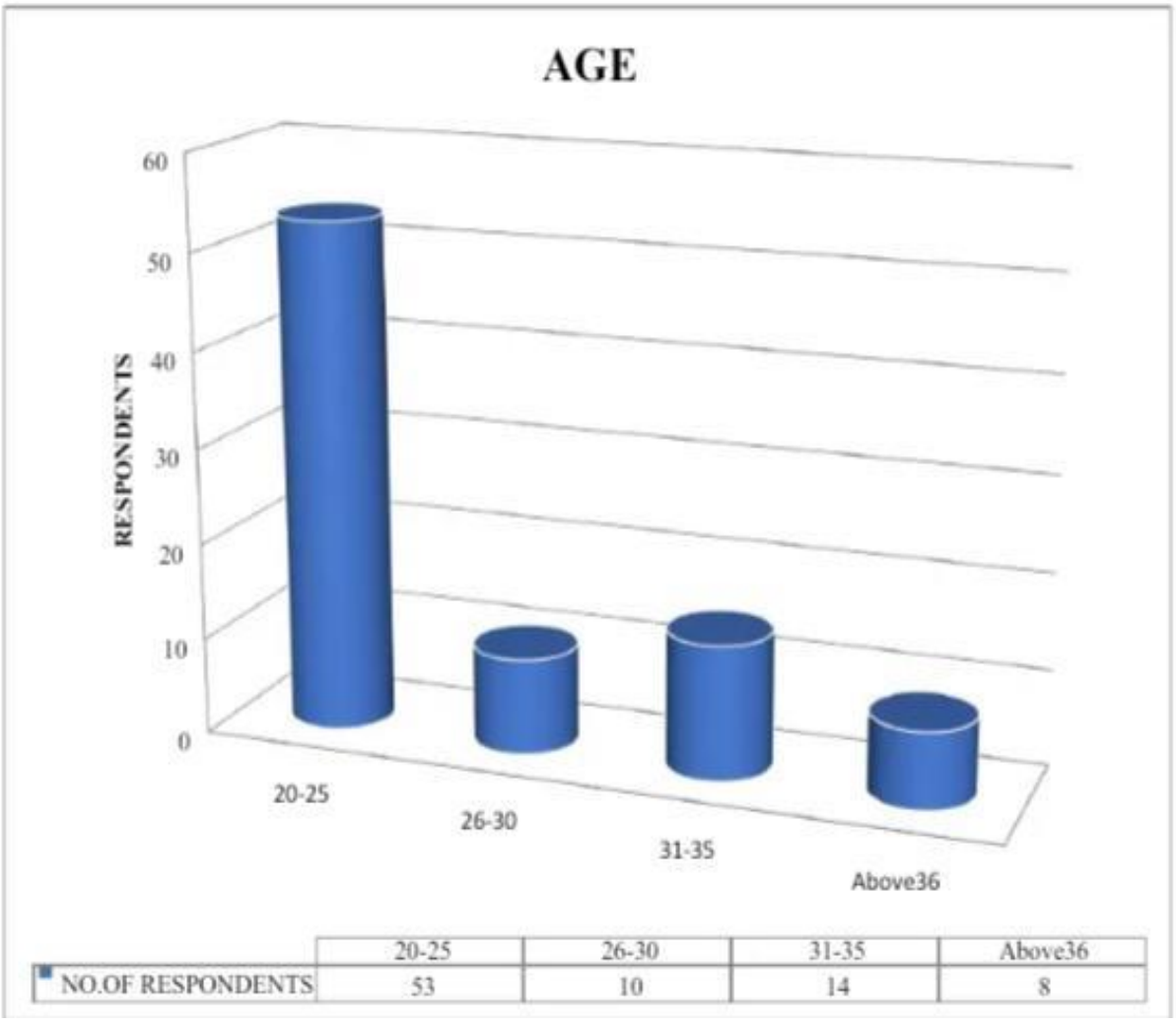
Age	No. Of Respondents	% Of Respondents
20-25	53	62.36%
26-30	10	11.76%
31-35	14	9.41%

INTERPRETATION:

- 62.36% of the respondents are between the age group 20– 25.
- 11.76% of the respondents are between the age group 26 – 30.
- 16.47% of the respondents are between the age group 31 – 35.
- 9.41% of the respondents are above 36 years of age.

