

Project Report on (17MBAPR407)

**“AN EMPIRICAL STUDY ON CONSUMER EXPECTATION AND
SATISFACTION TOWARDS JIO PHONE WITH REFERENCE TO
RELIANCE JIO CENTER, TUMKUR”**

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI



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

INTERNAL GUIDE

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EXTERNAL GUIDE

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March-2019



21st March 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Varun Rudramurthy (Register No. 1AY17MBA58)**, a second year MBA (HR and Marketing) student of Acharya Institute Technology, VTU PG Centre Belgaum has successfully undergone his internship project entitled on **“An Empirical study on consumer expectation and satisfaction towards Jio phone with reference to Reliance Jio Centre, Tumkur”** from 03 January 2019 to 16 February 2019.

During his stint we found him a sincere, dedicated and hardworking student.

We wish him all the best for his future endeavors.

Regards,

A handwritten signature in blue ink, appearing to read "G. Rajan", is written over the circular stamp.



For Reliance Jio Infocomm Ltd,



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. Varun Rudramurthy** bearing USN **1AY17MBA58** 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 “**An Empirical Study on Consumer Expectation and Satisfaction Towards Jio phone with Reference to Reliance Jio Center Tumkur**” is prepared by him under the guidance of **Prof. M Sendhil Kumar**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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Signature of Principal/Dean Academics

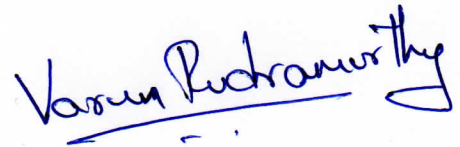
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DECLARATION

I, **Varun Rudramurthy** hereby declare that the Project report entitled “**An Empirical study on consumer expectation and satisfaction towards Jio phone with reference to Reliance Jio center, Tumkur**” prepared by me under the guidance of Assistant Professor **Mr. M Sendhil Kumar** faculty of M.B.A Department, Acharya Institute of technology and external assistance by **Mr. Nayaz Pasha, Connectivity sales lead, Reliance Jio**. I also declare that this Project work is towards the partial fulfillment 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: Bangalore

Date: 08/04/2019



Signature of the student

ACKNOWLEDGEMENT'S

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 Internship Report.

I would like to thank **Mr. M Sendhil Kumar**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Nayaz Pasha, Connectivity sales lead, Reliance Jio, Tumkur**, 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: Bangalore

Date: 08/04/2019

Varun Rudramurthy

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EXECUTIVE SUMMARY

It measures how your company's goods and services satisfy or go beyond customer expectations. Customer Satisfaction is defined as "the number of consumers, or the reported experience of a company, product or service (rating), as a percentage of total customers who exceed the specified Satisfaction Goal".

Customer satisfaction represents the achievement that a customer has made while doing business with a company. In other words, how satisfied are you with your business and overall experience with your company.

Total gross profit that a customer expect from a company's product or service.

"The gathering, analysis and dissemination of this data within an organization conveys the message that it is important to provide convenience to our customers and to ensure a positive experience for our products and services."

"While sales volume or market share can represent the company's current performance, satisfaction is probably the greatest indicator of how liable it is that a company's consumers are likely to make more purchases in the future. The ripple effect of satisfaction is most powerful in extreme situations. "

Consumer expectations are used to determine whether a product is manufactured inadvertently or if a warning to the product is bad. If a reasonable consumer is found to be defective, the product is considered defective. For example, a reasonable consumer may find that the blade exposed to the lawnmower is defective without the plastic guard that can be installed on the penny, because the risk of not using the plastic guard is higher than the guard installation cost.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT INTERNSHIP:

The internship project is for 6 weeks carried out in Reliance Jio centre as per the requirement of MBA at Visveswaraya Technological University, Belgaum. The following report describes the actions carried out in the period of full time internship at Reliance Jio infocomm.

The project was undertaken to study how customer satisfaction and expectation helps to improve the productivity of the organization.

The main objective stands to understand the causes and suggest the strategies to improve the satisfaction level of the customers.

The internship project is on “Empirical study on consumer expectation and satisfaction towards Jio phone with reference to Reliance Jio center, Tumkur”. This internship has given practical explorer. Internship is the essential branch of the educational course of MBA. It is the inducement to link the gap among knowledge & its application during a series involvement that will allow students of MBA course to increase vision & exposure to the business.

1.2 INDUSTRY PROFILE AND COMPANY PROFILE

INDUSTRY PROFILE

India is the second most important media communications market on the planet, and as of April 2018 it has purchased 1418 million bids. During 2007-18, remote members recorded 19.62%, or 118.43 million. India, like web surfers, is the second largest country with 492.96 million web supporters by 2018. India is now the world's second-biggest advocate of advanced cell phones by 2020. The country is currently charging the lowest call rates on the planet.

The Indian general market is rising rapidly and will give significantly to India's gross domestic product (GDP) in a statement released by the Global System for Mobile Association (GSMA) jointly with the Boston Consulting Group (BCG).

The liberal and reformist provisions of the Indian government were important with the clear demands of the buyers for a rapid development of the Indian Telecommunications Division. The Administration has provided a rational and aggressive administrative structure that ensures access to the Telecom Administration is affordable to buyers at a reasonable cost and market access to telecommunications equipment. Deregulation of foreign direct investment (FDI) standards has made it one of the fastest growing and top five business opportunities in the country.

India's telecoms sector needs to create 4 million immediate and direct jobs over the next five years, based on the assessment of Ranstad India. Jobs should be created due to the government's efforts to build access to village areas and the rapid increase in high-end mobile phone deals and increased use of the web.

- **Market Size:** The mobile business relies on an absolute monetary estimate of Rs 14 trillion (\$ 217.77 billion) by 2020. During this period, it will create about 2 million indirect jobs and for about 3 million direct jobs. India 's advanced telephony market grew 14% year - on - year in 2017 to 124 million shipments. The decline in India's cellular penetration and per-phone Internet usage will depend on the increase from 3.9 GB in 2017 to 18 GB.
- **Investment / Key Developments:** As the subscriber base continues to grow, there has been a lot of investment and development in this area. According to information released by the Industrial Policy Promotion Agency (DIPP), FDI reached \$ 30 billion from April 2000 to December 2017.

COMPANY PROFILE

Introduction to Reliance Industries

Reliance Industries Limited (RIL) is India's biggest Indian organization based in Mumbai, Maharashtra, India. Reliance Industries Limited (RIL) is India's leading private sector organization for all important currency parameters. The activities of the Reliance group are oil

and gases research and development, oil refining and promotion, petrochemical products (polyester, intermediate fibers, polymers and composites), materials, retail and special economic zone (SEZ). Reliance is the most productive organization in India. Reliance is the largest trade in India's open market organization by market capitalization and the second biggest organization in the country and is estimated as income since the government controls the Indian oil company.

History

Reliance group was founded by Reliance Commercial Corporation in 1960 by Champaklal Damani and Dhirubhai Ambani. In 1965 the organizational affiliation ended and Dhirubhai Ambani proceeded with the company's polyester trade.

- 1966 - Reliance Textile Industries started in Maharashtra.
- 1975 - The venture has expanded its trade to textile and "Vimal" has been rebranded.
- 1979 - Sidhpur Mills was acquired a well-known textile organization.
- 1980 - The company extended their polyester yarn production by establishing a polyester filament yarn factory in Patalganga, Maharashtra, Raigad, through monetary and technological cooperation efforts along E. I. du Pont de Nemours and Co.
- 1985 - Reliance Textile Industries Ltd. renamed as Reliance Industries Ltd.
- 1985-1992 - Reliance expanded its polyester yarn production capacity by more than 145,000 tons each year.
- 1991-92 - Hazira petrochemical plant started.
- 1993 - Reliance jumped to foreign capital markets for assets through Reliance Petroleum's worldwide depositary issue. In 1996, it become the earliest private organization in India to be rated by a global credit rating agency.
- 1995/96 - The organization started the telecommunications business through a joint venture with NYNEX in the United States and popularized Reliance Telecom Private Limited in India.
- 1998/99 – Reliance Industry Ltd is bundled with LPG on a 15 kg barrel with the trademark name Reliance Gas.
- 1998-2000 - Building of incorporated petrochemical complex in Jamnagar, Gujarat and the biggest plant on the planet.

- 2001 - Reliance Petroleum converges with Reliance Industries.
- 2002 - Reliance turns into Krishna Godavari Basin, India's largest gas expedition.
- 2002-03 - RIL bought the Indian Petrochemicals Corporation Ltd (IPCL), India's second biggest petrochemical organization, from the Indian Government. IPCL was later integrated with Reliance Industry Ltd in 2008.
- 2005-06 - The Company improved its business by separating the benefits of power production and distribution, fund-related administration and media transmission management into four separate materials.
- In 2006, Reliance dispatched a retailer named "Reliance Fresh" to enter the formal retail store showcase in India.
- 2010 - Reliance has entered broadband management, which has been demonstrated by the acquisition of Infotel Broadband Services Limited.
- 2010 - Reliance and Bharath Petroleum reported associations in the oil and gas business.
- 2017 - RIL started a shared business enterprise with the Russian corporation Sibur to establish a Butyl rubber plant in Jamnagar, Gujarat.

Reliance Jio Infocomm Limited

Reliance Industries is a mobile network operator in India with headquarters in Navi Mumbai, Maharashtra. It is included in 22 telecom circles connecting LTE nationwide. Jio will not provide 2G or 3G services and use Voice over LTE (VoLTE) to give voice services to the system.

Jio Soft will be publicly accessible on September 5, 2016 after a beta test for partners and employees on December 27, 2015 (It is the 83rd birthday of Dhirubhai Ambani, founder of Reliance Industries). As of October 31, 2018 Jio is the third largest cellular phone operator in India and the ninth largest mobile network operator in the globe with 262.7 million subscribers.

On July 5, 2018, a fixed broadband service called Giga fiber was initiated by Mukesh Ambani, Chairman of Reliance Industries Limited, at the organization's annual general meeting.

In February 2016, Jio announced that they collaborated with Mobile Network Operators like

- BT Group
- Deutsche Telekom

- Millicom
- Orange S.A.
- Rogers Communications
- MTS
- Telia Company
- Telecom Italia

1.3 PROMOTORS

There are four directors associated with Reliance Jio infocomm Ltd. They are

- Sanjay Mashruwalla (Managing director)
- Jyotindra Tacker (Head of IT)
- Akash Ambani (Chief of strategy)
- Ms Isha Ambani

1.4 VISION, MISSION AND QUALITY POLICY:

Vision – Reliance's vision for India is that broadband and computerized administration may no longer be expensive product. Reliance imagines as it is an essential commodity that customers and small businesses can leverage.

Mission – Jio's main goal is to acknowledge digital India vision, make sure Indians have most noteworthy quality and amount information access at most affordable costs.

Quality Policy – Our development and achievement depend on the six basic beliefs of client esteem, possession attitude, regard, trustworthiness, one group and perfection.

1.5 PRODUCTS / SERVICES PROFILE

Jio Products

- JioSim cards

- JioPhone
- JioPhone 2
- 4G Broadband
- LYF Smartphones
- JionetWiFi
- Jio Giga Fiber

Jio Simcards

Jio Sim was launched on 27 December 2015 which was the 83rd birthday of Reliance Industry founder Dhirubhai Ambani. It was available to public on 5th of September 2016. Before the launch of Jio Simcards India was 151th place in using Internet and now India stands 1st in the internet usage.

Jio Phone

Jio has announced the first rational 4G phone powered by the KioOS named Jio Phone. The cost is 0 INR with a secure store of 1500 INR, and Jio Phone can be restored at the Jio store in three years and the client can recover it.

Jio phone 2

Like the Facebook, WhatsApp, and YouTube applications, the second model with a QWERTY keypad was launched in July 2018 at 2,999 INR.

4G Broadband

Jio offers internet and voice services for the fourth generation (4G) and is with the fringe administration, such as pouring text messages and music. The organization has systems across the country with fiber optic links of more than 250,000 km, which work with nearby link managers to provide broader availability for broadband management. Jio is licensed by Multiple

Management Administrators (MSOs) and fills with TV broadcaster sellers and provides on-demand TV in the system.

LYF Smartphone

Jio has signed a contract with local cell manufacturer Intex to provide 4G handset for voice LTE (VoLTE). However, in 2015 October, Jio announced that it might set up its own mobile handset brand, LYF.

Jionet WiFi

Before launching the fourth generation of Internet and telecommunications services throughout India, Jio has been involved in various projects in India including Visakhapatnam in Andhra Pradesh, Ahmedabad in Gujarat, Kolkata in West Bengal, Indal, Jabalpur, Dewas and Ujjain in Madhya Pradesh, Choose from Mumbai in Maharashtra, Lucknow in Uttar Pradesh, Mussoorie in Uttarakhand, Bhubaneswar in Odisha, Collectorate Office in Meerut, and MG Road in Vijayawada.

In March 2016, Jio began offering free Wi-Fi web to viewers at six cricket stadiums that facilitate 2016 ICC World Twenty20 matches. Jionet WiFi is located in Chinnaswamy Stadium (Bengaluru), Wankhede Stadium (Mumbai), Himachal Pradesh Cricket Association Stadium (Dharamshala), Punjab Cricket Association IS Bindra Stadium (Mohali), Feroz Shah Kotla (Delhi), Eden Gardens (Kolkata) India.

Jio Giga Fiber

Jio Giga Fiber offers faster broadband, DTH and wired service at low cost.

Jio Apps

Jio has started Google Play's interactive media applications as a major challenge for the 4G administration. All applications can be downloaded, but the client must use a Jio SIM card. Also, much of the application is in the starting period. Here is an overview of the application.

- MyJio - processes Jio's account and related online services.
- JioTV - Live TV service.

- JioCinema - Internet HD video collection.
- JioChat - a text messaging application.
- JioSaavn (formerly, JioMusic) - Web and unlinked music bustling in English and Indian languages.
- Jio4GVoice (formerly JioJoin) - VoLTE phone test system.
- JioMags - Tablet for magazine.
- JioXpressNEWS - NEWS and publication collectors.
- JioSecurity - safety application.
- JioCloud - cloud-based reinforcement.
- JioMoney Wallet - Online installment / wallet application.
- JioSwitch - Swap information from Androids to Androids, Androids to iOS, Androids to JioPhones, iOS to JioPhones, iOS to iOS and JioPhones to JioPhones.
- JioNet - Connects to internet.

1.6 INFRASTRUCTURE FACILITIES

The Reliance Jio centre which is located in SIT main road which is in Tumkur. As it is in main road it is easy for the customers to go to the Jio centre. The Jio centre is spread across over a total area of 25,000 Sq. feet. The Jio centre is provided with parking facility for its employees.

1.7 JIO COMPETITORS

Airtel – Airtel is one of Jio's top competitors. Airtel was established in 1995 in New Delhi. Like Jio, Airtel additionally contends in the remote Telecommunication Services space. Contrasted with Jio, Airtel produces \$11B more income.

Idea – Idea is Jio's number 2 rival. Thought was established in 1995 which is headquartered in Gandhinagar, Gujarat. Like Jio, Idea additionally works in the remote media transmission administration space. Thought produces \$2.5B more income than Jio.

BSNL – BSNL is a best contender of Jio. BSNL's central station in Janpath, Delhi and was established in 2000. Likeio, BSNL additionally works inside the remote media transmission administrations division. BSNL produces 8.31% of Jio's income.

Karbons - Karbons Mobile is India's leading mobile gadget company, founded in March 2009. Karbons is a shared project between United Telelinks Ltd. based in Bengaluru and Jaina Marketing Pvt. Head office in New Delhi. Karbons Mobiles has partnerships with major telecommunications companies such as Airtel, Vodafone, Idea and Jio . Karbons is located in countries such as Bangladesh, Nepal, Sri Lanka, the Middle East and Europe.

Micromax - Micromax is an Indian consumer electronic company based in Haryana, Gurgaon. It was founded as an IT software company in the surrounded device sector. Later they initiated the mobile business. In 2010, Micromax was one of the biggest companies in India, producing mobile phones for the low-end mobile phone sector in India. Micromax will be the 10th largest smart phone supplier on the planet. As of the third quarter of 2014, the company faced intense struggle with Chinese companies entering the Indian market. The company also own YU Tele-venture. YU Tele-venture sells goods under the product name YU.

1.8 SWOT ANALYSIS

STRENGTH

- **Low tariff:** - The Company promoted 4G service with a very aggressive or very low tariff. The organization has solid call capabilities to withstand the initial losses.
- **Extremely large network:** - The Company has created a wide range of national systems with an enormous investment of about \$ 2 billion. The organization is proficient at leveraging the most recent innovations and then performing quality control.
- **Brand name:** - The brand value of the organization is high.

WEAKNESS

- **Late entry into the telecommunications area:** - The telecommunications sector has grown exponentially in the basic steps that began about 20 years ago. The recent market has seen poor development and has been very intense due to the huge players like Vodafone and Idea.

- **Mobile phone number portability is not yet clear** - it can be cumbersome for someone to change their cell phone number because versatile individuals are becoming personal nowadays. Using MNP takes a few days and is difficult to handle term. Through the movement of existing professional cooperatives, MNP is essential for myriad Jio.
- **High reliance on data consumption:** According to the current pattern, about 60-70% of income comes from voice calls, followed by tremendous potential unhappiness in providing free voice calls. This loss can only be balanced when data usage increases.

OPPORTUNITIES

- **High availability of advanced mobile phones:** The number of individuals using smartphones over the last 20 years has a variety of manifolds. Organizations can quickly drive a huge number of customers without missing the opportunity to deliver quality services at an aggressive rate.
- **Increased data consumption:** The real income of a versatile professional co-operative is derived from voice calls. Anyway, since the last two years, the income range of information customers has exponentially expanded, bringing about 30-40% of total income. Providing low information can create additional information leverage and contribute more to the organization's revenues along this line.
- **Worldwide markets:** - There is a tremendous door open to many developing countries.

THREATS

- **Saturated market:** The supporter's fast incremental period is now over. Another participant like Jio needs a huge customer base to cross break-even points.
- **Very Competitive Markets:** - After the section of giants such as Vodafone, Idea, the market has been very concentrated.
- **Government policy changes:** The government's changing guidelines, including 2G license revocation, burden on Vodafone, and call drop rates, have created a vulnerability in the market and have had a negative impact on speculation.
- **Rapid upgrades of technology:** - The shift from 2G to 3G and from 3G to 4G resulted in an exceptionally limited ability to time-focus. In fact, even the cutting edge 5G is getting closer.

All upgrades require enormous investment and you cannot imagine expecting to stay in the market without a market.

1.9 FUTURE GROWTH AND PROSPECTS

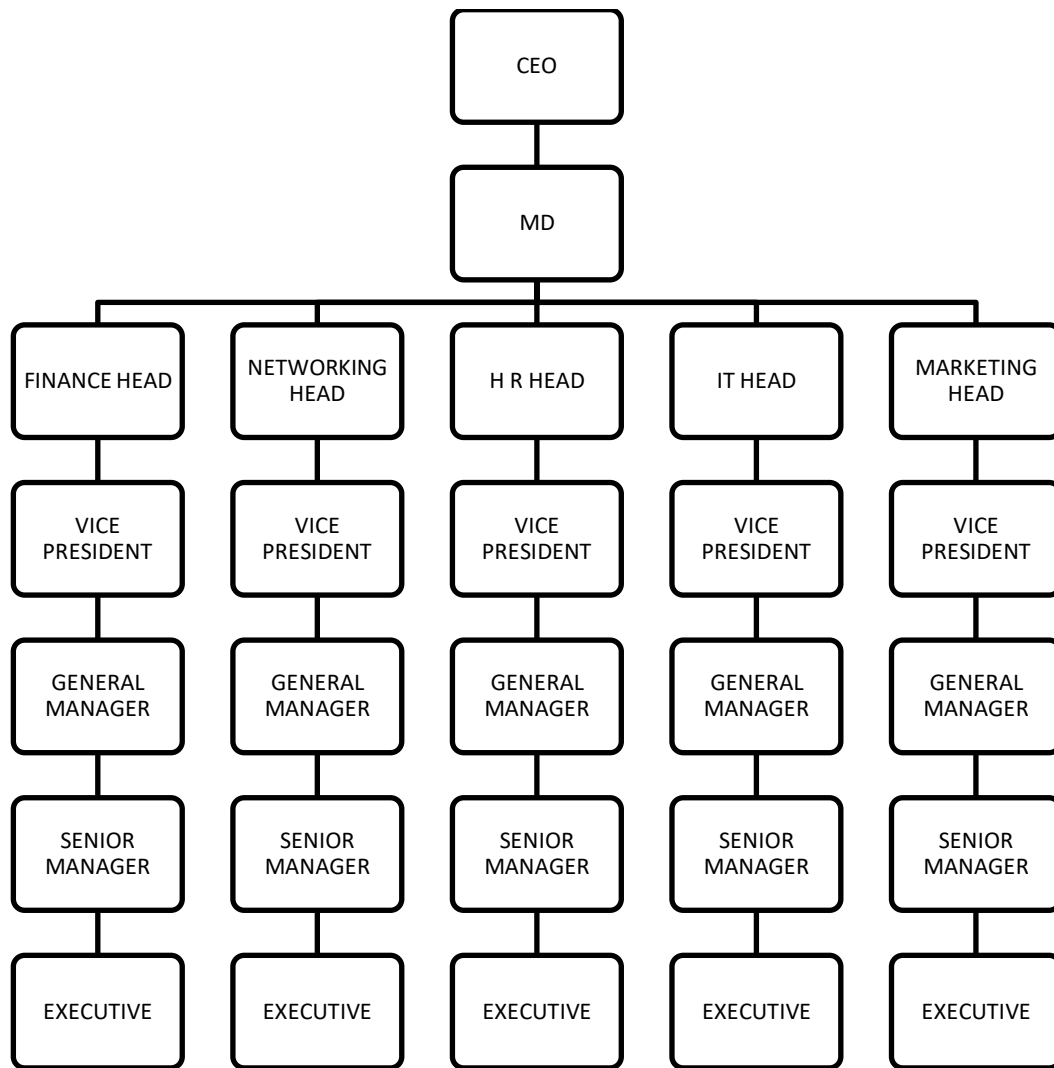
- In the coming month, the Jio system will be available in about every one of the urban communities, towns and towns of India and spread 99% of our nation's population.
- The company will give 20% more incentive to every one of the competitor plans.
- The organization is focusing on an income piece of the overall industry of half by 2021.
- Jio Fibre is project is being undertaken in order to replace TV cables.

