



STUDY OF CUSTOMER SATISFACTION TOWARDS RELIANCE JIO NETWORK

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ABSTRACT

In this work the satisfaction of the users of Reliance Jio network was studied. Any services provided by an organisation have to be verified with the feedback mechanism to ensure the users of the service being provided was satisfied. This work is one of the feedbacks of Reliance Jio, which ensures in what particulars services, customers face difficulties and in what particular services they are happy. This kind of study is much important in now a day to strength any organisation in the high level of competition.

A set of questionnaires was framed and it was given to public who are using Reliance Jio and requested to answer. The data was collected from nearly 150 respondents in Coimbatore region. Out of all the questions the important ones which reveals the customers satisfaction to wards Reliance Jio was tabulated and discussed in this work. Customers were satisfied with the service provided by Reliance Jio, they have few pain areas that are explained elaborately. We have also provided few suggestions to improve the services.

Keywords: *Reliance Jio Network, Organisation, Services*

1. INTRODUCTION

Reliance Infocomm is an industry of telecommunication; it was founded in the year 2010 by Mukesh Ambani. Reliance Infocomm Limited is a mobile network operator in our country, owned by reliance Industries and it was headquartered in Navi Mumbai, State of Maharashtra, it operates a national level LTE network with a large coverage across all 22 telecom circles.

Jio was new to market, it has to get new users to sustain in the market and compete with the other companies. Jio was nowhere in the benchmark when compared to the highly reliable premium networks like Air Tel, Vodafone and Aircel. So, they followed a strategy to get a greater number of customers for their network.

- Free Internet and Unlimited Phone calls
- Advanced KYC Process
- Android Phones and You tube Videos
- Jio changed its phase slowly to paid schemes

1.1 Free Internet and Unlimited Phone calls

Reliance Jio introduced 4G network to the people for the first time, they started to provide free sim cards to all the customers. Not only the Sim cards are free they also provided unlimited 4G internet facility and unlimited calls and messages to all their customers, this made all the customers to buy a Reliance Jio Sim at free of cost even though they had a Sim in other networks. During this time period the 4G phones in Android operating software were started to sell. Jio and Android phone both supported between them and grown like anything. People was also encouraged to buy phone with 2 number of sim cards which enables user to seamlessly buy a Jio sim card and use it for internet connectivity. Almost everyone in the town and cities started to busy the Jio sim cards. Many of the people had a separate contact of the same person mentioned as a nick name Jio. For example, Kumar's phone has a contact saved in phone of Suresh, with names "Suresh" and "Suresh Jio".

1.2 Advanced KYC Process

Reliance Jio encouraged the people to buy SIM cards and get a Jio cellular network connectivity by providing the advanced application software in the android phones which made the KYC process very simple. They made stalls in public places, theatres, shopping malls and various regions to increase the customer data base. The simple KYC process through phone call and small finger print readers helped Jio to keep stalls in various places easily. Since the Jio sim powered phones are working in 4G network the KYC process was very fast and enable a queue of 10 to 20 peoples to get the sim in few minutes, not like other networks which takes days to get to the Sim card and the KYC process to get completed.

1.3 Android Phones and You tube Videos

The Samsung, Lenovo, Moto and few international Chinese brands used the market potential of the Jio and sold their android powered mobile phones to the market. People were happy to use the advanced android phones with Jio free sim cards. They were enabled to stream video and various useful apps to make their work simple. Many people learned a lot and lot and developed their skills with the you tube videos. For those who want to spent time in entertainment got their facility with android and free internet facility, they can see unlimited videos on the internet with their large display android phones. This scenario boomed the cell phone market, the sales of mobile phones, headsets and its accessories multiplied many times and this got a view globally and the various international mobile phone manufacturers started to seek the Indian market. Redmi, Xiovmi, One plus and Huawei are some of the Chinese mobile manufactures who were sold their mobile phones in tons after this boom. People become used to the facilities provided at free of cost and slowly they were becoming ready to buy those facilities when the supply provided at free of cost stops.

1.4 Jio changed its phase slowly to paid schemes

Jio announced a date on which the free services are going to be stopped, and it purposely postponed it with no date. This encouraged the people again to buy the free sim cards, but slowly people started to feel that the services what they are using is temporary and they are going to get charged soon for that. This also made the people to see Jio as a temporary network and not suitable for making genuine business networks and activities with the connection on Jio. Jio again announced a date and this postponed with a time period. Next Jio started to just put a limit to amount of data used per day. This slow change of phase made a belief on the customers to use Jio for permanent business and other transaction activities. People now are ready to pay in nominal for the services provided by Reliance Jio. They started charging their customers as the other networks do but it is a nominal cost which made other networks to reduce their costs and tariff.

