REVIEW OF RESEARCH

CONSUMER INSIGHTS, GROW, USAGE AND REVENUE - A STUDY WITH REFERENCE TO JIO MOBILE NET CUSTOMERS

ISSN: 2249-894X
IMPACT FACTOR : 5.7631(UIF)
UGC APPROVED JOURNAL NO. 48514
VOLUME - 8 | ISSUE - 8 | MAY - 2019

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ABSTRACT:

*The ubiquitous nature of mobile phones has created a massive opportunity for mobile net businesses. Mobile net adoption has continued to grow worldwide at an impressive rate.The Internet demonstrated the ability of businesses to scale rapidly. The mobile ecosystem is demonstrating that it can improve the reach of Internet by a few multiples. The growth of social media and the ability of mobile devices to add location to the product mix are providing opportunities for businesses to fundamentally alter the way users engage socially or the manner in which they purchase goods and services. This study entitled "**A Study on Jio Mobile net Customers to Gain Consumer Insights, Grow Usage and Revenue**" the attempt understand the key factors for the non usage of mobile net services at Jio telecommunication.*

The primary data are collected by using questionnaire through closed sample method. Secondary data has been collected from various books and journals. Various tools and techniques like simple percentage, correlation, T-test, F-test, Anova has been used in this study.This study attempts to identify the results on the interplay of the above factors on each other and to identify the chief trends and provide various findings and suggestions to increase the usage of mobile net services among the customers thereby increasing the revenue of the company.

KEYWORDS: *Customer Behaviour*
Customer Perception
Customer Relationship Management
Consumer insights
Consumer Decision Making

INTRODUCTION:

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blend selements from psychology, soci ology, social anthropology, mark eting and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind the productive

system is considered from its beginning at the production level, to the end of the cycle, the consumer (Kioumarsi et al., 2009).

INDUSTRY PROFILE

This is the real mass market communication tool. There are around 300m mobile users in India (2008: 286million accounts). 92% of mobile subscribers are on pre-paid connection and remaining 8% on post-paid terms according to the IAMAI research of 2008. The Indian telecommunications market has tremendous growth opportunities – and according to IAMAI is set to exceed 500 million by 2010. Value added services - SMS, Hello Tunes, Music on Demand and Airtel Live - contributed to about 9.5% of the total revenues of the segment and SMS alone accounted for 4.1% of the total revenue in the market according to Go Broadband (2009). Mobile adoption has always been higher, so for SMS marketing, that is the true mass market media channel across many demographics. While mobile use is very high, mobile devices and the web will not properly converge until late 2010 so this remains an SMS text platform rather than mobile internet.

COMPANY PROFILE

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for 4,800 crore (US$670 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

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

Later in July, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of pan-India licence to Jio by the Government of India. The PIL 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$23 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US$320 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

NEED OF THE STUDY

The study of the Consumer Behaviour enable us to analysis one's own decision in buying using internet. The very look of the Competitor attracts people, the way in which products are used not only to buy, but also spend sometimes in the benefit to enjoy the speed, the customer takes a look to choose the product and understands the inferential as well as the external factors. This is done in a excellent service provided by the service providers. It is matter for study as to why people come and buy from Jio mobile net.

The Indian market has witnessed strong growth over the past few years. Liberalisation of the economy and growing income of middle class population have had a positive impact on consumer spending and consumption in both rural and urban areas. Indian consumers now spend a significant proportion of their income on internet and other essential commodities. Numerous other factors like demographic and macro-economic conditions have also given boost to expenditure on internet in the country.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To analysis the customer Perception and Satisfaction level in Jio mobile net products in Tamilnadu

SECONDARYS OBJECTIVES

- To analysis the various attributes that influences an customer perception in Jio mobile net Products.
- To analysis the Customers Expectations on various Jio mobile net Products in Tamil Nadu.
- To provide Jio mobile net with further Suggestions and Recommendations

SCOPE OF THE STUDY

1. The factor influence the customer to purchase internet from Jio mobile net
2. The needs of the customer at the place of purchase.
3. The customer opinion and ideas about the price quality and service rendered by the Jio mobile net
4. The service provided by the Jio mobile net
5. To analyzed the merchandise and service offered by a Jio mobile net
6. To study the preference given by consumers in term of quality, ambience, service, scheme and location for purchase

The overall purpose of this endeavor is to investigate empirically customers' preference towards exclusive using internet to determine the factors that influence the satisfaction level of customers' in Jio mobile net especially in Chennai city. This study is also aimed at finding out the relation between major demographic variables and satisfaction level of customers' and preference of Jio mobile net usage in Chennai city.

