



## CUSTOMER PERCEPTION TOWARDS BRAND RELIANCE JIO

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### **ABSTRACT**

As per the published news and information reliance Jio is in increasing its demand and having a target of 1 million subscribers in the saturated market of telecom in India. Various marketing strategies adopted by reliance to achieve the said target including free services, predatory pricing strategy, sales promotion, product development and so on. Due to this customer get delighted and started using reliance Jio as second SIM according to the article in Economic Times. All this helps Jio to change the consumer preference from one subscriber to another.

Now all players of the market has started offering same price as Jio also provide cost free services to satisfy their customers. Thus the study involves in analyzing the perception of customer towards Jio as a brand. The data collected from 100 respondents with help of convenient sampling technique is used. Six dimensions are used to analyze the perception of brand. Findings prove that Jio is better in some dimension like value, culture, personality & usage but needs improvement in product and benefit aspects.

**KEY WORDS:** Reliance Jio, Customer, Perception, Brnad

## INTRODUCTION

On February 21, 2017, published article in economic time stated that as per Mukesh Ambani, **India has become no 1 country in mobile data usage. Jio users consumed more than 100 crore GB of data per month on the Jio network and that's more than 3.3 crore GB a day** Jio consumers, and make more than 200 crore minutes of voice and video calls, and the telco has become largest mobile video networks globally.

In May 2016, Jio launched a bundle of multimedia apps on Google play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use them.

Economic Times NEWS on 5<sup>th</sup> January 2017 stated that around 67% surveyed customers in India are willing to use Reliance Jio as a secondary connection rather than a primary. Only 18% surveyed customers said that they will use as primary one when Jio's free offer ends, and amongst these, 57% said that they will go for Jio's 400-500 package' rather than the cheapest one.

But the biggest barrier appears to be handset incompatibility provided by the survey. Large amount of research and analysis was done about the marketing strategy adopted by reliance to acquire the consumer. Start from sales promotion, free services, product development etc. But the question arises about the perception of consumer with the problems like handset incompatibility and the services provided by the Jio. Thus paper tried to understand the perception of consumer towards brand reliance Jio Infocomm Ltd. Six attributes are taken for the study to understand the perception of consumer towards the Reliance Jio brand.

## LITERATURE REVIEW

Devangshu Datta Reliance Jio: Combative strategy to take on incumbents Company Stories, October 10, 2016 has explain about the different services and plans of reliance Jio,

Economics times (21 January 2017) in the article, "Thanks to Reliance Jio! India becomes top mobile data user" explains that reliance has bought the revolution in India

Debarun Chakraborty (2013), in his article determined the customer satisfaction & expectation towards a telecommunication company in West Midnapore which is a district of West Bengal. A descriptive study was conducted to achieve the objectives. In total 250 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services & facilities provided by the service provider. Results reveal that the dimensions which influence the satisfaction level of customer's are: Core services

(like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers.

Kavitha et al (2013), in their article titled “A study on Customer satisfaction towards Vodafone sim card special reference in Madurai city” determined the consumer satisfaction on Vodafone service providers’ services in Madurai district and to find out the consumers mentality towards using the services.

Dr.K. Moorthy<sup>1</sup>, K.Selvaraju<sup>2</sup>, K.Ayiswarya<sup>3</sup> (17<sup>th</sup> Jan 2017) explained the importance of the Internet is changing the style and nature of work, socialize, create and share information along with organize the flow of people, ideas, and things around the world. Yet the magnitude of this transformation is still underestimated by the way of receiving negative feedbacks in terms of speeds, connectivity, quality and price. Customer attitude are always changing and the firm want to satisfy the customer needs and wants according to priority of their needs.

#### **OBJECTIVE OF THE RESEARCH**

- To study brand perception of Reliance JIO Infocomm Ltd. in minds of the consumer
- To analyse the impact of personality, culture, attributes, benefits & values on customer brand preference

#### **RESEARCH METHODOLOGY**

Descriptive research design is used to study. This paper is based on both primary data and secondary data have been used for the study purpose. The primary data are collected from the 100 customers of Khar & Bandra with the help of a structured questionnaire. The questionnaire design is built up to know the type of products people use, the reason for their buying such product the ordinal scale 5 point Likert’s scale. “Strongly disagree” to “Strongly Agree is used in questionnaire .The secondary data has been collected by referring to Journals, Articles, and various relevant websites. Convenient random sampling technique has been adopted. The sampling size includes male and female users from different occupation, age and income. Statistical tools used in the study are Median and the Inter Quartile Range. The above hypothesis is tested on cross section opinions from the targeted audience of Khar & Bandra. 6 dimensions are used to study the customer perception of brand are Product, Benefits, Values, Culture, Personality ,Users etc.

