

A STUDY ON CUSTOMER SATISFACTION OF JIO WITH SPECIAL REFERENCE TO ALAPUZHA DISTRICT, KERALA

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Abstract: Indian telecom industry underwent a high pace of market liberalization and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. India's telecommunication network is the second largest in the world by number of telephone users and also internet user base. There are various mobile phones services provider's in our country and they are playing an essential role in fulfilling the needs of the customers. Jio has captured a large market share and achieved numbers that look the competition over a decade to achieve. It is India's only network which is solely 4G and its USP is the free services that it offers. This study is conducted to analyse the customer satisfaction towards Jio sim and the factors contributing to satisfaction or dissatisfaction towards the product. Both primary and secondary data were used for the study. The data were analysed and interpreted with the help of mathematical methods. Simple percentage method is used in analysing the data. The study found out that Reliance most of the respondents are satisfied with Jio services and they recommends the company to improve their network coverage and to wipe out the calling congestion.

Index Terms - Jio, customer satisfaction telecommunication network

I. INTRODUCTION

India is one of the biggest mobile markets in the world. Indian mobile industry is one of the fastest growing industries in the world. India is the second largest market for mobile service providers after China. Reliance Jio started with broadband services. Their innovative plans made stiff competition in the mobile market. It is India's only network which is solely 4G and its USP is the free services that it offers. In order to enter into the Indian telecom markets the company adopted a predatory pricing strategy telecom market and offered free voice, data, and message services as their "Welcome Offer" from September 5, 2016, to up to December 31, 2016. Later, the offer was extended up to March 31, 2017, as the Happy New Year Offer. Reliance's move disrupted the competition in the Indian telecom sector and major competitors like Airtel, Idea, and Vodafone were faced huge losses and framed defense strategies to sustain their market share.

Reliance Jio promises to shape the future of India by providing end-to-end digital solutions for business, institutions and households and seamlessly bridging the rural-urban divide 63% of its population under the age 35 years.

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.

The present study is an attempt to analyse the satisfaction level of the customer of Jio network. Customer satisfaction towards call rates, data service, value added services etc. are taken to consideration for the study.

III. SCOPE OF STUDY

This study covers customers about Reliance JIO in the areas of Alappuzha District. The study makes effort to ascertain the satisfaction level of customer of Reliance JIO sim only.

IV. OBJECTIVES OF THE STUDY

The main objective of the study is to find out the customer satisfaction towards Reliance Jio. In order to attain the objective the following sub objectives are followed:

1. To find out reason for using Jio service.
2. To analyze the customer's satisfaction towards call rates, data service, value added service of Jio.
3. To find out what are the areas needs improvement in Jio
4. To give findings and suggestions.

V. REVIEW OF LITERATURE

1. Naidu brahmani, Vamsi.S, (2017), "Customer satisfaction towards reliance jio: an empirical study", in their research paper focused in knowing the satisfaction level of customers on the usage of jio sim and the reason behind their satisfaction and dissatisfaction. Survey method is used to collect information from the respondents. 192 respondents were selected for the study using simple random sampling. The results have stated that the respondents are not complete satisfied with usage of jio sim

.The strong reason behind their dissatisfaction is its speed i.e. the users are not getting the same speed all the time .The other two more reasons identified are compatibility of other sim cards,call connects, voice call connects. The reasons where the customers are mostly satisfied are cost effectiveness, free calls, no roaming providing free channels, providing free caller tunes, voice clarity etc. The study suggested to improve the area were customers showed their dissatisfaction.

2. Sorna priya.R and Sathiya.M (2017)“Customer Satisfaction towards Reliance Jio Network” conducted a research work with the aim of analysing the satisfaction level of customers towards Jio network.50 respondents were selected using convenient sampling metod.ANOVA,chi-square were used for analysis. The study found that majority of the respondents (52%) are satisfied with Jio services. Most of the respondents are suggesting to improve the network coverage of Jio services and to remove the calling congestion then it can be assured that the company can achieve the 100 percentage satisfaction of their customer.
3. Mahalaxmi KR , Suresh Kumar N,(2017) ,“Changing the Indian telecom sector: Reliance Jio” ,the study aimed to identify customer’s preference towards the Reliance JIO mobile service provider and to know the customer satisfaction level towards Reliance JIO Mobile service provider in Trichy region.The study was descriptive in nature. The study was carried out through a pilot survey from 50 respondents. The results of the survey were analysed using chi square test .The study revealed that most of the students preferred to choose their service provider as Reliance JIO and 97% of the respondents were satisfied with the services provided by the Reliance JIO.

