

# CUSTOMERS' SATISFACTION TOWARDS RELIANCE JIO SIM WITH SPECIAL REFERENCE TO DHARMAPURI DISTRICT

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## Abstract

*The entitled "Customer satisfaction towards Reliance Jio sim with special reference to Dharmapuri District" is carried out with an objective to determine the customer satisfaction on Reliance Jio sim services in Dharmapuri district and to find out the customers satisfaction towards using the services. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the customers random sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage, Chi-Square Tests and F-test. In the era of information explosion, people are to be provided with quick and timely access to information. Indian Telecom industry is one of the fastest growing telecom markets in the world. In telecom industry, service providers are the main drivers; whereas equipment manufacturers are witnessing growth. The present study carried out with 468 users of Reliance Jio.*

## Keywords:

*Customer, Satisfaction, Growing, Telecom, Services*

## 1. INTRODUCTION

Customer is the real asset to any organization and the satisfaction occupies an important place for business and management. Every firm is expected to maximize the satisfaction in order to get more market share and profit.

Reliance Industries Ltd's (RIL) telecom unit starts offering free services from 5<sup>th</sup> September 2016 to 31 Dec 2016; again the commercial launch free services extend next three month from 31 Mar 2017 onwards. 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 Merrill Lynch around 67% surveyed customers in India are willing to use Reliance Jio as a secondary connection rather than a primary connection once the telco stops offering free services in the country.

## 2. REVIEW OF LITERATURE

M. Nandhini and D. Sivasakthi [1] made a study on customer attitude perception towards branded broad band. This indicated that the broad band is the new oxygen. It opens up a large box of

information with a single click of a button. Get ready to surf the world in the www with a high speed connection like access mails faster, download music, share multimedia instantly, video chat with friends and play games with someone at the other end of the globe. When broadband was first introduced as a method to connect to the web, many companies confidently expected it to capture the majority of the market share, and with good reason. Broadband tends to be faster, more efficient, and less problem-laden than other access methods such as dial-up. As the purchasing power of the people increases, requirements move towards convenience, though the expectations are towards quality, quantity and less price which lead to consumer satisfaction. Challenges are faced by domestic and international market players in investing the money to satisfy the customer. Market research is essential on a timely basis as there can be an attitude change from individual to individual from time to time.

S. Nemat Sheereen [3] studied on customer satisfaction of BSNL services in Kerala. It has been stated that BSNL is one of the leading telecommunication service providers in Kerala. 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. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication.

PL. Senthil and S. Mohammed Safi [8] analyzed the behavior of Mobile Phone users in Tiruchirappalli District. The consumer behavior is the act of individuals directly involve in obtaining and using economic goods and services. It includes the decision processes that precede and determine this act. Cell phone has been developed in 1979 and in India it was introduced in 1994. But it became familiar only in the beginning of year 2000. Now cell phone users are scattered all over the world. One fifth of Indians are using cell phone now. It is a very fast development in the field of communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth of this communication sector depends on the cell phone service providers. Cell phone users meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issues of the cell phone users. So the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area.

Sreekumar D Menon [3] conducted a study on customer perception towards public sector telecom company (BSNL) in mobile services. The telecommunication service providers are of

paramount importance to both developed and emerging economies in India and the world. With stiff competition between the providers, customer satisfaction is a necessary for survival in the market. Many telecommunication service providers are offering various products and services in the market. Customer perception [4] is a personal feeling of either pleasure or disappointment [5] [7] resulting from the evaluation of service provided by an organization to an individual in relation to expectations. Customer perception [5] [7] is highly essential and inevitable for the smooth functioning of an organization having public dealing and responsibilities. It depends on several factors like tangibility, reliability, assurance, superior service quality, empathy and the like. Customer satisfaction is the main goal of every organization. Satisfaction level is a function of difference between perceived performance and expectations. If the products performances exceed expectation, the customer is highly satisfied or delighted. If the performance matches the expectation the customer is satisfied and if the product performance fall shorts of expectation, the customer is dissatisfied. It depends on several factors like tangibility, reliability, assurance, superior service quality and so on.

