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Marketing Strategies used by Jio Telecommunications Company to Attract its Customer in Chennai

SOFIYA A¹

ABSTRACT

This study focuses on the marketing strategies used by jio telecommunication company to attract its customer in Chennai. Since its entry into the telecommunication market has disrupted market by its competitive pricing and innovate offers which were introduced for the first time. Jio is one of the largest telecommunication company in India. It holds around 40 percentage of the market share. One the most effective marketing strategy used by jio is that the free introductory offer, where it offered free services for 6 months. It is the first telecommunication company to provide free service for 6 months. This strategy was a big hit. Free delivery of jio SIM at the door step of the consumer which provides hassle free experience to its customer. Unlimited call concept was introduced for the first time in India. This study focuses on how jio has used its marketing strategies to attract its customer in Chennai. The study shows that free introductory offer is the most effective marketing strategy of jio. The study also shows that the unlimited call attracted the customer in Chennai the most about jio.

Keywords: Reliance jio, marketing strategy, free introductory offer, network, jio SIM.

I. INTRODUCTION

Reliance jio is an Indian telecommunication company that provides mobile phones, internet connection, fibre broadband services and digital entertaining apps. Reliance Jio was found in 2007 by Mukesh Ambani its headquartered is in Navi Mumbai, Maharashtra. It is one of the largest telecommunication Company in India which gained approximately 476.58 million subscribers according to TRAI (Telecomm Regulatory Authority of India) report on 22nd January, 2025. It started its business operation in 2016. It started operating in 2016 as a telecommunication provider, due to its introductory offer and free voice call it gained more than 50 million subscribers in just 83 days from the day it was launched. Jio mainly focused on providing India with highest quality of network with most competitive and affordable price. Jio was the first telecommunication company to introduce the concept called free voice call. Not

¹ Author is a Student at The Tamil Nadu Dr. Ambedkar Law University, India.

only the concept called free voice call was introduced by jio but also the concept of free delivery of jio SIM to the customer, by doing this the company aims to provide hassle free jio experience to their customer and shows that they need not go anywhere to get the SIM it would be delivered at the door step. It's a marketing strategy to attract its customer. Due to these innovative initiatives it was able to revolutionize India's digital system.

It focuses on providing highest quality of network with most affordable price, so that everyone can access jio. Reliance jio had introduced the most affordable 4G phone called jio phone. Jio phone is the first 4G keypad phone which was introduced for the first time in India and this phone runs on the KaiOS operating system. It was announced on 21st July 2017, when the Reliance General meeting of that year was held and the jio phone was released in August 2017. After that they introduced the jio phone 2 in August 2018. It focuses on providing highest quality of network with most affordable price, so that everyone can access Jio phone. Jio phone was introduced to provide affordable phone where it is not full-fledged Smartphone, but rather it is a smart featured phone that is it has some smart phone features and capabilities. It has 4G internet access and it supports apps like WhatsApp, You Tube, Face Book, and Google Assistant. It is retailed around Rs 2000. The main aim is to eliminate 2G technology from India and adoption of 4G technology in India especially access to internet to rural area or people who were previously were unconnected to the internet. The jio phone next is a fully Android Smartphone co-developed with Google as a part of jio's long term partnership. Which retails for Rs. 4499. The marketing strategy of jio in introducing the jio phone is that all the jio apps are there in the jio phone, promoting its apps. The main condition using the jio phone is that only jio SIM can be inserted in order to access network, now this increases the subscriber and market share.

Reliance jio introduced a budget friendly 4G phone called jio Bharat at an affordable price of RS. 999. In jio Bharat phone only jio apps will be there unlike jio phone where it has You Tube, Facebook, WhatsApp, Google Assistance. Here all these phone supports only jio SIM, so if a person buys a jio phone then by default the customer has to only buy jio SIM. This is another marketing strategy of jio, where it provides affordable phone with 4G internet access but it mandates its customer to buy jio SIM in order to use the phone.

The marketing strategy used by jio is one of the biggest reasons for its success. They used the AARRR strategy that stands for acquisition, activation, retention, referral, revenue. Acquisition after the jio entered into the telecommunication market in 2016, jio provided free services to its customer for 3 months. This strategy was the most effective one for jio to acquire such huge number of customers. Within one month, jio was able to acquire 16 million subscribers.

