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CUSTOMER SATISFACTION TOWARDS RELIANCE JIO 4G IN TIRUCHIRAPPALLI CITY

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ABSTRACT

Jio launched a bundle of multimedia apps on Google play as part of its 4G services on May 2016. While the apps are available to download for everyone, a user will require a Jio SIM card to them. Additionally, most of the apps are in beta phase. The apps are My Jio, Jio TV, Jio Chat Messenger, Jio Drive and Jio Money Wallet. With the enrichment of technology, the consumer preference is changed from one person to another. For the purpose of satisfying consumers, Telecom industries are offering number of mobile phone networks and also provide cost free services to satisfy their customers. This study involves in analyzing the satisfaction of customer towards Jio network and the data is collected from 50 respondents with help of convenient sampling technique. This study suggests from its analysis to improve the network coverage and remove the calling congestion.

INTRODUCTION

After the globalization of Indian economy in 1991 the telecommunication sector endured one of the trendiest sectors in India. The recent year witnesses a rapid and dramatic changes in the field of telecommunications. In the last few years more and more companies both foreign, domestic have come into cellular service, and many number of network services are available and offers a large number of services to the people. The study is focused on Reliance Jio network which has been founded in 2007. Reliance Group ranks among India's top private sector business houses in terms of net worth. Reliance communications owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 2,80,000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region. The company has a go customer base and it covers over 21000 cities and towns and over 400000 villages of India. Reliance Jio is in process to set-up the 4G LTE infrastructure. RJIL is setting up reliance (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment.

It is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries head quart 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. It covers all 22

telecom circles in India. The Reliance unit has been buying spectrum since 2010 under a plan to return the quarter to a market that now has more than one billion mobile subscribers. Reliance Jio has appointed Shahrukh Khan as their brand Ambassador. It invests into wireless unit of about 150 billion rupee. Jio issued 15 billion new share at Rs.10, each for existing shareholders.

STATEMENT OF THE PROBLEM

Even though, Reliance Jio network offers cost free services to its prime members, the 100% satisfaction is a doubtful one.The present study is undertaken with a view to find answers to the following questions:-Who are the customers availing Jio services? Why they spend some amount for using other networks? What are the ways reliance Jiois going to sustain its image in the systematic nation if it fails to give full satisfaction to its customer?

REVIEW OF LITERATURE

Aman Banchhor et al., (2015), state in their study that Jio is the only company who is using fourth generation(4G) LTE services and which is operating its network on 1800 MHZ and 2300 MHZbands in Mumbai. Jio facilitate the normal downloaded speed of 15-20 mbps. Lowest international call tariff in the world. 4G handset with free connection for starting at as less as R.2999. No. surge pricing on public holidays, festivals and New Year. Reliance Jio manipulate some marketing strategies of competitive pricing and tariff plans, Jio is offering special operating own apps like Jioplay, Jiomoney, Jio security etc., Jio is going to charge 1/10th of standard in telecommunication charge, Focusing on calls, text and data respectively without any roaming charges throughout India and Student gets an additional 25% data usage if they registered their sim card on a student ID.

RajanDrmlami(2015), expresses in the study that providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today`s environment. From the details it can be concluded that 80% of Reliance Jio users preferred to remain with Reliance Jio and fully satisfied. Also good number of customers who are living to switch from their respective subscribers showed interest in Reliance Jio is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

Sean Rodirgues (2015), concludes his study as the customers do not prefer reliance network therefore it will be a hard task to get a good customer base for the 4G network. So, it is very crucial to improve the image of the 2G and 3G services available. And also mentioned in the study that deployment of 4G network in India is certainly not going to be easy as the telecom operators face the challenge to launch a new network along with improving the existing 2G and 3G networks in the country. Since Airtel will be the first to launch 4G services in India whereas Reliance Jio plans to enter the market after a month, Airtel ill already acquire a good customer base. "Since Reliance Jio in a pre-launch phase it is very early to specify the drawbacks".