The surveyed the level of satisfaction for 4G service in India has risen to 97 percent within a period of three months. A study was conducted by Bank of America Merrill Lynch back in September 2016. It was found that 96 percent of the customers were satisfied with the voice quality and 66 percent with data speeds that they received. High costs, however, remained a concern. The study said, "Our survey indicates that Jio's free service is gaining reasonable traction with 26 per cent using Jio as primary SIM and 21 percent as secondary SIM. Some 55 per cent of the surveyed users find Jio speed higher than that of other telcos" [6]. Meanwhile, 32 percent users said that they use Jio because it is fast and 28 percent said that it is cheap. A lot of people have issues with the voice calling feature.

### 3. RESEARCH GAP AND PROBLEM STATEMENT

Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's the foray into the fast evolving market has made tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers. The customer satisfaction is conditioned by the price, availability and addressing the problems of the customers at once. The rural area customers also use Reliance Jio.

Even though the sector has reflected promising growth in India but still remaining at a very low compared with international standards and this providing tremendous opportunity for future growth in Tele-communication services. So Reliance Jio improves the network connection and speed in rural area.

### 4. SCOPE OF THE STUDY

The scope of the study is that 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. This research will include data collection and methodology through

interviews and direct observation as a tool to identify the specific problems within the organization and trying to find out the subsequent remedies for this.

### 5. OBJECTIVES OF THE STUDY

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

### 6. RESEARCH METHODOLOGY OF THE STUDY

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. Questionnaires have been entrusted to 500 respondents for data collection but only 468 questionnaires were found complete for extracting information.

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

#### 6.1 METHODOLOGY

The primary data have collected for the research work. A pretested questionnaire was administered to the respondents with direct questions. The answers given by the respondents were recorded and used for analysis purpose.

##### 6.1.1 Sample Size:

The total sample respondent was random basis. The sample size was 468 people through the questionnaire method.

##### 6.1.2 Tools used for Analysis:

Data analysis tools are F-Test and Chi-square.

#### 6.2 HYPOTHESIS

The researcher has framed the null hypotheses to understand the

##### 6.2.1 I Hypothesis:

- **H<sub>0</sub>**: There is no significant relationship between income and satisfaction level.
- **H<sub>1</sub>**: There is a significant relationship between income and satisfaction level.

##### 6.2.2 II Hypothesis:

- **H<sub>0</sub>**: There is no significant relationship between age and awareness level.
- **H<sub>1</sub>**: There is a significant relationship between age and awareness level.

### 6.3 PERIOD OF STUDY

The data are collected for a period of six month from Sep 2016 to Feb 2017.

### 6.4 AREA OF STUDY

This study is based on the data collected from customers' satisfaction in Dharmapuri district.

### 6.5 LIMITATIONS OF THE STUDY

1. Lack of time availability of completion of the research.
2. The Sample size was limited to four hundred and sixty eight customers only.
3. The respondents were mostly from the middle and lower income groups.
4. Level of respondents is low because fear and illiteracy of respondents.
5. Due to time and cost constraint, study is conducted in only selected area of Dharmapuri district.

Table.1. Demographic Profile

Demographics	Variables	Frequency	Percentage
Gender	Male	290	61.97
	Female	178	38.03
Age	Below 30	174	37.18
	31 – 40	149	31.84
	41 – 50	103	22.01
	Above 51	42	8.98
Education	Undergraduate	119	25.43
	Post graduate	136	29.06
	Professional	131	27.99
	Others	82	17.52
Occupation	Student	159	33.97
	Business man	136	29.06
	Employee	97	20.73
	Others	76	16.24
Monthly income	Below Rs.10000	138	29.49
	Rs.10001- 20000	147	31.41
	Rs.20001- 30000	118	25.21
	Above 30001	65	13.89

Sources: Primary data

### 6.6 INTERPRETATION

The Table.1 shows that the percentage of gender of male and female. Among 468 respondents, 61.97% are male, 38.03% respondents are female. Majority of the respondents comes under gender for the male 61.97%. Age group of respondents, 37.18% of respondents are of age group between below 30 years, 31.84% of respondents are of age groups between 31-40 years, 22.01% of respondents are of age groups between 41-50 years and 8.98% of respondents of age groups above 51 years. Majority of the respondents comes under age group for below 30 years 37.18%.