CHART 4.1:-

- AGE



	20-25	26-30	31-35	Above36
NO.OF RESPONDENTS	53	10	14	8

TABLE 4.2

❖OCCUPATION

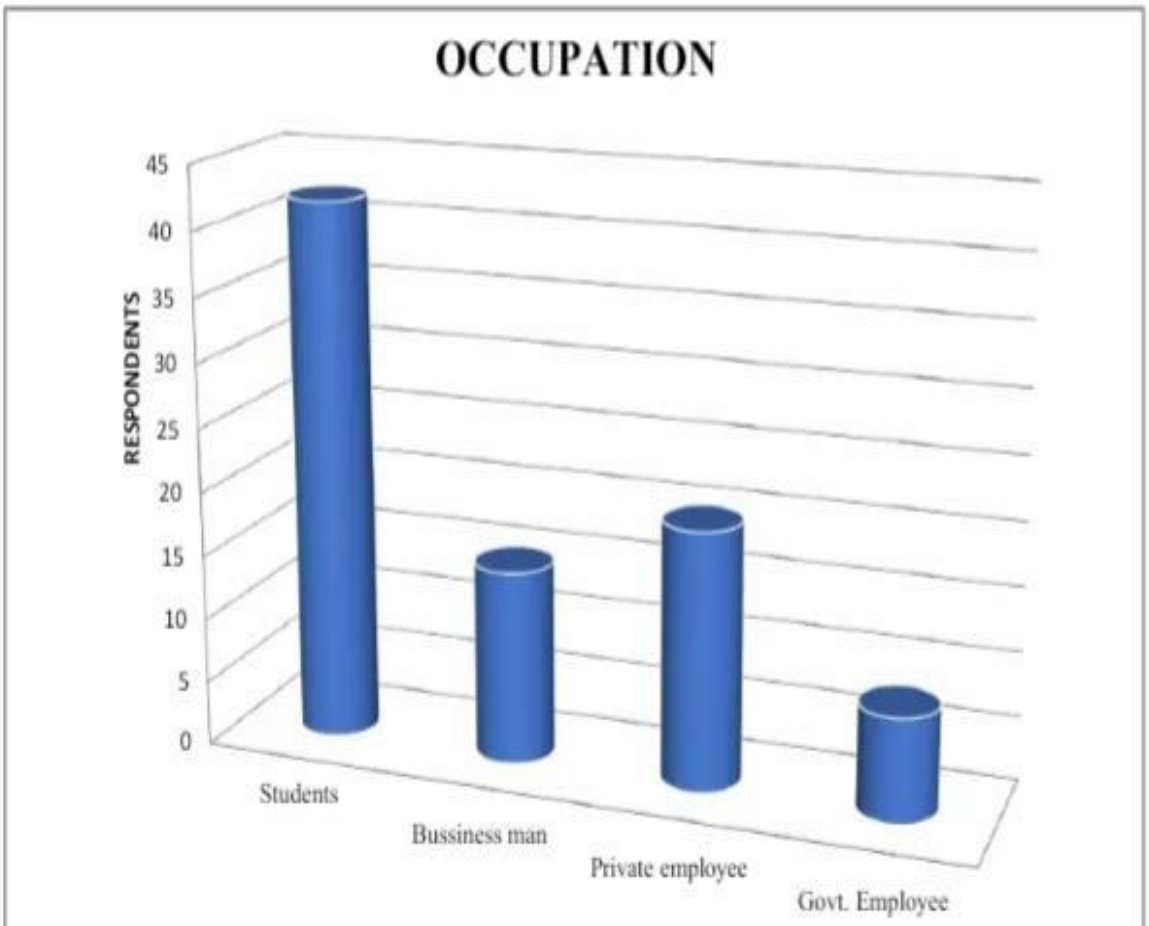
Occupation	No. Of Respondents	% Of Respondents
Students	42	49.41%
Business Man	15	17.65%
Private Employees	20	23.52%
Govt. Employees	08	9.42%

INTERPRETATION:

- 49.41% of the respondents are Students.
- 17.65% of the respondents are Businessmen.
- 23.52%of the respondents are from Private employees.
- 9.42%of the respondents are Govt. employees.

