



A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO IN CUDDALORE DISTRICT, TAMILNADU, INDIA

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ABSTRACT

In this research the satisfaction of the users of Reliance JIO network was studied. Any service provided by an organization have to be verified with the feedback mechanism to ensure the users of the service being provided was satisfied. This study is one of the feedbacks of Reliance JIO, which ensures in what particulars services, customers face difficulties and in what particulars service, customers face difficulties and in what particular service they are happy. This kind of study is much important in now a day to strength any organization 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 50 respondents in cuddalore district. Out of all the questions the important ones which reveals the customer satisfaction towards Reliance JIO was tabulated and discussed in this research.

INTRODUCTION

Customer satisfaction is defined as a **measurement that determines how happy customers are with a company's products, services, and capabilities**. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. **Customer satisfaction** is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goal. The importance of customer satisfaction diminishes when a firm has increased bargaining power.

REVIEW OF LITERATURE

K R Mahalakshmi & Suresh Kumar (2017), They discussed the various factors influencing the customer preference and their impact towards Reliance Jio. The expectation level for the consumers towards Reliance Jio is made understood through questionnaire surveys in this study.

Bank of America Merrill Lynch (2016), conducted a survey and found that 96 per cent of the customers were satisfied with Jio's voice quality and 66 per cent with data speeds. The study said, 26 per cent using Jio as primary SIM and 21 percent as secondary SIM. Some 55 per cent of the surveyed users find Jio's speed higher than that of other telecoms.

STATEMENT OF THE PROBLEM

Even though, Reliance JIO network offers services at a standard rate, the 100% satisfaction of their customers is still a doubtful one. Although the customers are availing JIO services, it is very difficult to refer any 4G data service providers as the "The Best". If Reliance JIO fails to give the full satisfaction to their customers, it is very difficult to sustain their image in the systematic nation. Hence the study is undertaken for the purpose of analyzing the satisfaction level of the customers of JIO networks or sim cards.

OBJECTIVES OF THE STUDY

- To study customer satisfaction and future expectation of Reliance JIO.
- To Analyze consumer satisfaction for after sales service provided by reliance JIO.
- To understand problem related to JIO SIM.

SCOPE AND LIMITATIONS

- The scope of the study is that to find out the level of customer satisfaction towards Reliance JIO sim cards.
- To identify the customer views regarding quantity, quality, free service, price and various other factors influencing the customers and to analyze customer awareness.
- The research was confined to a particular area, cuddalore, hence the outcome cannot be generalized.
- The sample size is limited to 50, so it might not provide accurate result of entire population.

RESEARCH METHODOLOGY

Methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

DATA ANALYSIS

RESPONDENTS DURATION TOWARDS RELIANCE JIO

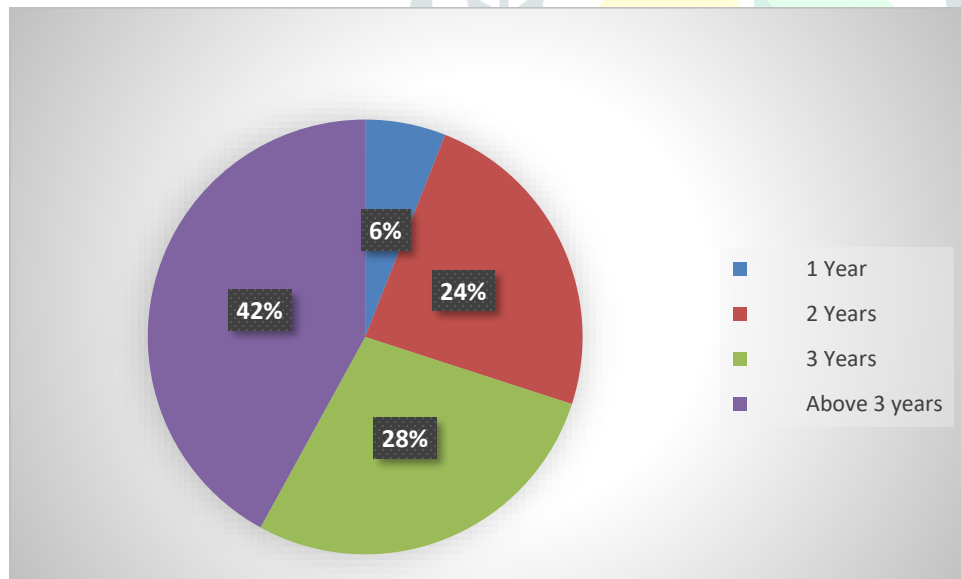
S.NO	Duration	No. Of Respondents	Percentage
1	1 Year	03	06
2	2 Years	12	24
3	3 Years	14	28
4	Above 3 years	21	42
	Total	50	100

