



A Study on Customer Satisfaction towards Reliance Jio with Special Reference to Hyderabad City

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ABSTRACT

Any person who is evaluating, purchasing, using, or disposing of services that he believes will suit his needs is referred to as a customer. A producer will be unable to achieve his final goals if he finds a marketing programmer ignoring consumer choices. As a result, a marketer must study more and more about customers in order to create products that satisfy them. Reliance Jio serves to the Indian market by offering low-cost, high-quality services. Reliance Jio is challenging all of its competitors. Customers come in a variety of shapes and sizes, and the vast majority have yet to be contacted and benefited by new technology and services. This will assist you in figuring out how to adjust to new services, technology, and clients.

1.INTRODUCTION

Despite significant growth in the telecom sector, India's teledensity remains low when compared to international standards, giving a huge opportunity for future expansion. However, the lack of communication infrastructure in rural areas, as well as telecom service providers' declining ARPU, may hinder the industry's future growth.

Customer satisfaction (abbreviated as CAST) is a phrase used frequently in the business world. This is a marketing term. It's a metric for how well a company's products and services meet or exceed consumer expectations. As part of its ongoing Common Language in Marketing Project, Customer Satisfaction is defined as the number of customers or endorses the definitions, purposes, and structures of classes of metrics that exist in Marketing Metrics.

In a study of nearly 200 senior marketing executives, 71% said that a customer happiness indicator was extremely helpful in managing their firms.

Are seen as crucial distinction and have increasingly become a key feature

After India's economy was globalised in 1991, the telecommunications sector remained one of the most active in the country. In the sphere of telecommunications, quick and dramatic changes have occurred in recent years. In recent years, an increasing number of organisations, both foreign and local, have entered the cellular service and service sector, offering a wide range of services to the public. A customer is anybody who is analysing, purchasing, utilising, or disposing of services that he believes will meet his needs. If a producer notices a marketing programmer ignoring consumer preferences, he will be unable to reach his ultimate goals.

A company must arrange production and distribution around the needs of the consumer, not the other way around. The number of mobile phone subscribers in India was 0 in 1989.

The number of cell phone users has increased by 13 lakhs since 1999.

The number of cell phone users has increased by one million since 2000.

In the year between March 2010 and March 2011, the Indian telecom sector added a staggering 227.27 million wireless mobile customers, while overall teledensity climbed to 81.82 percent in 2014, and the total number of telephone phone users (mobile and landline) reached 581 million in May 2015.

The total number of subscribers (mobile and landline) is at 800 million (May 2019).

OBJECTIVE

- To determine the level of client satisfaction with Reliance JIO products and services.
- To investigate the many types of Reliance Jio offerings.
- To find out how well-informed customers are regarding Reliance Jio.
- To determine the elements that influence a customer's decision to purchase a Jio sim.

2. REVIEW LITERATURE

A.K. Antony (2016): "A study on consumer satisfaction with reliance jio in Palakkad, hyderabad." The purpose of this study is to determine the level of satisfaction with reliance jio's internet service. He came to the conclusion that the majority of respondents are really delighted with their reliance on JIO net to connect due to its extensive network coverage.

HEMATHERPATAN (2016) looked into the habits of mobile phone users in Rangareddy. Consumer behaviour refers to the actions of persons who are actively involved in the acquisition and use of economic goods and services, as well as the decision-making processes that lead up to and determine this behaviour.

In 1979, a cell phone was invented, and it was first introduced in India in 1994.

However, it was only in the year 2000 that it became well-known.

Cell phone users are now dispersed throughout the globe.

Cell phones are now used by one – fifth of Indians.

It's a significant advancement in the world of communication.

It allows you to communicate and receive information at any time and from any location.

The mindset of cell phone users and how they utilise their phones determines how productive and efficient.

The customer's expectations were investigated thoroughly.

The following are some of the key topics examined in the study: what are the demands of businesses based on data services usage, major internet service providers, and customer service.

The research looked at companies in Chennai that were mostly in the IT, education, manufacturing, and other areas. Reliance and Airtel are the top Internet service providers, according to the study, with items including data cards, broadband, and other services for corporate end-

users. 4G spectrum is a research field that focuses on 4G technologies, networks, and systems for next-generation wide-area cellular radio systems.

3. RESEARCH METHODOLOGY

RESEARCH

DESIGN: Basic observations, questionnaires, proper statistical analysis, and validated findings that can be done in the form of questionnaires are all part of the research design.

Sample size:

The number of respondents chosen for the survey is referred to as the sample size.

From the market and individual customers, I chose 85 sample units.

Sample technique:

The sample design reveals the desired information as well as the final sample size.

In the research, I employed transmitted convenient sampling.

Sampling area:

I visited numerous locations in Hyderabad while conducting the sample, including Secunderabad station, Kukatpally, Madhapur, Gachibowli, Mayapur, hi-tech city and others

Data collection tool:

To perform the market survey, I employed a questionnaire as the research tool.

