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A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO IN SIVAGANGAI CITY

Dr. R. VENKATESAN

Assistant Professor in Commerce
 Raja Doraisingam Government Arts College, Sivagangai

M. R. RAMYA

M.Phil Research Scholar, Department of Commerce
 Raja Doraisingam Government Arts College, Sivagangai

Abstract

The service will be called 'Jio GigaFiber Service'. He also announced that jio phone Monsoon Hungama starting July21, where feature phones can be exchanged for Jio Phone for Rs 501. Reliance, he said, has reached an inflection point with consumer business contributing as much as its energy and petrochemical. Ambani said since its launch, jio has amassed 215 million customers and has sold over 25 million Jio phones. After shaking the mobile telephony market with free voice calls and dirt cheap data, richest Indian Mukesh Ambani today announced plans to launch ultra high speed fixed line broadband Services for homes and enterprises.

Key Words: Jio, Customer Satisfaction, Reliance Industry.

Introduction

Now-a-days, no one is living without mobile phone. Many number of network services are available in this world. Especially, the study is focused on Reliance Jio network which has been founded in 2007. It is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai which provides wireless 4G LTE service network (without 2G/3G based services) and is the only 100% VOLTE (Voice Over LTE) Operator in the country. It covers all 22 telecom circles in India. The Reliance unit has been buying spectrum since 2010 under a plan to return this quarter to a market that now has more than 1 billion mobile subscribers. Reliance Jio has

appointed Shahrukh Khan as their brand Ambassador. It invests into wireless unit of about 150 billion rupee. Jio have plan to issue 15 billion new share at Rs. 10, each to existing shareholders.

Reliance communication owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 2,80,000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region. Reliance Group ranks among India's top private sector business houses in terms of net worth. The company has a good customer base and it covers over 21000 cities and towns and over 400000 villages of India. Reliance Jio is in process to set-up the 4G LTE infrastructure.

RJIL is setting up reliance (4 generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment.

Jio GigaFiber

An AT&T initiative that is expected to deliver ultra-fast fiber network, with broadband speeds up to 1 Gigabit per second, to 100 candidate cities and municipalities nationwide. The initial **GigaPower** high-speed internet services, launched in Austin, Texas, was priced at \$70 per month and offered speeds of up to 300Mbps.

Jio Fiber Welcome Offer: What's the confusion?

At the AGM event, Reliance Industries Chairman Mukesh Ambani announced on the stage the JioFiber Welcome Offer that clubs along with special benefits as an introductory offer. Under this plan, Ambani said that those who go for the jio Forever Plans (Jio's annual subscription plans) under the welcome offer will get a 4K Set Top Box along with an HD or 4K TV set. Subscribers would only need to pay for the subscription plan and not the devices.

Highlights

- Jio announced offering a free 4k TV and 4K Set Top Box under the welcome offer at the AGM event.
- In other releases and social media posts, Jio mentions only Full HD TV and Home PC.
- Jio will release all details on pricing and plans on September 5.

Statements Of The Problem

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. This study is undertaken for the purpose of analyzing the satisfaction level of the customer of Jio network.

Review Of Literature

Abhishek Kumar Singh and Malharpangrikar(2013), they conclude their study that 4G revolution is started in Pune by Airtel. Drastic changes and improvements from 3G technology need to be a priority. But if done intelligently and thoroughly, 4G holds enormous potential for Pune and can really

create a boom in the IT industry, key to the Indian economy. Hence the evolution from 3G to 4G will be stimulated by services offering enhanced quality, requires increased bandwidth, needs elevated sophistication of largescale information provisions and must have improved customization capabilities to support user demands.

Kotler and Keller (2006) hold that companies be acquainted with the significance of gratifying and keep hold of customers. To them, the following are attention-grabbing truth about customer uphold, get hold of new customers can cost five times more than the cost occupied in satisfying and retaining present customers, the average company loses 10 per cent of its customers each year, and the customer profit rate tends to increase over the life of retained customers.