1.10 ORGANIZATION STRUCTURE:

Hierarchical structure:

The hierarchical structure is the most famous organization chart. There are some models that are obtained from this model. In this structure, employees are grouped, with each employee having a clear manager.

In Jio, employees are grouped by function. The following graphic shows the areas Finance, Technology, Human Resources, IT and Marketing.



CHAPTER 2

THEORETICAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

INTRODUCTION TO CUSTOMER SATISFACTION AND EXPECTATION

Satisfaction refers to the personal feelings of pleasure or dissatisfaction in contrast to looking at things that have been executed in connection with desires.

Satisfaction is the element of execution and desire obtained because this definition is clear. Clients are disappointed when executions run into a sharp desire. If the run does not have a chance to adjust the desire, the client is done. When execution exceeds desire, clients are exceptionally accomplished or fascinated.

MEANING AND DEFINATION:

MEANING OF CUSTOMER SATISFICATION

Consumer loyalty is a business term, the percentage of how an organization's offerings and services meet or exceed customer needs. It is considered an important action pointer inside the business and part of the four balanced scorecards. The aggressive commerce center was a customer looking for an organization and consumer loyalty was regarded as a main differentiator and gradually turned into a major part of business technology. High-performing organizations have created standards and procedures to achieve customer success. This white paper demonstrates the system or set of ideas for improving quality responsiveness using customer satisfaction standards and technologies, and demonstrates the possibility of being exposed to the government secretly in the unprotected community. This structure encouraged residents in extreme areas to receive support through the consumer loyalty methodology.

DEFINITION

Consumer loyalty shows how satisfied customers can be with the company. At the end of the day, it means that the customer is willing to participate in the exchange and is generally associated with the organization.

MEANING OF CUSTOMER EXPECTATION:

Client desires are the sentiments, needs, and thoughts that clients have towards specific items or administrations. Clients experience depends on what they need from the items or administrations they are paying for.

DEFINITION- The total perceived advantages a client anticipates from an organization's product or service.

2.2 LITERATURE REVIEW:

The study is on "An Empirical study on consumer expectation and satisfaction towards Jio phone with reference to Reliance Jio center, Tumkur". A review of the available literature can provide a framework for the analysis process and draw realistic solutions. Taking into thought the intention of the present learning is the project work has been completed on the following employee comments, which are reviewed and presented below.

- Reliance Jio examines the socio-economic characteristics of organized retail customers who purchase consumer electronics.
- Investigate factors that affect the orientation of organized retail stores.
- Reliance Jio's overall performance analysis.
- Proposal to improve the competitiveness of Tumkur Reliance Jio.

Wei-Tsong Wang, Wei-Ming Ou, Wen-Yin Chen (2019) –Merchants of mobile applications/services (applications) go for improve their plans to draw in and hold clients, and hence accomplish the minimum amount expected to guarantee the achievement of their services. In spite of the critical number of earlier versatile service thinks about, few works have analyzed the impacts of dormancy and fulfillment on the clients' duration goal with respect to explicit mobile applications from a versatile administration quality viewpoint. By incorporating the portable administration quality system, dormancy, and client fulfillment, this examination builds up a model for translating the improvement of the duration goal of clients of versatile correspondence applications. Information gathered from 238 clients of such applications offered help for the model. The outcomes demonstrated that association quality, condition quality, inactivity, and client fulfillment are key determinants of continuation expectation, while result quality isn't. The hypothetical and down to earth ramifications of this work are examined.

Anup Krishnamurthy, S. Ramesh Kumar (2018) –Electronic verbal (EWOM) data is utilized by buyers to frame desires for the brand. By appropriately dealing with shoppers' desires for a brand, supervisors can relieve brand picture issues. Consequently, this examination utilizes a desires focal point to research customers' view of the brand picture shaped by introduction to EWOM under the directing impact of buyer contribution. Information were gathered from more than 1000 buyers crosswise over USA and India, and crosswise over cell phone and inn administrations classes, utilizing on the web recreations of EWOM. Discoveries propose that high-versus low-contribution customers will experience more EWOM data and invest more energy with EWOM to build up a desire or thought of the brand. High-association buyers additionally structure a superior picture of the brand. In light of these discoveries, the creators build up a lattice that speaks to the conceivable procedures directors could use to empower the arrangement of a decent brand picture from a shopper's point of view.

Jessica Hsiaofen Chen, Jen-Ruei Fu(2018) – Given that handset photography has expanded significantly in prevalence, individuals' long range interpersonal communication practices are winding up increasingly visual. Various picture based applications and web based life are

exploiting this developing prominence of visual substance review, altering, and sharing, making another marvel, picture based long range informal communication. Many picture based social applications are created as multi-reason frameworks, offering an assortment of sorts of significant worth to their clients. This examination proposes three sorts of portable esteem – gluttonous, utilitarian and amiability – to gauge clients' view of picture based applications, and investigates how the three sorts of significant worth effect client fulfillment and long haul conduct goals. The anticipated model was observationally approved utilizing a field overview of 500+ respondents. Both epicurean and amiability esteem can be given by a picture based application, however not the utilitarian esteem, which can expand clients' eagerness to pay. The subsequent information underpins the comprehension of different sorts of significant worth by pointing out their distinctive impacts on duration goal and readiness to-pay. The outcomes likewise show that people are influenced by various types of portable esteem while considering utilizing a picture based application. The esteem that men see from a picture based application is by and large lower than that apparent by ladies. Since the esteem arrangement of an application will portray its market position, the examination discoveries give suggestions to application sellers to build up their promoting technique and to structure the best adaptation display dependent on the esteem setup of their items.

Hannah R. Marriott, Michael D. Williams (2018) – Unable to withstand the use of mobile phones that are not touched high, the usage for various shopping exercises is inherently low. The survey first identifies the areas of interest that are inaccurate and analyzes areas that require more understanding. A hypothetical model is created to investigate the diverse risk and confidence outcomes of the buyer's reception goals. Observations refer to trust and risk perception as affecting the buyer's shopping goals. The integration of age and sexual orientation reveals discrepancies between people with positive and negative influences. The results are added to a hypothetical and useful understanding that includes obstacles to future meditation goals and potential risk reduction components.

Anshul Malik, S. Suresh, Swathi Sharma (2017) –Versatile applications have changed the business biological community. Portable applications industry has encountered exceptional

development and is rising as a well known device among market professionals as they can straightforwardly get associated with customers with only a solitary snap. It's additionally a basic buyer device & is utilized for fluctuated reason like data assembling, shopping's or watches recordings. The customary hypothetical model's for example TRA's, TAM's, TPB's, UTAUT's, and DOI's had contemplated the innovation acknowledgment, also ECT's and IS continuation demonstrate have concentrated under constant utilization of innovation. Headway in innovation, changing utilization designs, accessibility of improved assets and foundation, changing socioeconomics make it imperative to consider previous model in the lights of portable applications. This document expands on this hypothetical model and investigates the elements that triggers the application appropriation and it's ceaseless amongst Indian buyers. The document proposes a reasonable models for the reception for two kinds of portable applications for example utilitarian and epicurean. The paper proposes fulfillment and propensity as interceding factors. They clarify the instrument at the back of consistent utilization of the application after its selection.

Geetha Nadarajan, Jamil Bojei, Haliyana Khalid (2017) – Late advancements in web based life has changed buyer brand trust relationship into customer shopper trust commitment where purchasers settle on comparable brand decisions impacted by the sentiment of different buyers. Customers build up online systems and discussions inserted in trust, on comparative tastes, perspectives, inclinations and different kinds of brand fondness practices. These online shopper discussions over various internet based life stages adds to voluminous electronic verbal (eWOM). A normal of 70% of shoppers pay special mind to other buyers' suppositions on a brand to become familiar with the items or administrations of intrigue and out of this customer created substance, an incredible half are purchaser grouses or protests. This investigation recognizes developing key portable administration utilization components featured by customers in exchange string rotating a viral, negative eWOM through subjective strategy for netnography. The investigation discoveries incorporate eWOM contains numerous and significant shopper conduct logical components that might be utilized upon to see how negative eWOM impacts portable purchaser exchanging goals in Malaysia.

Anushruti Vagrani, Niraj Kumar, P. Vigneswara Ilavarasa (2017) — Despite the importance of versatile applications, exploration for use and non-use is scarce. As competition intensifies, ALC (Application Life Cycle) has begun to be used in a variety of applications. The motivation of this paper is to ponder and distinguish the components that lead to the removal of an application or littler ALC. Client propensity of client applications relies on telecom-based, smart phone equipment details, user interface of use, data protection and security aspects of multipurpose applications, patterns and applications that rely on advertising. We conducted a survey to identify the variables identified by ALC and worked to end more speculation. This test helped to understand the behavior of the client as a result of identifying the corruption factor of the portable application lifecycle as utilization rather than utilization.

Jun-Jie Hew, Voon-Hsien Lee, Keng-Boon Ooi, Binshan Lin (2016) – Considering the shortcomings in the present article, we investigated whether the use of multipurpose social service period affects the brand strength of customers and investigated the role of suppressive anxiety of protection anxiety in portable social trade use goal. Security concerns have been estimated taking advantage of concerns about CFSMIP (online life information protection). As such, this test proposed and experimentally approved a model that joins the CFSMIP, brand robustness and expectation validation models in Asia. The results recommended that customers' CFSMIP not interfere with the consistent use of diverse social trade and clearly affect the apparent value of the portable social business. All the methods in the benchmarking model of the expectation confirmation model were also reaffirmed in this study. In addition, the use and fulfillment of the customer's social business lifetime has proven to be a sponsor for brand commitment. Important administrative results are being investigated.

Hua Dai, Xin (Robert) Luo, Qinyu Liao, Mukun Cao (2015) – The administration has begun to dominate the financial movements of many advanced economies since the last decade. The evolution of the administration in the electronic mediation environment (EME) has changed the way companies and buyers work together. Based on hypothetical facilities such as risk, discrimination, attempts, emotions, and achievement, this test proposes an integrated research model that explores the connections between these builds in the EME environment. We collected information from 415 buyers and found that buyer creativity and feelings were an advanced part

of trust, a risk view of management, a profit advantage and quality of care. These prerequisites affect the EME's buyer achievement. This experimental exam opens up another chapter in future research to identify and identify the impact of creativity and feel on IT antique development, such as the EME administration.

Lingling Gao, Kerem Aksel Waechter, Xuesong Bai (2015) – While versatile purchasing helps a period of portable trade, many buyers still do not use the maximum amount of portable purchases. From a multi-faceted trader's point of view, it is important to have a current customer and make purchases to achieve productivity and economic development. Understanding the continuing expectations for versatile purchasing can give you experience in promoting your hand held merchants. In this way, it is essential to look at the determinants that determine buyers' continuing goals for portable purchases. Drawing on data attainment, drawing hypotheses and trust, this test proposed and experimented with all models that are likely to understand the determinants of customers who want to buy at a mobile destination. We used the Assisted Condition Demonstration (SEM) to try out observational information from 462 customers involved in portable purchases for the proposed research display. The results show that data quality and protection and security issues are key components that affect trust, even though quality is a fundamental factor affecting the stream. Framework quality and protection and security issues affect compliance. Trust affects rivers that affect achievement. These three factors together have been carried forward with expectations for portable purchasing. The findings of this survey provide some significant ripple effects on versatile business research and execution.

Rajan Drmlami (2015) – He points out that providing the consumer loyalty in the survey is the most urgent progress of the organization and that web access is underway in the current situation as the vast system inclusion and innovation demanded by nearly everyone. From the subtle point of view, 80% of Reliance Jio's customers have stayed at Reliance Jio and think they have achieved it perfectly. Also, many customers who have been changing from personal supporters have shown that enthusiasm for Relioce Jio is progressively grasping the wider area of the Indian market. Since then, these insights have inferred a great future for the organization. In the not-so-distant future, organizations will grow explosively in their communications business.

Sean Rodrigues (2015) – He finished the survey because the client did not lean toward dependency. Gaining a good client base for a 4G organization will be a challenge. Improving the picture of the 2G and 3G administrations accessible from both sides is very important. In addition, India's 4G organization said it would not be as simple as telecom managers face the process of dispatching other systems to improve current 2G and 3G services. With AirTel initially earning 4G compensation in India, Reliances Jio plan to launch in a month, and AiTtel will now have a solid consumer support. "Since Reliances Jio is in the pre-launch stage, it may take some time to determine the side effects."

Aman Banchhor (2015) – Jio is utilizing the 4th generation (4G) LTE management and is a major organization in Mumbai's 1800MHz and 2300MHz groups as their primary source of their own systems. Jio recommends a typical download speed of 15-20 mbps. The most reduced international currency tax on earth. Starting with a price lower than Rs.1599, it is a free 4G handset. There are no estimates for public events, celebrations, and New Year events. Dependency Jio controls the advertising methodology of aggressive valuation and compulsory planning, and Jio offers excellent business applications such as Jiopay, Jiomoney, and Jiosecurity. Jio will charge one tenth of the standard in media transmission fees. , Content and information can be obtained through individual India and students enrolling their SIM card individually on ID cards without meandering fees and 25% utilization of information.

Abhishek Kumar Singh and Malhar Pangrikar (2013) – They conclude that AirTel has initiated a 4G rebellion in Pune. Uncommon changes and improvements due to 3G innovation are needed. Anyway, the wise and perfectly executed 4G has a huge potential for Pune, India AJMS Vol.6 No.1 Jan - June 2017 22 R. Swarna Priya and M. Sathya Can cause a big blast. economy. As a result, 3G-to-4G development is likely to be activated by administrations that provide upgraded quality, require extended bandwidth, increase the complexity of large data arrays and improve customization capabilities to assist customer requests.

Ubeja, (2013) – He investigated that the retail sector in India had experienced notable changes over the past decade. India's retail industry will grow by 40% annually and triple or multiply by 2013-2014. The retail industry is gradually transforming into the following explosion industry.

Consumer loyalty processes are embarrassing. The buying of commodities or administrative agencies incorporates a variety of variables that can influence all choices. Consumer loyalty is becoming increasingly complex and retailers today are more important than ever. The purpose of this test was to explore the impact of product advances provided by shopping centers in Jabalpur City, to harmonize consumer loyalty and to think about the types of variables that are crucial for sexual variation. The shopping center research study led to an investigation of customer promotion and purchasing progress in customer loyalty at shopping centers in Jabalpur City. This example includes 200dynamic shopping center customers. Business progress on consumer loyalty was recognized by structural studies and was captured in five blended components of purchase progress. This test will help the heads of the shopping centers understand the basic transactional progress factors of the shopping center customer's loyalty to consumers and develop advertising techniques, and the study will also understand the factors. Profiling your offerings by selecting offer enhancement blends gives you an increasingly important approach to recognizing and understanding different client sections and gradually focusing on each part with a centralized advertising system.

Dr. Rajkumar & Miss Priyanka, (2012) – These days every one of the organizations have understood the noteworthiness of client loped methods of insight. One of the key difficulties for them is the manner by which they oversee administration quality, which holds an extraordinary significance to consumer loyalty. In this regard, the work of administrative value in the achievement of composite retail organizations cannot be denied. It's imperative that retailers have a excellent understanding of what the consumer needs. The wishes are excellent to support advertisers, as most of the administrative quality means "gathering or surpassing client desires". The assessment of the administration quality by the customers is influenced by the earlier wishes. This area highlights the importance of administrative quality in organizations dealing with retail, customer-loyalty, customer loyalty, and social goals.

Gobiraja & Nimalathanb, (2012) – They say that all associations are ready to pay in some way to distinguish and understand their needs and their needs. The buyer's desires and wants respond strongly when met or exceeded when they met with the administration. As for the retail market, it can be interpreted as not exceeding any kind of bomb that satisfies the desire to simply

satisfy the customer's desires. The vast majority of retailers try to fulfill their dominance by surpassing past expectations rather than "meeting expectations". "In this way, the survey tries to fill this hole by investigating the link between consumer loyalty and a firm customer opinion when driving a grocery store in the UK (UK). Operational speculation has been detailed. The main theory (H1) is supported by the outcome that an optimistic relationship is set up involving the two factors. Consumers' loyalty & customer's commitment. In addition to the second theory (H2) it's supported by the consequences as the recurrence begins between the two factors. The results show that consumer loyalty has a special impact on customer instability. The test's commitment to writing is that the results of consumer loyalty and solidarity take place not only in UK retail outlets but also in other sectors.

U. Dineshkumar and P.Vikkraman, (2012) – Client happiness is perceived as a main weight in the development of upcoming purchasing goals for buyers. Satisfied customers must likewise tell others their great encounters and participate in positive language promotion in this way. The current test is to investigate consumer loyalty at selected trade outlet in Erode, Tamil Nadu state, India. The goal is to recognize the determinants of consumer loyalty in the controlled retail outlets of Erode City and to learn about the future outlook of the categorized retail outlets to distinguish between the disposition and behavior of the customers taking over from the configured retail outlets. Consumer loyalty is generally a big topic for advertisers. 200 surveys were randomly distributed to retail customers. Information gathered through clear insight strategies, cross-tabulation tests, chi-square tests, and relationship skills (to see how they have changed) is broken. The effect of this test is to encourage consumer loyalty. For example, extensive system embracing and innovation has driven the needs of almost everyone today when investigating the feasibility of Erode retail stores to realize consumer loyalty is the organization's most important progress. From a subtle point, it tends to assume that 81% of Reliance Jio's customers stay at Reliance Jio and have achieved perfection. Likewise, many of the customers who are changing from their supporters are gradually capturing the wider area of the Indian market gradually by showing enthusiasm for Reliance Jio. In the future, this insight implies an amazing future for the organization. In the not-so-distant future, organizations will grow explosively in their communications business.

Michael Conklin, Ken Powaga and Stan Lipovetsky, (2004) – The difficulty of distinguishing the main driver’s of consumer loyalty is considered in the context of the canonical hypothesis on the relationship among goods quality and consumer loyalty, using devices in co-operative game hypothesis and risk analysis. They use the Shapley Value and Attributable Risk methods to differentiate the needs of key drivers, disappointments, and improving consumer loyalty. Demonstrate the virtual reality of the ideas of Shapley Value and Attributable Risk and present an ideal PR system.

Author/ Researcher	Title of the Article/Study	Objectives & Outcome	Gaps Identified
Wei-Tsong Wang, Wei-Ming Ou, Wen-Yin Chen (2019)	The impact of inertia and user satisfaction on the continuance intentions to use mobile communication applications: A mobile service quality perspective	Investigate the impact of inertia and satisfaction on user's continuity intent on specific mobile apps in terms of mobile service quality.	This is related to the effect of the result quality composition.
Anup Krishnamurthy, S. Ramesh Kumar (2018)	Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens	Use an expectation lens to examine consumer perception of brand icon formed by EWOM exposure while mitigating the impact of customer engagement.	The research results extend a medium that represent a plan that managers can utilize to form a good brand icon from a shopper perspective.
Jessica Hsiaofen	On the effects of perceived	This research	The results show

<p>Chen, Jen-Ruei Fu(2018)</p>	<p>value in the mobile moment: Electronic Commerce Research and Applications</p>	<p>proposes three types of mobile value-hedonism, pragmatism, and sociality that measure user perception of picture-based apps and explore the impact of three values on user pleasure and long-term behavioral intention.</p>	<p>that male and female are affect by various kind of mobile values when allowing for using picture-based apps.</p>
<p>Hannah R. Marriott, Michael D. Williams(2018)</p>	<p>Exploring consumers perceived risk and trust for mobile shopping: A theoretical framework and empirical study</p>	<p>The study investigates areas of academically significant areas and areas that require more insight. A theoretical model has been improved to test the multifaceted risk and trust effects on consumer adoption intentions.</p>	<p>Including age and gender reveals inconsistencies between people with positive and negative influences.</p>
<p>Anshul Malik, S. Suresh, Swathi</p>	<p>Factors influencing consumers'</p>	<p>Based on this theoretical model,</p>	<p>Raising questions about the</p>

<p>Sharma(2017)</p>	<p>attitude towards adoption and continuous use of mobile applications: a conceptual model</p>	<p>this paper explore the factor that drive app implementation and continues among Indian customers</p>	<p>applicability of the study in different geological and demographic circumstances. Restricted publications are found in the context of Indian app implementation and ongoing use.</p>
<p>Geetha Nadarajan, Jaml Bojei, Haliyana Khalid(2017)</p>	<p>The study on negative eWOM and its relationship to consumers intention to switch mobile service provider</p>	<p>This study identify new important mobile service using up element that consumers are emphasizing in discussion threads that rotate viral harmful eWOMs during the qualitative methodology of net graphics.</p>	<p>The results of the study include several contextual elements of consumer behavior that eWOMs can use to understand how negative eWOMs affect mobile consumer conversion intent.</p>
<p>Anushruti Vagrani, Niraj Kumar, P. Vigneswara</p>	<p>Decline in Mobile Application Life Cycle: Procedia Computer Science</p>	<p>The intention of this thesis is to learn and confirm factors leading to</p>	<p>A survey was prepared to find the factors associated with ALC.</p>

Ilavarasa (2017)		uninstallation of application or lesser ALC.	
Jun-Jie Hew, Voon-Hsien Lee, Keng-Boon Ooi, Binshan Lin(2016)	Mobile social commerce: The booster for brand loyalty?	This study suggests and empirically validates a model combining CFSMIP, brand loyalty, and expectation validation models in the context of Asia	The study was difficult to conduct as most of the customers used different brands when new features were available in other company smart phones.
Hua Dai, Xin (Robert) Luo, Qinyu Liao, Mukun Cao(2015)	Explaining consumer satisfaction of services: The role of innovativeness and emotion in an electronic mediated environment	An integrated research model that examines the relationship between these components in the EME context	
Lingling Gao, Kerem Aksel Waechter, Xuesong Bai (2015)	Understanding consumers continuance intention towards mobile purchase: A theoretical framework and empirical study – A case of China	An integrated model that enables mobile sites to improve in understanding the determinants of what clients are willing to buy.	The outcome indicate that information quality; privacy and security issues are the key factor affecting trust, while service quality is the key to influencing flow.

