

A Study on Customer Satisfaction towards Reliance JIO Cellular Network in Hubli City

Rajendra Prasad

Dean Academics

K.L. E's Institute of Management Studies & Research

BVB Campus, Vidyanagar

Hubli, Karnataka - 580 031

Apurva Manohar

MBA Student

K.L. E's Institute of Management Studies & Research

BVB Campus, Vidyanagar

Hubli, Karnataka – 580 031

Abstract:

Customer satisfaction is the best way of measuring how likely a customer will make a purchase in the future. A satisfied and happy customer brings more individuals and eventually leads to the growth of the organization. Growing businesses are more likely to prioritize customer's fulfillment. Customer satisfaction is a contemplation of how a customer feels about interacting with the brand. With the entry of Reliance Jio 4G networks all cellular wireless standards are overturned in the telecom market. The entire telecom sector underwent a major churn with the introduction of high speed internet services under 4G spectrums which began a new era. The present study is an attempt to understand the telecom industry and customer satisfaction towards Reliance Jio with respect to network coverage, speed, price, call center responsiveness, call drops, effectiveness of Reliance Jio promotion plan during Covid-19 lockdown in Hubli city. The study is based on primary data collected from the respondents through a structured questionnaire and secondary data collected from the Reliance Jio website, other related magazines and articles. . From the study it is found out that the increasing call drops between conversation have turned out to be one of the major problems why Reliance Jio's customers switching their network. It is also found out that Reliance Jio provides good services with respect to network coverage, responsiveness etc. The company also provides affordable pricing plans to its customers as they know that pricing strategy becomes one of the important aspects towards customer satisfaction. Thus Reliance Jio strives to provide cost effective quality services, affordable and competitive call tariffs for connectivity at various levels in order to satisfy their customers. Providing a high service quality leads to greater customer satisfaction which is equal to enhancement in customer loyalty.

Key words: Call drops, Customer satisfaction, network coverage, promotion plan, telecom industry.

Introduction and Statement of the Problem:

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. . It is a highly personal assessment that is greatly affected by customer expectations. They focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.

India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile phone) and has undergone a diverse change over a period of years. It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper competition among them. It has the world's third largest Internet user base. According to the Internet and Mobile Association of India (IAMAI), the Internet user base in the country stood at second place with 560 million internet users as of 2020.

Reliance Jio telecommunication company is the largest mobile network operator in India. It is the third largest mobile network operator in the world having around 38.75 crore subscribers. Reliance Jio offers fourth-generation (4G) data and voice services, along with peripheral services such as instant messaging and streaming movies and music and many more services are provided.

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction is highly a personal assessment which is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both coming in contact with the organization and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line—a definition that may be applicable just as well to public services. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Hence any company need to focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience.

Literature Review:

K. R. Mahalaxmi and N. Suresh Kumar (2017) in this article titled, "A study on service quality and its impact on customer's preference and satisfaction towards Reliance JIO in trichy region" focus on to the service quality and satisfaction level of Reliance JIO. This study reveals that peoples with age group up to 35 were 78 per cent users of Reliance JIO. The advertisement has motivates most of the customers to prefer this network.

B. Adhinarayanan and K. Balanagagurunathan (2011) in their article entitled, "A Study on Customer Satisfaction towards Reliance Telecom in Tamilnadu with Special Reference to Salem City" have indicated that Indian Telecom sector, like any other industrial sector in the country, has gone through many phases of growth and diversification. Starting from telegraphic and telephonic systems in the 19th century, the field of telephonic communication has now expanded to make use of advanced technologies like GSM, CDMA, and WLL to the great 3G Technology in mobile phones.

S.Vishnuvarthani (2013) in her article entitled "Consumers" Awareness and Preference for Mobile Phone Services at Erode City" has pointed out that telecommunication is one of the most important growing

service sectors in India. It plays an inevitable role in today's busy world. The telecommunication includes both mobile communication and fixed telephony lines. In recent days there is an upsurge in the use mobile phones rather than land lines. The number of mobile phone subscribers outnumbered land line telephony system. It is because of certain advantages that mobile phone has for itself. Government and private operators are competing at close margin and are trying to provide multiple value added services to people. Hence, the cellular operators should strive to provide cost effective quality equipment's, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers.

