A STUDY ON CUSTOMER SATISFACTION ON USING RELIANCE - 4G JIO SERVICE IN VALLAM – THANJAVUR DISTRICT

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Abstract

This research paper “A Study on Customer satisfaction on using Reliance – 4G Jio service in Vallam - Thanjavur District” is carried out with an objective to identify the customer satisfaction on Reliance Jio sim services in Thanjavur district and to find out the customer’s satisfaction towards using the Jio 4G services. Data were collected with the help of survey method through structured questionnaire with opened and closed ended questions. The distribution of questionnaire to the customers random sampling method was used to select the customers and the survey was taken with those selected users. After collecting the data from the customers it was verified and analyzed using Percentage, Chi-Square Tests method and F-test method for identifying the customer perspective over Reliance 4G Jio Service. In the recent trend people are provided with quick and timely information. The communication and telecom industry of India is one of the fastest growing markets in the world. In communication and telecom industry, service providers are the main domain drivers whereas equipment manufacturers are witnessing growth. The present study carried out with 500 users of Reliance 4G Jio service.

Keywords: Customer,Satisfaction,Vallam,Thanjavur,Chi-Test,F-Test

1. INTRODUCTION

Today’s world is the era of possessing a mobile phone which has become mandatory. Even the less earning of people owns a mobile phone. There are number of network services like Reliance, Airtel, Vodafone, Idea, Aircel, BSNL, etc are available. During the year 2016 everyone witnessed a revolutionary change in the entire telecom industry with the launch of Jio network. It posed a threat to the existing mobile networks like Airtel, Vodafone, Idea, Aircel, etc. Jio launched a bundle of multimedia apps on Google play as part of its upcoming 4G services. Even if the apps are universally available to download, but still a user will require a Jio SIM card to use them. The apps are My Jio, Jio TV, jio Chat Messenger, Jio Music, Jio 4GVoice, Jio Xpress News, Jio Security, Jio Drive, and Jio Money Wallet. With the enrichment of technology, the consumer preference shifted towards using Jio from their existing network. Jio offered free sim in various retail outlets, the users of which will be entitled to using free 4g internet services, free voice calls and free sms for a period of 1 year. With such rich offers a crazy environment for acquiring a Jio sim could be witnessed in shops distributing free Jio sim. Even though, Reliance Jio network offers cost free services, the 100% satisfaction of its customer cannot be declared. Although the customers are availing Jio services, still other network services are still in use as a second number by many of Jio users. If Reliance Jio fails to give the full satisfaction to its customer, it is difficult to sustain its image in the long run. Hence the study is undertaken for the purpose of analyzing the satisfaction level towards the customer of Jio network in Vallam area.

2. LITERATURE REVIEW

- Boobalan.C and Jayaraman (2017) identifies the customer satisfaction over Reliance Jio service in Dharmapuri district is more significant and the author relate the customer satisfaction is depend upon the income level and age factor and this paper also find the customer satisfaction and income level of Thanjavur district with special reference to Vallam area where the total population is approximately 14500 people where 500 are taken as sample for this research paper
- Shanmuga Priya.V (2017) studied 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. 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.

- **Muhammed Ali. M (2016)** studied on customer satisfaction of BSNL services in Kerela. 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 service 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.

- **Venkataraman.V (2016)** 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. So the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area.

- **Ahammed.A.H (2017)** analyzed the customer satisfaction differ for place to place because the tower capacity of the reliance 4G is almost vary from place to place and from region to region. This paper helps this study in a better manner when collecting the data from the customers.

3. **SCOPE OF THE STUDY**

The scope of the study is that to find out the level of customer satisfaction towards the Reliance 4G Jio and to find the customer’s perception regarding quality, efficiency, price and free service. In telecommunication sector wider scope available in the world. This research will include data collection interviews and direct observation as a tool to identify the specific problems within the organization and trying to find out the subsequent remedies for the problems faced by the customers on using this Reliance 4G service.

