# A STUDY ON THE EFFECT ON TELECOM INDUSTRY AND CONSUMERS AFTER THE INTRODUCTION OF RELIANCE JIO

**Dissertation Submitted to**

**MAHATMAGANDHIUNIVERSITY, KOTTAYAM**

**In partial fulfillment of the requirement for the award of**

**DEGREEOFBACHELOR OFCOMMERCE**

**SUBMITTEDBY**

**ASHWIN S (REG NO: 210021074359)**

**DONIER KD (REG NO: 2100210743295)**

**TERIN CT (REG NO: 210021074339)**

**Under the supervision of**

**Asst Prof Dr Aldrin Joseph,**
**Department of B.Com Financeand Taxation**



# BHARATAMATACOLLEGE,THRIKKAKARA

# KOCHI,KERALA

# 2021-2024

# BHARATAMATACOLLEGE,THRIKKAKARA



## DEPARTMENTOFFINANCEANDTAXATION

(Affiliated to Mahatma Gandhi University,
Kottayam)

## CERTIFICATE

This is to certify that this dissertation entitled **A STUDY ON THE EFFECT ON TELECOM INDUSTRY AND CONSUMERS AFTER THE INTRODUCTION OF RELIANCE JIO** has been prepared by ASHWIN S, DONIER KD AND TERIN CT the supervision and guidance in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce of theMahatmaGandhiUniversity.Ithasnotpreviouslyformedthebasisfortheawardofanydegree,fellowshipandassociate-shipetc. They are allowed to submit this project.

**ASST.PROF. ANCY ANTONY**                **ASST.PROF. Dr Aldrin Joseph,**

**(Head of Department)**                              **(Project guide)**

**Place: THRIKKAKARA**                              **EXTERNALEXAMINER**

2

**Date:**

# DECLARATION

We, **ASHWIN S, DONIER KD, TERIN CT** ,hereby declare that the project report titled **"A STUDY ON THE EFFECT ON TELECOM INDUSTRY AND CONSUMERS AFTER THE INTRODUCTION OF RELIANCE JIO"**, is a Bonafede Record of work done by us under the guidance and supervision of **Asst Prof. Dr AldrinJoseph**, Department of Finance and Taxation, **BHARATAMATACOLLEGE,THRIKKAKARA**.Wealsodeclarethatthisreportembodiesthefindings based on our study and observation and has not been submitted earlier for the award of any Degreeor Diplomat any institute or university.

Place: THRIKKAKARA                                        ASHWINN S

Date:                                                                DONIER KD

                                                                        TERIN CT

# **ACKNOWLEDGEMENT**

Thisstudyhasbeenmadepossibleduetothecooperation,assistanceandvaluationofmanyto whom we would like to express our sincere gratitude and thanks, first and foremost, we thank our GOD ALMIGHTY ,who helped us to complete this project successfully.

We would like to extend our gratitude and indebtedness towards **Asst Prof. ANCY ANTONY**, Head of the Department, Bharata Mata College, Thrikkakara for her valuable suggestions regarding the project.

We proudly utilize this opportunity to express our thanks and sincere gratitude to our esteemed guide **Dr Aldrin Joseph**,, Department of Commerce for his timely and valuable guidance,encouragement,enthusiasmanddynamismwhichenabledustobringouttheproject.

We express our profound gratitude to all the teachers of the Department of Commerce for their valuable suggestion regarding the project.

Werememberwithgreatsenseofgratitude,theencouragementandsupportgivenbyourparents,frien ds and well-wishers in the successful completion of the project.

**ASHWIN S**

**DONIER KD**

**TERIN CT**

# CONTENTS

**CHAPTER**

**1.1 INTRODUCTION**

## 1.1 INTRODUCTION

All broadcast communications firms and network access suppliers are under the umbrella of the media communications industry, which is a subsector of data and correspondence innovation and is vital for the improvement of portable interchanges and the data society. It is currently at the focal point of essentially every industry's development, advancement, and disturbance. One of the areas with the best pace of development is the telecom business, which has a gigantic potential to straightforwardly or in a roundabout way benefit individuals. As per Bits of knowledge Exploration, income from telecoms administrations would increment worldwide from $2.2 trillion of every 2015 to $2.4 trillion in 2019.Numerous limitations can be lifted thanks to smoothed out telecom, and the degree of satisfaction its clients experience because of these administrations' adequacy can be high as can be. Notwithstanding, the surprising expansion in telecom specialist organizations' valuing has made it important to survey the level of customer fulfillment with respect to different administrations presented by the regarded Indian telecom business Dependence Jio Infocomm. Clients' degrees of fulfillment with a few help quality markers during Dependence Jio's pre-and post-cost increment periods are evaluated utilizing a matched example t-test. Nine help quality elements altogether, with eight of them addressed, have been recognized to analyze fulfillment levels when cost increments. With 1.19 billion supporters, India is at present the second-biggest telecoms market on the planet and has had quick development throughout the course of recent years. As per a report delivered by the GSM Affiliation, India's portable economy is extending rapidly and will essentially affect the nation's Gross domestic product. Reasonable rates, expanded openness, the presentation of Versatile Number Transportability, extended 3G and 4G inclusion, changing supporter utilization designs, and a strong administrative climate have all added to the dramatic ascent throughout the course of recent years.

The accompanying subsectors make up the broadcast communications area:

1. White space range

2. Hardware

3. Infrastructure

4. Mobile virtual organization administrators (MNVO)

5. 5G

6. Telephone specialist co-ops.

**<u>Objectives</u>**

1. To investigate the effects of Reliance Jio on the telecom sector, the shift in the sector's composition, the shift in market share, and the implemented reforms

2. To determine how Jio affects everyday people and consumer behaviour

3. To identify the business strategy followed by Jio and Its Competitors

## STATEMENT OF PROBLEM

The introduction of Reliance Jio has significantly impacted the telecom industry and consumers alike. However, the exact nature and extent of these effects require deeper analysis to understand comprehensively.

To investigate and analyze the multifaceted effects of Reliance Jio's entry into the telecom market on the industry landscape and consumer behaviour, considering factors such as competition, pricing strategies, technological advancements, market dynamics, and overall consumer satisfaction.

This problem statement aims to delve into various aspects influenced by Reliance Jio's disruptive presence in the telecom sector, shedding light on both the challenges and opportunities it has posed for industry players and consumers.

## SCOPE OF STUDY

The introduction of Reliance Jio had a profound impact on both the telecom industry and consumers in India. Prior to Jio's entry into the market in 2016, the telecom sector was dominated by a few key players offering expensive data and voice services. However, with Jio's disruptive pricing strategy and the rollout of its 4G network, the industry witnessed significant changes. Jio's entry stimulated innovation in the telecom industry. To differentiate themselves and attract customers, operators began investing in infrastructure upgrades, technological advancements, and the expansion of their service offerings. This resulted in improved network quality, expanded coverage, and the introduction of new services and features. Overall, the introduction of Reliance Jio reshaped the telecom landscape in India, fostering greater competition, driving down prices, increasing digital inclusion, and spurring innovation. Consumers benefited from more affordable and accessible services, while the industry witnessed rapid growth and transformation.

