



## A STUDY ON CUSTOMER SATISFACTION LEVEL OF USING RELIANCE JIO NETWORK IN TEZPUR, ASSAM

**Manashi Medhi**

Assistant Professor, Darrang College

Tezpur, Assam

### ABSTRACT

The year 2016 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. But still at some instances, some amount of dissatisfaction can be witnessed among the users of Jio. Thus a small survey is conducted to measure the satisfaction level of Jio users involving 50 respondents as sample in Tezpur area.

**KEYWORDS:** Revolutionary change, Jio network, 4g internet, customer satisfaction.

## **INTRODUCTION**

Today's world is the era of possessing a mobile phone which has become mandatory. Even the lowest class of people owns a mobile phone. Many number of network services like Reliance, Airtel, Vodafone, Idea, Aircel, BSNL, etc are available. The year 2016 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 of the customer of Jio network in Tezpur area.

## **ABOUT RELIANCE JIO NETWORK**

Jio network 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. Reliance jio has appointed Shahrukh Khan as their brand Ambassador. The company commercially launched its services on 5 September 2016. Within the first month of commercial operations, Jio announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. Jio crossed 50 million subscriber marks in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017 it had about 130 million subscribers. Reliance Jio is in process to set-up the 4G LTE infrastructure. RJIL is setting up reliance (4th 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.

**OBJECTIVES OF THE STUDY**

1. To measure the satisfaction level of Reliance Jio network users.
2. To find out the reasons behind using another network service as a second SIM besides using Reliance Jio.
3. To suggest improvement in Reliance Jio services.

**METHODOLOGY FOLLOWED**

The research methodology involves primary data as the type of data. The research tool used is the Questionnaire Method of data collection. The sample size considered is 50. The Source of sample collection is Tezpur Reliance Jio office and Random sampling method is used for sample selection. The area and scope of study is confined to Tezpur area.

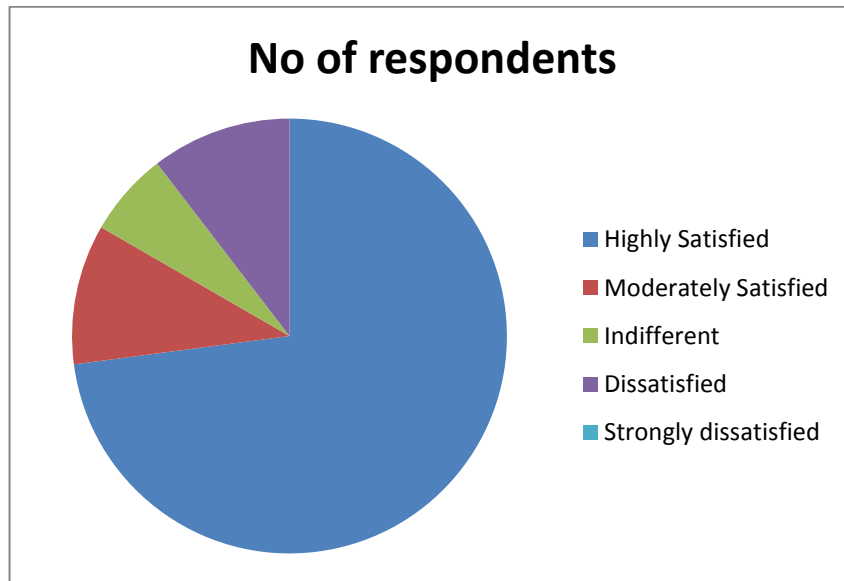
**FINDINGS AND ANALYSIS**

The first objective of my study was to measure the satisfaction level of Jio network users. The parameters considered are highly dissatisfied, dissatisfied, Indifferent, Moderately satisfied, highly satisfied. Accordingly the following information has been collected, tabulated and disseminated in the following diagram below:

<b>Serial No:</b>	<b>Satisfaction level</b>	<b>No of Respondents</b>
1	Highly Satisfied	35
2	Moderately Satisfied	5
3	Indifferent	3
4	Dissatisfied	5
5	Strongly Dissatisfied	2
	<b>Total</b>	<b>50</b>

**Table: 1**

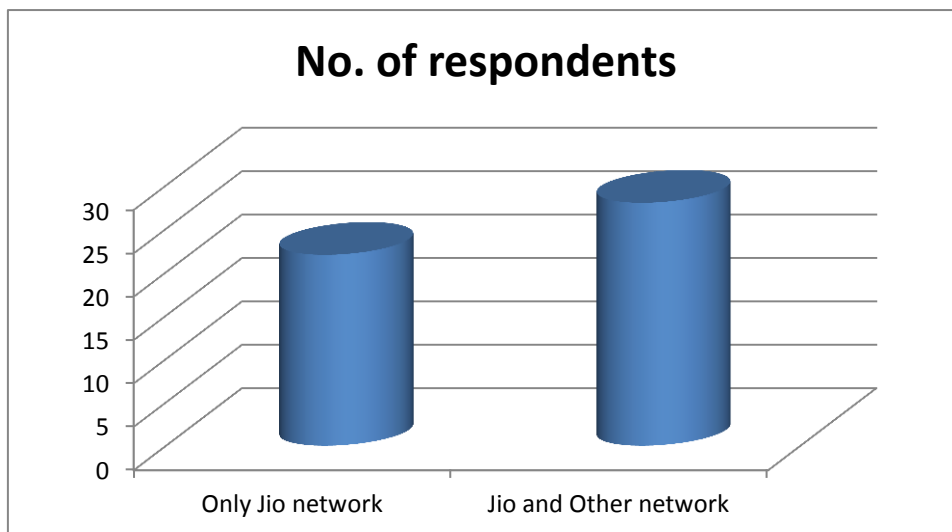
A diagrammatical representation of the above tabulated data is shown as below:



**Diagram: 1**

From the above table as well as from the pie-chart, it is clearly visible that out of 50 respondents or users of Jio Sim network users, 35 users are highly satisfied. 5 of them are moderately satisfied, 3 of them are indifferent about their opinion, 5 of them are dissatisfied and 2 of them are strongly dissatisfied. But from the available data, we can analysis, maximum of the users are highly satisfied with Jio network services.