C. Boobalan et al (2017) in their study on, "customer's satisfaction towards Reliance JIO sim with special reference to Dharmapuri District" made an attempt to know the satisfaction level of multi customers. Most of the customers are selecting Reliance JIO is comes under for sim cards are free and most of the customers for understanding the income and satisfaction level of JIO services is comes under between (10001-20000). Finally conclude that most of the customers are satisfied with the current JIO services.

Objectives of the Study:

1. To understand the telecom industry and the customer satisfaction towards Reliance Jio brand.
2. To analyze customer satisfaction towards Reliance Jio with respect to network coverage, speed, price, call center responsiveness, call drops and the effectiveness of Reliance Jio promotion plan during Covid-19 lockdown.

Scope of the Study:

Market is growing, demand is increasing and hence, competition, therefore to grab the upcoming opportunities we need to improve Customers satisfaction on services and company has to change according to customer needs and wants. Hence, this study will help to achieve objectives or goals of the organization and also maintain quality of service provided by the organization, to get feedback from customer about the organization image and to retain customers. The scope of the study was undertaken in Hubli city. The study aims towards knowing the customer satisfaction towards Reliance Jio services in Hubli town on various aspects like network coverage, speed, price, call centre responsiveness, call drops etc towards Reliance Jio brand.

Need of the Study:

Customer satisfaction is an abstract concept which is the actual manifestation of the state of satisfaction that will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of variables both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. Again the level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. Hence the study allows an organization to quickly capture vital information with relatively less expense and effort. A primary advantage of this study is its directness: "the purpose is clear and the responses straightforward." Additionally, the information gathered by surveys can easily be analyzed and used to identify trends over time.

Limitations of the Study:

The study was conducted in Hubli city only and hence the findings cannot be generalized for the entire industry. The sample size being 100 which may be enough to have an overall opinion on customer satisfaction towards Reliance Jio.

Statement of the Problem:

Most of the customers of Reliance Jio being students and working officials, they require excellent services from the company. Their expectation with regards to network coverage in their respective areas with no call drops in the middle of the conversation and service quality is very high. The customers also look forward for wide range of affordable prices, good customer care services and most importantly good work from home plans specially during the pandemic. So the basic needs and expectations of the customers in this reference need to be fulfilled for any company to have a good customer base and also the customers can avail more services as telecom major embarks on its journey to morph into a digital platform.

Research Methodology:

Research Design: For this study Descriptive Research Design is used

Population: The population of the study is limited to the customers of Reliance Jio in Hubli city.

Sampling Frame: Sampling frame for this study is within Hubli city.

Sample Size: Sample size of this study is limited to 100 respondents.

Sampling Method: For this study Non-probabilistic convenience sampling is used.

Data Collection Method: The primary data through the Survey of customers with the help of a questionnaire and secondary data with the help of records, journals, the collection of data from Company website and brochures.

Data Analysis Tool: Data is analyzed with the help of SPSS.

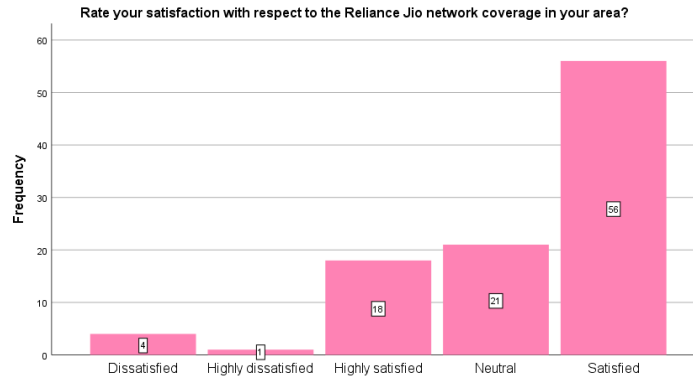
Data Analysis and Interpretation:

1) Reliance Jio network coverage

Table 1:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	4	4.0	4.0	4.0
	Highly dissatisfied	1	1.0	1.0	5.0
	Highly satisfied	18	18.0	18.0	23.0
	Neutral	21	21.0	21.0	44.0
	Satisfied	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Graph 1:



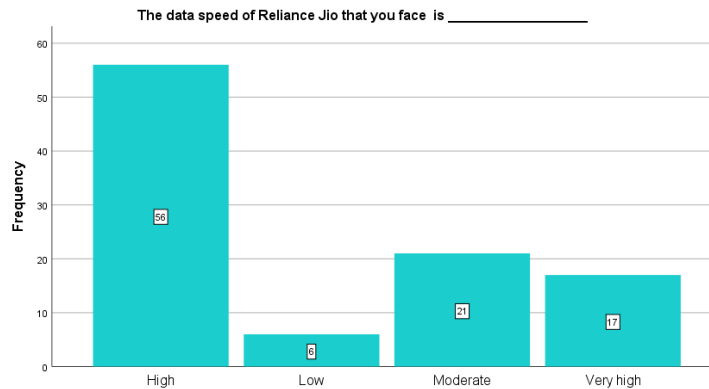
From the above table 1 and graph 1 it is observed that Reliance Jio is providing the better services to their customers with respect to the network coverage by understanding that the relationship between the network performance and customer satisfaction drives to loyalty. With its loyal customers the Reliance Jio company can build more stronger customer base. Thus, it can be interpreted that majority of the customers are Satisfied with respect to Reliance Jio network coverage in their respective areas.

2) Data speed of Reliance Jio

Table 2:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	56	56.0	56.0	56.0
	Low	6	6.0	6.0	62.0
	Moderate	21	21.0	21.0	83.0
	Very high	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Graph 2:



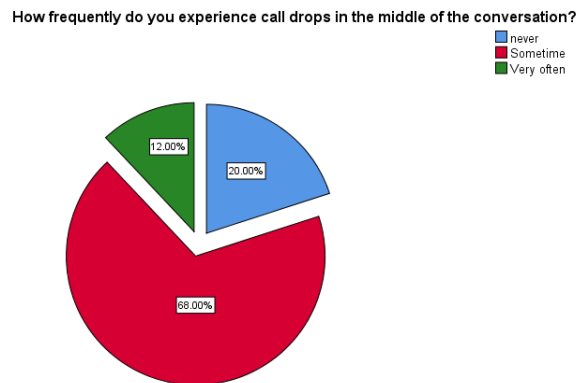
From the above table 2 and graph 2 it is observed that customers do look for high data speed when using Reliance Jio cellular network which directly or indirectly influence the customers on their perceived values. It might also directly affect the company on customer service and indirectly on brand image. This might become one of the reason why Reliance Jio subscribers can switch to other networks in search of better network quality. Thus, it is interpreted that majority of the customers face High data speed of Reliance Jio.

3) Call drops in the middle of the conversation

Table 3:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	20	20.0	20.0	20.0
	Sometime	68	68.0	68.0	88.0
	Very often	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Graph 3:



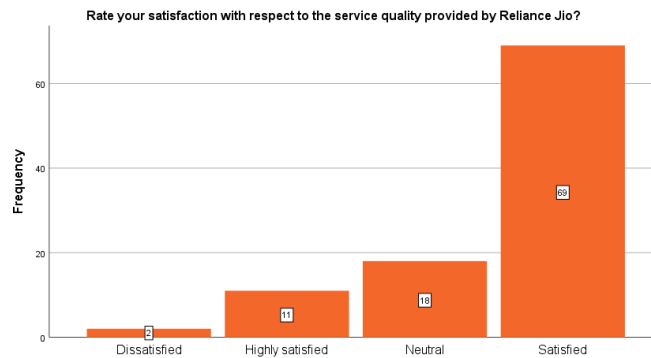
From the above table 3 and graph 3 it is observed that out of 100 respondents 80% of the customers sometimes or very often experience call drops in the middle of conversation which means that the satisfaction of customers with respect to call drops is low. The reasons might include the low performance of the features with this regard. The reasons for call drops may be lack of radio coverage , imperfections in the functioning of the network etc. Thus, it is interpreted that majority of the customers sometimes experience call drops in the middle of the conversation.

