



The Impact of Product Advertising on Sale Volume of Reliance JIO

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ABSTRACT

The major aim of this thesis was to demonstrate the impact of advertising on the sale and profit of a business organization taking Reliance Jio as a case. Longe (2001) defined advertising as any personal paid form of nonpersonal communication which is directed to the consumers or target audiences through various media in order to present and promote a product ,services and idea. Good advertising requires competent personnel including a number of specialists to enable it thrive in the ever dynamic and competitive business environment. It is therefore imperative that key personnel in departments that are directly involved to be carefully selected and positioned to ensure continuous success. In recognizing the role advertising can play a growing number of companies and establishments have to embark on a nationwide advertising campaign. Advertising campaigns obviously informed by depressed consumer demand, thrive by persuading the impact of advertising at Jio was clearly defined and it should have become a continuous practice for jio.

I. INTRODUCTION:

Advertisements are a guaranteed method of reaching an audience. By creating an engaging ad, and spending enough to reach your target users, advertisements can have an immediate impact on business. This effect could be seen in improved trade or boosted brand recognition, among many different metrics. An advertising strategy typically includes a KPI to measure this impact.

INDUSTRY PROFILE:

Reliance Jio Infocomm 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 offers 4G and 4G+ services all over India and 5G service in selected cities. Its 6G services are in the works.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers.

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (US\$21 billion) by selling nearly 33% equity stake in Jio Platforms.

In June 2015, Jio entered into an agreement with domestic handset maker Intex to supply 4G handsets capable of voice over LTE (VoLTE). However, in October 2015, Jio announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smartphone series starting with Water 1, through its chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely Water 2, Earth 1, and Flame 1.



Illustration of a JioPhone

JioPhone is a line of feature phones marketed by Jio. The first model, released in August 2017 (with public pre-orders beginning 24 August 2017), was positioned as an "affordable" LTE-compatible feature phone. It runs the KaiOS platform (derived from the defunct Firefox OS), and includes a 2.4-inch display, a dual-core processor, 4 GB of internal storage, near-field communication support, a suite of Jio-branded apps (including the voice assistant HelloJio), and a Jio-branded application store. It also supports a "TV cable" accessory for output to an external display.[68][69][70]

In July 2018, the company unveiled the JioPhone 2, an updated model in a keyboard bar form factor with a QWERTY keyboard and horizontal display. Jio also announced that Facebook, WhatsApp, and YouTube apps would become available for the two phones.

Jionet Wi-Fi

Prior to its pan-India launch of 4G data and telephony services, the firm has started providing free Wi-Fi hotspot services in cities throughout India including Surat, Ahmedabad in Gujarat, and Visakhapatnam in Andhra Pradesh, Indore, Jabalpur, Dewas and Ujjain[73] in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal,[75] Lucknow in Uttar Pradesh,[76] Bhubaneswar in Odisha, Mussoorie in

Uttarakhand,[78][*unreliable source?*] Collectorate's Office in Meerut, and at MG Road in Vijayawada[80] among others.

In March 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC World Twenty20 matches. .

JioPhone Next

On 24 June 2021, Mukesh Ambani announced the launch of JioPhone Next. It is a fully-featured Android smartphone co-developed with Google as part of its long-term partnership. The budget smartphone was launched in India on 4 November 2021.



The Jio Phone Next will be run by the indigenously built Pragati OS based on Android Go Operating System. This phone is classified as an entry-level phone and is aimed at replacing feature phones and providing basic smartphone services efficiently at low specifications.



HISTORY OF JIO

The company was registered in Ambawadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a 95% stake in IBSL for ₹4,800 crore (equivalent to ₹91 billion or US\$1.1 billion in 2020). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations throughout the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017.

Later, in July 2015, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India

license to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just ₹165.8 crore (US\$21 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US\$290 million) to the exchequer. The Indian Department of Telecommunications (DoT), however, explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016,[9] offering free data and voice services until 31 December, which was later extended until 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

On 5 October 2022, it has launched 5G services to Delhi, Mumbai, Kolkata and Chennai.



