



CUSTOMER SATISFACTION OF RELIANCE JIO: A STUDY WITH REFERENCE TO GULBARGA, (KALABURAGI) CITY

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ABSTRACT :

India is bigger market for mobile users and life without mobile phone cannot be imagined now days and now being a trend of using more than one mobile phone and more than one service provider. Various network services are available in the world. Especially, the study is focused on Reliance JIO network which has been incorporated in 2007. It is a major LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai which provides wireless 4G LTE service network (without 2G/3G based services) and is the only 100% VoLTE (Voice over LTE) operator in the country. **The present paper aims to understand the Indian Telecom sector and competitions among various telecom players.** With the launch of the JIO Reliance has posed a bigger challenge for the existing operators to do business of lines of JIO or perish from the business. With the launch of the JIO India has turned out to be a nation which provides world cheapest internet. **The paper further puts some focus on the customers using JIO and their satisfaction towards the service provider in the sample area.** Customer is an important asset for any organization and should be treated as centric and company should make every possible attempt to meet the expectation they pose to. Satisfying customer is not an easy task because of their varying opinions taste and preferences and their mobility with shifting brands etc. JIO has come up with 4G technology with 2G & 3G handsets do not have compatibility to use the JIO SIM. This has shot the sales of 4G handsets and JIO has brought a revolutionary in the field of the mobile market. The paper makes a concerted effort to understand the fate of the existing mobile networks and impact of JIO on their business and they were forced to make business on lines with JIO to survive and being forced to change plans. At one time users being given 1 GB for 30 days at a much higher price and JIO came up with free one year plan of daily 1 GB data and later a GB and unlimited calls was a great shock to existing Indian players. Later prime members of the JIO were getting discounts and higher use of data per day; by this we come to conclude the JIO was able to satisfy customers to a great extent. Almost every Indian has a alternative sim in the name of JIO that itself determine how the company has devised the strategy for defeating competitors in business.



KEYWORDS : Indian Telecom sector and competitions , bigger market , LTE mobile network operator.

INTRODUCTION:

Post globalization of the Indian Economy in the year 1991, the telecom sector being the most happening sector in the country as economies were opened and boundaries for doing business have been eased. In the recent some interesting and dramatic changes have been witnessed with many domestic and foreign companies interested to business in the sector of telecom. In Reliance Industries Ltd's (RIL) telecom

unit starts offering free services from 5th September 2016 to 31 Dec 2016; again the commercial launch free services extend next three month from 31 Mar 2017 onwards. While the company has stated an altruistic objective for Reliance JIO Infocomm Ltd. that of putting India on the global map for mobile broadband Internet access there is no denying that this announcement has jolted the telecom ecosystem across the country. Reliance's JIO has come out with free to low subscription; it could attract more customers and create a strong customer base. The satisfied JIO customer would act as the advertising tool for the company without any additional cost.

According to a survey conducted by Bank of America Merrill Lynch around 67% surveyed customers in India are willing to use Reliance JIO as a secondary connection rather than a primary connection once the Telco stops offering free services in the country. The company is updating the retail footprint to Reliance JIO concept delivering differentiated customer experiences. A core part of promise to customers is to ensure that their technical experts in store transfer all their personal data to their LYF Phone allowing them to walk out of the store with their phone fully functional. Extensive trails of our new concept store across all the markets have shown significant increases in both sales and customer satisfaction.

“Customer Satisfaction is a part of customer’s experience which exposes the supplier’s behavior on customer’s needs. It provides the leading indicator of consumer purchase intentions and loyalty towards it.”

Results:

Table No 1: Age wise classification of Respondents.