4. **OBJECTIVES OF THE STUDY**

- To know about the awareness level of the customer towards Reliance 4G Jio service
- To identify the customer satisfaction level towards Reliance 4G Jio service
- To find out the factors influencing the customer to attract towards Reliance 4G Service
- To identify the reason to buy the Reliance 4G Jio sim
- To suggest improvement in Reliance Jio services.

5. **METHODOLOGY OF THE STUDY**

The present study is made to identify the customer’s preference and importance towards Reliance Jio. It also analyzes the extent of satisfaction level of Reliance Jio. Questionnaires have been entrusted to 500 respondents for data collection. This 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.

5.1 **METHODOLOGY**

The primary data was collected for the questionnaire and survey method. A proper structured and detailed questionnaire is prepared and that questionnaire is circulated among the people in Vallam – Thanjavur District and the data are entered in the location where the data is analyzed. The answers given by the respondents were verified and that data are analyzed with the help of special purpose tools as mentioned in C.R.Kothari Book, Research Methodology (2002).

5.1.1 **Sample Size:**

The total respondent was 500 among the total population of Vallam. The total population is approximately 14500 people. The sample size was 500 people through the questionnaire method. The Sample size was fixed based on the sample size online calculator “Raosoft” software.

5.1.2 **Tools used for Analysis the Respondent:**

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

5.2 **HYPOTHESIS**

The researcher has framed the null hypotheses to understand the

5.2.1 **I Hypothesis:**

H0: There is no significant relationship between income and satisfaction level.

H1: There is a significant relationship between income and satisfaction level.

5.2.2 **II Hypothesis:**

H0: There is no significant relationship between age and awareness level.

H1: There is a significant relationship between age and awareness level.

5.3 **PERIOD OF STUDY**

The data are collected for a period of one month January 2018 and the analysis and findings are done from Feb 2018 to March 2018, and response correction of errors was happened for 10 days.

5.4 **AREA OF STUDY**

This study is based on the data collected from customers satisfaction in Vallam - Thanjavur district.

5.5 **LIMITATIONS OF THE STUDY**

1. The availability of respondents is lack due to holidays and some other reasons
2. The Sample size was limited to Five hundred respondents
3. The respondents were mostly within the income of middle and lower class
4. The awareness level of respondents is low because the respondents are illiterate and fear over the survey
5. The study is limited to Vallam – Thanjavur due to time and cost variance
5.6 INTERPRETATION

The Table.1 indicates that the total respondents are 500 and 54% of them are Male and 46% of them are female, next the age range indicates that the age below 30 are almost 38 % and the next age range between 31 to 40 are 33 % and the age between 41 to 50 are 21% and above 51 are 8%.next to age the classification of respondents are made with the help of education and there are totally 58% of them are studying Under Graduation(UG) and Post Graduation(PG) students in and around Vallam region and in the nearby colleges, next classification of the respondents are based on the monthly income and most of the respondents are in 10001 to 20000 Rupess monthly income range and few of them are working in nearby places around Thanjavur.

The Table.2 shows the respondents are well aware of the Reliance 4G Services only with the help of Advertisements (59%) and next source of information is gathered with the help of friends and relatives(35%)and some other source of information is by (6%).

The Table.3 shows the respondents are fully aware (26%) of the services and schemes offered by the Reliance 4G services.

The Table.4 shows that the satisfaction level of using Reliance Jio 4G service is very higher when comparing to the other network usage. Almost 304 respondents are very much satisfied with the offers and others benefits provided by the Jio company, next equal to highly satisfied around 117 respondents are satisfied with the service of Reliance Jio 4G.

The Table.5 shows that the primary factor influences the customers over the Reliance Jio 4G is SIM card are free (43%) and next will be the 4G Service(23%) and the next important factor is the connectivity(13%) and all other factors are also influence the respondents to choose Reliance Jio 4G service.

