

## **BRAIN GAME- AN ASPECT OF CHANGE (A STUDY ON RELIANCE JIO)**

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### **ABSTRACT**

*The brain of human determines the success and failure of organization. It is only the brain that distinguished from others, leads high performance at individual and organizational level. It is rightly said that Man's mind once stretched by a new idea, never regains its original dimensions. You have to learn the rules of the game and then have to play better than anyone else. There are so many companies that have changed their mindset and become the world's leading companies like AT&T, GOOGLE, FORD, GE etc. In India also, there are companies who have changed the vision of so many other companies. This paper attempts to clear the concept of Brain Game and how the Reliance JIO has changed the game in telecommunication sector. This paper also deals with the impact factor of Reliance jio on Indian telecom industry. This study has objectives related to the performance of jio in relation with customer satisfaction, technology, competition etc.*

### **KEYWORDS**

Brain Game, Jio, Indian economy and data.

### **INTRODUCTION**

#### **“MAN’S MIND ONCE STRETCHED BY NEW IDEA, NEVER REGAINS ITS ORIGINAL DIMENTIONS”**

The human brain will do almost anything to avoid pain and seek pleasure.

The brain of human determine the success and failure of organization and projects .only the brain , which distinguish from others leads high performance work practices high individuals and high organizational performance .

All we have to learn the rules of the game and then we have to play better than anyone else.

There are so many companies in the world that learnt the rules and their game changed the overall scenario and proved that if you want to change the game, you have to think beyond imagination. The companies like Google, face book, AT&T, GE, Apple etc have changed the world through their brain games.

The companies should have to opt the extraordinary path to prove their existence & to rule over the world market. In India, there are companies who changed the criteria of thinking. One of them is RELIANCE JIO. Its game changer throw in the form of JIO had taken over the market.

### **RELIANCE JIO’S BRAIN GAME WHICH PROVED AS GAME CHANGER**

Reliance Jio proved the saying:

“EITHER WRITE SOMETHING WORTH READING OR DO SOMETHING WORTH WRITING”.

### **RELIANCE JIO’S VISION**

-Reliance’s vision for India is that broadband and digital service will no longer be a luxury item. Rather convert it into the basic necessity that can be considered in abundance by consumers .The initiatives are truly aligned with the Government of India’s ‘Digital India’ campaign.

-Digital Healthcare

-Affordable Devices

-Jio Drive

-Digital Education

-Digital Currency

-Digital Entertainment & social connectivity.

### **RELIANCE JIO’S TARGET:-**

-To lead the industry by providing innovative financial products and services.

- To value to shareholders with total satisfaction.
- To establish “Customer First” business strategy.
- To be a social responsible investor.

### OBJECTIVES OF THE STUDY

- To understand the concept of Brain Game.
- To identify customer’s preference towards the reliance jio mobile service provider.
- To know the customer satisfaction level towards Reliance Jio mobile service provider.
- To analyze the effect of reliance jio on other networks.

### RESEARCH METHODOLOGY

The main source of data for the study is Primary data. Although secondary data is also used. Secondary data is collected form journals, magazines, articles, government websites, and newspapers. Structured questionnaire is prepared which consists of the statements related to various aspects of the changes in the telecommunication market by reliance jio.

### SAMPLE SIZE

A sample size of 20 respondents from ambala is collected and T-test is applied on the data to check the significance of data.

### DATA ANALYSIS AND FINDINGS

The profile of the respondents based on Gender, age, educational qualification and occupation

**TABLE 1**

| Particulars(gender) | frequency | Percentage |
|---------------------|-----------|------------|
| Male                | 12        | 60%        |
| Female              | 8         | 40%        |

| Particulars(age) | frequency | Percentage |
|------------------|-----------|------------|
| 15-25            | 16        | 80%        |
| 26-35            | 3         | 15%        |
| 36-45            | 1         | 5%         |

| Educational level | Frequency | Percentage |
|-------------------|-----------|------------|
| 12 <sup>th</sup>  | 1         | 5%         |
| Graduate          | 12        | 60%        |
| Post graduate     | 5         | 25%        |
| Other             | 2         | 10%        |

| Occupation | frequency | Percentage |
|------------|-----------|------------|
| Student    | 13        | 65%        |
| Employee   | 5         | 25%        |
| Business   | 2         | 10%        |

**TABLE 2**

### QUESTIONNAIRE Frequency and Percentage

| Particulars  | Highly agree | agree    | neutral  | disagree | Highly disagree |
|--|--------------|----------|----------|----------|-----------------|
| Reliance jio is the reason for mergers of many companies               | 65%<br>13    | 30%<br>6 | 5%<br>1  | 0        | 0               |
| No.of probabilities increased with the entry of reliance jio in market | 45%<br>9     | 35%<br>7 | 10%<br>2 | 5%<br>1  | 5%<br>1         |

|  |                         |                        |                        |                        |                       |
|--|-------------------------|------------------------|------------------------|------------------------|-----------------------|
| Reliance jio is the reason for increase in network users   | <b>75%</b><br><b>15</b> | <b>20%</b><br><b>4</b> | <b>5%</b><br><b>1</b>  | <b>0</b>               | <b>0</b>              |
| Reliance jio has greater impact on average revenues of other telecommunication service providers | <b>45%</b><br><b>9</b>  | <b>25%</b><br><b>5</b> | <b>15%</b><br><b>3</b> | <b>10%</b><br><b>2</b> | <b>5%</b><br><b>1</b> |
| Reliance jio is reason for changed strategies of many leading companies                          | <b>80%</b><br><b>16</b> | <b>15%</b><br><b>3</b> | <b>5%</b><br><b>1</b>  | <b>0</b>               | <b>0</b>              |