Rajan Drmlami(2015)	Customer satisfaction towards reliance jio project.	To know the satisfaction level of customers on reliance jio products.	The study is limited only for Jio products.
Sean Rodrigues (2015)	A study to understand the market potential of Relincejio 4G services in Dahisar East Area of Mumbai.	Customers do not favor dependent networks, it will be difficult to have a good customer base for 4G networks to validate his research	During this period, 4G handset users were limited.
Aman Banchhor (2015)	Factor influencing the buying behaviour of Organized Retail Consumers: A study on Food and General Stores in Visakhapatnam.	To know the customers buying preferences in buying products in retail stores.	The study is limited to customers residing in Visakhapatnam.
Abhishek Kumar singh and Malharpangrikr (2013)	A study report to find out market potential for 4G businesses in Pune.	The objective is to make lowest international call tariff in the world.	The company's profit might get affected.
Ubeja, (2013)	Who Will Execute The Great Indian Retail Dream?	The purpose of this study was to inspect the effect of sale promotion mix shoppers happiness at Jabalpur city mall and to learn the	This study is geographically specific and only a small number of respondents are considered.

		changes in these factor according to gender.	
Dr. Rajkumar & Miss Priyanka, (2012)	Service quality dimensions and behavioral intentions Of reliance fresh	One of the main challenge for them is how to handle service worth, which hold huge importance to customer satisfaction.	This study is conducted in a restricted environment only.
Gobiraja & Nimalathasanb, (2012)	Changing retail scene in India	Identify and understand customers and their needs.	The involvement of this study to the literature is on customer happiness and faithful outcomes in the UK retail super market as well as other sectors.
U. Dineshkumar and P.Vikkraman, (2012)	The Most Influential Factors Of Consumers Buying pattern At Organized And Unorganized Retail Stores With Special Reference to Erode city, Tamil Nadu.	This study aim to examine customer happiness at an organized retail store in Erode city of Erode city in Tamil Nadu, India.	This study is limited to Erode city.

<p>Michael Conklin, Ken Powaga and Stan Lipovetsky, (2004)</p>	<p>Consumer Demographics, Store Attributes and Retail Formats Choice In the US Grocery British Food</p>	<p>Use co-operative game hypothesis and risk study tools to identify the important drivers of buyer happiness examination in relation to canon hypothesis on the association between goods quality and client happiness</p>	<p>The hypothetical and realistic benefits of Shapley Value and Attributable Risk concept make it possible to develop optimal marketing strategies.</p>
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CHAPTER 3

RESEARCH DESIGN

MEANING OF RESEARCH DESIGN

According to C. Selltic "Survey composition is a process of behavior of conditions for the accumulation and investigation of information in a way that means giving meaning to the reason for exploring the economy in terms of technology".

3.1 STATEMENT OF PROBLEM:

This particular topic has been chosen considering the fact that the company builds a progression that plays a crucial role in deciding how well the company fulfills its desire for buyers with Jio phones.

3.2 NEED FOR THE STUDY

The study is helpful for the organization to evaluate the satisfaction level of the customers about the product in the company. The study help the management in knowing what the various factors are influence the customers to take decision to while purchasing the product. The study helps to understand the satisfaction level and expectations of the consumers.

3.3 OBJECTIVE OF THE STUDY:

- To consider the buyer desires and fulfillment towards Jio Phone.
- To discover adequacy of theJio telephone.
- To know the frame of mind of shopper towards Jio telephone.

3.4 SCOPE OF THE STUDY:

- Study covered all categories of consumers of Jio phone users.

- Study helps to find the areas where it is possible to make changes for effectiveness on the system and bring out these changes.
- Study conducted in Jio company findings a recommendation is applicable only to this unit.
- To find out problems in existing assessment system.

3.5 RESEARCH METHODOLOGY

“An empirical study on consumer expectation and satisfaction towards Jiophone with reference to Reliance Jio center, Tumkur.”

Type of research: Descriptive research design is used in this research.

Time Frame: 6 weeks

Instrument: Questionnaire

Sample design: Simple Random Sampling will be used in the study

Sample size: The Sample used in the study is 100

Sample unit: Sample unit will be customers

Data collection:

The questionnaire was specifically designed with all facets and requirements in mind to help you achieve your goals, provide accurate picture, and help your organization make better decisions.

Primary data:

The information collected from the primary sources is called the primary data, which is gathered from the sampled data by managing the questionnaire, communicating face-to-face, and interacting with respondents.

Secondary data:

Secondary data was gathered from secondary sources such as published data. Data is collected through company websites, journals, newspapers, books, and company records.

3.6 HYPOTHESIS TESTING

Null Hypothesis (H₀) – There is a relationship between age and satisfaction level of the respondents

Alternative Hypothesis (H₁) – There is no relationship between age satisfaction levels of the respondents

Null Hypothesis (H₀) – There is a relationship between monthly earnings and their monthly expenses on Jio phone.

Alternative Hypothesis (H₁) – There is no relationship between monthly earnings and their monthly expenses on Jio phone.

3.7 LIMITATIONS OF THE STUDY:-

- Due to time constraints, not all consumers consider the study.
- Opinion of the test population may vary from the entire population.
- Some consumers believe that the survey interferes with their normal work.
- Some consumers felt they had a personal problem and could not respond properly.
- The study was limited to Tumkur taluk because the area was large and the population was unknown.

3.8 CHAPTER SCHEME

Chapter 1: Introduction

This chapter consists of Introduction about the internship, Industry profile and company profile: Promoters details, Vision and Mission statement of the company & Quality Policy. Product/service profile and areas of operation, infrastructure facilities in the company, competitor's information, SWOT Analysis, Future growth and prospects and Organization structure.

Chapter 2: Theoretical background and Literature review

Second chapter includes theoretical background of the study, Literature review along with research gap.

Chapter 3: Research Design

In this chapter there is a Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

Chapter 4: Analysis and Interpretation

This chapter is about Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

Chapter 5: Findings, Conclusion and Suggestions

This chapter includes summary of findings, Conclusion and Suggestions / Recommendations.

CHAPTER 4

ANALYSIS & INTERPRETATION

Data study is measured as an main pace and core of research work. Once collecting data with linked tools and technologies, the next logical step is to examine and infer the data in order to solve the experimental solution to the problem. The data analysis of this study was quantitatively completed with the aid of descriptive data and inferential data. In order to analyze the opinions, the chi - square test used.

Sample space consists of survey data collected from 150 respondents.

This data analysis and interpretation includes demographic details like gender, age group, income level etc., along with other information about JioPhone.

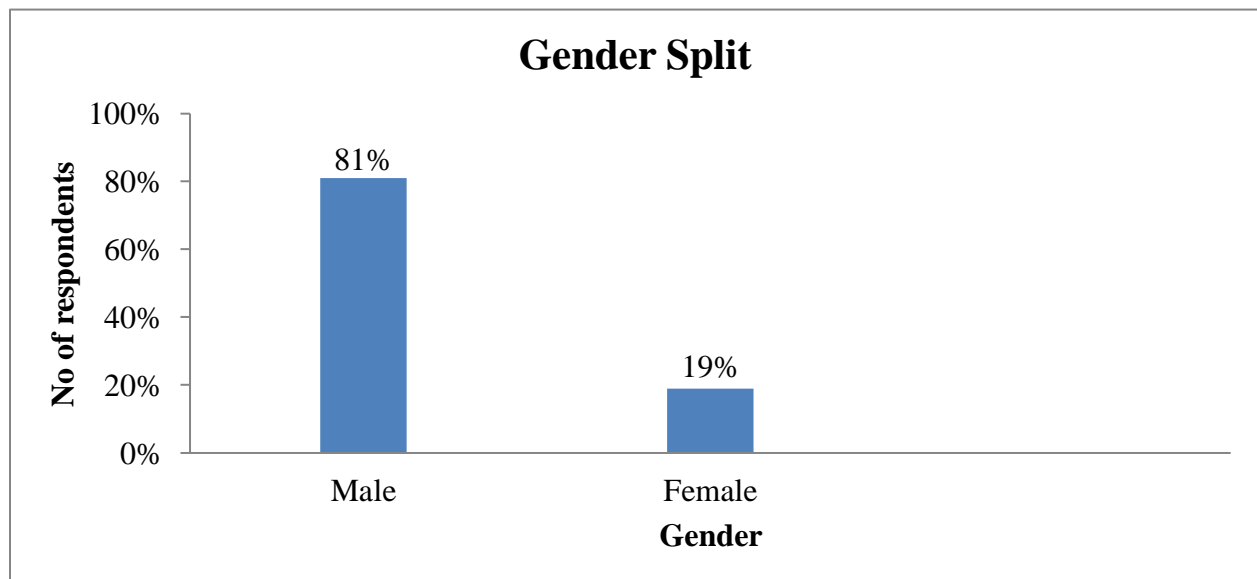
4.1 ANALYSIS AND INTERPRETATION OF THE DATA

4.1 GENDER SPLIT:

4.1 Table showing gender split:

Particulars	Total Respondents	Percentage of respondents
Male	81	81%
Female	19	19%
Total	100	100%

4.1 Chart showing gender split:



Interpretation:

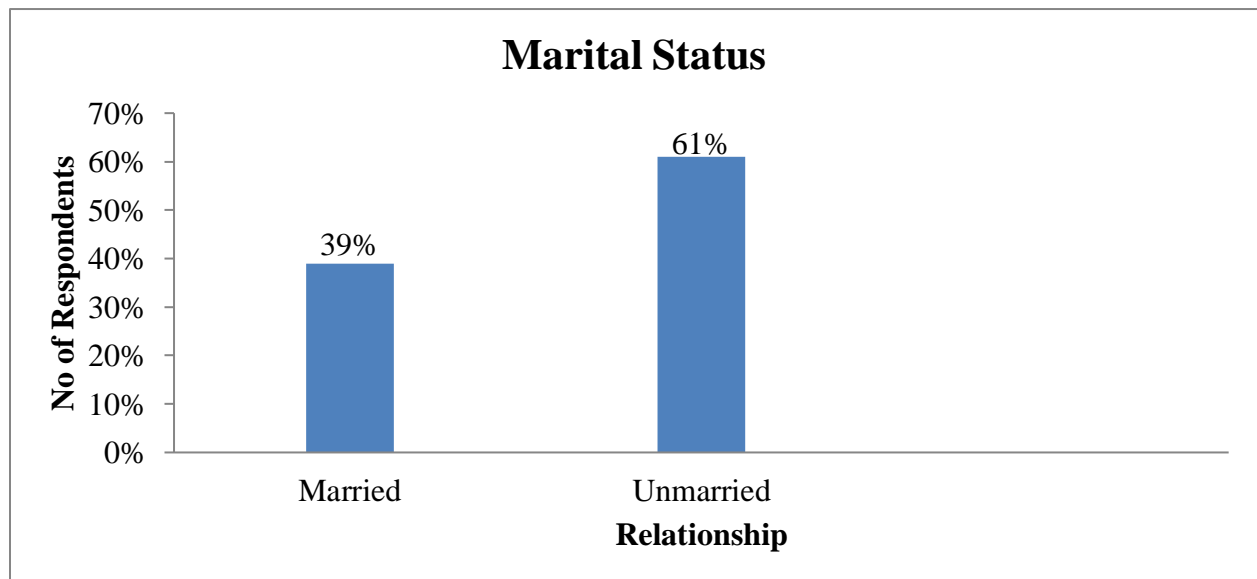
From the above table it is clear that 81% of respondents are male and 19% respondents are female. Here majority of them are male respondents because since it is a electronic product male tend to be a decision maker in purchase.

4.2 MARITAL STATUS:

4.2 Table showing marital status:

Particulars	No of Respondents	Percentage of respondents
Married	39	39%
Unmarried	61	61%
Total	100	100%

4.2 Chart showing marital status:



Interpretation

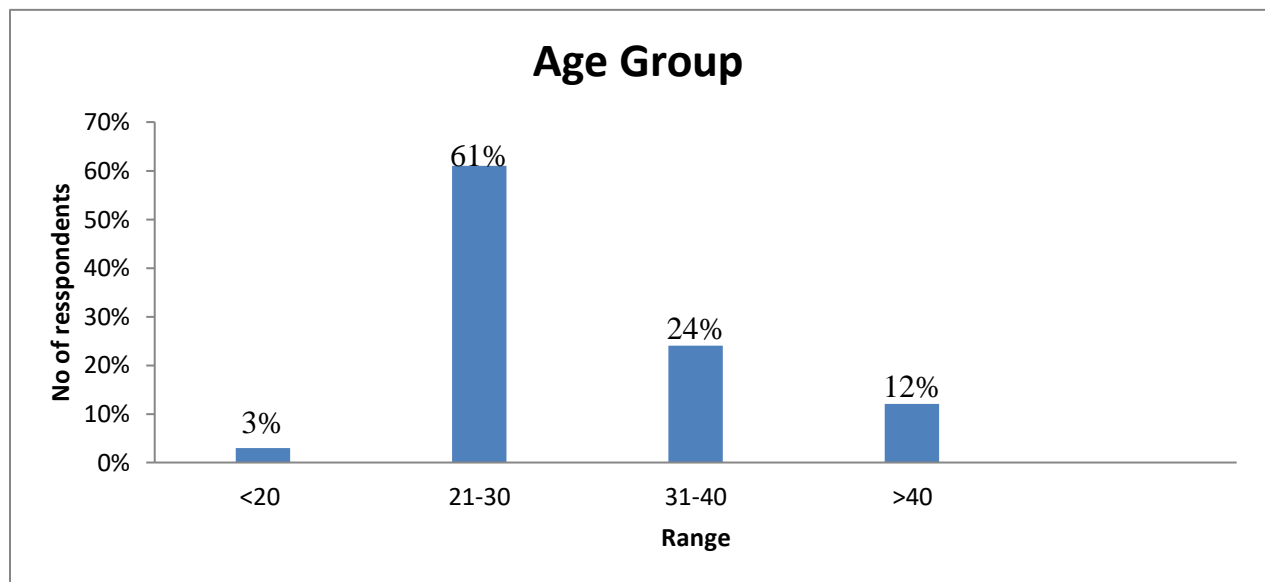
From the above table it is inferred that 61% of respondents are married and 39% respondents are unmarried. Here unmarried people are in majority as majority of the respondents are from the age group 21-30.

4.3 AGE SPLIT:

4.3 Table showing age split:

Particulars	No of Respondents	Percentage of respondents
<20	3	3%
21-30	61	61%
31-40	24	24%
>40	12	12%
Total	100	100%

4.3 Chart showing age split:



Interpretation

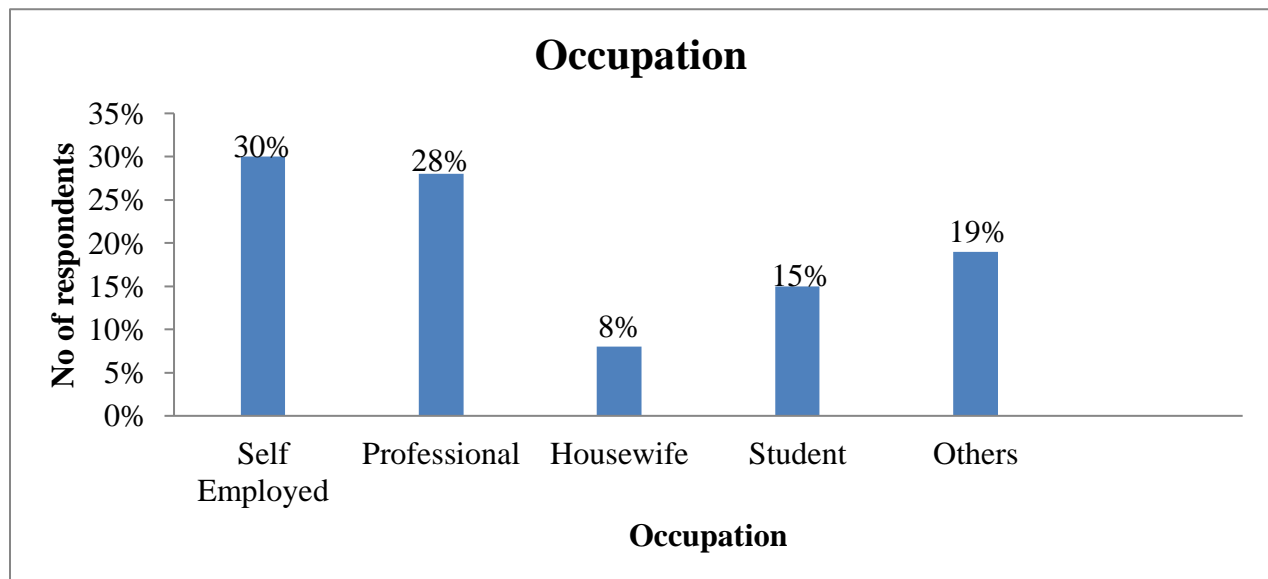
From the above table it is found that 61% respondents aged between 21-30, 24% respondents aged between 31- 40, 12% respondents aged above 40 and 3% respondents are aged below 20. Here majority of the respondents are from the age group of 21-30. These age group of people are young and would like to make some experiments in making purchases.

4.4 OCCUPATION:

4.4 Table showing occupation:

Particulars	No of respondents	Percentage of respondents
Self Employed	30	30%
Professional	28	28%
Housewife	8	8%
Student	15	15%
Others	19	19%
Total	100	100%

4.4 Chart showing Occupation:



Interpretation

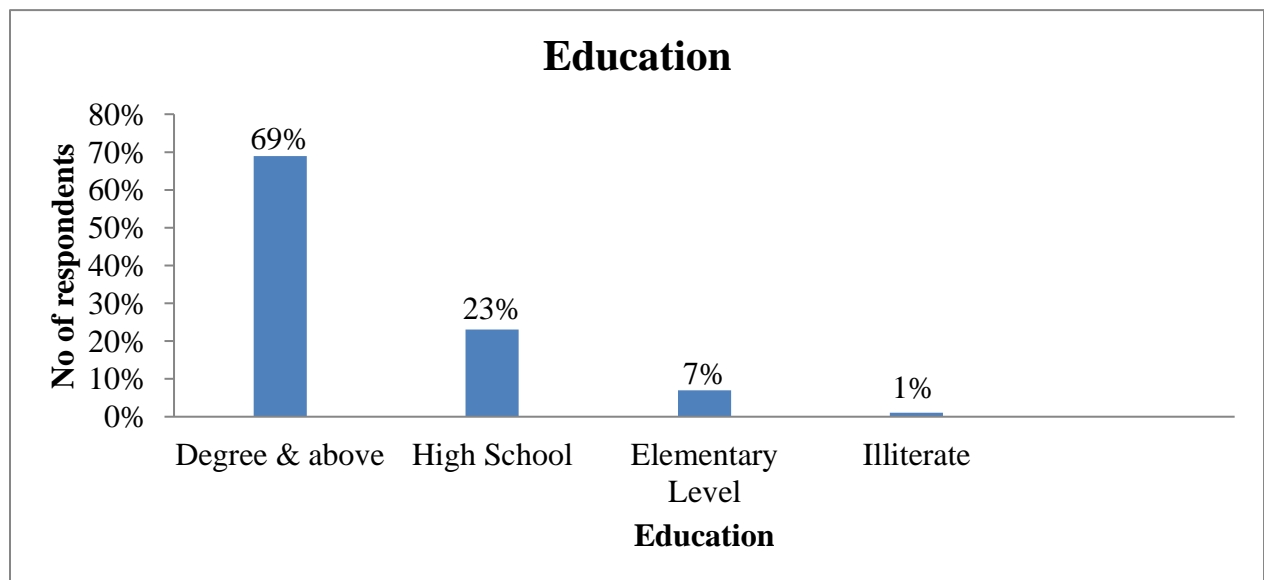
From the above table it is clear that 30% of the respondents are self employed, 28% of the respondents are professional, 19% of the respondents do other works, 15% of the respondents are students and 8% are housewives. Here the majority of the respondents are self employed as they might use phone for their business since it is cheaper in cost.

4.5 EDUCATION LEVEL:

4.5 Table showing education level:

Particulars	No of Respondents	Percentage of respondents
Degree & above	69	69%
High School	23	23%
Elementary Level	7	7%
Illiterate	1	1%
Total	100	100%

4.5 Chart showing education level:



Interpretation

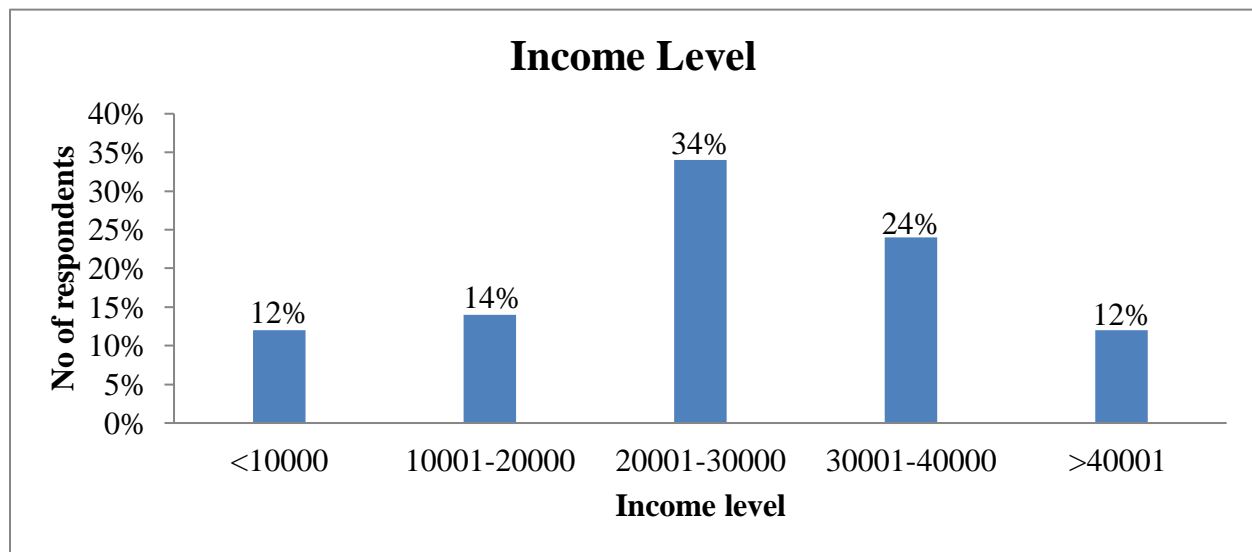
From the above table it is inferred that 69% of respondents have completed their degree, 23% of respondents have completed high school education, 7% of the respondents are educated till elementary level and 1% of the respondents are illiterate. Here majority of the respondents are having degree. As most of them are educated and have the tendency to experiment with technology or features this phone has.

