

PROJECT REPORT (17MBAPR407)

**“A Study on post purchase behaviour of Jio phone with reference to Reliance Jio Infocom Ltd Doddaballapura”**

BY  
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*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfilment of the requirements for the award of the degree of*  
**MASTER OF BUSINESS ADMINISTRATION**  
*Under the guidance of*

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**Department of MBA**  
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**March2019**



Place: Bengaluru

Date:23/03/2019

## Certificate

This is to certify that **Mr. NAGESH P** student of final year MBA bearing **USN No 1AY17MBA31**, student of **Acharya Institute of technology, Bangalore**, affiliated to Visvesvaraya Technological University, Belagavi, he has successfully completed his internship project titled **“A STUDY ON POST PURCHASE BEHAVIOUR OF JIO PHONE AT RELIENCE JIO INFOCOM LTD DODDBALLAPURA ”** starting from **03-01-2019 to 16-02-2019**. During the period of his Project program with us he was found punctual, hardworking and his character was satisfactory.

This project on evaluation fulfills all the stated criteria and the student's findings are his original work. We wish him all the best for his future endeavors.

Thanking you

Yours faithfully

RELIENCE JIO INFOCOM LTD.

*Rakesh Pan NS*

Mr. Rakesh Panchovoli. Point Manager





# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/03/2019

## CERTIFICATE

This is to certify that **Mr. Nagesh P** bearing **USN 1AY17MBA31** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Post Purchase Behaviour of Jio Phone with Special Reference to Reliance Jio Infocom Ltd Doddaballapura"** is prepared by him under the guidance of **Dr. Nijaguna G**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Head of the Department  
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Signature of Principal/Dean Academics

**Dr. Devarajaiah R.M.**  
Dean-Academics  
ACHARYA INSTITUTE OF TECHNOLOGY  
Bengaluru-107.

## DECLARATION

I, **Nagesh P**, hereby declare that the Project report entitled “A Study on post purchase behaviour of Jio phone” with reference to “Reliance Jio Infocom Ltd Doddaballapura” prepared by me under the guidance of **Dr.Nijaguna G**, faculty of M.B.A Department, Acharya Institute Of Technology and external assistance by **Mr. Rakesh Panchavoli NS, Point Manager Reliance Jio Infocom**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place: Bengaluru**

**Date** 10/04/19.



**Signature of the student**

## **ACKNOWLEDGEMENT**

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Project Report.

I would like to thank **Dr. Nijaguna G**, Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Rakesh Panchavoli N S**, Point Manager Reliance Jio Infocom, Doddabalapura, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru

Nagesh P

Date:

USN: 1AY17MBA31

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## **EXECUTIVE SUMMARY**

This project work was done at Reliance Jio Infocomm Limited, Doddaballapura. Reliance Jio Infocomm Limited provides broadband services to their customers. Reliance Jio Infocomm Limited was formerly known as Infotel Broadband Services Limited and was renamed Reliance Jio Infocomm Limited in January 2013.

The project entitled "Post Purchase Behavior of Jio Feature Phone with Special Reference to Reliance Jio Infocomm Limited Doddaballapura". The main goal of this project is to understand the behavior of Jio Feature Phone after purchase. This report is divided into five chapters. The first chapter of this study introduces industry profiles, company profiles, and the entire enterprise. To understand the organization study is conducted, the second chapter of the study discusses some conceptual background and literature research. Chapter 3 deals with the study of research plans. The fourth chapter describes the analysis and interpretation of data on this topic. The fifth chapter deals with findings suggestions and project conclusions.

In this survey, we found that customers were satisfied with the Jio Feature Phone and were satisfied with the service after the buying behavior of the Jio Feature Phone was captured in the questionnaire.

**CHAPTER 1**  
**INTRODUCTION**

## **1.1 INTRODUCTION :**

Post purchase behavior is the vital tool designed for the marketers to identify if the products are prized by the customers and or not. The marketers need feedback regarding his products so to facilitate remedial deed, if required, be able to taken, and also the marketing combine be customized consequently. Post-purchase behavior was a reaction of customers it gives a suggestion for their likes and dislikes, preference made attitude and fulfillment towards buying a product. Those indicate if the purchase motive has achieved. Buying was a wealth, and post-purchase was conclusion. Post-purchase behaviors indicate if the purchase may repeat and the purchases will made. May customers were advising about products to others. Those indicate whether the extensive profit can or cannot be expected.

## **1.2 INDUSTRY PROFILE :**

Reliance Jio Infocomm limited or Jio is a multi-functional LTE organization in India. Maharashtra is passionate about supporting Reliance's Infocomm industry in Navi Mumbai and has partnered with more than one of the 22 countries where LTE's Volley ONLY India works with LTE benefits to organizations (not 2g or 3g base management)

The administration was the main operator for Jio Infocomm limited and began on the eighth anniversary of the birth of the monumental Dhirubhai Ambani's on December 27, 2015. It was the inventor of the Reliance industry and the original administration was renewed on September 5, 2016.

In June 2010, Reliance's Infocomm industry acquired 96% of the \$ 4,800 venture business at Infotel Broadband Service Ltd. IBSL is a major organization that covers both broadband coverage in both hovercraft in India. A 4 g closure occurred a year ago. Later, the Infotel Broadband service, the supplementary program of RIL Telecom, was changed to Reliance Jio Infocomm in January 2013.

In the month of June 2015, Jio Infocomm limited report with the intention of start its activities, all formerly over the country prior to finish of 2015. In some casing, subsequent to four months on October, the business legislature convey an executive announcement express that transmit was take position to the major sector of the money related year 2016-17.

In the month of July, the PIL was recorded by the supreme court by an Ngo named as a hub for community awareness proceedings, in the course of Prashant Bhushan, experienced the allows of skillet India permit the Jio through the government of India. The PIL was similarly

assert that, Jio was acceptable to provide voice communications along with 4g information benefit, by paying the additional operating expense of 165.8cr's which is flexible and ridiculous, and further they lost 2,284.2 cr's for the exchequer.

The Indian telecom, exist that as it might, invalidated a greater part of CAGS cases. During their announcement, telecom clarify that's the guidelines for 3G and BWA range were not impound the BWA champs from providing voice communications. Therefore the PIL were denied, and the allegations are expelled.

### **Beta lunch**

The 4G administrations is propelled inside to Jio accomplice the staffs and their family on 27<sup>th</sup> December 2015, Bollywood on-screen character 'shah rukh khan', who is ambassador of Jio, it kick started the dispatch occasion park at Navi Mumbai, together with the superstars similar to performer AR Rahman on the display font Ranbeer Kapoor and Javed Jaffrey, and producer Rajkumar hirani. The close instance is see in the excess of 35000, RIL worker's some of whom were for all intent and purpose connected approximately 1000 areas incorporated in USA.

### **Commercial launch**

The Jio was industrially propelling their administration on 5<sup>th</sup> September 2016. In the main month, Jio was confirmed that it has gained 16 million endorsers. It was the quickest enhance by any other versatile system of administrator in any place on the earth. Jio was cross 50 million endorser stamp in just 83 days since their dispatch, in this way cross the 100 million supporters in 22<sup>nd</sup> February 2017.

### 1.3 COMPANY PROFILE :



**Table no 1.1**

Type	Subsidiary of Reliance Industries
Industry	Telecommunications
Founded	2010, 8 years ago
Founder	Mukesh Ambani
Headquarters	Navi Mumbai, India
Key people	<ul style="list-style-type: none"><li>❖ Sanjay Mashruwala (MD)</li><li>❖ Joytindra Thacker (Head of IT)</li><li>❖ Akash Ambani (Chief of strategy)</li></ul>
Products	<ul style="list-style-type: none"><li>▪ Mobile Telephony</li><li>▪ Wireless Broad band</li></ul>
Parent	Reliance Industries
Subsidiaries	LYF
Website	<a href="http://www.Jio.com">www.Jio.com</a>

Reliance Jio Infocomm limited provides broadband services to customers using WI MAX. This is because the approval technology criticizes India. Reliance Jio Infocomm limited was previously recognized as Infotel Broadband Services Ltd and renamed Reliance Jio Infocomm in January 2013. This service was founded in 2007 and is located in Navi Mumbai, India. Reliance Jio Infocomm limited is a limited addition to the Reliance industry.

## 1.4 PROMOTERS:

**Table no 1.2**

Mukesh Ambani	Chairman and MD
Sanjay Mashruwala	MD
Mathew Omen	President of system, international tactic and Service growth and executive
Akash Ambani	Head of IT
Joytindra Thacker	Chief of strategy

## 1.5 VISION AND MISSION STATEMENT:

### VISION

“To direct the industry through generate the worth for the stakeholders, and subsist initiate in scenery a moral typical and exist as everyone's saver”.

### MISSION

- To direct the industry through provide pioneering monetary goods and services.
- By valuing the shareholders with overall fulfillment.
- Act as public accountable shareholder by building venture barely in the attractive business.
- Providing human resources with an inspiring atmosphere, giving opportunity for culture and for profession expansion, giving aggressive compensations and equivalent opportunity.

### QUALITY POLICY

“To manage overall quality for maintenance and to audit the existing access or Fiber maintenance network”.



## 1.6 PRODUCTS AND SERVICES:

### Jio Feature Phone



#### Introduction

The Jio phone is a unique and extremely predictable phone. The main charisma of the device is its price. The device has a alphanumeric keypad and a 4 way navigation button panel. The device have sharp look and it is cover in matte black color. The device is aimed at buyers looking for an affordable feature phone.

#### Display & Camera

The Jio Phone has a 2.4-inch display with QVGA resolution (320 x 240). The ad is a color type instead of a full color. This device comes with a primary camera and a secondary camera. The standard resolution of the camera is 2 megapixels and the front camera has a VGA resolution (0.3 MP). Both cameras have a fixed focus.

#### Connectivity

Jio phones are the only feature phones that support 4G LTE and VOLTE. The device also supports Bluetooth for file transfer and accessory connectivity, NFC for payment, and FM radio for entertainment. Of course, this device has dual SIM connectivity.

#### Other Features

Jio Phone has a panic button, which can be use in case of emergencies. Pressing the panic button will alert the family or the concerned persons. For storage, the device comes with a micro SD card slot. The media or songs stored in the memory can be heard through connecting headphone in the 3.5mm audio jack. The device also comes with an LED flashlight.

## Jio Phone Specifications

Table no 1.3

Display type	TFT
Resolution	240 * 320 pixel
Size (in inches)	2.4
Color reproduction	65k colors
Camera	
Rear flash	No
Selfiee flash	No
Primary	2 m pixel
Front	0.3 m pixel
Video	Yes
Storage	
Internal	4 GB
Ram	512 MB
Expandable	Micro SD, 128 GB
Battery	
Talk time	12 hrs
Capacity	2000 M Ah
Standby time	360 hrs
Turbo charge	No
Connectivity	
Bluetooth	Yes
3g	Yes
Voice over LTE	Yes
2g	Yes
4g	Yes
GPS	No
NFC Chipset	Yes
Infrared	No
Sensors	
Proximity	No

Accelerometer	No
Gyroscope	No
Ambient light	No
Fingerprint sensor	No
Sound	
Loudspeaker	Yes
Headphones	Yes

#### 4G broadband

The reliance Jio Infocomm limited launches its 4g broad band service all over the India in the year 2016.

#### LYF smart phones

In the month of June 2015, reliance Jio Infocomm limited was entering into, a contract with the phone producer, Intex to provide 4G phone accomplished to providing VOLTE.



In the year 2016, Jio was launched the bunch of multimedia apps on Google play as a Division of its upcoming 4g services.

- My Jio: supervise Jio description and digital services connected with it.
- Jio T.V
- Jio cinema
- Jio chat
- Jio music
- Jio 4g service
- Jio express news
- Jio security app : security app
- Jio money wallet, online payment or wallet app
- Jio net

### 1.7 AREAS OF OPERATIONS:

**Table no 1.4**

Assam	Madhya Pradesh
Bihar & Jharkhand	Goa
Delhi	Telangana state
Gujarat	Maharashtra
Haryana	Punjab
Karnataka	Rajasthan
Kerala	West Bengal
Kolkata	Uttar Pradesh
Jammu Kashmir	Andhra Pradesh
Himachal Pradesh	Tamil Nadu

## **1.8 INFRASTRUCTURE FACILITIES:**

Reliance Jio Infocomm limited is continuing out its physical office infrastructure diagonally in 880 cities and towns with its 4G service launch arrangements entering the final stage.

Reliance Jio Infocomm Ltd is known to be building a revolutionary broadband infrastructure to switch the huge demand for data and voice, using long term evaluation or LTE.

## **1.9 COMPETITORS:**

### **In networks**

#### **Bharati Airtel**

The Bharati Airtel limited was the Indian inclusive telecommunications services and the corporation located in New Delhi. Airtel operate in the sixteen countries diagonally the south Asia and also in Africa. It is providing GSM, 3G and 4G LTE mobile services, Fixed line broadband and voice services depending upon the country operations.

#### **Idea cellular**

Idea cellular is the Indian mobile network operator is located in Mumbai. Idea is the pan India integrated offerings 2G, 3G and 4G LTE mobile services.

#### **Vodafone**

Vodafone is the British multinational telecommunications organization, with head quarters in Landon. Primarily operate its service in the regions of Asia, Africa, and Europe.