PRODUCT ADVERTISING

Advertising is important for attracting consumers to purchase your product or service. However, it's important to select the appropriate advertising method based on your goals and the existing consumer knowledge of your product. In this article, we discuss what product advertising is, the benefits of using it, when to use it, types of product advertisements and ways to use product



advertising.

Product advertising promotes a brand's specific product rather than the brand itself. These advertisements focus on selling products based on their features and benefits rather than brand reputation or brand recognition. However, these advertisements attempt to convince audiences that a company's product is superior to similar products available in the market.

Product advertising attempts to create a demand for a product. This includes promoting consumer awareness that a specific product exists and fostering their interest in the product. Product advertising also strives to encourage consumers to make purchase decisions quickly based on seeing a product. For example, a jewelry company may use paid advertisements to showcase individual products to entice customers to click the advertisement and order the product.

COMPARATIVE ADVERTISING

Comparative advertising compares your product with one or more competing brands. Consider using this method for products in the growth or maturity stages of the product life cycle. These advertisements often focus on specific attributes or features, whether indirectly or directly, to influence consumers to choose one product over another. Comparative advertising helps consumers make a logical purchase decision by helping them better understand their options and which product they would prefer to use.

COMPETITIVE ADVERTISING

Competitive advertising attempts to generate demand for a specific brand. Consider using this strategy for products in the growth or maturity stages of the product life cycle. These advertisements focus on the benefits and attributes a product has that may not be available in similar products from other brands. The goal of competitive advertising is to convince audiences that the company's products are better than similar products in the marketplace.

OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the customer's satisfaction level towards product advertising.

Primary objective:

1. To study the satisfaction level of the customers on advertisement of jio.
2. To determine the effect of the company

image on the sales.

Secondary objectives:

1. To identify the common media of advertising being used in the reliance jio.
2. To know the customer opinion/experience on shopping with jio.
3. To know the market demand of jio.

NEED FOR STUDY

1. The study helps to determine the post purchase of the buyer to select the product.
2. It is a process of studying product advertising.
3. The study helps to long term connection with customer using jio.

SCOPE & SIGNIFICANCE OF THE STUDY

1. It will help the company's performance.
2. Advertising agents will benefit from the information content of the study.
3. Other researchers and academicians will benefit from the information content for the study.

II. Review Of Literatures:

In this Chapter, the researcher has made an attempt to study and understand the concepts of product advertising. This attempt includes, understanding the basic concepts of product advertising, analysing research studies made by earlier researchers in respect of product advertising, for this, the researcher has used various books, research Journals and websites.

The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of product advertising in respect of reliance jio.

- **ADITYAMATTOON (2017)** The position of the consumer attitude, which is very significant in gaining the customers, and this procedure is also known as the customer relationship management. We can sign the worth of consumer's response to the assessment of the perceived discrepancy between past expectation and the definite performance of the goods and services as perceived after its consumption.

III. RESEARCH METHODOLOGY

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the



project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of the product advertising on reliance jio.

RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Original data that has been collected specially for the purpose in mind.
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about product advertising.** The questionnaires given to the respondents to be filled up.

The questionnaire consists of a variety of question such as demographic factors'

SAMPLE SIZE:

This study covers 100 customers of reliance jio.

Percentage analysis:

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

STATISTICAL TOOL USED FOR DATA:

1. The data collected from the sample were suitable tabulation and used in the appropriate place for interpretation. The primary and the

secondary data collected were analysed by using the following statistical tools.