CHART 4.2

- OCCUPATION



	Students	Bussiness man	Private employee	Govt. Employee
NO. OF RESPONDENTS	42	15	20	8

TABLE 4.3:-

❖ ANDROID MOBILE PHONE USERS.

Mobile Users	No. Of Respondent	% Of Respondent
Yes	85	100%
No	0	0%

INTERPETRATION:

- 100% of the respondents are Mobile users.

CHART 4.3

- ANDROID PHONE MOBILE USER

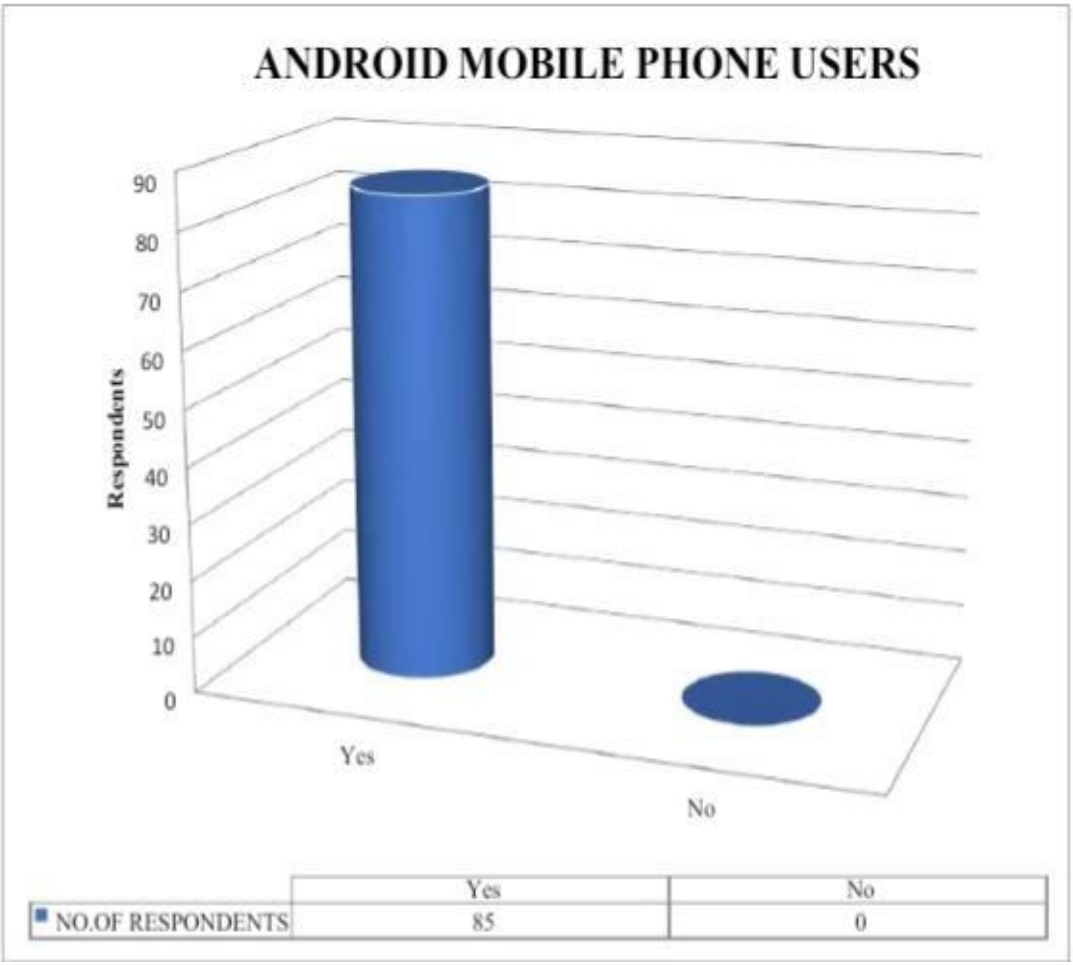


TABLE 4.4:-

❖ AWARENESS ABOUT RELIANCE JIO.

Awareness	No. Of respondents	% Of respondents
Yes	82	96.4%
No	3	3.6%

***INTERPRETATION*:**

- 96.4% of the respondents are aware about Reliance JIO.
- 3.52% of the respondents are not aware about Reliance JIO.