#### **Reliance Communications**

Reliance communications limited is the telecommunications organization head quartered in Navi Mumbai. It is one of the subsidiaries of reliance Anil Dhirubhai Ambani group.

#### **Tata Docomo**

The Tata Docomo limited was the Indian mobile network operator, which was wholly own ancillary of Tata Tele services, and it was founded in the month of November 2008 as a joint venture between TATA and NTT Docomo.

## **Aircel**

Aircel is the Indian mobile network operator located in Gorgon. It offer voice and 2g and 3g data services, Aircel started its operations in Tamil Nadu in the year 1999.

## **In phones**

- **Samsung**

The Samsung mobile phones are taken the world wholly by making new creative direction. Starting with the Samsung basic model phones comprise the basic features like calling, a polite camera, FM radio to the shape of the art Samsung android mobile phone range and presenting Samsung galaxy, Samsung guru and many more.

- **Nokia**

Nokia is a Finnish IT company it was the world's leading mobile phone vendor. Nokia mobiles were eventually corner by the entrance of Android mobiles and I Phones and in 2011, made a contract with Windows to utilize the Windows Phone platform on all future smart phones.

- **Micromax**

Micromax is the leading consumer's electronics organization in India; it has been rank as 10<sup>th</sup> leading mobile phone producer in the globe.

## **1.10 SWOT ANALYSIS:**

SWOT analysis is a tactical planning tool used in organization for identifying their strengths, weakness, Opportunities and Threats related to business competition or project planning.

### **Strength**

- Low tariff
- Very broad network
- Brand name

### **Weakness**

- Late entry to telecommunication sector
- Operations of mobile number portability still not smooth
- Extremely reliant upon data utilization

### **Opportunity**

- Large scale accessibility of smart phones
- Increasing rate of data consumption
- International market

### **Threat**

- Saturated market
- Highly competitive market
- Changing government policy
- Rapid up gradation in technology

## **1.11 FUTURE GROWTH AND PROSPECTS:**

- RIL Jio has a huge capex of over 1.6 lakh cr's. Consider the curiosity aspect on capex of regarding 12 percent (amounting to approx 12000 cr's) reduction worth of approx 6 to 8000 cr's and annually organization costs, the organization need at least 3-5 years turnover. This time-frame may be achievable if Jio is able to significantly increase the customer base and keep the average revenue per year high enough. Even with that, 3-5 years is also a huge time for other competitors to buckle up and play well.

- That doesn't put a negative impact on the profitability of Jio. It just delays it. In near term the stock of RIL would go into a consolidation phase and as soon as Jio starts posting handsome profits QoQ with significant increase in market share, the share price of RIL would start gaining and might go for a breakout too.
- Reliance Jio is a very good initiative for the Indian consumer base and has irresistible offers in the 4g data area. But at the same time it is also a burden on the company and the parent company WRT the CAPEX and running costs.



## 1.12 FINANCIAL STATEMENT:

### BALANCE SHEET OF RELIANCE JIO INFOCOMM LTD

Table no 1.5 (rupees in cr's)

<b>PARTICULERS</b>	<b>31<sup>ST</sup> MARCH 2017</b>	<b>31<sup>ST</sup> MARCH 2018</b>
<b>Assets</b>		
Total non-current assets	187720.18	119898.85
Total current assets	13168.24	7683.90
Total assets	200888.42	127582.75
<b>Equity</b>		
Total equity	70864.39	37235.76
<b>Liabilities</b>		
Total non-current liabilities	67598.19	46122.92
Total current liabilities	62425.84	44224.07
Total liabilities	130024.03	90346.99
Total equity and liabilities	200888.42	127582.75

**STATEMENT OF PROFIT AND LOSS ACCOUNT OF RELIANCE JIO  
INFOCOMM LIMITED**

**Table no 1.6**

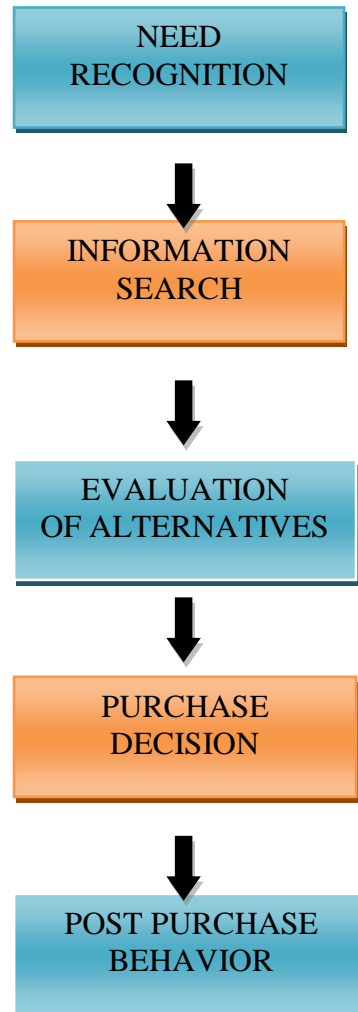
**(rupees in cr's)**

<b>PARTICULERS</b>	<b>31<sup>ST</sup> MARCH 2017</b>	<b>31<sup>ST</sup> MARCH 2018</b>
<b>INCOME</b>		
Revenue from operations	2	4
Other income	1.20	3.11
Total income	1.22	3.15
<b>EXPENSES</b>		
Employee benefits expenses	6.04	4.08
Finance costs (interest)	1.02	1.43
Depreciation and amortization expense	4.87	4.33
Operating and other expenses	37.20	17.30
Total expenses	49.13	27.14
Loss before tax	(47.91)	(23.99)
<b>TAX EXPENSES</b>		
Deferred tax	(16.54)	(8.28)
<b>LOSS OF THE YEAR</b>		
Other comprehensive income	(31.37)	(15.71)
Total comprehensive income for the year	-	-
Earnings per equity share of face value of 10 each		
Basic (in')	-0.01	-0.01
Diluted (in')	-0.01	-0.01

**CHAPTER 2:  
CONCEPTUAL BACKGROUND AND  
LITERATURE REVIEW**

## 2.1 CONCEPTUAL BACKGROUND

### CONSUMER BUYING PROCESS:



#### ❖ Need recognition :

- Purchasing procedure starts when the purchaser identifies a problem or need.
- The need can be triggered by internal, external, and marketing stimuli.

❖ **Information Search:**

- An aroused customer will be tending to search for more information.
- Internal search: Memory.
- External search: If he needs more information.

❖ **Evaluation of Alternatives:**

- Competitor brand information.
- Consumer evaluation process.
- Attributes of interests to buyer
- If not satisfied with your selection than return back to the search phase.

❖ **Purchase decision :**

- In the appraisal phase the consumer create preference among the brands.
- This phase – Choose buying alternative.

❖ **Post Purchase Evaluation Outcome:**

- Satisfaction or dissatisfaction.
- Have you made the right decision?
- This can be concentrated by warranties, after sales communications.

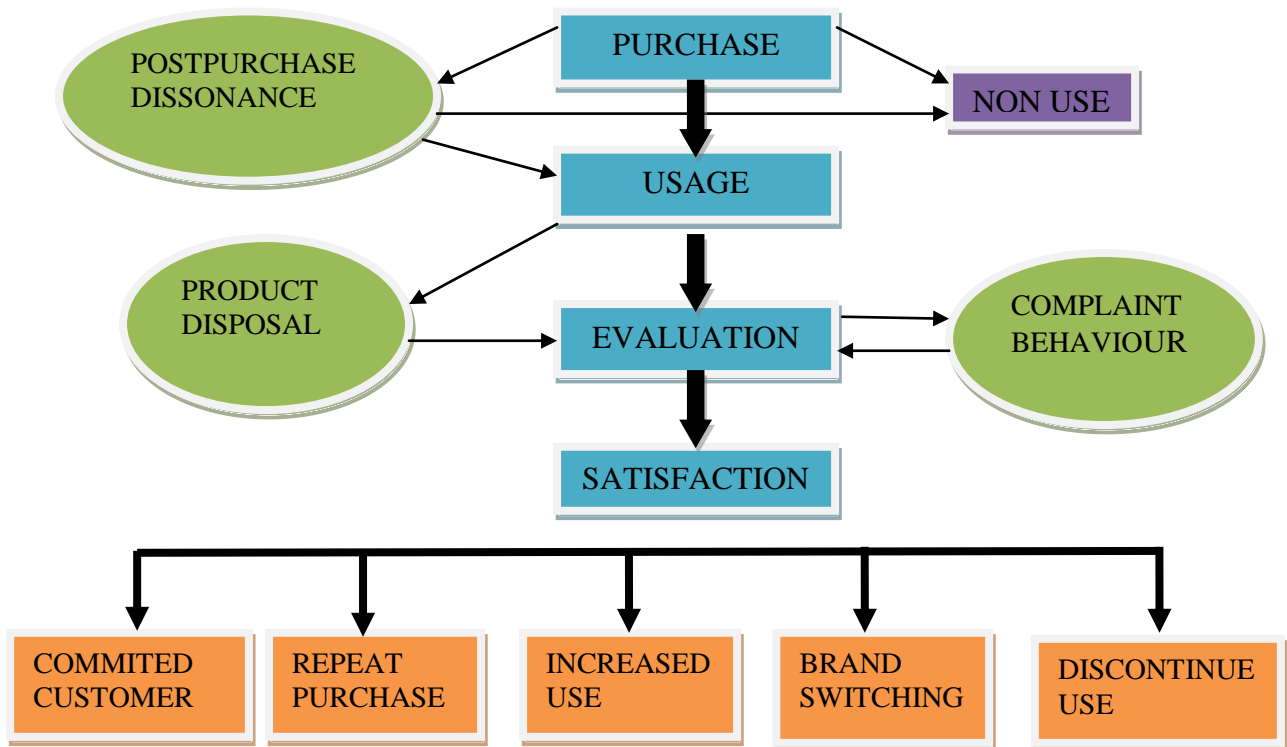
## **POSR PURCHASE BEHAVIOUR:**

It is the stage of the buyer judgment process, when the customer wants to take additional action, through their fulfillment or disappointment. The customers level of fulfillment or disappointment is honestly relating to the changeable connection among their primary expectation their products (pre purchase), and were awareness on the real concert products (post purchase) in their hands.

If after the buying, the consumers perceive the product concert as corresponding their expectation's, or still above them, they resolve be fulfilled. When the awareness of the products routine is fewer than their expectations, then the consumers were experience and disappointed. The superior gap between their expectation's and products performance, are the more frustration. This frustration leads the Cognitive Dissonance.

### **Causes of cognitive dissonance:**

- Perceived risk.
- Performance risk.
- Physical risk.
- High Social Visibility.
- Discrepant Information.
- Insufficient Time to Evaluate.



**Post-Purchase Dissonance:**

It was a painful feeling; we now describe as it occurs with subsequent lofty participation result.

Possible customers experience assessed through post purchase dissonance such as,

- Amount of commitments or decisiveness the decision.
- Magnitude in taking decisions for the customer’s
- complexity in choose of alternative’s
- Individual’s propensity for understanding the nervousness.

**Post-Purchase Satisfaction:**

It was a contentment that a suspiciously chosen lofty participation product and give to the consumers after the purchases.

- When the performances are not tries to fulfill the customer expectation, customer will be disappointed.
- When the performances try to fulfill the customer expectation, customer will be happy.
- When the performances exceed customer expectation, customer will be fulfilled.

### **Post -Purchase Actions:**

It is a detailed class of performance that analyzed by the stage of fulfillment or disappointment of the consumers.

#### **Products Non-Use**

- It is a significant problem in various categories.
- It can be indicated.
  - Perception of the utility of a product has been changed.
  - For the use of products situational influence is not favorable.

#### **Product use**

- The Products purchase is generally followed by the using of products.
- Customers make use of products to satisfy their own need and wants, it is not a purchase which usually satisfied the need and wants, and maybe is a product use.
- Product use was very important for knowing about customers using of products.

#### **Reducing dissonance**

- ❖ Marketers attempt's
  - Equal products towards the desires and wants of consumers
  - Focuses lying on the remuneration, products, covering, promotions, warranty, return policy, praise, installation, service etc.
  - Provides post decision optimistic information's.
- ❖ Consumer attempt's
  - Increase in attractiveness of the brand purchased.
  - Decreasing an importance attractiveness of the brand rejected.
  - Decreasing consequence of the purchase decisions.

#### **Product disposal**

Product uses frequently require a nature of product package or products itself.

#### **Evaluation**

Past and feature uses in purchasing action, products were criticized from customers.

#### **Complaint behavior**

It might be a product complaint by those criticized consumers.



## **2.2 LITERATURE REVIEW**

### **1. William E. Baker, Donald suglimpagila, Massoud saghafi [2010]**

In 2010, the authors reviewed the article "Branding Services after Purchase: Applications in the Mobile Communications Industry." The main purpose of this article is to show you the suggestions you need to manage add-ons in your mobile operator business, with a core strategy to help you define your rating.

### **2. D Eric Boyd [1996]**

The D Eric Boyd conducted a study on "Defensive marketing use of post-purchase telecommunications to create competitive advantages a strategic analysis". In this journal, the author creates curiosity about the significance of opening communications lines in customer using, customer affable technology to make easy for the customers business and interchanges alongside the requirements for the reasonable promoting procedure, combine both the guarded and hostile showcasing strategy's, as a net worth implication ensuing as of dialog.