2. Chi-Square
3. Frequency analysis.



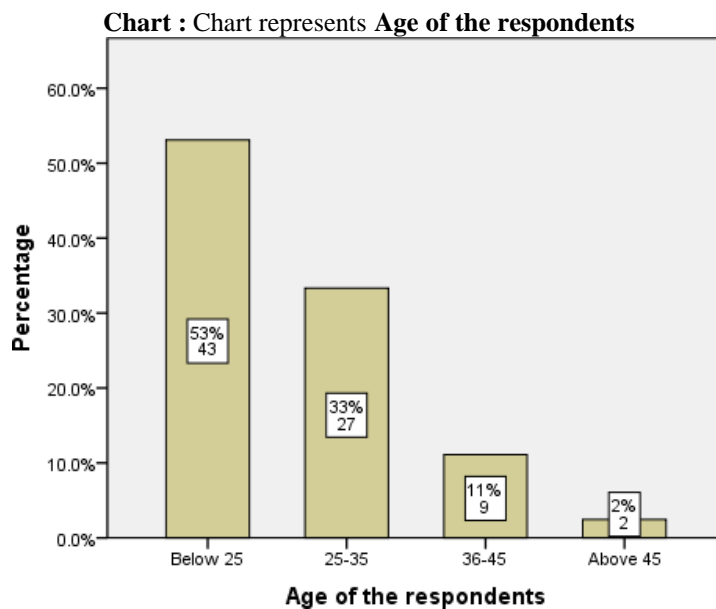
IV. DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS:

Table 4.1.1: Age of the respondents

S.NO	AGE	NO.OFRESPONDENTS	P ERCENTAGE
1.	Below 25	43	53%
2.	25-35	27	33%
3.	36-45	9	11%
4.	Above 45	2	2%
	Total	81	100.00

Source: Primary data.



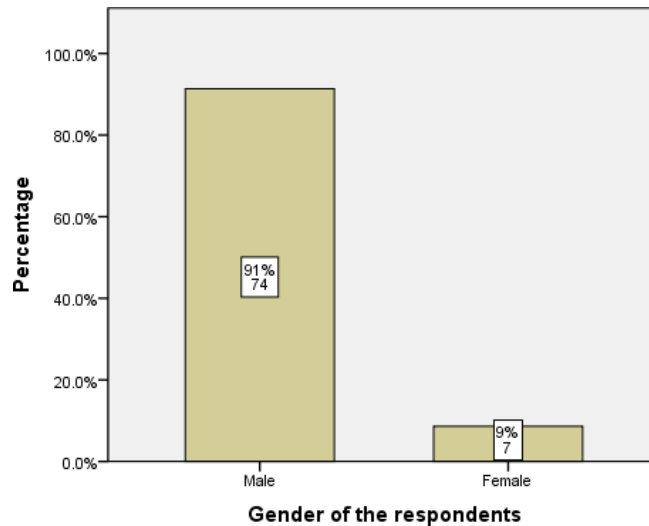
Inference

From the above table it is inferred that 53% of them are in the age group below 25, 33% of them are in the age group 25 to 35 years, 11% of them are in the age group 36-45 year and 2% of them are in the age group of above 45 year.

Table 4.1.2: Gender of the respondents

S NO	Gender	No. of Respondents	Percentage
1.	Male	74	91%
2.	Female	7	9%
	Total	81	100.00

Source: Primary data.



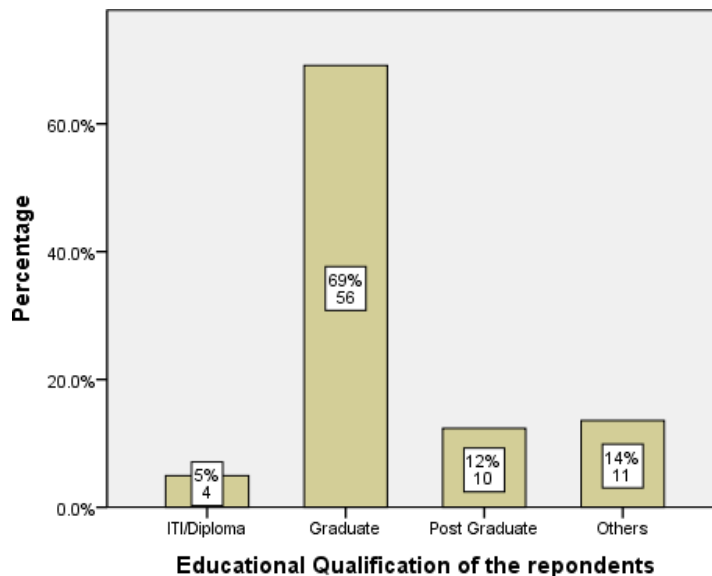
Inference

From the above table it is inferred that 91% of them are male respondents, 7% of them are female respondents.

