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A STUDY ONCUSTOMER SATISFACTION TOWARDS RELIANCE JIO, RANIPET

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ABSTRACT
The development of telecom industries are at vast level. Because of privatization of telecommunication, the network provider wants to find this distinguished place in the market. Every network provider chooses the strategy to sustain them. Compare to other network providers JIO has placed a fantastic role. The latest one is JIO launched a multimedia app on Google play as part of its upcoming 4G services.

So this study wants to find the customer satisfaction towards JIO services. The study undertaken at Ranipet, convenience sampling was adopted. 200 sample was collected through structured questionnaire. The various statistical tools were applied to interpret the data. Through the interpretation the study helps to provide a meaningful suggestion to improve the customer satisfaction towards JIO services.

1. INTRODUCTION

The globalization of India economy on 1991 the telecommunication sector remained one of the most happening sector in India. A consumer may be referred to any one engaged in evaluating, acquiring users disposing of service which the expects will satisfy his users. If any producer makes out the marketing programmer ignoring he consumer preference he cannot possibly achieve his ultimate objectives. There fore a market most know more and more about the consumers. so, that the products can be produced is such as fashion to give satisfaction to them.

JIO now has the largest footprint of liberalized spectrum in the country, acquried in an extremely cost effective manner. Reliance JIO will provide to next generation legacy free digital service over an end to end all IP network, which can be seamlessly upgraded even to 5G and beyond. In addition to the existing pan India 2300 MHz spectrum and 1800 MHz in 14 circles, JIO invesed over Rs 10,000 crore during this years auction to acquire 800 MHz spectrum in 10 circles and 1800 MHz spectrum in 6 circles. This bring the cumlative investment in spectrum assets to nearly Rs 34,000 crores.

2. OBJECTIVES OF THE STUDY
➢ To study of customer perception level on JIO services.
➢ To understand the needs of different people.
➢ To find the sources and awareness about JIO services.
➢ To study the factors influences the customer decisions making.
➢ To study the customer satisfaction and future expectation of Reliance JIO.

Scope Of The Study
➢ This study covers customers about Reliance JIO in the area of Ranipet
➢ The study makes effort to ascertain the satisfaction level of customers of Reliance JIO. Through survey so that product would be able to come up to the expectation level of its customer.
➢ The expectations only by finding out the problem that customer are facing during their purchase of Reliance JIO products.
➢ The study has been taken for the research as it plays key role in the success of telecom sector.

3. REVIEW OF LITERATURE
Howard and ShethRust et.al (1969) define satisfaction as the buyers cognitive state of being adequately or inadequately rewarded for the sacrifice has undergone. It has described to the status it as the reason of

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successful business. The companies while making strategies incorporate a strategy to achieve customer satisfaction.

Hunt and Hung et.all (1977) as defined an evaluation rendered that the consumption was at least as good as it was supposed to be. To satisfaction is a kind of stepping away from an experience and evaluating it. Pleasurable experience that caused dissatisfaction because even though it was pleasurable as it was supposed to be.

Oliver (1981) as defined the summary psychological state resulting the emotion surrounding discomfort expectation is coupled with the consumers prior feelings about the consumption experience. Customer emotional response to the use of a product or service. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service

Tse and Wilton et.al (1988) define as the customer response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption.

Economic Times (2005) Indian mobile phone market is set to surge ahead since urban India has a teledensity of 30 whereas rural India has a teledensity of 1.74. It indicates that the market is on ascent, with more than 85000 villages yes it come under teleconnectivity.

Indian infrastructure Report (2005) explains India rapidly expanding telecom sector is continuing to witness stiff competition. Various telecom service basic, mobile, internet, national long distance and international long distance have been tremendous growth in year 2005 and this growth trend promises to continue electronics and home appliances business each of which are expected to be $ 2.5 billion in revenue by that year.

Hypothesis
H1 : There is association between monthly income of respondent and types of advertisement preferred.
H1 : There is significance difference between preference of telecom operator and respondent age.
H1 : There is significance difference in satisfaction and various services offered by JIO.

4. RESEARCH METHODOLOGY

Research design	Descriptive research design
Sampling - method	Non-Probability sampling – Convenience sampling
Sampling Area	Ranipet
Sampling size	200 respondents
Data collection	Survey- questionnaire
Data analysis	Spss 16 version

Demographic profile

Data analysis
Demographic Factor
A descriptive of an employee includes Gender, Age, Educational qualification, Income, Occupation.

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TABLE NO.1 Demographic profile

Demographic profile		No of respondents	Percentage
Gender	Male	120	60
	Female	80	40
Age	Less than 20 years	46	23
	21-30 years	88	44
	31-40 years	49	24.5
	41-50 years	17	8.5
Educational qualification	Less than +2	67	33.5
	UG	105	52.5
	PG	27	13.5
	Others	1	.5
Occupation	Professional	92	46
	Self employed	60	30
	Business man	8	4
	Private employee	29	14.5
	Pubic employee	11	5.5
Monthly income	Less than Rs.20000	117	58.5
	Rs.20001-30000	61	30.5
	Rs.30001-40000	10	5
	Rs.40001-50000	8	4
	Above Rs.50001	4	2

The above table reveals that majority of respondent are male, 44% of respondents are under the age group of 21-30 years of age that follows 52.5% of respondents are undergraduate educational level that follows 40% of respondents are professional job holders that follows 8.5% of respondents are under the monthly income of less than Rs.20,000.

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Table No.2 Services Like Most

Options	No of Respondents	Percentage
Free Data Services	77	38.5
Free Call Services	102	51
Network Coverage	9	4.5
Mobile Services	9	4.5
Value Added Services	3	1.5
Total	200	100

Source – primary data

Interpretation

The above table reveals that majority 51% of the respondent said free call services are liked most by respondent and minimum 3% of the respondent said value added service are liked most by respondent.