### **3. John E. Swan and Richard C. Oliver [1989]**

They worked and analyzed "Post purchase communication by consumers". This paper shows the consumer post purchase communication's about the retailers, the retailer and the products, and as of late obtained vehicles. The main contributions toward the literature prepared for the study is to test the general recommendation that as consumer loyalty's.

### **4. Wen- Bao Lin [2009]**

In 2009, the authors surveyed the journal, The main principle of this journal is to examine the effects of the contrast between consumer expectations and service quality perception on the impact of post-purchase behavioral goals and consumer identity traits. The recovery effect approach replaces behavior after management.

**5. Carrete Lucero [2008]**

The Carrete Lucero conducts a study on “A relationship model between key problems of international purchasing and the post-purchase behavior of industrial firms”. The principal point of this article is to break down by issues associated with the global buying activities and interrelationship with the post purchase mechanical conduct. The main purpose of this article is to build up the calculated model in the region of bury country post-purchase mechanical conduct.

**6. Sarah Fisher Gardial, D. Scott Clemons, Robert B. Woodruff, David W. Schumann and Mareey Jane Burns [March 1994]**

They examined and analyzed the "Consumer Review Comparison of Product Review Experience Before and After Purchase". This article shows the difference between thinking, buying and satisfaction after buying a customer.

**7. DhruvGrewal, Gopalkrishan R. Iyer, Jerry Gotlieb, Mitchal Levy [June 2009]**

In 2009, authors reviewed journals, this paper confirms that service settings that improve the perception of apparent control and quality of service clearly end control and confirm the nature of specialized equipment.

**8. Sujay Dutta, AbhijitBiswas [2005]**

The authors conducted a study on “Effects of low price guarantees on consumer post - purchase search intention: the moderating roles of values consciousness and penalty level”. The current paper looks at the conceivable post-purchase outcomes of such flags. These articles outcome with an experiment, it demonstrates the endeavors to enlarge an incentive from the buy, consumers are additionally anticipated that would hold in post-purchase and look for lower prices when the buy made through under LPG. This article examines some huge implications on these discoveries to flagging hypothesis and LPG related retailing tactic.

**9. Suzanne b. Walchii Janet Landman [December 2002]**

The above authors worked and examined a case study on “Effects of counterfactual thought on post purchase consumers affect”. In this study the author explore the belonging of counterfactual reasoning on post purchase consumer’s effect. Obviously the consequences show the negative outcome, is associated with better level of unconstrained counterfactual reasoning and better full of falling expansion, is related by the nearness of counterfactual thoughts.

**10. Hyun-Mee Joung [2014]**

In the year 2014 the above author conducted a study on “Fast-fashion consumers post purchase behaviors”. This paper result Pearson correlations it shows that the fast fashion buy be decidedly identifying with arranging and boarding, however critically identifying with interest in reusing.

**11. Professor LuizMoutinho, Asst. Prof. TahirAlbayrak, Meltem Caber [June 2011]**

The above authors conducted a case study on “How for does overall service quality of the destination. Affect customers post purchase behavior”. This study shows that the creators be enthused by an aberrant model, the Cronin Etal was generate the applied model for resolve of general service qualities of a goal that results the proclaimed values of customers fulfillment and behavioral intentions through auxiliary condition displaying strategies.

**12. Atilayuksel [October 2008]**

The authors conducted a study on "market segmentation based on the performance evaluation after the customer's purchase". This article shows that it is important for marketers to choose a market sharing strategy and on what basis to divide the market. The study used a segmentation approach based on post-purchase performance metrics.

**13. Hyun-MeeJoung [2013]**

In the year 2013 the author conducted a study on “Materialism and clothing post - purchase behaviors”. This article results that K-mean cluster analysis recommended two gatherings (materialistic buyer and non materialistic shopper). conclusion for autonomous t-tests indicate the materialistic costumer are extensively have high score in the attire buy, over the top purchasing, cost situated boarding and arranging however second rate scores for ecological state of mind do by non materialistic purchaser.

#### **14. My Bui [2011]**

The above author conducted and examined a case study on “Modeling regret effects on consumer post-purchase decisions”. This paper indicates that regret decreased the consumer’s fulfillment and expands the item exchanging expectation.

#### **15. Upchurch, Randall S, Rompf, Paul [March 2006]**

The above authors worked and examined a case study on “Post-purchase behavior: A case study into a vacation club product”. This Journal assess a linkage amongst product’s and service’s commitments in a connection with consumer’s desires and fulfillment with a goal of procurement of extra time share products and services.

#### **16. LeylaOzer, BeyzaGultekin [January 2015]**

In the year 2015 the above authors conducted a study on “Pre and Post-Purchase stage in desire buying: The role of mood and satisfaction”. This article indicates how the pre-purchase mind-set influences the post-purchase disposition through examining consumer loyalty as an intervening variable. This article comes about and reveals the customers drive purchasing inclination and pre-purchase mind-set encourages the want purchasing unquestionably. What’s more it was discovered that drive purchasing has no effect on post-purchase mind-set.

#### **17. Ruth Mugge [2010]**

The above author conducted a study on “Products Attachment and Satisfaction: understanding customer’s post-purchase behavior”. This journal shows that the products utilization and their development decidedly influence both the products connections and fulfillment. Implied for the two products connections and fulfillment, the delight extracts the belongings of custom and emergence.

#### **18. Soojin Lee, Woo Gon Kim, Hyun Jeong Kim [June 2006]**

The authors examined and investigated a case study on "the impact of co-branding on post-purchase behavior in a family restaurant". This magazine examines and investigates the ownership of co-branded post-purchase cards as a result of identifying customer loyalty and maintaining patterns in family peninsula restaurants. This journal shows that co-branding cards can be an effective selling tool, and suggests that family restaurants should help build loyalty to behavioral and customer behavior.

**19. Ying-Fung Kuo, Vhi-ming Wu, Wei-Jaw Deng [July 2009]**

In 2009, the authors conducted a study on "Relationship between service quality, cognitive value, customer satisfaction, and the intention to purchase mobile value-added services." This paper used data from schools and alumni at fifteen universities in Taiwan and used the framework for various retest examinations and demonstrations.

Service quality confidently influenced the both perceived values and the customers fulfillment.

Service quality was the aberrant idealistic weight on post-purchase objective through customer's fulfillment or saw cost.

**20. Siti Mahasanah Budijati, Sybagyo, Muhammad Arif Wibisono and Nur Aini**

**Masruroh [2015]**

They worked and analyzed "A study of consumer's post utilization behavior for mobile phone in Indonesia". This article shows that how the customers react toward the mobile phones and using them in Indonesia, the purpose this study to importune the information of consumer's post consumption behavior toward mobile phones.

**CHAPETR 3**  
**RESEARCH DESIGN**

### **3.1 STATEMENT OF THE PROBLEM**

“A study on post purchase behavior of “JIO FEATURE PHONE” with special reference to “RELIANCE JIO INFOCOM LTD DODDABALLAPURA”.

### **3.2 NEED OF THE STUDY**

Nowadays customers were facing, growing range in their choices in variety of brands in mobile phones. The customers were originating their choices through perception and brands, nature of supply and the cost. The industry may perceive the hasty improvement in the overall marketer’s locations. The industries will choose brands name nearby their universal extent.

The Study was mainly concentrate on the post-purchase behavior to words Reliance Jio Feature Phone and also approaching some other factors. Its include the broad preview to understand various forms about customers view, satisfaction and tries to perceive the post-purchase behavior of a customer, determine a customer fulfillment and assess the scrutiny of above analysis to know about the future sales and suggest appropriate advise considering the customers fulfillment.

### **3.3 OBJECTIVES**

- ❖ To identify the post –purchase Behavior of Jio Feature Phone.
- ❖ To evaluate the fulfillment stage.
- ❖ To check whether the expectation of customers are met after buying Jio Feature Phone.
- ❖ To know the buying motives.
- ❖ To measures the effect of the above analysis on future sales.

### **3.4 SCOPE OF THE STUDY**

- ❖ The current study plan is to bear the cost and incorporated the photo to survey consumer loyalty’s level to words, after offers of Jio Feature Phone with unique reference to Reliance Infocomm Ltd.
- ❖ The current study was restricted to customers of Reliance Infocomm Ltd.

## **3.5 RESEARCH METHODOLOGY**

### **TYPE OF RESEARCH**

The Present study is both explorative and descriptive research because initially the problem is clearly understood and identified the factors which effect on the depended variable and the study is designed to be descriptive because to analyze in depth the effect of influencing variables on post purchase behavior of Jio phones.

➤ **Exploratory Research :**

Exploratory research gives the knowledge among problems and generates the ideas to originate problems. The survey is conduct between 100 customers to recognize the actual problem.

➤ **Descriptive Research :**

The descriptive research gives additional insight for the particular problems and this research was used to value the Post - Purchase behavior adopted by the company and also its tries to provide a clear picture of the study phenomenon

### **3.6 SOURCES OF DATA**

#### **PRIMERY DATA:**

Primary data is collected through questionnaire while conducting a survey. Responses were elicited from the customers of the Reliance JIO Telecom service subscribers

#### **SECONDARY DATA:**

Secondary data was collected from Company website, Internet and company reports.

#### **SAMPLING METHOD:**

Sample is chosen based on non probabilistic Convenient sampling, based on research convenient the customers of Jio telecom service subscribers are administered the well structured questionnaire. This is done since the population size was large enough.

#### **SAMPLE SIZE**

The sample size is 100 Jio subscribed Customers



### **3.7 HYPOTHESIS**

H0: There is no significant impact of post purchase behavior of customers to sales of Reliance Jio feature phone.

H1: There is significant impact of post purchase behavior of customers to sales of Reliance Jio feature phones.

### **3.8 LIMITATIONS**

- The users of Jio feature phone were globally spreadso it contains some time to contact them.
- In this study the sample size was limited to 100 customers because of cost factor and time.
- This study was time bound.
- Some customers are not open with their response
- The accurateness of a report relies on how the customers react towards the survey.
- The study was confines to Jio Feature Phone only.

### **3.9 CHAPTER SCHEME**

#### **Chapter 1: Introduction**

In this chapter introduction to the project, Industry profile and, the Company profile which involves promoters, vision and mission, areas of operations, products and services, information about the competitor's and SWOT analysis are studied.

#### **Chapter 2: Conceptual Background and Literature Review**

This chapter contains theoretical background and literature review of the study.

### **Chapter 3: Research design**

This chapter is about stating a problem, need for the study, objectives, scope, methodology used, limitation's and hypothesis of the study.

### **Chapter 4: Analysis and Interpretation**

This chapter is about analyzing the data and interprets the results. And the hypothesis is used to test the results.

### **Chapter 5: Findings, Conclusion and Suggestion**

The last chapter is about summary of findings and conclusion and suggestion.

**CHAPTER 4**  
**ANALYSIS AND INTERPRETATION**

## DATA ANALYSIS:

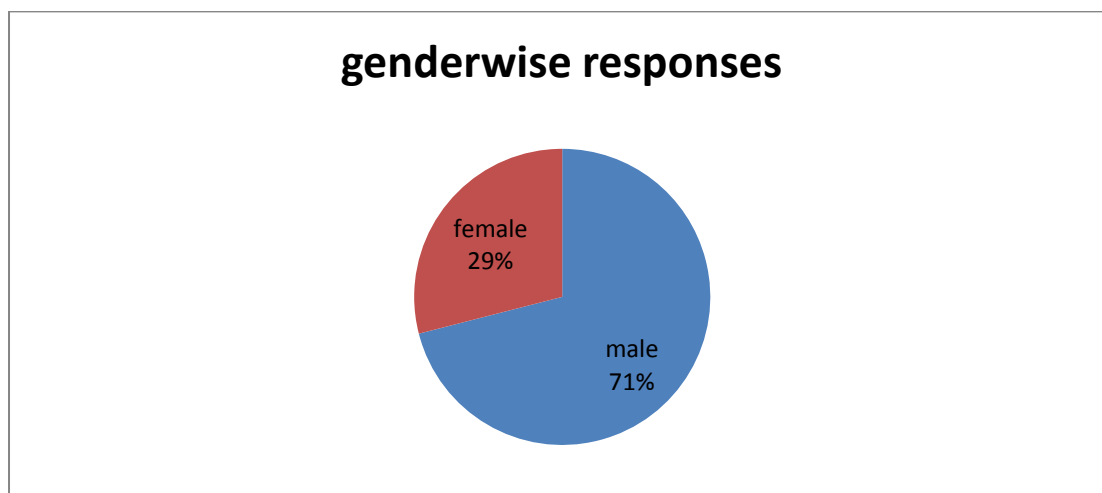
The collected data for the present study is analyzed using Microsoft Excel; results are recorded in the form of tables and interpreted using charts. This chapter analyzes the Demographic profile and the opinion about post purchase behavior and its effect on sales of Jio feature phones.

### 1. GENDER CLASSIFICATION OF RESPONDENTS

**Table No 4.1:**

Gender	Num of Persons	Percentage
Male	71	71%
Female	29	29%
Total	100	100%

**Chart No 4.1:**



#### Analysis

The above table and chart showing that out of 100 respondents 71% of male and 29% of female respondents are approached for the survey conducted towards the Jio Feature Phone.