Table 4.1.3: Educational qualification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	ITI/DIPLOMA	4	5%
2.	Graduate	56	69%
3.	Post graduate	10	12%
4.	Others	11	14%
TOTAL		81	100

Source: Primary data



Inference

From the above table it is inferred that 5% of them are ITI/Diploma holders, 69% of them are graduates, 12% of them are post graduate and 14% of them are others.



Table 4.1.4: Factors considered the advertising on jio by customers.

SA-Strongly Agree, A- Agree, N- Neutral, DA – Disagree, SDA- Strongly Disagree

Factors	SA	%	A	%	N	%	DA	%	SDA	%
Competition without ad	39	48	28	35	4	5	3	4	7	9
Product differentiation	28	35	39	48	7	9	4	5	3	4
Strong tool	45	55	22	28	5	7	5	7	4	5
Primary concern	36	44	32	39	22	28	12	14	8	9
Economic of large scale	42	52	16	19	15	18	3	4	5	7

STATISTICAL ANALYSIS

CHISQUARE TEST 1:

AIM 1: To analyse the significant association between the demographic factors of respondents and their level of awareness.

H1.1: There is significant association between the age of the respondents and their level of awareness.

TABLE 4.2.1: ASSOCIATION BETWEEN THE AGE OF THE RESPONDENTS AND THEIR LEVEL OF AWARENESS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.942 ^a	4	.001
Likelihood Ratio	15.124	4	.004
Linear-by-Linear Association	8.781	1	.003
N of Valid Cases	81		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.38.

INTERPRETATION:

The result in the above table shows that there is significant association between the age of the respondents and their level of awareness as $p = 0.001$ which is less than 0.05. This finding supports the hypothesis and so there is significant association between the age of the respondents and their level of awareness.



CHI SQUARE TEST- 2

AIM 1: To analyse the significant association between the demographic factors of respondents and their level of awareness.

H1.2: There is significant association between the educational qualification of the respondents and their level of awareness.

TABLE 4.2.2: ASSOCIATION BETWEEN THE EDUCATION QUALIFICATION OF THE RESPONDENTS AND THEIR LEVEL OF AWARENESS

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.362 ^a	4	.670
Likelihood Ratio	3.488	4	.480
Linear-by-Linear Association	.161	1	.688
N of Valid Cases	81		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

INTERPRETATION:

The result in the above table shows that there is no significant association between the educational qualification of the respondents and their level of awareness as $p = 0.670$ which is more than 0.05. This finding doesn't support the hypothesis and so there is no significant association between the educational qualification of the respondents and their level of awareness.

CHI SQUARE TEST- 3

AIM 1: To analyse the significant association between the demographic factors of respondents and their level of awareness.

H1.3: There is significant association between the occupation of the respondents and their level of awareness.

TABLE 4.2.3: ASSOCIATION BETWEEN THE OCCUPATION OF THE RESPONDENTS AND THEIR LEVEL OF AWARENESS

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.322 ^a	3	.345
Likelihood Ratio	3.337	3	.343
Linear-by-Linear Association	1.144	1	.285
N of Valid Cases	81		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .46.

INTERPRETATION:

The result in the above table shows that there is no significant association between the occupation of the respondents and their level of awareness as $p = 0.345$ which is more than 0.05. This finding doesn't support the hypothesis and so there is no significant association between the occupation of the respondents and their level of awareness.



ANOVA TEST

H0: There is no relationship between the dependent variable (performance) and independent variable (Flexibility, Opportunities and adaptability).

H1: There is relationship between the dependent variable (Performance) and independent variable (Flexibility, Opportunities and adaptability).