## STATICALLY TECHNIQUE

### A – Median

$$\text{Median} = L + \frac{(n/2 - c.f.)}{f} \cdot i$$

Where

L = Lower limit of the median class

C.F. = Cumulative frequency of the class preceding the median class.

F = Frequency of the median class

I = the class interval of the median class

Used the median because is that value which divides the distributions into two equal halves. Median is also called positional average.

### B – The Inter Quartile Range (Q)

To find the inter quartile range, needs to compute the first and third quartile of the distribution. The inter quartile range denoted by  $Q = Q_3 - Q_1$ .

Where, **Q<sub>3</sub> = Third Quartile and Q<sub>1</sub> = First Quartile.**

The procedure for computing quartiles

$$Q_1 = L + \frac{(n/4 - c.f.)}{f} \cdot i$$

$$Q_2 = L + \frac{(2n/4 - c.f.)}{f} \cdot i$$

$$Q_3 = L + \frac{(3n/4 - c.f.)}{f} \cdot i$$

Inter Quartile Range (Q) for each and every was found out to check the degree of uniformity among the respondents.

If there is a small value of Q that indicates there is a agreement among the respondents in judging the degree of favorableness or unfavorableness of a statement. Similarly, using the same arguments we can infer that a large value of Q indicates disagreements among the respondents in judging the degree of favourableness or unfavourableness of a statement.

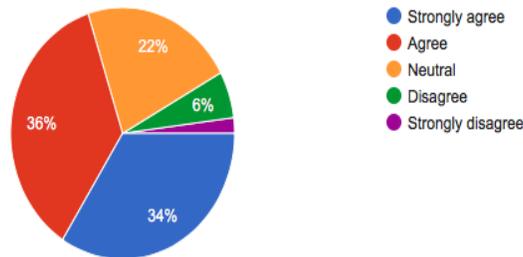
**DATA ANALYSIS**

**1. PRODUCT**

**Q 1:** Reliance Jio Infocomm Limited is a reliable company as it provides seamless services

**Reliance Jio Infocomm Limited is a reliable company as it provides seamless services: -**

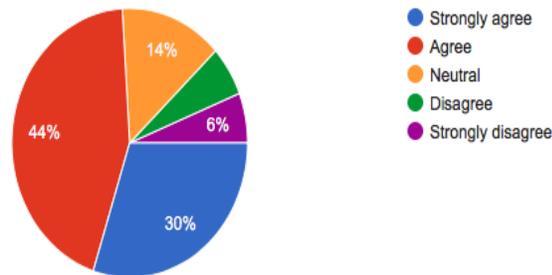
50 responses



**Q 2:** The offerings of Reliance Jio Infocomm Limited is strong/unique

**The offerings of Reliance Jio Infocomm Limited is strong/unique**

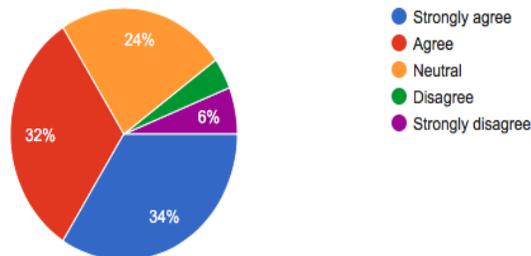
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**Q 3:** Reliance Jio Infocomm Limited is a financially dependable company

**Reliance Jio Infocomm Limited is a financially dependable company: -**

50 responses



**Question 1:** Quartile 1= 3.415; Median= 3.902; Quartile 3= 4.44

Inter Quartile Range= 1.029

Median value comes to 3.713 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 1.029 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 2:** Quartile 1= 3.34; Median= 3.74; Quartile 3= 4.26

Inter Quartile Range= 0.919

Median value comes to 3.74 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.919 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 3:** Quartile 1= 3.22; Median= 3.66; Quartile 3=4.2

Inter Quartile Range=0.98

Median value comes to 18 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 22 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

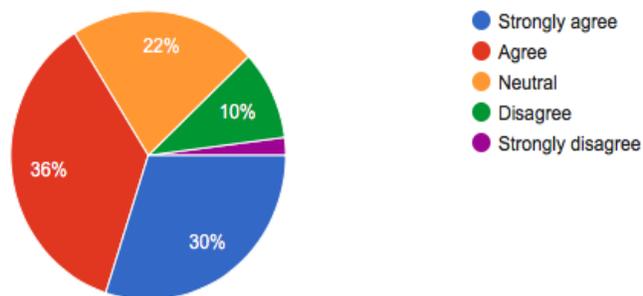
**Average Values:** Quartile 1= 3.251; Median=3.713; Quartile 3= 4.26; Inter Quartile Range= 1.00625.