**LIMITATIONS**

- The sample size is limited i.e. only to the urban population of Kochi, Kerala though the consumption and access to internet and Jio has increased in rural parts of the country also recently. Thus, the results cannot be generalized for the entire population.
- The research is limited to India only

- the research only has selected objectives under study, though there are many factors and variables that affect the working of Telecom Industry

# **RESEARCH METHODOLOGY**

Research Design: A research design is a strategy that directs the gathering and analysis of data. The primary goal of a research design is to determine "how" you will conduct research Three broad categories of study designs can be made. Descriptive, exploratory, and causal are the three types.

Data Collection Method

### • **Primary data**

The majority of the research is based on first-hand information given by the sample, and analysis of the data has been made by questionnaire method.

### • **Secondary data**

While some goals necessitate that we examine and research several published articles, conclusions, and case studies in order to determine how Jio will affect the telecom industry, which Polls would not have been feasible since Time and resource restrictions.

### **Types of primary research**

Since descriptive research is employed, the data gathering is quantitative in character since the findings must be presented as numerical data in order to be effectively analysed and drawn to a conclusion.

### **Types of Quantitative Method**

To obtain firsthand information from the respondents, a structured questionnaire in the form of an online survey was used. a survey that is conducted online An original webpage was used."Google Forms" is the specific technology that lets every a person can develop their own customized organized online survey and quickly distribute it.

**CHAPTER 2**

**REVIEW OF LITERATURE**

1. Aditya, Kushagra & Parth (2019) states that the telecom industry does not escape the world of fierce competition among all the industries by failing to fall behind. Each and every business in India operates under the premise that the customer is king, and they are all willing to go to great lengths and break ethical boundaries daily in order to become the one brand that consumers seek out. One considers a number of things while picking a network, including network coverage, call costs, the available internet package, and value-added services. It's difficult to satisfy customers in each of these areas. The study problem of the research paper is "The Effect," which is based on the literature review and taken into account after thinking about the concerns we wish to address.

2. Ram, Selvabaskar & Rajarathi (2023) studied the nation's economy advances and there are many work prospects in the retail sector. New innovations have given rise to new technology in business, which have also significantly altered customer behavior. With digital technologies like email, phone conversations, video conferencing, and various instant messaging apps, users can transport data from one end to the other. Loyal customers can receive individualized business information from merchants via digital communication, and when they reply, the communications drive sales for disorganized retailers. Unorganized retailers benefit from digital communication in a number of ways, including enhanced brand recognition, increased geographic reach, increased profitability, increased customer acquisition, increased customer retention, and so on. Digital communication will change how people communicate today.

3. Alarefi (2023) researches about the businesses now need to use the Internet of Things (IoT). IoT adoption may have decreased recently as a result of concerns about security, privacy, and trust. Blockchain technology (BC) holds promise in reducing security, privacy, and trust risks. Few research, meanwhile, have looked at the integration of BC and IoT in the context of poor nations. This study aims to investigate the factors that influence the Gulf Cooperation Council's (GCC) telecom companies' adoption of IoT. Furthermore, the research endeavors to investigate the moderating function of BC and the impact of utilizing IoT and BC on the competitive advantage of enterprises. The study suggested that security, in accordance with the resource-based approach, social exchange theory, and technological acceptance model.

4. Fatma & Khan (2023) states that the concept of corporate social responsibility (CSR) is gaining popularity, but little is known about how consumers perceive CSR and how it affects their behavior. Furthermore, little research has been done on how brand trust affects brand advocacy. This study looks at how customer perceptions of corporate social responsibility (CSR) affect brand advocacy behavior both directly and indirectly. In addition to examining the relationship between CSR and brand advocacy behaviors—including the significance of brand

trust—this study offers a framework. The nature of this investigation is quantitative. Three hundred and thirty-six Indian retail bank customers provided the data.

5. Hitchen et al (2023) states that India is a big, vibrant nation with a young, expanding, and highly educated populace. There is a significant desire for research and innovation collaboration in the creative industries between the UK and India due to the countries' established industrial, educational, and cultural ties. There is strong evidence of the size and level of innovation of India's creative industries, even in spite of the inconsistent and occasionally sparse official data

6. Sood, Gupta & Kumar (2023) studied about the adoption and usage data of four technology generations of new-age products/services from 13 developed and emerging markets over an eight-year period are used in this study to explore the relationship between multigenerational service (MGS) adoption behavior and direct (purchases) and indirect (references and feedback) global client engagement, as well as whether product/service failures and cultural factors moderate this relationship. The adoption time between generations (MGT), the number of products and features inside a generation (MGFs), and the number of generations adopted (MGD) are all metrics proposed by the authors. They discover that higher MGD and higher MGFs in conjunction with lower MGT increase client usage revenue (CUR). On the other hand, CUR differs according to failures, culture, and the needs of the clients' own customers

7. Ajit Nayak (2022) states that although the telecom revolution in India has garnered recognition, the various international influences operating at the corporate level have received less attention. By creating a firm-level framework and utilizing data on the different foreign firms' entry strategies during the pre-liberalization (1980–1991) and liberalization (1991–) periods, this article fills this gap. It also draws on the resource-based, institution-based, and knowledge-based views of the firm. The article shows that in order for foreign companies to enter the Indian telecom market during the two periods, they needed to have different capabilities. The essay also clarifies the process of international knowledge transfer in the Indian telecom sector, highlighting the variations amongst various foreign companies.

8. Yadava et al (2022) states that the aim of this study is to examine the impact that information sharing and marketing communication have on business performance. This method looks into the connections between marketing communication, information exchange, client retention, personalization, and business success. The preferred method for gathering data for this research project was a questionnaire. With the use of previously identified scale elements pertaining to customer retention, information sharing, marketing communication, personalisation, and business performance, a questionnaire was created. The questionnaire was developed as a result of this. One of the 500 questionnaires that were distributed to employees of small and medium-

sized enterprises (SMEs) in India was handed to each employee. The statistical method that was employed was partial least squares.

9. Zhang, Moro & Ramos (2022) tells about the profit loss may result from the telecommunications industry's competitors gaining a large number of important clients. Thus, it's critical for telecom corporations to comprehend the causes of client turnover. The purpose of this study was to create a churn prediction model using customer segmentation to forecast telecom client churn. A telecom customer churn prediction model was constructed using data gathered from three significant Chinese telecom providers, Fisher discriminant equations, and logistic regression analysis. Based on the findings, it can be said that the regression analysis-built telecom customer churn model produced better outcomes and a greater prediction accuracy of 93.94%. This study will increase the profitability of telecom firms by helping them anticipate client turnover and take appropriate action to prevent it.