VI. RESEARCH METHODOLOGY

2.1 POPULATION

Population of the study consist of all the Jio users in Alapuzha District.

2.2 SAMPLING

For collecting the primary data convenient sampling technique is adopted.Total sample size is limited to 50.

2.3 PRIMARY DATA

The primary data for the study is to be collected from 50 respondents from Alapuzha district with the help of a properly designed questionnaire.

2.4 SECONDARY DATA

The secondary data chosen for aiding the study are mainly taken from books, journals, documents, websites, and other publication.

2.5 TOOLS OF ANALYSIS

The data is analysed and interpreted with the help of mathematical methods. Simple percentage method is used in analysing' the data.

Simple percentage = No. of respondents /total no. of respondents *100

2.2 DATA ANALYSIS AND INTERPRETATION

Table:2.11 Table showing the reason for using Jio sim service

Feature	Respondents	Percentage
Connectivity	20	40
Goodwill	2	4
Advertisement	4	8
Schemes	24	48
Total	50	100

Source : Primary data

Interpretation :- From the above table it is clear that 48% of respondents convicted by schemes provided by Jio, 40% by connectivity, 8% by advertisement and 4% by goodwill.

Chart :2.11 Chart showing the reason for using Jio sim service

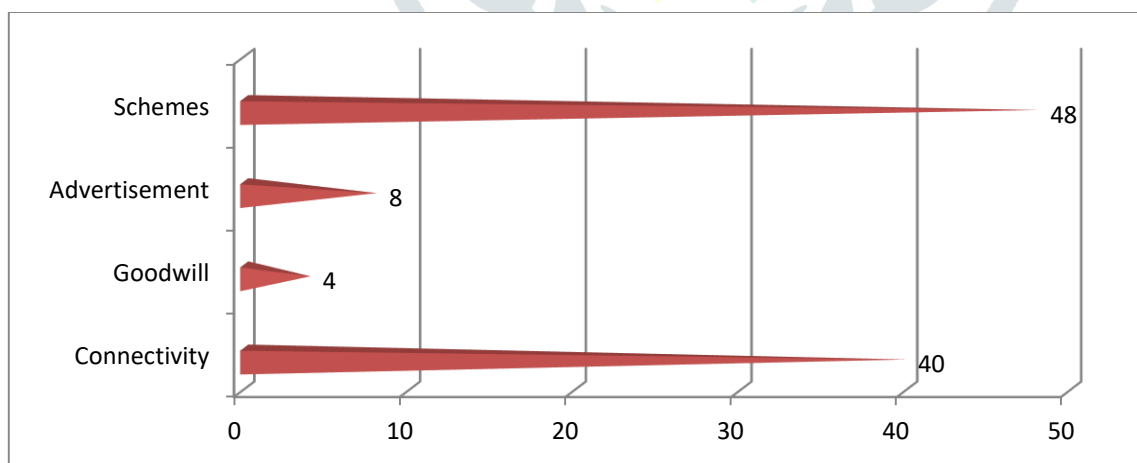


Table:2.12Table showing satisfaction in data service

Option	Respondents	Percentage
Excellent	23	46
Very good	16	32
Good	11	22

Fair	0	0
Poor	0	0
Total	50	100

Source : Primary data

Interpretation :- 46% of respondents rate data service as excellent,32% respondents rate it as very good,22% of respondents rate it as good and no one is rate it as fair and poor.

