

A STUDY ON CUSTOMERS' SATISFACTION LEVEL TOWARDS RELIANCE JIO NETWORK WITH SPECIAL REFERENCE TO AMBATTUR IN CHENNAI CITY

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Abstract : Indian Telecom Industry is one of the fastest growing telecom markets in the world. Various network service providers are fueling the telecom industry. The entitled “A Study on Customers’ Satisfaction Level towards Reliance Jio Network with Special Reference to Ambattur in Chennai City” is carried out with an objective to analyse the level of customer satisfaction towards Reliance Jio network and to find out the awareness among different age groups. A structured questionnaire was used to collect the data. For distribution of questionnaire, random sampling method was used to select the customers and the survey was conducted among those selected users. The data was analyzed using Chi-square test and one - way ANOVA. In the era of information explosion, people are to be provided with quick and timely access to information. The present study is carried out with 80 respondents.

IndexTerms - Customer, Satisfaction, Telecom industry, Network, Service

I. INTRODUCTION

Customer satisfaction plays an important role in a business. Not only as the leading indicator to measure customer loyalty but also to identify unhappy customers, reduce churn and increase, revenue. It is also a key point of differentiation that helps the organisation to attract new customers in a competitive business environment. Reliance Industries Ltd’s (RIL) telecom unit started offering free services from 5th September 2016 to 31 Dec 2016. This free service extended for the next three months until 31 March 2017. While the company has stated an altruistic objective for Reliance Jio Infocomm Ltd. that of putting India on the global map for mobile broadband internet access, there is no denying that this announcement has jolted the telecom ecosystem across the country. Reliance’s Jio has come out with free to low subscription: it could attract more customers and create a strong customer base. The satisfied Jio customer would act as the advertising tool for the company without any additional cost. According to a survey conducted by Bank of America Meril Lynch, around 67% customers in India are willing to use Reliance Jio as a secondary connection rather than a primary connection once the firm stops offering free services in the country.

2.STATEMENT OF THE PROBLEM:

The field of Telecom sector is growing at an alarming speed and could cover a large number of customers by providing free sim cards, high speed internet with wide network coverage and easy access to its customers. But still there are people who are not fully aware of this service. The service provider can take steps to educate the people to utilise the service by which the company can hold a larger market share.

3. IMPORTANCE OF THE STUDY:

Customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customers. In the present state of affairs telecommunication is the lifeblood for every business. Even in this industry there prevails a stiff competition amongst the service providers. In spite of a well-established network and infrastructure support, certain service providers weren’t able to root their footsteps in the market due to lack of proper customer service. Due to this, their promotional initiatives haven’t yielded big results. Since there is a marginal difference between the services rendered, there are more possibilities for the subscriber to change from one service provider to another based on their satisfaction. Hence it is very essential for the service provider to understand the preferences of the subscribers and the satisfaction level to win the hearts of the customers.

The present study has some innovative aspects towards the customers’ satisfaction level and awareness about the service among various age groups. The study reveals the customer’s satisfaction towards reliance Jio network service provider in Chennai city.

4. OBJECTIVES OF THE STUDY:

The following are the objectives of the present study:

- To analyse the level of customer satisfaction towards Reliance Jio network.
- To identify the awareness of Reliance Jio network among different age groups.

5. SCOPE OF THE STUDY:

The present study is carried out with an objective to find out the level of customer satisfaction and awareness towards Reliance Jio network. There is a wider scope available for the Indian telecommunication sector to grow worldwide. The researcher tries to identify the gap between the service providers and the satisfaction level of the customers. It is very important for every business to satisfy its customers as they are the key for growth.

6. AREA OF THE STUDY:

The study is carried out at Ambattur region in Chennai city.

6.1 LIMITATION OF THE STUDY:

- The sample size was limited to 80 customers only.
- Due to time constraints the study was restricted to Ambattur only.
- The study is mainly based on the random sampling method. Hence the findings of the study cannot be generalized.
- The study was carried out for a limited period of 30 days.

7. REVIEW OF LITERATURE:

1. **Dr.T.Sisili, S.Gokul Kumar, S.Sivakumar, G.Manikandan(2018)**, “A Study on Customer satisfaction towards Reliance Jio network”. In their study, it concludes that a good percentage of customers are highly satisfied with Reliance Jio’s free local and national SMS and excellent network in terms of error free SMS delivery, outdoor coverage and roaming services.
2. **D.Bhuvaneshwari(2017)**, “Study on subscriber’s opinion towards Jio sim with special reference to Tirupur City”. The study involves in measuring the level of satisfaction and opinion of Jio subscribers. The researcher analyzed that most of the despondence suggests to improve the network coverage of Jio services and to remove the calling congestion which will assist Reliance Jio to capture the great market share in the current synario. The study also suggest the service provider to improve the customer care services which will enrich their CRM practices, to retain existing customers and to create new customers.
3. **C.Boobalan and K.Jayaraman(2017)**, studied on Customers’ Satisfaction towards Reliance Jio sim with special reference to Dharmapuri District. Their study was carried out with an objective to determine the customer satisfaction level towards Reliance Jio sim. Their study reveals that The Reliance Jio customers are satisfied with the service provided, but at the same time service station environment has to be enhanced. Better customer service will help the organization to be more efficient, in quality services, avoid problems, maintaining the growth and providing new schemes and so on.
4. **Surabhi Singh(2018)** “Consumer attitude towards Reliance Jio in India”. The study brings out the fact that there is a growing customer satisfaction towards Reliance Jio network at an alarming speed. The customers of Reliance Jio have crossed 130 million and the growing demand will obviously lead the company to a phenomenal success.