10. Gehlot et al (2022) states that the telecommunications industry, one of the most dynamic and rapidly changing technical domains is way to pass, which is the subject of this study. Wireless data transmission eliminates the need for digital downloads like wires and cables when sending data to two locations. As a result, business communication businesses have progressed and entered the big data era. Computer science is one of the most promising machine learning fields for deciphering this flood of data; it is used in many industrial and academic research contexts. This paper provides a high-level review of big data analytics and technological developments, along with potential applications in future cellular networks. Determine the needs of mobile users through advanced analytics, and then make use of that knowledge to increase the efficacy of "social wireless channels.

11. Huimin, yin,abbas (2020) studied on Modern sophisticated communications and networks significantly improve user experiences and have a significant impact on all facets of people's existence, including work, society, and the economy

12. Sjarif, rusydi, yusof (2019) researched In the telecommunications sector, customer churn is a big problem. To stop their customers from switching to another telecom, the telco corporation needs to develop a churn prediction model.

13. Daniel, anca (2019) studied The next phase of the Industrial Revolution will soon arrive, even if the majority of businesses are still having trouble digitalizing their operations by integrating cloud computing, artificial intelligence (AI), and other cutting-edge technologies.

14. Mahmdul, haitan (2021) studied Since early 2020, the COVID19 epidemic has hurt Australia's economy and stock market. The stock market as a whole is down. While some continue to do well even throughout the crisis, some industries do become very vulnerable.

15. Olena, yelena (2022) researchedNumerous businesses have been impacted by the ongoing COVID-19 epidemic, which has severely disrupted various industry. This study provides insight into the COVID-19 pandemic's effects on the creative industries and their responses to the difficulties they have faced by drawing on the resilience literature.

16. Othaman, amran, nuno has conducted research A number of experts have been concentrating on travel services that are driven by religious pilgrimages due to rising mobility in a globalised environment and an estimated 300 million individuals making pilgrimages every year.

17. Leonardus, sasmoko (2019) investigated Industry 4.0 presents a new challenge for established businesses that must anticipate new business models provided by new entrants. To innovate on product and service business models focused on customer experience, incumbents must undergo a digital revolution

18. Tarkang, Yunji, Alola (2023) studied Particularly in Cameroon, the mobile telecommunications (telecom) industry has taken the place of the traditional news media. At steadily accelerating speeds, it is utilised to transmit and deliver information via speech, video, data, graphics, and more.

19. Mishra (2023) researched Human behaviour is significantly impacted by technology. Business, way of life, infrastructure, and many other facets of daily life have all been impacted by wireless technology.

20.Katz, jung (2023) investigated In this essay, we examine the effect of taxes on the health of the telecom industry. We create a model that takes into account the taxes and fees levied either directly or indirectly along the value chain of telecommunications in order to achieve this

22.Syed, Karpagam, Aarthi(2020) researched Among India's other important businesses, the telecommunications sector continued to be one of the fastest-growing after the country's economy went global in 1991. Recent years have seen a tremendous and rapid development in the telecoms industry. Both domestic and foreign businesses have been dominating India's cellular market in recent years, providing a wide range of services to the populace.

23.Abhinawa, Monoj (2021) studied by removing the barrier to entry for broadband internet and additional digital services, Reliance JIO generated awareness about their promotions in India. It truly transformed these two items into an abundant fundamental necessity, which affected not just the telecom industry but also the general public, small and large enterprises, and ultimately the Indian economy as a whole.

24.Gurpreet, Sanjeev Garg (2020)researched Nowadays, there is competition in every industry or field. Therefore, maintaining the company's positive brand image is crucial. Because of this, the company constantly seeks to draw in and keep customers by stepping up its marketing efforts, which either directly or indirectly affects the company's ability to grow and expand in a cutthroat market.

25.Smriti, Vishal (2022) studied on The mobile telecommunications sector acts as the backbone for digital information flows in the country. The majority of Indian subscribers—more than 97% of them—use the wireless communication services provided by telecom service providers (or "TSPs") to access the internet.

26.Jayalakshmi(2021) studied on The competition among companies operating in India's telecommunications industry has been extremely fierce in the current environment, making it extremely difficult for businesses to survive in the market.

27.Komal, Abhishek (2022) tells us currently the world's second-largest market for broadcast communications. The total number of endorsers in the country as of January 2021 was 1,183.49 million. In the second quarter of 2022, the gross income from the telecom sector stayed at Rs. 185 billion.

28.Shayan, Varsha (2023) research seeks to understand Reliance. Jio, previously known as Jio Info comm Ltd, is an Indian mobile network operator that debuted on September 5, 2016. The telecommunications sector was completely transformed with the launch of Reliance Industries' Jio.

29.Namrata, Shivani (2020) studied one of the biggest and most influential sectors in India, the telecom sector connects the nation's numerous regions via satellite, internet, radio, television, and phone.

30.Akhil S, Alan, Alen Anil, Amit, Annzil (2020) researched on India, the telecom sector is one of the most rapidly expanding and fiercely competitive. Customers are moving brands more frequently between mobile networks due to a variety of variables, including their low switching costs, price sensitivity, and the availability of Mobile Number Portability (MNP).

**CHAPTER 3**

**THEORETICAL FRAMEWORK**

The telecom sector in India is the fastest-growing and has enormous potential to help people while continuously developing. The younger generation is becoming more and more aware of the telecom sector, and demand is at an all-time high. The rivalry in the telecom business is very fierce specially after the entry of Reliance Jio. Since practically everyone uses mobile phones and networks these days, there is a huge demand for services in this market. As a result, all of the major global service providers have entered it, and many more are hoping to follow suit. In India, the telecom sector offers millions of job opportunities. Additionally, the government enacts liberal and reformist policies to encourage investors to pour more and more money into this industry.

The telecom market was rocked by the groundbreaking launch of Reliance Jio on September 5, 2016. The telecom sector as a whole has evolved as a result of this groundbreaking launch. As of right now, Jio has reported 16 million subscribers using this service. Jio provided 1 GB of data each day for 83 days, increasing the number of subscribers from 16 million to 50 million. Prior to September 2016, data packs had a monthly purchase power of 1 GB. Thanks to Jio's amazing work, this has increased to 1.5 GB every day. Reliance Jio's initial offer was the Jio Welcome Offer, under which the business gave user's access to 4GB of free data per day at 4G speeds.

Reliance Jio's introduction into the Indian telecom market had a revolutionary effect, changing the industry's environment and impacting many facets. The following are some of Reliance Jio's main impacts on the telecom sector:
The dislocation of pricing models was one of the biggest effects. With its introduction, Reliance Jio changed the game by providing free phone calls and incredibly low-cost data options. Other telecom companies were compelled by this to review their pricing policies, which resulted in a general decrease in prices throughout the sector.

The telecom industry became more competitive with jio's forceful entry. In order to draw in new business and keep existing ones, other well-established operators had to act fast to improve network infrastructure and their product offers. Market consolidation resulted from price pressure and fierce rivalry. It was difficult for smaller players to compete, which resulted in mergers and exits. A select group of large companies, including Jio, Bharti Airtel, and Vodafone Idea, currently control the majority of the market.