Chart:2 .12Chart showing satisfaction in data service

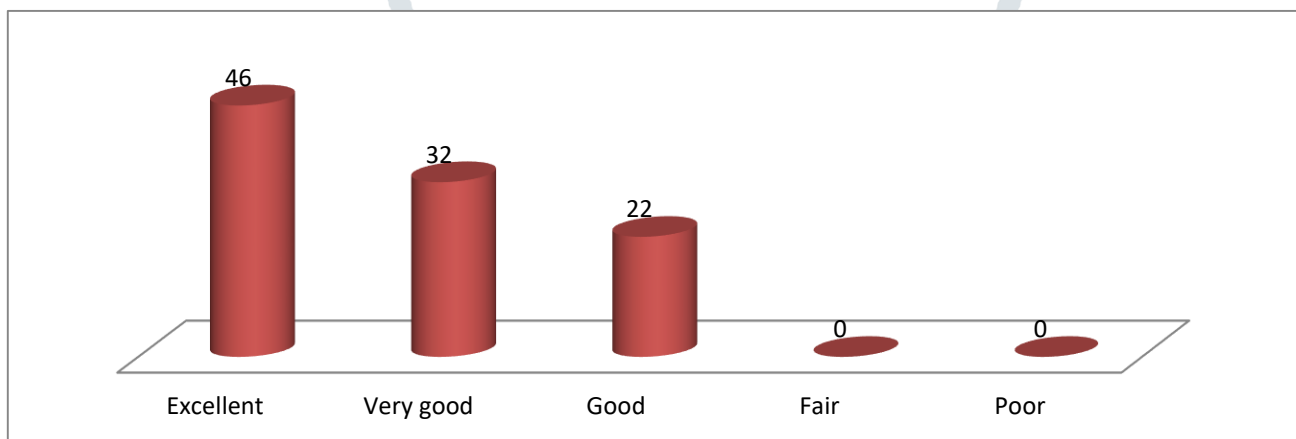


Table:2.13 Table showing satisfaction in calling service.

Opinion	Respondents	Percentage
Excellent	19	38
Very good	12	24
Good	16	32
Fair	3	6
Poor	0	0
Total	50	100

Source : Primary data

Interpretation :- 38% of respondents rate it as excellent, 32% of respondents rate it as good, 24% of respondents rate it as very good, 6% of respondents rate it as fair and no one is rate it as poor.

Chart:2.13 Chart showing satisfaction in calling service

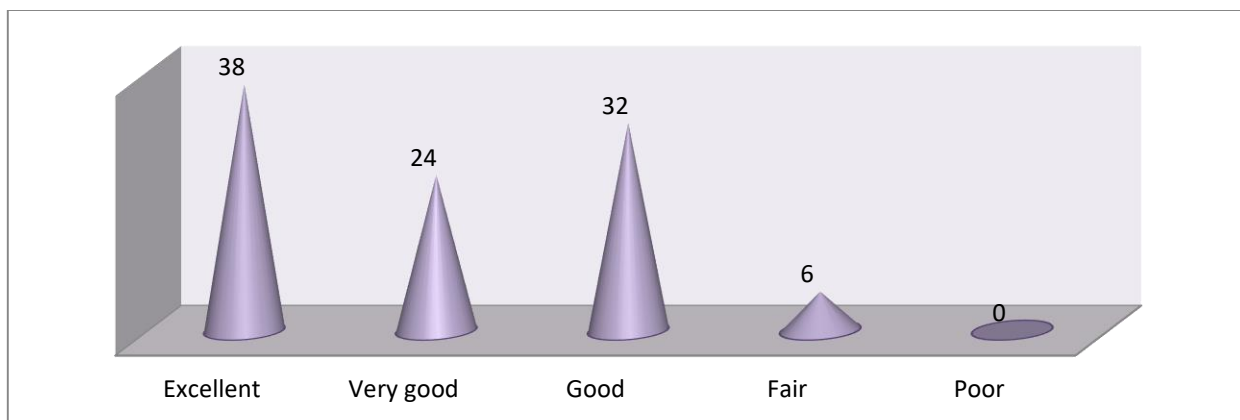


Table:2.14 Table showing satisfaction in value added service

Opinion	Respondents	Percentage
Excellent	11	22
Very good	12	24
Good	18	36
Fair	7	14
Poor	2	4
Total	50	100

Source : Primary data

Interpretation :- 36% of respondents rate it as good, 24% of respondents rate it as very good, 22% of respondents rate it as excellent, 14% of respondents rate it as fair and 4% of respondents rate it as poor

