

## **“A Study of Sales Promotion Strategies of Jio Mobile”**

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**Abstract:** *The launch of Jio is likely to transform the Indian telecom sector but at the same time put pressure on multiple fronts on the current telecom operator such as Bharti Airtel, Idea & Vodafone. The entrance of the Jio has brought as for my revolution in the Telecom market and Jio has emerged into a brand new world of innovations and upgradation. This article discusses the features of the Jio and the edge it would have over its rivals once operational The objective of this research paper is to find whether the company will become a Star or will remain a question mark.*

**Keywords:** *Software Interface Computer-Aided Light Duty System Energy Recovery*

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### **I. Introduction**

Every business organization reaches to the customers through their goods or services. To sell the products to the customers a number of activities are being performed. This is called marketing and it is an important function. Marketing is the performance of business activities that directs the flow of goods and services from producer to the customer. It is the activity that directs to satisfy the human needs through exchange process. Marketing starts with the identification of a specific need of customers and ends with satisfaction of that need. The customer is found in the beginning and end of marketing process. In marketing a large number of activities are performed. For easy understanding these activities are divided in 4 groups for products and 7 groups for services. These elements are product, price promotion, placement for products and three additional elements for services are process, people and physical evidence.

### **II. Scope**

This study helps to understand the sales promotion policies used by Jio Mobile for marketing of mobile in market with the profitability.

The study will help the management of Jio informing the future policies regarding sales promotion strategy.

This study focuses on last two to three months.

### **Objectives**

To know & understand Jio sales promotion strategy/schemes used by company.

To understand the impact of sales promotion on its sales volume.

To study jio's customer retention policy.

### **III. Indentation And Equation**

#### **1. Research Methodology**

Research methodology is an important tool in any research work. It acts as guideline and road in completion of research. It is scientific search for data and information on as particular topic research is search for knowledge.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In that various steps, those are generally adopted by a researcher in studying his problem along with the logic behind them. It is important for research to know not only the research method but also know methodology.

#### **1.1data Collection**

The objective of primary data is formulated on the basis of research objective. The primary data for my study was being collected by conducting survey. For this study Secondary data are collected by the different books, journals, documents and reports.

## 1.2 sampling framework

### Population definition

The population for research includes customers and of Nagpur city.

## IV. Figures And Tables

### Data Analysis & Interpretation

#### Classification of respondents based on age

##### Response

Particulars	No. of Respondents	% of respondents
18–21	9	17
22–25	10	20
26–30	14	27
31–45	9	17
Above 35	8	19
<b>Total</b>	<b>50</b>	<b>100</b>

Graphical Representation

#### Interpretation:-

From the above graph out of 100% respondents, Majority (27%) of the respondents are in age of 26–30, 20% of the respondents are in the age of 22–25, 19% of the respondents are in the age of above 35, 17% of the respondents are in the age of 21–25 & 18–21.

#### 2) Sale promotional activity attracts you more Response

Particulars	No. of Respondents	% of respondents
Discounts	23	46
Gift	10	21
Price	9	17
Other	8	16
total	50	100

Graphical Representation

#### INTERPRETATION:-

From the survey it is evident that 42% are attracted by offer, 36% are attracted by Discounts 10% are attracted by Gift, 9% are attracted by price and 03% are attracted by other promotional activities in JIO Mobile.

#### 3) Thought about the price of the products Response

Particulars	No. of Respondents	% of respondents
Highly satisfied	12	25
Satisfied	19	37
Neutral	14	28
Dissatisfied	4	08
Highly Dissatisfied	1	02
Total	50	100

Graphical Representation

#### INTERPRETATION:-

From the survey it is evident that 37% of the respondents are satisfied, 28% of respondents Neutral 25% are highly satisfied, 08% of respondents are dissatisfied and 02% is highly dissatisfied regarding the price of the products in JIO Mobile.

## V. Conclusion

Reliance JIO has become a very successful brand in India & providing customer satisfaction is one of their primary motives. It provides unlimited free calling and data services & 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 our customer needs and wants. That's why 4G has been evolved for Indian customers.

## **References**

### **Books**

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