Activation is the strategy used by jio, where users were provided with the best services and amazing offers in festive season, which was never offered or provided by any telecom company before. The high speed network, free calls, free data concept which people never heard and never thought about it and it was something new to the customer. Retention strategy used by jio, after the 3 month free service in 2017 it announced the offer on the occasion of New Year 2017, they extended the free services to next 3 months that is free in total it provided around free services for 6 months. In just one and a half year it gained more than 300million active subscriber, which Airtel took 19 years to reach such number. Referral strategy used by jio, where due to its innovative offers customer started suggesting jio to other people which attracted more customers. Revenue strategy used by jio, it provided the most affordable price for customer, which attracted more customer which was the main factor in revenue generating. The company targets anyone and everyone who wants affordable data package. They also target the group of people who are looking for cheap yet effective mobile devices.

The company divided its target audience into 2 groups that is the price conscious group and the product conscious group. The price conscious group is the set of people who are looking for more affordable cheap internet plans for their daily use. This group is in search for good connectivity within their budget. The price conscious group are the people who are willing to spend a little more money to avail good network services. Jio always focused on providing the best, more affordable and cheapest internet data services, so their audience can avail 4G network and have affordable phone within their budget. The main reason for jio to provide such affordable and cheap offering is to remove 3G and 2G network in rural area and people can afford 4G services at lower cost in rural areas.

Market share of telecommunication companies:

Market share of top five service provider of India according to the TRAI (telecomm regulatory authority of India) report on 22nd January, 2025 is as follows:

Market share of top five broadband (wired and wireless) telecommunication companies as on 30th November, 2024.

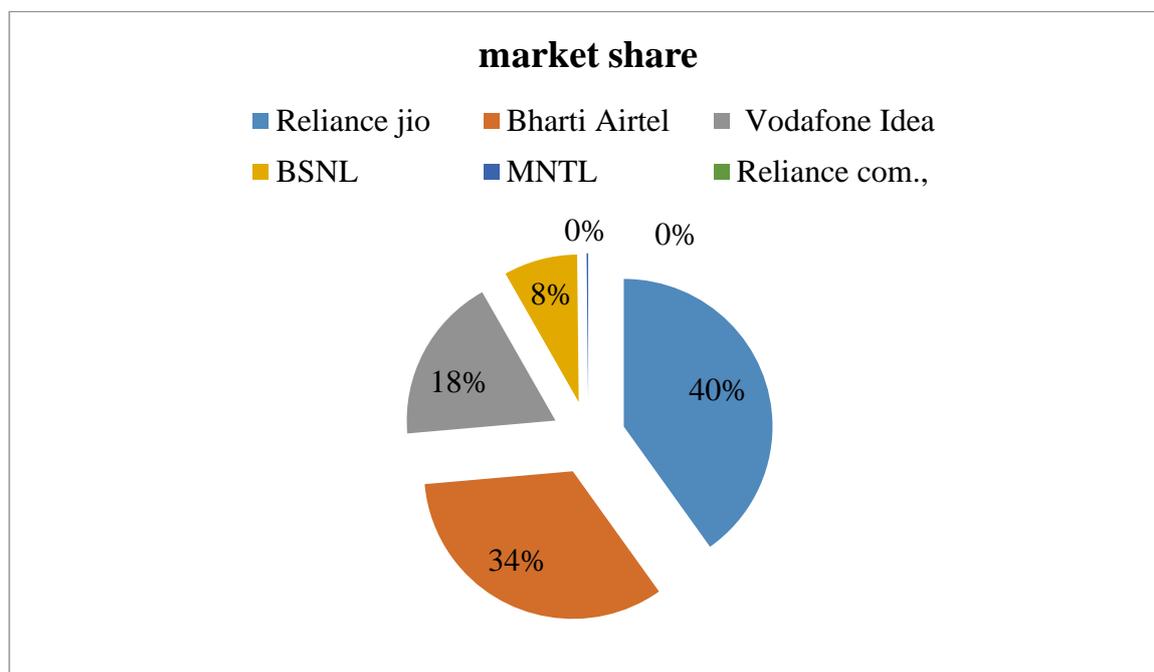
S.N.	Name of the service provider	Subscriber base (in millions)
1.	Reliance jio infocomm Ltd	476.58
2.	Bharti Airtel Ltd	289.31