The disruptive entry of io changed how traditional telecom carriers generated revenue. Operators had to modify their business models and accommodate new revenue streams by putting an emphasis on data services in order to stay competitive in the dynamic market.

Government Spectrum Sales:  The government generated substantial cash from spectrum auctions as a result of the growing demand for data services. In order to obtain more spectrum for network expansion, telecom operators including Jio participated in these auctions.


**Types and services of reliance jio:**

**1. Telecommunication Services:**

**Mobile Services:** Jio is primarily known for its mobile services, offering voice calls, text messaging, and high-speed 4G data services across India.

**Prepaid and Postpaid Plans**: Jio provides a variety of prepaid and postpaid plans catering to different user needs, including data-centric plans, unlimited calling, and bundled services.

**International Roaming:** Jio offers international roaming services, allowing users to use their Jio numbers while traveling abroad.

## 2. Digital Ecosystem Services:

**Jio Apps**: Jio has developed a suite of digital applications, including JioTV, JioCinema, JioSaavn, and more. These apps offer a variety of content, including movies, TV shows, music, and live TV streaming.

**JioMeet:** JioMeet is a video conferencing platform, offering services for online meetings, webinars, and virtual events.

**JioCloud:** JioCloud is a cloud storage service that allows users to store and access their digital content securely.

## 3. Home Broadband Services:

**JioFiber:** JioFiber is Jio's broadband service that provides high-speed internet connectivity to homes. It offers a range of plans with varying speeds and additional services like JioTV+, landline services, and home networking.

## 4. Entertainment Services:

**JioTV+:** JioTV+ is an aggregator platform that brings together content from various OTT (Over-the-Top) platforms, providing users with a unified entertainment experience.

## 5. Retail Services:

**JioMart:** JioMart is an e-commerce platform that offers a wide range of grocery and household products. It operates as a digital marketplace connecting consumers with local Kirana stores.

**JioMart App:** JioMart has a dedicated mobile application, allowing users to browse, select, and purchase products online for doorstep delivery.

## 6. Internet of Things (IoT) Services:

**Jio IoT:** Jio offers IoT solutions for businesses, enabling them to deploy and manage a wide range of connected devices and applications.

**7. Enterprise Solutions:**

**Jio Business:** Jio provides various enterprise solutions, including connectivity services, cloud services, collaboration tools, and more, catering to the needs of businesses.

**8. Educational Services:**

**Jio Platforms for Education**: Jio has initiatives to support education through digital means, offering online educational content and services.

It is interesting that Jio is always enhancing its range of services; in order to adapt to the ever-changing demands of both consumers and companies, the company may launch new offerings or broaden its current ones. The company's focus on innovation is evident in services like Jio IoT, catering to the emerging Internet of Things landscape, and Jio Platforms for Education, contributing to digital learning initiatives. Jio's multifaceted approach, combining telecommunications, digital applications, and e-commerce, has positioned it as a comprehensive and influential player in India's rapidly advancing digital landscape.
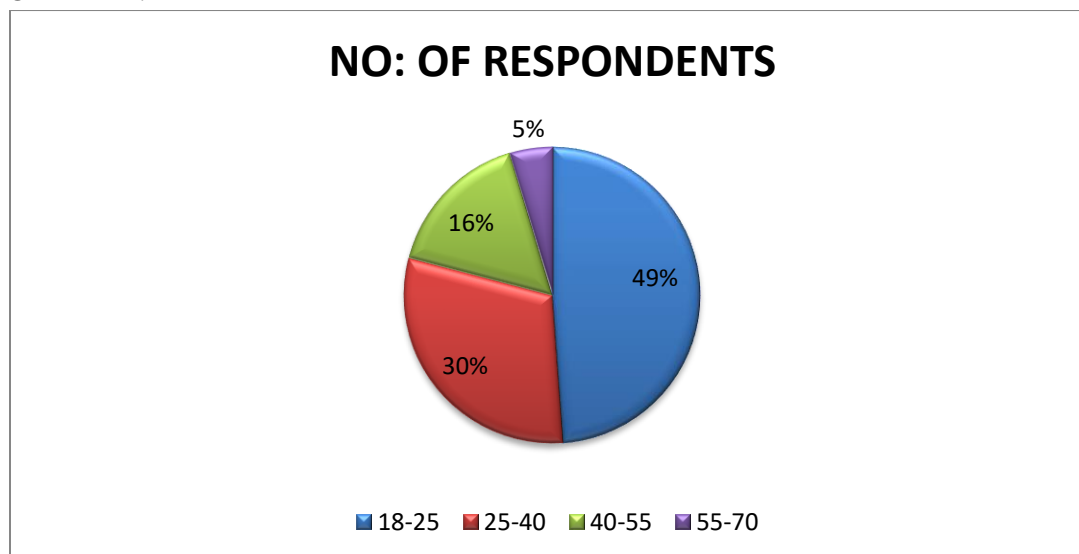
**CHAPTER 4**

**DATA ANALYSIS AND INTERPRETATION**

1 .AGE

TABLE 4.1

| CATEGORY | NO: OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| 18-25 | 21 | 35 |
| 25-40 | 13 | 21.6 |
| 40-55 | 5 | 11.6 |
| 55-70 | 2 | 3.3 |
| | | |

CHART 4.1


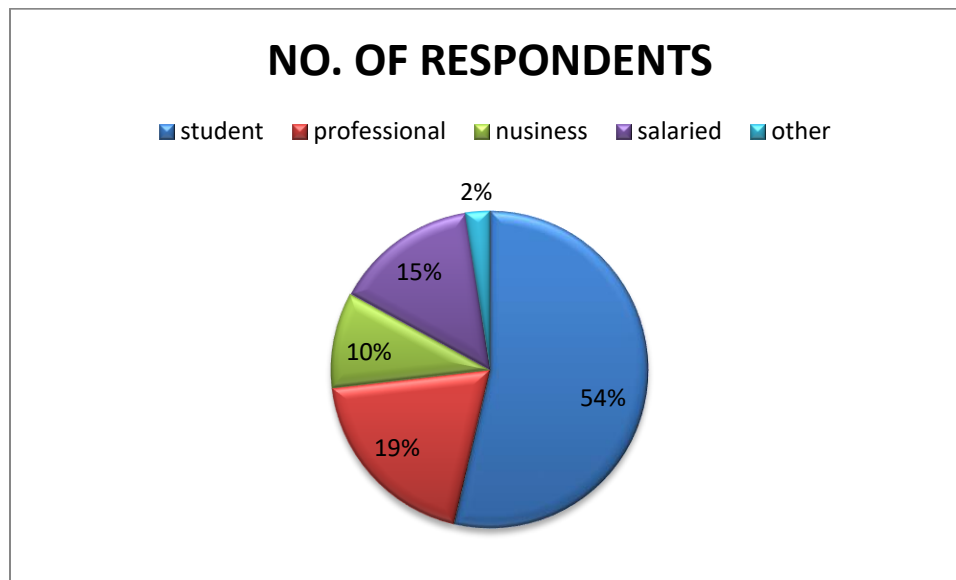
**NO: OF RESPONDENTS**

INTERPRETATION

From the above table the number of respondents according to age are: 18-25: 21, 25-40: 13, 40-55:7 and 55-70: 2.

