

# A Study on Overall Marketing Strategy on Jio Fiber

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**Abstract:** *This study delves into the comprehensive marketing strategy employed by Jio Fiber, a significant offering from Reliance Jio Infocom Limited, in the Indian telecommunications market. Jio Fiber's emergence signifies a strategic shift towards home broadband, telephone, and television services, leveraging a fibre-to-home infrastructure. Through a detailed examination of Jio Fiber's marketing tactics, this research aims to uncover the underlying principles and tactics driving its success in capturing market share and reshaping consumer perceptions. By analysing Jio Fiber's approach to product positioning, pricing strategies, promotional activities, and distribution channels, this study provides valuable insights into how Jio Fiber has disrupted the traditional broadband market and redefined the competitive landscape. Moreover, it sheds light on the challenges faced by Jio Fiber amidst intense competition and evolving consumer preferences, offering recommendations for sustaining its growth trajectory and enhancing its market penetration. Overall, this research contributes to a deeper understanding of the dynamics shaping the telecommunications industry in India and the strategic imperatives driving Jio Fiber's market expansion.*

**Keywords:** Jio Fibre, Jio Network, Marketing Strategy.

## I. INTRODUCTION

The introduction provides an overview of the Indian telecom industry, highlighting its significance in the mobile economy and the pivotal role played by Reliance Jio. Notably, Jio's innovative applications with special features have rapidly garnered customer loyalty, leading to unprecedented success in a short timeframe. However, its disruptive entry has raised questions about its long-term impact on shareholder wealth and existing operators' profitability. Despite criticisms, Jio's strategic tariff plans are expected to revolutionize the telecommunications sector by driving greater adoption of data and voice services. The introduction also underscores the importance of Jio's unique offerings in satisfying customer needs and preferences, thereby reshaping the competitive landscape of the industry. Additionally, it provides key insights into Jio's corporate structure, services, and its significant market position as the largest telecom operator in India.

### **Jio Limited: Products and Services Offered:**

Reliance Jio Limited company is one of the biggest companies in India in today's time, which has not launched its IPO yet. Even without offering an IPO in the share market, the company portfolio is very large and is one of the most preferred companies by investors and big corporates. Many big names from the investment corporates are very much interested in buying shares in Jio Limited company because of the strong presence and hold of the company in the Indian telecommunication and network market. One of the biggest reasons behind the company's strong presence and hold in the Indian telecommunication and network market is the various products and services offered by the company. When the company launched in the market, it was only offering 4G data and calling services to its users, but now the company has increased its services list and offers multiple types of products to its customers. These multiple types of products and services offered by a company not only make a strong impact on the existing customers but also attract various new customers. Following is the list of some most popular products and services offered by Jio Limited company with a brief description of each of them:

**(1) Mobile Broadband:**

Mobile broadband was the first service that was offered by the Jio Limited company to its customers. The company wanted to launch its 4G data and calling in December 2015, but due to multiple reasons and factors, this launch was slated from the originally planned date and later launched in September 2016. Jio Limited company offers Mobile broadband services and provides a fourth-generation (4G) network with both data and calling services. Along with these basic 4G data and calling services, the company also offered various peripheral services like online music and video streaming, live TV, instant messaging, and many others.

**(2) JioFiber:**

Jio Limited company started to test a new triple-play fibre to the home service, which was popularly called Jio Giga Fiber (tentatively named at that time), in August 2018. This Jio Giga Fiber service, which is currently known as JioFiber popularly, offered high-speed broadband internet services with internet speeds ranging from 100 to 1000 Mbit/s, as well as telephone landline and television services.

Exactly one year after the launch of JioFiber services, in August 2019, the company officially announced that the JioFiber services would be launched officially for all their customers on September 5, 2019. The company chose this date to launch the Jio Fiber services as it was a very auspicious occasion for the Jio Limited company (The third anniversary of the company). Apart from this, the company also announced multiple plans in which they were offering their Jio Fiber customers an option to stream the latest movies and films which are still in theatre ("First Day First Show").

