

A

PROJECT REPORT

ON

CUSTOMER PERCEPTION TOWARDS JIO SERVICES

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DECLARATION

I, Durgam Harshitha I do here by declare that this project report titled "**CUSTOMER PERCEPTION TOWARDS JIO SERVICES**" submitted by me to the Department of Business Management, RBVRR College affiliated to Osmania university Hyderabad, is the Bonafide work done by me and it is not submitted to any other University or Institution for the award of any Degree/Diploma/Certificate or published by me any time before

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Thanking You

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ABSTRACT

As per the published news and information reliance Jio is in increasing its demand and having a target of 1 million subscribers in the saturated market of telecom in India. Various marketing strategies adopted by reliance to achieve the said target include free services, predatory pricing strategy, sales promotion, product development and so on. Due to this customer were delighted and started using reliance Jio as second SIM according to the article in Economic Times. All this helps Jio to change the consumer preference from one subscriber to another. Now all players of the market have started offering the same price as Jio also provide cost free services to satisfy their customers. Thus, the study involves analyzing the perception of customers towards Jio as a brand. The data collected from 100 respondents with the help of convenient sampling technique is used. Six dimensions are used to analyze the perception of a brand. Findings prove that Jio is

better in some dimensions like value, culture, personality & usage but needs improvement in product and benefit aspects.

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

The globalization of India economy in 1991 the telecommunication sector remained one of the most happening sectors in India. A consumer may be referred to anyone engaged in evaluating, acquiring users disposing of service which the expects will satisfy his users. If any producer makes out the marketing programmer ignoring, he consumer preference he cannot possibly achieve his ultimate objectives. Therefore, a market must know more and more about the consumers. so, that the products can be produced is such as fashion to give satisfaction to them.

JIO now has the largest footprint of liberalized spectrum in the country, acquired in an extremely cost-effective manner. Reliance JIO will provide to next generation legacy free digital service over an end to end all IP network, which can be seamlessly upgraded even to 5G and beyond. In addition to the existing pan India 2300 MHz spectrum and 1800 MHz in 14 circles, JIO invested over Rs 10,000 crore during this year's auction to acquire 800 MHz spectrum in 10 circles and 1800 MHz spectrum in 6 circles. This brings the cumulative investment in spectrum assets to nearly Rs 34,000 crores

objectives of study:

- To study of customer perception level on JIO services
- To understand the needs of different people
- To find the sources and awareness of JIO services
- To study the factors influences the customer decision making

8 To study the customer satisfaction and future expectation of Reliance JIO
To study of customer perception level on JIO services.

1.4 Scope of study:

- This study covers customers about Reliance JIO in the area of Hyderabad
- The study makes effort to ascertain the satisfaction level of customers of Reliance JIO through survey so that the product would be able to come up to the expectation of its customer.
- The expectations only by finding out the problem that customer is facing during their purchase of Reliance JIO products.
- The study has been taken for the research as it plays key role in the success of telecom sector.

Limitations of the study:

- Lack of time availability completion of the research.
- The accuracy of the study depends on the information given by the customers.
- Few respondents were not ready to answer the questionnaire.
- Level of the respondents is low because fear and illiteracy of respondents.
- Due to time study is conducted in selected area.

CHAPTER 2

REVIEW OF LITERATURE

Hunt and Hung et.all (1977) as defined an evaluation rendered that the consumption was at least as good as it was supposed to be. To satisfaction is a kind of stepping away from an experience and evaluating it. Pleasurable experience that caused dissatisfaction because even though it was pleasurable as it was supposed to be.

Oliver (1981) as defined the summary psychological state resulting the emotion surrounding discomfort expectation is coupled with the consumers prior feelings about the consumption experience. Customer emotional response to the use of a product or service. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service

Tse and Wilton et.al (1988) define as the customer response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption.

Economic Times (2005) Indian mobile phone market is set to surge ahead since urban India has a tele density of 30 whereas rural India has a tele density of 1.74. It indicates that the market is on ascent, with more than 85000 villages yes it come under tele connectivity.

Indian infrastructure Report (2005) explains India rapidly expanding telecom sector is continuing to witness stiff competition. Various telecom service basic, mobile, internet, national long distance and international long distance have been tremendous growth in year 2005 and this growth trend promises to continue electronics and home appliances business each of which are expected to be \$ 2.5 billion in revenue by that year.

THE END
THANK YOU!