



## A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO NETWORK IN TIRUNELVELI

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### ABSTRACT:

Our Indian Telecommunication sector is growing higher each day. India's telecommunication network is the second largest in the world by the number of telephone users (both fixed and mobile phone) with 1.206 billion subscribers as on 30.09.2017.<sup>[1]</sup> This happened especially with the launch of Jio mobile network services by the Reliance Industries on 05.09.2016. Within the first month, Jio announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world.<sup>[2]</sup> Jio crossed 50 million subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22.02.2017.<sup>[3]</sup> By October 2017 it had about 130 million subscribers.<sup>[4]</sup> With many factors, a customer's preferences are changing from one thing to another. For the purpose of satisfying consumers, nowadays, almost all the telecom industries are offering a number of cost-free voice calls and data services to satisfy their customers.<sup>[5]</sup> The present paper endeavours to study the satisfaction of customers towards Jio network with 100 respondents using simple random sampling method. The study concludes from its analysis that Jio network has to improve its network coverage and call connectivity respectively to retain its customer base.

**KEYWORDS :** Customer Satisfaction, Reliance Jio, Preference, Telecom services.

### INTRODUCTION:

Indian telecom industry experienced a high pace of market liberalization and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets globally. Some major telecom operators in India comprise of Airtel, Vodafone, Idea, Aircel, BSNL, MTNL and Reliance Communications. Some other telecom operators have also faced a downfall in India, which includes TATA Teleservices, Infotel, MTS, Uninor, and TATA DoCoMo as they failed to satisfy the digital needs of their customers.

Reliance Jio Infocomm Limited, a subsidiary of Reliance Industries Limited, India's largest private sector company, is the first telecom operator to hold pan-India Unified License. Jio provides high speed 4G internet connectivity, rich communication services and various digital services and applications like My Jio, Jio Mags, Jio Newspaper, Jio TV, Jio Chat, Jio Music, Jio 4GVoice, Jio Xpress News, Jio Security, Jio Cloud, Jio Switch, Jio Net, Jio Health Hub, Jio Mediaware X, Jio GST Bill and Jio Cinema on free of cost where the customers can enjoy its exclusive premium services. Jio acts as the destination for all the customers' digital needs where they can enjoy music, latest news, watch tv soaps or movies, chat with friends, read premium national, international and regional magazines for free & more. Thus Jio aims to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby driving India into global leadership in the digital economy.

## STATEMENT OF THE PROBLEM

Even though, Reliance Jio network offers cost-free services in voice calls and data services, the fullest heartfelt cent percent satisfaction of its customer is a doubtful one. Even though Reliance Jio has 200 million customers nationally, it is mostly used as a Secondary SIM instead of being a Primary SIM. Which means it cannot replace the place got by other top telecom sectors in the mind of the consumers, that they use Jio only for free voice and data services. If Reliance Jio fails to provide the full satisfaction to its customer, it is difficult to sustain its image in the telecommunication industry. Hence the study is undertaken for the purpose of analyzing the satisfaction level of the customers of Jio network.

## REVIEW OF LITERATURE

S. Nemat Sheereen, (2014) <sup>[6]</sup> in his study titled, "A Study on Customer Satisfaction of BSNL Services in Kerala" stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers, which opened new world to the customer around the world. The paper analyses and finds that the quality of service and maximum network coverage are the most important factors, which satisfy the customers in relation to telecommunication.

Aman Banchhor *et al.*, (2015) <sup>[7]</sup>, state in their study that Jio is the only company which is using fourth generation (4G) LTE services and which is operating its network on 1800 MHz and 2300 MHz bands in Mumbai. Jio facilitate the normal download speed of 15-20 mbps and has the lowest international call tariff in the world. 4G handset with free connection for starting at as less as Rs.2999 is also provided. No surge pricing on public holidays, festivals and newyear. Reliance Jio manipulate some marketing strategies of competitive pricing and tariff plans. Jio is offering special operating own apps like Jiomoney, Jiosecurity etc., Jio charges only 1/10<sup>th</sup> of standard in telecommunication charge and focuses on calls, text and data respectively without any roaming charges throughout India and Students can get an additional 25% data usage if they registered their SIM card with a student ID.