In 2015, when Jio was planning to launch the network and telecommunications services for Indian customers, the company had a network of more than 160,000 miles (250,000 KM) of fiber optic cables in the country. With the power of this huge optical cables network, the company planned that it would also partner with the local cable operators so that they could get the broader connectivity and maximum reach for their broadband services.

**(3) Jio Business:**

Even before the official launch of Jio Limited company in the Indian market, it was always clear that Jio would always launch a network and connectivity-related solutions on which the company would expand its business. Following its plan to expand the company's business in the Indian network and telecommunications (connectivity) market, Jio Limited launched multiple connectivity solutions for its customers. These connectivity solutions offered by the company has designed to focus on the business-class customers from the Indian markets primarily, and these have solutions products as the businesses bundled with services provided by Jio Platforms, Reliance Retail, and Office 365.

**1.1 OBJECTIVES OF THE STUDY:**

- To Study marketing strategies of reliance 4G Networks.
- To ascertain attitude which influenced the customer's in selecting reliance jio 4G Networks
- To analyse the reasons for choosing a specific Network connection.
- To offer valuable suggestions to enhance the services of reliance 4G Network in city
- To find out and rectify the problems faced by reliance 4G Network in city.

**1.2 SCOPE OF STUDY:**

The current study is limited, and it was decided to consider the cell phone services provided by Reliance JIO, Idea, Airtel, Aircel, and others. Various cellular services are accessible. Despite the fact that cellular services have been chosen to study consumer satisfaction in it is the most popular private cellular services, such as Reliance JIO, Idea, Airtel, Aircel, and others, cellular services have been chosen to study consumer satisfaction in it is the most popular private cellular services. The primary goal of this study is to examine consumer satisfaction and problems with Reliance JIO, Idea, Airtel, Aircel, and other cellular services

**1.3 LIMITATIONS**

1. The research was limited only to the city so the result can't be generalized to the whole market.
2. The sample taken for research was concerned only for customers rather than thousands of customers scattered around the city.

3. Since the project must be completed within a short period of time the information collected could be biased.
4. Some of the premium segments could not be met due to time lack and be not obtaining prior appointment due to tight schedule of the respondent.

#### **Definition From Omer Farkash**

“Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and wants of customers.”

#### **Marketing strategy is all about:**

- Understanding who buys your products and services.
- Understanding how you will motivate them to take profitable action.
- Understanding your competitors who are trying to do the same thing.
- Understanding how you will measure marketing activities and refine your approach moving forward.

#### **Some Marketing Strategy Idea's:**

- Concentrating on selected market segments.
- Offering differentiated products.
- Using alternative distribution channels.
- Using different manufacturing processes to allow higher quality at lower Prices.

## **II. BUSINESS STRATEGY OF RELIANCE JIO**

The business strategy of Reliance Jio is one of the biggest reasons for its success. The use of the AARRR strategy to penetrate the market adds huge growth to the company. This strategy includes 5 key components to help a business acquire and retain customers creatively and cost-effectively.

- **Acquisition:** After the commercial rollout of Jio in September 2016, Jio offered free services to Its customers for 3 months. This plan worked as the trump card for Jio to acquire the customers. Within one month, Jio was able to acquire 16 million subscribers.
- **Activation:** The users were provided with the best experience, which was never provided by Any telecom service provider. The unlimited high-speed, 4G data with unlimited calling was Unimaginable to the customers. 3
- **Retention:** Jio did not stop here. On the occasion of the new year in 2017, they extended the free Services to the users for another 3 months. Jio became the first-ever telecom company to provide 6 months of free service to customers. In just two and a half years into the business, Jio gained More than 300 million active subscribers. It took more than 19 years for its competitor, Bharti Airtel to reach such a number. Such was the power of Jio.
- **Referral:** The customers became its preacher. Jio got more and more business through positive Customer reviews and user experience. This added as a boon to it tremendous growth.
- **Revenue:** Slashing the prices to 1/10th the existing cost, Jio got ahead with revenue, which was the major factor in getting such a leap in the market.