		Sum of squares	Df	Mean square	F	Sig.
Performance	BetweenGroups	1.783	38	.594	5.312	.001
	Within Groups	55.505	43	.112		
	Total	57.288	81			
Flexibility	BetweenGroups	1.739	44	.580	5.108	.002
	Within Groups	56.283	37	.113		
	Total	58.022	81			
Opportunities	BetweenGroups	1.783	42	.594	5.312	.001
	Within Groups	55.505	39	.112		
	Total	57.288	81			
Adaptability	BetweenGroups	1.783	40	.594	5.312	.001
	Within Groups	55.505	41	.112		
	Total	57.288	81			

CORRELATION PERFORMANCE AND FLEXIBILITY

HO: There is a relationship between performance and flexibility.

H1: There is no relationship between performance and flexibility

Correlation			Performance	Flexibility
Spearman'srho	Performance	Correlation Coefficient	1000	.402**
		Sig-(2-tailed)	.	.002
		N	100	100
	Flexibility	Correlation Coefficient	.402**	1.000
		Sig-(2-tailed)	.002	
		N	500	500
**. Correlation is significant at the 0.02 level (2-tailed).				

Table Representing the correlation between performance and flexibility.

INTERPRETATION:

From the table, it is interpreted that the significance value is 0.02 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected, and alternative hypothesis.



V. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Out of 81 respondent's male respondents are (91%) and female respondents are (7%).
- Out of 81 respondents, (53%) of the respondents are aged below 25, (33%) of the respondents are aged between 25-35, (11%) of the respondents are aged between 36- 45.(2%) of the respondents are at the age group of above 45.
- Out of 81 respondents, (69%) of respondents belong to Undergraduate, (12%) of the respondents belong to post-graduation and (5%) of the respondents are Diploma and remaining (14%) of them are others.
- Out of 81 respondents, for the reason for buying jio network (9.9%) of them responds just talk on it,(35%) of them choose widest coverage, (22.5%) of them choose for entertainment,(11.7%) of them choose for negativity and remaining (20.7%) choose all the above.
- Out of 81 respondents, for the source of advertisement (40%) of them choose television,(31.5%) choose newspaper,(16%) of them choose magazine and remaining (11.7) choose social media.
- Out of 81 respondents, for the kind of advertisement influence needed (46.8%) choose action related, (16.2%) of them choose romantic, (18%) choose family related and remaining (18.9%) choose for trendy.
- Out of 81 respondents, for the information of product (51.4%) choose yes,(32.4%) of them choose no and remaining (16.2%) choose maybe.

VI. SUGGESTIONS & RECOMMENDATIONS

- The overall experience index from the study reveals that the company (Reliance jio) is performing very well and customers buying are much experience with the service given to them.
- Jio should diversify the models and the systems as suggested by the respondents.
- The developing of relationship marketing to know the real needs of the customers.
- There should be continuous revision in the pricing of communication services.

- The reliance jio communication should develop bench-marks as standards for providing better customer services.

LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the product advertising on reliance jio
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 81 respondents only.

VII. CONCLUSION

In a study of consumer views on advertising carried out in 1974 by the American Association of Advertising Agency, more than half of the respondents described advertising as a channel of information from the manufacturer to the consumers.

Some said it was a manipulation, propaganda and a misleading marketing instrument. While advertising can be seen as necessary for economic growth, it is not without social costs, it is increasingly invading public spaces, such as schools, hospitals, buses, etc, which some critics have argued is a form of consumer exploitation.

However, the same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues such as AIDs, political ideology, etc.

The most effective media are often very expensive; the inexpensive media may not reach your target market, thereby making it difficult for most organizations to run adverts.

According to Ferguson (1974). "advertising increase barriers to entry and reduce competition as measured by increase in monopoly profit".

Moreover, according to Nickels et al (1999) advertising not only helps to maintain superior stand in the industry and profit maximization, it provides information about a products or services and also gives consumers free television and radio programmes.

Giles (1997) sees advertising as non-personal communication directed at a target audience through various media in order to present and promote



products, services and ideas.

The cost of media space, time and advertisement production is borne by the sponsor or sponsors.

Advertising gives a clear image for any product or service of a company which is a great asset. A well structured and continuous advertising might stand as one of those strategies to sustain a distinct market position. It could also help to identify strong market competitors.

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