Educational level of respondents, 25.43% of the respondents have studied only undergraduate, 29.06% of the respondents have studied post graduate, 27.99% of the respondents have studied professional qualification and 17.52% of the respondents have did other. Majority of the respondents comes under for post graduate 29.06%. From the occupation table 33.97% of the respondents are student, 29.06% of them are Employees, 20.73% of them are Businessman and 16.24% of them are others. Majority of the respondents comes under occupation for Student 33.97%. Among 468 respondents of monthly income group, 25.21% respondents get below Rs. 10000, 31.41% respondents get Rs.10001-20000, 29.49% respondents get Rs. 20001-30000 and 13.89% respondents get monthly salary for more than Rs. 30001. Majority of the respondents i.e. 31.41% come under monthly income for Rs.10001-20000.

Table.2. Source of information

Particulars	No. of Respondent	Percentage (%)
Friends & relatives	114	24.35
Advertisement	168	35.90
Mouth publicity	141	30.13
Others	45	9.62
<b>TOTAL</b>	<b>468</b>	<b>100</b>

Sources: Primary data

The Table.2 shows the percentage of source of information about the service of the respondents. More information have been obtained from the advertisement and the publicity.

Table.3. Awareness Level

Particulars	No. of Respondent	Percentage (%)
Fully aware	112	23.93
Aware	163	34.83
Little bit aware	132	28.21
Not aware	61	13.03
<b>TOTAL</b>	<b>468</b>	<b>100</b>

Sources: Primary data

Customers are aware of the Reliance providing Jio and services. This makes them to possess more Jio work.

Table.4. Satisfaction Level

Particulars	No. of Respondent	Percentage (%)
Highly satisfied	91	19.44
Satisfied	187	39.96
Neutral	134	28.63
Dissatisfied	56	11.97
<b>TOTAL</b>	<b>468</b>	<b>100</b>

Sources: Primary data

The Table.4 shows the percentage of satisfaction level of Reliance Jio convinced to use the respondents. 19.44% of respondents are highly satisfied, 39.96% of respondents are

satisfied, 28.63% of respondents are neutral and remaining 11.97% of respondents are dissatisfied. Majority of the respondents comes under for satisfied 39.96%.

Table.5. Factors for selecting Reliance Jio

Particulars	No. of Respondent	Percentage (%)
Connectivity	78	16.67
Schemes	51	10.89
Advertisements	64	13.68
SIM cards are free	109	23.29
Price	58	12.39
4G Services	60	12.83
Goodwill	48	10.25
<b>TOTAL</b>	<b>468</b>	<b>100</b>

Sources: Primary data

The Table.5 shows the percentage of feature of Reliance Jio convinced to use of the respondents. Among the 468 respondents, 16.67% of respondents are connectivity, 10.89% of respondents are schemes, 13.68% of respondents are advertisements, 23.29% of respondents are sim cards are free, 12.39% of respondents are price, 12.83% of respondents are 4G services and 10.25% of respondents are goodwill. Majority of the respondents comes under for SIM cards are free 23.29%.

Table.6. Reason for buying Reliance Jio

Particulars	No. of Respondent	Percentage (%)
Unlimited Data service	123	26.29
Free roaming Calls	55	11.75
Network coverage	86	18.37
Jio sim card are free	99	21.15
4G service	78	16.67
Other reasons	27	5.77
<b>TOTAL</b>	<b>468</b>	<b>100</b>

Source: Primary data

The Table.6 shows the percentage of like most using Reliance Jio of the respondents. Among the 468 respondents, 26.29% of respondents are unlimited data service, 11.75% of respondents are free roaming calls, 18.37% of respondents are network coverage, 21.15% of respondents are Jio sim card are free, 16.67% of respondent are 4G services and remaining 5.77% of respondents are other reasons. Majority of the respondents comes under for unlimited data service 26.29%.

Table.7. Problems in Reliance Jio

Particulars	No. of Respondent	Percentage (%)
Network coverage & Tower problems	169	36.11
Voice call failure	101	21.58

Tariffs Plan	52	11.11
Buggy Jio apps	67	14.32
Others Problems	79	16.88
<b>TOTAL</b>	<b>468</b>	<b>100</b>

Sources: Primary data

Network is the main problem cited by 36.11% of respondents. The next biggest problem conveyed by the respondents is voice call failure which is serious as it could make people to think of alternate service providers.