The questionnaire was made up of closed-ended questions that were aimed to collect as much information as feasible.

A total of 15 questions were included in the survey.

When respondents are provided options, it is easier for them to respond from the options rather than having to ponder and respond, and it takes less time.

Because they keep answering, and one must select the appropriate option.

Data was gathered from two sources.

Primary data was acquired directly from clients using a questionnaire as the primary source.

Secondary data were collected from the friends where I collected from few magazines and books

Method of sampling: all of the customers in the location are surveyed convenient

Sampling is used.

4. DATA ANALYSIS

Data analysis was primarily based on information gathered from clients.

The data gathered from secondary sources is also used to examine one parameter in particular. Data from both primary and secondary sources were subjected to qualitative analysis.

QUESTIONNAIRE

TABLE 1

Age

Age	No of respondents	% Of respondents
20-25	53	62.36%
26-30	10	11.76%
31-35	14	16.47%
Above 36	08	9.41%

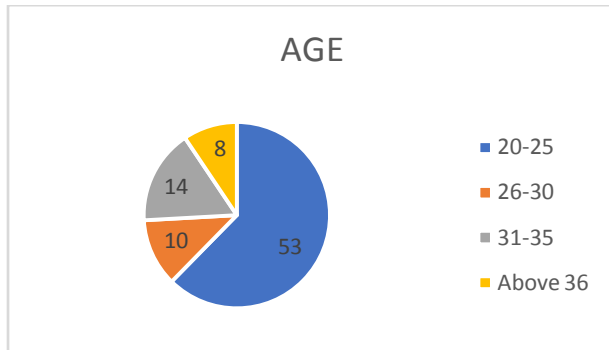
INTERPRETATION:

53% of the respondents are between the age group 20-25.

11.76% of the respondents are between the age group 26-30.

16.47% of the respondents are between the age group 31-35.

9.41% of the respondents are above 36 years of age.

CHART1

The chart shows age of users and percentage of users who are using JIO network.

High percent of users are between 20-25.

TABLE2**OCCUPATION**

Occupation	No of respondents	% Of respondents
Students	42	49.41%
Business man	15	17.65%
Govt. employees	08	9.42%
Private employees	20	23.52%

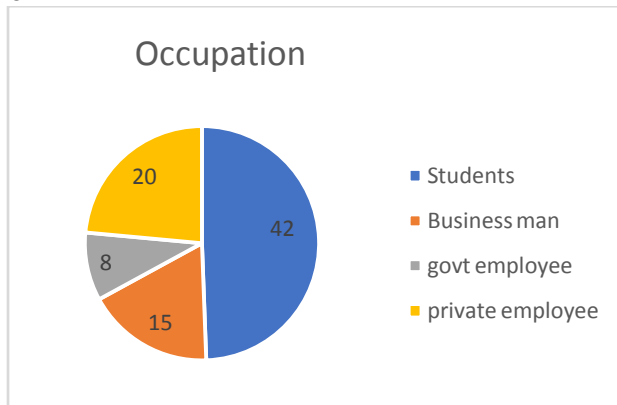
INTERPRETATION

49.41% of the respondents are students.

17.65% of the respondents are business man.

9.42% of the respondents are govt employees.

23.52% of the respondents are private employees.

CHART2

The Chart shows different occupation percentages.

The highest number of JIO users are students.

42% students are using JIO.

15% of users are business man and private and govt employees.

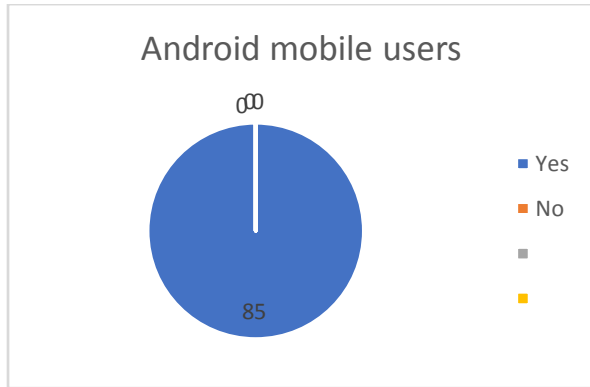
TABLE 3**ANDROID MOBILE PHONE USERS**

Users	No of respondents	% Of respondents
Yes	85	100%
No	0	0%

INTERPRETATION:

100% of the respondents are mobile users.

CHART 3



The chart shows android mobile users.
100% of the respondents are mobile users

TABLE 4

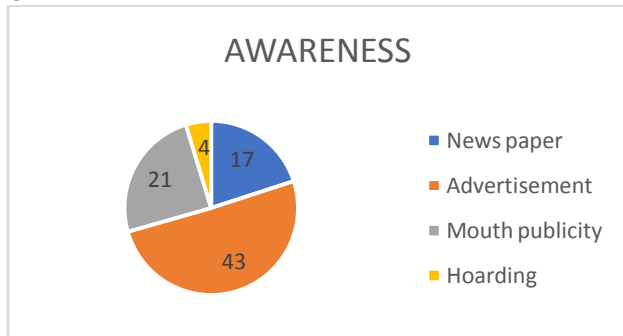
KNOW ABOUT RELIANCE JIO.