#### Interpretation

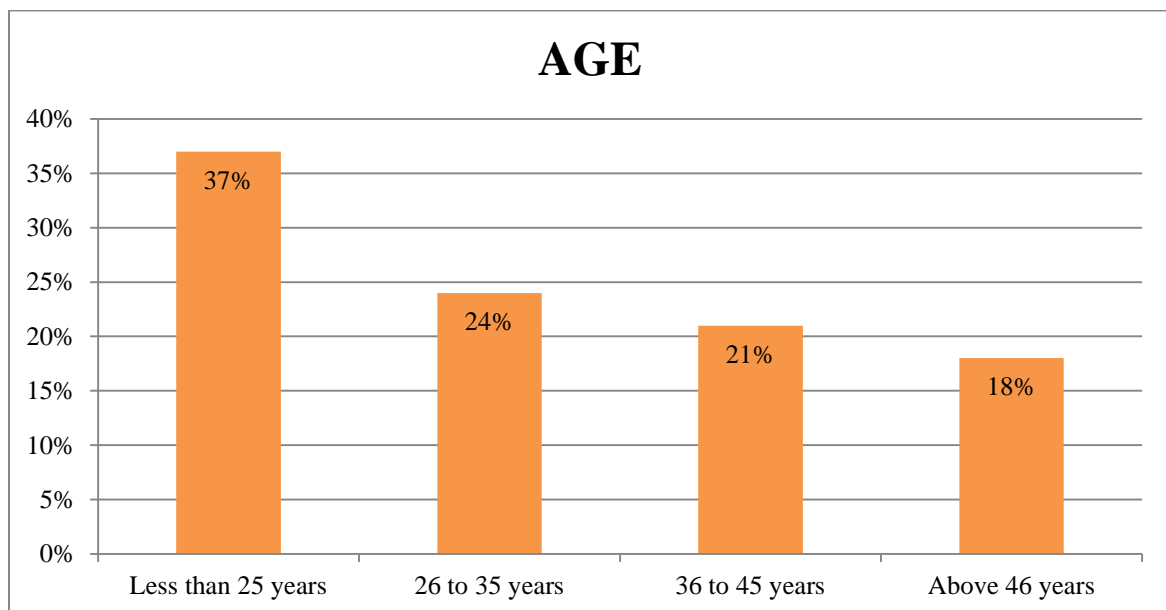
Most of the respondents are Male approached for the survey. It means that Jio phone users are more belonging to male category. Reliance Jio has attracted the male users towards Jio phones

## 2. AGE

**Table No 4.2:**

Age	No of persons	Percentage
Less than 25 years	37	37%
26-35 years	24	24%
36 -45 ears	21	21%
46 years and above	18	18%
Total	100	100%

**Graph No 4.2:**



### **Analysis**

Above table and graph shows that out of 100% respondents, 37 % of customers were approached between the age-group of Less than 25 years, 24% of customers are between the age group of 26-35 years, 21% of the customers were between the age-group of 36-45 years and 18% of the customers are between the age-group of above 46 years.

### **Interpretation**

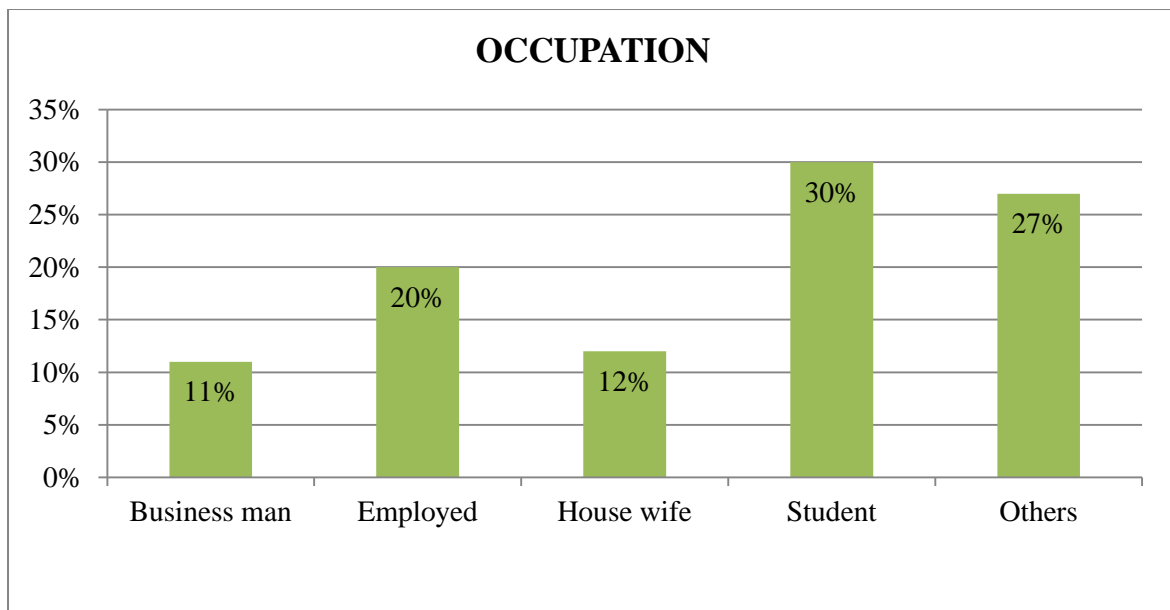
Majority of the customer's age-group is Less than 25 years. It is interpreted that School going and more adults are using the Reliance Jio phone, It might be because of the price which affordable to that category.

### 3. OCCUPATION

**Table No 4.3:**

Occupation	No of persons	Percentage
Business man	11	11%
Employed	20	20%
House wife	12	12%
Student	30	30%
Others	27	27%
Total	100	100%

**Graph No 4.3:**



#### **Analysis**

The above table and graph showing that, the occupation of the respondents who are approached in the survey conducted on Jio Feature phone. In 100% respondents, 11% of respondents are Business man, 20% of respondents are employed, 12% of respondents are House wife, 30% of respondents are students and 27% of respondents are others.

#### **Interpretation**

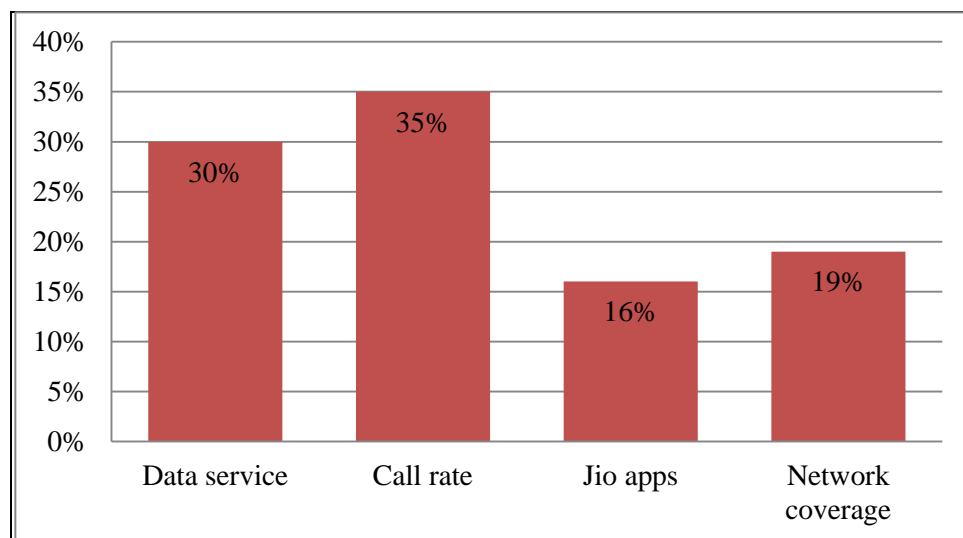
It clearly infers that Jio Feature Phone has become hot favorite for students.

#### 4. Which service do you like most while using Jio Feature Phone?

**Table No 4.4:**

Factors	No of persons	Percentage
Data service	30	30%
Call rate	35	35%
Jio apps	16	16%
Network coverage	19	19%
Total	100	100%

**Graph No 4.4:**



#### **Analysis**

The above table and graph showing that,

- 30% of customers were liked Data service
- 35% of customers were liked Call rate
- 16% of customers were liked Jio apps
- 19% of customers were liked Net work coverage

#### **Interpretation**

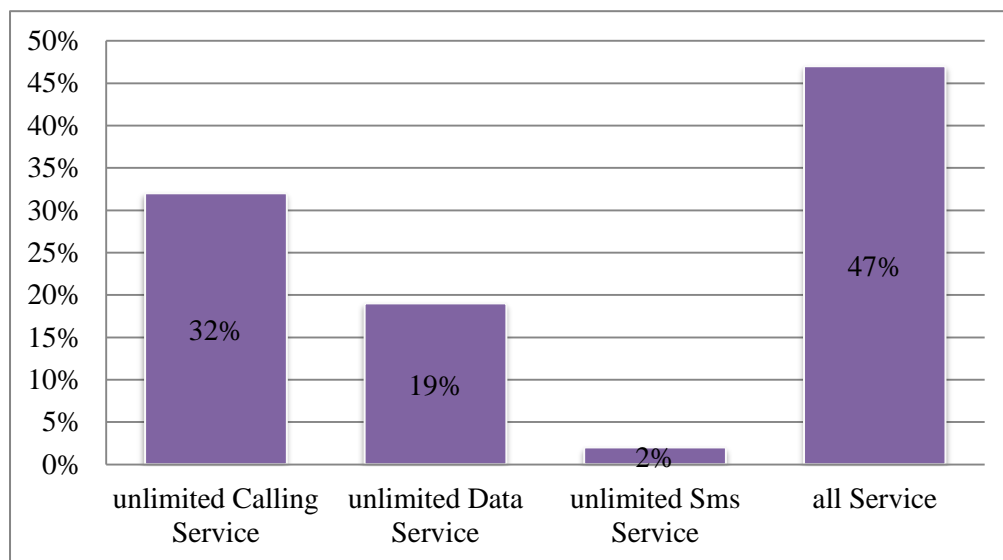
It is clear that most of the customers were prefer Jio Feature Phone for Lower call rate.

## 5. Why did you choose the Jio Feature phone?

**Table No 4.5:**

Factors	No of persons	Percentage
Unlimited Calling Service	32	32%
Unlimited Data Service	19	19%
Unlimited SMS Service	2	2%
All Service	47	47%
Total	100	100%

**Graph No 4.5:**



### Analysis

The above and graph showing that,

- 32% of customers chosen unlimited calling service
- 19% of customers chosen unlimited data service
- 2% of customers chosen unlimited SMS service
- 47% of customers chosen all service

### Interpretation

Majority of the customers preferred Jio Feature Phone for its Multiple services like call, message and data etc.

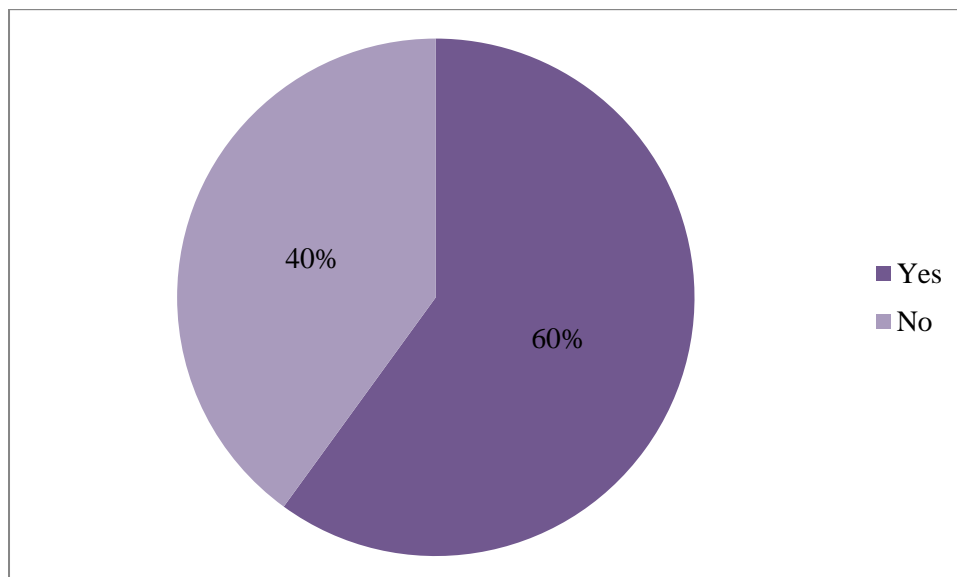


## 6. Did you feel Jio Feature phone is better than others phone?

**Table No 4.6:**

Opinion	No of persons	Percentage
Yes	60	60%
No	40	40%
Total	100	100%

**Chart No 4.6:**



### **Analysis**

The above table and chart showing that,

- 60% of customers were says Yes for Jio Feature phone is better than other phones
- 40% of customers were says No for Jio Feature phone is better than other phones

### **Interpretation**

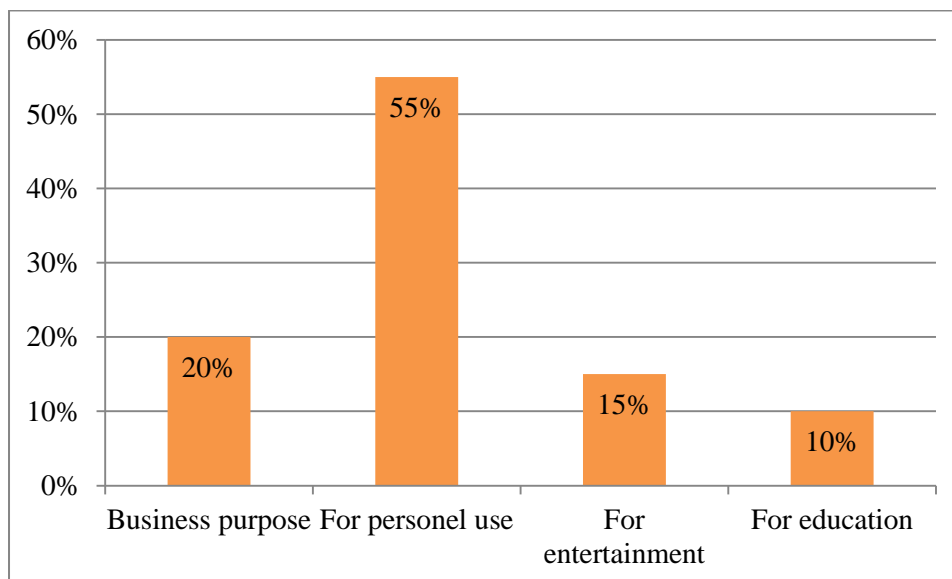
Most of the customers reveal that they feel Jio Feature phone is better than other phones.