## 2. OCCUPATION?

TABLE 4.2

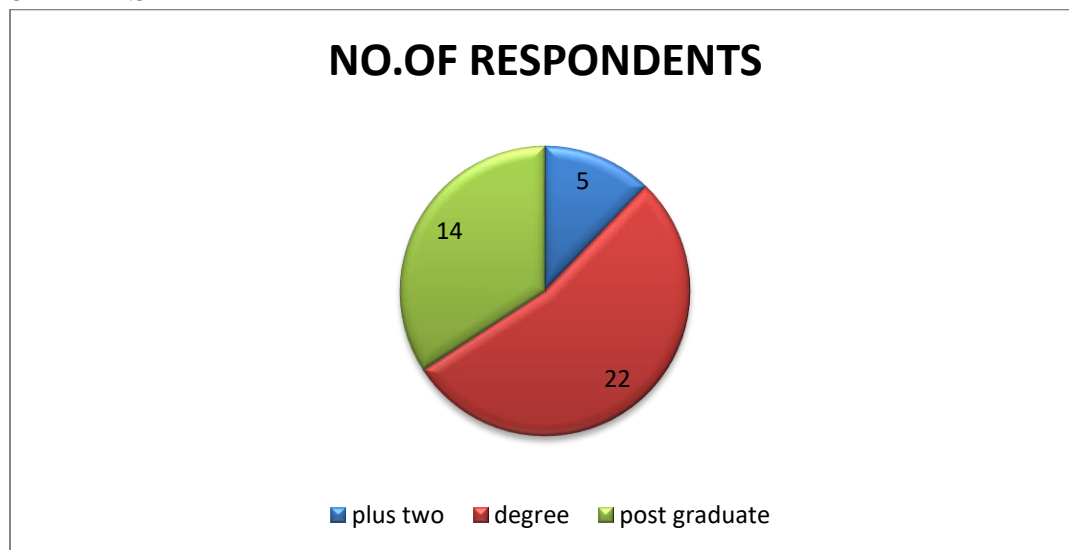| CATEGORY | NO. OF RESPONDENTS | Column1 | PERCENTAGE |
|---|---|---|---|
| student | 22 | 36.6 | |
| professional | 8 | 13.3 | |
| Business | 4 | 6.6 | |
| salaried | 6 | 10 | |
| other | 1 | 1.6 | |

CHART 4.2



## INTERPRETATION

From the above table occupation of 36.6% are students,13.3% are professionals,6.65 are business,10% salaried and others.

3 .EDUCATIONAL QUALIFICATIONS

TABLE 4.3

| CATEGORY | NO: OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| plus two | 4 | 8.3 |
| degree | 22 | 36.6 |
| post graduate | 14 | 23.3 |

CHART 4.3



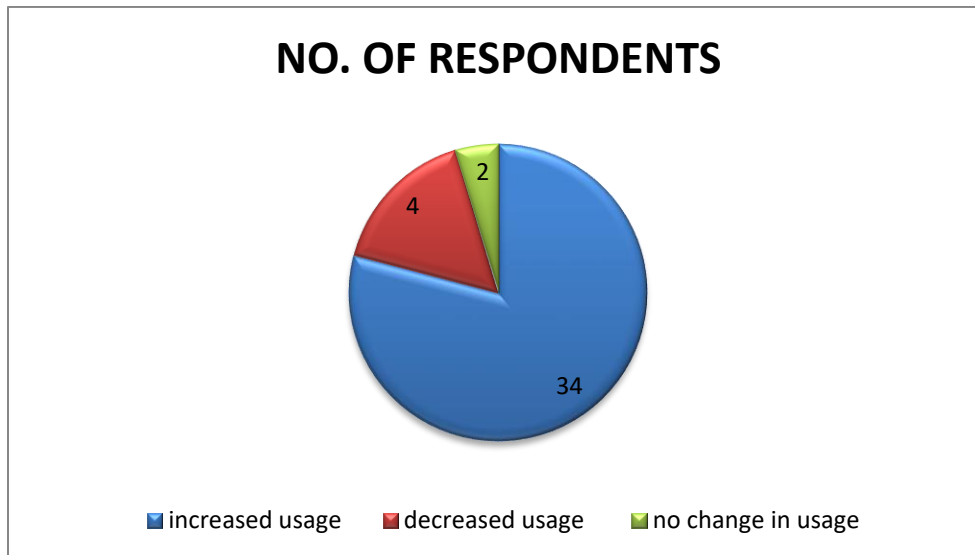**NO.OF RESPONDENTS**

plus two  degree  post graduate

INTERPRETATION

From the above table the educational qualification of the respondents are , plus two- 5, degree- 22, post graduate- 14.

4. HOW HAS RELIANCE JIO IMPACTED YOUR MOBILE NETWORK USAGE?

TABLE 4.4

| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| increased usage | 34 | 56.6 |
| decreased usage | 4 | 11.6 |
| no change in usage | 2 | 3.3 |

CHART 4.4



**NO. OF RESPONDENTS**

- increased usage
- decreased usage
- no change in usage

INTERPRETATION

From the above table the impact of mobile network usage of the respondents has increased usage by 56.6%, decreased usage 11.6% and no change in usage by 3.3
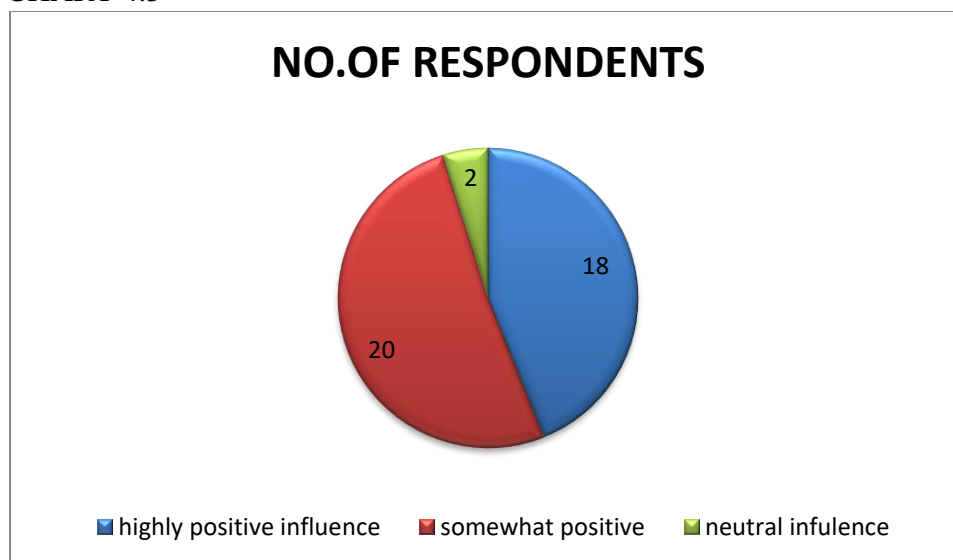
5. HOW DO YOU PERCIEVE JIO'S ROLE IN SHAPING THE FUTURE OFTELECOMMUNICATIONS IN INDIA?