The second objective of my study was to find out the reasons behind using another network service as a second SIM besides using Reliance Jio. Firstly the number of Jio network users using another network service simultaneously is found out. Accordingly the following results are discovered:



**Diagram: 2**

From the above cylindrical bar diagram, we can see that out of 50 respondents 22 of them are using Jio network services solely and 28 of them are also availing other network services apart from using Jio services.

Now out of these 28 respondents, we made an attempt to find out the possible reasons for not switching off the other network services. The resultant data after collection revealed the following information as enumerated below:

1. 15 users of Jio network revealed that the already existing number is their official number, hence switching off will lead to lose many important contacts. So, they are using it for official purpose.
2. While 8 of the respondents said that the existing network has supported them for so many years. Hence they want to be loyal to their network.
3. 5 of them have a fear of future exploitation by Jio network. They assume that no network can bear such a heavy loss by distributing free data, voice call and SMS services. Hence after capturing more than 90% of the market, they will come up with a plan that will exploit the Jio users. Hence to protect themselves, they want to keep themselves safe.

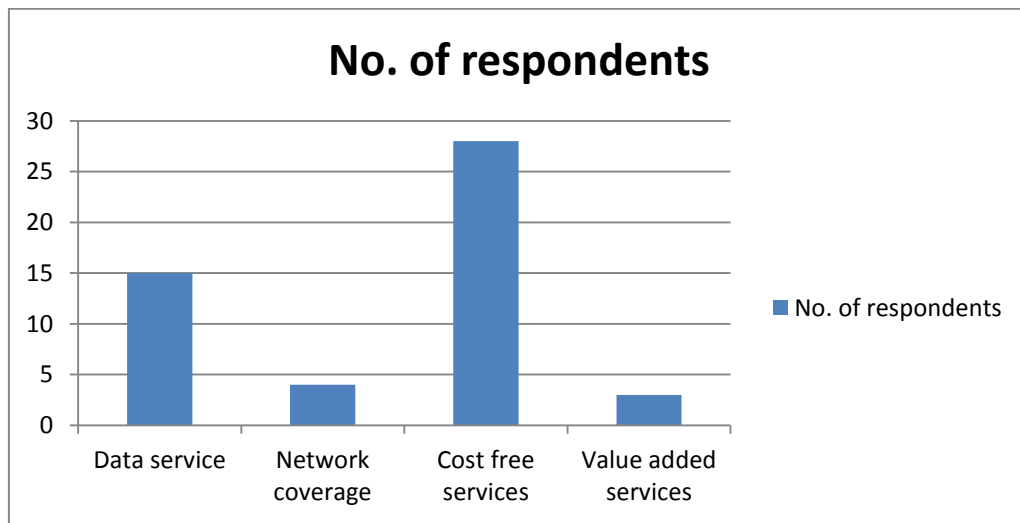
After such disclosure, also an effort has been made to discover the reasons behind using Jio network services. Most of us know the reasons, but still if any other reasons can be discovered, with that mindset, a provision for such attempt has also been made. Accordingly the parameters along with the number of respondents are tabulated as under:

Serial No:	Parameters	No. of respondents
1	Data service	15
2	Network Coverage	04
3	Cost free services	28
4	Value added services	03
5	Total	50

**Table: 2**

From the above table we can vividly see the reasons for a person becoming a Jio user. Out of 50 respondents' majority, i.e., 28 of them like cost free services offered by Jio Network, 15 of them for their data services, 4 of them for network coverage and 3 of them for value added services.

Diagrammatical representation is also given for a better view as under:



**Diagram: 3**

Apart from finding out the reasons behind using Jio services, we also tried to find the reasons behind dissatisfaction. As we have also discovered few of the respondents are dissatisfied with Jio Network services, hence possible reasons for such dissatisfaction are tried to find out. Accordingly the following reasons have been identified:

1. There is complaining on Jio network coverage problem in certain areas.
2. There is a belief among some users that Jio is cheating on them by not providing real 4G services. The data speed is assumed to be of 3G and sometimes 2G.
3. There is also another issue that is rising that data consumption is fast. Jio promises to deliver 1 GB data per day but some users feel that without 1GB data consumption, the data speed lowers down to 28 kbps sometimes.

### **SUGGESTIONS**

As far as suggestions are concerned, most of the respondents are suggesting to improve the network coverage of Jio services and to remove the calling congestion. It will act as a complementary advantage for Reliance Jio to capture the greatest market share in the Telecom industry and also its survival amongst cut-throat competition with other Network service providers will be assured in the long run. To remove the network problem and calling congestion, it is suggested to install the towers in the place of unavailability of network and the remote areas. The changes in Jio tariff plan have again posed queries in the minds of the users. From free services to chargeable services and now again an increase in the tariffs has disappointed the users. Hence a suggestion is made to charge minimum rate so that the trust and faith of the users are sustained.

Also improvement in the customer care services will enrich their CRM practices retain existing customers and also will make room for new customers.

Through the word of mouth, the customers are aware of Jio and are still striving hard to avail its almost free and the cheapest network services. That is why, it is recommended to increase the quality of their services.

## **CONCLUSION**

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.

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