LIMITATIONS OF THE STUDY

- The survey was conducted only in Tamilnadu Chennai city, so we cannot reflect these results other than the area where the survey was conducted.
- The sample size has been restricted to hundred and fifty samples; therefore insufficiency of data is possible.
- The co-operation obtained from the respondents in responding to the scheduler was not encouraging.
- Respondents are not educated, so it has created difficulty in obtaining the data.
- No statistical tool used to select the sample
- Due to its time and cost constraints the scope of the study may be less.

REVIEW OF LITERATURE

Tamosiuniene and Jasillionene (2007)[1] explained vision in terms of CRM as the creation of picture of what the customer- centric enterprise will look like to ensure that a competitive position can be created in the market place.

Evengelia and Michalis (2006)[2] In his journal customer relationship management CRM is a strategy than can help them to build long lasting relationship with their customers and increase their profits through the right management system and the application of customer focused strategies CRM in the banking sector is of strategic importance.

Lindgreen et al (2006)[3] have explained that CRM strategy consist of customer strategy, brand strategy and customer interaction strategy. CRM is a business approach that integrates people, processes, and technology to maximize the relations of an organization with all type of customers.

Payne and Frow (2005)[4] proposed a strategic framework for CRM that comprised five major components-strategy development process, value creation process, multichannel integration process,

information management process, and the performance assessment process. However, their work failed to delve into certain aspects like the methods to be adopted for focusing on key customer and critical aspects of choosing the CRM technology.

Arora (2005)[5] observed that Banks, which earlier were enjoying supremacy for customer deposits and advances, have experienced a down swing in the demand for their services. The study further reported that private and foreign sector banks are quite successful in providing their customers with what they want, when they want, where they want, However, public sector banks are still lagging behind their counter parts in these aspects. Efforts have to be made by this sector if it wants to service in the present day world of competition.

Perer JP and Olsan J.C. (2005)[6] in his view Customer satisfaction increase the existing customer loyalty repurchase process, awareness of the people about the firm, decrease the price flexibility, the cost of gaining new customers and prevent the customer being affected from competitive enterprises.

P.Krishnaveni and D.Divya Praha (2005)[7] in their study presented a comprehensive view of service quality and its linkages with customer relationship management.

Newell Fedrick (2004)[8] states that CRM helps in understanding the buying behavior of customers for better products and services, spreading customer information across the enterprises to allow customer, facing employees to be more efficient and effective, and creating greater operational efficiency to reduce costs.

Chen and Pop Vich (2003)[9] states that CRM initiatives have resulted in increased competitiveness for many companies as witnessed by higher revenues and lower operational costs. CRM applications help organizations assess customer loyalty and profitability an measures such as repeat purchase, dollar spent, and longevity.

Bull, C.M. (2003)[10] in his article CRM systems can be viewed as Strategic and operational information systems aimed at enabling organizations to realise a customer focus.

RESEARCH METHODOLOGY

Research is the process of systematic and in depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

RESEARCH PROCESS

Research process refers to various steps and stages involved in research activity.

The Research Process usually starts with the formulation of a research problem, selecting from among various method of research, research design, sample design, data collection, analysis and interpretation of data, finally ending in a research report. The entire process and its various approaches are summarized.

RESEARCH DESIGN

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

SAMPLE

A sample is a group selected from the complete population. The sample for the survey is selected from the employees of the Jio Mobile Net.

SAMPLE SIZE

Sample size is the number of items to be selected from the universe to constitute a sample. The Sample size of the study is 150.