3.	Vodafone Idea Ltd	124.79
4.	Bharat Sanchar Nigam Ltd.	36.92
5.	Atria Convergence Technologies limited	2.27

Sources: Secondary data. TRAI (Telecom regulatory authority of India), report on 22nd January, 2025. <https://www.trai.gov.in/>

As per the report of TRAI (Telecom regulatory authority of India), 22nd January, 2025, market shares in terms of wireless subscribers as on 30th November, 2024, Reliance jio dominated with 40.15, Bharti Airtel by 33.45, Vodafone idea by 18.19, BSNL by 8.03. The market share of wireline subscribers as on November, 2024 dominated by Reliance jio by 42.33, Bharti Airtel by 25.15, BSNL by 15.81, Tata Telecommunication by 6.11, MTNL by 5.34, Vodafone idea by 2.21, APSFL 1.65, Reliance com. 0.30, VMIPL 0.16, Quadrant 0.92.

Market shares of telecommunication in term of wireless subscriber as on 30th November, 2024 according to the report of TRAI :



Comparison of jio's pricing with it competitor Airtel price offering:

S.NO	Jio popular plans	Price Rs.	Airtel popular plans	Price Rs.
1.	28 days, 2GB/day + 3 more OTT	Rs 349	28 days, 2 GB/day	Rs 349

2.	70 days,2GB/day + 20 GB, +3 more OTT	Rs 749	84 days,1.5GB/day	Rs 799
3.	84 days, 2GB/day +20 GB, +3 more OTT	Rs 899	84 days, 2 GB/ day	Rs 859

Sources: Secondary data. <https://www.jio.com/selfcare/login/>. <https://www.airtel.in/manage-account/login>

From the above table we can understand that the some of the popular plans of jio offers great packs for its customer. Almost Airtel and Jio pricing are the same. The marketing strategy used by jio from the above packs which is being mentioned in the above table that it offers data and unlimited voice call along with the 3 OTT platform which is almost jio's app, basically the customer is unconsciously paying subscription to their apps when they recharging their pack.

(A) Review of Literature

Aditya shastri said that, the business strategy of reliance jio is one of the biggest reasons for its success. The use of 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, that is acquisition, activation, retention, referral, revenue. The company has its target audience divided into 2 sections that is price conscious group and the product conscious group. Jio has done a great implementation of its influencer strategy as well as its partnership with famous brands.

Smit kansara et al., said that, reliance jio has become a very successful brand in India and providing customer satisfaction is to be there main motive. It provides unlimited free calling and data services and SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet customer needs and wants. The entry of jio in the market possess biggest threat to the companies operating in the industries and it has been inferred that within a short span, jio has been successful in acquiring more than 109 million subscribers which is very impressive.

Abhinawa Talukdar et al., said that, jio provided support to digitalization by launching its various plans. By providing free calls to its customers, jio created strong lines of connection because now its customer could communicate with anyone from anywhere without any interruption of balance cut. Jio heavily affected the other operator and brought their sales down. Jio is good for our economy as it supports the dream of our honourable PM, digital India. It became a beneficial for our common people as well, since they are going digital. It has also

become a threat for its competitors by becoming a monopolistic business entity. Business strategy of jio is that it is making money by providing everything for free.

Gurpreet Singh et al., said that, each business firm whether little or medium or enormous makes them thing in their brain and that is “buyer retention”. With expanding procurement cost, business everywhere throughout the world needs to characterize and create advance ways and act a proactive job so as to hold the purchaser in this exceptionally aggressive world. Consumer satisfaction is viewed as a significant factor in customer maintenance. The connection among fulfilment and purchaser maintenance is conflicting. The general objective is that exploration is to inspect the driver of purchaser maintenance procedure of telecom administration industry in India.

Patel (2021) said that, jio’s primary marketing strategy involved a “disruptive pricing” approach, offering extremely affordable data plans and free voice call to rapidly gain market share, coupled with aggressive promotions, extensive digital advertising, and leveraging its own digital ecosystem with services like JioTV, Jio cinema, and Jiosavan to retain accessible and affordable the mass, which significantly disrupted the Indian telecom Market.

