

Impact of Nudging The Customers Towards Jio Network

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ABSTRACT

As there is advances in telecom industry, sim card brand and more features are introduced in day to day life. Indian market is the second largest market after china for mobile phones headsets. These are introduced to become crucial for increasing customers and also market share. Recently Reliance Jio sim has launched in telecom industry which offers internet services. The main motive of this industry is to penetrate the rural market and to have smartphones with internet accessibility. It seems to be good transformation of mobile phones from personal diary, camera and music player.

Keywords: Telecom industry, Sim card, Customers.

1. INTRODUCTION

Nudge refers to deliberately manipulating how choices are presented to consumers in this telecom industry. Reliance Jio telecomm limited, doing business as jio, is a LTE mobile network operator in India. It supports for 2G and 3G with network coverage across all 22 telecom circles in India and headquarters is situated in Mumbai. It is to influence the consumer to choose, either to steer them toward options that trusted by marketer or simply to stimulate purchases and increase sales. The measuring, understanding and influencing a choice of buying behavior among customers is one of the key aspects of the research carried out at the telecom industry in future.

2. STATEMENT OF THE PROBLEM

The telecom sector offers to predict opportunities in various areas, such as rural telephony can also service provider also inhibit the future growth of the industry. Lack of telecom infrastructure, rural areas continue to remain under penetrated, Excessive competition, these are hindrances are faced by Reliance Jio Sim.

3. SCOPE OF THE STUDY

The study makes effort to ascertain the satisfaction level of customer of Reliance Jio. No company can survive in long run without coming up to satisfaction level of customer. There must be level of satisfaction between end-user and company. As long as company is able to satisfy customer, that would remain in the bracket of loyal customer.

4. OBJECTIVES OF THE STUDY

- To analyze the importance and development of reliance industry to introduce Reliance Jio sim.
- To study customers attitude towards Reliance Jio sim.
- To determine the nudging techniques been implemented.
- To examine the people who have been attracted towards Reliance Jio sim.

SAMPLE DESIGN

For the purpose of this study 72 respondents were selected on the basis of convenient sampling method.

5. METHODOLOGY

Survey method is adopted by the researcher. This study is based on both primary data and secondary data, primary data were collected through the questionnaire and secondary data collected from journals, magazines.

6. TOOLS FOR DATA COLLECTION

In this study, cross table and chi-square test tools were used for testing of hypothesis after data collection.

7. LIMITATION OF THE STUDY

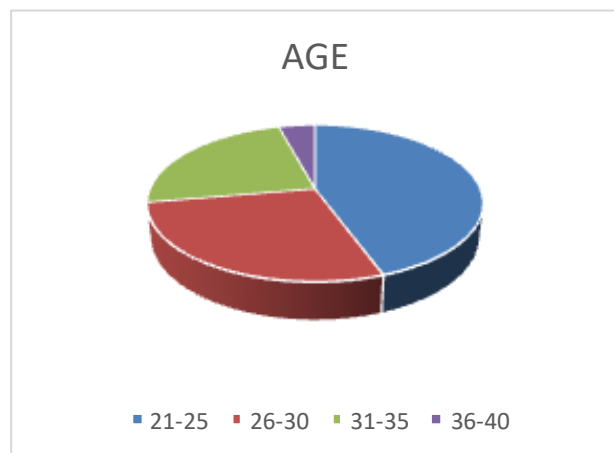
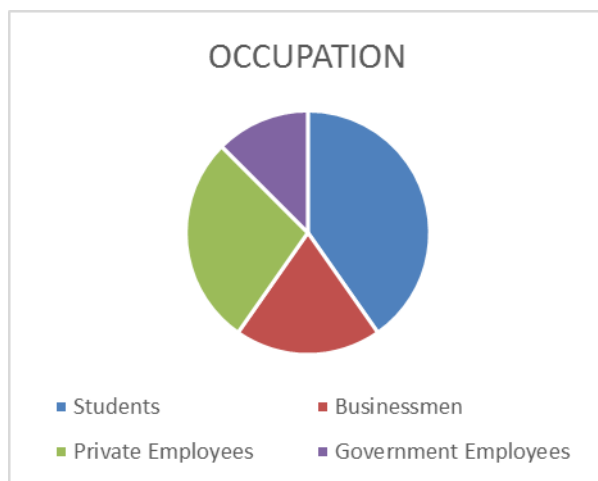
- Under the free welcome offer, Reliance Jio claims to offer unlimited free calls and 4GB of high speed 4G LTE data on daily basis.
- Reliance Jio is limiting both incoming and outgoing calls to 30 minutes. Hence, it is not confirmed or we are not sure to why the telecom operator has put the call time limit on its network.
- There is already a limit of 4GB 4G data per day on its network. But the thing is that we cannot understand that why Reliance Jio is having the limit on incoming call.