## 2. BENEFIT

**Q 4:** Reliance Jio Infocomm Limited is prompt in its services

### Reliance Jio Infocomm Limited is prompt in its services: -

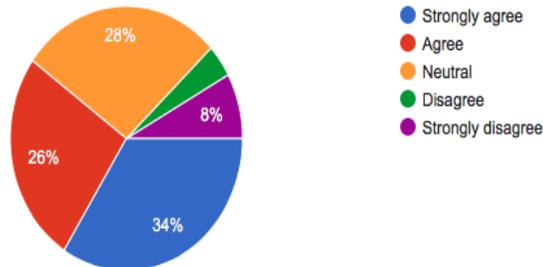
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**Q 5: Reliance Jio Infocomm Limited is robust as a product**

**Reliance Jio Infocomm Limited is robust as a product: -**

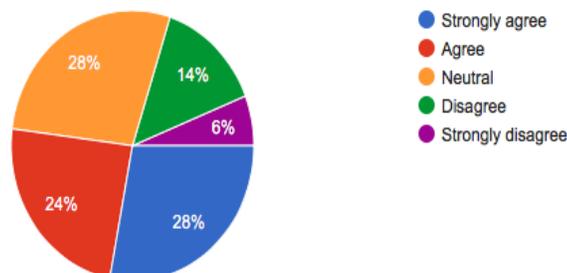
50 responses



**Q 6: The HD voice calling service (VoLTE) launched by Reliance Jio Infocomm Limited is unmatched vis-a-vis other operators**

**The HD voice calling service (VoLTE) launched by Reliance Jio Infocomm Limited is unmatched vis-a-vis other operators: -**

50 responses



**Question 1:** Quartile 1= 3.28; Median= 3.702; Quartile 3= 4.23

Inter Quartile Range= 0.954

Median value comes to 3.702 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.954 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 2:** Quartile 1= 3.1; Median= 3.6; Quartile 3= 4.17

Inter Quartile Range= 1.066

Median value comes to 3.6 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 1.066 a small value of Q indicates that there is a strong

agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 3:** Quartile 1= 3.25; Median= 3.75; Quartile 3= 4.33

Inter Quartile Range= 1.08

Median value comes to 3.75 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 1.08 A small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

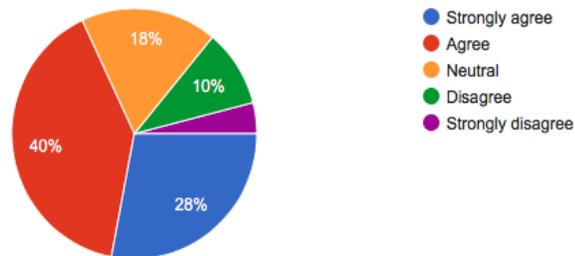
**Average Values:** Quartile 1= 3.2175; Median=3.4; Quartile 3=4.24; Inter Quartile Range=1.0225.

### 3. CULTURE

**Q 7:** Reliance Jio Infocomm Limited leads others in terms of innovation

**Reliance Jio Infocomm Limited leads others in terms of innovation: -**

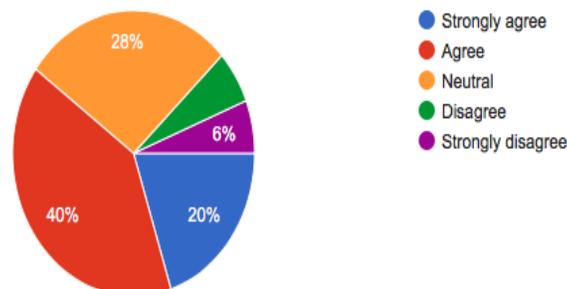
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**Q 8:** Reliance Jio Infocomm Limited believes in providing more customer value