4.6 INCOME LEVEL:

4.6 Table showing income level:

Particulars	No of Respondents	Percentage of respondents
<10000	12	12%
10001-20000	14	14%
20001-30000	34	34%
30001-40000	24	24%
>40001	12	12%
Total	100	100%

4.6 Chart showing income level:



Interpretation

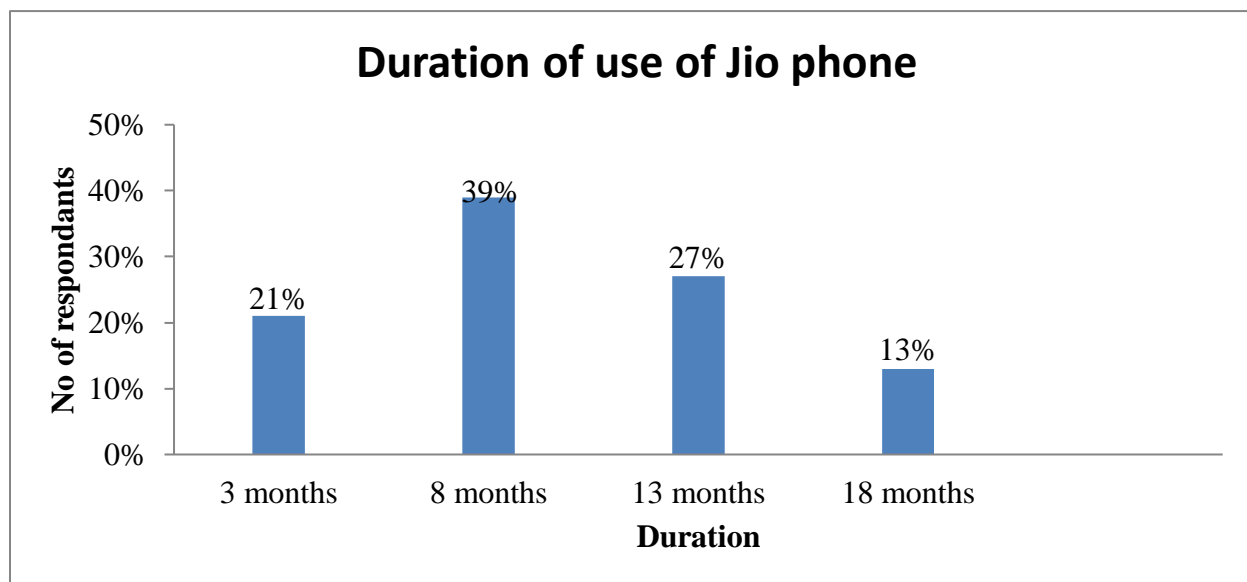
From the above table it is clear that 34% of the respondents have income between 20001-30000, 24% of the respondents have income between 30001-40000, 14% of the respondents have income between 10001-20000, 12% of the respondents have income less than 10000 and 12% of the respondents have income more than 40001. Here most of the respondents are having the income from 20001-30000. As this is the income most of the middle class family can earn in India.

4.7 DURATION OF USAGE OF JIO PHONE:

4.7 Table showing duration of usage of Jio Phone:

Particulars	No of respondents	Percentage of respondents
3 months	21	21%
8 months	39	39%
13 months	27	27%
18 months	13	13%
Total	100	100%

4.7 Chart showing duration of usage of Jio Phone:



Interpretation

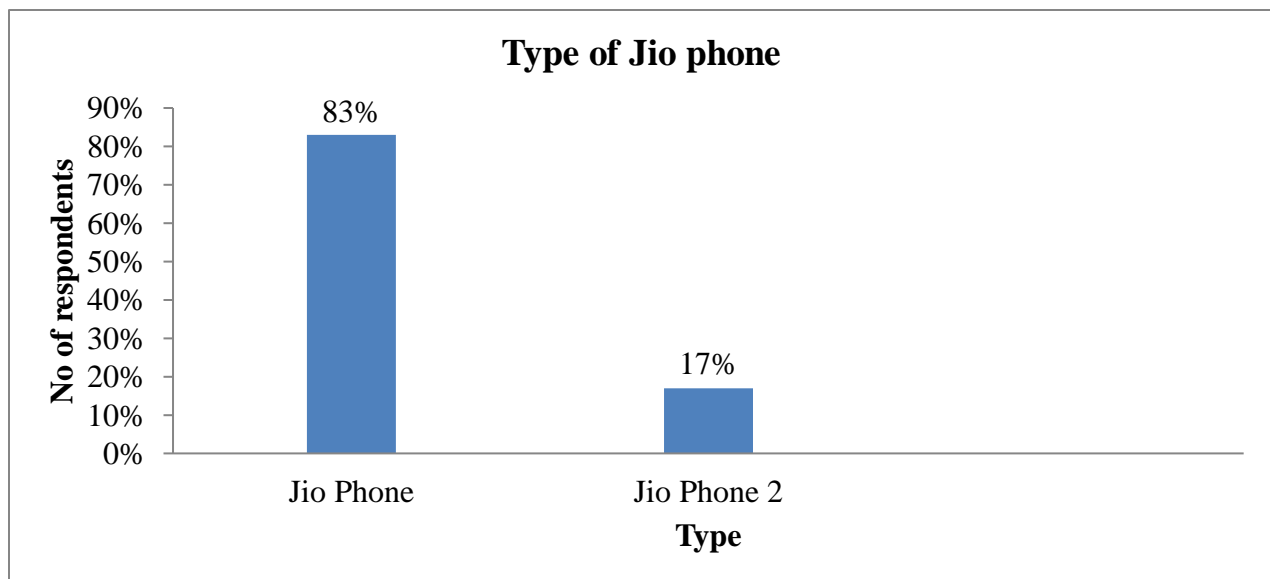
From the above table it is found that 39% of the respondents using Jio phone from 8 months, 27% of the respondents were using the Jio phone from past 13 months, 21% of the respondents using Jio phone from 3 months, 13% of the respondents using Jio phone from 18 months. Here most of the respondents are using the Jio Phone from past 8 months. As there was lack of awareness of the product among the people so there was less sales of Jio Phone.

4.8 TYPE OF JIO PHONE:

4.8 Table showing Type of Jio phone:

Particulars	No of Respondents	Percentage of respondents
Jio Phone	83	83%
Jio Phone 2	17	17%
Total	100	100%

4.8 Chart showing Type of Jio phone:



Interpretation

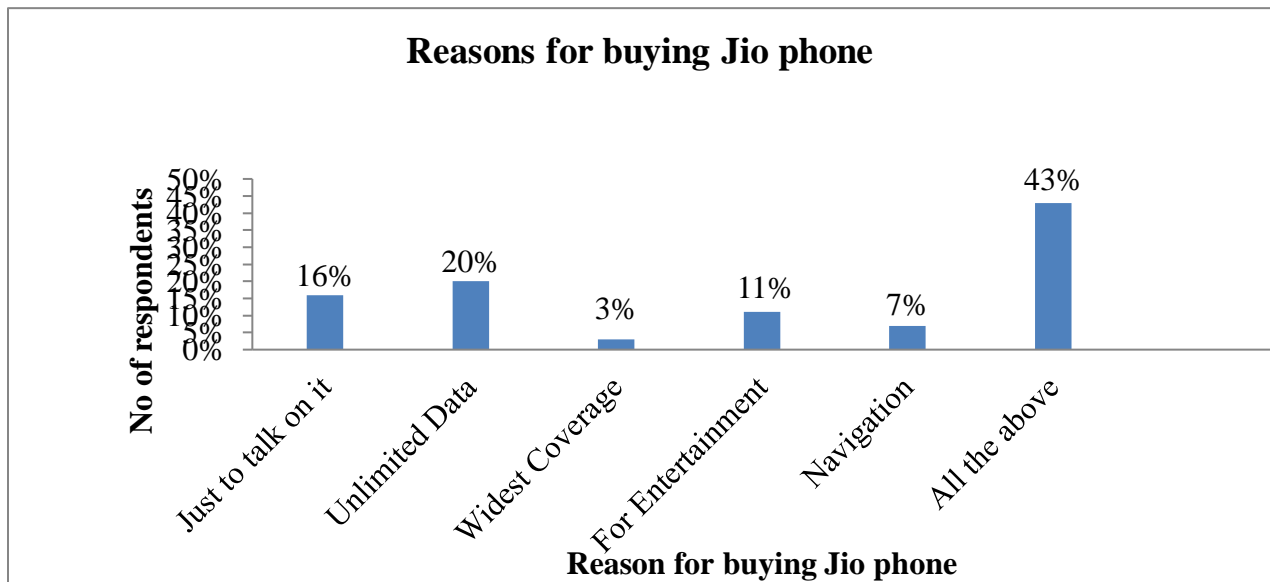
From the above table it is inferred that majority of the consumers i.e. 83% of the respondents are using Jio phone and only 17% of the respondents are using Jio phone 2. Since Jio Phone is available in all the retail shops, people are using it more and Jio Phone 2 is only available in online, people are using it less.

4.9 REASONS FOR BUYING THE JIO PHONE:

4.9 Table showing reasons for buying Jio phone:

Particulars	No of Respondents	Percentage of respondents
Just to talk on it	16	10%
Unlimited Data	20	20%
Widest Coverage	3	3%
For Entertainment	11	11%
Navigation	7	7%
All the above	43	43%
Total	100	100%

4.9 Chart Showing reasons for buying Jio Phone:



Interpretation

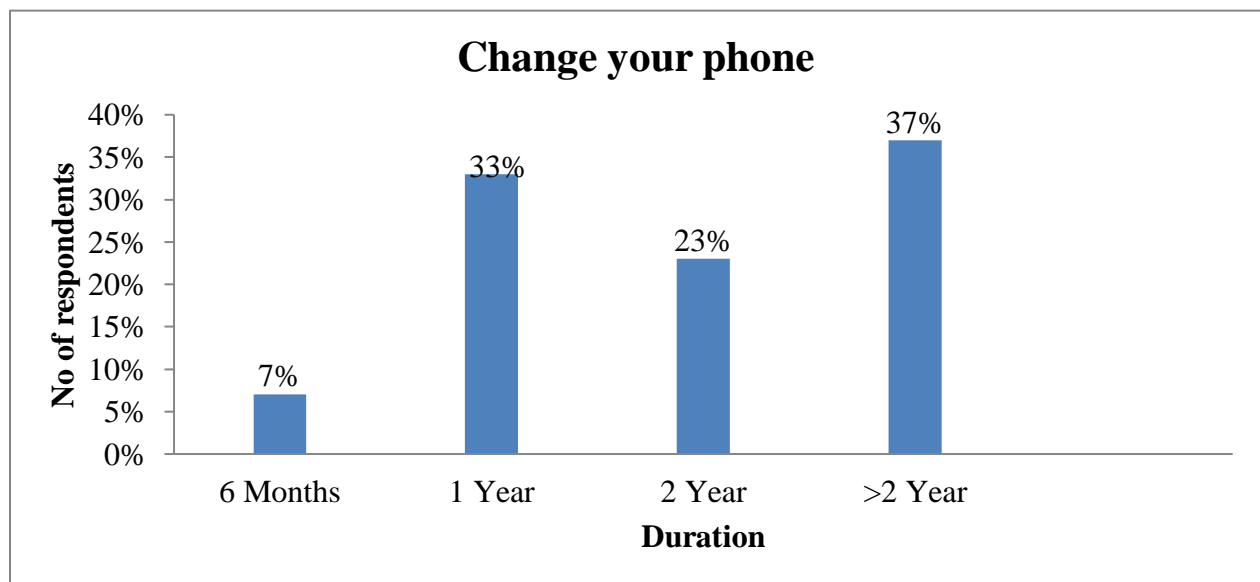
From the above table it is clear that 20% of the respondents use Jio phone for unlimited data, 16% of the respondents use Jio phone just to talk, 11% use Jio phone for entertainment purpose, 7% of the respondent use for the navigation purpose, 3% of the respondents use Jio phone for widest coverage and 43% of the respondents use Jio phone for all the reasons. Since all the apps are free they are using all them.

4.10 CHANGING OF PHONE:

4.10 Table showing changing in phone:

Particulars	No of Respondents	Percentage of respondents
6 Months	7	7%
1 Year	33	33%
2 Year	23	23%
>2 Year	37	37%
Total	100	100%

4.10 Chart showing changing in phone:



Interpretation

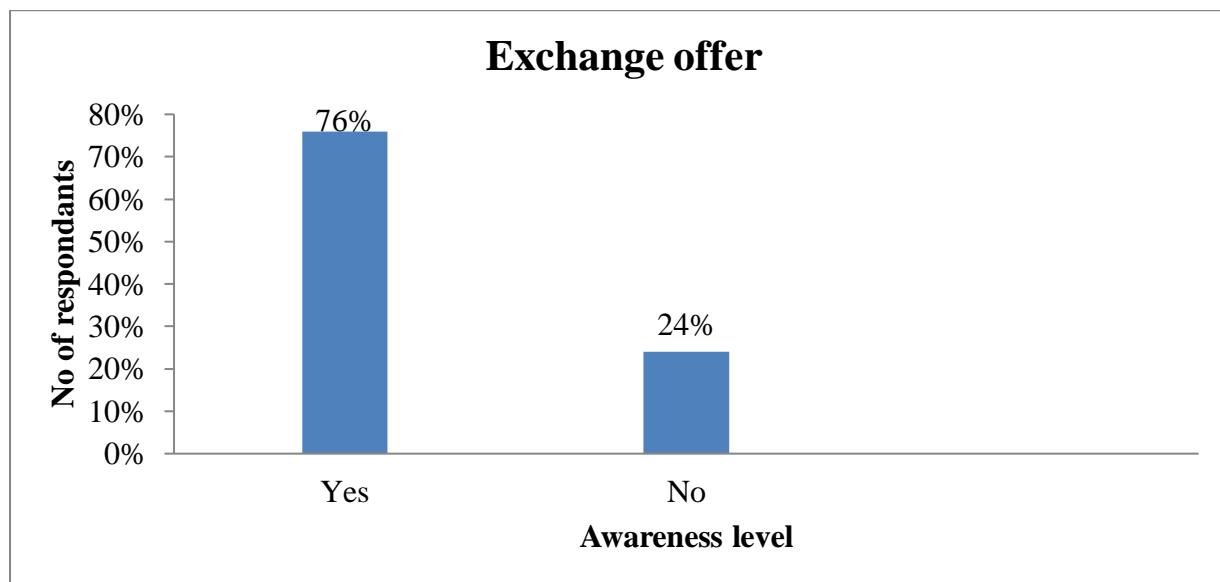
From the above table it is found that 37% of the majority respondents change the phone in more than 2 years, 33% of the respondents changes the Jio phone in less than 1 year, 23% of the respondents change the Jio phone in less than 2 year and 7% of the respondents change their phone in less than 6 months. Since mobile phones last for more than 2 years, respondents change their mobiles for more than 2 years.

4.11 JIO PHONE EXCHANGE OFFER:

4.11 Table showing awareness of Jio phone exchange offer:

Particulars	No of Respondents	Percentage of respondents
Yes	76	76%
No	24	24%
Total	100	100%

4.11 Chart showing awareness of Jio phone exchange offer:



Interpretation

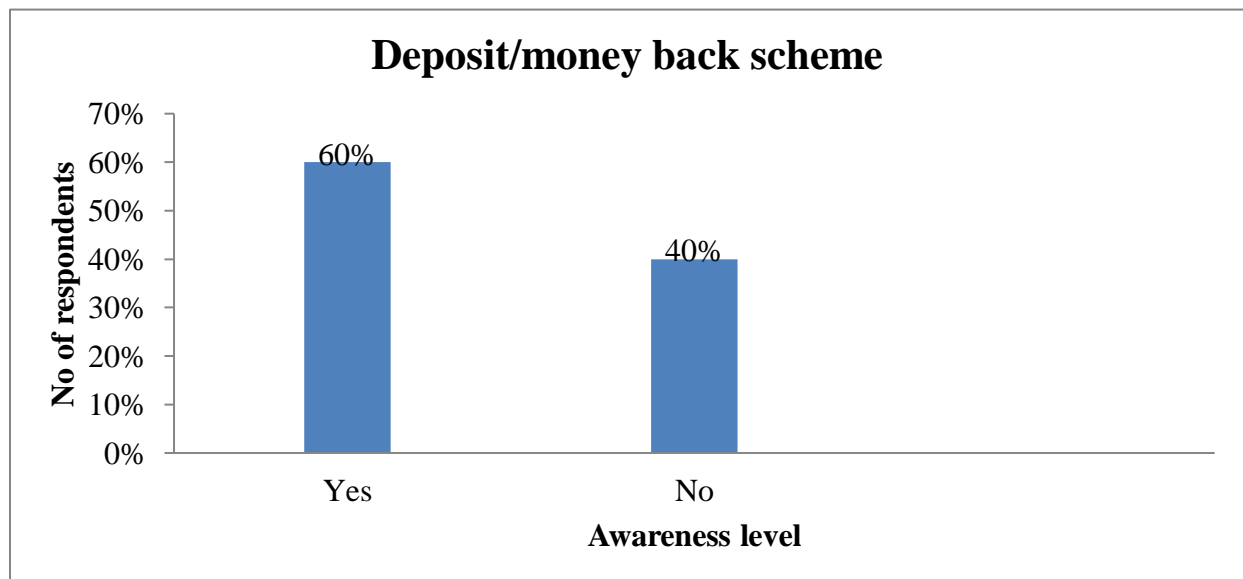
From the above table it is inferred that majority of the 73% of the respondents were aware of the Jio phone exchange offer and 27% of the respondents are not aware of the Jio phone exchange offer. Since the launch of the phone they are promoting the exchange offer scheme so most of the respondents are aware of the Jio Phone exchange offer.

4.12 JIO PHONE DEPOSIT/MONEY BACK SCHEME:

4.12 Table showing awareness of Jio phone deposit/money back scheme:

Particulars	No of Respondents	Percentage of respondents
Yes	60	60%
No	40	40%
Total	100	100%

4.12 Chart showing awareness of Jio phone deposit/money back scheme:



Interpretation

From the above table it is found that majority of consumers i.e.60% of the respondents know about the money back scheme and 40% of the respondents did not know about the money back scheme. Since most of the respondents purchased the Jio phone through this offer as they will get their money back after few years when they return the phone.

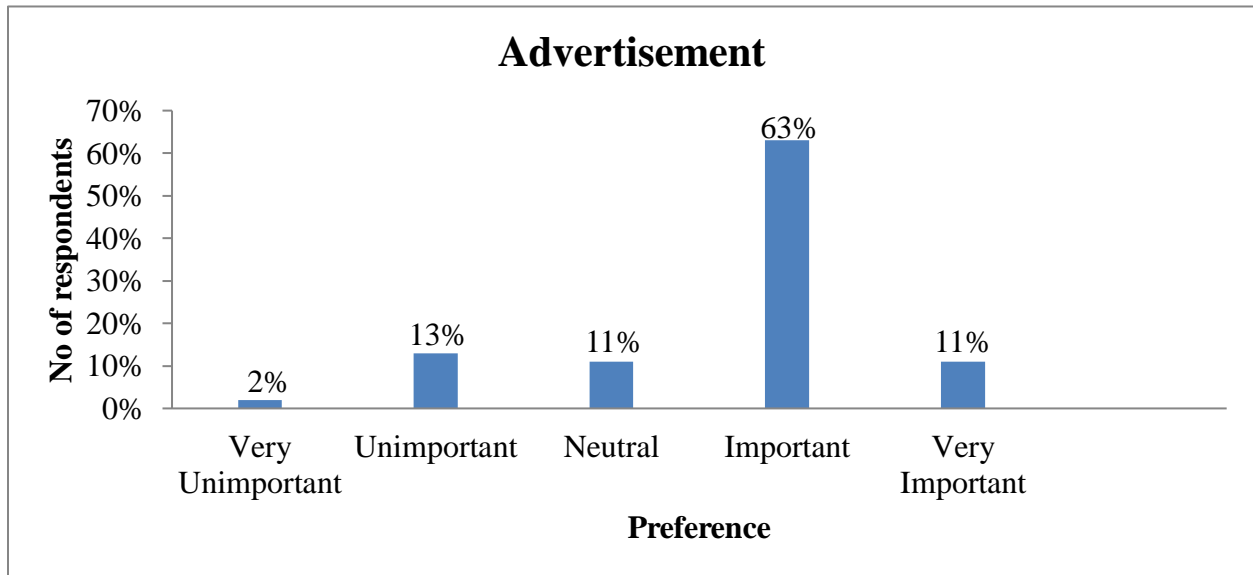
4.13 TICK THE FOLLOWING PREFERENCES:

How important are these to buy Jio Phone:

4.13.1 Table showing responses of advertisement:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	2	2%
Unimportant	13	13%
Neutral	11	11%
Important	63	63%
Very Important	11	11%
Total	100	100%

4.13.1 Chart showing responses of advertisement:



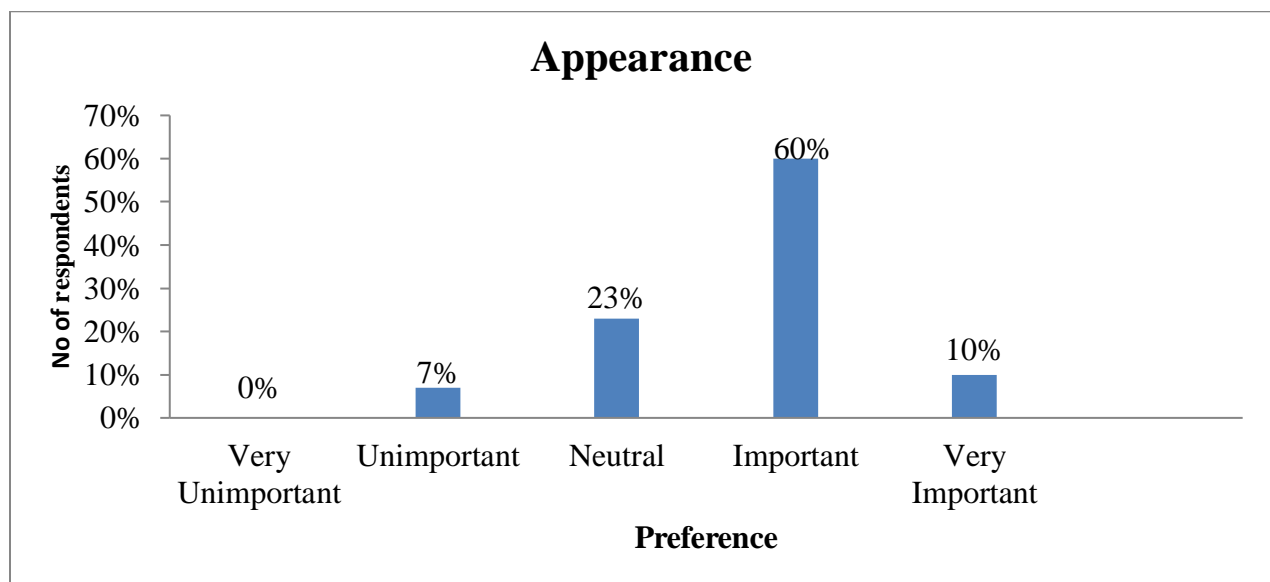
Interpretation

From the above table it is clear that for 63% of the respondents' advertisement is important, for 13% of the respondents advertisement is unimportant, for 11% of the respondents' advertisement doesn't affect anything, for 11% of the respondents advertisement is very important and for 2% of the respondents advertisement is very unimportant. Since most of the people believe in advertisements they will buy the product after watching it.