## 7. For what purpose you purchased Jio Feature phone?

**Table No 4.7:**

Factors	No of Persons	Percentage
Business purpose	20	20%
For personel use	55	55%
For entertainment	15	15%
For education	10	10%
Total	100	100%

**Graph No 4.7:**



### **Analysis**

The above table and graph showing that,

- 20% of customers were purchased Jio Feature phone for business purpose
- 55% of customers were purchased Jio Feature phone for personel use
- 15% of customers were purchased Jio Feature phone for entertainment purpose
- 10% of customers were purchased Jio Feature phone for education purpose

### **Interpretation**

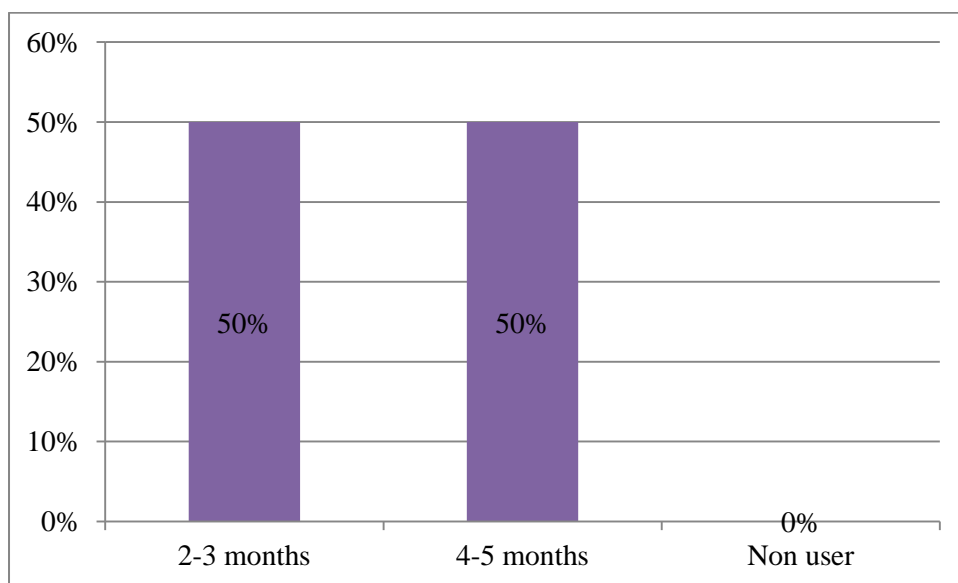
Most of the customers purchased Jio Feature phone for personel use.

## 8. Since how long you are using Jio Feature phone?

**Table No 4.8:**

Factors	No of persons	Percentage
2-3 months	50	50%
4-5 months	50	50%
Non user	0	0%
Total	100	100%

**Graph No 4.8:**



### **Analysis**

The above table and graph showing that,

- 50% of customers were using Jio Feature phone for 2-3 months
- 50% of customers were using Jio Feature phone for 4-5 months
- Non user are nill

### **Interpretation**

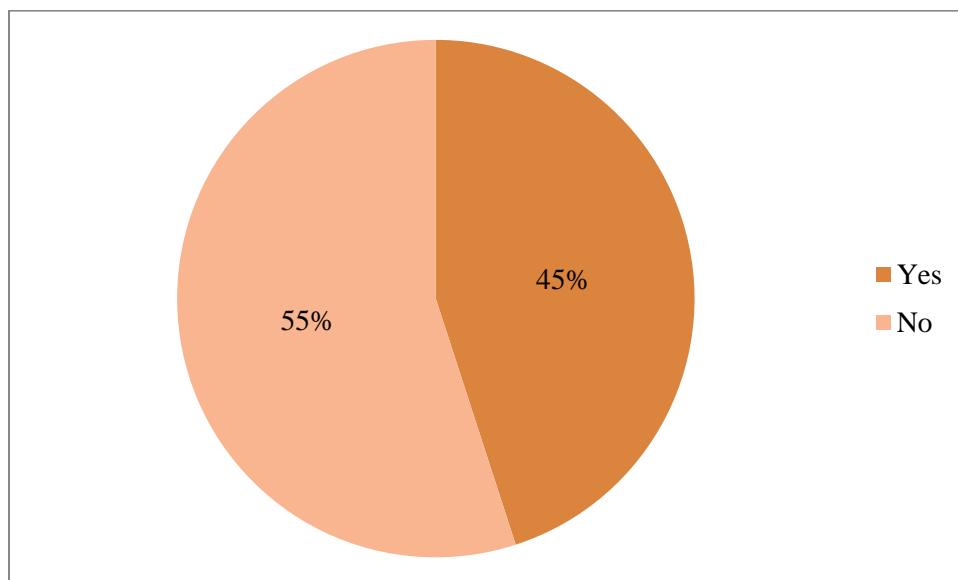
Customers are using the Jio Feature Phone less than 6 months.

**9. Are you facing any network error or mobile hanging while you're using Jio Feature phone?**

**Table No 4.9:**

Opinion	No of persons	Percentage
Yes	45	45%
No	55	55%
Total	100	100%

**Chart No 4.9:**



**Analysis**

The above table and graph showing that,

- 45% of customers were says yes for facing error or mobile hanging while using Jio Feature phone.
- 55% of customers were says no for facing error or mobile hanging while using Jio Feature phone.

**Interpretation**

Most of the customers responded that they don't face error or mobile hanging while using Jio Feature phone.

## 10. Which promotional offer attracts you most to buy Jio Feature phone ?

**Table No 4.10:**

Factors	No of persons	Percentage
Free Gifts	10	10%
Price offer	28	28%
Discount	22	22%
Any other	40	40%
Total	100	100%

**Graph No 4.10:**



### **Analysis**

The above table and graph showing that,

- 10% of customers were attracted to buy Jio Feature phone through free gifts
- 28% of customers were attracted to buy Jio Feature phone through price offer
- 22% of customers were attracted to buy Jio Feature phone through discount
- 40% of customers were attracted to buy Jio Feature phone through any other offers

### **Interpretation**

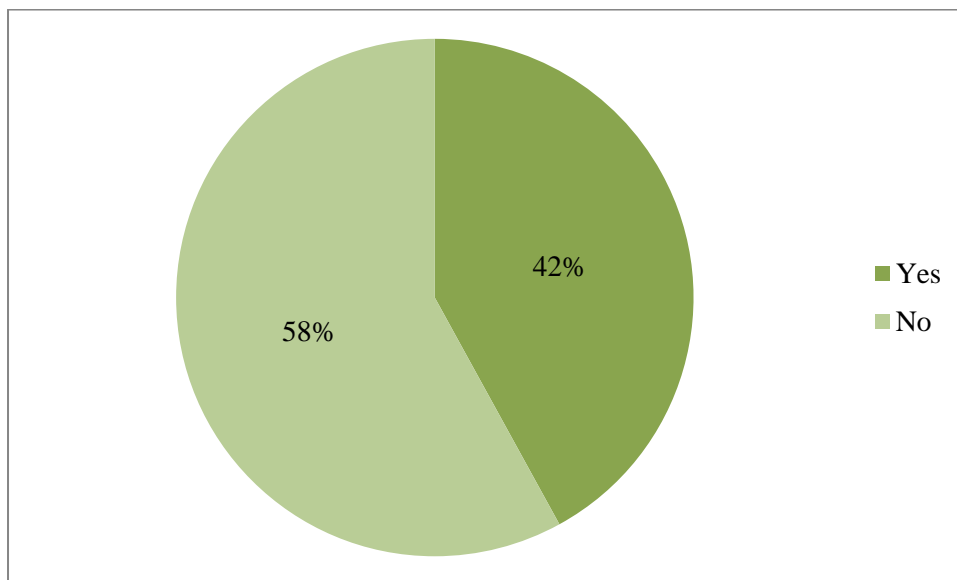
Majority of customers are attracted to buy Jio Feature phone through promotional activity of any other offers

### 11. Does the feature of the Jio Feature phone influence on your purchase decision ?

**Table No 4.11:**

Opinion	No of persons	Percentage
Yes	42	42%
No	58	58%
Total	100	100%

**Chart No 4.11:**



#### **Analysis**

The above table and chart showing that,

- 42% of customers agrees yes for Jio Feature phone influencing on their purchase decision
- 58% of customers responded for Jio Feature phone influencing on their purchase decision

#### **Interpretation**

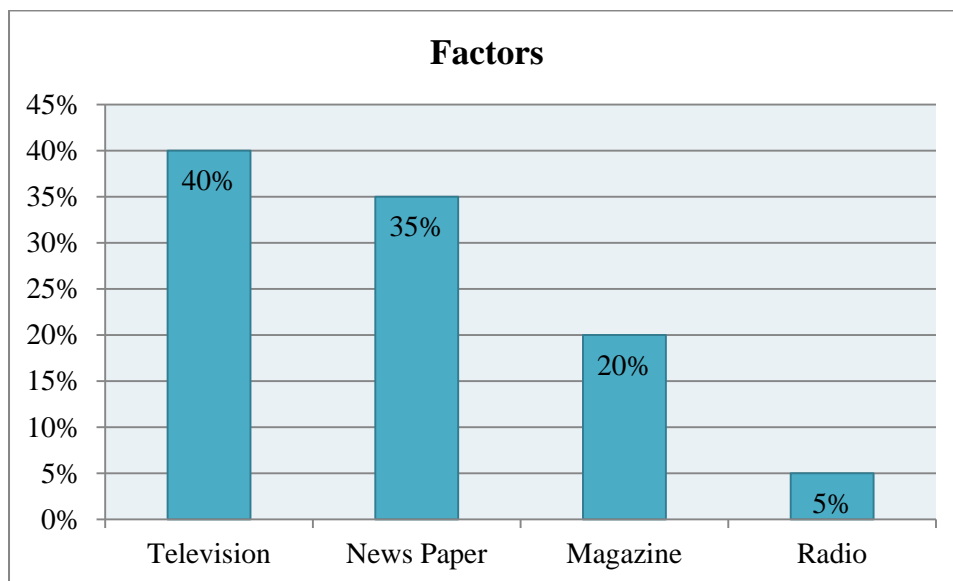
Majority of the customers responded that the Jio Feature phone is doesn't influencing on their purchase decision.

## 12. Which media of advertisement influences to buy the Jio Feature phone?

**Table No 4.12:**

Factors	No of persons	Percentage
Television	40	40%
News Paper	35	35%
Magazine	20	20%
Radio	5	5%
Total	100	100%

**Graph No 4.12:**



### **Analysis**

The above table and graph showing that,

- 40% of customers influences to buy Jio Feature phone through television
- 35% of customers influences to buy Jio Feature phone through news paper
- 20% of customers influences to buy Jio Feature phone through magazine
- 5% of customers influences to buy Jio Feature phone through radio

### **Interpretation**

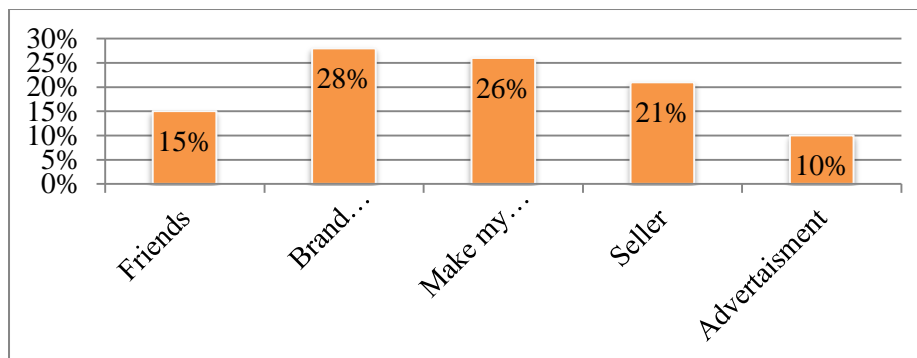
Majority of the customers influenced through television to buy Jio Feature phone.