**Reliance Jio Infocomm Limited believes in providing more customer value: -**

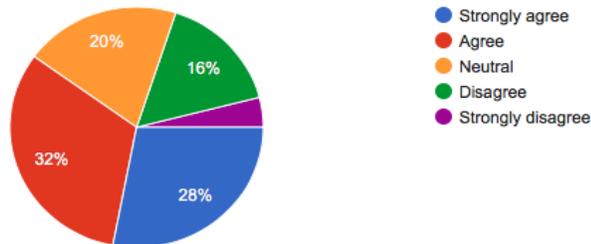
50 responses



**Q 9:** Reliance Jio Infocomm Limited is very organized in dealing with its customers

**Reliance Jio Infocomm Limited is very organised in dealing with its customers: -**

50 responses



**Question 1:** Quartile 1= 3.18; Median= 3.58; Quartile 3= 3.98

Inter Quartile Range= 0.8

Median value comes to 3.58 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.8 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 2:** Quartile 1= 3.224; Median= 3.568; Quartile 3= 3.1

Inter Quartile Range= 0.686

Median value comes to 3.568 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.686 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 3:** Quartile 1= 3.23; Median= 3.615; Quartile 3= 3.1

Inter Quartile Range= 0.77

Median value comes to 3.615 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.77 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

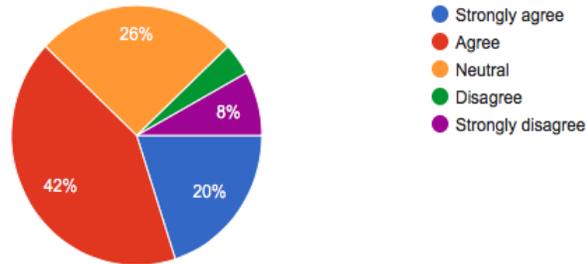
**Average Values:** Quartile 1=3.196; Median=3.58325; Quartile 3= 3.7475; Inter Quartile Range= 0.5515

**4. VALUES**

**Q 10:** Reliance Jio Infocomm Limited is a technology driven company

**Reliance Jio Infocomm Limited is a technology driven company: -**

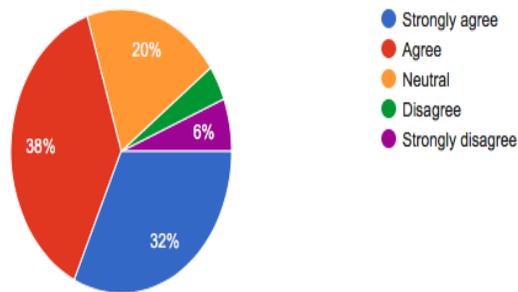
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**Q 11:** Reliance Jio Infocomm Limited believes in building long term relationship

**Reliance Jio Infocomm Limited believes in building long term relationship: -**

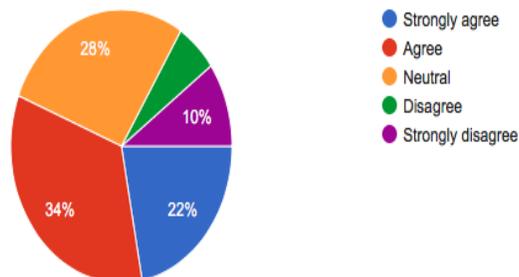
50 responses



**Q 12:** Reliance Jio Infocomm Limited puts lots of value to the feedback it receives from customers

**Reliance Jio Infocomm Limited puts lots of value to the feedback it receives from customers: -**

50 responses



**Question 1:** Quartile 1= 3.043; Median= 3.48; Quartile 3= 3.91

Inter Quartile Range= 0.87

Median value comes to 3.48 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.87 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 2:** Quartile 1= 3; Median= 3.44; Quartile 3= 3.88

Inter Quartile Range= 0.88

Median value comes to 3.44 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.88 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 3:** Quartile 1= 3.02; Median= 3.46; Quartile 3= 3.89

Inter Quartile Range= 0.87

Median value comes to 3.46 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.87 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

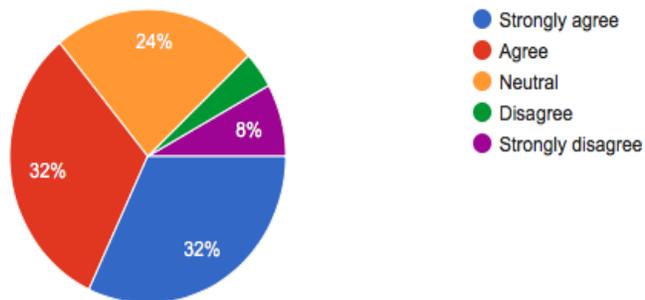
**Average Values:** Quartile 1= 3.06575; Median= 3.485; Quartile 3= 3.90175; Inter Quartile Range=0.836