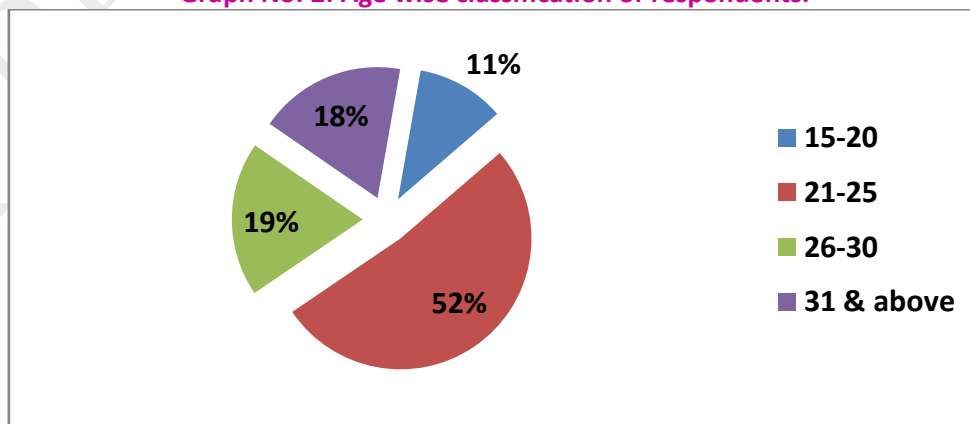
| Age group | No. of respondents | Percentage |
|--------------|--------------------|-------------|
| 21-25 | 57 | 52% |
| 26-30 | 21 | 19% |
| 31&above | 15 | 18% |
| 15-20 | 12 | 11% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

From the above table it is observed that age plays a vital role in usage of smart phone users as JIO specifically designed for 4G users and affordability will be criteria for age wise buying behavior of the customers. out of total population of 105, Majority i.e. 57(52%) respondents were in age group of 21-25 years, further 21(19%) of respondents were in the age group of 26-30 years, further 15(18%) respondents were in the age group of 31 & Above years, and 12(11%) of respondents were in the age group of 15-20 years.

Graph No. 2: Age wise classification of respondents.



Source: Table-1

Table No 2: Gender wise classification of Respondents.

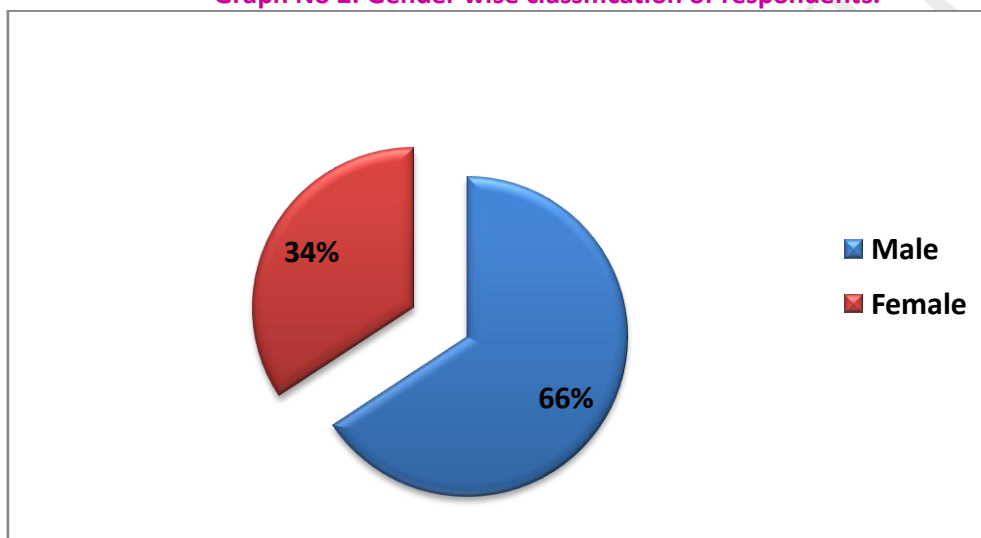
| Gender | No. of Respondents | Percentage |
|--------------|--------------------|-------------|
| Male | 69 | 66% |
| Female | 36 | 34% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

From the above table it has been analyzed that gender doesn't stop the users from using a mobile phone hence it has become one of the much needed compulsory goods in one of the other way. Female have found to be not behind in using cell phones and internet now a days. Out of total population of 105, Majority i.e. 69(66%) of respondents were Male, and further 36(34%) respondents were Female.

Graph No 2: Gender wise classification of respondents.



Source: Table-2

Table No 3: Qualification of the Respondents.