According to Serkan and Gorhan, there are four dimension that influence customer loyalty in choosing desired telecommunication service providers. These dimensions are corporate image, [erceived service quality, trust and switching cost.

According to Anderson and Narus, faith is belief to another party's word or pledge because the party is measured as integral, honest, truthful, and able to perform actions that will result in positive outcomes or prevent actions that will end in negative results. A customer who believes a definite brand is likely to form optimistic buying custody towards the brand.

Objectives Of The Study

- To know about the awareness level of the customer towards Reliance Jio
- To identify the customer satisfaction level towards Reliance Jio
- To find out the factors influencing the customer
- To identify the reason to buy the Reliance Jio
- To give opinion about the Reliance Jio services

Scope Of The Study

- To find out the level of customer satisfaction Reliance Jio.
- To identify the customer's views regarding quality, quantity, free service and price.
- In telecommunication sector wider scope available in the world.
- To identify the specific problems within the organization and trying to find out the

subsequent remedies for this.

Period Of The Study

Generally researcher wants to collect all required data, particulars and information for the research. He also tapes integrate to select a short period of the study because of convenience for properly data collection and analysis of the same for come to the conclusion, hence the researcher under tabs the data collections for the period of 5 months on the consumer satisfaction of Reliance Jio. The field surveys was carried out during the period from December 2018 to June 2019 to collect the data.

Methodology

The present study is made to analyze the customer's preference towards Reliance Jio. It also aims to analyze the extent of satisfaction level of Reliance Jio. A sample of size 100 is taken from population have been selected for collection of data. The questionnaire was developed in command to cover the information about the impact of Reliance Jio on beneficiaries' perception. Questionnaire based sample analysis was the base of this study.

Research methodology is purely and simply basic frame work for a study that guiders the collection of data and analysis of the data. In customer surveys adopted this description research design in collection and analyzing of the data.

Primary Data

The primary data have been collected from 100 respondents through a well developed questionnaire, and it may be possible to obtain additional data during the study period.

Secondary Data

The secondary data required for the study have been collected from news paper, magazines, articles and internet by research. The researcher could obtain much larger data sets from them.

Sampling Technique

By considering the size of the population the researcher has planned to adopt convenient sampling method for collecting data from the beneficiaries'. The survey was conducted among 100 beneficiaries in Sivagangai Town.

Limitation Of The Study

- The study is confined only to beneficiaries' at Sivagangai
- The data collected from sample respondents impart first-hand information.
- The study in only for the limited sample

and not to the whole population.

- Due to limited period of study the sample size is also limited to 100.
- It is based on the expressed opinion of the Sample respondents.

Tools For Analysis

The data collected have been organized and presented in the form of table, figure and diagrams and analyzed by using the following appropriate statistical tools:

- ❖ Chi-square Test
- ❖ Garret Ranking Technique
- ❖ Sign Test

Hypotheses Of The Study

The following the hypotheses have been formulated for this study. There is no significant relationship between the age, gender, Educational qualification, Occupational status, Monthly Income and their level of customer satisfaction on Reliance Jio.

Socio-Economic Profile Of Respondents

Particulars	F	%
Age Wise Classification		
21- 30 Years	47	47.00
31- 40 Years	30	30.00
41- 50 Years	15	15.00
Above 51 Years	8	8.00
Total	100	100.00
Gender Wise Classification		
Male	60	60.00
Female	40	40.00
Total	100	100.00
Educational Qualification		
School Level	8	8.00
Degree Level	75	75.00
Diploma	12	12.00
Professional	5	5.00
Total	100	100.00
Occupation		
Student	34	34.00
Business	20	20.00
Professional	11	11.00
Employee	35	35.00
Total	100	100.00
Monthly Income		
Below 15000	25	21.00
15000 – 30000	30	30.00
30000 – 45000	27	27.00
Above 45000	18	22.00
Total	100	100.00

Findings

1. Majority of the respondent’s age group are 21 – 30 years 47.00%.
2. Most of the respondents are male.
3. 75.00% of respondents are Degree level.
4. 35.00% of respondents are Employee.
5. Majority of the respondents (30.00%) are salaried monthly income of Rs. 15000 – 20000.