4.13.2 Table showing responses of appearance:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	0	0%
Unimportant	7	7%
Neutral	23	23%
Important	60	60%
Very Important	10	10%
Total	100	100%

4.13.2 Chart showing responses of appearance



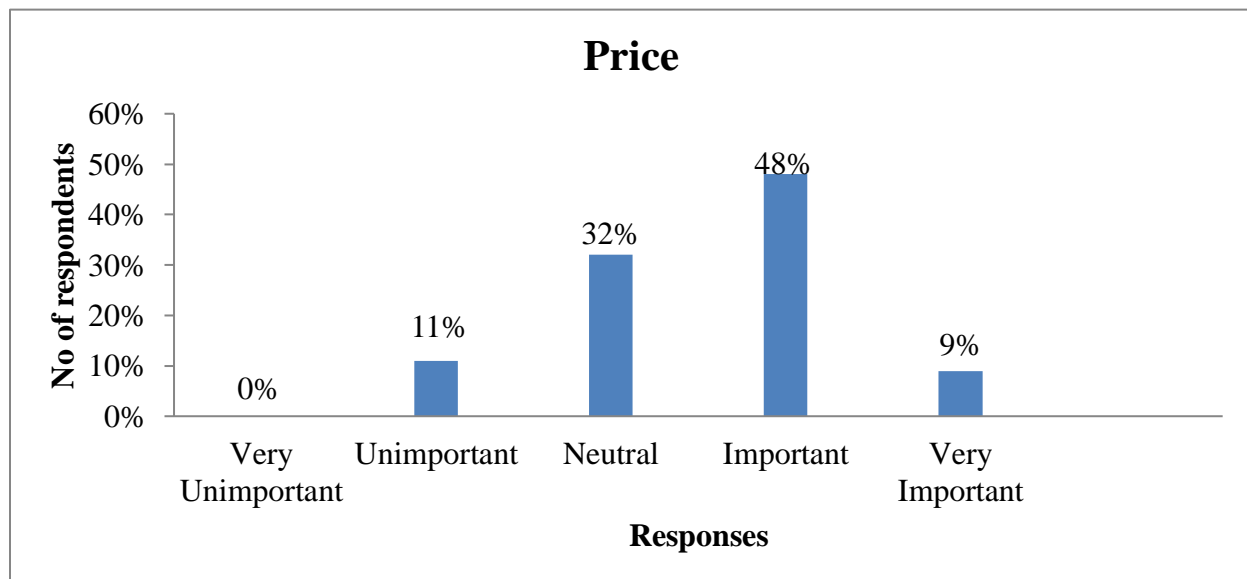
Interpretation:

From the above table it is clear that 60% of the respondents' appearance is important, for 23% of the respondents appearance is neither important nor unimportant, for 10% of the respondents' appearance is very important, for 7% of the respondents' appearance is unimportant for 0% of the respondents appearance is very unimportant while purchasing the Jio phone. For most of the respondents appearance is important factor because no one likes to purchase an ugly phone.

4.13.3 Table showing responses of Price:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	0	0%
Unimportant	11	11%
Neutral	32	32%
Important	48	48%
Very Important	9	9%
Total	100	100%

4.13.3 Chart showing responses of Price:



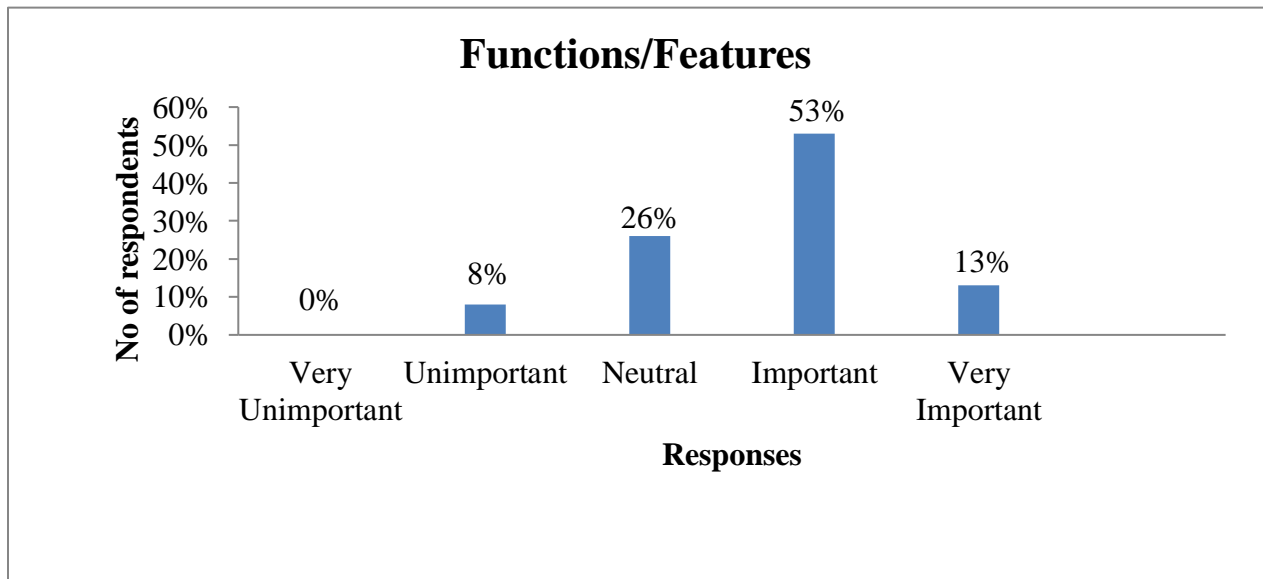
Interpretation

From the above table it is found that for 48% price is important, for 32% of the respondents' price neither important nor unimportant, 11% of the respondents price is important, for 9% of the respondents price is very important and for 0% of the respondents' price is very unimportant while purchasing the phone. Since the phone must be for value for money, so for respondents price is important factor.

4.13.4 Table showing responses of Features:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	0	0%
Unimportant	8	8%
Neutral	26	26%
Important	53	53%
Very Important	13	13%
Total	100	100%

4.13.4 Chart showing responses of Features:



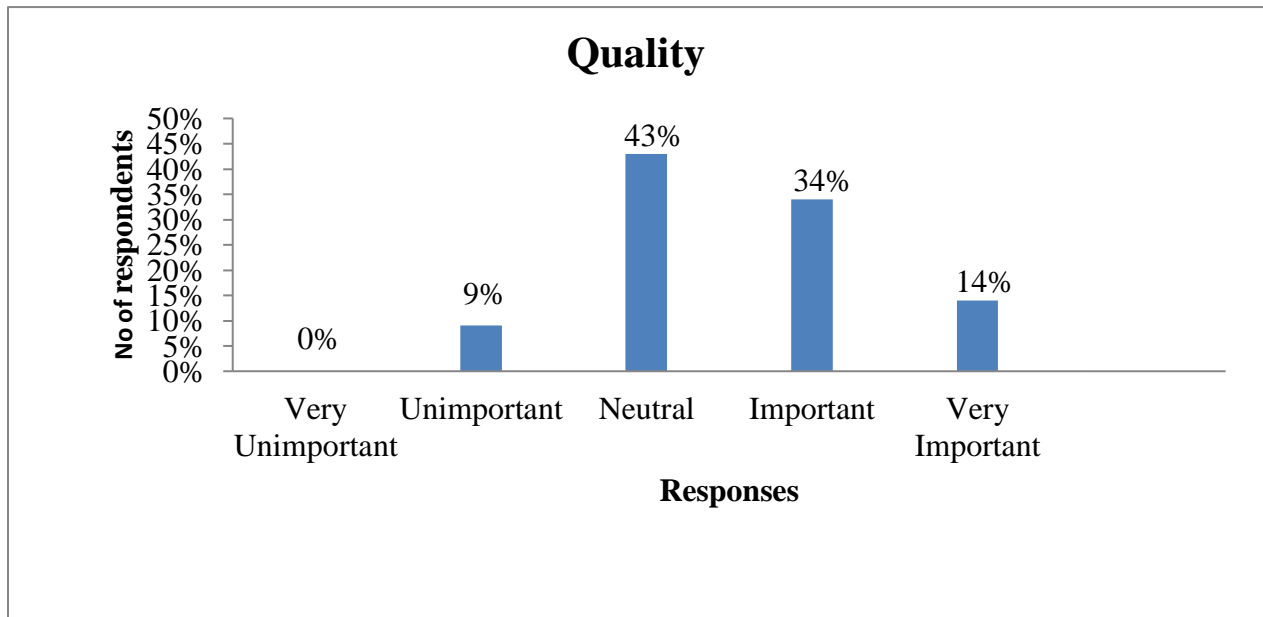
Interpretation

From the above table it is inferred that for 53% of the respondents features are important, for 26% of the respondents' features are neither important nor unimportant, for 13% of the respondents' features are very important, for 8% of the respondent's features are unimportant and for 0% of the respondents features are very unimportant while purchasing the phone. Since most of the respondents are youngsters they prefer to buy phone with more features.

4.13.5 Table showing responses of Quality:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	0	0%
Unimportant	9	9%
Neutral	43	43%
Important	34	34%
Very Important	14	14%
Total	100	100%

4.13.5 Chart showing responses of Quality:



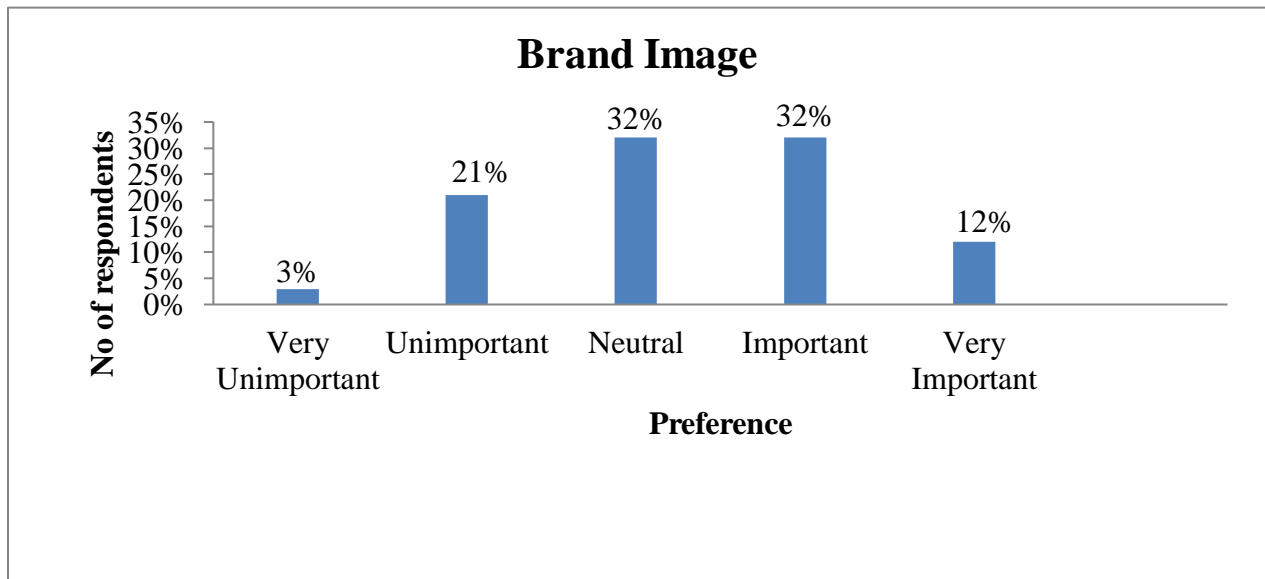
Interpretation

From the above table it is found that for 43% of the respondents quality is neither important nor unimportant, for 34% of the respondents quality is important, 14% of the respondents' quality is very important, 9% of the respondents quality is unimportant and for 0% of the respondents' quality is very unimportant factor while purchasing the phone. Since the price is of less cost people think it is not necessary to look for quality.

4.13.6 Table showing responses of Brand Image:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	3	3%
Unimportant	21	21%
Neutral	32	32%
Important	32	32%
Very Important	12	12%
Total	100	100%

4.13.6 Chart showing responses of Brand Image:



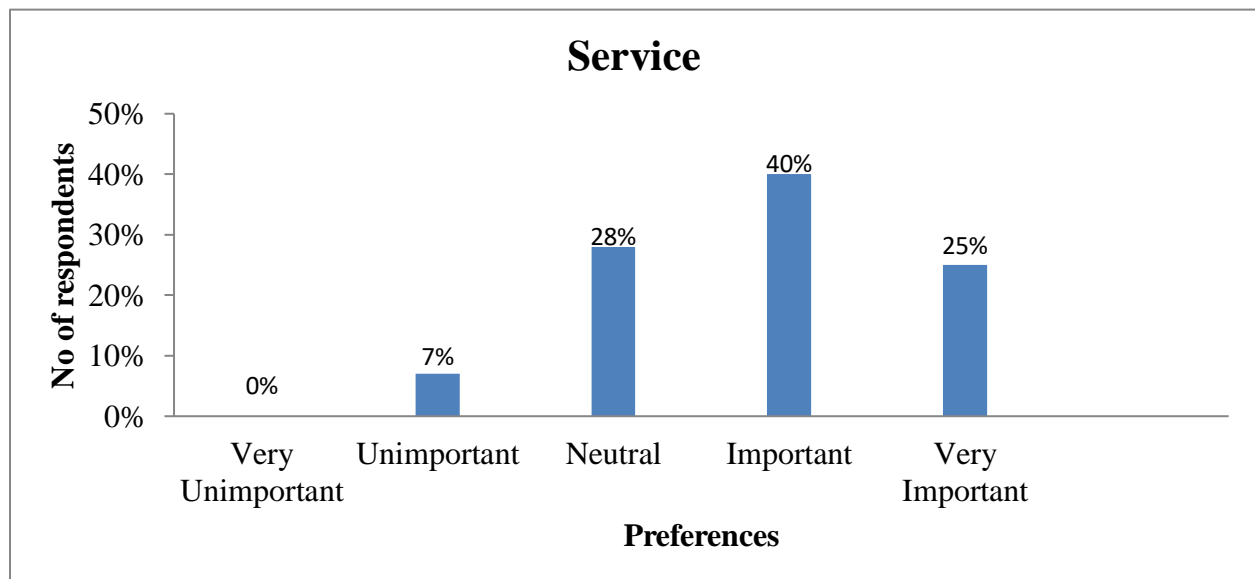
Interpretation

From the above table it is found that for 32% of the respondents brand image is important, for 32% of the respondents brand image is neither important nor unimportant, for 21% of the respondents brand image is unimportant, for 12% of the respondents brand image is very important and for 3% of the respondents brand image is very unimportant in purchasing the phone. People think if the company is having a good reputation the product will also be good.

4.13.7 Table showing responses of Service:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	0	0%
Unimportant	7	7%
Neutral	28	28%
Important	40	40%
Very Important	25	25%
Total	100	100%

4.13.7 Chart showing responses of Service:



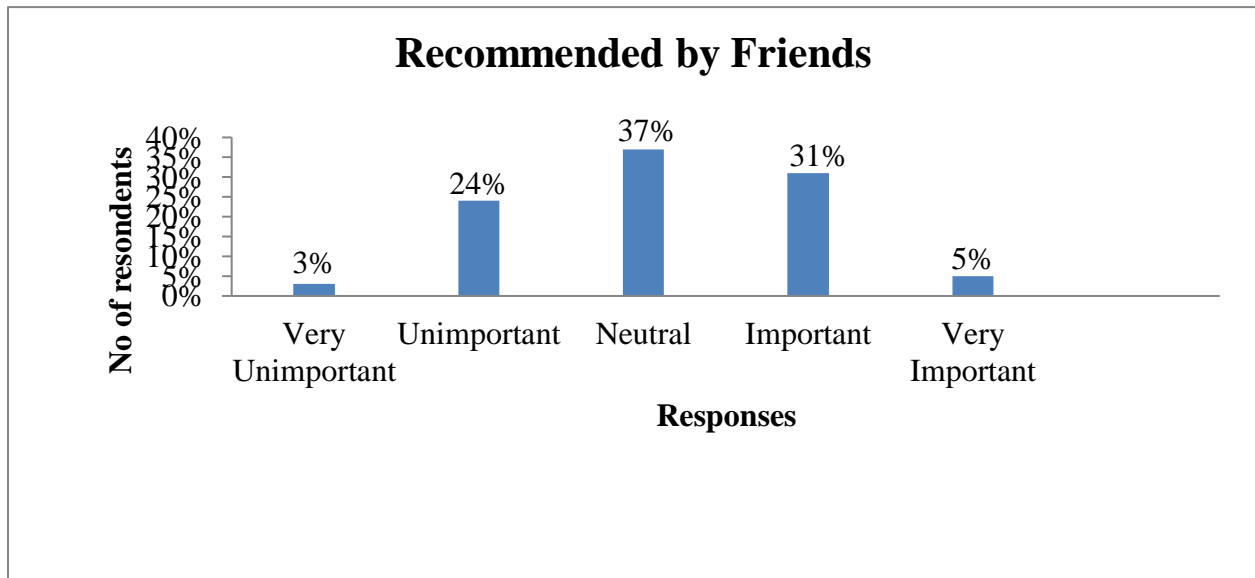
Interpretation

From the above chart it is inferred that for 40% of the respondents service is important, for 28% of the respondents service is neither important nor unimportant, for 25% of the respondents service is very important, for 7% of the respondents service is unimportant and for 0% of the respondents service is very unimportant while purchasing Jio phone. Since people tend to look for the services as if they had any issues in the phone they will need to be sorted out.

4.13.8 Table showing responses for recommended by friends:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	3	3%
Unimportant	24	24%
Neutral	37	37%
Important	31	31%
Very Important	5	5%
Total	100	100%

4.13.8 Table showing responses for recommended by friends:



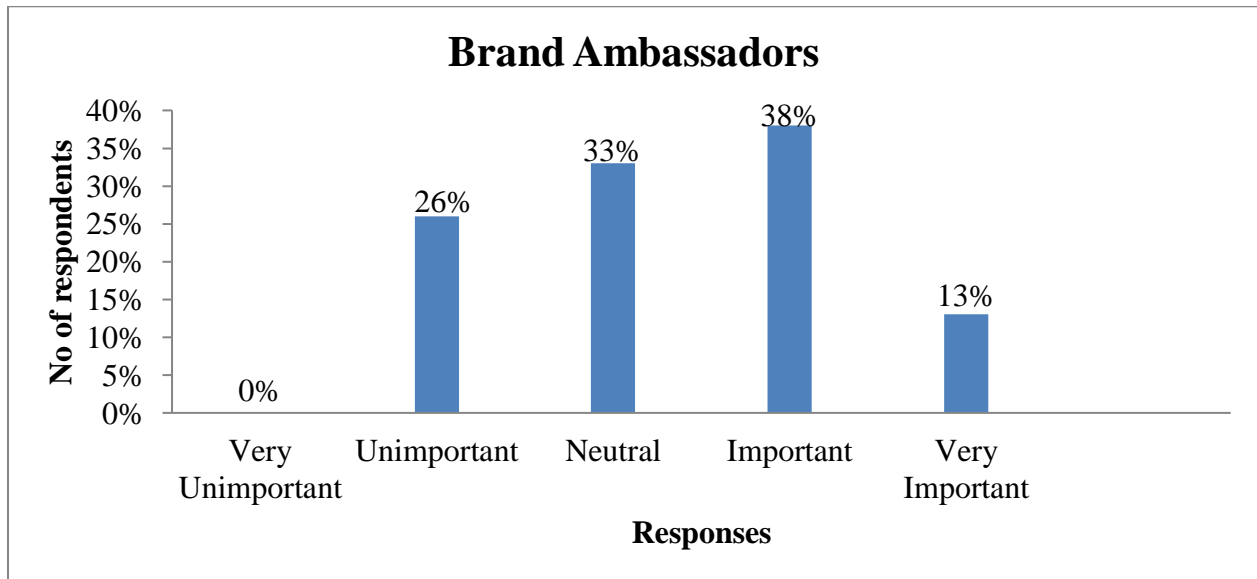
Interpretation

From the above table it is found that for 37% Of the respondents phones recommended by friends is neither important nor unimportant, for 31% of the respondents phones recommended by friends is important, for 24% of the respondents phones recommended by friends is unimportant, for 5% of the respondents phones recommended by friends is very important for 3% of the respondents phones recommended by friends is very unimportant. The respondents might consider the suggestion if they like the phone or may not consider the suggestion when they don't like the phone.