(B) Research gap:

Most of the studies provide national level analysis of marketing strategies used by jio company and the data which is being collected is national level. These studies are not specific to regional impact of marketing strategies used by jio in particular region or city like Chennai and the perception about the consumer in Chennai and the factors influencing the customer in Chennai. The retention strategies used by jio in Chennai. This study focuses on the marketing strategies used by jio which attracted more the customer in Chennai.

(C) Statement of the problem:

Reliance jio, since its entry has disrupted the market with its competitive pricing, innovative promotional campaign, attractive and exciting offerings and its free introductory offer and free delivery of SIM at the door step of the customer. Several studies have national level analysis of marketing strategies used by jio and data collected about the customer perception about jio is in national level. This study focuses on which marketing strategies of jio was more effective to attracts its customer in Chennai and the consumer perception about jio in Chennai.

(D) Objectives of the study:

This study is based on the following objectives:

1. To know the marketing strategies used by jio to attract its customer in Chennai.

2. To understand its competitive pricing of jio.
3. To know the customer perception about jio in Chennai.

(E) Research methodology:

This research is based on both doctrinal and non doctrinal research. The secondary sources of data collected from various articles, research paper and e-resources. The data collected from 55 Respondents. In this research, stratified random sampling is used. In this research, adopted some of the statistical tool like percentage and average method. The jurisdiction of this research is to cover Chennai city. The duration of this research is three months.

II. RESULTS AND DISCUSSION:

Table 1

Personal information

S.NO	Items	Particulars	No. of respondent	Percentage
1.	Gender	Male	27	49.10
		Female	28	50.90
		Total	55	100.00
2.	Age	Less than 20	18	32.70
		21-25	16	29.10
		26-30	1	1.80
		31-40 above	20	36.40
		Total	55	100.00
3.	Occupation	Students	29	52.70
		Professional	15	27.30
		Business person	2	3.60
		Others	9	16.40

		Total	55	100.00
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Sources: Primary data

Above table no.1 shows that the 27 respondent (49.10) are male and 28 respondent (50.90) are female. 18 respondent (32.70) are less than 20 years of age, 16 respondent (29.10) are 21-25 years of age, 1 respondent (1.80) are 26-30 years of age and 20 respondent (36.40) are 31-40 years of age. 29 respondent (52.70) are student, 15 respondent (27.30) are professional, 2 respondent (3.60) are business person and 9 respondent (16.40) are from other occupation. Total number of respondent are 50.

Table 2

Respondent Phone usage duration, monthly expenditure spends on mobile services and preference of prepaid or postpaid services.

S NO.	Statements	Particulars	No. of respondent	Percentage
1.	Average time spend over the phone	1 hour	8	14.50
		1-2 hours	15	27.30
		3-4 hours	13	24.00
		More than 4 hours	19	34.50
		Total	55	100.00
2.	Monthly expenditure spent on phone services	Less than 100 Rs	5	9.10
		100-200 Rs	17	30.90
		300-400 Rs	25	45.50
		500 Rs above	8	14.50
		Total	55	100.00
3.		Prepaid	39	70.90

	Type of services	Post paid	16	29.10
		Total	55	100.00

Sources: Primary data

From the above table no.2 shows that average time spent on phone for 1 hour are 8 respondent (14.50), 1-2 hours are 15 respondent (27.30), 3-4 hours are 13 respondent (24.00), more than 4 hours are 19 respondent (34.50). Monthly expenditure spent on phone services are 5 respondent (9.10) spends less than 100 Rs, 17 respondent spend (30.90) spends 100-200 Rs, 25 respondent (45.50) spends 300-400 Rs, 8 (14.50) respondent spends more than 500 Rs on phone services. 39 respondent uses (29.10) uses prepaid services and 16 respondent (70.90) uses post paid services.

