

ROLE OF ADVERTISEMENT IN BRAND BUILDING: A CASE STUDY ON EMERGENCE OF RELIANCE JIO BRAND IN INDIAN TELECOM SECTOR

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ABSTRACT

The aim of the research, the results of which are presented in this paper, was to determine the role of Advertisement in brand building. Advertising in social media, YouTube, Gmail with display ads can build brand awareness and reach millions of people wherever they are on the web. Ad network act as a media to form a meeting between advertiser, publisher and consumer. Advertising and branding goes like railway track. Brand building is a continuous process. It is important to continuously track brand appeal and brand image with targeted customers. They both are needed in order to increase the brand awareness amongst the customers. Amazon founder Jeff Bezos rightly said: "Your brand is what other people say about you when you are not in the room." Brand building is the process of knowing about a company through sponsorship. A systematic plan of action attracts consumers about brand, creates love and affection, satisfy their need which can be done only through Brand building strategies. Business classified into two types: Brand name and product. People buy product on the basis of Brand name. Normally company hire website to promote their products by continuous advertisement. These websites provides feedback information in the form of reviews, videos and more. The research consists of two parts. The first one presents a review of literature on the subject, the role of advertisement in brand building. The second part of the research demonstrates emergence of Jio Brand in Indian Telecom Sector through advertisement.

Keywords: Brand Building, Google Display Network, Jeff Bezos, Gmail, YouTube.

Introduction

Brand building entails planting a brand's core values in the minds of a target demographic. Brand image is a mental picture brand on consumers' mind. Consumers make buying decisions based on their mental images of various brands.

Ways to Build a Brand

- Company
- Price
- Creativity in advertising
- Brand Ambassador
- Media Selection
- Symbols
- Product performance
- After sale service

Jio, created a new digital Life for India. It was started in 2016 and 50 million customers took membership after 83 days and 100 million customers took membership in 170 days. Jio changed daily activities of the people in a significant manner. Before Jio's launch, India was 155th in the world in mobile broadband penetration. With Jio India is No.1 in mobile data consumption in the world overtaking USA and China. The promoter of the company took necessary steps towards development of Jio brand, brand strategy, new products, outlets and enhancement of customer relationship. Through sponsorship in the area of Sports and Games, Charity, Social Service, Jio became a truly personalized brand. With free internet package Jio concurred the heart of poor people who resides in villages and urban areas. Jio is the first Indian brand to present Indian heritage with world-class design made in India.

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The Promoter of Jio Brand, the Reliance Industries Limited is doing diversified business. Diversified businesses include petrochemicals, energy, natural resources, textiles, retail and telecommunications. Its Head Office situated in Mumbai. The Goodwill of the company has managed to win the heart of its customers all over the country. In September, 2016 Reliance Jio Infocom Ltd started its services offering free data and voice calls. This leads to stiff competition among telecom service provider like Airtel, Vodafone Idea, BSNL. To survive in the market these companies offering new product and data plan and thereby want to increase their market share. The benefit of competition is enjoyed by the customers without any disruption of services.

It has been exactly two months since Reliance Industries Ltd (RIL) chairman Mukesh Ambani announced the launch of the company's 4G enabled telecom network Jio. Within two months from the date of launch newest kid in telecom sector Jio made deep impact on the rivals. Even Telecom Company like Bharthi Airtel fears that they will face severe competition from Jio in future.

Impact of Jio on Indian Telecom Market

- Unexpected growth of Jio Brand : Jio surpasses 100 million subscribers.
- Jio has sent demand for Volte enabled handsets soaring.
- Jio has set diversified services with free data.
- Subsuming market share of rivals.
- Merger and amalgamation of rival telecom companies.

Reliance Jio invested more than 1.5 Lakh crores rupees during 2010 to 2016 for infrastructure development without having any profit. It also eliminated the situation which can threaten Jio. Because of huge debt suffered by Rivals like Vodafone Idea, Airtel, BSNL, is not in a position to invest huge amount in a short period of time. Reliance Jio's popular Data package, Sim with unlimited free internet grabbed the attention of public and thereby helps to increase the market share of the company.

Establishment of Network Tower both in rural and urban area enhanced the usage of Jio network. With the help data brand positioning, they solved problem of call drops marginally. Jio swept the nation with their free data offer. Before Jio, people carefully looked at their data consumption. That totally got busted with Jio coming into the market.