## **III. REVIEW OF LITERATURE**

**1. (Singh, 2022).** The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016. (Jayaraman al., 2017) Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's the foray into the fast-evolving market has made a tremendous change in the competition, price and data availability. Jio is widely used by the tech no-savvy et customers.

2. (P. Vijay, 2024) examined Customer preferences towards the mobile network service provider – A study with the special reference to City city. Their study exposed that the majority of the respondents have given top preferences to Airtel and least preferences to Aircel in preferring the network service providers. Their study also revealed that their respondents had given top preferences to service quality, Value added services in preferring the network service providers

3. (Paula set, 2023) The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost.

4. Aman Banchhoret al., (2020), state in their study that Jio is the only company who is using fourth generation (4G) LTE services and which is operating its network on 1800 MHz and 2300 MHz bands in Mumbai. Jio facilitate the normal download speed of 15-20 mbps. Lowest international call tariff in the world. 4G handset with free connection for starting at as less as Rs.2999. No surge pricing on public holidays, festivals, and new year. Reliance Jio manipulate some marketing strategies of competitive pricing and tariff plans, Jio is offering special operating own apps like Jioplay, Jiomoney, Jio security.

5. Rajan Drmlami(2023), expresses in the study that providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. From the details it can be concluded that 80% of Reliance Jio users preferred to remain with Reliance.

#### **IV. RESEARCH METHODOLOGY**

According to John Best, "Research is systematic activity directed towards discovery and the development of an organized body of knowledge. Research is a process of systematic and in-depth study of any topic or subject backed by collection, compilation, presentation, and interpretation of relevant data. A research design is the specification of the methods and procedures for acquiring the information needs to structure what information is to be collected from which sources and by what procedures. Research design is needed because it facilitates the smooth sailing of various Research operations, thereby making as efficient as possible. In simple words it refers to the process of research.

##### **3.1 Research Design**

It is the plan or program of research. A researcher depending upon the topic of the study may choose explorative, diagnostic, descriptive or experimental studies. The research is of descriptive type. Any research design performs two major functions:

- Preparing a structure plan outlining various methods and techniques required in conducting the research.
- Making sure that these method and techniques are suitable for the research. It also ensures that these techniques will help in finding objective, precise, and suitable answers to the research questions. According to derringers, this function is called "control of variance"

##### **3.2 Sampling Design**

As soon as the design research is selected, the next task is to select the sample design. Sample design sets a platform for effective data collection and analysis. A sample design responsible for the effective selection of research samples. Selecting sample design affects many aspects related to the research work. Hence, selection of suitable sample design should be carefully performed.

##### **Data Sources:**

Data is collected from both primary and secondary data.

##### **Primary Data:**

This refers to the first – hand information collected directly by the researcher. A questionnaire was given to the customers to collect primary data. The total number of respondents was 150.

##### **Secondary Data:**

Data, which are not originally collected but rather obtained from published sources, are known as secondary data. This data was collected from company records journals.

**Data Collection Tools:**

Structured questionnaire is used here as the instrument to collect the data. Sampling Size The sample size of study is 100

**Research Tools:**

Research tools are statistical techniques used for data analysis and to arrive at certain conclusions. The tools used for this project is, percentage analysis.

**Percentage Analysis:**

It refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data. Percentages are used to determine relationships between the series of data. Finding the Relative Differences Become Easier through Percentage.