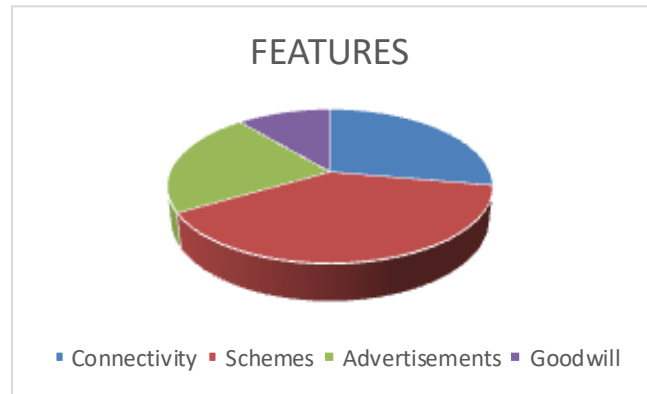
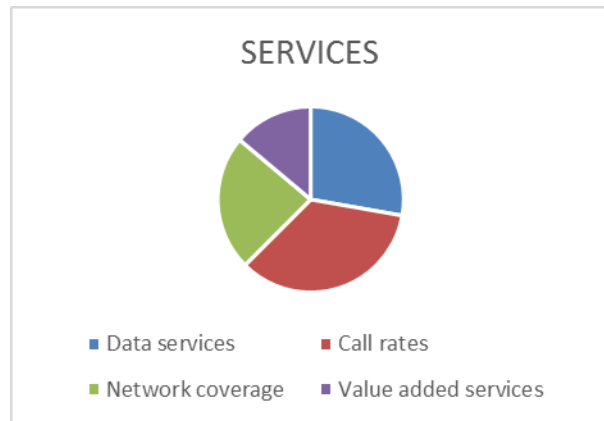
8. ANALYSIS AND INTERPRETATION

CROSS TABLE

CATEGORY	TYPE	NO. OF RESPONDENTS	PERCENTAGE
AGE	21-25	32	44
	26-30	20	28
	31-35	17	24
	36-40	3	16
Total		72	100
OCCUPATION	Students	29	40
	Businessmen	14	19
	Private Employees	20	28
	Government Employees	9	13
Total		72	100
FEATURES	Connectivity	20	28
	Schemes	28	39
	Advertisements	16	22
	Goodwill	8	11
Total		72	100
SERVICES	Data services	20	28
	Call rates	25	35
	Network coverage	17	23
	Value added services	10	14
Total		72	100

Source: primary data.





CHI-SQUARE TEST

➤ H_0 = There is a no significant relationship between occupation and services of Reliance Jio.

H_1 = There is a significant relationship between occupation and services of Reliance Jio.

Occupation & Services	Students	Businessmen	Private Employees	Government Employees	Total
Data Services	12	3	5	-	20
Call rates	8	7	10	-	25
Network Coverage	9	3	5	-	17
Value added Services	-	1	-	9	10
Total	29	14	20	9	72

Calculated value=54.08

The critical value at 5% level of significance is 16.919. Since, the calculated value is greater than the table value. Null hypothesis is rejected i.e. alternate hypothesis is accepted. So, there is a significant relationship between occupation and services of Reliance Jio.

➤ H_0 = There is a no significant relationship between age and features of Reliance Jio.

H_1 = There is a significant relationship between age and features of Reliance Jio.

Age & Features	21-25	26-30	31-35	36-40	Total
Connectivity	10	5	5	-	30
Schemes	10	10	8	-	28
Advertisements	12	3	-	1	16
Good will	-	2	4	2	8
Total	32	20	17	3	72

Calculated value=16.45

The critical value at 5% level of significance is 16.919. Since, the calculated value is lesser than the table value. Alternate hypothesis is rejected i.e. Null hypothesis is accepted. So, there is a no significant relationship between age and features of Reliance Jio.

9. FINDINGS

- Majority 44% of the respondents belongs to the age group 21-25 years.
- From the analysis 40% of the respondents were chosen an occupation as students.
- It is found that the maximum 39% of the respondents obtained, features of Reliance Jio with their schemes.
- Majority 35% of the respondents were selected as call rates based on the services of Reliance Jio.

10. SUGGESTION

In today's era the Reliance Jio must focus on rural areas to get the people attention and gather the rural people interest. Because most to rural people are not having the knowledge about Reliance Jio. Must develop in advertisements, increase free calls and to enhance internet. Nudge the market penetration & shares in every market and give the high competition to others company and then get feedback from existing customers.

11. CONCLUSION

IMPACT OF NUDGING CUSTOMERS TOWARDS RELIANCE JIO SIM is reveals that network and features that plays marvelous role in telecom industry which is followed by network coverage, customer care, value added service. The company must make sure that they satisfy the consumers and retain them by attracting them with more innovative offers.

12. REFERENCE

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