CUSTOMER SATISFACTION TOWARDS RELIANCE JIO: AN EMPIRICAL STUDY

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Abstract - In May 2016, jio launched a bundle of multimedia apps on Google play as part of its upcoming 4G services. Jio sim is more compatible to most of the apps than other sim cards makes in to penetrate in to the market. From the previous literature there are less number of observations extracted by the previous researchers. Thereby the present paper focuses in knowing the satisfaction level of customers on the usage of jio sim, placing it as its major objective. Further it went on fulfilling two objectives such as analyzing the impact of demographics on the overall satisfaction level of users and extracts different reasons associated with them. In order to meet these objectives, the paper has organized a survey method using a schedule on 192 respondents, those are survey using simple random sampling the results have stated that the respondents are not complete satisfied with usage of jio sim. The strong reason behind their dissatisfaction is its speed i.e. the users are not getting the same speed all the time. The other two more reasons identified are compatibility of other sim cards, call connects, voice call connects. The reasons where the customers are mostly satisfied are cost effective, free calls, no roaming providing free channels, providing free caller tunes, voice clarity. Even it is found that the demographics hardly affects their satisfaction level. Finally it is suggested to improve the situation of jio sim by considered the reason stated above where the customers shared their dissatisfaction level. The present paper can further knowed to usage places its statement is better analysis in future.

Keywords - simple random sampling, satisfaction level, speed, connects the call fast.

I. INTRODUCTION

Now –a- days, no one is living without mobile phone. So many number of network services are available in this world. The present study focuses on reliance jio net work which has been founded in 2007. It is a Long Term Evolution (LTE) mobile network operator in India. It is the own subsidiary of reliance group headquartered in Mumbai which provides wireless 4G LTE service network and is the only 100% volte operator in the country. It covers all 22 telecom circles in India. The reliance jio has appointed Sahrukh khan as their brand ambassador. Jio have to issue 15 billion new shares at Rs.10, each to existing shareholders.

Reliance communication owns and operates the world’s largest next generation IP enabled connectivity infrastructure which comprises of 4,80,000 kilometers of fiber optic cable system in India. 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 pan India. Reliance jio is in process to set-up the 4G LTE under the banner of Reliance Jio Infocomm Limited (RJIL).

High speed internet connectivity, rich communication services and various digital services are offered by jio. The key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment are the mostly benefited by jio.

II. REVIEW OF LITERATURE

In the study jio is the only company who is using 4G LTE services and is operating its network nationwide. Jio facilitates the normal download speed but with lowest international call tariff in the world. 4G hand set provides free connection with less price. Jio manipulates its marketing strategies based on the competitive pricing in the market. It attracts their customers by providing offers. Jio is offering their own apps like jioplay, jiomoney, jiosecurity etc.

The jio is going to change their standards in telecommunication bycharge, focusing on calls, text and data respectively without any roaming charges throughout India. Students get an additional 25% of data usage if they registered their sim card on student ID.

III. OBJECTIVES OF THE STUDY

1. To evaluate the satisfaction level of jio sim users.
2. To analyze the impact of demographic variables on the overall satisfaction level of jio sim.
3. To explore the reasons / factors affecting the satisfaction level of jio sim users.

IV. HYPOTHESES OF THE STUDY

The present paper moves with the following hypotheses

1. To evaluate the satisfaction level of jio sim users.

Ho: is the customers are not fully satisfied with the services offered by jio sim.
Ha: is the customers are fully satisfied with the services offered by jio sim.
2. To analyze the impact of demographic variables on the overall satisfaction level of jio sim
Ho: there is no impact of demographics on the satisfaction level of jio sim users.
Ha: there is an impact of demographics on the satisfaction level of jio sim users.

In order to prove this hypothesis, three sub-hypotheses are made. One is on gender, the other is on status and age.

1) GENDER:
Ho: There is no impact of respondent gender on their satisfaction level of usage of jio.
Ha: There is impact of respondent gender on their satisfaction level of usage of jio.

2) STATUS:
Ho: There is no impact of status on their satisfaction level of usage of jio.
Ha: There is a impact of status on their satisfaction level of usage of jio.

3) AGE:
Ho: There is no impact of age on their satisfaction level of usage of jio.
Ha: There is an impact of age on their satisfaction level of usage of jio.

V. METHODOLOGY OF THE STUDY

1) Research design:
The present paper exploratory research in deriving its objectives and hypotheses further it has used a descriptive research where in it has used in cross sectional survey in conducting a sample survey for collecting data further analysis.

2) Sampling design:
In this study, the population is 395 where in the survey is conducted for a sample of 192 respondents using Simple random Sampling.

3) Data Collection
After collecting data using schedule, the study could not receive all the filled forms their by its sample became 174. Further, after removing outliers the sample became 169 on which data analysis took place.

4) Data analysis :
The three objectives of the paper are achieved by using one-sample t-test, two-sample t-test and ANOVA using R 3.2.5 package.

VI. RESULTS & FINDINGS OF THE STUDY

RESULTS OF 1st OBJECTIVE:
To evaluate the satisfaction level of jio sim users:
Initially the collective data from ten variables is some to form a single variable that is named as overall satisfaction level of jio sim users. On this particular variable in order to apply further test certain assumption of like normality & homogeneity of variances is conducted for this objective to test the normality, Shapirowilk test is used the obtained p-value (p=0.1123>0.05) indicates that data is normal as the data is normal the study could apply parametric test and the suitable one is one-sample t-test. The results of one-sample t-test are as follows (P-value=0.9987>0.05).accepts null hypotheses that is the study don’t reject null hypotheses which states that the customers are not fully satisfied with the usage of jio sim.

RESULTS OF 2nd OBJECTIVE:
To analyze the impact of demographic variables on the overall satisfaction level of jio sim:
Along with the normality the objective two is to analysisthe demographic variables impact on the overall satisfaction level of customers i.e., here the variables involved on age, status, gender. In gender we having two categories it follow a two-sample t-test.as the status also having two categories it also follows two-sample t-test and age which is having more categories i.e; it follows ANOVA.

Age (P-value=0.0871>0.05) by this it is stated that the age is not effecting the satisfaction level of the users of jio sim .Status (P-value=0.2575>0.05)by this it is stated that the status is not effecting the satisfaction level of the users of jio sim.

Gender (P-value=0.7225>0.05)by this it is stated that the gender is not effecting the satisfaction level of the users of jio sim .Finally, as for all the three cases as all the three independent demographic variables are not effecting on the overall satisfaction level of using jio sim. Finally, it can be concluded that demographics are not affecting that overall satisfaction level of jio sim users.

RESULTS OF 3rd OBJECTIVE:
To explore the reasons / factors affecting the satisfaction level of jio sim users:
From the objective one is observed that the customers are fully satisfied i.e., there are certain reasons why they are not satisfied the reasons identifies from the analysis are sim effects the compatibility of other sim cards, speed, connecting calls , can make voice calls easily.

SUGGESTIONS OF THE STUDY
Most of the customers are suggest in improving the network coverage of jio services and it assists reliance jio to capture the greatest market share in the current trend. It can be survived in the market with its competitors for a long period and also create a good image in the minds of customers.

CONCLUSION
The survey is involved in measuring the level of satisfaction and preference of jio customer and their by the survey they recommends jio to improve their
network coverage and to wipe out the calling congestion. And it is assured that the company can achieve the 100% satisfaction level of using jio sim. And also the customer might not be switch over to another networks. It will create goodwill for the company.

REFERENCES