Chart:2.14 showing satisfaction in value added service

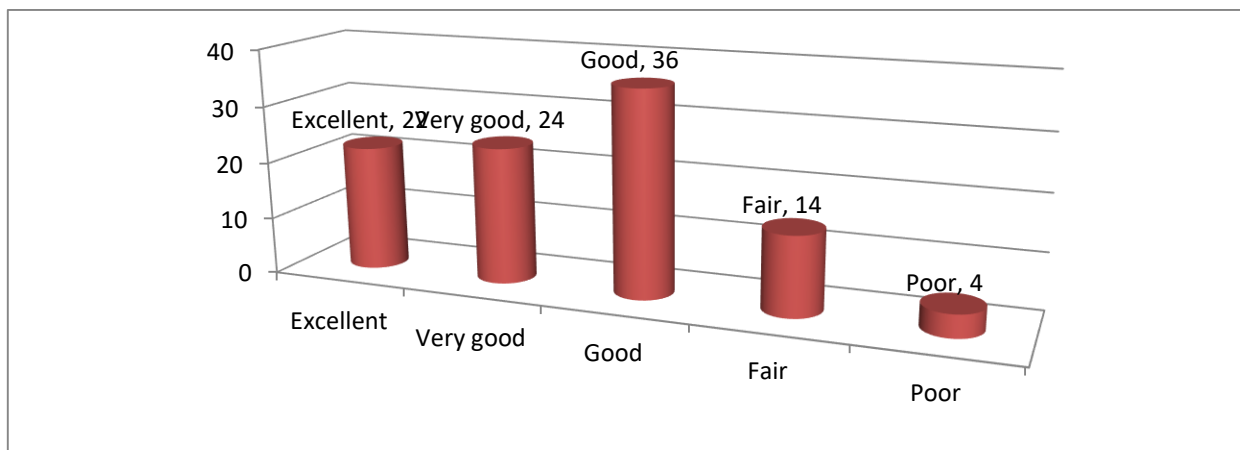


Table:2.15 Table showing satisfaction in customer care service

Opinion	Respondents	Percentage
Excellent	7	14
Very good	14	28
Good	18	36
Fair	5	10
Poor	5	10
Total	50	100

Source : Primary data

Interpretation :- 36% of respondents rate it as good,28% of respondents rate it as very good,14% of respondents rate it as excellent,10% of respondents rate both fair and poor.

Chart:2.15 Chart showing satisfaction in customer care service

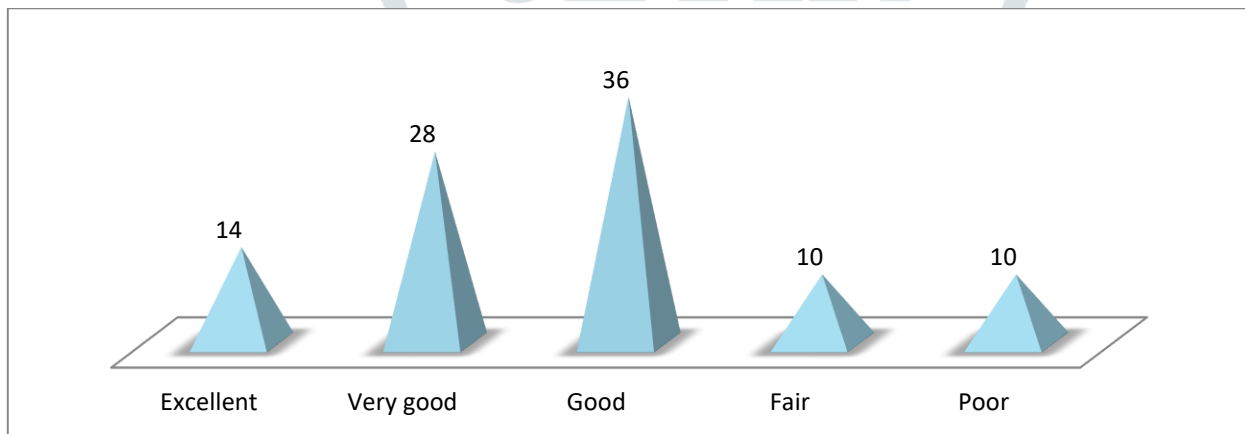


Table:2.16 Table showing satisfaction in new schemes and offers

Opinion	Respondents	Percentage
Excellent	14	28
Very good	10	20
Good	20	40
Fair	4	8
Poor	2	4
Total	50	100

Source : Primary data

Interpretation :- 40% of respondents rate it as good,28% of respondents rate it as excellent,20% of respondents rate it as very good 8% of 5respondemts rate it as fair and 4% of respondents rate it as poor.