TABLE 4.5

| CATEGORY | NO: OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| highly positive influence | 18 | 30 |
| somewhat positive | 20 | 35 |
| neutral influence | 2 | 3.3 |

CHART 4.5



INTERPRETATION

From the above table the jio's role in shaping the future of telecommunications in India has increased highly positive influence by 30%, somewhat positive by 35% and neutral influence by 3.3%

6. HAVE OTHER TELECOM PROVIDERS IMPROVED THEIR SERVICES IN RESPONSE TO JIOS COMPETITION?

TABLE 4.6

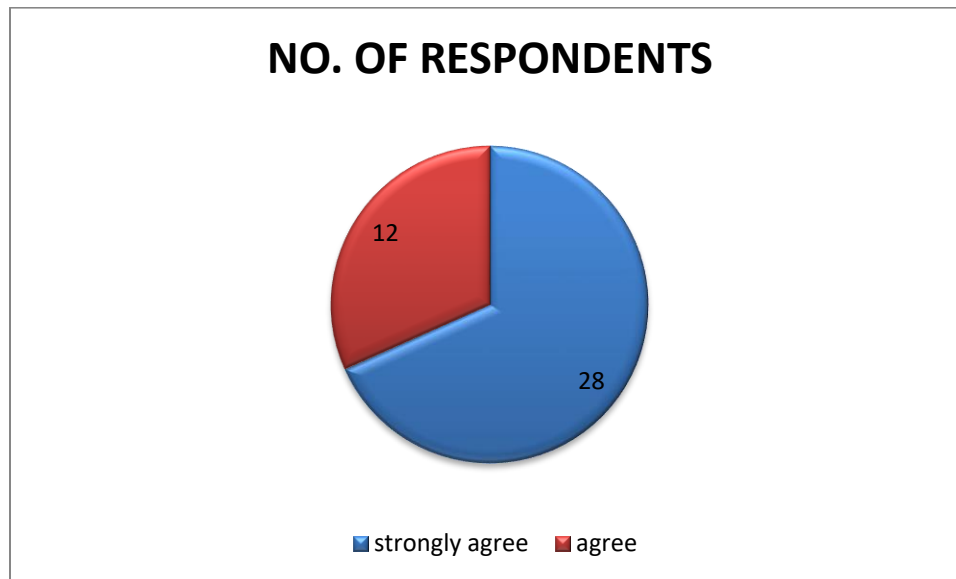| CATEGORY | NO: OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| yes significantly | 17 | 28.3 |
| yes slightly | 20 | 36.6 |
| no change | 3 | 5 |

CHART 4.5
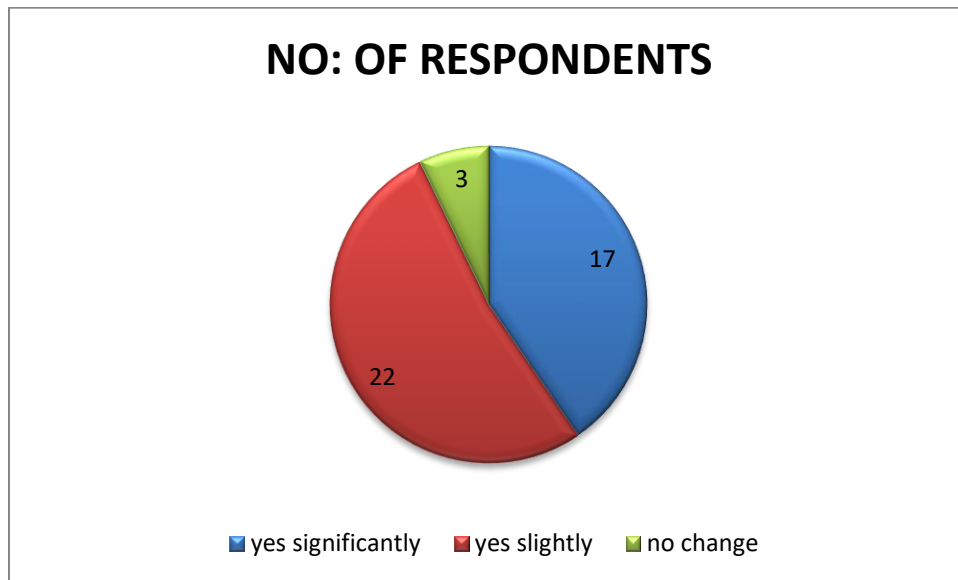


INTERPRETATION

From the above table the respondents about the improved services of other telecom providers in response to jio's competition are: significantly- 28.3%, slightly-36.6%, no change-5%.

7. DID RELIANCE JIO'S ENTRY LEAD TO IMPROVED SERVICE QUALITY BY OTHER TELECOM PROVIDERS?

TABLE 4.7

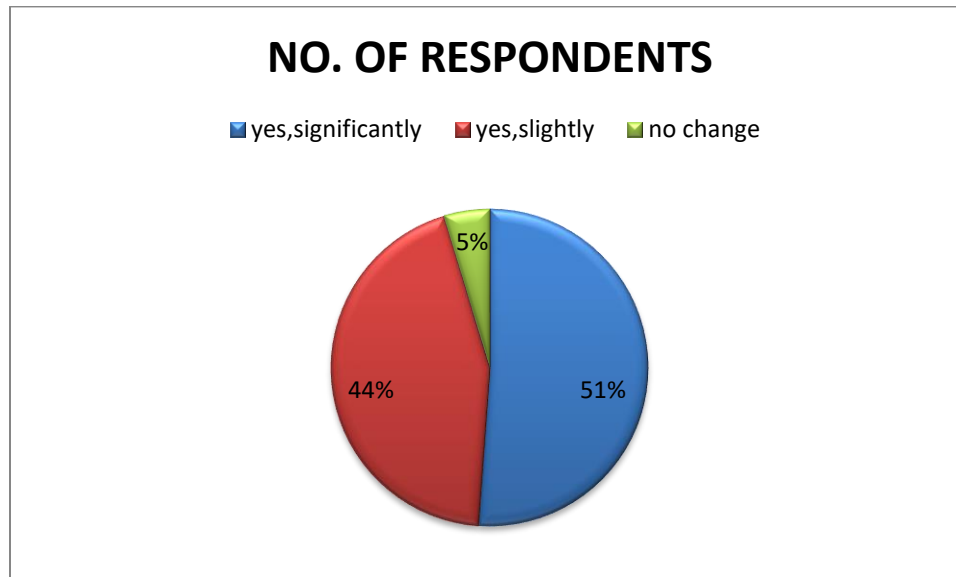| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| strongly agree | 28 | 46.6 |
| agree | 12 | 21.6 |

CHART 4.7



INTERPRETATION

From the above table 46.6% of the respondents strongly agree with improved service quality by other telecom providers after the introduction of jio.

