



A STUDY ON CONSUMER EVALUATING PORTFOLIO IN RELIANCE JIO WITH SPECIAL REFERENCE TO TIRUPUR CITY

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ABSTRACT

Even though Reliance Industry Jio offers services at the 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 5G data service providers as the best. If Reliance Jio fails to give the full satisfaction to their customers, it is very difficult to sustain their image in systematic nation. Hence the study is undertaken for the purpose of analyzing the satisfaction level of the customers of Jio products and services.

Key Word: Jio, Customers, Satisfaction

INTRODUCTION

Reliance Commercial Corporation was set up in 1958 by Dhirubhai Ambani as a small venture firm trading commodities, especially spices and polyester yarn. In 1965, the partnership ended and Dhirubhai continued the polyester business of the firm. In 1966, Reliance Textile Industries Pvt. Ltd. was incorporated in Maharashtra. It established a synthetic fabrics mill in the same year at Naroda in Gujarat. In 1985, the name of the company was changed from Reliance Textiles Industries Ltd. to Reliance Industries Ltd., the company entered

the telecom industry through a joint venture with NYNEX, USA, and promoted Reliance Telecom Private Limited in India. In 1998/99, RIL introduced packaged LPG in 15 kg cylinders under the brand name Reliance Gas. In 2001, Reliance Industries Ltd. and Reliance Petroleum Ltd. became India's two largest companies in terms of all major financial parameters. In 2002, Reliance announced India's biggest gas discovery (at the Krishna Godavari basin) in nearly three decades and one of the largest gas discoveries in the world during 2002. The in-place volume of natural gas was more than 7 trillion cubic feet, equivalent to about 120 crore (1.2 billion) barrels of crude oil. This was the first-ever discovery by an Indian private sector company. In 2002–03, RIL purchased a majority stake in Indian Petrochemicals Corporation Ltd. (IPCL), India's second largest petrochemicals company, from the government of India.

RESEARCH OBJECTIVES

- To study about the various brands, the products and services of Reliance Jio
- To find the awareness of reliance Jio in the telecom market
- To identify the customer satisfaction level towards reliance 5G Jio services

HYPOTHESIS

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables. A research hypothesis is a hypothesis that is used to test the relationship between two or more variable

REVIEW OF LITERATURE

- **Sethi and Srivastava (2019)**, the authors analyzed the factors influencing consumer behavior towards Reliance Jio's portfolio of services. The study found that factors such as network coverage, call quality, and internet speed significantly influence consumer evaluations of Jio's services
- **S. Nemat Sheereen, (2018)** in his study titled, “A Study on consumer evaluating the portfolio reliance Jio. The stated that BSNL is one of the leading telecommunication service providers in most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers, which opened new world to the customer around the world. The paper analyses and findsthat the quality of service and maximum network coverage are the most important factors, which satisfy the customers in relation to telecommunication.
- **Kumar and Goyal (2018)**, the authors investigated the impact of Reliance Jio's entry into the Indian telecom market on consumerbehavior. The study found that Jio's disruptive pricing strategy and its high-speed data services have attracted a large number of consumers

DATA ANALYSIS&INTERPRETATION

RANK ANALYSIS

Rank analysis is a statistical tool used to rank in particular order. Observations are assigned rank scores usually from smallest to largest.

ISSUES FACED IN JIO

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Issues	96	1.00	5.00	1.9063	1.31452
Rank of Issues	96	30.000	96.000	48.50000	24.340999
Valid N (listwise)	96				