### 13. Who will influence you when you buy Jio Feature phone?

**Table No 4.13:**

Factors	No of persons	Percentage
Friends	10	10%
Brand representative	21	21%
Make my own choice	26	26%
Seller	28	28%
Advertisement	15	15%
Total	100	100%

**Graph No 4.13:**



#### **Analysis**

The above table and graph showing that,

- 10% of customers were influenced by the friends to buy Jio Feature phone
- 21% of customers were influenced by the brand representative to buy Jio Feature phone
- 26% of customers were make their own choice to buy the Jio Feature phone
- 28% of customers were influenced by the seller to buy the Jio Feature phone
- 15% of customers were influenced by the advertisement to buy Jio Feature phone

#### **Interpretation**

Most of the customers were influenced by the brand representative to buy the Jio Feature phone.

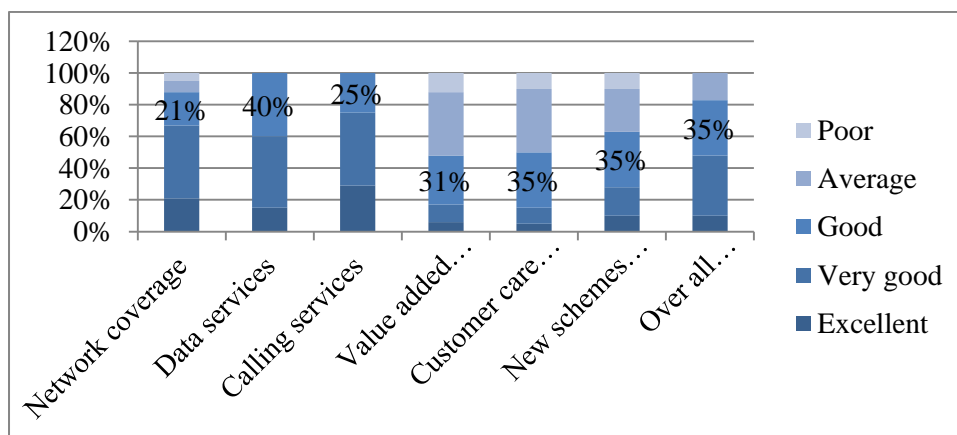


#### 14. Rate the following Jio Feature phone services on the basis of your satisfaction

**Table No 4.1.14:**

Factors	Excellent.	Very good.	Good.	Average.	Poor.	Total.
Network Coverage	21%	46%	21%	7%	5%	100%
Data services	15%	45%	40%	0%	0%	100%
Calling services	29%	46%	25%	0%	0%	100%
Value added services	6%	11%	31%	40%	12%	100%
Customer care services	5%	10%	35%	40%	10%	100%
New schemes and offer	10%	18%	35%	27%	10%	100%
Over all satisfaction	10%	38%	35%	17%	0%	100%

**Graph No 4.1.14:**



#### Analysis

The above table and graph showing that,

- 22% of customers were says very good for network coverage
- 16% of customers were says very good for data services
- 30% of customers were says very good for calling services
- 6% of customers were says average for value – added - services
- 5% of customers were says average for customer care services
- 11% of customers were says good for new schemes and offers
- 10% of customers were says very good for overall satisfaction

#### Interpretation

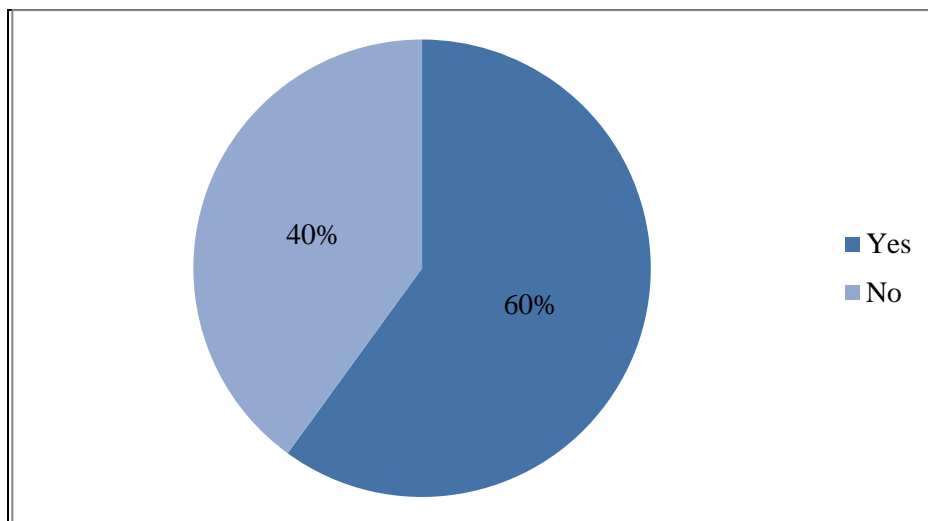
Majority of the customers rated good for the calling services of Jio Feature Phone.

### 15. Did you happy with the Jio prime membership?

**Table No 4.15:**

Opinion	No of persons	Percentage
Yes	60	60%
No	40	40%
Total	100	100%

**Graph No 4.15:**



#### **Analysis**

The above table and graph analyzed that,

- 60% of customers says yes for Jio prime membership
- 40% of customers says no for Jio prime membership

#### **Interpretation**

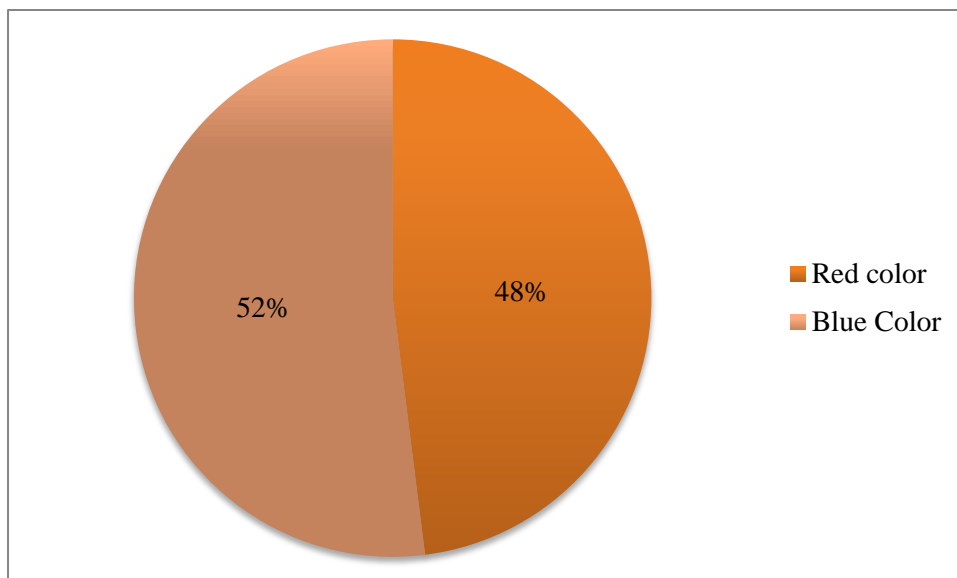
Most of the customers reveal that they liked the Jio prime membership

## 16. Which color box of Jio Feature phone you prefer?

**Table No 4.16:**

Opinion	No of persons	Percentage
Red color	48	48%
Blue Color	52	52%
Total	100	100%

**Chart No 4.16:**



### **Analysis**

The above table and graph showing that,

- 48% of customers choose red color box of Jio Feature phone
- 52% of customers choose blue color box of Jio Feature phone

### **Interpretation**

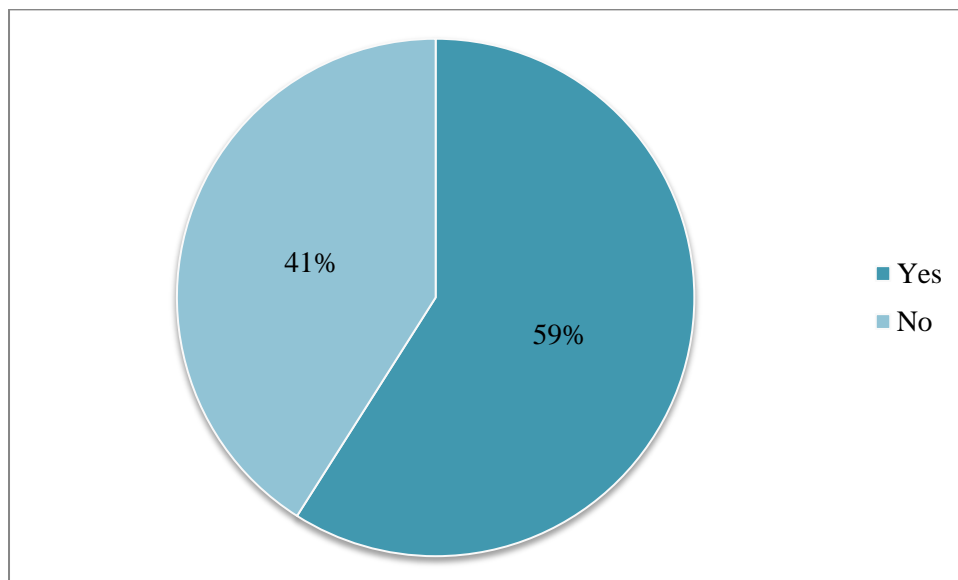
Majority of the customer's chosen blue color box of Jio Feature phone.

### 17. Do you have service centers to your nearby places?

**Table No 4.17:**

Opinion	No of persons	Percentage
Yes	59	59%
No	41	41%
Total	100	100%

**Chart No 4.17:**



#### **Analysis**

The above table and graph analyzed that,

- 59% of customers were says yes
- 41% of customers were says no

#### **Interpretation**

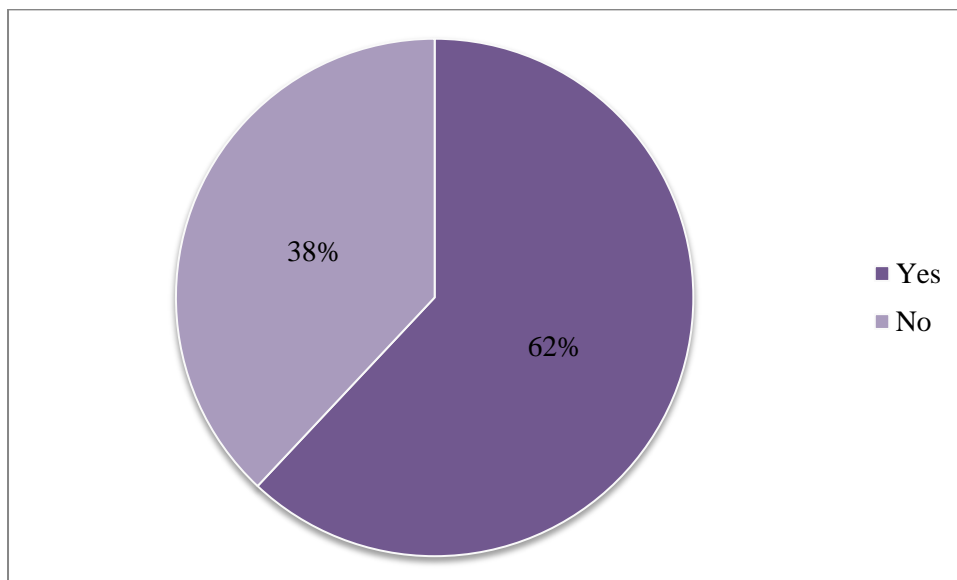
Most of the customers say's yes because they have service centers nearby their places.

**18. In future is there any huge demand for Jio Feature phone?**

**Table No 4.18:**

Opinion	No of persons	Percentage
Yes	62	62%
No	38	38%
Total	100	100%

**Chart no 4.18:**



**Analysis**

The above table and graph showing that,

- 62% of customers were says yes
- 38% of customers were says no

**Interpretation**

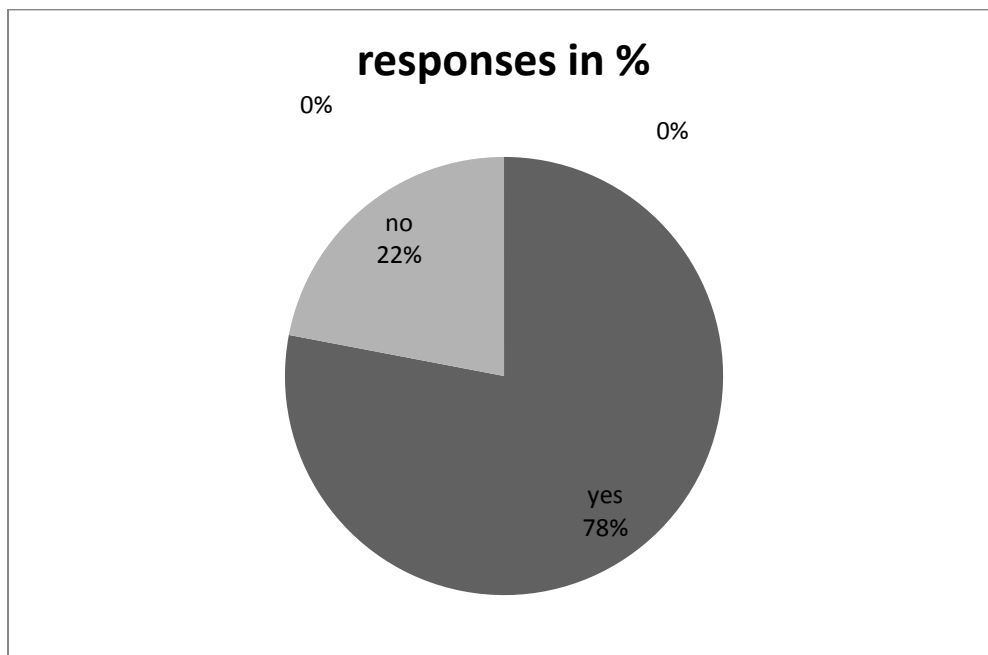
Majority of the customers says yes because the Jio Feature phone may have huge demand in future.