2. LITERATURE SURVEY

- **Bank of American Merrill Lynch (2016)** conducted a survey and found that 96 percent of the customer was satisfied with voice quality and 66 percent with data speed the study said 26 percent using as primary sum and 21 percent as secondary sum some as 55 percent of the survey user's find's speed higher than of another telecom.
- **John George (2016)** conducted a research on customer satisfaction in such "KARNATAKA" identified that sim availability activation process and customer care being the strong a areas and call connecting 4G speed being the weak areas they also added that customer loyalty is moderate and prefer value for money
- **Abhishek Kumar And Malhar Pangrikarit (2013)** they conclude their study that 4G revolutions is started in PUNE by Airtel DRASTIC changes and improvement from 3G technology need to be a priority but it done intelligent and thoroughly 4G hold have improved customization support to user demand
- **Muhammed Ail (2016)** studied on customer satisfaction of (BSNL) services in Kerala it has been started the BSNL is one of leading telecommunication on service provided in Kerala most of studied conduct in this area indicate the exploring development are service provided by number of telecommunications.

3. OBJECTIVE

Due to the latest development of technology the marketers are facing new challenges and opportunities. Now-a-days human society is mostly depending on the use of telecommunication especially mobile which is used all categories of people. The study is made to find out the following.

1. The customer satisfaction level of Reliance Jio product & service.
2. Attitude towards reliance Jio subscribers in Coimbatore.

4. METHODOLOGY

The present study is descriptive in nature based on both primary and secondary data. Primary data have been collected by conducting a survey among 150 samples Reliance with special reference to Coimbatore city. In this present study simple percentage random sampling method was used to select the sample from the whole population. Secondary data have been collected from student, employee, and homemaker.

5. RESULTS AND DISCUSSIONS

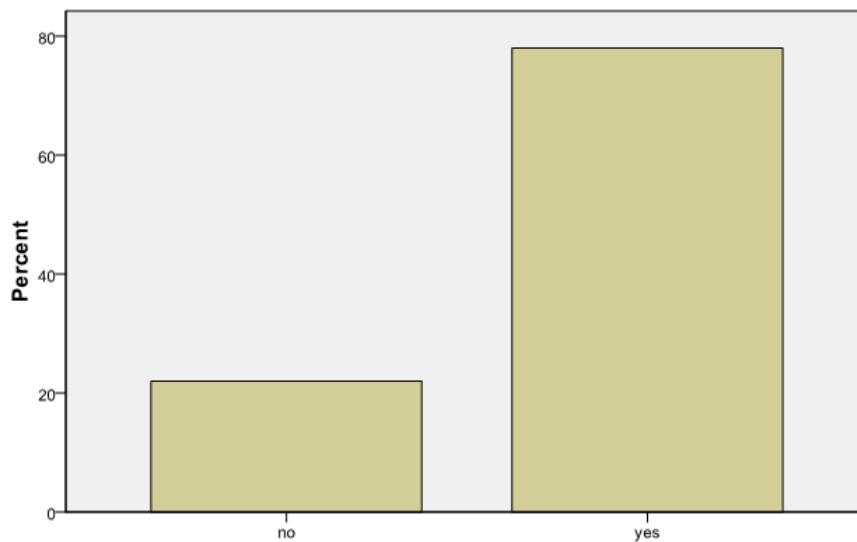
The data obtained from the people are discussed with the table and the graph in the percentage. The value mentioned in the tables will give an insight about the views of the people on that particular topic.