R. Sorna priya and M. Sathiya, (2017), <sup>[8]</sup> in their study titled, "Customer Satisfaction towards Reliance Jio Network" stated that 52 per cent of the respondents are satisfied with Jio services and 64 per cent of them were suggested to improve its network coverage.

KR Mahalaxmi and Suresh Kumar N, (2017), <sup>[9]</sup> in their study titled, "Changing the Indian telecom sector: Reliance Jio" revealed that the promotional offers of JIO enables more customers to prefer Jio and majority [97 per cent] of the respondents were satisfied with the services of Jio.

## OBJECTIVES OF THE STUDY

1. To study the demographic profile of the respondents who use Reliance Jio SIM.
2. To study how the customer got awareness on Reliance Jio.
3. To analyze customer satisfaction level towards Reliance Jio network.
4. To give findings and suggestions.

## HYPOTHESES OF THE STUDY

1. There is no relationship between age and satisfaction level of the respondents.
2. There is no relationship between occupation and satisfaction level of the respondents.

## RESEARCH METHODOLOGY

The study uses primary data as well as secondary data. Secondary data was collected from various published sources. Primary data was collected by structured survey. The survey was created online in Google Forms and the link was sent to the respondents using Simple Random Sampling method. The respondents, who were approached through E-mail, were 150. Of these, 100 responses were received, giving a response rate of 66.7 per cent. The analysis of primary data was carried out using the

Statistical Package for the Social Sciences (SPSS) version 20.0 software for Windows 10. The data has been analyzed by using the following statistical tests.

- i. Percentage Analysis
- ii. Chi Square Test

### LIMITATIONS OF THE STUDY

1. The area of study is limited to Tirunelveli District only. Hence the results may not be true if compared to other geographical areas.
2. Reliability of the obtained data depends on the responses from the customer.
3. Questionnaire may have the disadvantages of not being to probe deep into the respondents' thoughts.
4. It was time consuming for identifying the customers and conduct personal interview.

### DATA ANALYSIS AND INTERPRETATION

#### 1. Demographic Profile of the Respondents who use Reliance Jio SIM

**Table 1 : Age Group of the Respondents**

	<i>Frequency</i>	<i>Percent</i>
Below 25 years	36	36.0
26 to 35 years	36	36.0
36 to 45 years	8	8.0
Above 46 years	20	20.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 1 shows that 36 per cent of the respondents are below 25 years and 26 to 35 years. 20 per cent of the respondents are above 46 years and 8 per cent of the respondents are 36 to 45 years of age.

**Table 2 : Gender of the Respondents**

	<i>Frequency</i>	<i>Percent</i>
Male	44	44.0
Female	56	56.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 2 shows that 56 per cent of the respondents are female and 44 per cent of the respondents are male.

**Table 3 : Educational Qualification of the Respondents**

	<i>Frequency</i>	<i>Percent</i>
Schooling	8	8.0
UG	36	36.0
PG	56	56.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 3 shows that 56 per cent of the respondents are Post Graduates. 36 per cent of the respondents are Under Graduates and 8 per cent of the respondents have done schooling and none of the respondents are Illiterates.

**Table 4 : Occupation of the Respondents**

	<i>Frequency</i>	<i>Percent</i>
Business	12	12.0
Profession	20	20.0
Government Employee	12	12.0
Private Employee	24	24.0
Unemployed	32	32.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 4 shows that 32 per cent of the respondents are unemployed. 24 per cent of the respondents are Private limited employees. 20 per cent of the respondents are Professionals and 12 per cent of the respondents are Government employees and businessmen.

**Table 5 : Income of the Respondents**

	<i>Frequency</i>	<i>Percent</i>
Below ₹10,000	32	32.0
₹10,001 to ₹20,000	24	24.0
₹20,001 to ₹30,000	16	16.0
Above ₹30,000	28	28.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 5 shows that 32 per cent of the respondents earn an income Below ₹10,000. 28 per cent of the respondents earn an income Above ₹30,000. 24 per cent of the respondents earn an income of ₹10,001 to ₹20,000 and 16 per cent of the respondents earn an income of ₹20,001 to ₹30,000.