Table 3

Sources through which the respondent became aware about jio

S.NO	Statements	Particular	No of respondent	Percentage
1.	Sources through which became aware of jio	Tv ads	10	18.20
		Word of mouth	24	43.60
		Social media	17	30.90
		Local vendors	4	7.30
		Total	55	100
2.	Attracted the most about jio	Free data offer	16	29.10
		Unlimited call	23	41.80
		Pricing	3	5.50
		Affordable packages	13	23.60
		Total	55	100.00
3.	Sources through	Retailed outlet	20	36.40

	which they got jio SIM card	Promotional distributor	8	14.50
		Jio SIM free delivery	10	18.20
		Others	17	30.90
		Total	55	100.00

Sources: Primary sources

From the above table no.3 shows that the sources through which they came to know about jio are 10 respondent (18.20) through tv ads, 24 respondent (43.60) through word of mouth, 17 respondent (30.90) through social media and 4 respondent (7.30) through vendors. Attracted the most about jio are 16 respondent (29.10) for free data offer, 23 respondent (41.80) for unlimited call, 3 respondent (5.50) for pricing and 13 respondent (23.60) for affordable packages. Sources through which they got their SIM card are 20 respondent (36.40) through retailed outlet, 8 respondent (14.50) through promotional distributor, 10 (18.20) respondent through jio free SIM delivery and 17 respondent (30.90) through others sources.

Table 4

Marketing strategies used by jio and usage of jio services

S.NO	Statements	Particulars	No of respondent	Percentage
1.	Effective Marketing strategies of jio	Free introductory offers	20	36.40
		Competitive pricing	16	29.10
		Customer services	9	16.40
		Network reliability	10	18.20

		Total	55	100.00
2.	Usage of jio's service	Rarely	20	36.40
		Daily	21	38.20
		Weekly	6	10.90
		Monthly	8	14.50
		Total	55	100.00

Sources: Primary sources

From the above table no.4 shows that the marketing strategy which attracted the most about jio are free introductory offers 20 respondent (36.40), competitive pricing 16 respondent (29.10), customer services 9 respondent (16.40) and network reliability 10 respondent (18.20). The usage of jio's services 20 respondent (36.40) said that they use rarely, 21 respondent (38.20) said daily they use, 6 respondent (10.90) they said they use weekly, 8 respondent (14.50) said they use monthly

Table 5

User of jio introductory offer, jio phone and jio cinema

S.NO	Statements	Particulars	No of respondent	Percentage
1.	User of free introductory offer	Yes	27	49.10
		No	28	50.90
		Total	55	100.00
2.	User of jio phone or jio Bharat phone	Yes	28	50.90
		No	27	49.10
		Total	55	100.00
3.	Prefer jio cinema over hotstar	Yes	28	50.90
		No	27	49.10

		Total	55	100.00
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Sources: primary sources.

The above table no 5 shows that the user of free introductory offer where 27 (49.10) respondent said yes and 28 respondent (50.90) said no. User of jio phone or jio Bharat phone where 28 respondent (50.90) said yes and 27 respondent (49.10) said no. Prefer jio cinema over hotstar where 28 respondent (50.90) said yes and 27 respondent (49.19) said no.

Table 6

Problem faced with regards to jio and its network connectivity

S.NO	Statements	Particulars	No of respondent	Percentage
1.	Problem faced with regards to jio	Price value	17	30.90
		Network issue	26	47.30
		Customer service	6	10.90
		Others	6	10.90
		Total	55	100.00
2.	Effective jio network connectivity in your locality	Yes	37	67.30
		No	18	32.70
		Total	55	100.00
3.	Jio network coverage in Chennai	Excellent	10	18.20
		Good	27	49.10
		Average	17	30.90
		Poor	1	1.80
		Total	55	100.00

Sources: Primary sources

From the above table no 6 shows that problem faced with regards to jio are 17 respondent

(30.90) for price value, 26 respondent (47.30) for network issue), 6 respondent (10.90) for customer services, 6 respondent (10.90) for other issues. Effective jio network connectivity in your locality 37 respondent (67.30) said yes and 18 respondent (32.70) said no. jio network coverage in Chennai, 10 (18.20) respondent said excellent, 27 respondent (49.10) said good, 17 respondent (30.90) said average and 1 respondent (1.80) said poor.