### 19. Do you want any changes from Jio Feature phone?

**Table No 4.19:**

Opinion	No of persons	Percentage
Yes	78	78%
No	22	22%
Total	100	100%

**Chart No 4.19:**



#### **Analysis**

The above table and graph shows that,

- 78% of customers were says yes
- 22% of customers were says no

#### **Interpretation**

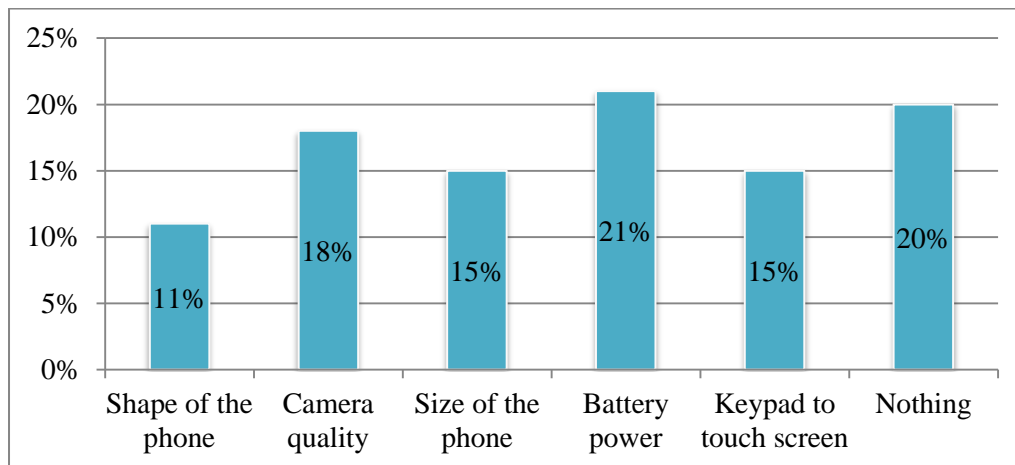
Majority of the customers says yes because they want changes from Jio Feature phone.

## 20. What changes you are expecting?

**Table No 4.20:**

Factors	No of persons	Percentage
Shape of the phone	11	11%
Camera quality	18	18%
Size of the phone	15	15%
Battery power	21	21%
Keypad to touch screen	15	15%
Nothing	20	20%
Total	100	100%

**Graph No 4.20:**



### Analysis

The above table and graph showing that,

- 11% of customers want changes in shape of the Jio Feature phone
- 18% of customers want changes in camera quality of Jio Feature phone
- 15% of customers want changes in size of the Jio Feature phone
- 21% of customers want changes in battery power of Jio Feature phone
- 15% of customers want changes in Keypad to touch screen of Jio Feature phone
- 20% of customers were says nothing

### Interpretation:

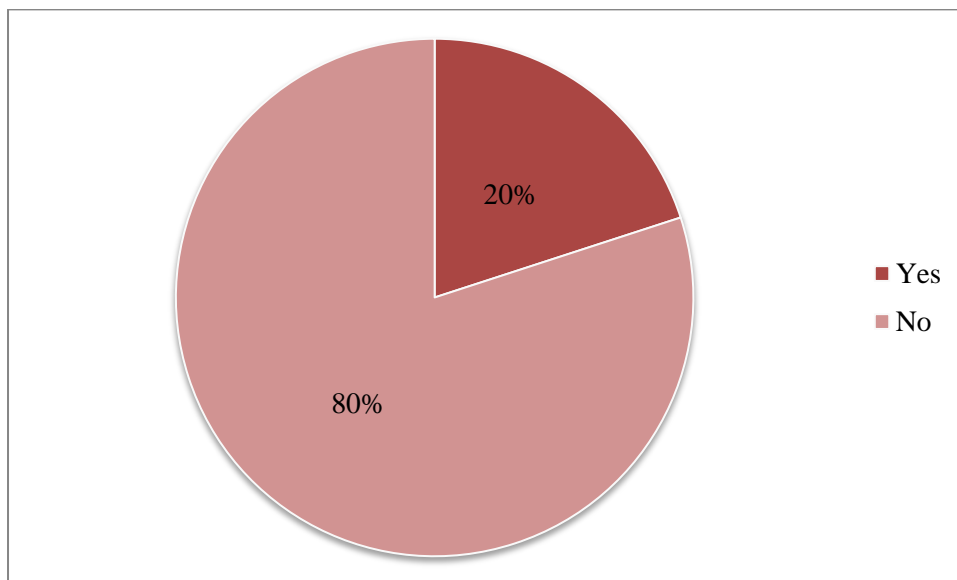
Most of the customers want changes in battery power of Jio Feature phone.

## 21. Does Jio Feature phone have facility of tethering portable hotspot?

**Table No 4.21:**

Opinion	No of persons	Percentage
Yes	20	20%
No	80	80%
Total	100	100%

**Graph No 4.21:**



### **Analysis**

The above table and graph analyzed that,

- 20% of customers were says yes
- 80% of customers were says no

### **Interpretation**

Majority of the customers says no because the Jio Feature phone is not having tethering portable hotspot.

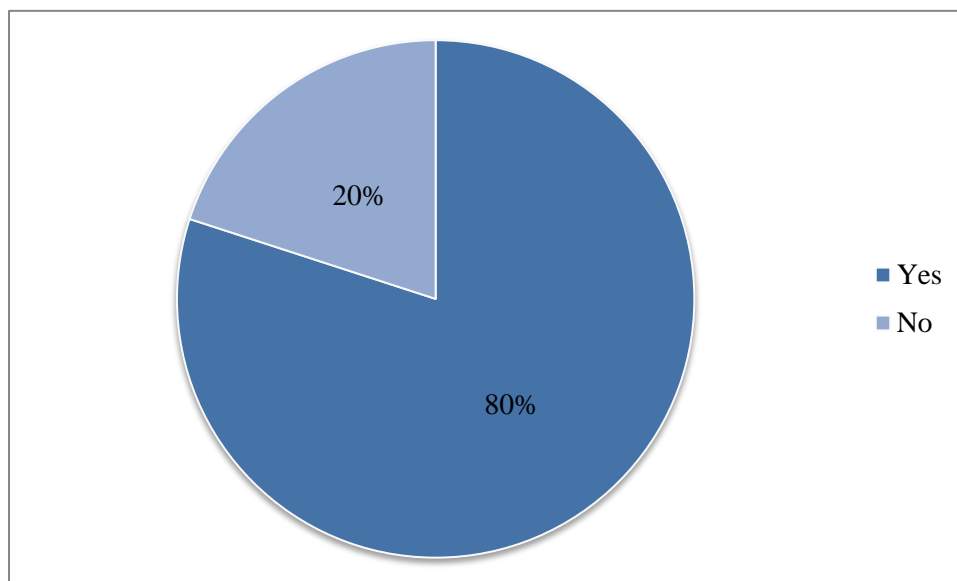


## 22. Would you like prefer hotspot facility in Jio Feature phone?

**Table No 4.22:**

Opinion	No of persons	Percentage
Yes	80	80%
No	20	20%
Total	100	100%

**Chart no:4.22**



### **Analysis**

The above table and graph showing that,

- 80% of customers were says yes
- 20% of customers were says no

### **Interpretation**

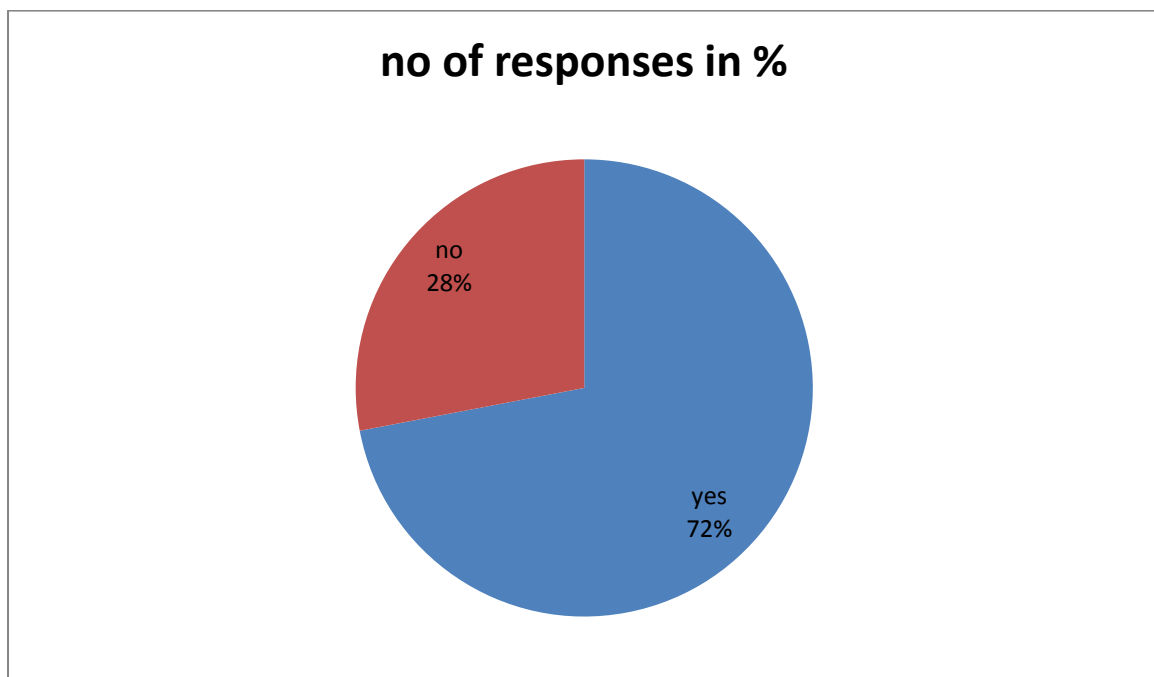
Most of the customers say's yes, that they want tethering portable hotspot in Jio Feature phone.

### 23. Does the Jio Feature phone met your expectation?

**Table No 4.23:**

Opinion	No of responses in %
Yes	72
No	28
Total	100

**Chart No 4.23:**



#### **Analysis**

The above table and charts analyzed that,

- 72% of customers were says yes
- 28% of customers were says no

#### **Interpretation**

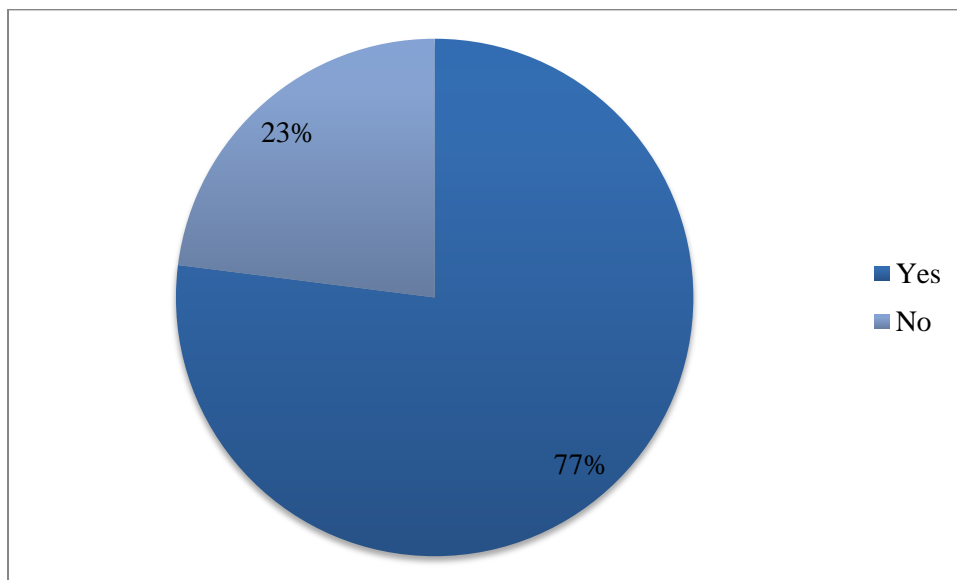
Majority of the customers say yes because the Jio Feature phone met their expectations.