8. DID YOU EXPERIENCE IMPROVED DATA SPEED AND COVERAGE AFTER JIO'S LAUNCH?

TABLE 4.8

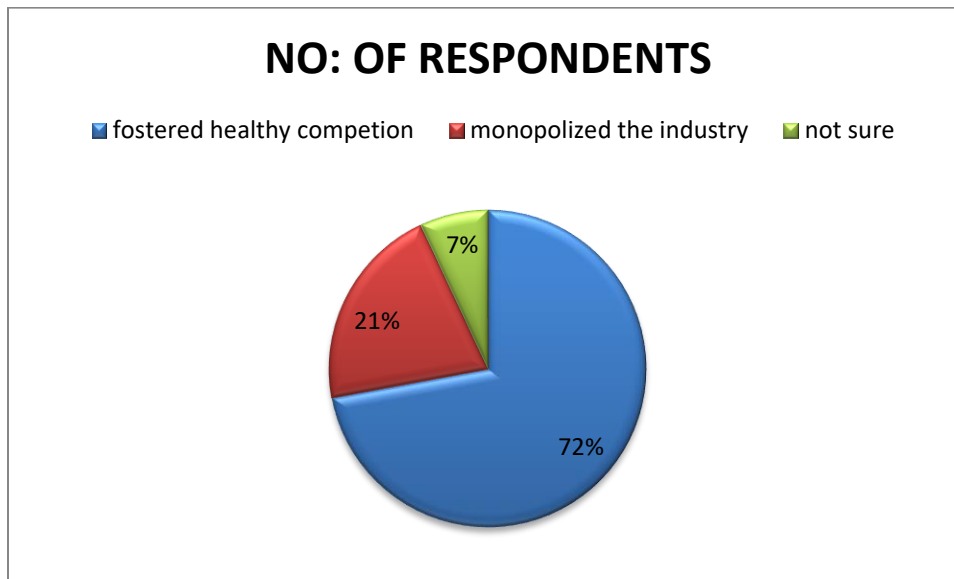| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| yes, significantly | 22 | 36.6 |
| yes, slightly | 16 | 31.6 |
| no change | 2 | 3.3 |

CHART 4.8



INTERPRETATION

From the above table 36.6% of the respondents enjoy improved data speed and network coverage and others by 31.6%.

9. IN YOUR OPNION HOW HAS RELIANCE JIO AFFECTED THE COMPETION IN THE TELECOM INDUSTRTY?

TABLE 4.9

| CATEGORY | NO: OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| fostered healthy competition | 31 | 51.6 |
| monopolized the industry | 6 | 15 |
| not sure | 3 | 5 |

CHART 4.9



INTERPRETATION

From the above table according to the respondents jio's launch had fostered healthy competition in the telecom industry by 51.6% and monopolized the industry by 15%.

10. DID JIO'S ENTRY LEAD TO AVAILABILITY OF MORE AFFORDABLE DATA AND CALLING PLANS?

TABLE 4.10

| CATEGORY | NO: OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| yes, significantly | 19 | 31.6 |
| yes, slightly | 19 | 31.6 |
| no change | 1 | 1.6 |
| no plans | 1 | 1.6 |

CHART 4.10
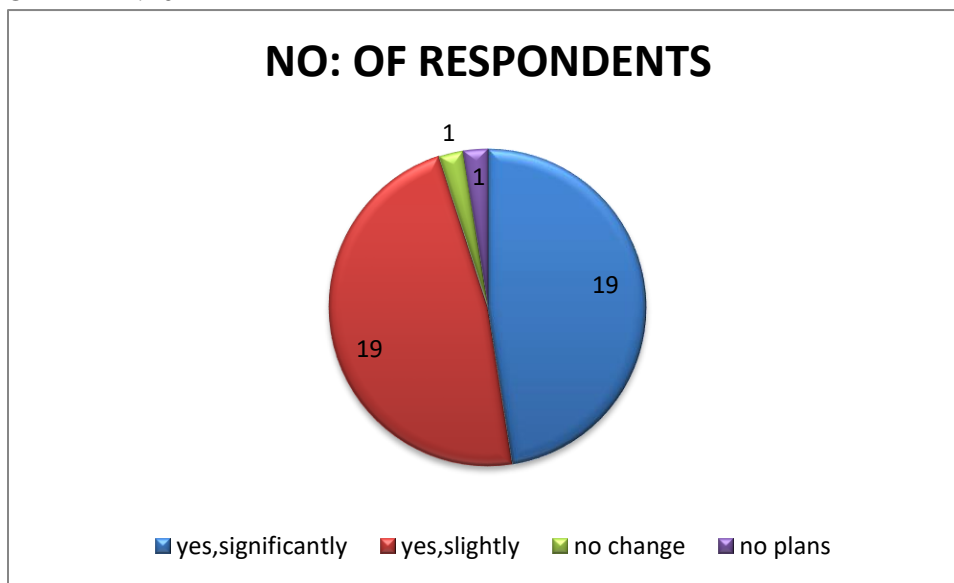


INTERPRETATION

From the above table the entry of jio has lead to availability of more affordable dataand calling plans by 31.6%

**CHAPTER** 5

**Summary, Findings, suggestions and conclusion**

## Summary

The purpose of this study is to understand the effect on telecom industry and consumers after the introduction of reliance jio in the market. The entry of jio triggered fierce competition in the telecom sector. The company disrupted the market by offering free voice calls and affordable data plans, prompting other operators to revise their pricing strategies and improve service quality. The intense competition and reduced tariffs put financial strain on existing telecom operators. Maintaining and upgrading network infrastructure to compete with Jio's high-speed 4G services required substantial investments, impacting the financial health of these companies. To withstand the competitive pressures, the telecom industry witnessed a wave of consolidation and mergers. Some operators merged with or were acquired by others, leading to a restructuring of the industry. For example, the merger of Vodafone India and Idea Cellular.

The process of gathering data began with a random selection of 60 customers. Subsequently, the structured questionnaire—which has been pre-checked and revised by the guide—is given out to the chosen customer base based on a predetermined age range. Subsequently, the information is categorised and examined in accordance with this study's objective.