**V. DATA ANALYSIS & INTERPRETATION**

**Table 1: Showing the Respondents Of “Come to Know About the Jio Fiber”**

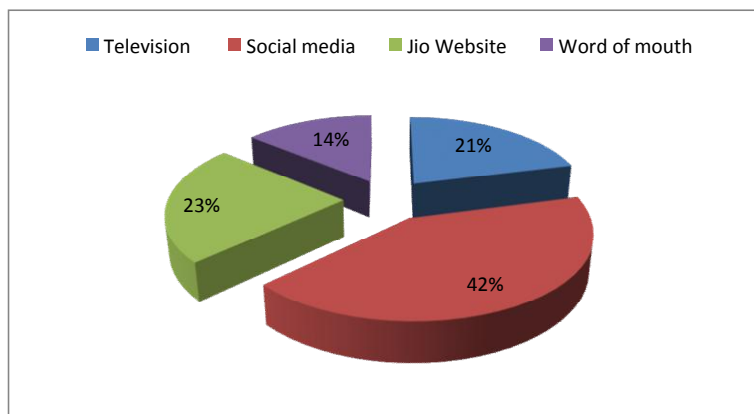
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Television Advertisement	25	21
Social media	50	42
Jio website	28	23
Word of mouth	21	14
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

From the above table reveals the come to know about the jio fiber of respondents, out of 120 respondents, 21% of the respondents belong to the Television advertisement, 42% of the respondents belong to the social media, 23% of the respondents belong to the Jio website, 14% of the respondents belong to the Word of mouth. Majority (42%) of the respondents belong to the social media.

**NUMBER OF RESPONDENTS OF “COME TO KNOW ABOUT THE JIO FIBBER”**



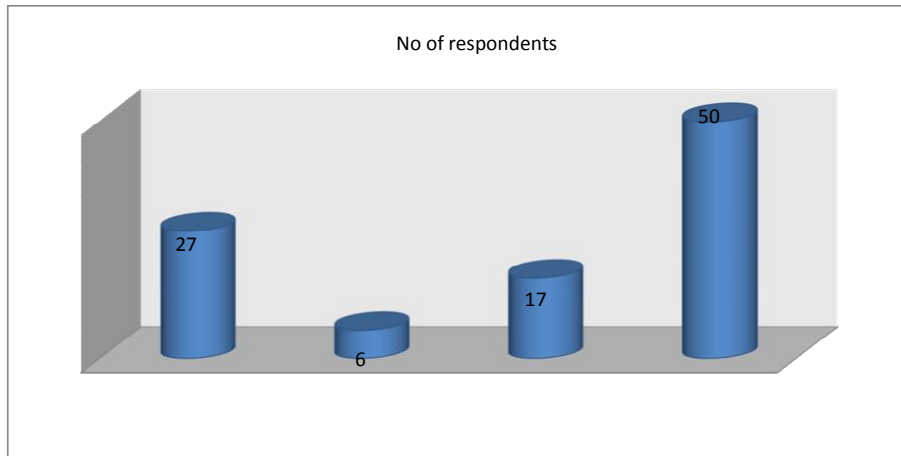
**Table:2 Showing the Choosing This Service Provider of Respondent**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Unlimited high speed internet	59	50
Free OTT Subscription	32	27
HD Landline Call	8	6
Customer Care Service	21	17
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(Source: Primary Data)

**Interpretation:**

From the above table reveals the choosing the service provider of respondents, out of 120 respondents, 50% of the respondents belong to the Unlimited high-speed internet, 27% of the respondents belong to the Free OTT, 6 % of the respondents belong to the HD Landline call, 17% of the respondents belong to the Customer care service. Majority (50%) of the respondents belong to the Unlimited high internet.