CHART 4.4:-

- AWARENESS ABOUT RELIANCE JIO

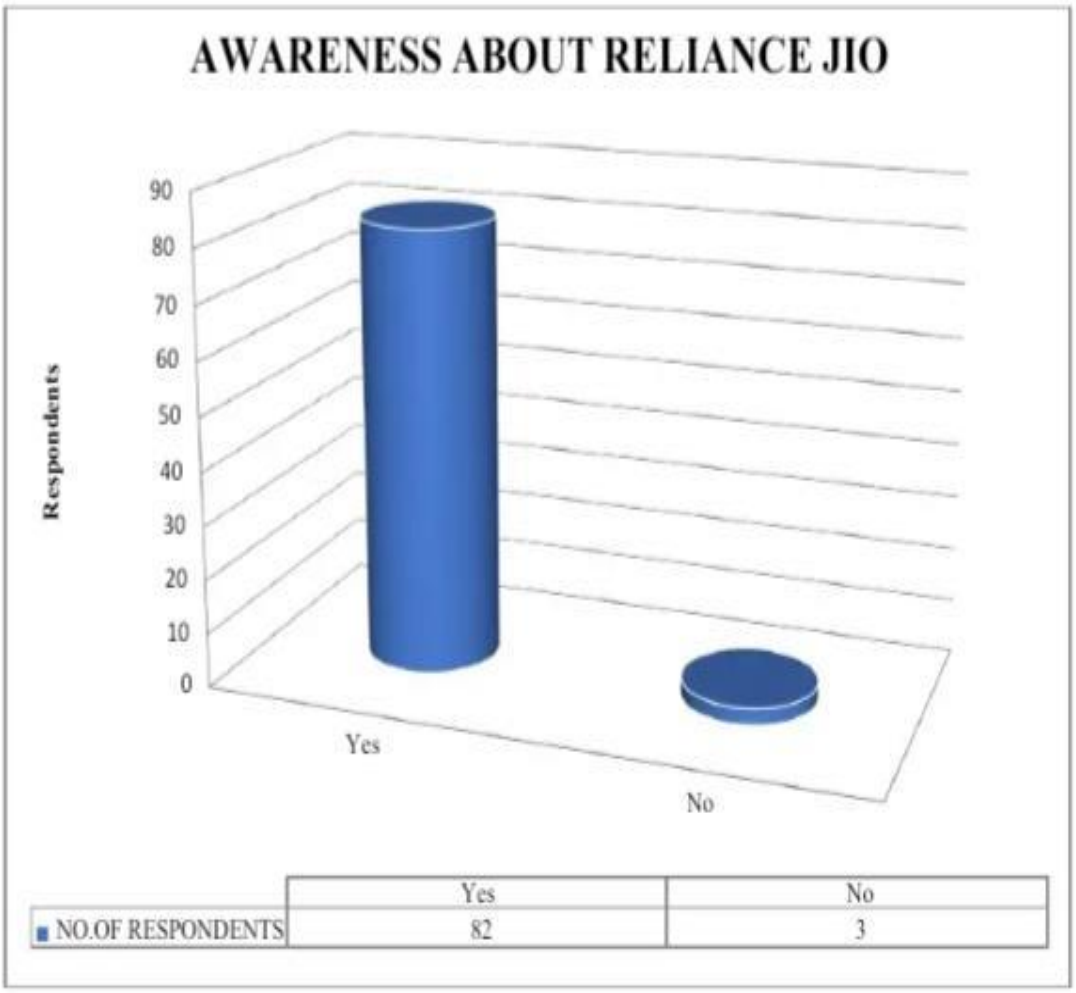


TABLE 4.5:-

❖ AVERAGE MONTHLY EXPENDITURE ON MOBILE (In Rs.)