## 24. Would you like to refer Jio Feature phone to others ?

**Table No 4.24:**

Opinion	No of persons	Percentage
Yes	77	77%
No	23	23%
Total	100	100%

**Chart No 4.24:**



### **Analysis**

The above table and chart showing that,

- 77% of customers were says yes
- 23% of customers were says no

### **Interpretation**

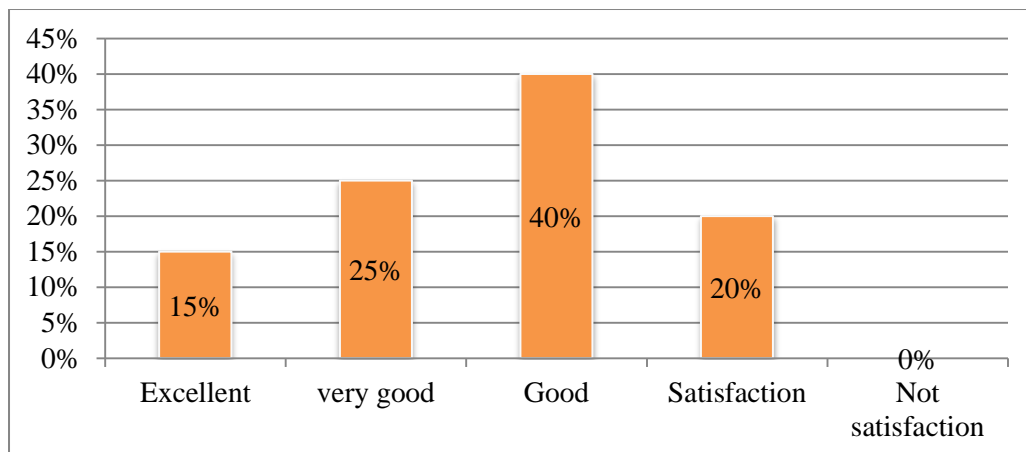
Most of the customers say's yes for referring Jio Feature phone for others

## 25. How do you rate overall post purchase behavior of Jio Feature Phone?

**Table No 4.25:**

Factors	No of persons	Percentage
Excellent	15	15%
very good	25	25%
Good	40	40%
Satisfaction	20	20%
Not satisfaction	0	0%
Total	100	100%

**Graph No 4.25:**



### **Analysis:**

The above table and graph analyzed that,

- 15% of customers were rate excellent
- 25% of customers were rate Very good
- 40% of customers were rate good
- 20% of customers were rate satisfaction
- None of them are rate not satisfaction

### **Interpretation:**

Majority of the customer rate good for their overall post purchase behavior on Jio Feature phone.

## 26 Hypothesis testing using ANOVA

For the present study the hypothesis are defined as:

Ho: There is no significant difference between the variance of the groups influencing to buy Reliance Jio Phone

H1: There is a significant difference between the variances of the groups influencing to buy Reliance Jio Phone

**Table 4.26 ANOVA**

		Sum of Squares	D f	Mean Square	F	Sig.
Friend	Between Groups	54.709	4	13.677	13.494	.000
	Within Groups	96.291	95	1.014		
	Total	151.000	99			
brand_rep	Between Groups	41.559	4	10.390	12.173	.000
	Within Groups	81.081	95	.853		
	Total	122.640	99			
make_my_own	Between Groups	32.465	4	8.116	9.585	.000
	Within Groups	80.445	95	.847		
	Total	112.910	99			
Seller	Between Groups	36.708	4	9.177	8.871	.000
	Within Groups	98.282	95	1.035		
	Total	134.990	99			
Advertisement	Between Groups	41.559	4	10.390	12.173	.000
	Within Groups	81.081	95	.853		
	Total	122.640	99			

**Analysis:**

It is found that in an ANOVA table above that the F value calculated is more than 0.05 @ 95% level of significance, in the all the variables which influence to by a Reliance Jio phone. It is also found that Friends influence is more on buying reliance Jio phone than that of other factors influence on buying Reliance Jio Phone.

It is found that Advertisement place a major role in influencing to buy reliance Jio phone followed by sellers influence and lastly the make my own choice influence with least with value of 8.116.

**Interpretation:**

As calculated value of F in all cases are more than 0.05 @ 95% level of significance,  $H_0$  (Null hypothesis) is rejected and accept the alternative hypothesis that means There is a significant difference between the variances of the groups influencing to buy Reliance Jio Phone. It is interpreted that the friends influence is more than advertisement and brand representative.

**CHAPTER 5**  
**FINDINGS, CONCLUSION AND SUGGESTIONS**

## **5.1 SUMMARY OF FINDINGS:**

This survey and analysis examined the following findings and giving important feedbacks through questionnaire for Reliance Jio Infocomm Limited.

1. This survey showing that majority of the customers are male using the Jio Feature Phone.
2. It was found that the majority of the customer's were between the age-group of less than 25 years.
3. It is clear that in this survey, we find that most of the respondents are students using the Jio Feature Phone.
4. Majority of the respondents liked the call rate service in Jio Feature Phone.
5. It is found that most of the respondents are approached the all services in Jio Feature Phone.
6. In this survey majority of the respondents say's that Jio Feature Phone is better than other phones.
7. It is clear that most of the respondents purchased Jio Feature Phone for their personnel use.
8. Respondents are equally approached for Jio Feature Phone on the basis of their usage periods.
9. Majority of the respondents says no for facing error or mobile hanging while using Jio Feature Phone.
10. In this survey most of the respondents are attracted to buy Jio Feature Phone through promotional activity of any other offers.
11. Most of the respondents say no, because Jio Feature Phone is not influencing on their purchase decision.
12. Majority of the respondents influenced by television, to buy Jio Feature Phone.
13. In this survey most of the respondents are approached by the brand representative to buy the Jio Feature Phone.
14. Majority of the respondents are highly attracted for the calling service.
15. Most of the respondents says yes because they happy with the Jio prime membership.



16. In this survey most of the respondents choose Blue color box of Jio Feature Phone.
17. Majority of the respondents says yes because they have service centers nearby their places.
18. Most of the respondents say yes for Jio Feature Phone because they feel it have a huge demand in future.
19. Majority of the respondents says yes because they want changes from Jio Feature Phone.
20. Most of the respondents want change in battery power of Jio Feature Phone.
21. In this survey most of the respondents say no because Jio Feature Phone is not having a tethering portable hotspot.
22. Most of the respondents want tethering portable hotspot facility.
23. Majority of the respondents says yes for Jio Feature Phone to meet their expectation.
24. Most of the respondents say yes to reference Jio Feature Phone for others.
25. In this survey majority of the respondents rate good for their overall post purchase behavior on Jio Feature phone.

## 5.2 SUGGESTIONS:

1. Reliance Jio Infocomm limited tries to place a network towers in rural areas.
2. Reliance Jio Infocomm limited should put up more activities in the cities.
3. Reliance Jio Infocomm limited should keep on spreading information about the Jio Feature Phone through some innovative promotional strategies.
4. Reliance Jio Infocomm limited tries to provide a tethering portable hotspot facility in Jio Feature Phone.
5. Reliance Jio Infocomm limited should give some price discounts on purchase of Jio Feature phones.
6. Reliance Jio Infocomm limited should provides some offers exclusively for students because they are the one using phones huge compare to others.
7. Reliance Jio Infocomm limited tries to bring some changes in Jio Feature Phone like, keypad to touch screen, camera quality and battery power.
8. Reliance Jio Infocomm limited provides some attractive new schemes and offers on Jio Feature phone.
9. Reliance Jio Infocomm limited tries to stop the Jio membership prime
10. Reliance Jio Infocomm limited should recruit well skilled sales persons.
11. Reliance Jio Infocomm limited does some promotional activities in rural regions.
12. Reliance Jio Infocomm limited tries to resolve some network errors and mobile hanging faced by the customer while using the Jio Feature Phone.
13. Reliance Jio Infocomm limited should give some gifts after purchasing the Jio Feature Phone.
14. Reliance Jio Infocomm limited tries to improve the customer care services.
15. Management should focus on customers to check whether they satisfied with Jio Feature phone.

### **5.3 CONCLUSION**

Nowadays in the customer driven economy all telecom industries are engaged in huge competition towards catch the attention of customer's and tries to put up a long – lived relationship with their everlasting customers. Customer loyalty was measured through customer's satisfaction level. The satisfied customers will perform as spokes persons of the company's products and attracts more number of buyers, so the marketers have to make sure customer's value of satisfaction.

Reliance Jio Infocomm Limited is providing the first 4G phone in basic model and named as Jio Feature Phone and providing call rates and data services at lower cost and also providing some entrainments like music, movies and live TV through Jio apps.

The survey conducted through questionnaire to know the post purchase behavior on Jio Feature Phone, results that customers are satisfied with the Jio Feature phone and their services and they would like to recommend others to buy the phone and also the customers want some changes in the Jio Feature Phone.

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### **Website:**

[www.jio.com](http://www.jio.com)

[www.relianceinfocommlimited.com](http://www.relianceinfocommlimited.com)

[www.slideshare.com](http://www.slideshare.com)

[www.springer.com](http://www.springer.com)

[www.shodganga.com](http://www.shodganga.com)

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## ANNEXURE

### QUESTIONNAIRE FOR JIO FEATURE PHONE

Dear Sir/Madam,

I am **Nagesh P a Final semester M.B.A student** representing **AIT-BANGLORE**. I am doing my project as a part of course in **Reliance Jio Infocomm Ltd Doddaballapura** under the Guidance of **Mr. Rakesh Panchavoli N S Point manager**. I am assigned a project on “**A study on post purchase behavior of Jio Feature Phone with special reference to Reliance Jio Infocomm Ltd Doddaballapura**”. I will be admiring if u spare your time to fill up this questionnaire.

1. Name:

2. Address:

3. Gender : Male ( ) Female ( )

4. Age

a) Less than 25 years

b) 26 to 35 years

c) 36 to 45 years

d) Above 46 years

5. Occupation

Business man ( ) Employed ( ) House wife ( ) Student ( ) Others ( )

6. Which service do you like most while using the Jio Feature phone?

a) Data service

b) Call rate

c) Jio apps

d) Network coverage

7. Why did you choose the Jio Feature phone?

a) Unlimited calling service

b) Unlimited data service

c) Unlimited Sms service

d) All service

8. Did you feel Jio feature Phone is better than other phones?

Yes ( )      No ( )

9. For what purpose you purchased Jio feature phone?

- a) Business purpose
- b) For personal use
- c) For Entertainment
- d) For Education

10. Since how long you are using Jio Feature phone?

- a) 2-3 months
- b) 4-5 months
- c) Non Users

11. Are you facing any network error or mobile hanging while your using Jio feature phone?

Yes ( )      No ( )

12. Which promotional offer attracts you most to buy jio feature phone?

- a) Free gifts
- b) Price offer
- c) Discount
- d) Any other

13. Does the feature of the jio phone influence on your purchase decision?

Yes ( )      No ( )

14. Which media of advertisement influences to buy the jio phone?

- a) Television
- b) News paper
- c) Magazine
- d) Radio



15 Who will influence you when you buy a jio feature phone?

- a) Friends
- b) Brand representative
- c) Make my own choice
- d) Seller
- e) Advertisement

15. Rate the following jio feature phone services on the basis of your satisfaction

	Excellent	Very good	Good	Average	Poor
Network coverage					
Data services					
Calling services					
Value added services					
Customer care services					
New schemes and offers					
Overall satisfaction					

16. Did you happy with the jio prime membership?

Yes ( ) No ( )

17. Which color box of jio feature phone you prefer?

Red color ( ) Blue color ( )

18. Do you have service centers to your nearby places?

Yes ( ) No ( )

19. In future is there any huge demand for jio feature phone?

Yes ( ) No ( )

20. Do you want any changes from jio Feature Phone?

Yes ( ) No ( )

21. What changes your expecting?

- a) Shape of the phone
- b) Camera quality
- c) Size of the phone
- d) Battery power
- e) Keypad to Touch screen
- f) Nothing

22. Does jio feature phone has a facility of tethering portable hotspot ?

Yes ( )            No ( )

23. Would you like to prefer hotspot facility in jio feature phone ?

Yes ( )            No ( )

24. Does the Jio feature phone met your expectation ?

Yes ( )            No ( )

25. Would you like to refer Jio feature phone to others ?

Yes ( )            No ( )

26. How do you rate overall post purchase behavior of Jio feature Phone ?

- a) Excellent
- b) Very good
- c) Good
- d) Satisfaction
- e) Not satisfaction



**ACHARYA INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF MBA**

**PROJECT (17MBAPR407) -WEEKLY REPORT**

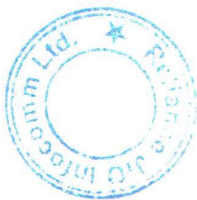
**NAME OF THE STUDENT: NAGESH P**

**INTERNAL GUIDE: Dr NIJAGUNA**

**USN: 1AY17MBA31**

**COMPANY NAME: RELIANCE JIO INFOCOMM LTD.**

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 <sup>rd</sup> Jan 2019 – 9 <sup>th</sup> Jan 2019	Industry Profile and Company Profile		
10 <sup>th</sup> Jan 2019 – 17 <sup>th</sup> Jan 2019	Preparation of Research instrument for data collection		
18 <sup>th</sup> Jan 2019 – 25 <sup>th</sup> Jan 2019	Data collection		
26 <sup>th</sup> Jan 2019 – 2 <sup>nd</sup> Feb 2019	Analysis and finalization of report		
3 <sup>rd</sup> Feb 2019 – 9 <sup>th</sup> Feb 2019	Findings and Suggestions		
10 <sup>th</sup> Feb 2019 – 16 <sup>th</sup> Feb 2019	Conclusion and Final Report		



Company Seal



College Seal

HOD Signature

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