



A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO TELECOMMUNICATION

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Abstract: This study examines the consumer satisfaction towards Reliance Jio Telecommunication. A total number of 100 users of Reliance jio, were involved in the study. The study made use of questionnaires as research instrument. The results of the study show there is significant difference in satisfaction and various services offered by JIO. And there is no significant difference between preference of telecom operator and respondent age. Also, the study reveals that there is association between monthly income of respondent and types of advertisement preferred. This study recommends that the company to concentrate on the customer care and create awareness to its customers and also recommend to get feedback from existing customers to improve the service and generate new customers. The researchers suggest that data service provide at a less rate in continuous basis through that they can achieve new customer easily.

Key words: customer satisfaction, Telecommunication, Reliance jio, Services.

1. INTRODUCTION:

Customer happiness is crucial for business and management because customers are any company's greatest asset. Every business should strive to increase customer satisfaction in order to increase market share and profit. The telecom division of Reliance Industries Ltd (RIL) began providing free services on September 5 and continued through December 31, 2016. After that, the commercial launch provided free services for the following three months, beginning on March 31. While the business has declared that Reliance Jio Info COMM Ltd.'s charitable goal is to establish India as a leader in mobile broadband Internet access, there is no doubting that this news has shaken up the telecom industry nationwide. With its free to low subscription plans, Jio from Reliance might draw in more users and build a solid customer base. Customers who are happy with Jio would serve as the business's free advertising resource. Around 67% of users in India, according to a survey by Bank of America Merrill Lynch, are willing to use Reliance Jio as a secondary connection rather than a primary connection once the telco ceases providing free services in the nation.

2. REVIEW OF LITERATURE:

A survey was done in 2013 by Abhishek Kumar Singh and Malhar Panikkar to determine the Pune market potential for the 4 G industry. The consumer's level of satisfaction was investigated and examined. As they sell items like Data Cards and Broadband to corporate client users, it is evident that Reliance and TATA are in the lead among internet service providers. The majority of businesses are interested in switching to 4 G since it offers fast speeds.

Dr. Sreekumar Menon (2014) Customer satisfaction is a requirement for survival in the industry because of the fierce rivalry amongst the providers. On the market, there are numerous telecommunication service providers selling a range



of goods and services. When a person's experience with a company is compared to their expectations, they may feel either pleased or disappointed. This is known as their customer perception. For an organisation with public affairs and duties to operate smoothly, customer perception is absolutely necessary and unavoidable. Numerous variables, like tangibility, dependability, assurance, higher service quality, empathy, and the like, are involved. Every organization's primary purpose is to satisfy its customers.

Muhammed Ali, M. (2016) investigated how satisfied Keralans were with BSNL. In Kerala, BSNL dominates the telecommunications industry. The high degree of satisfaction is a result of BSNL's high-quality services and availability at all times (maximum coverage).

In a similar vein, **Venkataraman.V (2016)** conducted a study in the Tiruchirappalli District to understand how mobile phone users behave. It has examined what the user anticipates from their service provider. When choosing a service provider, network coverage and recharge are key considerations. Services and satisfaction levels vary from one location to another. There will be good networks in some places, but there will also be areas with subpar network infrastructure. **Boobalan.C. and Jayaraman (2017)** conducted a study to gauge consumer satisfaction with Reliance JIO. As a result, customer satisfaction is influenced by a person's age and income.

In a **2017 study**, **ShanmugaPriya.V.** examined how customers perceive broadband. Broadband is like breath for individuals today, the report says. Without the internet, they would perish. The internet is like air to people. It is regarded as a source of knowledge. The only way for someone to access a box of information is by clicking once. JIO established a 4 G network after realising how important speed and internet are to users. Many domestic and foreign businesses are having difficulty meeting consumer demand. It needs a large investment, which JIO has already undertaken by capturing the market. Regular market research is essential to understanding consumer needs, and the SWOT Analysis allows for opportunity classification in advance.