Sources	No of respondents	% Of respondents
News paper	17	20%
Advertisement	43	50.5%
Mouth publicity	21	24.7%
Hoarding	4	4.7%

INTERPRETATION:

20% of respondents are known by Newspaper.
50.5% of respondents are known by advertisement.
24.7% of respondents are known by mouth publicity.
4.7% of respondents are known by Hoardings.

CHART 4



The chart shows the awareness about Reliance JIO.
17% of respondents are known by Newspaper.
43% of respondents are known by Advertisement.
21% of respondents are known by Mouth publicity.
4% of respondents are known by Hoardings.

TABLE 5

COUSTOMER SATISFACTION LEVEL

Satisfaction level	No of respondents	% Of respondents
Highly dissatisfied	4	4.7%
Dissatisfied	1	1.1%
Neutral	10	11.7%
Satisfied	52	61.1%
Highly satisfied	18	21.1%

INTERPRETATION:

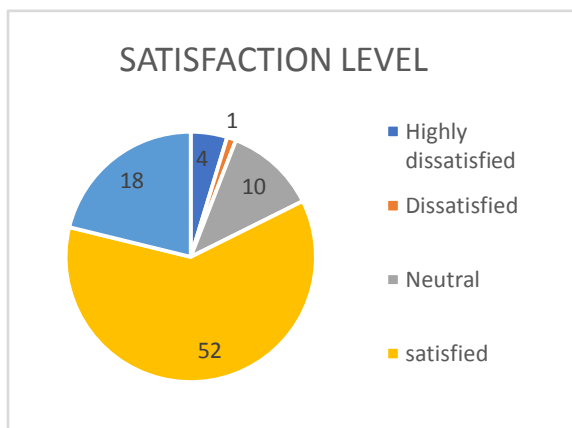
4.7% of respondents are highly dissatisfied Reliance JIO service.

1.1% of respondents are dissatisfied Reliance JIO service.

11.7% of respondents are neutral Reliance JIO service.

61.1% of respondents are satisfied Reliance JIO service.

21.1% of respondents are highly satisfied Reliance JIO service.

CHART 5**INTERPRETATION**

4% of the respondents are highly dissatisfied.

1% of the respondents are dissatisfied.

10% of the respondents are Neutral.

52% of the respondents are satisfied with JIO.

18% of the respondents are highly satisfied.

5.RESULTS AND FINDINGS

During the poll, I discovered that nearly 71% of respondents are satisfied with their reliance on JIO

30 percent of respondents are dissatisfied with Reliance JIO.

Because they still have network issues in far rural areas and towns.

In Hyderabad, Reliance JIO has a large market share.

Customers in the market for LYF handsets are in high demand, which is critical for

Jio Network.

In compared to competing offerings, customers are pleased with the 4G unlimited service.

In Hyderabad, Reliance JIO is the market leader, with all purchasers preferring its products and services.

In Hyderabad, Reliance JIO has increased its potential market share.

Samsung, Redmi, and HTC all have strong competition.

However, buyers prefer LYF devices because of the extensive network coverage available in Hyderabad

6.SUGGESTIONS

To draw people's attention and interest in today's world, the Reliance JIO must focus on rural areas.

Because most individuals in rural and distant areas are unaware about Reliance JIO.

Raise awareness of Reliance JIO in rural and far-flung locations.

If the products in the Retailer's shop are running low, replenish them at the proper time.

Call drop and congestion must be reduced (eradicated).

To market Reliance JIO, use hoardings, boards, posters, and neon (electric) signboards all around the city.

Obtain customer feedback on Reliance JIO and use it as a reference to recruit new clients.

Jio should make an effort to build strong ties with our merchants; praising, recognising, and honouring our shopkeepers on several times will go a long way.

7.CONCLUSION

RelianceJIO has grown to be a wellknown brand in India, with the primary purpose of ensuring customer satisfaction.

People have become more depended on it in their daily lives, thus it provides unlimited free calling, data, and SMS on the go, as well as a large network coverage and good 4G services. Our clients' expectations for 3G services were not met.

As a result, 4G technology has been specifically designed for Indian users.

Reliance JIO features an uncongested network with a large coverage area, as well as great 4G plans and customer support, as well as lifetime roaming free services.

Customers must be satisfied, and the company must give Internet access on the go, such as extensive network coverage and good 4G services, as these are important and technologically advanced services that nearly everyone in today's world require

It serves one of the largest territories with a broad and uncongested network, as well as great 4G plans and customer service.

Reliance JIO consumers elected to continue with the company and were entirely satisfied, according to the data.

A big number of clients are interested in switching from their existing service providers, and Reliance JIO has aroused their interest.

Reliance JIO is gradually gaining a larger share of the Indian market.

As a result, these data indicate that the firm has a bright future.

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