Chart:2.16 Chart showing satisfaction in new schemes and offers

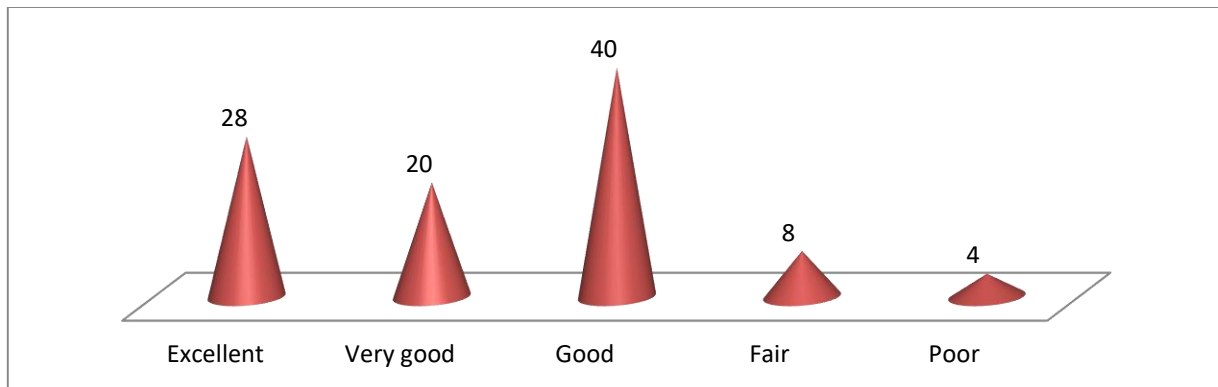


Table:2.17 Table showing customer satisfaction towards Jio service.

Variables	Respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

Source : Primary data

Interpretation :- As per the research 84% of respondents were satisfied with Jio service and 16% not satisfied.

Chart:2.17 Chart showing customer satisfaction towards Jio service

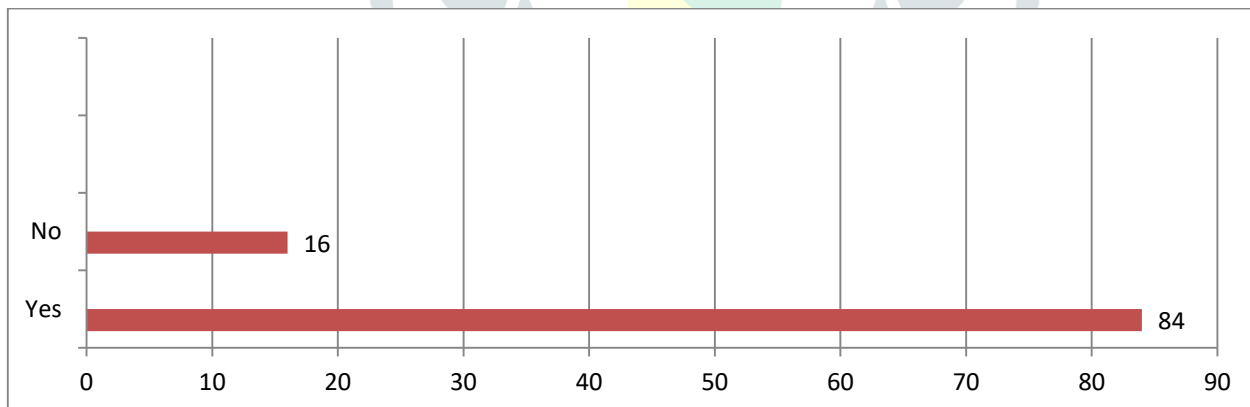


Table:2.18 Table showing improvements needed in Jio sim.