ANALYSIS AND INTERPRETATION

Table No : 1
Table Name : AGE OF THE CONSUMERS
Statistical Tool : Percentage Analysis

S. No	Statement	No. Of Respondents	% Of Respondents
1	15- 20	22	14.67
2	20-25	47	31.33
3	25-30	35	23.33
4	30-35	27	18.00
5	Above 35	19	12.67
	Total	150	100.00

It is inferred from above table that majority of the respondents age belongs to the age group of between 20-25. Followed by 25-30 is 23.33% and 30-35 age group is 18% , 20-25 is 14.67% and the very last age group is above 35 12.67%.

Table No : 2
Table Name : OCCUPATION OF THE RESPONDENT
Statistical Tool : Percentage Analysis

S. No	Brand	No. Of Respondents	% Of Respondents
1	Professional	76	50.67
2	Student	29	19.33
3	Business Man	14	9.33
4	Employee	31	20.67
	Total	150	100.00

INFERENCE:

The sample out of 150 professional 76 (50.67%),Student 29 (19.33%) Business Man 14 (9.33%) and Employee (20.67%).
So majority of the respondents are professionals 76 (50.67%),

Table No : 3
Table Name : INTERNET CONNECTION AT HOME
Statistical Tool : Percentage Analysis

S. No	Particulars	No. Of Respondents	% Of Respondents
1	Dongle	17	11.33
2	Broadband	87	58.00
3	None	46	30.67
	Total	150	100.00

INFERENCE:

The above table clearly shows that 58% of consumers opinion shows that they have internet connection through broadband in their home. 11.33 % responded delivered that they have internet connection through broadband in their home 31% of consumers opinion is None.

FINDINGS OF THE STUDY

- It is found that 42% of respondents agree that introducing new and difficult task will improve their career. 25% of respondents strongly agree to the statement, 17% of respondents neither agree nor

disagree to the statement, 8% of respondents disagree to the statement & 8% of respondent strongly disagree to the statement.

- 52% of respondents are of opinion that increase in morale of the organization will help them to develop their career. 48 % of respondents are of opinion that increase in morale of the organization will not help them to develop their career.
- 56% of respondents feel that Excel and exceed Targets depends upon career planning, 24% of respondents feel that Targets depends upon self study,16% of respondents feel that Targets depends upon experience and remaining 4% of respondents feel that Targets of organization depends upon self motivation
- It is found that 40% of respondents feel that affect Employees career growth depends upon Competition between employees . 20% of respondents feel that career affect depends upon due to conflicts with senior. 10% of respondents feel that career depends upon misbehavior. 30% of respondents feel that career affect depends upon lack of performance.
- It is found that 52% of respondents are of opinion that accepting the responsibility all levels of employees & 48% of respondents are of opinion that not accepting the responsibility all levels of employees.
- It is found that 92% of respondents are of opinion that training is useful to develop their career.& 8% of respondents are of opinion that training is not useful to develop their career
- It is found that 34% of respondents agree that. Growth Opportunities will reduce their employee dissatisfaction. 33% of respondents strongly agree to the statement, 17% of respondents neither agree nor disagree to the statement, 8% of respondents disagree to the statement & 8% of respondent strongly disagree to the statement.

SUGGESTIONS

Based upon the summary and findings certain suggestions and recommendations are drawn to improve the sales of Jio Mobile net.

- The company should adopt more competitive strategies in order to compete with the existing fast moving brands such as Airtel, Vodafone and Bsnl.
- The company should concentrate more on the service of product.
- If possible the company can improve the quality of the product.
- Most of the consumer is suggest improving the advertisement through mass media to improve the sales of JioMobile net.
- The recommendations are explained in detail under the heading product, price promotion, distribution and market.

CONCLUSION

The article highlights the real scenario prevailing in the market. It is understood that JioMobile net, promotes more brands among them most of the brands are popular and fast moving. The reason for the same are identified and reported. Suggestions and recommendations are also provided to increase the brand movement in the market.

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