Customer Satisfaction towards Reliance Jio Network

R. Sorna priya[1] and M. Sathiya[2]
[1]Assistant Professor, [2]M.Phil Research Scholar in Commerce,
P.G. and Research Department of Commerce,
AyyaNadarJanakiAmmal College, Sivakasi,Tamil Nadu,India
Email: sornapurushoth@yahoo.com, sathiyaarjun@rediffmail.com

Abstract - **In May 2016, Jio launched a bundle of multimedia apps on Google play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use them. Additionally, most of the apps are in beta phase. The apps are My Jio, Jio TV, jio Chat Messenger, Jio Music, Jio 4GVoice, Jio Xpress News, Jio Security, Jio Drive, 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. The 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. The study suggests from its analysis to improve the network coverage and remove the calling congestion**.

I. INTRODUCTION

Now-a-days, no one is living without mobile phone. Many number of network services are available in this world. Especially, the study is focused on Reliance Jio network which has been founded in 2007. It is a 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. It covers all 22 telecom circles in India. The Relaince unit has been buying spectrum since 2010 under a plan to return this quarter to a market that now has more than 1 billion mobile subscribers. Reliance jio has appointed shahrukh Khan as their brand Ambassador. It invests into wireless unit of about 150 billion rupee. Jio have plan to issue 15 billion new share at Rs.10, each to existing shareholders.

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. Reliance Group ranks among India's top private sector business houses in terms of net worth. The company has a good customer base and it covers over 21000 cities andtowns 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.

II. STATEMENT OF THE PROBLEM

Even though, Reliance Jio network offers cost free services, the 100% satisfaction of its customer is a doubtful one. Although the customers are availing Jio services, they spend some amount for using other networks. If Reliance Jio fails to give the full satisfaction to its customer, it is difficult to sustain its image in the systematic nation. Hence the study is undertaken for the purpose of analyzing the satisfaction level of the customer of Jio network.

III. 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 MH_z and 2300 MH_z bands in Mumbai. Jio facilitate the normal download speed of 15-20 mbps. Lowest international call tariff in the world. 4G handset with free connection for starting at as less as Rs.2999. 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 Jioplay, Jiomoney, Jiosecurity etc., Jio is going to charge $1/10^{th}$ 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.

Rajan Drmlami(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 Relaince 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 Rodrigues (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 will already acquire a good customer base. "Since Reliance Jio in a pre-launch phase it is very early to specify the drawbacks".

TABLE 1 SOCIO-ECONOMIC PROFILE OF 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 of Respondents			
1	Illiterate	9	18.0
2	Primary education	1	2.0
3	Secondary education	2	4.0
4	Higher 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
		50	100.0

Abhishek Kumar singh and Malhar pangrikar(2013), they conclude their study that 4G revolution is started in Pune by Airtel. Drastic changes and improvements from 3G technology need to be a priority. But ifdone 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 band with, needs elevated sophistication of large-scale information provisions and must have improved customization capabilities to support user demands.

IV. OBJECTIVES OF THE STUDY

1. To know 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
4. To give findings and suggestions.

V. HYPOTHESIS

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 the respondents.

Table 1 shows that out of 50 respondents, 33 respondents are below 25 years of age,25 respondents are male and 25 respondents are female, 19 respondents have studied up to post graduate, 14 respondents are unemployed and 28 respondents are having the income between 10001-20000

TABLE 2 DETAILS OF RESPONDENTS WITH THE USAGE OF OTHER OPERATOR SERVICES ALONG WITH JIO

Airtel			
Sl.No.	Particulars	No of Respondents	Percentage(%)
1	Yes	28	56.0
2	No	22	54.0
	Total	100	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

Table2 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

Monthly Expenditure			
1	100-200	28	56.0
2	201-300	9	18.0
3	301-400	11	22.0
4	Above 400	2	4.0
	Total	50	100.0
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	4-5 months	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

Table3 depicts the usage details of jio services by the respondents, out of 50 respondents, 28 respondents are making expenditure on mobile phone of Rs. 100-Rs.200 per month,23 respondents are aware of jio network through mouth publicity, 28 respondents are using jio network for 2-3 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

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 4 exposes that out of 50 respondents, 26 respondents are satisfied with Jio services and32 respondents are suggesting to improve the network coverage.

Table5 portrays that out of 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	8.0	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

VI. SATISFACTION LEVEL

Five levels of satisfaction(Highly satisfied, Satisfied, No opinion, Dissatisfied and Highly dissatisfied) are converted into three levels of satisfaction(High(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 (3.96+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 level 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 of the respondents and their Monthly expenditure on mobile phone with the usage of other operator services" .The result is presented in the following table.

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

Test statistics

	Age	**Satisfaction**
Chi square	46.480^{α}	53.560^{β}
Df	3	2
Asymp.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	27.600^{α}	29.200^{β}
Df	3	3
Asymp.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	4.0400	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 Squares	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.

VII. FINDINGS

1. It is understand from the survey that 25% respondents are male and 25% respondents are female.
2. It is found that majority of the respondents (66.00%) are in the age group of 25 years of age.
3. It is exhibited that most of the respondents (38.00%) are post graduate.
4. It is lucid that majority of the respondents (56.00%) are having Rs.10001-Rs.20000 as their monthly income.
5. It is revealed that majority of the respondents (56.00%) are using the operator service of Airtel along with Jio services.
6. It is lucid that majority f the respondents (56.00%) are spending the amount of Rs.100 –Rs.200 on their mobile phone per month.
7. It is disclosed that most of the respondents (46.00%) are aware of Jio through mouth publicity.
8. It is clearly mentioned that majority of the respondents (56%) are using Jio for 2-3 months.
9. It is shown that most of the respondents (34%) are liking the feature oc connectivity of Jio.
10. It is expressed that majority of the respondents (56%) are liking the services of cost free services of Jio.
11. It is perceives that majority of the respondents (52%) are satisfied with Jio services.
12. It is clearly understand that majority of the respondents (64%) are suggesting to improve the network coverage of Jio.

VIII. SUGGESTIONS OF THE STUDY

Most of the respondents are suggesting to improve the network coverage of Jio services and to remove the calling congestion. 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 create a good image in the minds of customers. If the company charges for its service in the future, the researcher suggested it to charge minimum rate on data and calling services than their rival competitors. Improvement in the customer care services will enrich their CRM practices and to retain existing customers and to create new customers.

Through the word of mouth, the customers are aware of Jio and strive for accessing its services. That is why, it is recommended to increase the quality of their services. 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.

IX. CONCLUSION

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 the calling congestion. And it is assured that the company can achieve the 100 percentage satisfaction of their customer. And also the customer might not be switch over to other networks. It will create goodwill for the company and enrich its worthiness.

REFERENCES

[1] Aman Banchhor, Akash dash and Vijay Amkare(2015) [www.slidehshare.net/vijayamkare/reliance-jio-66729627?next-slideshow=/]
[2] Rajan Drmlani(2015-2017), "Customer satisfaction towards reliance jio project".
[3] Sean Rodrigues(2015), "A study to understand the market potential of Relince jio 4G services in Dahisar East Area of Mumbai".
[4] Abhisehk kumar Singh and Malhar Pangrikar(2013), "A study report to find out market potential for 4G businesses in Pune" Httep://www.ripublication.com/gimbs.html.