Ahammed.A.H. (2017) examined the degree of satisfaction in many areas. It said that because JIO has very large tower capacity and meets consumer needs, people are satisfied with their services.

3. OBJECTIVES:

PRIMARY OBJECTIVES

- “To identify the overall impact of Jio on the telecom industry of India - A study on Reliance Jio” Objectives
- To gain an overview of the present situation of the Indian Telecom Industry
- To identify key attributes in the business model of Reliance Jio
- To define the ways in which reliance Jio has affected other players in the telecom industry of India · To assess the key ways in which Reliance Jio has dominated the entire telecom industry
- To recommend ways through which Reliance Jio can become a leader in the Indian Telecom sector.

SECONDARY OBJECTIVES

- To study the total awareness of Reliance Jio in the market compared to other telecom service providers.
- To study the customer satisfaction level of Reliance Jio products and services.
- To find market potential and market penetration of Reliance Jio products and services.
- To identify the customer satisfaction level towards reliance 4G jio service.

4. RESEARCH METHODOLOGY:

RESEARCH TYPE:

Considering the nature of the present study where the main aim of the study is to know the real impact of the Reliance Jio on the telecom industry of India and for accomplishing this aim descriptive type of research has been adopted. It leads to a proper analysis of the topic and as a result, all the main objectives of the study can be easily achieved.

SOURCES OF DATA:

Data sources contain both primary and secondary data. As this is a primary study, data were collected in the form of questionnaires with all necessary analyses. Questions were open and closed depending on the nature of the question.

SAMPLE:

This survey was conducted in a limited area and with a limited number of people, so the sample size was 100 people. Groups included are service workers, office workers, Kirana shopkeepers, homemakers, students and teachers. To get an overall view of the entire study, this varied group of people were surveyed.



TOOLS AND TECHNIQUES USED FOR ANALYSIS:

The tools and techniques used in this study are,

- Correlation
- Chi-square test
- ANOVA test

DATA ANALYSIS AND INTERPRETATION

This part is related to the analysis of information to know the actual results obtained after conducting the overall research. There are mainly his two techniques of data analysis: qualitative analysis and quantitative analysis. In qualitative techniques, the data are in non-numerical form and mainly thematic analysis is performed (Panneerselvam, 2014). In addition, various topics are formed that help to know the real answer of the respondents, which greatly helps to understand the overall results in the most appropriate way. to run the analysis.

TABLE 1 DESCRIPTIVE STATISTICS OF RESPONDENTS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	100	1	2	1.50	.503
Age	100	1	4	1.17	.587
Valid N (listwise)	100				

INTERPRETATION:

From the Descriptive statistics, it is clear that the mean value is 1.50 and 1.17 respectively. The standard deviation is 0.503 and 0.587, which is lesser than 1.

TABLE 2 MONTHLY INCOME OF RESPONDENTS

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20,000	29	29.0	29.0	29.0
	20,001-30,000	11	11.0	11.0	40.0
	30,001-40,000	5	5.0	5.0	45.0
	40,001-50,000	3	3.0	3.0	48.0
	Above50,000	7	7.0	7.0	55.0
	None of the above	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION:

In the table above, the majority of respondents i. H. 45% selected 'None of the above'. 29% have a monthly income of “less than 20,000”, 11% have a monthly income of “20,000 to 30,000”, 7% have a monthly income of “50,000 or more”, and 3% have a monthly income between “40,001 and 50,000”.

TABLE 3 HOW DID YOU COME TO KNOW ABOUT JIO?

How did you come to know about JIO?				
	Frequency	Percent	Valid Percent	Cumulative Percent



Valid	Friends	21	21.0	21.0	21.0
	Family	24	24.0	24.0	45.0
	Social Media	40	40.0	40.0	85.0
	Others	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION:

From the table above, 40% of respondents learned about Jio through 'social media' 24% of respondents heard about Geo through their 'family'. 21% of respondents learned about Jio from 'friends' and 15% of respondents learned about Jio from 'others'.