4.13.9 Table showing responses for brand ambassadors:

Particulars	No of respondents	Percentage of respondents
Very Unimportant	0	0%
Unimportant	26	26%
Neutral	33	33%
Important	38	38%
Very Important	13	13%
Total	100	100%

4.13.9 Chart showing responses for brand ambassadors:



Interpretation

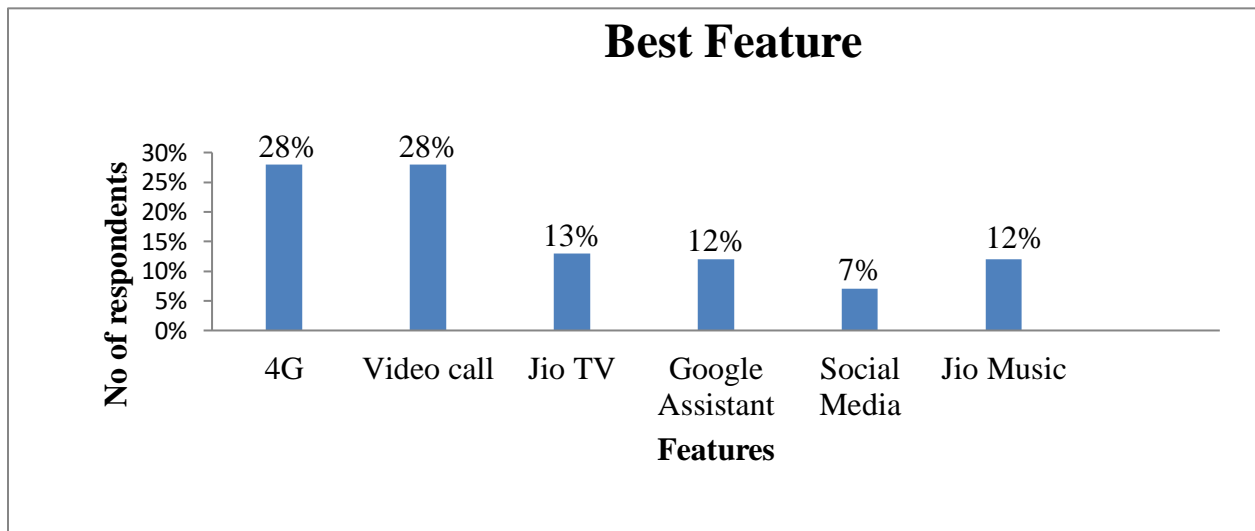
From the above table it is clear that for 38% of the respondents brand ambassadors are important, for 33% of the respondents brand ambassadors are neither important nor unimportant, for 26% of the respondents brand ambassadors are unimportant, for 13% of the respondents brand ambassadors are very important and for 0% of the respondents brand ambassadors are very unimportant while purchasing the Jio phone. Since most of the brand ambassadors are film actors people try to follow them. So for them brand ambassadors are important.

4.14 BEST FEATURE IN JIO PHONE:

4.14 Table showing best feature in Jio phone:

Particulars	No of Respondents	Percentage of respondents
4G	28	28%
Video call	28	28%
Jio TV	13	13%
Google Assistant	12	12%
Social Media	7	7%
Jio Music	12	12%
Total	100	100%

4.14 Chart showing best feature in Jio phone:



Interpretation

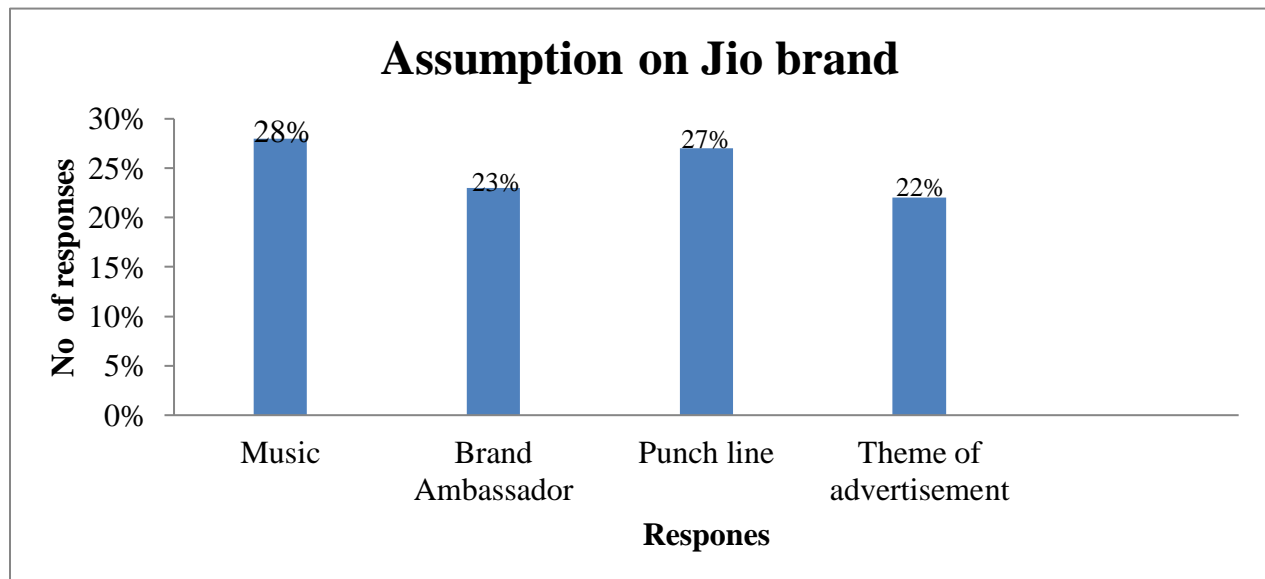
From the above table it is inferred that 28% of the respondents think best feature is 4G VoLTE, 28% of the respondents think best feature is video call, 13% of the respondents think best feature is Jio TV, 12% Respondents think best feature is Google assistance, 12% of respondents think best feature is Jio music and 7% of consumers think best feature is social media. People want more speed in the internet and also video call to talk with their friends and relatives so they think they are the best feature in Jio Phone.

4.15 ASSUMPTION ON JIO BRAND:

4.15 Table showing assumption on Jio brand:

Particulars	No of Respondents	Percentage of respondents
Music	28	28%
Brand Ambassador	23	23%
Punch line	27	27%
Theme of advertisement	22	22%
Total	100	100%

4.15 Table showing assumption on Jio brand:



Interpretation

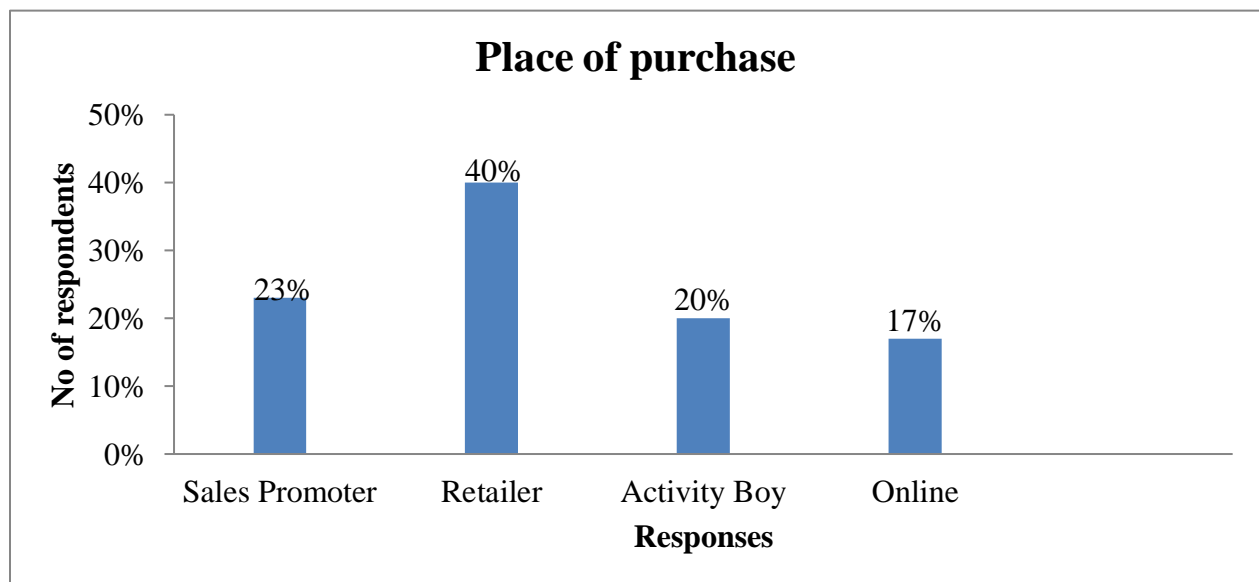
From the above table it is inferred that 28% of the respondents think of Jio music, 27% of the respondents think of punch line, 23% of the respondents think of brand ambassadors, 22% of respondents thought of theme of advertisement when they hear Jio brand name. People watch TV more since the advertisements are attractive they remember the music of the Jio advertisement.

4.16 PLACE OF PURCHASE

4.16 Table showing place of purchase of Jio phone:

Particulars	No of Respondents	Percentage of respondents
Sales Promoter	23	23%
Retailer	40	40%
Activity Boy	20	20%
Online	17	17%
Total	100	100%

4.16 Chart showing place of purchase of Jio phone:



Interpretation

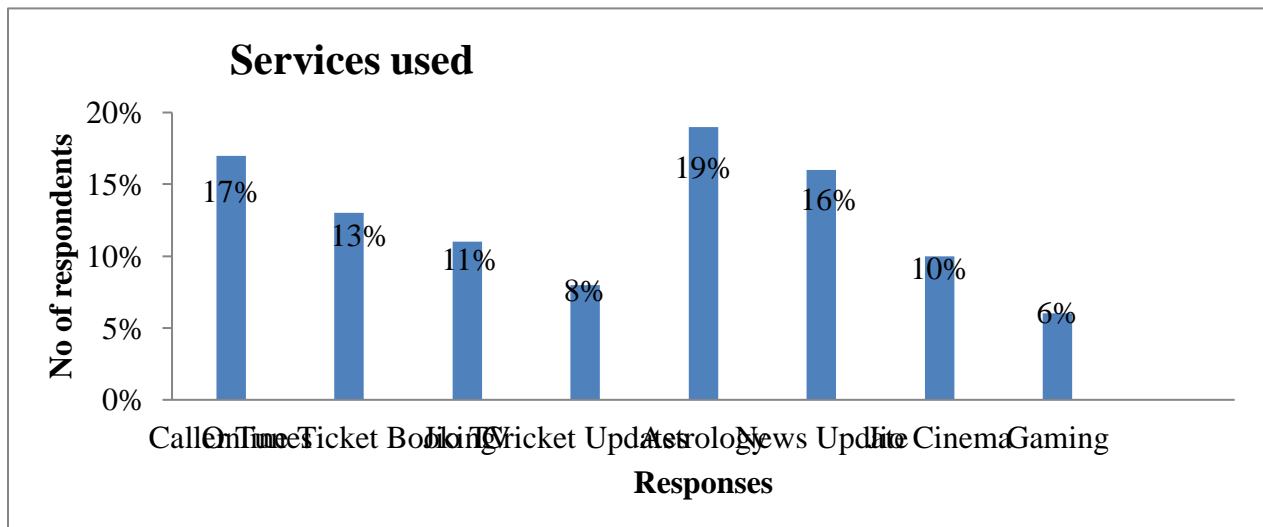
From the above table it is found that 40% of the respondents bought Jio phone through retailer, 23% of the respondents bought Jio phone through sale promoters, 20% of the respondents bought Jio phone through activity boy and 17% of the respondents bought Jio phone through online. Since there are more number of retail shops people prefer to purchase there.

4.17 SERVICES USED IN JIO PHONE:

4.17 Table showing service used in Jio phone:

Particulars	No of Respondents	Percentage of respondents
Caller Tunes	17	17%
Online Ticket Booking	13	13%
Jio TV	11	11%
Cricket Updates	8	8%
Astrology	19	19%
News Update	16	16%
Jio Cinema	10	10%
Gaming	6	6%
Total	100	100%

4.17 Chart showing service used in Jio phone:



Interpretation

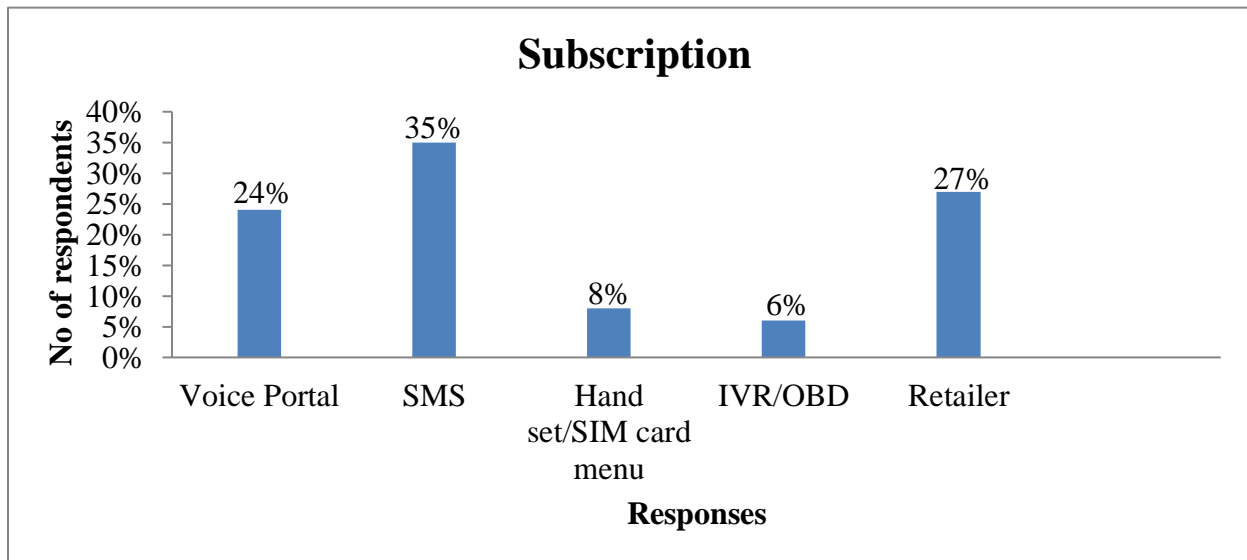
From the above table it is clear that 19% of the respondents use astrology, 17% of the respondents use caller tunes, 16% of the respondents use news update, 13% of the respondents use online ticket booking, 11% of the respondents use Jio TV, 10% of the respondents use Jio cinema, 8% of the respondents use cricket news and 6% of the respondents use for gaming.

4.18 SUBSCRIBING FOR VAS

4.18 Table showing mode for subscription for VAS:

Particulars	No of Respondents	Percentage of respondents
Voice Portal	24	24%
SMS	35	35%
Hand set/SIM card menu	8	8%
IVR/OBD	6	6%
Retailer	27	27%
Total	150	100%

4.1.18 Chart showing mode for subscription for VAS:



Interpretation

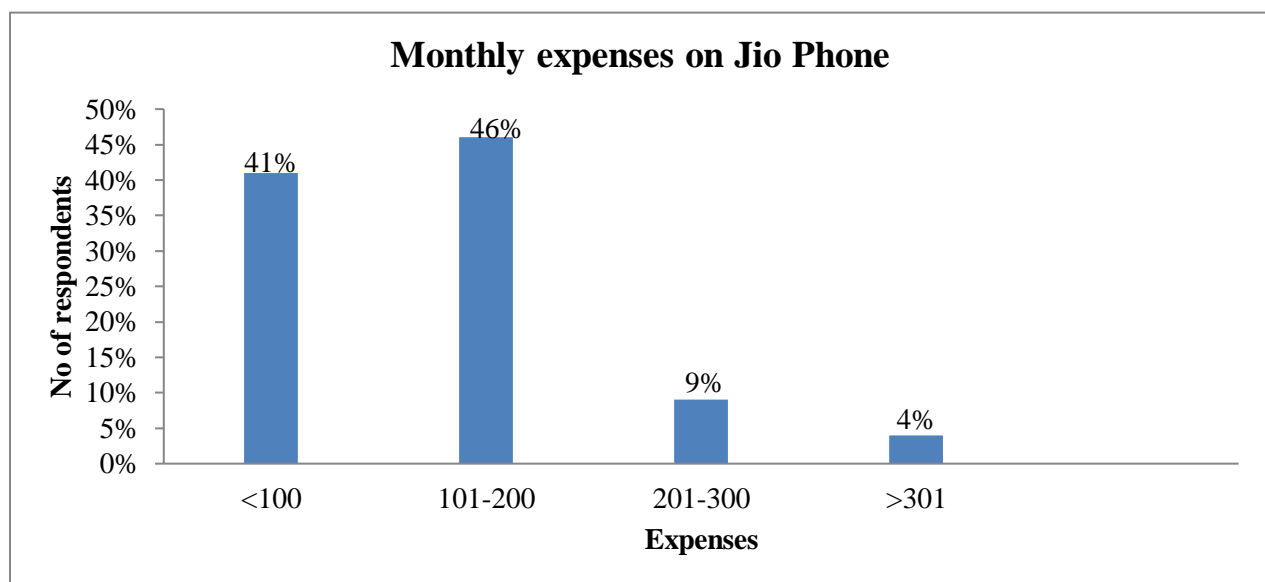
From the above table it is found that 35% of the respondents subscribe value added services through SMS, 27% of the respondents subscribe value added services through Retailer, 24% of the respondents subscribe value added services through voice portal, 8% of the respondents subscribe value added services through handset/ SIM card menu and 6% of the respondents subscribe value added services through OBD/IVR. Most of the respondents subscribe to VAS by SMS because it is an easy mode of subscription.

4.19 MONTHLY EXPENSES:

4.19 Table showing monthly expenses on Jio phone:

Particulars	No of Respondents	Percentage of respondents
<100	41	41%
101-200	46	46%
201-300	9	9%
>301	4	4%
Total	100	100%

4.1.19 Chart showing monthly expenses on Jio phone:



Interpretation

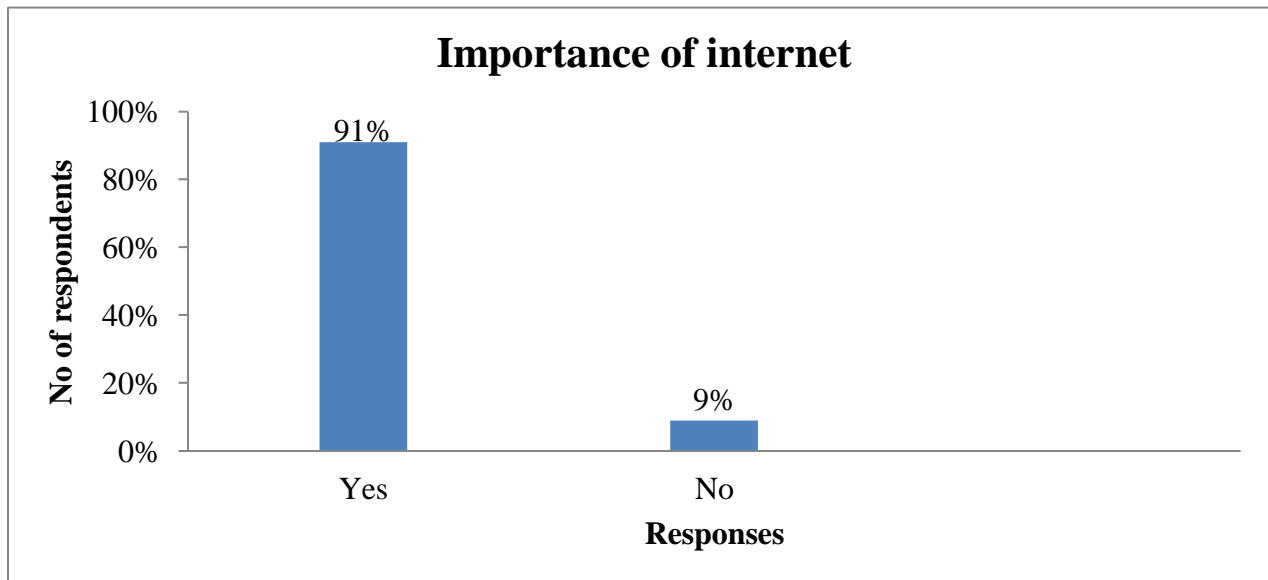
From the above table it is clear that 46% of respondents monthly expenses is less than 101- 200, 41% of respondents monthly expenses is less than 100, 9% of respondents monthly expenses is less than 201-300 and 4% of respondents monthly expenses is more than 301. Since the offers are good from the price range 101 to 200 people recharge more.

4.20 NECESSITY OF INTERNET:

4.20 Table showing necessity of internet on Jio phone:

Particulars	No of Respondents	Percentage of respondents
Yes	91	91%
No	9	9%
Total	100	100%

4.20 Chart showing necessity of internet on Jio phone:



Interpretation

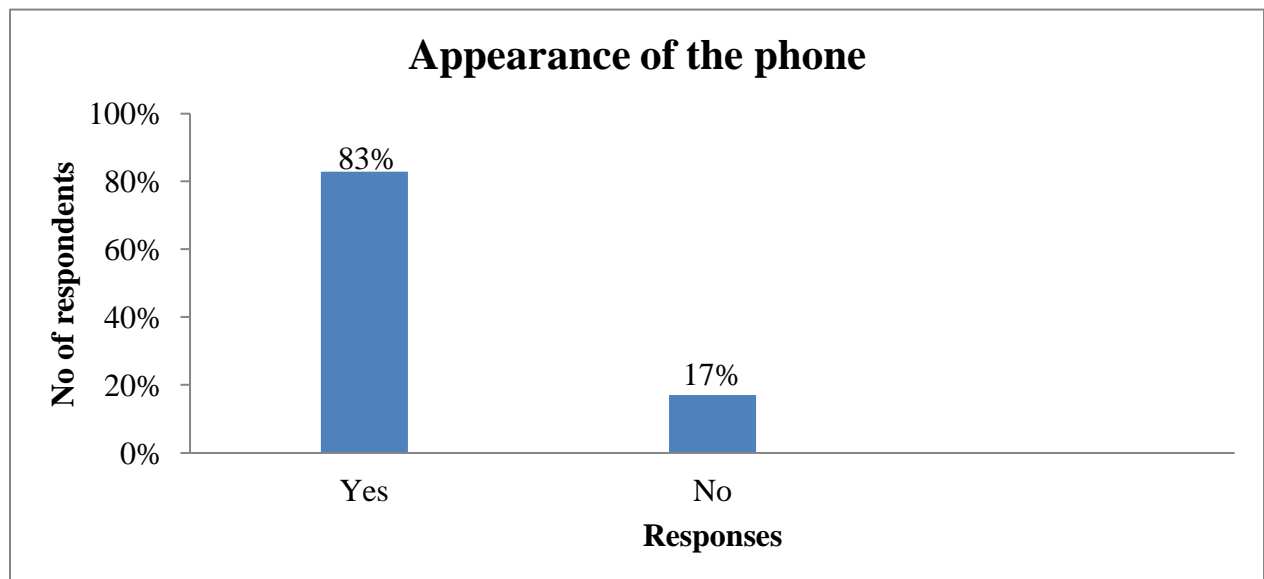
From the above table it is inferred that 91% of the respondents consider internet is the part of mobile phone and 9% of the respondents consider internet is the part of mobile phone. Most of the people think internet is necessary for the daily activities they do in mobile like using Whatsapp, Jio TV, Jio music etc.