Abhishek Kumar shingh and Mlharpangrikar (2013), they conclude their study that 4G revolution is started from Pune by Airtel. Drastic changes and improvements from 3G technology need to be a priority. But if done intelligently and thoroughly, 4G holds enormous potential for Pune and can really create a boom in the IT industry, key to the Indian economy. Hence the evolution from 3G to 4G will be stimulated by services offering enhanced quality, requires increased bandwidth, needs elevated sophistication of large scale information provisions and must have improved customized capabilities to support user demands.

OBJECTIVES OF THE STUDY

1. To identify the awareness of customers about Jio network.
2. To study the preference of customers towards other networks with Jio
3. To analyze the customer's satisfaction towards Jio network

HYPOTHESES OF THE STUDY

1. There is no relationship between age of the respondents and satisfaction level of the respondents.
2. There is no relationship between monthly income of the respondents and their monthly expenditure on mobile phone with the usage of other networks
3. There is no relationship between gender of the respondents and satisfaction level of respondents.

MATERIALS AND METHODS

The study is mainly based on the Primary Data and was collected using a structured questionnaire from 50 respondents who are the prime members of reliance 4G in Tiruchirappalli city. The Secondary Data were collected from books, journals and web sites.

The study is an Descriptive research. Non-Probability sampling technique were adopted for this study. Samples are collected and statistics are calculated from so that one can make inferences or extrapolations from the sample to the population.

RESULTS AND DISCUSSIONS

The present study is an attempt to identify the customer satisfaction towards reliance Jio 4G. The demographic variables such as age, gender, educational qualification, monthly income, occupation are the socio economic profile of the respondents taken up in this part.

Table 1:Socio-Economic Profile of the Respondents

S. No.	Particulars	No. of Respondents	Percentage(%)
Age wise classification			
1	Below 25	33	66.0
2	26-35	7	14.0
3	36-45	8	16.0
4	46 above	2	4.0
	Total	**50**	**100.0**
Gender wise classification			
1	Male	25	50.0
2	Female	25	50.0
	Total	**50**	**100.0**
Educational qualification			
1	Illiterate	9	18.0
2	Primary education	1	2.0
3	Secondary education	2	4.0
4	High Secondary education	5	10.0
5	Undergraduate	14	28.0
6	Postgraduate	19	38.0
	Total	**50**	**100.0**
Occupation			
1	Business	9	18.0
2	Profession	3	6.0
3	Government employee	6	12.0
4	Private employee	9	18.0

5	Hired servant	5	10.0
6	Housewife	4	8.0
7	Unemployed	14	28.0
	Total	**50**	**100.0**
Monthly income			
1	Below 10000	11	22.0
2	10001-20000	28	56.0
3	20001-30000	4	8.0
4	Above 30000	7	14.0
	Total	**50**	**100.0**

The study consists of total 50 percent of male respondents and 50 percent of female respondents from the study area. In the age group of below 25 years (66 percent) of respondents, On qualification front, the study finding indicates that post graduate employees were (38 percent), Based on the occupation, the study findings pointed out that 28 percent of the respondents and on the income level pointed out that 56 percent were in the income bracket of 10000-20,000 were using Jio networks.

Table 2 :Details of Respondents with the Usage of their Operator Services along With Jio

Sl. No	Particulars	No. of Respondents	Percentage(%)
Airtel			
1	Yes	28	56.0
2	No	22	54.0
	Total	**50**	**100.0**
Vodafone			
1	Yes	14	28.0
2	No	36	72.0
	Total	**50**	**100.0**
Idea			
1	Yes	10	20.0
2	No	40	80.0
	Total	**50**	**100.0**

Table No. 2 represents that while taking Airtel into account, out of 50 respondents, 28 respondents are using this service, while considering Vodafone into account, out of 50 respondents 14 respondents are using this service and while taking Idea into consideration, out of 50 respondents 10 respondents are only using this service along with availing Jio services.