Score data:  $Q1=13*5+6*4+1*3=92$   
Mean= $92/20=4.6$

Similarly the average from Q2 to Q5 is 4.1, 4.7, 3.95, 4.75 shows the strong positive review. Average of averages is 4.42 shows that almost all the persons strongly accept that reliance jio has changed the game in Indian telecommunication industry.

#### APPLICABILITY OF TEST

NULL HYPOTHESIS H0: there is no significant difference in the views of male and female about the game changing policy of reliance jio.

**TABLE 3**

Average scores of males and females on the basis of their responses

| Average score | male | Female |
|---------------|------|--------|
| Q1            | 4.6  | 4.6    |
| Q2            | 4    | 4.2    |
| Q3            | 4.2  | 5.2    |
| Q4            | 4.3  | 3.6    |
| Q5            | 4.3  | 5.2    |

T-test is used to study whether there is any difference in the significance.

**TABLE 4**

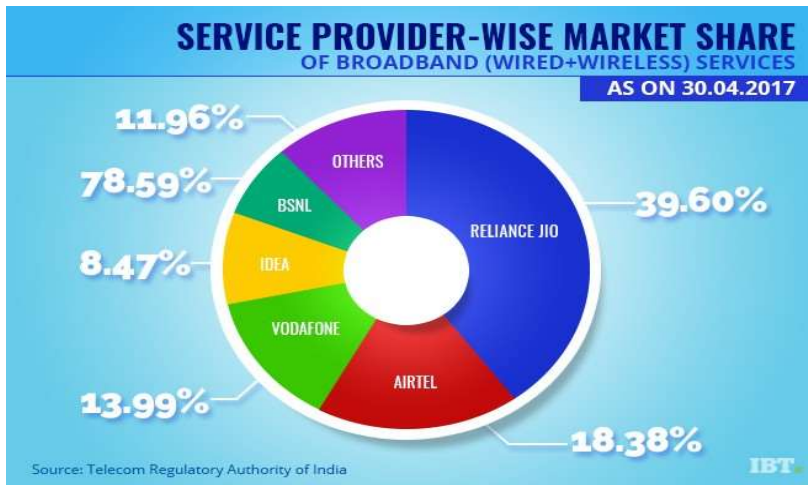
Application of T-test

|                       | male     | Female   |
|-----------------------|----------|----------|
| Mean                  | 4.28     | 4.56     |
| Standard deviation    | 0.216795 | 0.684105 |
| Observations          | 5        | 5        |
| Df                    | 8        |          |
| T test one tail       | 0.204193 |          |
| T test critical value | 1.8595   |          |
| T test two tail       | 0.48385  |          |
| T test critical value | 2.306    |          |

Since the calculated value is less than the critical value so we can say that there is no difference between the views of male and female about the game changing policies of reliance jio.

**IMPACT OF RELIANCE JIO ON INDIAN TELECOM INDUSTRY**

Reliance Jio disturb the telecom industry with its free services and kept the pressure on competitors by announcing lower data plans and free voice calls and roaming starting on 1 April 2017. The share market also pays for its aggressive entry in telecom sector and RIL has jumped 13% in a week.



IN 2018 jio sustains growth in telecommunication sector.



Source: TRAI

Jio customers who has attach to other companies has reduced usage, as a result other companies had to face decrease in average revenue per user.

Other important challenge is drop in pricing power of telecom companies. Because of aggressive pricing of jio, other companies have no choice to reduce their prices. It is for the first time since 2008-09 that annual revenue of Indian telecom companies turns down to rs.1.88 trillion in 2016-17 and will declined to rs.1.84 trillion in 2017-18. The revenue is probable to recover to rs. 1.87 trillion in 2018-19.

Reliance jio’s extreme capitalism strategy, reflected in large capital deployment, has a massive effect on the industry. This is forcing the two players VODAFONE and IDEA to consider a merger and TATA DOCOMO has been taken over by AIRTEL.



Indian telecom sector is growing through a change in completion, before there is competition regarding cheaper rates of voice calls and roaming but now the struggle is shifted over data packs, fastest speed, latest technology and cheaper rates

### **CONCLUSION**

Reliance Jio's free introducing offer creates lot of radical and unexpected changes in consumer's behavior and competitor's strategies. The impact of this new entrant affects equilibrium in the mobile industry and makes rivals vulnerable that they resort to mergers and acquisition. It will be too difficult for small players to make a significant market share. Reliance Jio would have generated a significant market share in next 3-5 years. In the end reliance jio has successfully hit the target market and has deep pockets to invest but has threat to competition and technology. Systematic strategies formulation is required at every point as technology is growing with a rapid pace. Strategic advancements are becoming need of an hour as technological improvements are on its very speedy way.

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