4.21 APPEARANCE:

4.21 Table showing likes and dislikes of appearance on Jio phone:

Particulars	No of Respondents	Percentage of respondents
Yes	83	83%
No	17	17%
Total	100	100%

4.21 Chart showing likes and dislikes of appearance on Jio phone:



Interpretation

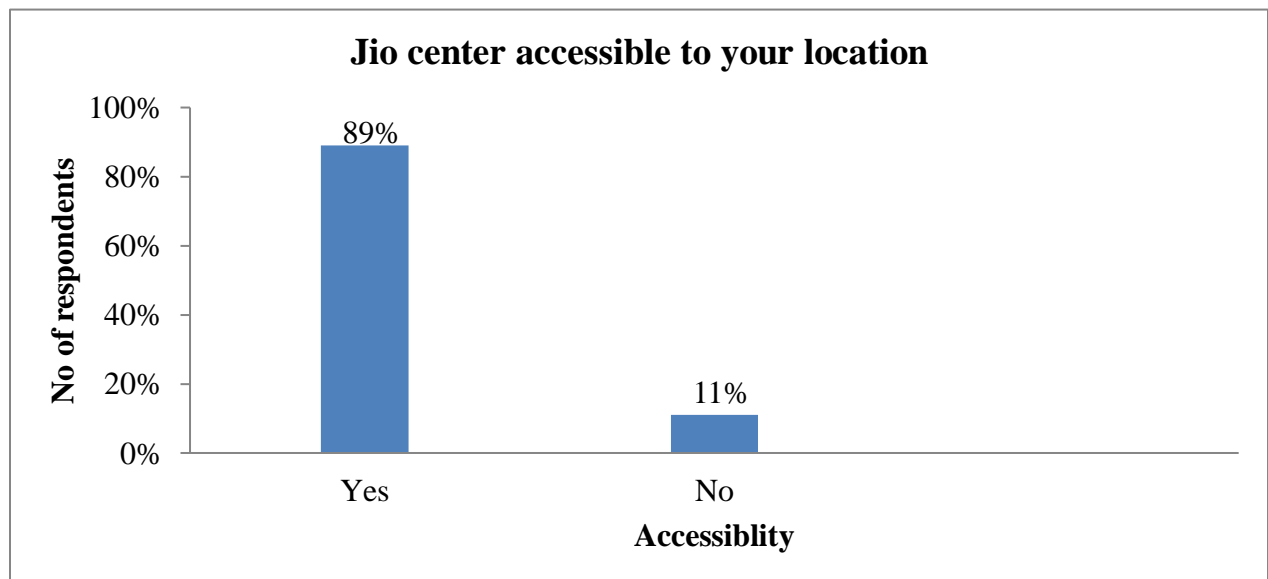
From the above table it is clear that 83% of the respondents like the appearance of the phone and 17% of the people are not satisfied with the appearance of the Jio phone. The production department of the Jio phone has made the phone attractive so people have liked the appearance of the phone.

4.22 ACCESSIBLE TO JIO CENTER:

4.22 Table showing accessibility to Jio centre:

Particulars	No of Respondents	Percentage of respondents
Yes	89	89%
No	11	11%
Total	100	100%

4.1.22 Chart showing accessibility to Jio centre:



Interpretation

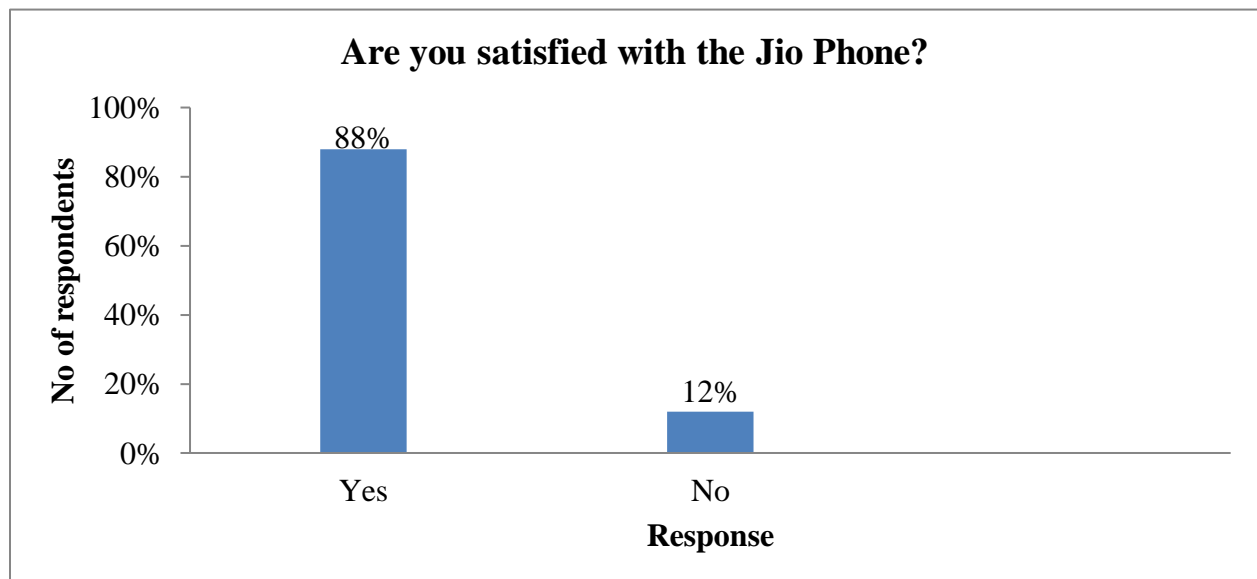
From the above table it is found that 89% of the respondents the Jio center is accessible to their location and 11% of the respondents were not accessible to their location. Jio has made Jio points for every 100000 customers so Jio centers are easily accessible to all

4.23 SATISFACTION ON JIO PHONE:

4.23.1 Table showing satisfaction on Jio phone:

Particulars	No of Respondents	Percentage of respondents
Yes	88	88%
No	12	12%
Total	100	100%

4.23.1 Chart showing Satisfaction on Jio phone:



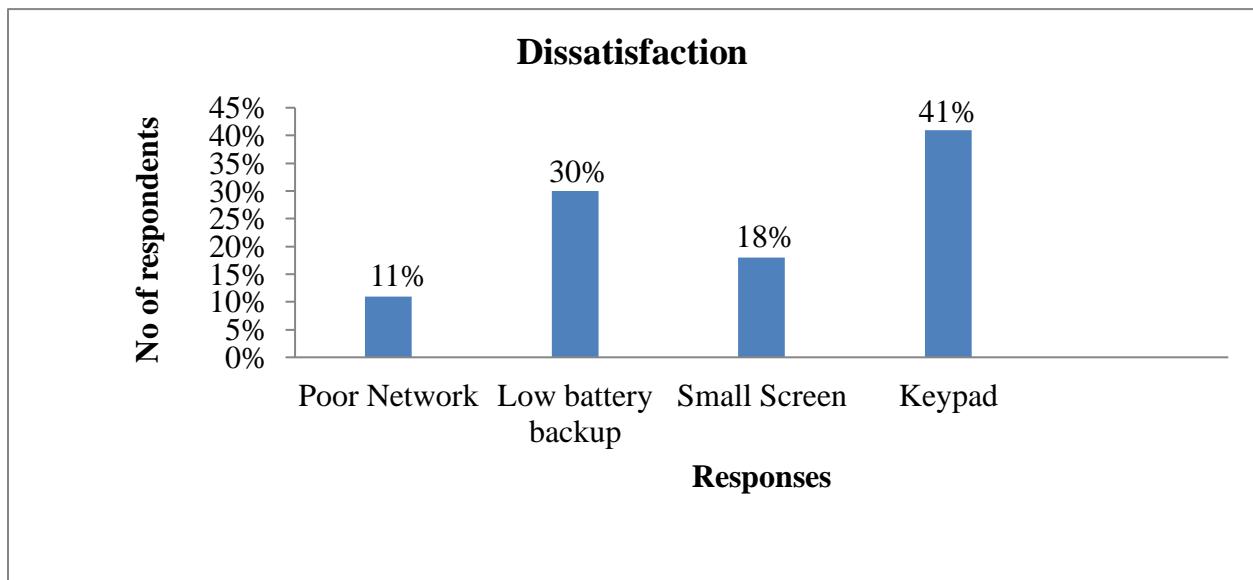
Interpretation

From the above table it is found that that 88% of the respondents are satisfied with the Jio phone and 12% of the respondents are not satisfied with the Jio phone. Majority of the customers like the features and think it is value for money, so customers are satisfied with the Jio phone.

4.23.2 Table showing reasons for dissatisfaction on Jio phone:

Particulars	No of respondents	Percentage of respondents
Poor Network	3	11%
Low battery backup	8	30%
Small Screen	5	18%
Keypad	11	41%
Total	27	100%

4.23.2 Chart showing reasons for dissatisfaction on Jio phone:



Interpretation

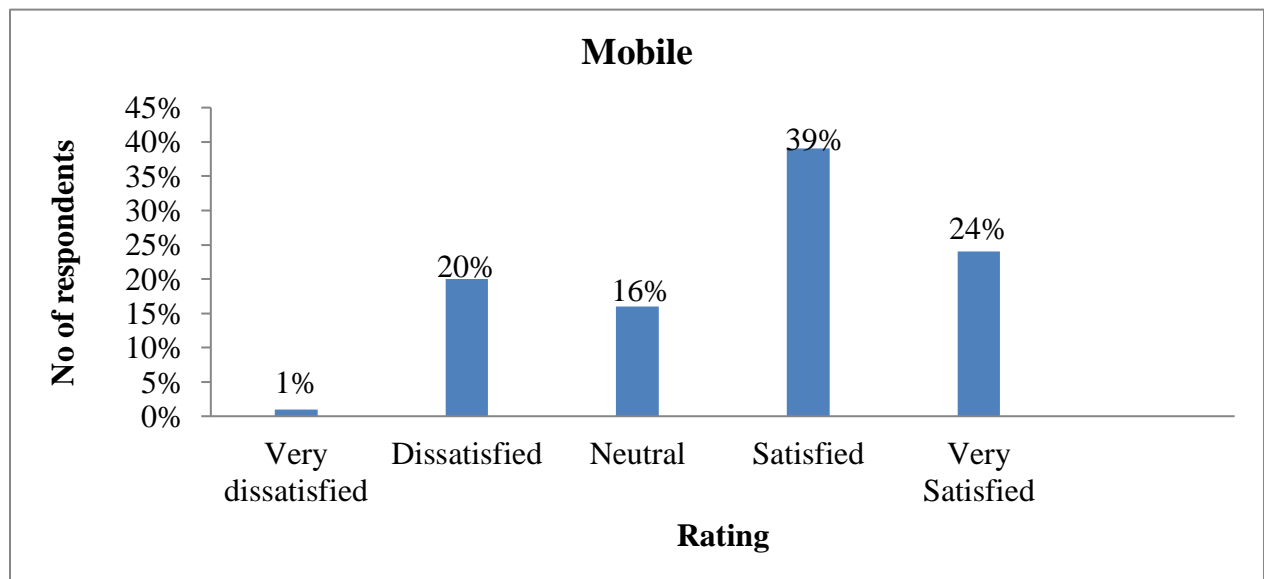
From the above table it is inferred that 41 % of the respondents were not satisfied with Jio phone because of keypad, 30% of the respondents were not satisfied with Jio phone because of low battery backup, 18% of the respondents were dissatisfied with Jio phone because of small screen and 11% of the respondents were dissatisfied with Jio phone for poor network. Since few customers are dissatisfied they think keypad is not of good quality. Since the price is low the quality is not good of the phone.

4.24 RATE THE FOLLOWING:

4.24.1 Table showing rating for Jio mobile phone:

Particulars	No of respondents	Percentage of respondents
Very dissatisfied	1	1%
Dissatisfied	20	20%
Neutral	16	16%
Satisfied	39	39%
Very satisfied	24	24%
Total	100	100%

4.24.1 Chart showing rating for Jio mobile phone:



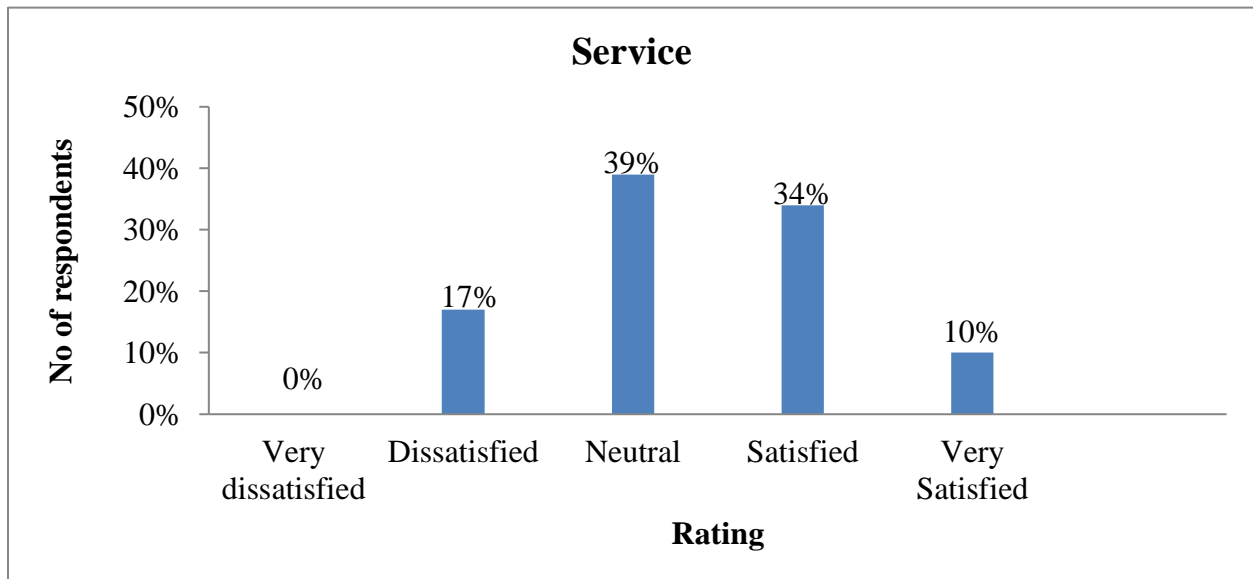
Interpretation

From the above table it is clear that 39% of the respondents are satisfied, 24% of the respondents are very satisfied, 20% of the respondents are neither satisfied nor dissatisfied, 16% of the respondents are neither satisfied nor dissatisfied and 1% of the respondents are very dissatisfied with the Jio phone. Since it's the basic mobile with very attractive features people are satisfied with Jio phone.

4.24.2 Table showing rating for Jio service:

Particulars	No of respondents	Percentage of respondents
Very dissatisfied	0	0%
Dissatisfied	17	17%
Neutral	39	39%
Satisfied	34	34%
Very satisfied	10	10%
Total	100	100%

4.25.2 Chart showing rating for Jio service:



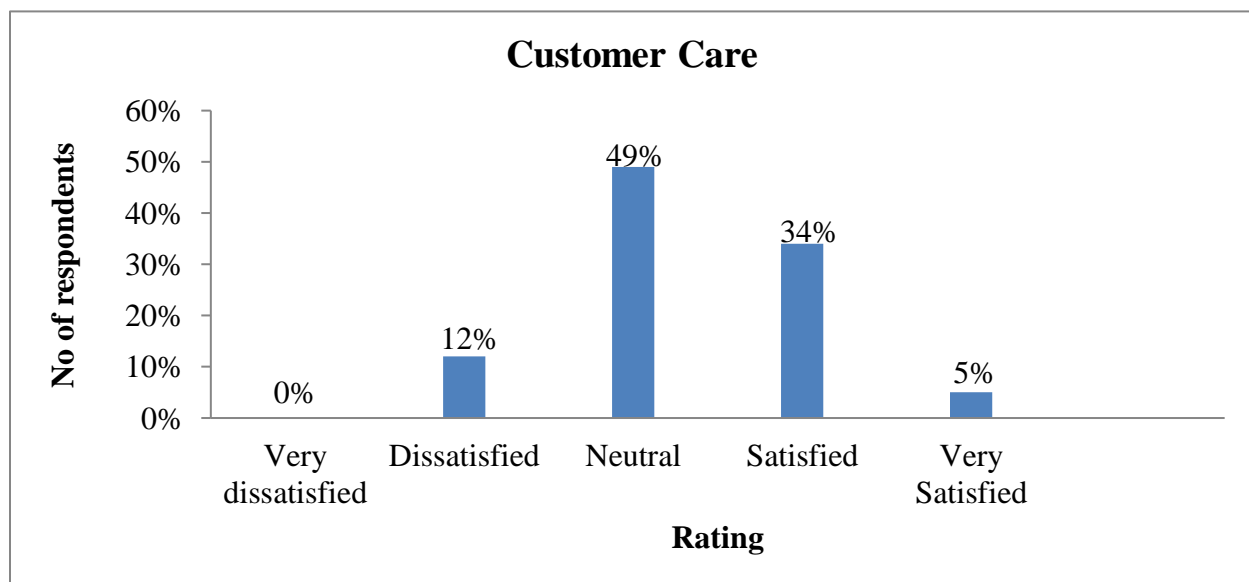
Interpretation

From the above table it is found that 39% of the respondents are neither satisfied nor dissatisfied, 34% of the respondents are satisfied, 17% of the respondents were dissatisfied, 10% of the respondents are very satisfied and 0% of the respondents are very dissatisfied with the Jio phone service. Since the mobile is not of good quality people need to visit the Jio centers very often so they are showing neutral response.

4.24.3 Table showing rating for Jio Customer care:

Particulars	No of respondents	Percentage of respondents
Very dissatisfied	0	0%
Dissatisfied	12	12%
Neutral	49	49%
Satisfied	34	34%
Very satisfied	5	5%
Total	100	100%

4.24.3 Chart showing rating for Jio Customer care:



Interpretation

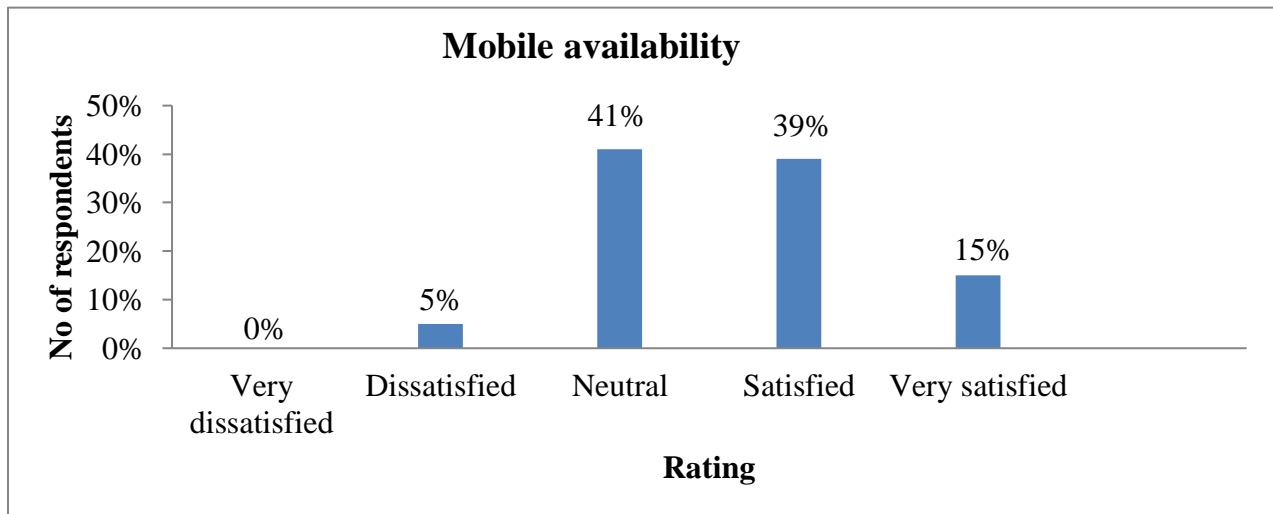
From the above table it is known that 49% of the respondents are neither satisfied nor dissatisfied, 34% of the respondents are satisfied, 12% of the respondents dissatisfied, 5% of the respondents are very satisfied and 0% of the respondents are very dissatisfied with the Jio Customer care. Since calling customer care is a lengthy process no one prefers to call them so they have reacted neutral to customer care.