**Table 33 Showing the Monthly Recharge Plan Of Respondents**

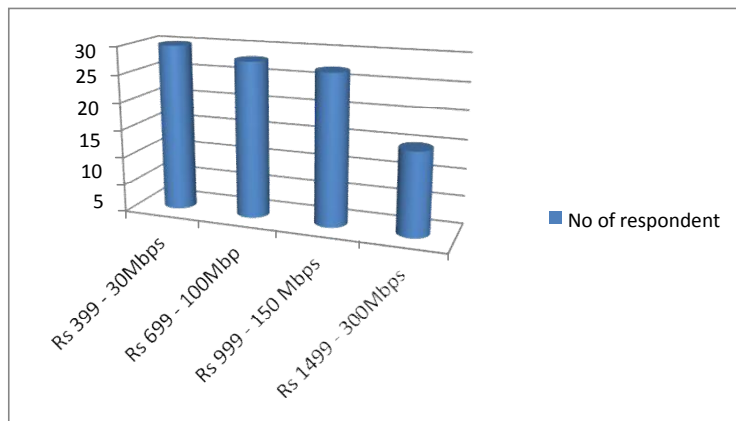
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Rs399-30Mbps	36	30
Rs699-100Mbps	34	28
Rs999-150Mbps	32	27
Rs1499-300Mbps	18	15
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(SOURCE: Primary Data)

**Interpretation:**

From the above table reveals the monthly recharge service of respondents, out of 120 respondents, 30 % of the respondents belong to the Rs 399 – 30 Mbps, 28% of the respondents belong to the Rs699– 100Mbps, 27 % of the respondents belong to the Rs999-150Mbps, 15% of the respondents belong to the Rs1499-300 Mbps. Majority (30%) of the respondents belong to the Rs399 – 30 Mbps.

**NUMBER OF RESPONDENTS OF THE MONTHLY RECHARGE PLAN**



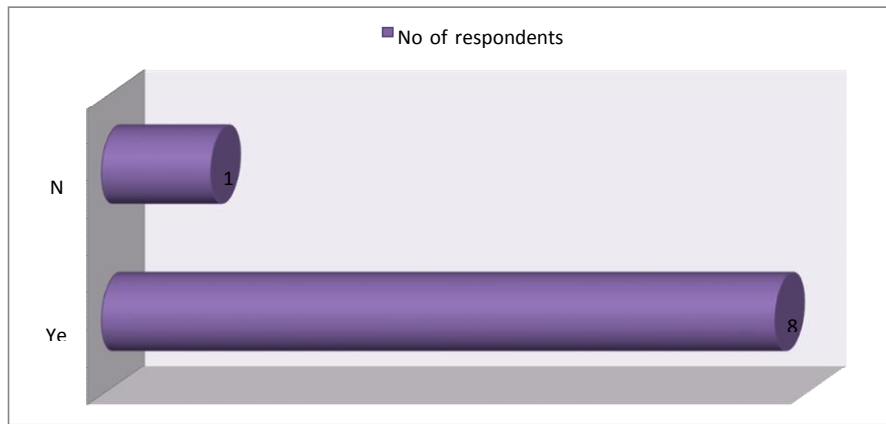


**Table 4 Showing the Value for Money of Respondents**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	103	86
No	17	14
<b>TOTAL</b>	<b>120</b>	<b>100</b>

**INTERPRETATION**

From the above table reveals the Value for money of respondents, out of 120 respondents, 86% of the respondents belong to the yes ,14 % of the respondents belong to the No. Majority (86%) of the respondents belong to the Yes. Number Of Respondents of The Value for Money



**Table 5: Showing the Install Jio Fiber Of Respondent**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Very easy	39	31
Easy	38	33
Difficult	34	28
Very difficult	9	8
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(SOURCE: Primary Data)

**INTERPRETATION:**

From the above table reveals the install jio fibre in areas of respondents, out of 120 respondents, 31 %of the respondents belong to the very easy,33% of the respondents belong to the Easy ,28 % of the respondents belong to the Difficult, 8% of the respondents belong to the Very difficult. Majority (33%) of the respondents belong to the Easy.

