



A STUDY ON MARKETING STRATEGY IN JIO AND BSNL WITH SPECIAL REFERENCE TO TIRUPUR CITY

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ABSTRACT

Telecommunications in India began with the introduction of the telegraph. The Indian postal and telecom sectors are one of the worlds oldest. In 1850, the first experimental electric telegraph line was started between Calcutta and Diamond Harbor. In 1851, it was opened for the use of the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department at that time.

In 1880, two telephone companies namely The Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchange in India. The permission was refused on the grounds that the establishment of telephones was a government monopoly and that the Government itself would undertake the work. In 1881, the Government later reversed its earlier decision and a license was granted to the Oriental Telephone Company Limited of England for opening telephone exchanges at Calcutta, Bombay, Madras and Ahmedabad and the first formal telephone service was established in the country. Some majortelecom operators in India include the privately-owned companies like Vi, Airtel, and Reliance Jio and the state-owned companies - BSNL and MTNL.

INTRODUCTION TO BSNL

Bharat Sanchar Nigam Limited (BSNL). The name Bharat Sanchar Nigam Limited derives from Hindi, which means **India Communications Corporation Limited** in English. BSNL is a government owned telecommunications service provider headquartered in New Delhi, India. It is under the ownership of Department of Telecommunications, Ministry of Communications, Government of India. It was incorporated on 1 October 2000 by the Government of India.

INTRODUCTION TO JIO

RELIANCE JIO Info COMM Limited, doing business as Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Currently, Jio currently offers 4G and 4G+ service, however it is working to offer 5G and 6G as well.

STATEMENT OF PROBLEM

Choosing a network are an depends on the purpose of consumption. The further of marketing organization depends on the foundation of the consumer preference. Consumer's preference also various with their Gender, Age, Occupation or other characteristics. Various type of network is available in the study area. The study covers all the types of errors and business strategy provided by both of the networks.

Collection of Data

The data can be collected in the form of primary and secondary data.

Sample Size

The sample size for the survey is 126 questionnaires taken from the customers.

Sample Design

Convenient sampling method was used in this research.



OBJECTIVES OF THE STUDY

- To know about the marketing strategy in both JIO and BSNL Network.
- To identify the factors, influence to choose BSNL and JIO Network
- To study the problems faced by subscribers while using JIO & BSNL Network

SCOPE OF THE STUDY

The scope of the study is to find out the consumer preference and network reach of JIO and BSNL among peoples in Tirupur. It also gives scope to find out the problems and limitations faced by the telecom industries and to give out valuable suggestions. The relevant of the study of marketing strategy on BSNL and JIO is that it helps to solve the basic problems of the consumers.

LIMITATIONS OF THE STUDY

- ❖ This study was restricted Tirupur city only.
- ❖ The sample taken for research was concerned only for 126 customers.
- ❖ The effectiveness of the study may be affected due to the personal basis of the Respondents.

REVIEW OF LITERATURE

1) **A.K. Antony (2016)** "A study on consumer satisfaction towards reliance jio connection Palakkad area Kerala state" The present study aims to know the level of satisfaction towards the reliance JIO net connect. He concluded most of the respondents are highly satisfied with the reliance net connect for its network coverage.

2) **Hematherpatan (2016)** "A study on customers perception towards JIO sims" The study was made to know customer perception towards JIO sim. During the study it was found that network level is very low, respondents had close JIO for its attractive schemes.

3) **Jones and Sasser (2020)** wrote that "achieving customer satisfaction is the main goal for most service firms today". Increasing customer satisfaction has been shown to directly affect companies' market share, which leads to improved profits, positive recommendation, lower marketing expenditures

4. DATA ANALYSIS & INTERPRETATION

TABLE NO 4.1: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE AGE

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	BELOW 18 YEARS	14	11.1
2	19 TO 25 YEARS	104	82.5
3	26 TO 40 YEARS	7	5.6
4	41 TO 60	1	0.8
	TOTAL	126	100

INTERPRETATION

From the above table, that 82.5% of the respondents are 19-25 years of age group, 11.1% of the respondents are below 18 years of age group, 5.6% of the respondents are 26-40 years of age group, and 0.8% of the respondents are between 41-60 years of age group.

It is concluded that most (82.5%) of the respondents are between 19-25 years of age Group.