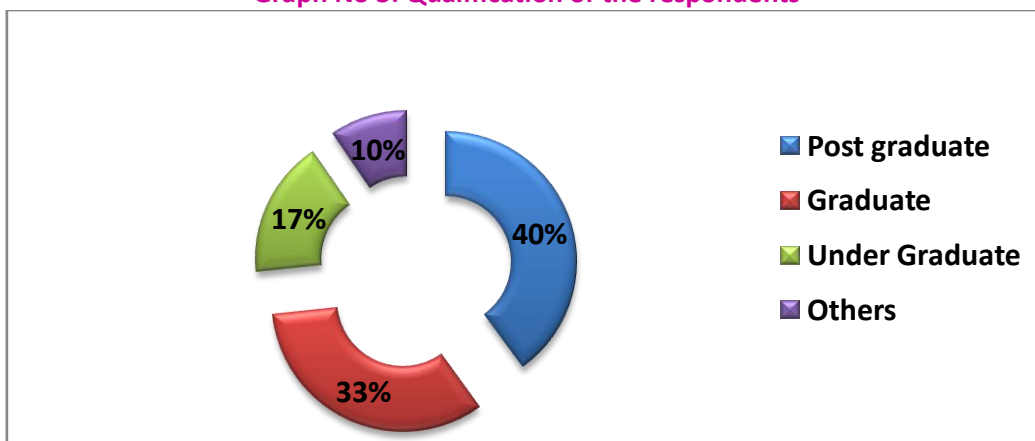
| Qualification | No. of Respondents | Percentage |
|----------------|--------------------|-------------|
| Post Graduate | 42 | 40% |
| Graduate | 35 | 33% |
| Under Graduate | 18 | 17% |
| Others | 10 | 10% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

The analysis of the above table shows that qualification might determine the users of Smartphone's as one must be comfort in using the technology. Qualified people have used JIO network for their professional use. it is observed that out of total population of 105, Majority i.e. 42(40%) of respondents qualification were Post Graduate, further 35(33%) respondents qualification were Graduate, and further 18(17%) respondents qualification were Under Graduate and 10(10%) respondents qualification were Others.

Graph No 3: Qualification of the respondents



Source: Table-3

Table No 4: No. of Respondents using Reliance JIO

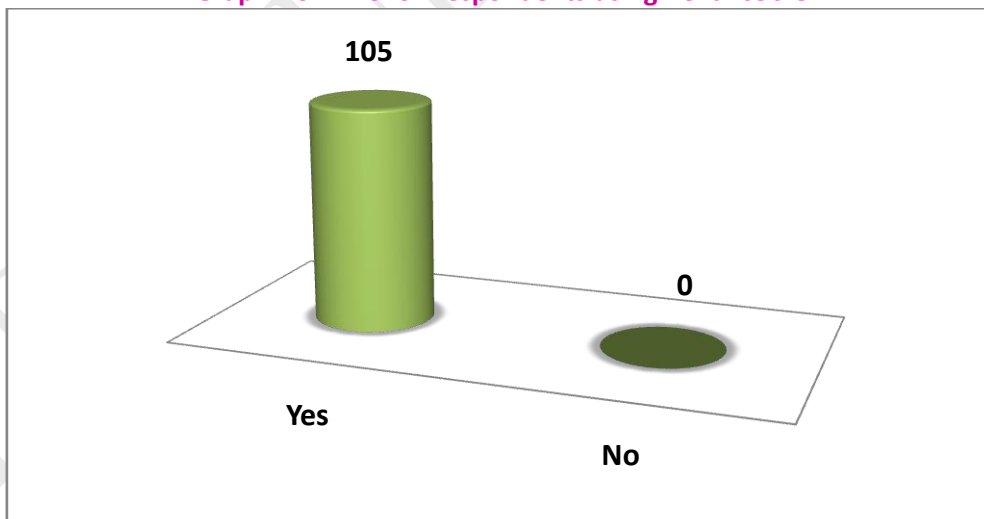
| Reliance JIO User's | No. of Respondents | Percentage |
|---------------------|--------------------|-------------|
| Yes | 105 | 100% |
| No | 00 | 00% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

The above table depicts the number of JIO users in the total population, majority i.e. sample of 105 respondents are users of the JIO. Hence it is inferred that all the users who have been selected as sample were customers of the Reliance JIO.