The Table.6 shows the problems are faced by the customers while using the Reliance Jio 4G Services.
The Table.6 shows that the Network and tower problem is the problem faced by the Reliance 4G service user and it was mentioned by 143 respondents and the main problem is the voice call failure problem and it was mentioned by 157 respondents.

5.7 TESTING OF HYPOTHESIS – I

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

5.7.1 F-Test Analysis:

F-test has been applied to find out whether there is a relationship between income and satisfaction level of the respondents over the usage of Reliance 4G Jio service.

Table.7. Income Level

<table>
<thead>
<tr>
<th>Variables</th>
<th>People</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 10000</td>
<td>81</td>
<td>16 %</td>
</tr>
<tr>
<td>10001-20000</td>
<td>279</td>
<td>56 %</td>
</tr>
<tr>
<td>20001-30000</td>
<td>97</td>
<td>19 %</td>
</tr>
<tr>
<td>Above 30001</td>
<td>43</td>
<td>9 %</td>
</tr>
</tbody>
</table>

Table.8. F-Test for Income and Satisfaction Level

<table>
<thead>
<tr>
<th>Variables</th>
<th>Variable 1</th>
<th>Variable 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>125</td>
<td>125</td>
</tr>
<tr>
<td>Variance</td>
<td>11684.5</td>
<td>8290</td>
</tr>
<tr>
<td>Observations</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>df</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>F</td>
<td>1.40946</td>
<td></td>
</tr>
<tr>
<td>P(F&lt;=f) one-tail</td>
<td>0.39233</td>
<td></td>
</tr>
<tr>
<td>F Critical one-tail</td>
<td>9.2733</td>
<td></td>
</tr>
</tbody>
</table>

5.7.2 Result:

Table value = 0.1078
Calculated value = 1.40946
Table value < Calculated value

5.7.3 Interpretation:

There is a strong significance relationship between income and satisfaction level. Higher the income level is the higher the satisfaction level.

5.8 CHI-SQUARE TEST

5.8.1 Testing of hypothesis – II:

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

Table.9. Observed Frequency

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Fully Aware</th>
<th>Little Not</th>
<th>Total</th>
<th>χ²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age and</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Degree of freedom, \( V = (r - 1) \times (c - 1) = (4 - 1) \times (4 - 1) = 9 \) (1)
9 degrees of freedom 5% level of significance is 16.919. The calculated value (3.4953) is less than the table value so the null hypothesis (H0) is accepted.

6. FINDINGS

1. Most of the respondents are male.
2. Majority of the respondent’s age group are below 30 years to 43 %.
3. 36 % of respondents are graduates.
4. 58 % of respondents are Students.
5. Majority of the respondents (56%) are salaried monthly income of Rs.10001 - 20000.
6. 59 % of the respondents feel satisfaction of advertisement.
7. 32 % of the respondents are feeling satisfied
8. 26 % of the respondents are fully aware of Reliance Jio
9. Most of the respondents choose Reliance Jio 4G because the SIM is free 43%.
10. Most of the respondents feel network coverage (31 %) is the main problem in Reliance 4G Jio service.

7. 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.

8. CONCLUSIONS

The study is involved in measuring the level of satisfaction and preference of Jio customer and the researcher recommends Reliance Jio Company to improve their network coverage and to wipe out the calling congestion. And it is assured that the company can achieve the 100 percentage satisfaction of their customer. And also the customer might not be switch over to
other networks. It will create goodwill for the company and enrich its worthiness.

This research study on “A Study on Customer satisfaction on using Reliance – 4G Jio service in Vallam - Thanjavur District” is found that there is a significant relationship between income and satisfaction and there is no significant relationship between age and awareness level. But at the same time Reliance Jio company has to set up some service stations to rectify the problems that this paper has found during the research. This will further improve the good will of the come to further extend and the customer satisfaction is also will increase to a higher end.

REFERENCES