While last year Jio spent time advertising during the IPL season, and building its offers strategically, this year the company plans to focus on the marketing world's new favorite buzzword-content. Because of changes in consumer behavior, taste and preference company adopted new market model i.e 4E (Engagement, Experience, Exclusivity, Emotion) to understand and satisfy the needs of customer.

Brands, will have to move at the aped of life and enable multiple micro experiences around the consumer. Brand is part of life and it should go beyond conventional territories. It acts as a link between technology and consumers which help to growth for businesses.

Reliance's Vision for India is;

- Broadband and digital services are not luxury item.
- Internet service is basic necessity of people.
- Promoting 'Digital India' concept.

Reliance Jio is now India's leading telecommunications provider and it's likely to retain its low-price strategy. **Strength of brands** based on factors such as investment in market, familiarity, customer loyalty, staff satisfaction, corporate reputation.

2018 (%)	2019 (%)	Brand strength index (BSI) score of top 7 strongest brands
N.A.	87	Jio
88	86.5	HDFC Bank
77.2	84.6	Indian Oil
76.9	84.4	Maruthi Suzuki
79.1	83.4	Indigo
85.6	82.5	Airtel
70	82.4	LIC

Investors in Reliance Jio

\$ Million	Stake	Investor
5,700	9.90%	Facebook
1,338	2.10%	Silver Lake
1,500	2.30%	Vista
873	1.30%	General Atlantic
1,500	2.30%	KKR
1,200	1.85%	Mubadala
750	1.16%	Abu Dhabi Investment Authority
600	0.93%	TPG
250	0.39%	L Catterton
1,500	2.30%	Public Investment fund of Saudi Arabia
	75.30%	Reliance Industries Limited (owner)

Objectives of the Study

- To know the role of advertising in brand building.
- To know the consumer behavior on Jio Brand.
- To know the impact of Jio brand advertisement on consumer.

Research Methodology

- **Type of Data:** I have used questionnaire, as the research instruments to conduct the market survey. The questionnaire consisted closed ended questions designed in such a way that it should gather maximum information possible.

Types of Questions

- Open ended
- Dichotomous
- Multiple Choice questions
- **Sources of Data:** It was based on primary study which include questionnaire and interaction from respondents selected through random sampling technique.
- **Area of Study:** Basrur Village of Kundapura Tq.
- **Primary Sources:** College Students and retailers and distributors of Basrur.

Limitation to the Study

- Closed minds of respondents, hesitate to share their experience accurately.
- Lack of trust.
- Very limited time.
- Accuracy is depends on the response of the customer.

Milestones of Jio

- Affordable Devices: Jio Sim worked with all Smartphones/Android Phones.
- Digital Communication: 4G Sim suite to all Smartphones/Android Phones..
- Digital Currency: Jio money, Jio's digital currency and digital payments business.
- Jio Drive: Bringing cloud capabilities to every smartphone. Using Jio Drive, anyone can store, sync and share any content between their own devices and also with their friends.
- E- Education: Adaption of new age learning techniques.
- E-Healthcare: 24 hours medical service available anytime, anywhere.
- Digital Entertainment and Social connectivity: Through Jio Chat and Jio Play.
- Notable recruitment of 60,000 employees at the time of reliance jio launch.
- It created lakhs of jio tech partners.
- Jio users were recorded to consume over 100 crore GB of data per month which break downs the average of 3.3GB per user per day.

- In terms of services jio users were recorded to have made more than 200 crores of voice and data calls every day of which 5.5 crore hours was consumed as video data per day.
- With reliance jio popularity a biggest milestone which jio had recorded was making the India #1 in terms of data usage.
- Won the Global Telecoms Business Innovation Award.
- On an average reliance Jio has added 7 customers each second per day.

Product of Jio

- JIOFI
- IYF SMARTPHONES

Services of Jio

- JioTV- A live TV channel service.
- MyJio- Manage Jio Account and Digital Services associated with it.
- JioSwitch- Transfer content.
- JioSecurity- Security App.
- JioNews- A news and magazines aggregator.
- JioSaavn- A music player.
- JioMoney – An online payments/ wallet app.
- JioMags- E-reader for magazines.
- JioDrive- Cloud-based backup tool.
- JioCinema- An online HD video library.
- JioChat- An instant messaging app.
- Jio 4G VOICE- A VoLTE phone simulator.
- JioHealthHub- Access tests, doctors & reports
- JioNet- Connect to JioNet Wi-Fi.
- JioCall- get VoLTE & RCS on any phone.
- JioBrowser- Fast, Safe & light weight browser.