Issues

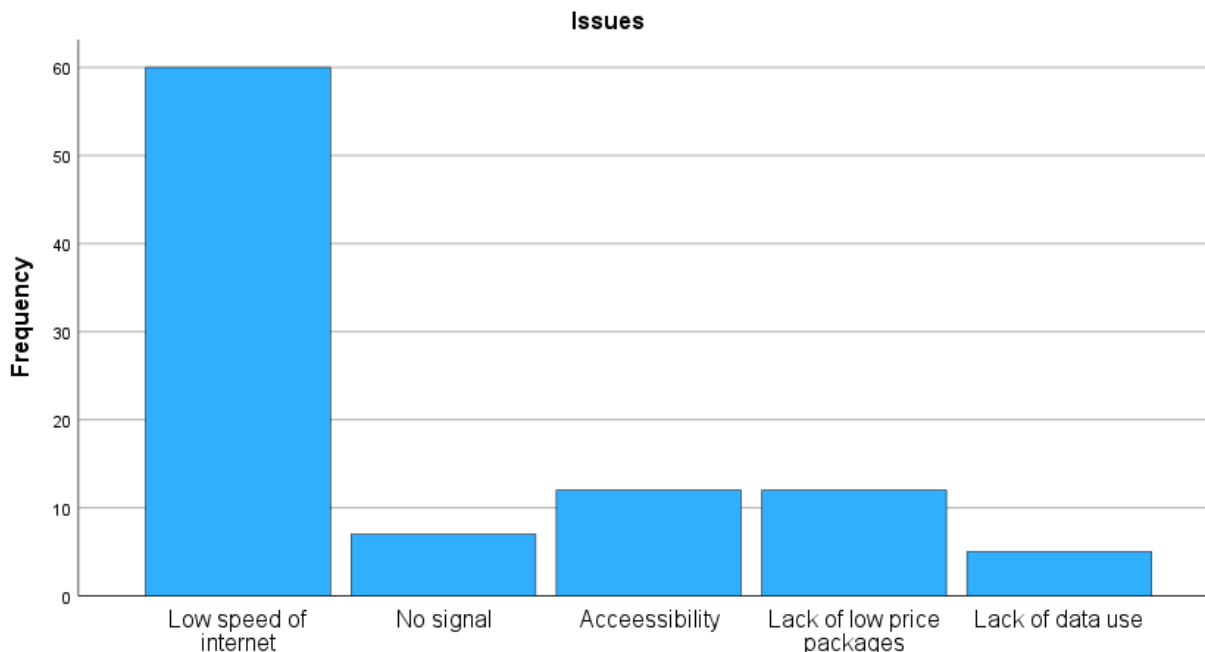
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low speed of internet	60	62.5	62.5	62.5
	No signal	7	7.3	7.3	69.8
	Accessibility	12	12.5	12.5	82.3
	Lack of low price packages	12	12.5	12.5	94.8
	Lack of data use	5	5.2	5.2	100.0
	Total	96	100.0	100.0	

INTERPRETATION

The above table shows the rank analysis of issues faced by the respondent. Low speed of internet ranked 1, accessibility ranked 2, Lack of low price package ranked 3, no signal ranked 4 & lack of data use ranked 5.

Majority of the respondent stated low speed of internet as main issue in Jio.

ISSUES FACED IN JIO



TOP PLANS IN JIO

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Top plans	96	1.00	5.00	1.9792	1.28128
Rank of Top plans	96	25.500	96.000	48.50000	25.673250
Valid N (listwise)	96				

Top plans

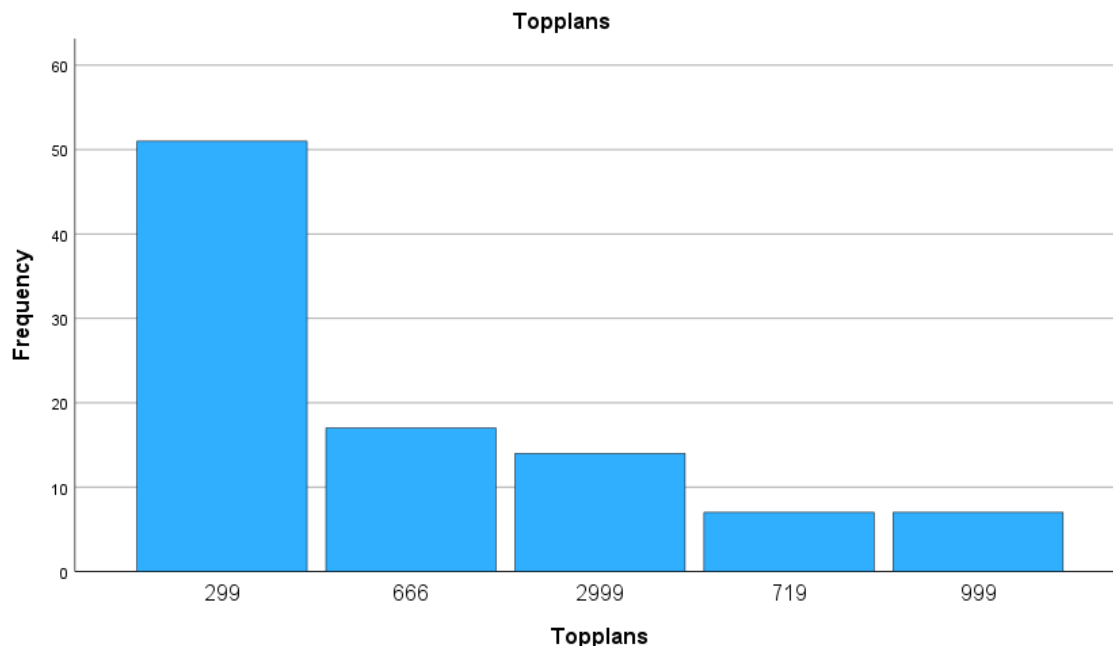
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 299	51	53.1	53.1	53.1
666	17	17.7	17.7	70.8
2999	14	14.6	14.6	85.4
719	7	7.3	7.3	92.7
999	7	7.3	7.3	100.0
Total	96	100.0	100.0	