## 5. PERSONALITY

**Q 13:** Reliance Jio Infocomm Limited is customer friendly

**Reliance Jio Infocomm Limited is customer friendly: -**

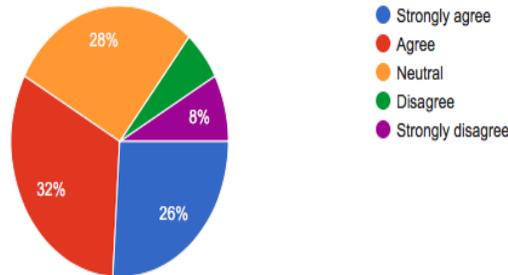
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**Q 14:** Reliance Jio Infocomm Limited is/are upright / honest while dealing with its customers

**Reliance Jio Infocomm Limited is/are upright/honest while dealing with its customers: -**

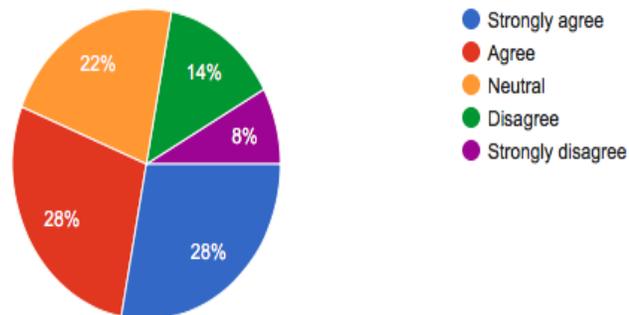
50 responses



**Q 15:** Reliance Jio Infocomm Limited is a smart operator

**Reliance Jio Infocomm Limited is a smart operator: -**

50 responses



**Question 1:** Quartile 1= 3.22; Median= 3.67; Quartile 3= 4.2

Inter Quartile Range= 0.98

Median value comes to 3.67 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.98 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 2:** Quartile 1= 3.16; Median=3.58; Quartile 3= 4

Inter Quartile Range= 0.84

Median value comes to 3.58 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.84 a small value of Q indicates that there is a strong

agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 3:** Quartile 1= 0.7; Median= 1.3; Quartile 3=1.8

Inter Quartile Range= 1.1

Median value comes to 1.3 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 1.1 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

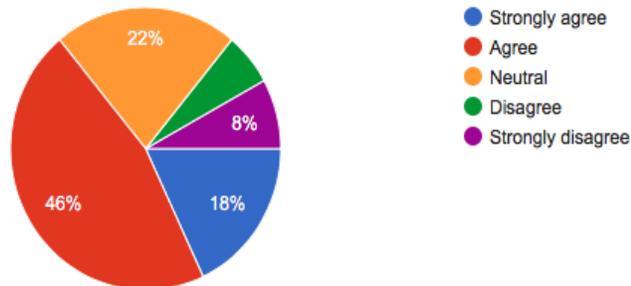
**Average Values:** Quartile 1= 2.558; Median=3.0375; Quartile 3= 3.5225; Inter Quartile Range=0.9645.

## 6. USERS

**Q 16:** Reliance Jio Infocomm Limited customers are price sensitive

**Reliance Jio Infocomm Limited customers are price sensitive: -**

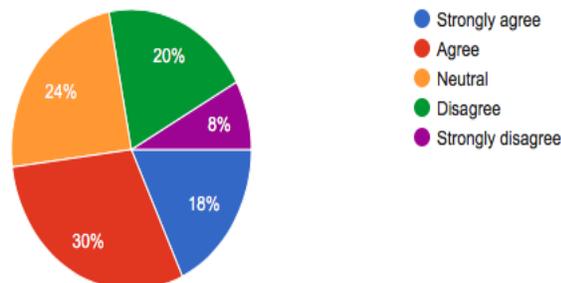
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**Q 17:** Reliance Jio Infocomm Limited customers are brand conscious