Graph No 4: No. of Respondents using Reliance JIO



Source: Table-4

Table No 5: Respondents using services of alternate network

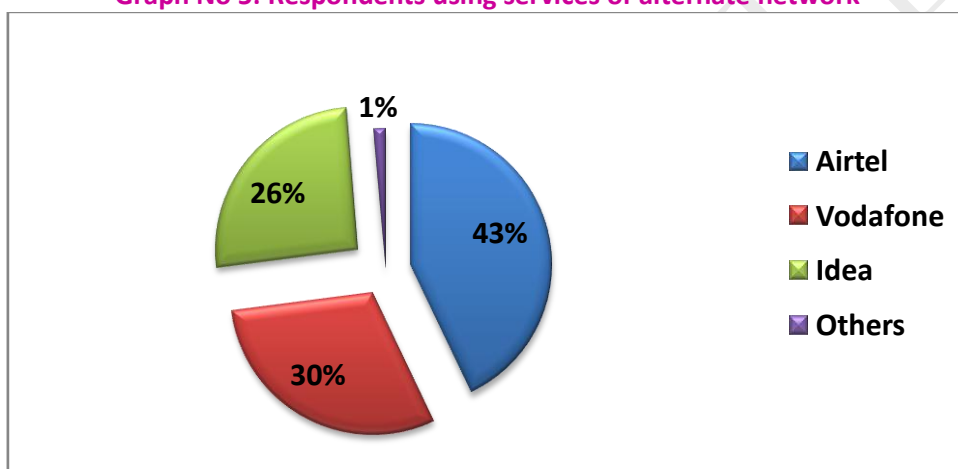
| Alternate service Provider | No of Respondents | Percentage |
|----------------------------|-------------------|-------------|
| Airtel | 40 | 43% |
| Vodafone | 28 | 30% |
| Idea | 24 | 26% |
| Others | 13 | 01% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

From the above table it is observed that out of total population of 105, Telecom operator service providers of Respondents were, Majority i.e. 40(43%) respondents have Airtel, Further 28(30%) respondents have Vodafone, and further 24(26%) respondents have Idea, and 13(01%) of respondents have Others.

Graph No 5: Respondents using services of alternate network



Source: Table-5

Table No 6: Most attractive Features in Reliance JIO.

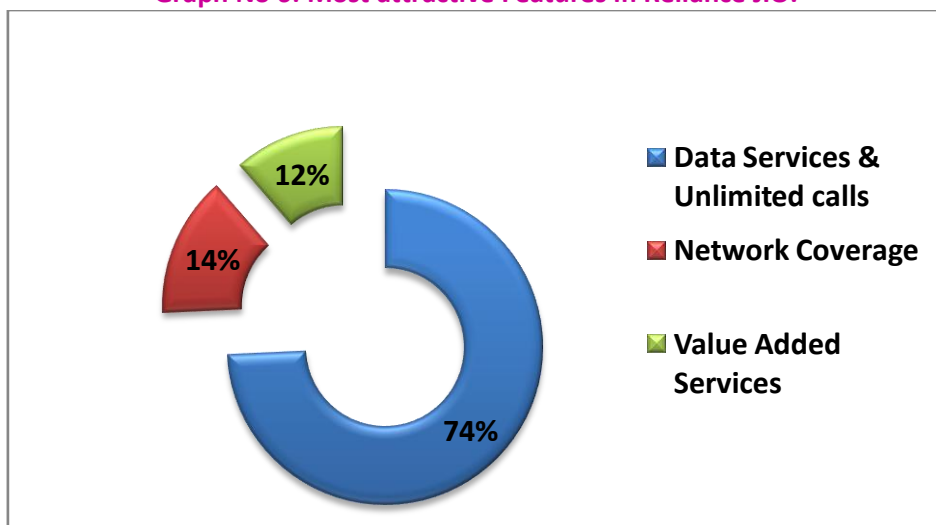
| Respondents most liked Features in Reliance JIO | No of Respondents | Percentage |
|---|-------------------|-------------|
| Data Services & Unlimited calls | 78 | 74% |
| Network Coverage | 15 | 14% |
| Value Added Services | 12 | 12% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

Through the above table an attempt is being made to understand the attractive features of the sample service provider which has pulled attention of the customers. It is observed that out of total population of 105, Majority i.e. 78(74%) respondents opted Data Services & Unlimited calls as their most preferred choice which has attracted them, Further 15(14%) respondents chose Network Coverage as an attraction, and 12(12%) respondents opined Value Added Services as most attractive features of the sample organization.

Graph No 6: Most attractive Features in Reliance JIO.



Source: Table-6

Table No 7: Satisfaction level towards Reliance JIO.