TABLE 4.2: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE GENDER

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	MALE	62	49.2
2	FEMALE	64	50.8
3	TRANSGENDERS	-	-
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 49.2% of the respondents are male and 50.8% of the respondents are female
 It is concluded that majority (50.8%) of the respondents are female.



Table 4.3 CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE OCCUPATION

S.NO	OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
1	EMPLOYEE	9	7.1
2	BUSINESS MAN	9	7.1
3	STUDENT	105	83.4
4	HOUSE WIFE	3	2.4
	TOTAL	126	100

INTERPRETATION

It is observed from the above table that 7.1% of the respondents are Employee, 7.1% of the respondents are Business man, 83.4% of the respondents are Students and 2.4% of the respondents are house wife.

It is concluded that majority (83.4%) of the respondents are Students.

TABLE 4.4: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE CUSTOMER

S.NO	TYPES OF NETWORKS	NO OF RESPONDENTS	PERCENTAGE
1	BSNL	10	7.9
2	JIO	69	54.8
3	VI (VODOFONE IDEA)	8	6.4
4	AIRTEL	39	30.9
	TOTAL	126	100

INTERPRETATION

It is observed from the above table that 7.9% of the respondents are use BSNL Network, 54.8% of the respondents are use JIO Network, 6.4% of the respondents are use VI Network and 30.9% of the respondents are use AIRTEL Network.

It is concluded that majority (54.8%) of the respondents are use JIO Network.

TABLE 4.5: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE SERVICE

S.NO	TYPE OF SERVICES	NO OF RESPONDENTS	PERCENTAGE
1	PREPAID	110	87.3
2	POSTPAID	16	12.7
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 87.3% of the respondents are Pre-paid users and 12.7% of the respondents are Post paid users

It is concluded that majority (87.3%) of the respondents are Postpaid users.

TABLE 4.6: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE PRICE IN JIO.

S.NO	TYPE OF NETWORK	NO OF RESPONDENTS	PERCENTAGE
1	BSNL	88	69
2	JIO	38	30
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 69.8% of the respondents are choose BSNL Network, 30.2% of the respondents are choose JIO Network for better network according to price range.

It is concluded that majority (69.8%) of the respondents are choose BSNL Network as better network according to their price range.



TABLE 4.7: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE PRICE RANGE IN JIO

S.NO	PRICE RANGE	NO OF RESPONDENTS	PERCENTAGE
1	ECONOMICAL	65	51.6
2	COSTLY	61	48.4
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 51.6% of the respondents are choose Economical range, 48.4% of the respondents are considered JIO network as a costly network according to the price range.

It is concluded that majority (48.4%) of the respondents are choose Economically in price range.

TABLE 4.8: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE PRICE RANGE IN BSNL

S.NO	PRICE RANGE	NO OF RESPONDENTS	PERCENTAGE
1	ECONOMICAL	105	83.3
2	COSTLY	21	16.7
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 83.3% of the respondents are choose Economical range, 16.7% of the respondents are considered BSNL network as a costly network according to the price range.

It is concluded that majority (83.3%) of the respondents are choose Economically in price range.

TABLE 4.9: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE PRESENCE OF JIO AD

S.NO	PRESENCE OF AD	NO OF RESPONDENTS	PERCENTAGE
1	YES	99	78.6
2	NO	27	21.4
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 78.6% of the respondents are watched an JIO Network Ad, 21.4% of the respondents are not watched an JIO Network Ad

It is concluded that majority (78.6%) of the respondents are watched an JIO Network Ad

TABLE 4.10: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE PRESENCE OF BSNL AD

S.NO	PRESENCE OF AD	NO OF RESPONDENTS	PERCENTAGE
1	YES	36	28.6
2	NO	90	71.4
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 28.6% of the respondents are watched an BSNL Network Ad, 71.4% of the respondents are not watched an BSNL Network Ad

It is concluded that majority (71.4%) of the respondents are not watched an BSNL Network Ad



TABLE 4.11:- TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE MAIN ISSUE YOU FACING BSNL NETWORK

S.NO	MAJOR ISSUES	NO OF RESPONDENTS	PERCENTAGE
1	Not Availability of 4G	62	49.2
2	Lack of Network Coverage	37	29.4
3	Lack of Customer service	11	8.7
4	Lack of Recharge offer	16	12.7
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 49.2% of the respondents are considered Not Availability of 4G is a main issue in BSNL Network, 29.4% of the respondents are considered Lack of Network Coverage is a main issue in BSNL Network, 8.7% of the respondents are considered Lack of customer service is a main issue in BSNL Network 12.7% of the respondents are considered Lack of recharge offer is a main issue in BSNL Network

It is concluded that majority 49.2% of the respondents are considered Not Availability of 4G is a main issue in BSNL Network.