**Reliance Jio Infocomm Limited customers are brand conscious: -**

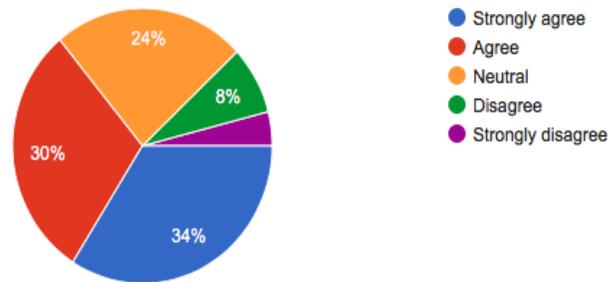
50 responses



**Q 18:** Services offered by Reliance Jio Infocomm Limited is affordable by rural population

**Services offered by Reliance Jio Infocomm Limited is affordable by rural population: -**

50 responses



**Question 1:** Quartile 1= 3.24; Median= 3.69; Quartile 3= 4.23

Inter Quartile Range= 0.986

Median value comes to 3.69 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.986 A small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 2:** Quartile 1= 3.225; Median= 3.725; Quartile 3= 4.31

Inter Quartile Range= 1.085

Median value comes to 3.725 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 1.085 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Question 3:** Quartile 1= 3.297; Median= 3.723; Quartile 3= 4.26

Inter Quartile Range= 0.962

Median value comes to 3.723 it means, the target audience find the attributes of the brand moderately good and the inter quartile range is low i.e. 0.962 a small value of Q indicates that there is a strong agreement among the respondents in judging the degree of favourableness in this case. In other words, there was strong unanimity among the respondents.

**Average Values:** Quartile 1= 3.2365; Median= 3.6895; Quartile 3= 4.2325; Inter Quartile Range=0.996.

## FINDINGS

**Table 1: Perception of brand**

	Median	Q3	Q1	IQR
Products	3.713	4.2575	3.25125	1.00625
Benefits	3.6855	4.24	3.2175	1.0225
Values	3.485	3.90175	3.06575	0.836
Culture	3.58325	3.7475	3.196	0.5515
Personality	3.0375	3.5225	2.558	0.9645
Users	3.6895	4.2325	3.2365	0.996
<b>Brand</b>	<b>3.5323</b>	<b>3.9836</b>	<b>3.0875</b>	<b>0.8961</b>

The brand is a moderately deep Inter Quartile Range 0.8961 again there is strong unanimity among the respondent in judging the various parameters. Low value of Q is indicative of the fact that there is strong agreement among the respondent in judging the degree of favorableness.

Product Reliance JIO Infocomm Ltd. faired as a brand quite satisfactory. Personality managed somehow to remain in the moderately good bracket. The median value is 3.04 is on the lower side. If these particular dimensions are not addressed properly by Reliance JIO Infocomm Ltd., the chances are that personality of Reliance JIO Infocomm Ltd. might suffer in days to come. The reason being 2 to 3 scale value is indicative of value where respondents have split opinion i.e. –they neither feel good nor feel bad about the particular attribute.

For the Benefit, Reliance JIO Infocomm Ltd. of the median value is reasonably high. It is 3.69 can be improved further and it can be with some efforts pushed to every good scale.

For understanding the value of the employee’s median value is 3.49 which are moderately good with Inter Quartile Range 0.84 showing that there is strong agreement among respondents in judging the various attributes of these dimensions. But anything lower than 3.5 can be matter of concern and his dimensions needs to be addressed in a better manner.

To overall analysis about cultures dimensions appears to be healthy with median value 3.58 with Inter Quartile Range 0.55 it shows that, the opinion of the respondents appears to be very much strong. While dealing with customers in terms of the equitableness (i.e.-Fairness) in dealing with the customers and opinion was reasonably good with median value of 3.61 and Inter Quartile Range is 0.836.

When it comes to the last dimension of brand i.e. Users here also the opinions were reasonably curved with median value 3.69 and Inter Quartile Range at 0.97. The view of the respondents in terms of median value was reasonably high at 3.72 and Inter Quartile Range was less than 1 i.e. 0.96 again shows the unanimity among the respondents in finding the attributes. This is very good sign. Even in the face of competition coming from private players and also other leading public sectors companies.

### **CONCLUSION**

Increasing competition creates pressure on the company on all dimensions for the improvement. Therefore company should not left any room for the competitors to en cash the opportunity to acquire the customer.

Reliance JIO Infocomm Ltd. is a moderately deep brand with 3.53 median values. Anything beyond 3.5 is a healthy sign. The Inter Quartile Range is 0.8961 a small value of Q indicates that there is very strong agreement among the respondents in judging the degree of favorableness. Therefore, it is conclude that Reliance JIO Infocomm Ltd. is moderately deep brand



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