8. HYPOTHESIS:

Hypothesis I:

Ho: There is no significant association between the gender and the satisfaction level of the customers towards Reliance Jio Network.

H₁: There is significant association between the gender and the satisfaction level of the customers towards Reliance Jio Network.

Hypothesis II:

Ho: There is no significant relationship between different age groups and the awareness level of the customers towards Reliance Jio Network.

H₁: There significant relationship between different age groups and the awareness level of the customers towards Reliance Jio Network.

9. RESEARCH METHODOLOGY OF THE STUDY:

Research Methodology and Research design:

Research Methodology is the process used to collect information and data or the purpose of making business decisions. It is a system of broad principles or rules from which specific methods or procedures may be derived to interpret or solve. A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research.

The current study is descriptive in nature. The present research is carried out to identify the level of satisfaction of Jio subscribers. The previous research work of different scholars in cellular service customer satisfaction was reviewed to initially determine the variables.

Sample size:

Sample size refers to the number of respondents selected for the survey. The present study is carried out with a sample size of 80. Random probability sampling is chosen for this study, as each member of the population is equally likely to be chosen as part of the sample.

Tools used for Analysis:

The tools used for analyzing and interpreting the data are Chi-square test and One-way ANOVA with the help of SPSS.

Period of the study:

The study was carried out between February and March 2019.

COLLECTION OF DATA:**Primary Data**

Primary data are those which are collected fresh (for the first time) and thus happen to be original in character. The researcher has used a well structured questionnaire to collect the original data.

Secondary Data

These data are those which have already been collected by someone else and which have already been passed through the statistical process.

DATA ANALYSIS AND INTERPRETATION:

Chi-square test: Test of the goodness of fit between the observed distribution and the expected distribution of a variable.

Hypothesis I:

Ho: There is no significant association between the gender and the satisfaction level of the customers towards Reliance Jio Network.

Table No: 12.1

Chi-square test for association between Gender and Satisfaction level towards Reliance Jio network users.

CROSSTAB							
			SATISFACTION LEVEL				Total
			Highly Satisfied	Satisfied	Neutral	Dissatisfied	
Gender	Male	Count	13	21	5	4	43
		Expected Count	16.1	18.3	4.8	3.8	43.0
	Female	Count	17	13	4	3	37
		Expected Count	13.9	15.7	4.2	3.2	37.0
Total		Count	30	34	9	7	80
		Expected Count	30.0	34.0	9.0	7.0	80.0

CHI SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.232 ^a	3	.526
Likelihood Ratio	2.239	3	.524
Linear-by-Linear Association	.847	1	.357
N of Valid Cases	80		

Inference:

From the above analysis it is concluded that $\chi^2(3, N = 80) 2.232^*$; the p value (0.526) is more than the significant value (0.05). This proves that there is not enough evidence to suggest an association between gender of the respondents and satisfaction level towards Reliance Jio network.

ONE-WAY ANOVA:

One-way analysis of variance is a technique that can be used to compare means of two or more samples (using the F distribution). The ANOVA tests the null hypothesis that samples in all groups are drawn from populations with the same mean values.

Hypothesis II:

Ho: There is no significant relationship between different age groups and the awareness level of the customers towards Reliance Jio Network.

Table No: 12.2
One-way ANOVA for significant between different age group and awareness level towards Reliance Jio network users.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Fully aware	27	2.19	1.111	.214	1.75	2.62	1	4
Aware	44	2.14	.878	.132	1.87	2.40	1	4
Not Aware	9	3.00	1.225	.408	2.06	3.94	1	4
Total	80	2.25	1.025	.115	2.02	2.48	1	4

Inference:

From the above analysis we can conclude that the calculated p value (0.63) is greater than the significant value (0.05). Hence, it is evident that there is no significant difference between age groups and awareness level of Reliance Jio network.

1. Findings:

- From the overall study it was found that most of the customers are satisfied with the Reliance Jio network.
- Majority of respondents were male which constitutes 53.1%
- Majority of the respondents (37%) are above 35 years.
- Majority of the respondents of 42% feel that they are satisfied with the Reliance Jio network.
- Majority of the respondents are aware about the Reliance Jio network which constitutes to 56.8%

2. Suggestions:

From the study, the researcher tries to bring out the current situation of satisfaction level towards Reliance Jio network in a particular area. Though the satisfaction level is good the service provider can take appropriate steps to retain this level and try to improve the percentage of satisfaction to a greater level, so as to maintain a good market share. It needs to create awareness about its network and prime recharge facilities especially among the older age groups. The firm can get feedback from the existing customers to satisfy their needs and to make them stick with Reliance Jio.

3. Conclusion:

It is evident from the study that the good number of customers are highly satisfied with the network. It reveals that Reliance Jio is capturing the wide area of Indian markets increasingly day by day. To maintain the service quality and avoid problems proper steps can be taken to bridge the gap through CRM.

4. References:

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