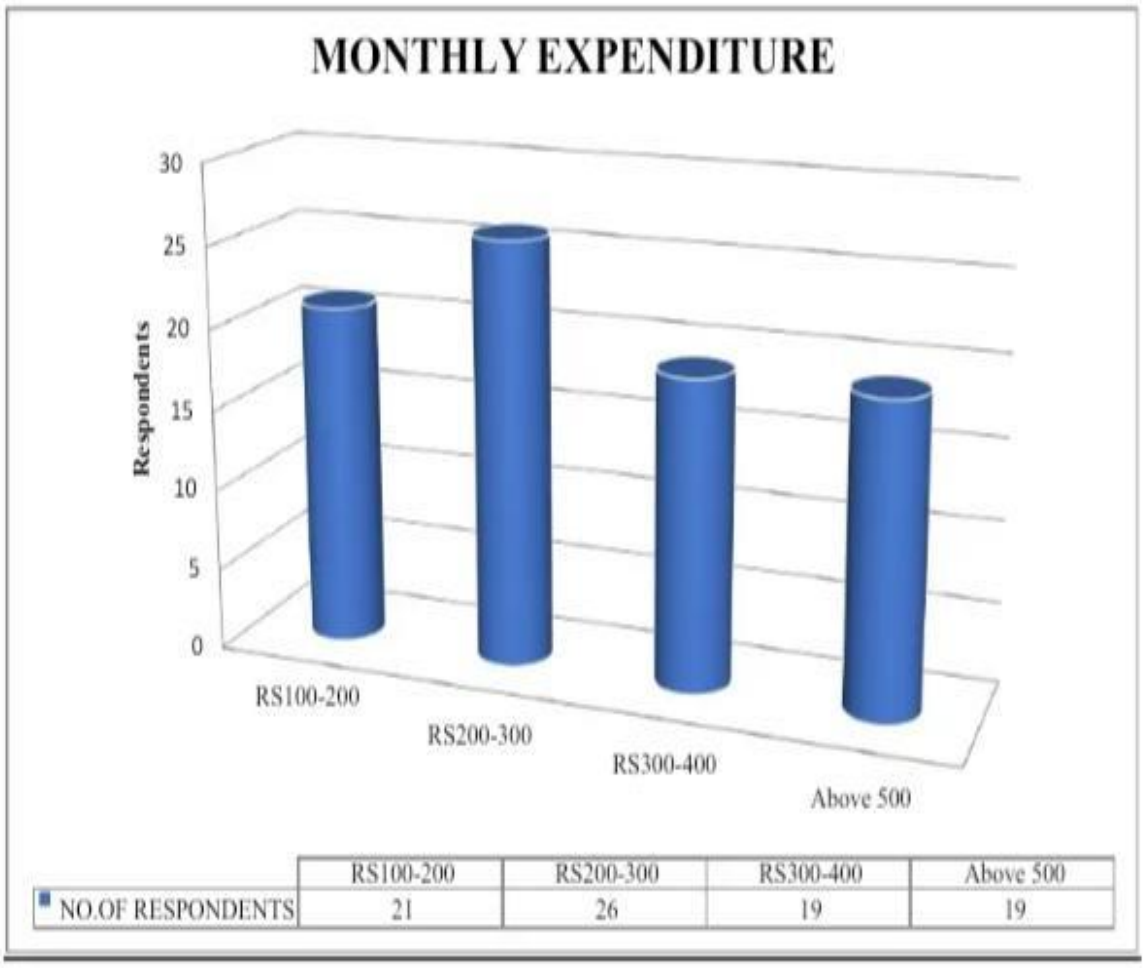
Expenditure (Rs.)	No. Of respondents	% Of respondents
Rs100-Rs200	26	24.70%
Rs200-Rs300	22	30.5%
Rs300-Rs400	8	22.35%
Above Rs500	4	22.3%

INTERPRETATION:

- 24.7%of respondents are monthly expenditure on mobile.
- 30.5% of respondents are monthly expenditure on mobile.
- 22.35%of respondents are monthly expenditure on mobile.
- 22.3% of respondents are monthly expenditure on mobile.

CHART 4.5

- AVERAGE MONTHLY EXPENDITURE ON MOBILE (IN RS)



	RS100-200	RS200-300	RS300-400	Above 500
NO.OF RESPONDENTS	21	26	19	19

Likert Scale Analysis

TABLE SHOWING THE SATISFACTION LEVEL OF DATA SERVICE

Sr. No.	Satisfaction Level	No. Of Respondents	Likert value (x)	Total (Fx)
1	Excellent	51	5	255
2	Very good	46	4	184
3	Good	23	3	69
4	Average	0	2	0
5	Poor	0	1	0
6	Total	120		508

Likert value= ∑ (fx) / No of respondents.

508/120 = 4.23

INTERPRETATION

The likert scale value is 4.23 which is greater than the mid value 3, so the respondents are satisfied with the data service.