Table 4 SATISFACTION WITH JIO

Are you satisfied with JIO					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	83.0	83.0	83.0
	No	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Interpretation:

From the table above, it can be seen that most of the respondents, namely H. 37% of respondents have used Jio for 1-3 years, 31% have used Jio for less than 1 year and 19% of respondents have used Jio 3-5 years, and 13% have used Jio for 5-7 years.

TABLE 5. OVERALL PERFORMANCE OF JIO

Correlations			
		Age	How many years your using JIO
Age	Pearson Correlation	1	-.109
	Sig. (2-tailed)		.279
	N	100	100
How many years your using JIO	Pearson Correlation	-.109	1
	Sig. (2-tailed)	.279	
	N	100	100

CORRELATION REPRESENTING THE BETWEEN AGE AND JIO EXPOSURE

AIM

Correlation is a statistical technique that describes direction and degree of relationship between two variables.

ASSUMPTION:

- Variables must be normally distributed.
- Variables must be linear.

HYPOTHESIS:

Null Hypothesis H₀: There is no significant relationship between age and exposure.



Alternate Hypothesis H₁: There is significant relationship between age and exposure.

Interpretation:

A correlation of -1.0 indicates a completely negative correlation and a correlation of 1.0 indicates a completely positive correlation. The relationship is positive if the correlation coefficient is greater than zero. Conversely, if the value is less than zero, the relationship is negative. This table shows that the Pearson's correlation score is calculated based on the two-sided significance level. where the value given by the Pearson correlation is 0.279, calculated based on age and age criteria.

CHI-SQUARE TEST

CHI SQUARE TEST TO DETERMINE RELATIONSHIP BETWEEN AGE OF THE RESPONDENT AND SERVICE THEY LIKE THE MOST

Objectives:

Chi-Square test can be used for the following objectives:

- It is a test of Independence.
- To test Homogeneity.
- To test the goodness of fit.

Purpose:

Chi-Square which is available in cross tabulation is used to test the significant association between two variables.

Hypothesis: Null Hypothesis H₀: There is no significant relationship between age of respondent and service they like the most. **Hypothesis H₁:** There is significant relationship between age of respondent and service they like the most.

5. FINDINGS:

- Majority 44% of respondents belongs to age group of 21-30.
- Both male and female have 50% Contribution
- Majority 72% of respondents belongs to Students 100% of Respondents are aware of JIO.
- Majority 37% of respondents are using JIO for 1-3 Years of period.
- The chi-square test shows that there is a relationship between respondents' monthly income and their preferred advertising types.
- The ANOVA table shows no significant difference between carrier preferences and age of respondents.
- The ranking table shows that a significant difference in satisfaction and the variety of services offered by his JIO.

6. RECOMMENDATIONS:

- The reason to choose JIO service by educated people is that unlimited data services. So the researcher suggest that data service provide at a less rate in continuous basis through that they can acquire new customer easily.
- The customer care employees of Reliance JIO should try to convey the features benefits and classification to the customers.
- Get the feedback from existing customers about Reliance JIO and take the reference for making new customers.
- From the study it reveals there is more call congestion. So, effective stop to remove the problem of calling congestion & call drop.
- JIO service providers has to create awareness about JIO prime plan to used on category of employment.



- The aim of present investigation was to identify the overall impact of Jio on the telecom industry of India and it can be concluded that Jio has carried out huge impact on the entire industry.

7. CONCLUSION:

The purpose of the current study is to determine Jio's overall impact on the Indian telecommunications industry and it can be concluded that Jio has had a significant impact on the industry as a whole. The Indian telecom industry needs a digital tsunami and Jio has played a key role in transforming the entire industry by bringing digitalization to the industry. It was also noted that the Indian telecommunications industry ranks as the fourth largest application economy in the world. The industry has experienced rapid growth and development in recent years, which is due to several factors. Government has focused on developing effective plans and policies that can contribute to the success and growth of the industry as a whole.

Regulations and laws have been developed here that provide long-term opportunities for businesses to run all processes smoothly and as desired.

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