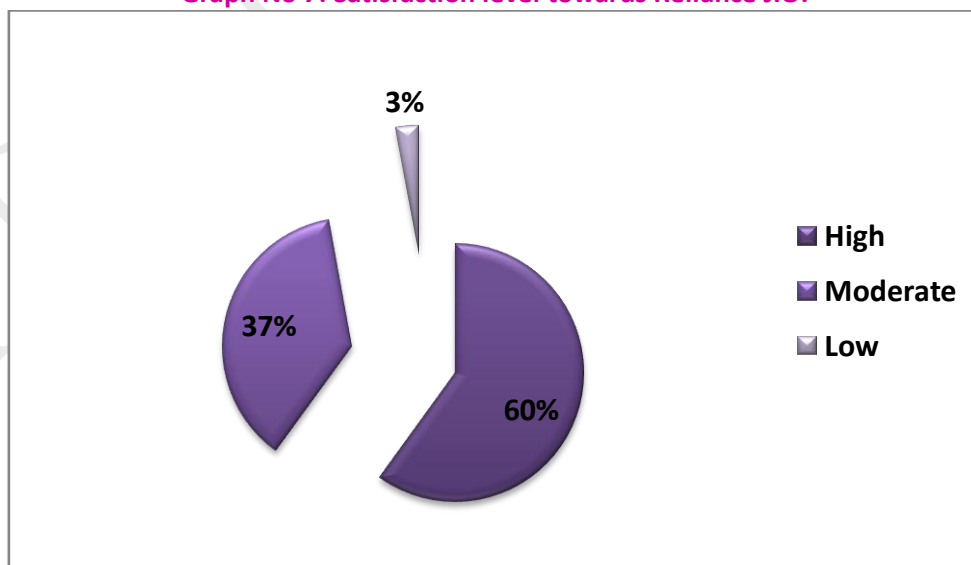
| Satisfaction level towards Reliance JIO | No of Respondents | Percentage |
|---|-------------------|-------------|
| High | 63 | 60% |
| Moderate | 39 | 37% |
| Low | 03 | 03% |
| Total | 105 | 100% |

Source: Field Work.

Analysis:

From the above table it is observed that out of total population of 105, Satisfaction level towards Reliance JIO were, Majority i.e. 63(60%) respondents were Highly Satisfied, Further 39(37%) respondents were Moderately Satisfied, and Finally 03(03%) of respondents were Low satisfied.

Graph No 7: Satisfaction level towards Reliance JIO.