## 2. Customer's Awareness on Reliance Jio

**Table 6 : Respondents Awareness on Reliance Jio**

	<i>Frequency</i>	<i>Percent</i>
Newspaper	12	12.0
Advertisement	52	52.0
Word of Mouth Promotion	24	24.0
Internet	12	12.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 6 shows that 52 per cent of the respondents got awareness on Reliance Jio through Advertisement. 24 per cent of the respondents got awareness on Reliance Jio through Word of Mouth Promotion and 12 per cent of the respondents got awareness on Reliance Jio through Internet and Newspapers.

**Table 7 : Number of Months the Respondents are using Reliance Jio**

	<i>Frequency</i>	<i>Percent</i>
Less than 1 month	8	8.0
2 to 3 months	8	8.0
4 to 5 months	20	20.0
More than 5 months	64	64.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 7 shows that 64 per cent of the respondents are using Reliance Jio More than 5 months. 20 per cent of the respondents are using Reliance Jio 4 to 5 months and 8 per cent of the respondents are using Reliance Jio 2 to 3 months and Less than a month.

**Table 8 : Features that Attracted the Respondents to Use Reliance Jio**

	<i>Frequency</i>	<i>Percent</i>
Network Connectivity	24	24.0
Jio Applications	12	12.0
Goodwill of Reliance Co.	12	12.0
Free Calls and Free Internet	52	52.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 8 shows that 52 per cent of the respondents got temptation to use Reliance Jio for free calls and free internet services. 24 per cent of the respondents use Reliance Jio for Network Connectivity and 12 per cent of the respondents use Reliance Jio for the exclusive Jio Applications and for the Goodwill of Reliance Company.

**Table 9 : Features the Respondents want to be improved in Reliance Jio**

	<i>Frequency</i>	<i>Percent</i>
Network Coverage	60	60.0
Calling Congestion	32	32.0
Data Services	8	8.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

**Source : Primary Data**

Table 9 shows that 60 per cent of the respondents expects good Network Coverage. 32 per cent of the respondents expect to avoid Calling Congestion and 8 per cent of the respondents expect to avoid breaking Data Services.

### 3. Customer's Satisfaction Level on Reliance Jio

Table 10 shows that,

- 48 per cent of the respondents are satisfied and 52 per cent of the respondents are not satisfied by the Network Coverage of Reliance Jio.
- 76 per cent of the respondents are satisfied and 24 per cent of the respondents are not satisfied by the Free 4G Data Services of Reliance Jio.
- 48 per cent of the respondents are satisfied and 52 per cent of the respondents are not satisfied by the Free voLTE Calling Services of Reliance Jio.

- 84 per cent of the respondents are satisfied and 16 per cent of the respondents are not satisfied by the Updates, Schemes and Offers of Reliance Jio.
- 84 per cent of the respondents are satisfied and 16 per cent of the respondents are not satisfied by the Customer Care Services of Reliance Jio.

**Table 10 : Customer Satisfaction Level towards Reliance Jio**

<i>Satisfaction Level on</i>	<i>Frequency</i>	<i>Percent</i>
<b>JIO NETWORK COVERAGE</b>		
Yes	48	48.0
No	52	52.0
<i>Total</i>	<i>100</i>	<i>100.0</i>
<b>JIO FREE 4G DATA SERVICES</b>		
Yes	76	76.0
No	24	24.0
<i>Total</i>	<i>100</i>	<i>100.0</i>
<b>JIO FREE voLTE CALLING SERVICES</b>		
Yes	48	48.0
No	52	52.0
<i>Total</i>	<i>100</i>	<i>100.0</i>
<b>JIO UPDATES, SCHEMES AND OFFERS</b>		
Yes	84	84.0
No	16	16.0
<i>Total</i>	<i>100</i>	<i>100.0</i>
<b>JIO CUSTOMER CARE SERVICES</b>		
Yes	84	84.0
No	16	16.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