A statistical instrument like the simple percentage analysis approach has been used for analysis and interpretation. The analysis was used to interpret the data. The material is provided in a particular order: (1) introduction, (2) literature review, (3) theoretical framework, (4) data analysis and interpretation and (5) summary, findings, suggestions and conclusion

**FINDINGS**

- ❖ Majority of the customers have increased usage of their mobile network after the introduction of reliance jio.
- ❖ Majority of the customers in India use reliance jio (38.8%)over other telecom industry.
- ❖ Out of 60 respondents 36.6% of the customers feel improved data and coverage after the introduction of reliance jio.
- ❖ Most of the customers feel fostered healthy competition after jio;s launch.
- ❖ Out of 60 respondents 35% of the customers enjoy affordable data nad call plans,38.3%of the customers prefer high speed internet and remaining 5% prefer wider network coverage.
- ❖ The overall satisfaction level over the telecom industry is 36.6% slightly more satisfied, 30% much satisfied and 3.3% slightly satisfied.
- ❖ 66.6% of the customers believe that reliance jio has played a significant role in bridging the digital divide in India.
- ❖ Out of 60 respondents 46.6% of the customers strongly agree with the improved service quality of jio .
- ❖ According to the respondents, other telecom industries have improved their service competition in response to jio's competition.
- ❖ From the analysis table the jio's role in shaping the future of telecommunications in India has increased highly positive influence by 30%, somewhat positive by 35% and neutral influence by 3.3%.
- ❖ Majority of the respondents prefer jio over other mobile network industries.
- ❖ From the analysis customers face instances of network congestion, especially during peak usage times. This results in slower data and reduced network performance.
- ❖ In India Jio's entry prompted other telecom operators to accelerate their network modernization efforts. Investments were made to upgrade infrastructure, enhance data speeds, and improve overall service quality to remain competitive.
- ❖ To keep pace with Jio's advanced technology offerings, other telecom operators invested in the deployment of 4G services.

# SUGGESTIONS

- There is a suggestion to strengthen security measures to protect user data and privacy. Educate users on best practices for securing their devices and personal information while using Jio services.
- The regular study showed that focus on optimizing data speeds, especially during peak hours.
- The customers want to implement environmentally sustainable practices in network operations and device manufacturing. This can include energy-efficient infrastructure, responsible e-waste management, and eco-friendly packaging.
- According to the study improve and continue expanding and strengthening the network infrastructure to provide seamless coverage, especially in remote and rural areas.
- Suggestion to conduct regular user surveys to gather feedback on services and identify areas for improvement.
- There is a suggestion to make technology more affordable, especially for users in lower-income segments.

**CONCLUSION**

The largest supplier of telecom services for mobile phones is Reliance Jio. It didn't last long to achieve this position. A number of abrupt and significant changes in consumer behavior result from the advent of Reliance Jio. Jio caused a major upheaval in the telecom industry. Growing the market for Jio, driving out traditional rivals, and fostering exceptional customer satisfaction by rapidly increasing mobile usage.

Small telecom enterprises find it too difficult to survive as a result of the current constraints. Reliance Jio's initial public offering (IPO) is anticipated by investors. The expansion of Reliance Jio led to a significant business merger between Vodafone and Idea. Additionally, the introduction of jio had an impact on investor conduct. Even though it isn't the biggest economy, India stands out among the developing.

The success and continued growth of Reliance Jio will likely depend on its ability to adapt to changing consumer needs, address challenges promptly, and maintain a commitment to technological excellence and customer satisfaction.

## BIBLIOGRAPHY

1. Aditya Gupta, Kushagra Raghav, Parth Dhakad International Journal of Engineering and Management Research (IJEMR) 9 (3), 118-137, 2019

2. M Ram, S Selvabaskar, R Guhan, K Rajarathi Journal of Future Sustainability 3 (3), 125-132, 2023

3. Ibrahim M Alarifi Advanced Industrial and Engineering Polymer Research, 2023

4. Mobin Fatma, Imran Khan Sustainability 15 (10), 7988, 2023

5. Jonathan Fisher, Elena Gadjanova, Jamie Hitchen Party Politics, 13540688231188690, 2023

6. Ashish Sood, V Kumar, Shaphali Gupta Journal of International Business Studies, 1-26, 2023

7. Ajit Nayak Indian Business in the Twentieth Century, 52-71, 2022

8. Anil Kumar Yadava, Irfan Ahmed Khan, Prashant Pandey, Mohd Aarif, Gaurav Khanna, Shaifali Garg International journal of health sciences 6, 12745-12755, 2022

9. Tianyuan Zhang, Sérgio Moro, Ricardo F Ramos Future Internet 14 (3), 94, 2022

10. Praveen Kumar Malik, Rajesh Singh, Anita Gehlot, Shaik Vaseem Akram, Prabin Kumar Das Computers & Industrial Engineering 165, 107938, 2022

11. Huimin Lu, Yin Zhang, Yujie Li, Chi Jiang, Haider Abbas IEEE transactions on intelligent transportation systems 22 (6), 3521-3532, 2020

12. N Sjarif, M Rusydi, M Yusof, D Hooi, T Wong, S Yaakob, R Ibrahim, M Osman Int. J. Advance Soft Compu. Appl 11 (2), 2019

13. Daniel Paschek, Anca Mocan, Anca Draghici Thriving on future education, industry, business, and Society, Proceedings of the MakeLearn and TIIM International Conference, Piran, Slovenia, 15-17, 2019

14. Md Mahmudul Alam, Haitian Wei, Abu NM Wahid Australian economic papers 60 (3), 482-495, 2021

15. Olena Khlystova, Yelena Kalyuzhnova, Maksim Belitski Journal of Business Research 139, 1192-1210, 2022

16. Leonardus Mihardjo, Sasmoko Sasmoko, Firdaus Alamsjah, Elidjen Elidjen Management Science Letters 9 (11), 1749-1762, 2019

17. Marymagdaline Enowmbi Tarkang, Ruth N Yunji, Simplice Asongu, Uju Violet Alola Information Development 39 (2), 187-201, 2023

18. Manoj Kumar Mishra, Monalisa Pattanayak, A Udaya Shankar, GVK Murthy, Saubhagyalaxmi Singh Tuijin Jishu/Journal of Propulsion Technology 44 (3), 2023

19. Juan Jung, Raúl Katz Telecommunications Policy 47 (9), 102623, 2023

20.Shanlax International Journal of Management 7 (3), 44-56, 2020 After the globalization of Indian's economy in the year 1991, the telecommunication industry

21.Abhinawa Talukdar, Monoj Kumar Chowdhury International Journal of Management (IJM) 12 (9), 111-122, 2021

22.Gurpreet Singh, Sanjeev Kumar GargProceedings of the International Conference on Innovative Computing & Communications (ICICC), 2020

23.Smriti Parsheera, Vishal Trehan The Philosophy and Law of Information Regulation in India, 2022

24.J Jayalakshmi Issue 5 Int'l JL Mgmt. & Human. 4, 2149, 2021 European Journal of Molecular & Clinical Medicine (EJMCM) 9 (09), 2022

25.Shayan Baruah, PS Varsha LATEST TRENDS IN MULTIDISCIPLINARY RESEARCH & DEVELOPMENT, 31, 2023

26.Namrata Acharya, Ms Shivani Roy International Journal of Technology and Management 5, 28-34, 2020

27.Akhil S Santhosh Kumar, Alan Mathew Ajish, Alen Anil George, Amit George Oommen, Annzil Varghese Shajan Saintgits College of Applied Sciences, 2021

28.Aakash Agarwal, Kritika Sharma, Vignesh Ramanan Asian Journal of Economics, Finance and Management, 168-183, 2021