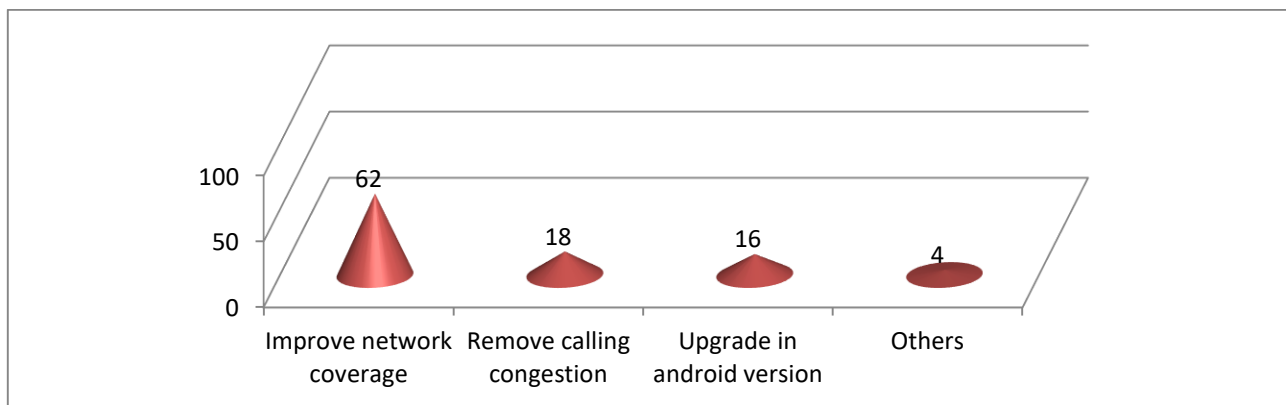
Variables	Respondents	Percentage
Improve network coverage	31	62
Remove calling congestion	9	18

Upgrade in android version	8	16
Others	2	4
Total	50	100

Source : Primary data

Interpretation :- As per the research 62% of respondents are of the opinion that jio must improve their network coverage ,18% respond to remove calling congestion, 16% respond to upgrade jio in android version, 4% respond to improve other service.

Chart:2.18 Chart showing improvements needed in Jio sim



VII. FINDINGS

1. 40% of the respondents are using Jio sim for 1 - 1.5 years.
2. 70% of the respondents get to know about Jio through their friends.
3. Majority of the respondents (96%) come under prepaid plan of Jio.
4. 48% of respondents are convicted with the schemes of Jio.
5. 54% of respondents are satisfied with data service provided by Jio.
6. 44% of respondents feel good with the free offers provided by Jio.
7. 68% of respondents think that introduction of Jio sim affected other network service providers.
8. Majority of the respondents (76%) are satisfied with the customer care services.
9. 44% of the users think that network coverage is good.
10. 46% of the users think that data service is excellent,
11. 38% of the users think that calling services are excellent
12. 36% of the users think that value added services are good.
13. 36% of respondents rate customer care services are good

14. The study revealed that most of the respondents think that the schemes and offers provided by Jio are good.
15. 64% of the respondents rate the performance of Jio as good.
16. 84% of the respondents are satisfied with the Jio service.
17. 62% of the customers says that network coverage should be improved in Jio service.

VIII. SUGGESTIONS

- ❖ Try to provide 3G and 2G also.
- ❖ Try to improve network facilities. No network coverage on border areas and high altitude areas so provide more tower network connections.
- ❖ Try to continue the offers provided in the initial stage of introduction
- ❖ Spread out awareness about jio in deep routed rural areas.
- ❖ Remove the problem of calling congestion and call drop.

IX. CONCLUSION

Reliance JIO has become a very successful brand in India and providing customer satisfaction is their main objective. It provides unlimited free calling and data services and SMS. Reliance Jio's free introducing offer created lot of radical and unexpected changes in consumer's behaviors and competitor's strategies. It affected the equilibrium in the telecom industry and many of the rivals resorted to mergers and acquisitions in Indian mobile network providers.

The study was an attempt to measure the level of customer satisfaction with Reliance Jio. The study found out that most of the respondents are satisfied with Jio services and they recommended the company to improve their network coverage and to wipe out the calling congestion. Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence these statistics imply a bright future to the company. It can be said that in near future, the company will be booming in the telecom industry.

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