Market Competitors

- Continuous decrease in market shares of major telecoms like Airtel, Vodafone Idea, BSNL.
- With diversified services like 4G data, unlimited free voice call etc Reliance Jio has turned out to be a real phenomenon for the world.
- More and more people acquiring Jio SIM, other telecom operator facing stiff competition.
- Developing new strategy and changing in the tariff plan are to be adopted to face the competition of Reliance Jio.

Strategies Applied

- JIO has collaborated with the Mobile (Apple, Samsung) and E-commerce companies to provide free SIM and an extended data packs.
- Introducing attractive pocket data plan with discounts.
- Let everyone switch to Jio for internet use at cheap rates.
- Unleash the power of fibre optic network to give super fast internet.
- Grow your subscriber base.
- Profit maximization with optimum service.

Overcoming the Obstacles

Case 1: Agitation By Rivals

Bharti Airtel, Vodaphone Idea cellular petitioned a plea to TRAI regarding the tariff rates set by Jio. Airtel issued a petition of 5 pages stating a demand that JIO should not exceed promotional offer beyond 90 days.

Result

TRAI dismissed the motion and the promotional offer was allowed to 31st December 2016, further increased to 31st march 2017.

Future Challenges- Road Ahead

- Expansion and improvement of network coverage in rural areas.
- Continuing to offer HD quality voice calls with good data connectivity, the users can browse and download the documents with minimum time.
- Resolving Network Connectivity issue by hearing the problems of the customers.
- Improving Relationship with retailers by solving their problems.
- Adoption of new technology in Data planning.
- Improving customer care services.

I have also mentioned here with the S.W.O.T analysis of the jio company that what are their strengths, weakness, opportunities and threats and what are the major key areas where they have to keep focus on and how they can overcome and make the threats as their strengths and be a leader in the telecommunication line.

Strengths

- Strong parent company (Reliance Industry).
- Good marketing tactics.
- Familiar brand ambassadors like Amitabh bachan.
- New Technology factor.
- Optical fiber connectivity and no wireless signal connectivity.
- All in one application to gain access to.

Weaknesses

- Supporting political parties in the advertisement might be controversial

Opportunities

- Dynamic pricing policy can be followed for various services and data plan.
- Innovation in apps to get better and more customers.

Threats

- People may choose other network if there is closure of free services.
- Strong competitors' presence in the market and have a great base of loyal customers.
- Attractive offer introduced by rival company might affect the jio customer base.

Data Analysis and Interpretation

The primary data was analyzed to know the impact of advertising of Jio in Basrur area of Kundapura Talluk. The analysis was as follows:

Table 1: Current Services Provider

% age	Particulars	S.No
10	AIRTEL	1
05	VODAFONE IDEA	2
82	JIO	3
03	BSNL	4

Data Interpretation

Out of 140 respondents in Basrur 14 were using Airtel.7 were using Vodapfone Idea. 115 were using Jio and BSNL users were only 4.So according to the above data Jio users are more as compare to other telecom users. Most of the customer using Jio.

Table 2: From when you are using Jio ?

% age	Particulars	S.No
11	less than 5 months	1
15	5 to 12 months	2
70	More than 12 months	3
04	Never used	4

Data Interpretation

Out of 140 respondents in Basrur 15 users were using Jio less than 5 months. 21 users were using Jio for the period of 5 to 12 months. 98 were using Jio for more than 12 months and 6 never used Jio.

Table 3: Reasons for Choosing Jio

% age	Particulars	S.No
20	Social media	1
15	Brand Image	2
35	Recommended by friends	3
30	Advertisement	4

Data Interpretation

Out of 140 respondents in Basrur 28 were using due to social media, 21 were using due to brand image of Jio, 49 were recommended by friends and 42 were using due to advertisement.

Table 4: Role of advertisement in purchasing Jio

% age	Particulars	S.No
92	Yes	1
08	No	2

Data Interpretation

Out of 140 respondents in Basrur 129 people say that advertisement plays a great role in purchasing a jio connection and 11 people says that there is no role advertisement while purchasing a jio connections. So, advertisement makes the customers aware about the product.