Table No.3 Aware Of The Mobile Number Portability

Options	No of Respondents	Percentage
Aware	36	18
Not aware	103	51.5
No, Idea	61	30.5
Total	200	100

Source – primary data

Interpretation

The above table reveals that majority 51.5% of respondent are said that not aware of mobile number portability and minimum 18% of respondent are said that they aware of mobile number portability.

Table No.4 How Often Call To Customer Service

Options	No of Respondents	Percentage
Daily	29	14.5
Once in week	74	37
Once in month	9	4.5
Rarely	88	44
Total	200	100

Source – primary data

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Interpretation

The above table reveals that majority 44% of the respondent said rarely call to customer service and minimum 9% of the respondent said monthly once call to customer service.

Table No.5 Income And Types Of Advertisement

Advertisement Income level	Less than 20000	20001- 30000	30001- 40000	40001- 50000	Above 50001	Total
Audio visual	48	6	4	3	0	61
Print media	**55**	43	5	4	1	108
Audio	4	7	1	0	0	12
Hoardings	9	4	0	1	3	17
Any other specify	1	1	0	0	0	2
Total	117	61	10	8	4	200

The above table reveals that majority of less than Rs.20000 monthly income respondent said that print media advertisement preferred by them

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.242[a]	16	.000
Likelihood Ratio	39.270	16	.001
Linear-by-Linear Association	8.064	1	.005
No of Valid Cases	200		

Source: primary data

H0 : There is no association between monthly income of respondent and types of advertisement preferred.
H1 : There is association between monthly income of respondent and types of advertisement preferred.

From the chi square test, it reveals the pearson chi square value is 47.242 and P value is less than .05. So, null hypothesis rejected and alternative value is accepted.

Interpretation

Hence, it is concluded that there is association between monthly income of respondent and types of advertisement preferred.

Table No.6 Telecom Operators And Gender

Gender Prefer options	Male	Female	Total
Airtel	42	29	71
Vodafone	48	37	85
Tata docomo	22	7	29

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Reliance	0	2	2
BSNL	6	2	8
Other specify	2	3	5
Total	120	80	200

The above table reveals that majority male respondent prefer Vodafone telecom operator service among other service operator.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.646	3	.882	.672	.570
Within Groups	257.174	196	1.312		

Source : primary data

DESCRIPTIVE

	No	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	120	2.05	1.122	.102	1.85	2.25	1	6
Female	80	2.00	1.180	.132	1.74	2.26	1	6
Total	200	2.03	1.143	.081	1.87	2.19	1	6

H0 : There is no significance difference between preference of telecom operator and respondent age.
H1 : There is significance difference between preference of telecom operator and respondent age.

From the ANOVA table it reveals that P value is .570 which is greater than .05. So, null hypothesis accepted and alternative hypothesis rejected.

Interpretation
Hence, it is concluded that there is no significance difference between preference of telecom operator and respondent age.

Table No.7 Overall Satisfaction – Various Services

Particulars	Mean	Ranks
Network coverage	4.79	9
Calling services	5.23	8
Customer care	5.68	4
Data service	4.76	10
TV on mobile	5.31	7
Value added service	6.37	1
Video call services	6.00	3
High internet speed 4G	5.32	6
New schemes and offer	5.39	5
Social networking sites	6.16	2

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The above table reveals that the highest mean rank is 6.37 which is considered as rank 1st for value added service and lowest mean rank is 4.76 which is considered as rank 10 for data services.

Test Statistics^a

No	200
Chi-Square	72.787
df	9
Asymp. Sig.	.000

H0 : There is no significance difference in satisfaction and various services offered by JIO.
H1 : There is significance difference in satisfaction and various services offered by JIO.

From the table reveals the P value in less than .05. So, null hypothesis is rejected and alternative hypothesis is accepted.

Interpretation
Hence, it is concluded from friedman test its clear that there is significance difference in satisfaction and various services offered by JIO

5. FINDINGS
➢ Majority 44% of respondents belongs to age group of 21-30.
➢ Majority 60% of respondents belongs to male.
➢ Majority 46% of respondents belongs to professional work.
➢ Majority 58.5% of respondents were less than 20000 of monthly income.
➢ Majority 52.5% of respondents are belongs to UG of educational qualification.
➢ From the chi square test, it reveals that there is association between monthly income of respondent and types of advertisement preferred.
➢ From the ANOVA table it reveals that there is no significance difference between preference of telecom operator and respondent age.
➢ From the Rank table reveals that friedman test its clear that there is significance difference in satisfaction and various services offered by JIO.

6. SUGGESTIONS
➢ The reason to choose JIO service by educated people is that unlimited data services. So the researcher suggest that data service provide at a less rate in continuous basis through that they can acquire new customer easily.
➢ The customer care employees of Reliance JIO should try to convey the features benefits and classification to the customers.
➢ Get the feedback from existing customers about Reliance JIO and take the reference for making new customers.
➢ From the study it reveals there is more call congestion. So, effective stop to remove the problem of calling congestion & call drop.
➢ JIO service providers has to create awareness about JIO prime plan to used on category of employment.

7. CONCLUSION
This research conclusion provides result of whether the customers are satisfied with JIO service network. Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motives. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it is their daily lives like wide network coverage and good 4G services. From the result of Mobile Number Portability is the evidence of customer of other service network wants to be JIO users. Some of the suggestion are suggested to improve the areas were respondent findand wants improvement in JIO service network which help Reliance JIO is capture the wide area of Indian markets increasingly day by day

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