Table 3: Details of Respondents with the Usage of Jio Services

Sl. No	Particulars	No. of Respondents	Percentage(%)
Sources of Jio			
1	News paper	4	8.0
2	Advertisements	22	44.0
3	Mouth publicity	23	46.0
4	Hoarding	1	2
	Total	**50**	**100.0**
Usage period of Jio			
1	Less than 1 month	6	12.0

2	2-3 months	28	56.0
3	4-5months	16	32.0
	Total	**50**	**100.0**
Feature of Jio			
1	Connectivity	17	34.0
2	Advertisement	11	24.0
3	Applications	11	22.0
4	Goodwill	10	20.0
	Total	**50**	**100.0**
Service like			
1	Data service	19	38.0
2	Network coverage	2	4.0
3	Cost free services	28	56.0
4	Value added services	1	2.0
	Total	**50**	**100.0**

Table No. 3 depicts the usage details of Jio services by the respondents, out of 50 respondents 23 respondents are aware of Jio network through mouth publicity, 28 respondents are using Jio network for23 months, 17 respondents are convinced by the feature of connectivity of Jio and 28 respondents are liking the cost free services of Jio.

Table 4 : Details of Customer Satisfaction

Sl. No	Particulars	No. of Respondents	Percentage(%)
Satisfaction			
1	Highly satisfied	15	30.0
2	Satisfied	26	52.0
3	No opinion	3	6.0
4	Dis agree	4	8.0
5	Highly dissatisfied	2	4.0
	Total	**50**	**100.0**
Improvement			
1	Improvement in network coverage	32	64.0
2	Remove calling congestion	17	34.0
3	Upgrade android version	1	2.0
	Total	**50**	**100.0**

Table No. 4 exposes that out of 50 respondents, 26 respondents are satisfied with Jio services and 32 respondents are suggesting improve the network coverage.

Table No. 5 portrays that out 50 respondents, 15 respondents are saying network coverage is fairly good, 19 respondents are saying data service is very good, 22 respondents are saying calling service is fairly good, 20 respondents are saying value added service takes place at average level, 24 respondents are saying customer care service also occupies place at average level, 17 respondents are saying that new schemes and offer is very good.

Table 5: Indication of Customer Satisfaction

Sl. No.	Services	Excellent		Very good		Fairly good		Average		Poor		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
1	Network coverage	4	8.0	13	26.0	15	30.0	15	30.0	3	6.0	50
2	Data service	10	20.0	19	38.0	13	26.0	7	14.0	1	2.0	50

3	Calling service	1	2.0	16	32.0	22	44.0	7	14.0	4	8.00	50
4	Value added service	2	4.0	9	18.0	17	34.0	20	40.0	2	4.0	50
5	Customer care	1	2.0	4	8.0	11	22.0	24	48.0	10	20.0	50
6	New schemes and offer	5	10.0	17	34.0	16	32.0	9	18.0	3	6.0	50

SATISFACTION LEVEL

Five levels of satisfaction(Highly satisfied, satisfied, No, opinion, Dissatisfied and highly dissatisfied) are converted into three levels of satisfaction (Highly Satisfied, Satisfied),Low(Highly Dissatisfied and Dissatisfied) and medium (No opinion).

Mean + Standard Deviation=High

Mean-Standard Deviation=Low

(Mean + Standard Deviation) – (Mean-Standard Deviation)=Medium

3.96 + 1.02 = 4.98……………………… →High

3.96- 1.02 = 2.94…………………….. →Low

(3.96-1.02) to (3.92 + 1.02)…………… →Medium

Sl. No.	Particulars	No. of Respondents	Percentage
1	High	41	82.00
2	Low	6	12.00
3	Medium	3	6.00
	Total	**50**	**100.00**

It is inferred that 41 respondents (82.00%) are having high satisfaction, 6 respondents(12.00%) are having low satisfaction and the remaining 3 respondents (6.00%) are having medium satisfaction.

In order to test the relationship between age of the respondents and their level of satisfaction, the researcher has applied the chi-square test with the help of SPSS. The researcher has framed the hypothesis that there is "no relationship between age of the respondents and their level of satisfaction". The result is presented in the following table.

Table 6 infers that the calculated value is less than the table value(.000<0.05). The hypothesis is rejected. Hence there is relationship between age of the respondents and their levels of satisfaction.

In order to test the relationship between monthly income of the respondents and their Monthly expenditure on mobile phone, the researcher has applied the chi-square test with the help of SPSS. The researcher has framed the hypothesis that there is "no relationship between Monthly income the respondents and their Monthly expenditure on mobile phone with the usage of other operator services".