INTERPRETATION

The above table shows the rank analysis of top plans in Jio by the respondent. 299 plan ranked 1, 666 plan ranked 2, 2999 plan ranked 3, 719 plan ranked 4 & 999 plan ranked 5.

Majority of the respondent used 299 plan in Jio.

TOP PLANS IN JIO



PEARSON CORRELATION

It measures the strength of the linear relationship between two variables. It has a value between -1 to +1, with a value of -1 meaning a total negative correlation, 0 being no correlation & +1 meaning a positive correlation.

GENDER & PLAN USING

Descriptive Statistics

	Mean	Std. Deviation	N
Gender	1.3333	.47388	96
Plan using	1.2604	.44117	96

Correlations

		Gender	Plan using
Gender	Pearson Correlation	1	.839**
	Sig. (2-tailed)		<.001
	N	96	96
Planusing	Pearson Correlation	.839**	1
	Sig. (2-tailed)	<.001	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

INTREPRETATION

The above table shows pearson correlation. Gender of the respondent has 1 & Plan using by the respondent has 0.8 as pearson correlation values. Both are less than or equal to +1. So, it is a positive correlation.

Gender & plan using by the respondent has a Positive Correlation

MARITAL STATUS & DUAL SIM

Descriptive Statistics

	Mean	Std. Deviation	N
Marital status	1.4063	.49371	96
Dual sim	1.4688	.50164	96

Correlations

		Marital status	Dual sim
Marital status	Pearson Correlation	1	.881**
	Sig. (2-tailed)		<.001
	N	96	96
Dual sim	Pearson Correlation	.881**	1
	Sig. (2-tailed)	<.001	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

INTREPRETATION

The above table shows pearson correlation. Marital status of the respondent has 1 & Dual sim users by the respondent has 0.8 as pearson correlation values. Both are less than or equal to +1. So, it is a positive correlation.

Marital status& Dual sim using by the respondent has a Positive Correlation.

FINDINGS

RANK ANALYSIS

- Majority of the respondent stated low speed of internet as main issue in Jio
- Majority of the respondent used 299 plan in Jio

PEARSON CORRELATION

- Majority of the respondent stated low speed of internet as main issue in Jio
- Marital status & Dual sim using by the respondent has a Positive Correlation

SUGGESTIONS

- From overall study, it was found that most of customer are satisfied with current services
- From the study it is clear that, apart from all other advertisement mediums (such as social medias, mouth publicity etc.) JIO should concentrate on their marketing area mostly on advertisements in newspapers to increase awareness to the people who mostly read newspapers than other mediums and should also make it more useful
- The above mentioned difficulties faced by the users should be handled as soon as possible by customer care service because the form the study it is clear that Customer care of JIO is highly impressive among people. The people expect that their problem will be solved by the JIO customer care service
- Most of the customers felt that they want to remove the problem of network issues and bugging JIO apps
- The users of JIO suggest to install the tower in place of unavailability of network at the remote areas

CONCLUSION

In today's competitive business, Customers are considered as the backbone of the company. Customer service, like any aspect of business, is a practiced art that takes time and effort to master. Treating the customers like friends is the best way to attract them and make them always come back. The level of satisfaction can also vary depending on other options and customer. Customer satisfaction research will have to help businesses build stronger relationships. The study is involved in measuring the level of satisfaction and preference of JIO customer and

researcher recommends Reliance JIO Company to improve their network coverage and to wipe out the calling congestion. It will create goodwill for the company and enrich its worthiness. 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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