### 6.7 TESTING OF HYPOTHESIS – I

“There is a significant relationship between income and satisfaction level”

#### 6.7.1 F-Test Analysis:

F-test has been employed for understanding the income and satisfaction levels of the respondents.

Table.8. Income Level

Particulars (Rs.)	No. of Respondent	Percentage (%)
Below 10000	138	29.49
10001-.20000	147	31.41
20001-30000	118	25.21
Above 30001	65	13.89

Table.9. Satisfaction Level

Particulars	No. of Respondent	Percentage (%)
Highly satisfied	91	19.44
Satisfied	187	39.96
Neutral	134	28.63
Dissatisfied	56	11.97

Table.10. F-Test Two-Sample for Variances

	Variable 1	Variable 2
Mean	117	117
Variance	1348.67	3195.33
Observations	4	4
df	3	3
F	0.42207	
P(F<=f) one-tail	0.24859	
F Critical one-tail	0.1078	

#### 6.7.2 Result:

Table value = 0.1078

Calculated value = 0.42207

Table value < Calculated value

### 6.7.3 Interpretation:

There is a significance relationship between income and satisfaction level. Higher the income higher would be the spending on non-food items.

## 6.8 CHI-SQUARE TEST

### 6.8.1 Testing of hypothesis – II:

“There is no significance relationship between age and awareness level”.

Table.10. Observed Frequency

Particulars (Age and Awareness level)	Fully aware	Aware	Little bit aware	Not aware	Total
Below – 30	43	62	47	22	174
31 – 40	35	53	44	17	149
41 – 50	24	35	30	14	103
Above – 51	10	13	11	8	42
<b>TOTAL</b>	<b>112</b>	<b>163</b>	<b>132</b>	<b>61</b>	<b>468</b>

Table.11. Chi-Square Test

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
43	41.64	1.36	1.8496	0.0444
62	60.60	1.40	1.9600	0.0323
47	49.07	-2.07	4.2849	0.0873
22	22.67	-0.67	0.4489	0.0198
35	35.65	-0.65	0.4225	0.0119
53	51.89	1.11	1.2321	0.0237
44	42.02	1.98	3.9204	0.0933
17	19.42	-2.42	5.8564	0.3016
24	24.64	-0.62	0.4096	0.0166
35	35.87	-0.87	0.7569	0.0211
30	29.05	0.95	0.9025	0.0311
14	13.42	0.58	0.3364	0.0251
10	10.05	-0.05	0.0025	0.0002
13	14.62	-1.62	2.6244	0.1795
11	11.84	-0.84	0.7056	0.0596
8	5.47	2.53	6.4009	1.1702
Total				<b>2.1177</b>

Degree of freedom,  $V = (r - 1)(c - 1) = (4 - 1)(4 - 1) = 9$  (1)

9 degrees of freedom 5% level of significance is 16.919. The calculated value (2.1177) is less than the table value so the hypothesis is accepted.

## 7. FINDINGS

1. Most of the respondents are male.
2. Majority of the respondent's age group are below 25 years to 35.04%.
3. 29.06% of respondents are graduates.
4. 36.11% of respondents are Students.
5. Majority of the respondents (29.27%) are salaried monthly income of Rs.15000 - 20000.
6. 35.90% of the respondents feel satisfaction of advertisement.
7. 41.02% of the respondents are feeling satisfied
8. 44.66% of the respondents are fully aware of Reliance Jio
9. Majority of the respondents come under unlimited data service to 30.56%.
10. Most of the respondents feel network coverage to 53.20%.

## 8. RECOMMENDATIONS

- 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 network speed to great extent. It would be better.
- Reliance Jio's frequent update innovation technology when it's required.
- Giving continue offer on calls to customers at best possible levels will be good.
- To develop 4G plan and value scheme.
- Reliance Jio sim should introduce some new schemes for the youngsters
- Customers expect low cost Reliance phone.

## 9. CONCLUSIONS

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.

This research study on “customer satisfaction towards Reliance Jio sim with special reference to Dharmapuri district” is found that there is a significant relationship between income and satisfaction and there is no significant relationship between age and awareness level.

From the overall study of identifying the satisfaction level of customer service it may be concluded that the Reliance Jio Customers are satisfied with the service of which company providing”, 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 problem, maintaining the growth and customers attract new schemes and so on.

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