TABLE SHOWING THE SATISFACTION LEVEL OF NETWORK COVERAGE

Sr. No.	Satisfaction Level	No. Of Respondents	Likert Value	Total (Fx)
1	Excellent	50	5	250
2	Very good	30	4	120
3	Good	30	3	90
4	Average	5	2	10
5	Poor	5	1	5
6	Total	120		475

Likert value = $\sum$ (fx) / No of respondents.

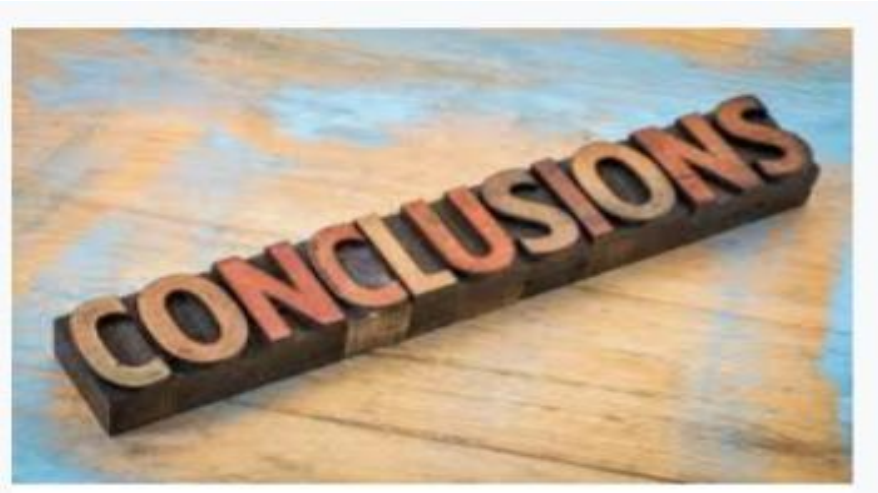
= 475\120

= 3.95

INTERPRETATION

The likert scale value is 3.95 which is greater than the mid value 3, so the respondents are satisfied with the network coverage.

6.CONCLUSION



AND

LIMITATION

CONCLUSION

Reliance JIO has become a very successful brand in India and providing Consumer satisfaction is to be there main motive. It provides voice calling and daily data services and daily 100 SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3Gservices are unable to meet out Consumer needs and wants. That's why 4G has been evolved for Indian Consumers.

Reliance JIO possesses congestion free & wide network coverage, attractive 4Gschemes and Consumers services as well as lifetime roaming free services.

Providing Consumer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as wide network coverage and good 4 G services as they are important and technology advanced stuff required by almost every day in today's environment,

Reliance JIO is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free and wide network, attractive 4G schemes and Consumer services to cover one of the wildest area.

From the details it can be concluded that 80% of Reliance JIO users preferred to remain Reliance JIO and fully satisfied. Also good number of Consumers who are willing to switch from there respective subscribers showed interest in Reliance JIO. Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

LIMITATION

1. The first problem 1 faced is in getting the co-operation of the Consumers. Many of the respondents 1 approached did not agree to the need and utility of the project and hence did not agree to provide the with information.

2. The behavior of the Consumer is unpredictable which may results in the lacking of accuracy in the data.

3. As the sample size of the survey was as small and comprise of only 85 Consumers, the results may have some prone to errors.

4. Study accuracy totally based upon the respondents response.

5. Stipulated short span of time for survey.

8. FINDINGS

&

SUGGESTION

FINDINGS

The following are the findings:

1. While conducting the survey, I found that most of 94.1%respondents satisfied with Reliance JIO, and 5.9% of respondents are not satisfied. Because still they have network problem in deep rural areas.
2. The majority of respondent are came from the age of 20 to 25 years.
3. Reliance Jio has wide market captured in Nagpur. LYF handsets are highly demanded in the market by it Consumers.
4. Most of the Consumers are preferred to buy and utilize the LYF handsets because its demand is very high in the area of Nagpur.
5. Consumers are satisfied the 4G unlimited services as comparison to other services.
6. Reliance JIO is the market leader in Nagpur areas, all the Consumers are preferred its products in service.
7. Reliance JIO is enhanced potential market share in Nagpur.
8. Highly competition among other mobiles Samsung, Redmi, HTC. But LYFhandsets are more preferred by the Consumers.
9. Wide network coverage is available in Nagpur areas.
10. The main reason for the prefer Reliance JIO is due to speed network.
11. The overall satisfaction of Consumer based on the network speed and call roaming.
12. The uniqueness Reliance JIO network as a compare to other networks better satisfaction in Consumers.
13. LYF handsets are highly selling products in Nagpur markets. Because unlimited 4G schemes are considered by Consumers.
14. Based on the overall experience with Reliance JIO Consumer are fully satisfied with the services and other commodities.