INTERPRETATION

From this above table, it shows the respondents duration towards reliance jio, 42% respondents are belong to above three years, 28% respondents are comes under the 3 years, 24% respondents are belong to 2 years, 6% respondents are belong to 1 years.

INFERENCE

The table shows that majority of them belong to above three years.



The chart shows that highest 42 percentage of above 3 years

28 percentage of 3 years

24 percentage of 2 years

6 percentage of 1 year.

SERVICE OF JIO MOST LIKED BY THE REpondENTS

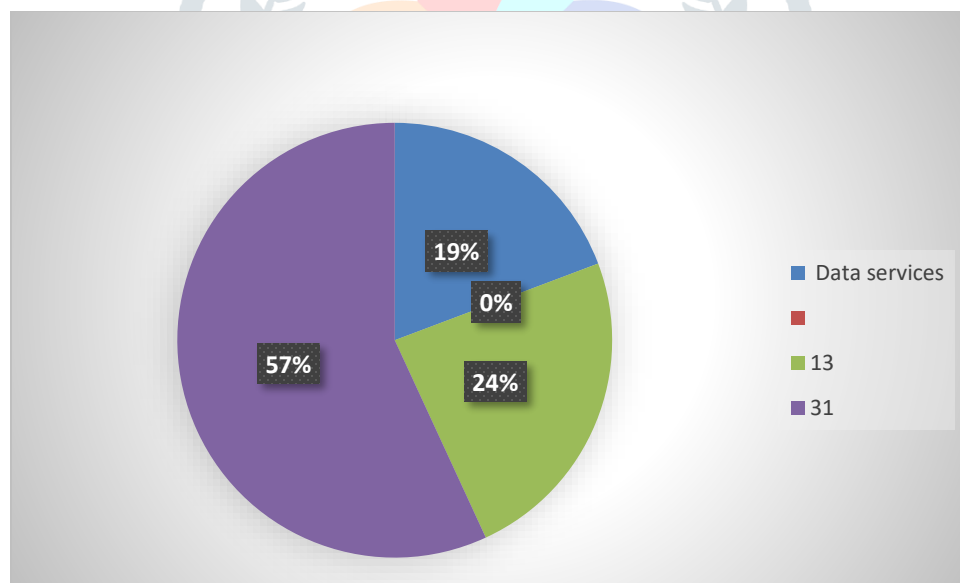
S.No	Service of JIO	No. Of Respondents	Percentage
1	Data services	21	42
2	Call rate	10	20
3	Network coverage	15	30
4	Value added service	04	08
	Total	50	100

INTERPRETATION

From this above table, it shows the service of jio which is most liked by the respondents, 42% respondents are belong to data service, 30% respondents are belong to network coverage, 20% respondents are comes under the call rate, 8% respondents are belong to value added service.

INFERENCE

The table shows that majority of them belong to data service



The chart shows that highest 42 percentage of data services

30 percentage of network coverage

20 percentage of call rate

08 percentage of value added service.

FINDINGS

- 42% of major of the respondents using jio SIM above three years
- 42% of major of the respondents most like data service in jio

SUGGESTIONS

- From the overall study, it was found that most of the customers are satisfied with the current services.
- Majority of the customer felt that they want to remove the problem of call blocking and call drop.
- Company should improve the ambience of the service stations.
- The download and upload speed of the network has reduced drastically in many places.
- The Reliance Jio sim users are expecting high speed. So, increasing the network speed to great extent.
- It would be better. Reliance Jio's frequent update innovation technology when it's required.

CONCLUSION

The analysis exposed that there is a considerable percentage of awareness prevailing among the customers about the service of JIO 4G data service. There are some additional factors which affect quality of service. This of customer awareness, launch of service by new operators, attractive/aggressive tariff plans, innovative services, was offering, time to resolve disputes etc., In India, several new operators are entering the market and the market.

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