Table 5: Sources of Advertisement

% age	Particulars	S.No
82	Television	1
04	Newspaper	2
02	Magazine	3
12	Social Media	4

Data Interpretation

Out of 140 respondents in Basrur 115 watch the advertisement from the television, 06 prefer newspaper, 03 prefer magazines and 16 prefer social media. So, the television is one of the important sources of advertisement.

Table 6: Which Telecommunication company has good advertising?

% age	Particulars	S.No
20	Airtel	1
15	Vodafone Idea	2
65	Jio	3
00	BSNL	4

Data Interpretation

Out of 140 respondents in Basrur 91 says JIO has good advertising. 28 says airtel has good advertising. 21 says Vodafone idea has good advertising and No response to BSNL. So jio has best advertising.

Table 7: Do Jio advertisement informs you about their products

% age	Particulars	S.No
86	Yes	1
06	No	2
08	May be	3

Data Interpretation

Out of 140 respondents in Basrur 120 respondents agreed that Jio advertisement informs about their products. 8 says no and 12 says that Jio advertisements may be inform about the product.

Table 8: Do you want to buy another Sim of Jio on the basis of Jio Advertisement?

% age	Particulars	S.No
90	Yes	1
04	No	2
06	May be	3

Data Interpretation

Out of 140 respondents in Basrur 126 respondents says that yes they will buy another Sim of Jio on the basis of Jio Advertisement.06 says no that they will not buy. And 08 say that may be they can buy another Sim of Jio on the basis of Jio Advertisement.

Table 9: Kind of advertisement influence for more

% age	Particulars	S.No
03	Action related	1
08	Romantic	2
17	Family related	3
72	Trendy	4

Data Interpretation

Out of 140 respondents in Basrur 101 people prefer and like to have trendy advertisements. 24 like family related, 11 like romantic and only 4 like action related advertisements. So, Public prefer trendy advertisement more likely.

Table 10: DO advertisements influence you to change the decision regarding telecommunication connection?

% age	Particulars	S.No
72	Yes	1
10	No	2
18	May be	3

Data interpretation

Out of 140 respondents in Basrur 101 respondents agreed that advertisement change their decision regarding the changes in telecom company, 14 believe that advertisement can't change their decision and 25 says that may be they can change the decision.

Findings

- 92% of the respondents says that advertisements helps to create awareness about the product, so the company should give importance to attractive advertisement.
- 83% people agreed that advertisement through television is very effective one.
- In communication industry the purchasing decision factor plays a major role in making the customers. As in the above research the respondents are being influenced by friends and social media more so the company needs to focus more on existing customers so that existing customers can make new customers.
- Advertising tactics used by Jio is good when as compare to other companies.
- 86% people says that all information about the product must be conveyed to public only through proper advertisement.
- 90 % people says that yes based on advertisement they will buy another Jio Sim, so company needs to identify that 4 % people say no and why 6 % say that they will buy in future.
- 72% people says that they like trendy advertisements so company should focus more on giving the trending advertisements so that customers likes and should buy the jio.
- Company should also maintain good advertising to survive in the long run as people say that better advertising may change the decision regarding change in decision.

Suggestions

- Proper communication of information to customers and proper feedback with the good after sale service should be provided to the customers.
- More focus on television ads and other ads.

- Finding out the root cause that why people will not buy another Jio Sim, what type of problem they are facing in the advertisements.
- Presentation of all the information related to plan in the advertisement only.
- Focus more on trendy and family related advertisement so that more and more customers get attracted.
- Giving importance to existing customers so that they will influence the other customers.
- Establishment of network tower in rural areas so that they are also being attracted and awared.

Conclusion

Reliance Jio brand is Tsunami in Indian Telecom Sector. With the help of diversified services and unlimited data plan nearly 38.25 crore people became customer of the Jio. This happened only through Company's brand building strategy and good advertisement policy. Branding helps to attract the investment in the company from all over the world. As advertisement is the key role in making the success of the company and failure tool of the company. As in the telecom industry small mistake by the company can break the customer and customer might shift to another company. So to remain the telecom industry it is very much necessary to provide with the best service to the customers. Advertising increases brand image of the company.

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