TABLE 4.12: - TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS ACCORDING TO THE IF HAVE A CHANCE TO CHOOSE BSNL NETWORK.

S.NO	RESPONSE	NO OF RESPONDENTS	PERCENTAGE
1	YES	28	22.2
2	NO	47	37.3
3	MAYBE	51	40.5
	TOTAL	126	100

INTERPRETATION

It is observed from the above table, that 69.8% of the respondents are answered yes if they have an opportunity to select or change their network to BSNL, 37.3% of the respondents are answered no if they have an opportunity to select or change their network to BSNL and 40.5% of the respondents are answered maybe if they have an opportunity to select or change their network to BSNL.

It is concluded that majority (40.5%) of the respondents are answered maybe if they have an opportunity to select or change their network to BSNL

4. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- It is concluded that most (82.5%) of the respondents are between 19-25 years of age Group.
- It is concluded that majority (50.8%) of the respondents are female.
- It is concluded that majority (83.4%) of the respondents are Students.
- It is concluded that majority (87.3%) of the respondents are Postpaid users.
- It is concluded that majority (87.3%) of the respondents are Postpaid users.
- It is concluded that majority (69.8%) of the respondents are choose BSNL Network as better network according to their price range.
- It is concluded that majority (48.4%) of the respondents are choose Economically in price range.
- It is concluded that majority (83.3%) of the respondents are choose Economically in price range.
- It is concluded that majority (78.6%) of the respondents are watched an JIONetwork Ad
- It is concluded that majority (71.4%) of the respondents are not watched an BSNL Network Ad
- It is concluded that majority 49.2% of the respondents are considered Not Availability of 4G is a main issue in BSNL Network.
- It is concluded that majority (40.5%) of the respondents are answered maybe if they have an opportunity to select or change their network to BSNL



SUGGESTIONS

SUGGESTIONS TO MARKETERS

1. BSNL and JIO should give emphasis on improving the network coverage, particularly in rural areas so that more customers can be gained and retained.
2. BSNL and JIO should take necessary steps to improve connectivity as more people now depend on them for their work and studies.
3. BSNL and JIO should try and eliminate the problem of call drop and call crossing.
4. BSNL and JIO should introduce better service plans at affordable prices.
5. BSNL have a responsible to introduce 4G internet connectivity.

CONCLUSION

Today, there are a number of mobile service providers in the market that offer various service plans targeting every section of the society and each and every walk of human life. But the preference of customers towards certain aspects makes a company successful compared to its competitive counterparts. The Indian market scenario is a price sensitive scenario with an attitude of 'more for less'. The same is the strategy used by the Indian telecom companies to attract new customers and also to compete with one another.

BSNL is currently focused on improving its telecommunications network to reach a wider audience, especially in rural areas that are not yet linked to urban areas. Major competitors of BSNL are Airtel, Vodafone, Idea, Reliance Jio, etc. BSNL stands out among these rivals as it is the only service provider looking forward to or making efforts to bridge the gap between rural-urban areas with the help of telecommunications and internet facilities.

QUESTIONNAIRE

1) Gender

- a) Male b) Female c) Transgender

2) Age

- a) Below 18 b) 19 to 25 c) 26 to 40 d) 41 to 60

3) Occupation

- a) Employee b) Business Man c) Student d) Other: - _____

4) Are you a customer of?

- a) BSNL b) JIO

5) Which type of service you are using?

- a) Prepaid b) Postpaid

6) Price range in BSNL

- a) Economical b) Costly

7) Price range in JIO

- a) Economical b) Costly

8) Have you seen any JIO Ad?

- a) YES b) NO



9) Have you seen any BSNL Ad?

a)YES

b)NO

10) Main issue you face in BSNL Network is

a)Not Availability of 4G b)Lack of Network Coverage

c)Lack of Customer service d)Lack of Recharge offer

11) If you have a chance to choose BSNL Network and your answer is

a)YES

b)NO

c) MAYBE