SUGGESTION

1. Spread out the advertisements about Reliance JIO in deep rural areas.
2. Replenish the products on Retailer's shop on right time, where it is lacking.
3. Remove (exterminate) problem of calling congestion and call drop.
4. Make the advertisement of Reliance JIO by putting hoardings, boards, posters and neon(electronic) sign boards in every areas. It should be highlighted punchline "LYF DEKHO LYF JAISI".
5. Get the feedback from existing Consumers about Reliance JIO and take the reference for making new Consumers.
6. We should try building a good relationship with all retailers, praise, recognition and honor on several occasions for our retailers would help a lot.
7. The Consumer care people and also employees in Reliance JIO should try to convey brandy Reliance JIO while talking to people.
8. Enhance the market penetration and shares in every market and give the high competition to other's company.

9. BIBLOGRAPHY

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WEBSITES

a. www.JIO.com

b.www.MYLYF.com

c. www.google.com

d. www.wikipedia.com

CHAPTER 10

APPENDICES

QUESTIONNAIRE

NAME: ----------

AGE: ---------- GENDER----------

OCCUPATION: ----------

MOBILE No: ----------

ADDRESS: ----------

1. Do you have an android mobile phone?
   a) Yes b) No
2. Are you aware about Reliance JIO?
   a) Yes b) No

3. What is your average monthly expenditure on mobile (In RS)?

   a) Rs100-Rs200 b) Rs200-Rs300

   c) Rs300-Rs400 d) Above Rs500

4. From which shows you came to know about Reliance JIO?

a) Newspaper b) Advertisement

c) Month publicity d) Hoardings

5. Since now long you are using reliance jio services?

a) Less than one-month b) 2-6 months

c) 6 – 12 months d) More than 1year

6. Which feature of Reliance Jio convinced you to use this?

a) Connectivity b) Schemes

c) Advertisement d) Good will

7. Which service do you like most while using the Reliance JIO services?

a) Data services b) Call rate

b) Network coverage d) Value-added services

8. Why did you choose the service provider?

a) Calling services b) Daily data services

c) SMS services d) All services

9. Do you call at Consumer care?

a) Yes b) No

10. If Yes, how often you call at Consumer care?

a) Daily b) Once a week

c) Once in month d) Rarely

11. For what reason do you call Consumer care?

a) Value-added services b) Information regarding new schemes

c) Complaints d) Others queries

12. What should be improved in Reliance JIO services?

a) Improve in Network coverage b) Remove calling congestion

b) Upgrade in Android version d) Others

13. Would you like to recommend others?

a) Yes b) No

14. Rate the following Reliance JIO services on the basis of your satisfaction? (Tick)

Services	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Network Coverage					
Data service					
Calling service					
Value-added Service					
Consumer care					
New schemes and offers					

15. Are you satisfied with Reliance JIO services?

a) Highly dissatisfied b) Dissatisfied

c) Neutral d) Satisfied e) Highly Satisfied

DATA COLLECTION

I have used Questionnaire, as the research instrument to conduct the market survey. The questionnaire consisted closed ended questions designed in such a way that it is should gather maximum information people.

The questionnaire was a combination of 15 questions. If choices are given it is easier for the respondent to respond for the choices rather they think and reply also it takes lesser time. Because the keep on responding and one has tick mark the right choice accordingly. Data was collected through two sources:

Primary Data: Primary data was collected directly for the Consumers through or questionnaire.

Secondary Data: The secondary source was the company website and my colleagues.

Method of sampling

Convenient sampling is used to do sampling as all the Consumers in the sites are surveyed.

Data Analysis

Data analysis was done mainly from the data collected to the Consumers. The data Collected from secondary sources is also used to analyze on one particular parameter. Qualitative analysis was done on the data collected from the primary as well as secondary Sources.