Table 7

Satisfied with jio's pricing and jio's service

S.NO	Statements	Particulars	No of respondent	Percentage
1.	Satisfied with jio's pricing as compared to other providers	Yes	26	52.70
		No	29	47.30
		Total	55	100.00
2.	Satisfied with jio's services	Very dissatisfied	5	9.10
		Dissatisfied	3	5.50
		Neutral	24	43.60
		Satisfied	20	36.40
		Very satisfied	3	5.50
		Total	55	100.00
3.	Rate jio's customer services	Very dissatisfied	5	9.10
		Dissatisfied	2	3.60
		Neutral	21	38.20
		Satisfied	23	41.80
		Very satisfied	4	7.30
		Total	55	100.00

Sources: primary sources

From the above table no 7 shows that the customers are satisfied with jio's pricing as compared to other providers, where 26 respondent (52.70) said yes and 29 respondent (47.30) said no. Customer satisfied with jio's services, where 5 respondent (9.10) are very dissatisfied, 3 respondent (5.50) are dissatisfied, 24 respondent (43.60) are neutral, 20 respondent (36.40) are satisfied and 3 respondent (5.50) are very satisfied. Customer rated jio's customer services, where 5 respondent (9.10) are very dissatisfied, 2 respondent (3.60) are dissatisfied, 21 respondent (38.20) are neutral, 23 respondent (4.80) are satisfied and 4 respondent (7.30) are very satisfied

III. LIMITATION OF THE STUDY

This research is based on Google form, so reliability and accuracy cannot be calculated. The duration of this research was only 3 months, so there is time constraint. This study is limited to Chennai city only. This study wholly relies on the data collected through questionnaire, where there may be bias due to the personal perception of the respondent and recall memory of the respondent. The sample size is only 55 respondents that may not represent the entire jio's user of Chennai city.

IV. FINDINGS

- The study found that 43.60 percentage respondents came to know about jio through word of mouth, 30.90 percentage respondents through social media, 18.20 percentage respondents through Tv ads and 7.30 percentage respondent through local vendors.
- The study found that the sources through which they got jio SIM card are retailed outlet 36.90 percentage of respondent, promotional distributor 14.50 percentage of respondent, jio SIM free distributor 14.50 percentage of respondent and 30.90 percentage of respondent from other sources.
- The study found that the strategy which attracted the most of the customers are unlimited calls 41.80 percentage of respondent, free data offer 29.10 percentage of respondent, affordable packages 23.60 percentage of respondent and pricing 5.50 percentage of respondent.
- Effective marketing strategy of jio are free introductory offer 36.40 percentage of respondent, competitive pricing 29.10 percentage, 18.20 percentage of respondent says customer services and network reliability 16.40 percentage of respondent.
- This study shows that 49.10 percentage of the respondent were the user of free introductory offer and 50.90 were not the user. 50.90 percentage of respondent are the

user of jio phone or Bharat phone and 49.10 percentage are not the user.50.90 percentage of respondent prefer jio cinema over hotstar and 49.10 percentage do not prefer jio cinema over hotstar.

- This study shows that 67.30 percentage of respondent said that there is effective jio network connectivity in their locality and 32.70 percentage of respondent said there is no effective network connectivity in their locality.

V. SUGGESTION

Based on the findings of this research on marketing strategy used by jio telecommunication company to attract its customer in Chennai, the following are the suggestion:

1. Improve the network coverage in the isolated areas where there is no effective connectivity of network.
2. Enhance the customer service which helps to create brand loyalty and customer retention.
3. Offer flexible and competitive pricing for prepaid and postpaid recharge.
4. Improve on brand loyalty and focus on customer retention.
5. As the competitor have coming with effective marketing strategies and similar pricing of recharge packages, jio has to come with another new and innovative marketing strategies.

VI. CONCLUSION:

This research aimed to analyze the marketing strategies used by jio telecommunication company to attract its customer in Chennai. The free introductory offer where it provided 6 months free services was a big hit and it was the first company to provide such a service which helped it to gain over 100 million subscriber. The free delivery of SIM at the door step of the customer which created in the minds of the customer that they need not wander and hassle here and there for SIM. The key finding reveal that the unlimited call, free data offer, free introductory offer, competitive pricing which attracted the customer most towards the jio and effective network reliability and connectivity attracted the customer. Paying subscription for jio apps unconsciously when you recharge, jio Bharat phone which only has jio apps and can insert only jio SIM is the most effective marketing strategy of jio.

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