4.25 Rate Jio Phone based on your experience with the following factors.

4.25.1 Table showing rating for Mobile availability

Particulars	No of Respondants	Percentage of respondents
Very dissatisfied	0	0%
Dissatisfied	5	5%
Neutral	41	41%
Satisfied	39	39%
Very satisfied	15	15%
Total	100	100%

4.25.1 Chart showing rating for Mobile availability:



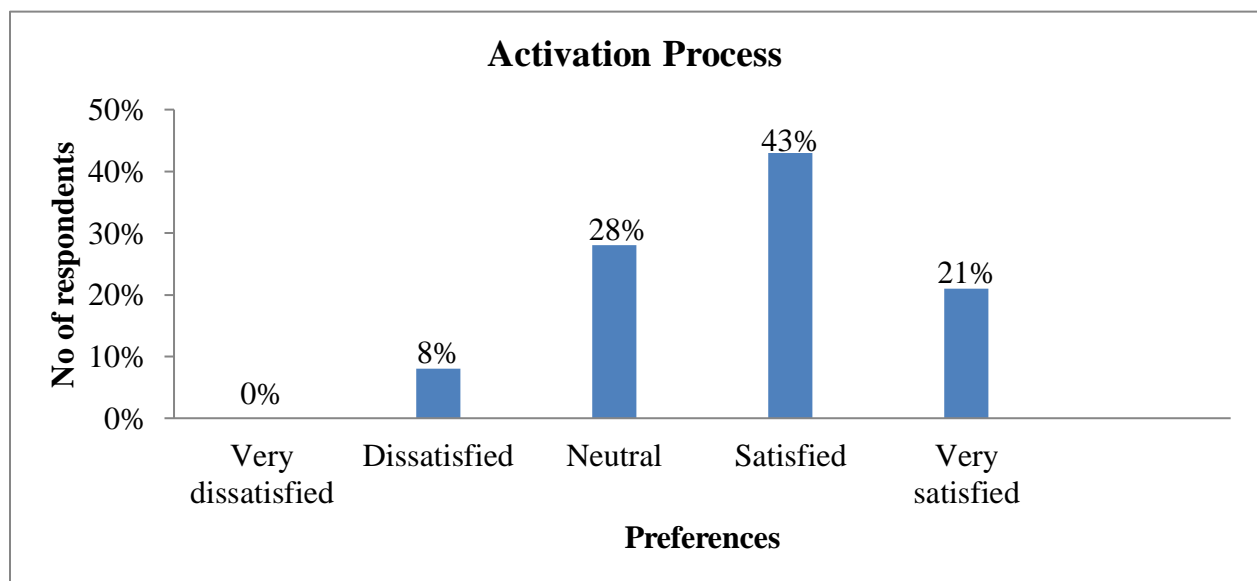
Interpretation

From the above table it is found that 41% of the respondents have rated neither satisfied nor dissatisfied, 39% of the respondents have rated satisfied, 15% of the respondents have rated very satisfied, 5% of the respondents have rated dissatisfied and 0% of the respondents have rated very dissatisfied with the phone availability. Since most of the phones are available in retail shops people are satisfied and very few times they might have got delayed in buying the phone so they have marked neutral.

4.25.2 Table showing rating for Activation Process

Particulars	No of Respondents	Percentage of respondents
Very dissatisfied	0	0%
Dissatisfied	8	8%
Neutral	28	28%
Satisfied	43	43%
Very satisfied	21	21%
Total	100	100%

4.25.2 Chart showing rating for Activation Process:



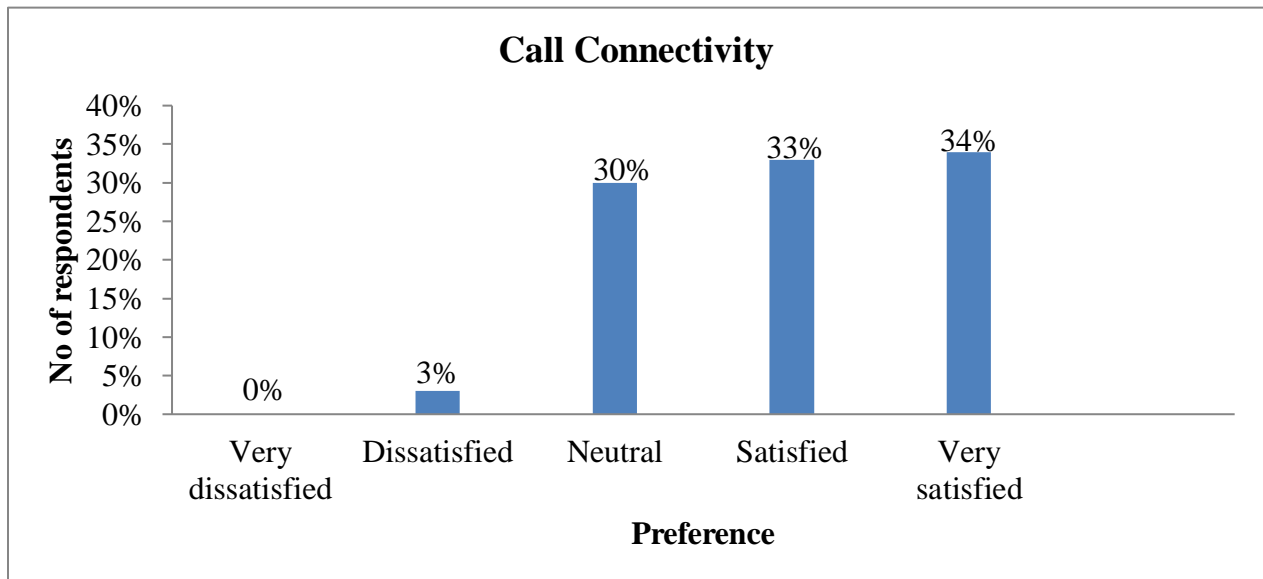
Interpretation

From the above table it is clear that 43% of the respondents have rated satisfied, 28% of the respondents have rated neither satisfied nor dissatisfied, 21% of the respondents have rated very satisfied, 8% of the respondents have rated dissatisfied and 0% of the respondents have rated very dissatisfied with the activation process. Since the activation process has become digitalized and will be activated immediately so the customers are satisfied with the activation process.

4.25.3 Table showing rating for Call connectivity:

Particular	No of Respondents	Percentage of respondents
Worst	0	0%
Bad	3	3%
Moderate	30	30%
Good	33	33%
Excellence	34	34%
Total	100	100%

4.25.3 Chart showing rating for Call connectivity:



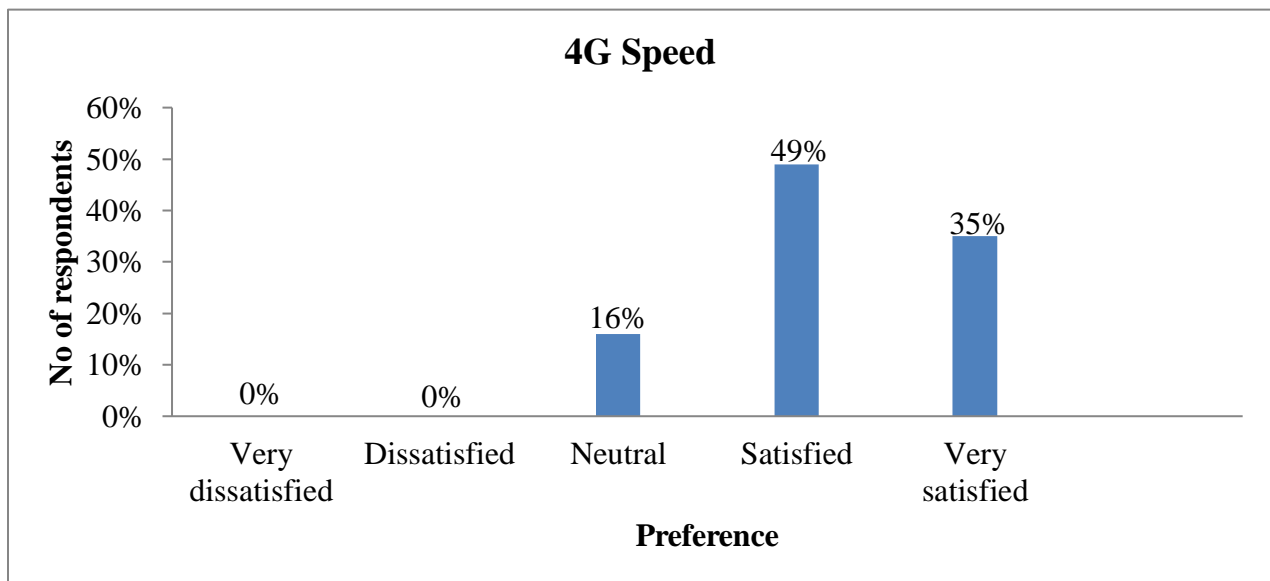
Interpretation

From the above table it is clear that 30% of the respondents have rated neither satisfied nor dissatisfied, 33% of the respondents have rated satisfied, 34% of the respondents have rated very satisfied, 3% of the respondents have rated dissatisfied and 0% of the respondents have rated very dissatisfied with call connectivity. Since the Jio has widest coverage of network so calls will get connected easily. So customers are very much satisfied with call connectivity.

4.25.4 Table showing rating for 4G speed:

Particulars	No of Respondents	Percentage of respondents
Worst	0	0%
Bad	0	0%
Moderate	16	16%
Good	49	49%
Excellence	35	35%
Total	100	100%

4.25.4 Chart showing rating for 4G speed:



Interpretation

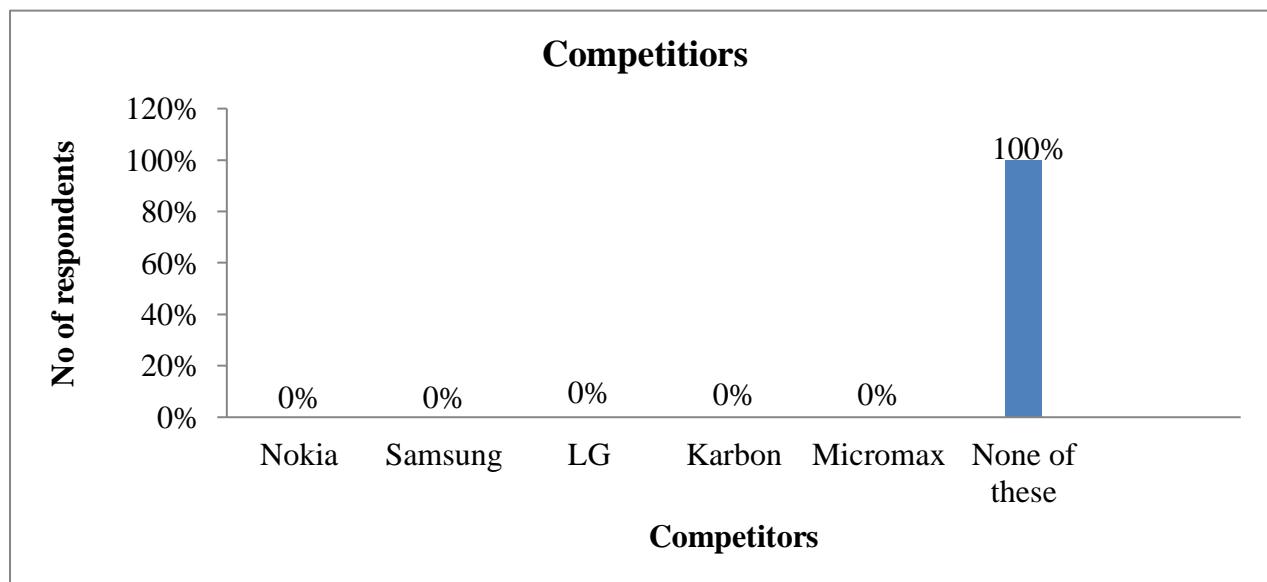
From the above table it is inferred that 49% of the respondents have rated satisfied, 35% of the respondents have rated very satisfied, 16% of the respondents have rated neither satisfied nor dissatisfied, 0% of the respondents have rated very dissatisfied, 0% of the respondents have rated dissatisfied with the 4G speed. Since Jio is having the strong network 4G speed is high when compared to its competitors. So people are satisfied with 4G speed.

4.26 Competitors

4.26 Table showing similar features with competitors:

Particulars	No of respondents	Percentage of respondents
Nokia	0	0%
Samsung	0	0%
LG	0	0%
Karbon	0	0%
Micromax	0	0%
None of these	100	100%
Total	100	100%

4.26 Chart showing similar features with competitors:



Interpretation

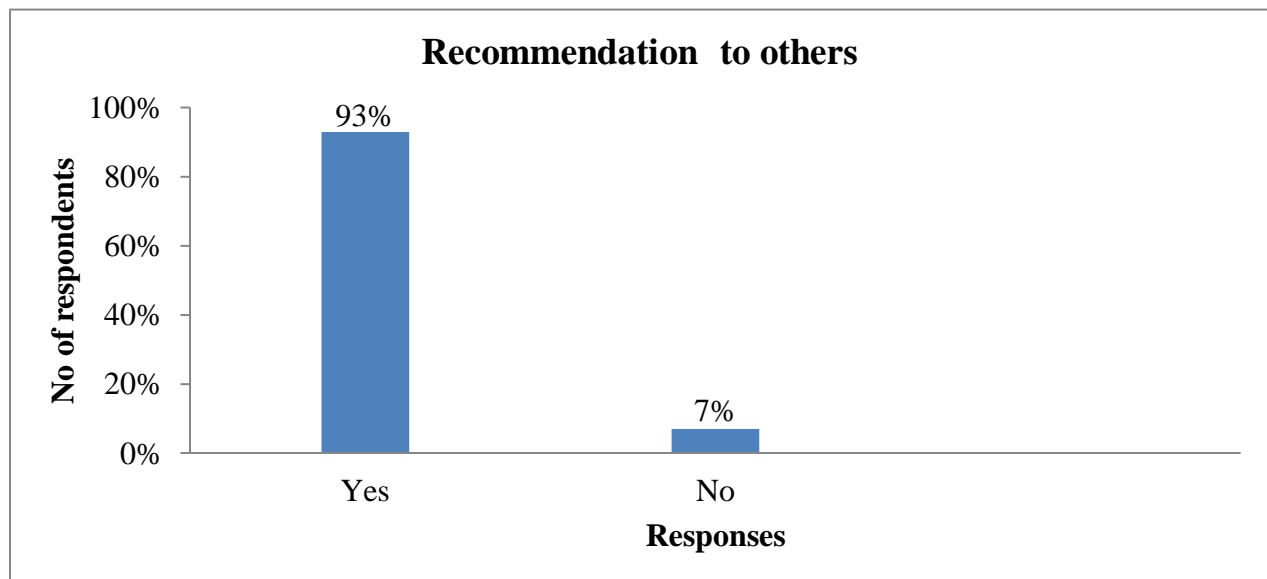
From the above table it is clear that there is none of the brand like Nokia, Samsung, LG, Karbon, Micromax are not having features like Jio phone in key pad. Since other phones offer Whatsapp, Internet facility and TV facility in this segment people chose Jio.

4.27 Recommendation

4.27 Table showing responses for recommendation:

Particulars	No of Respondents	Percentage of respondents
Yes	93	93%
No	7	7%
Total	100	100%

4.28 Chart showing responses for recommendation:



Interpretation:

From the above table it is inferred that 93% of the respondents were recommending about Jio phone and 7% of them do not recommend. As most of the customers are satisfied with the Jio phone they will like to recommend it to others.

HYPOTHESES TESTING:

Hypothesis 1:

ANOVA

Satisfaction	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.769	3	.923	.777	.509
Within Groups	113.981	96	1.187		
Total	116.750	99			

Interpretation

The above table shows that, the result is insignificant. Here the test shows that there is no significant difference between age groups and satisfaction level of using the mobile phone.

Hypothesis 2:

ANOVA

Income level per month

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.792	3	1.597	1.196	.315
Within Groups	128.208	96	1.335		
Total	133.000	99			

Interpretation

The above table shows that, the result is insignificant. Here the test shows that there is no significant difference between the income level of the consumers and the monthly expenses they make on Jio phone.

CHAPTER 5

FINDINGS, CONCLUSIONS & SUGGESTIONS

5.1 FINDINGS

- The survey shows that 81% respondents are male.
- It is revealed that 61% of the respondents are unmarried.
- It is noted that most 61% of the respondents are in age groups of 21-30 year.
- It is lucid that 30% of respondents are self employed.
- It is shown that 69% of the respondents are graduates.
- It is clear that 34% of the respondents are getting Rs.20001-Rs.30000 as their monthly earnings.
- It is discovered that 39% of respondents are using Jio phone from 8 months.
- It is found that 85% of respondents are using Jio phone.
- It is clear that 46% of the respondents are making expense of Rs.101 – Rs.200 on their cell phone per month.
- It is found that 37% of the respondents will change their phone for more than 2 years.
- It is noticeably mentioned that 76% of the respondents are aware of Jio phone exchange offer.
- It is shown that 60% of the respondents are aware of Jio phone money back scheme.
- It is expressed that 63% of the respondents think that advertisement is important to buy Jio phone.
- It is clear that 60% of the respondents think that appearance is important to buy phone.
- It is found that 28% majority of the respondents remember Jio music when they hear the brand name Jio.
- It is disclosed that 40% of the respondents bought Jio phone through retailer.
- It is found that majority of the respondents 91% classify internet as an important part of a mobile phone.
- It is revealed that 83% of the respondents like the present appearance of the Jio phone.
- It is perceived that 88% of respondents are satisfied with Jio phone.

- It is clearly understood that 41% of respondents suggest improving the quality of keypad of Jio phone.
- It is clear that majority of respondents 100% think that there are no other brands which offer similar features in keypad phones.

5.2 SUGGESTION

Most respondents suggest improving the network coverage of Jio services and eliminating call jamming. It enables Reliance Jio to secure the largest marketplace in recent trends, survive in competitors' and long-term markets, and creates a high-quality image in the minds of customers. With the release of various colors on the Jio phone, there will be fewer customers who will have more sales and lead to earphones. Companies should provide updates to Whatsapp because people cannot view or update their status. If the companies charge the services costs in the future, the researcher recommended that they charge a lowest fee for internet and telephone service rather than their competitors. Improve customer care services to improve CRM practices, hold on to existing consumers and get new clients. Through word-of-mouth, consumers are aware of Jio and strive to access the service. For this reason, we recommend that you improve service quality. In this study, we propose to install towers in places where network and remote areas cannot be used to solve network problems and attract congestion.

5.3 CONCLUSION

It is very important for management college students like us to benefit from the enterprise before we set foot in the corporate world. So we get a bird's-eye view of an organization that dreams of working tomorrow. It helps us understand the place so we can be mentally prepared and gain insight into our work life. I am very pleased to have the opportunity to work with the most respected companies such as Jio Infocom.

To increase the efficiency of your existing system, you can change the following areas: We provide consumer feedback very often to ensure that employees get updated reports to help them reach consumer expectations.

Finally, we can conclude that our current marketing team needs to be strong in order to raise awareness of Jio Phone 2, so we need to implement a new strategy.

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ANNEXURE

Name:

Address: _____

Gender:

- Male Female

Marital Status:

- Married Unmarried

Age Group:

- 11-20 21-30
 31-40 40 & above

Occupation:

- Self Employed Professional
 Housewife Student
 Others

Education Level:

- Degree & above High School
 Elementary Level Illiterate

Income Level

- <10000 10001-20000
 20001-30000 30001-40000
 >40001

1. How long you are using the Jio Phone?

- 3 months 8 months
 13 months 18 months

2. Which type of Jio phone are you using?

- Jio Phone Jio Phone 2

3. What are the reasons for buying Jio phone?

- Just to talk on it Unlimited data
 Widest Coverage For Entertainment
 Navigation All the above

4. How often do you change your phone?

- 6 months 1 year
 2 year More than 2 year

5. Are you aware of Jio phone exchange offer?

- Yes No

6. Are you aware of Jio Phone deposit/money back scheme?

- Yes No

7. How important are these to buy Jio phone?

(Please indicate the importance of below factors when you choose the brands, 1 – Very unimportant, 2 – Unimportant, 3 – Neither important nor unimportant, 4 – Important, 5 – Very important)

	1	2	3	4	5
Advertisement					
Appearance					
Price					
Functions					
Quality					
Brand Image					

Service					
Recommended by Friends					
Brand Ambassadors					

8. The best feature you like in Jio Phone

- 4G
- Jio TV
- Social Media
- Video call
- Google Assistant
- Jio Music

9. What comes to your mind when you hear the brand name Jio?

- Music
- Punch line
- Brand Ambassador
- Theme of Advertisement

10. How do you purchase the Jio Phone?

- Sales Promoter
- Activity boy
- Retailer
- Online

11. Do you use any of the following services in Jio Phone?

- Caller tunes
- Jio TV
- Astrology
- Jio Cinema
- Online Ticket Booking
- Cricket updates
- News updates
- Gaming

12. How do you subscribe your value added services?

- Voice Portal
- Hand set/ sim card menu
- Through Retailer
- SMS
- IVR/OBD

13. Your monthly expenses on Jio Phone?

- Less than 100 101 – 200
 201 – 300 more than 301

14. Would you classify internet as an important part of a mobile phone?

- Yes No

15. Tick the following.

i) Do you like the present appearance of the phone

- Yes No

ii) If no, how do you prefer Jio Phone to be?

- a) Slim Medium Thick
b) Light Medium Heavy
c) Small Medium Large

16. Tick the following.

iii) Is the Jio center accessible to your location?

- Yes No

iv) If no, which place you belong to?

17. Tick the following.

v) Are you satisfied with the Jio Phone?

- Yes No

vi) If no, what makes you dissatisfied?

- Poor network Low battery backup
 Small screen Keypad

18. How much you rate the Jio Phone? (1 – Very dissatisfied, 2 – Dissatisfied, 3 – Neutral, 4 - Satisfied & 5 Very satisfied)

	1	2	3	4	5
Mobile					
Service					
Customer care					

19. Rate Jio Phone based on your experience with the following factors.

	1	2	3	4	5
Mobile availability					
Activation process					
Call connectivity					
4G speed					
Customer care support					

20. Are there any other brands which offer similar features in key pad?

- Nokia
- LG
- Micromax
- Samsung
- Karbon
- None of these

21. Would you like to recommend others about Jio Phone?

- Yes
- No

22. What features were you expecting to be included in Jio Phone?

23. Are there any general comments you would make about what you like/dislike about mobile phones? (This could be pricing, location of sales, reception, colour, memory, or anything else.)



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT:VARUN RUDRAMURTHY

INTERNAL GUIDE:Mr. M SENDHIL KUMAR

USN: 1AY17MBA58

COMPANY NAME:RELIANCE JIO

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



HOD Signature
Head of the Department
Department of MBA