Source : Primary Data

**Hypothesis - 1**H<sub>0</sub> : Age is not associated with the satisfaction level of the respondents.H<sub>1</sub> : Age is associated with the satisfaction level of the respondents.**Table 11 : Chi-Square Test Between Age and Overall Satisfaction Level of the Respondents**

	<i>Age</i>	<i>Satisfaction level</i>
Chi-Square	41.738 <sup>a</sup>	44.790
Df	12	12
Asymp. Sig	.000	.000

Source : Primary Data

Table 11 shows that the calculated value is less than the table value (.000<0.05). Thus, the hypothesis is rejected. Hence, there is relationship between the age and satisfaction level of the respondents. This study confirms that the respondents below 25 years are highly satisfied with the Reliance Jio services.

**Hypothesis - 2**

$H_0$  : Occupation is not associated with the satisfaction level of the respondents.

$H_1$  : Occupation is associated with the satisfaction level of the respondents.

**Table 12 : Chi-Square Test Between Occupation and Overall Satisfaction Level of the Respondents**

	<i>Age</i>	<i>Satisfaction level</i>
Chi-Square	52.174 <sup>a</sup>	52.465
Df	16	16
Asymp. Sig	.000	.000

**Source : Primary Data**

Table 12 shows that the calculated value is less than the table value (.000 < 0.05). Thus, the hypothesis is rejected. Hence, there is relationship between the occupation and satisfaction level of the respondents. This study confirms that the respondents who are unemployed (that is, who are free) are highly satisfied with the Reliance Jio services.

**FINDINGS OF THE STUDY**

1. 36 per cent of the respondents are below 25 years and 26 to 35 years.
2. 56 per cent of the respondents are Female.
3. 56 per cent of the respondents are Post Graduates.
4. 32 per cent of the respondents are Unemployed.
5. 32 per cent of the respondents earn an income below ₹10,000.
6. 52 per cent of the respondents got awareness on Reliance Jio through Advertisement.
7. 64 per cent of the respondents are using Reliance Jio more than 5 months.
8. 52 per cent of the respondents got temptation to use Reliance Jio for free calls and free internet services.
9. 60 per cent of the respondents expect good Network Coverage.
10. 52 per cent of the respondents are not satisfied by the Network Coverage of Reliance Jio.
11. 76 per cent of the respondents are satisfied by the Free 4G Data Services of Reliance Jio.
12. 52 per cent of the respondents are not satisfied by the Free VoLTE Calling Services of Reliance Jio.
13. 84 per cent of the respondents are by the Updates, Schemes and Offers of Reliance Jio.
14. 84 per cent of the respondents are satisfied by the Customer Care Services of Reliance Jio.
15. Age is associated with the satisfaction level of the respondents.
16. Occupation is associated with the satisfaction level of the respondents.

**SUGGESTIONS**

1. From the overall study, it was found that most of the customers are satisfied with the current services except for network coverage and calling congestion.
2. As majority of the respondents are not satisfied with the Network Coverage of Reliance Jio, it is suggested to improve the network coverage of Jio services by installing towers in the place of unavailability of network and in the remote areas.
3. As majority of the respondents are using Reliance Jio network for free VoLTE calls, it is suggested to remove the calling congestion.
4. Furthermore, improvement in the customer care services will enrich their Customer Relationship Management practices and to retain existing customers and to create new customers too in the future and it is also recommended to increase the quality of their services.

## CONCLUSION

Reliance Jio's tremendous entry has engendered a lot of surprising changes in consumer's behaviours. The entry has even shaken the entire Telecommunication Sector in India. The study is involved in measuring the level of satisfaction of Jio customers. The researcher recommends Reliance Jio services to improve their network coverage and to wipe out the calling congestion so that the company can achieve the 100 per cent satisfaction of their customers. This will also prevent the customer switching over to other networks.

Now the real problem is, as all the other telecom service providers like Airtel, Vodafone, etc., have also cut down their rates for calling and data services, there is a scope for them to fluctuate the market by proving competitive strategies. Hence, there is a requirement for Reliance Jio to create goodwill and enrich its worthiness by improving their overall services to evade the switch over of their customers to other service providers.

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