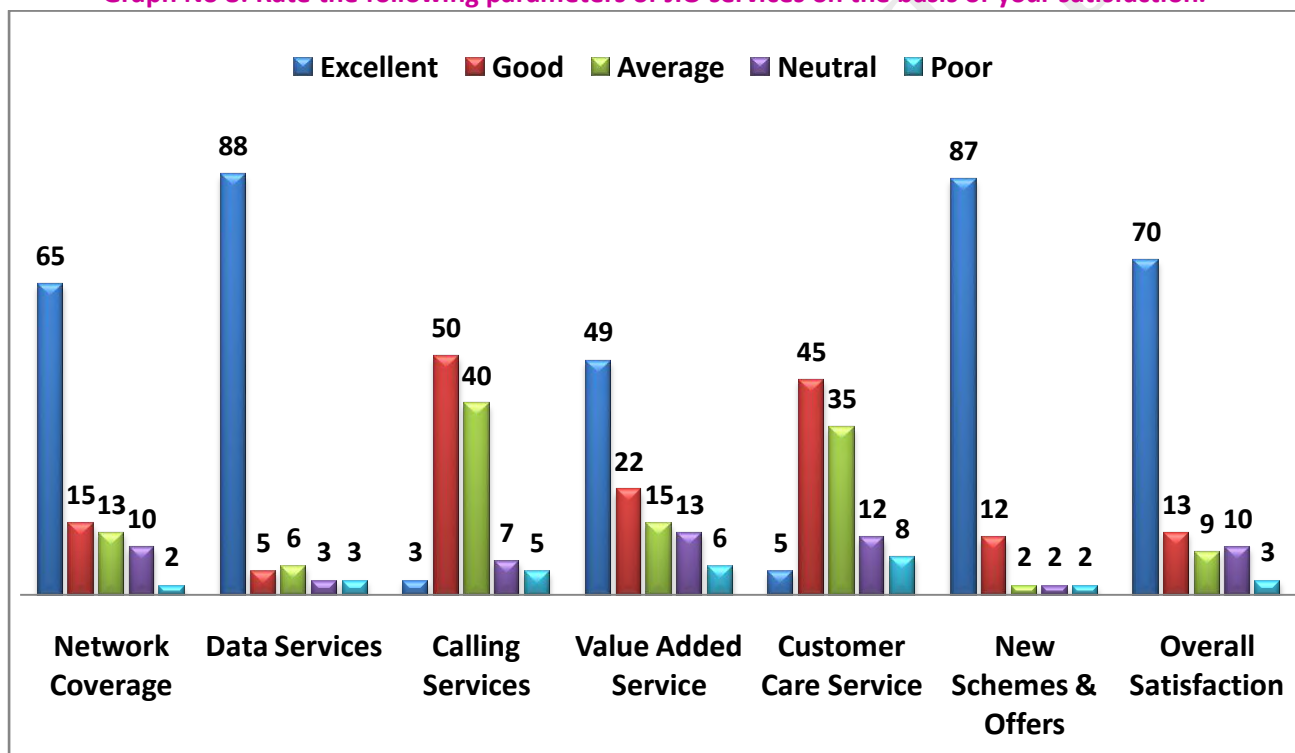
Source: Table-7

Table No 8: Rate the following parameter of JIO services on the basis of your satisfaction.

| Services | Excellent | Good | Average | Neutral | Poor | Total |
|-----------------------|-----------|------|---------|---------|------|-------|
| Network Coverage | 65 | 15 | 13 | 10 | 02 | 105 |
| Data Services | 88 | 05 | 06 | 03 | 03 | 105 |
| Calling Services | 03 | 50 | 40 | 07 | 05 | 105 |
| Value Added Service | 49 | 22 | 15 | 13 | 06 | 105 |
| Customer Care Service | 05 | 45 | 35 | 12 | 08 | 105 |
| New Schemes & Offers | 87 | 12 | 02 | 02 | 02 | 105 |
| Overall Satisfaction | 70 | 13 | 9 | 10 | 03 | 105 |

Source: Field Work.

Graph No 8: Rate the following parameters of JIO services on the basis of your satisfaction.



Source: Table-8

FINDINGS:

Based on Analysis of the data some of the prominent findings are drawn:-

- Majority of respondents were under the age group of 21-25.
- A significant number of respondents were Male.
- Maximum numbers of respondents were Post graduate when qualification of the user was assessed.
- All the respondents covered have been users of the Reliance JIO network.
- Majority of the respondents alternate service providers Airtel.
- A large number of respondents like “Data Services and Unlimited calls” feature in Reliance JIO.
- Majority of users have found to be highly satisfied as JIO has brought a new revolution in the telecom sector.

SUGGESTIONS:**Based on findings, some of suggestions are recommended:-**

- Reliance JIO network has to pull the attention of the rural customers as rural parts lacks in awareness of the network and its plan.
- The customers have complaints on call drop out and first time call connectivity as per the data collected the company should make efforts to solve these issues.
- Number of rural customers has to be increased to be present in mass.
- Replenish the products on Retailer's shop on right time, where it is lacking.
- Make the advertisement of Reliance JIO by putting hoardings, boards, posters and neon (electric) sign boards in every area.
- Get feedback from existing customers about Reliance JIO and take the reference for making new connections.
- Enhance the market penetration and shares in every market and give the high competition to other companies.

CONCLUSION:

Reliance Jio has become very successful brand in India and providing customer satisfaction is to be their main motive. It provides unlimited free calling and data services and SMS on the move as people are more dependent on it in their daily life like wide network coverage and good 4G service. Because 3G services were unable to meet the customer need and wants. That's why 4G has been evolved for Indian customers.

Reliance JIO provides attractive 4G schemes and customer services as well as roaming free services. Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and to provide internet access on the move such as wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment. Reliance JIO is a home brand company and a very emerging brand in India and it will be successful in overseas market in upcoming years.

From the details it can be concluded that 80% of Reliance JIO users preferred to remain with Reliance JIO and fully satisfied with it. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO. Reliance JIO is increasingly capturing the wide area of Indian market day by day. Hence these statistics imply a bright future for company.

Whatever may be the outcome of this battle in this telecom industry, but the customers are benefitted from it.

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