Table 6: Chi-square tests for age of the respondents and their level of satisfaction

	Observed N	Expected N	Residual
Age			
Below 25	33	12.5	20.5
26-35	7	12.5	-5.5
36-45	8	12.5	-4.5
46 Above	2	12.5	-10.5
Total	**50**		

Satisfaction			
High	41	16.7	24.3
Low	6	16.7	-10.7
Medium	3	16.7	-13.7
Total	**50**		

Test statistics

	Age	Satisfaction
Chi square	46.480a	53.560b
Df	3	2
Asyum.sig	.000	.000

Table 7: Chi-square test for monthly income of the respondents and their monthly expenditure on mobile phone with the usage of other operator services

Monthly Income			
	Observed N	Expected N	Residual
Below 10000	11	12.5	-1.5
10001-20000	28	12.5	15.5
20001-30000	4	12.5	-8.5
Above 30000	7	12.5	-5.5
Total	**50**		
Monthly Expenses			
	Observed N	Expected N	Residual
100-200	28	12.5	15.5
201-300	9	12.5	-3.5
301-400	11	12.5	-1.5
Above 400	2	12.5	-10.5
Total	**50**		

Test statistics

	Monthly Income	Monthly Expenditure
Chi square	27.600a	29.200b
Df	3	2
Asyum.sig	.000	.000

It shows that the calculated value is less than the table value (.000<0.05). The hypothesis is rejected. Hence there is relationship between monthly income of the respondents and their monthly expenditure on mobile phone.

The researcher has applied the ANOVA test with the help of SPSS. The researcher has framed the hypothesis that there is "no relationship between gender of the respondents and their level of satisfaction" the result is presented in the following table.

Table 8: In order to test the relationship between gender of the respondents and their level of Satisfaction

Gender	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	25	3.8800	.97125	.19425	3.4791	4.2809	1.00	5.00
Female	25	4.04400	1.09848	.21970	3.5866	4.4934	1.00	5.00
Total	**50**	**3.9600**	**1.02936**	**.14557**	**3.6675**	**4.2525**	**1.00**	**5.00**

ANOVA					
	Sum of Square	Df	Mean Square	F	Sig.
Between Groups (Combined)	320	1	.320	.298	.588
Linear Term Contrast	320	1	.320	.298	.588
Within Groups	51.600	48	1.075		
Total	51.920	49			

It depicts that the calculated value is greater than the table value (.588<0.05). The hypothesis is accepted. Hence there is no relationship between gender of the respondents and their level of satisfaction.

MAJOR FINDINGS

- Majority of the respondents using Jio service belong to the age group of below 25 years
- Both male and female respondents are equal in using Jio networks.
- Majority of the respondents are using airtel (56 percent) and only 10 percent of the respondents are using along with Jio services.
- 26 percent of the respondents are satisfied with Jio services and 32 percent of respondents feel moderate.
- Most of the respondents are suggesting to improve the network coverage of Jio service and to remove the calling congestion.

SUGGESTIONS

- It assists Reliance Jio to capture the greatest market share in the current trend and it can be survived in the market with its competitors for a long period and also created a good image in the minds of customers.
- To remove the network problem and calling congestion, the present study suggests to install the towers in the place of unavailability of network and the remote areas.
- More than half of the respondents does not like the new schemes and offers introduced by the company. So proper survey should be conducted and more attractive and useful schemes must be introduced.
- The company should emphasize more on reducing the bundle price and introducing attractive maximum validity package which would help them improve their sales.

CONCLUSION

As there is a healthy competition given by the existing groups in the industry, lack of deprivation in any of the services may affect the company severely.The study is involved in measuring the level of satisfaction and preference of Jio customer and the researcher recommends Reliance Jio Company to improve their network coverage and to wipe out thee calling congestion. With the excellent rural awareness and rural market share in telecom services, the company should also try to boost up their urban market share. This could be done with the help of a team of properly trained and dedicated employees. Moreover there is a huge market opportunity for the internet sector

which can be captured by giving the customer, the services according to their needs so that the customer might not switch over to other networks which creates goodwill for the company and enrich its excellence and even the company can achieve the cent percentage satisfaction of their customer.

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