**NUMBER OF RESPONDENTS OF THE INSTALL JIO FIBER**



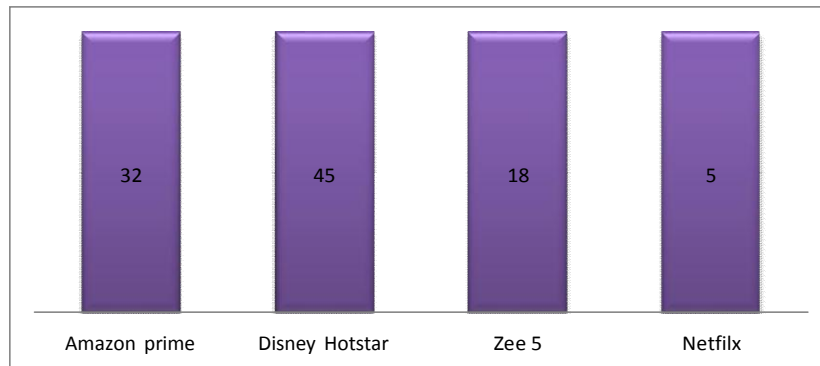
**TABLE 6: SHOWING THE OTT APP OF RESPONDENT**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Amazon prime	38	32
Disney Hotstar	54	45
Zee 5	7	18
Netfilx	21	5
TOTAL	120	100

(SOURCE: Primary Data)

From the above table reveals the install jio fiber in areas of respondents, out of 120 respondents, 32 %of the respondents belong to the Amazon prime,45% of the respondents belong to the Disney hot star ,18 % of the respondents belong to the Zee 5 , 5% of the respondents belong to the Netflix. Majority (45%) of the respondents belong to the Disney hotstar.

**NUMBER OF RESPONDENTS OF THE OTT APP**



**Findings:**

- According to the findings of the following research, 83% of the respondents were unmarried.
- According to the findings of the following research, 30% of the respondents earn between 15000 to 2000.
- As a result, 42% of respondents know about Jio Fiber through social media.
- Identified from the study 50% of the respondents chose Jio Fiber for unlimited high-speed internet connection.
- The Findings show that 30% of the respondent’s recharge for Rs.399 every month.
- The Findings show that 86% of respondents say Jio Fiber is value for money.
- The Findings show that 32% of the respondents said that it is easy to install Jio Fiber in their area.
- From the following research found that 45% of respondents regularly use Disney Hotstar on Jio Fiber.
- From the following research found that 75% of respondents use wifi call.
- Based on the findings of the following study, 50% of respondents use landline call.
- From the following study, 27% of respondents have daily data usage above 4Gp.

**VI. SUGGESTION**

- Mostly 20 - 30-year-old people are using Jio Fiber so Jio should try to attract other age group and do some marketing strategy.
- Large number of people know about Jio Fiber through social media, so Jio should inform more people about Jio Fiber through other advertising platforms.
- Many Jio Fiber users only recharge on Rs 399 plan. Jio should try to convert them to higher amount recharge plan.



- Some respondents say that they face problem in customer care services, so Jio should try to improve their customer care services.
- Few are satisfied with Jio Wi-Fi and landline calling. They should try to satisfy all Jio users.
- Most of the people are facing problem in installing Jio Fiber in their area. Jio should try to install their Jio Fiber easily in all areas.
- Most people only use Disney Hot star, so other OTT app subscription is useless, if they reduce their useless investment, they will get some profit.

## VII. CONCLUSION

Jio has been doing a lot of marketing strategies to beat their competitors. Most people recommend Jio Fiber to others. Word of mouth plays an important role in Jio Fiber's large number of customers. Jio Fiber has faster internet connection than SIM card and most people choose JioFiber for this reason alone. High speed internet connectivity and free Ott app subscriptions are Jio's best marketing strategy for Jio Fiber. Many say that Jio provides equally high-speed internet connectivity to all their internet devices. Jio products are always value for money, especially Jio Fiber. Jio Fiber is using social media platforms effectively for their marketing strategy.

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