Garret Ranking

An attempt has been made to prefer Reliance Jio various influencing factors-reasons for the Reliance Jio by using Garret Ranking method.

The garret ranks are calculated by using appropriated garret ranking formula. Then based on the garret ranks. The garret table value is ascertained.

Level Of Satisfaction Using The Reliance Jio – Garret Ranking

Opinion Of The Respondents With Regard To The Facilities Offered By Reliance Jio In Sivagangai- Sign Test

Facilities	Number Of '+'Signs	Number Of '-'Signs	N	Z@	Result
Connectivity	81	13	94	7.01	Significant
Schemes	55	23	78	3.62	Significant
Advertisements	62	17	79	5.07	Significant
SIM cards areFree	76	12	88	6.82	Significant
Tariffs plan	70	20	90	5.27	Significant
4G Services	62	21	83	4.51	Significant
Customer Care	75	18	93	5.91	Significant
Voice/Video calls	80	16	96	6.54	Significant
Brand Name	77	10	87	6.12	Significant
Ease of PayingBill	67	19	86	5.17	Significant

It is inferred from Table 5.16 that the Z value is not within the acceptance region of null hypothesis (Z= -1.96 to +1.96) for all 10 statements. This indicates that there are significant differences in the responses of beneficiaries’. These significant differences are due to large number of ‘Yes’ responses. Hence, it is conclude that the facilities are provided by the beneficiaries in Sivagangai District.

Chi-square test

Age and respondents’ opinion on the level of utilization of reliance jio

Age	Level of Opinion			Total
	Low	Medium	High	
Below 40 Years	12	43	12	69

Services	Total Scores	Average Scores	Rank
Network Coverage	5284	52.84%	I
Data Service	5205	52.05%	II
Calling Service	5091	50.91%	III
Customer care	4667	46.67%	V
New Schemes andOffer	4987	49.87%	IV

Table it reveals that Network Coverage is ranked First. Data Service is ranked Second. Calling Service is ranked Third. New Schemes and Offer is ranked Fourth and Customer care in ranked Fifth.

Application Of Sign Test

For the purpose, the null hypothesis that there is no significant difference between the beneficiaries’ Opinion with regard to the facilities provided by the beneficiaries’ Sivagangai has been framed

Above 40 Years	9	17	7	33
Total	21	60	19	100

Age and their level of opinion about the utilization of Reliance jio – chi – square test

O	E	O - E	(O - E) ²	(O - E) ² /E
12	14.07	2.07	4.29	0.31
9	6.93	2.07	4.29	0.62
43	40.2	2.8	7.84	0.20
17	19.8	2.8	7.84	0.40
12	12.73	0.73	0.53	0.04
7	6.27	0.73	0.53	0.09

Degrees of Freedom = (c-1) (r-1)
 = (2-1) (3-1)
 = 2

Calculated Value of $X^2 = 1.66$

Table Value of $X^2_{0.05} = 5.99$

Since, the calculated value (1.66) is less than the table value 5 per cent level. The null hypothesis is Accepted. Hence, it is concluded that there is a significant relationship between the age of beneficiaries' and their level of opinion about the Utilization of Reliance Jio.

Suggestions Of The Study

- Most of the respondents are suggesting to charge minimum rate on data and calling services than their rival competitors.
- Try to make the network coverage of Jio to better than other service providers .
- Through the word of mouth, the customers are aware of Jio and strive for accessing.
- To remove the network problem and calling congestion, the present study suggests to install the towers in the place of unavailability of network and the remote areas.

Conclusion

- The study is involved in measuring the level of satisfaction and preference of Jio customers.
- The researcher recommends Reliance Jio Company to improve their network coverage and to wipe out the calling congestion.
- It is assured that the company can achieve the 100 percentage satisfaction of their customer.

- Due to this, the customer might not be switch over to other networks.
- It will create goodwill for the company and enrich its worthiness.

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