5.1 Satisfied with reliance service

Satisfied with reliance service	Frequency	Percentage
No	33	22.0
Yes	117	78.0
Total	150	100.0

From the above table out of 150 respondents 33(22.0%) no, 117(78.0%) yes **Hence the majority of respondents are yes.**

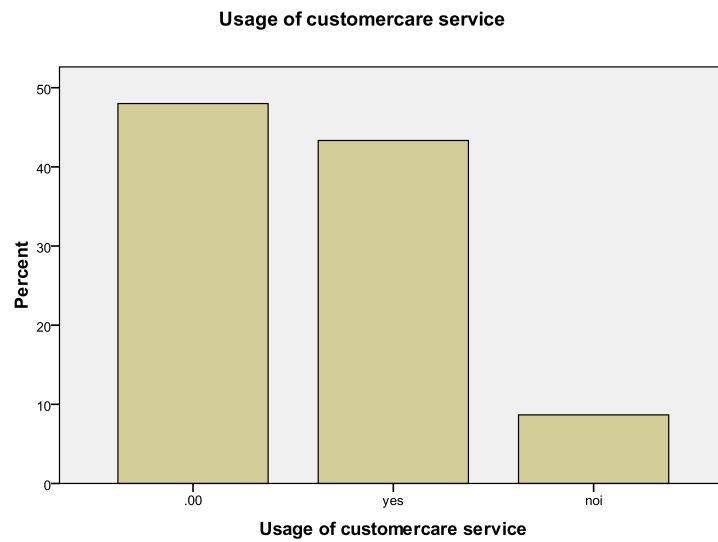
satisfied with reliance jio service



5.2 Usage of customer care service

Usage of customer care service	Frequency	Percent
Yes	65	43.3
No	13	8.7
Total	150	100.0

From the above table out of 150 respondents 65(43.3%) yes, 13(8.7%) no, **Hence the majority of respondents are yes.**



5.3 How is the performance of the following products provided by Reliance Jio?

Level of Satisfaction	My recharge	Saavn music and radio	Live tv	4G voice	HD video call
Very poor	7	4.0	1.3	2.7	8.0
Poor	4.7	4.0	8.7	8.0	4.0
Moderate	7.3	19.3	18.7	20.0	18.0
Satisfied	42.7	60.7	44.7	40.7	36.0
Highly satisfied	44.7	12.0	26.7	28.7	34.0

5.4 How is the performance of the following products and services provided by Reliance Jio?

Level of Satisfaction	Network coverage	Data Service	Calling Service	Value Added Service	Customer Care	New Scheme and Other
Poor	1	1	.7	1.3	6.7	3.3
Average	5.0	2.3	2.7	11.3	5.3	15.3
Good	4.7	7.3	15.3	24.0	20.7	22.0
Very Good	37.3	66.0	38.0	49.3	50.0	37.3
Excellent	52.0	23.3	43.3	14.0	17.3	22.0

5.5 Problems in Jio

Problems in Jio	Frequency	Percentage
Tower problem	58	38.7%
4G mobile only support to Use	67	44.7%
Customer care not responding	8	5.3%
Recharge plan	17	11.3%
Total	150	100.0

From The Above Table Out Of 150 Respondents 58(38.7%) Tower Problem, 67(44.7%) 4G Mobile Only Support To Use , 8(5.3%) Customer Care Not Responding, 17(11.3%). Recharge Plan **Hence the majority of problems in respondents are 4G mobile only support to use.**

5.6 Rank of service quality

S.no	Title	4	3	2	1	Total	Rank
1	Customer care service	73	52	84	88	297	4
2	SMS	17	128	96	144	385	2
3	Internet	38	72	141	112	363	3
4	Calling	26	48	171	240	485	1

The Above Table Out Of 150 Respondents Calling Service Rank Was 1 , SMS Service Rank Was 2 ,Internet Service Rank Was 3 , Customer Care Service Rank Was 4 , The Majority Of The Respondents Are Calling .

6. CONCLUSION

Totally one hundred and fifty respondents in various gender, age category, places and professions were selected and asked to fill the questions prepared. The various answers provided by the customers were carefully recorded and studied to evaluate the customer satisfaction for the various services provided by the Reliance Jio.

The outcome of the study and the suggestions are explained in the upcoming lines. In today's scenario the Reliance Jio are requested focus on rural areas instead urban to get the attention of people and gather the interest of rural people. It is because most of the people in rural region are not having enough knowledge about the various schemes and plans provide by Reliance Jio. Spreading out of awareness about the company in the deep rural regions/ areas will help Jio to grow even faster and complete. Replenish the products on the shops of retailer on perfect time, where it gets lagging. Remove (eliminate) the problems such as the calling congestion and the drop in call during the users are speaking. Making the advertisements of Reliance Jio with the hoardings, boards, posters, and neon (electrical) sign boards in many regions of rural will enhance the sales of the network to the people in rural areas. Getting feedback from existing customers about the services by the Reliance Jio directly will make the customers to feel highly reliable and it will increase the selling in near future.

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