4) Service quality provided by Reliance Jio

Table 4:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	2	2.0	2.0	2.0
	Highly satisfied	11	11.0	11.0	13.0
	Neutral	18	18.0	18.0	31.0
	Satisfied	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Graph 4:



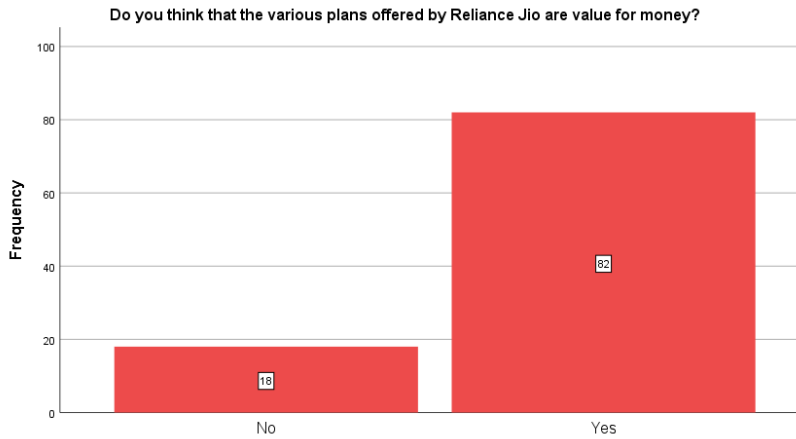
From the above table 4 and graph 4 it is observed Reliance Jio company provides best consistent quality of services to its customers like accuracy, reliability, data quality or any relevant issues concerned. The telecom customers usually look for these parameters while subscribing for a particular company. Thus these parameters can also become a word of mouth, helps in acquiring new customers and retaining its customers with a greater amount of satisfaction. Thus, it is interpreted that majority of the customers are Satisfied with respect to service quality provided by Reliance Jio.

5) Various plans offered by Reliance Jio are value for money

Table 5:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	18.0	18.0	18.0
	Yes	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

Graph 5:



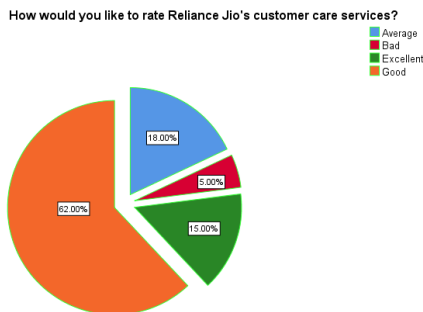
From the above table 5 and graph 5 it is observed that out of 100 respondents 82% of the customers find that the prices offered by Reliance Jio are reasonable. Price plays an important part in telecom sector as the chances of customers switching to other network which offers comparatively low price is high. This indicates how Reliance Jio company provides quality product for value of purchase. Thus, it is interpreted that majority of the customers think that the various plans offered by Reliance Jio are value for money.

6) Reliance Jio's customer care services

Table 6:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	18	18.0	18.0	18.0
	Bad	5	5.0	5.0	23.0
	Excellent	15	15.0	15.0	38.0
	Good	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

Graph 6:



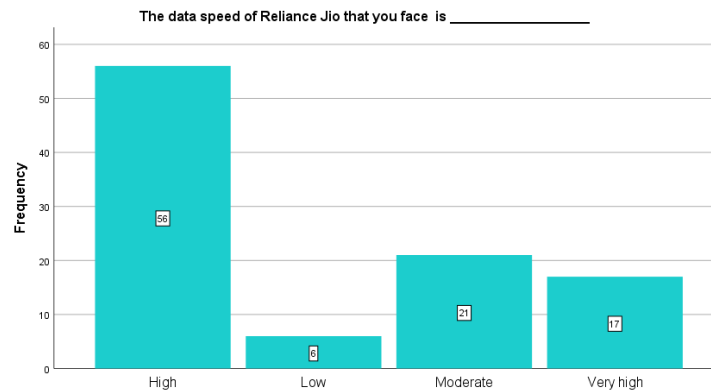
From the above table 6 and graph 6 it is observed that majority of the customers have rated Good with respect to Reliance Jio’s customer care services. Reliance Jio company takes good care of its customer services by knowing how to please their customers with their services. Keeping its customers happy and contented is one of the major task of the company. This indicates that Reliance Jio company takes care of its customers by making conscious decision about their customer care services.

7) Data speed of Reliance Jio

Table 7:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	56	56.0	56.0	56.0
	Low	6	6.0	6.0	62.0
	Moderate	21	21.0	21.0	83.0
	Very high	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Graph 7:



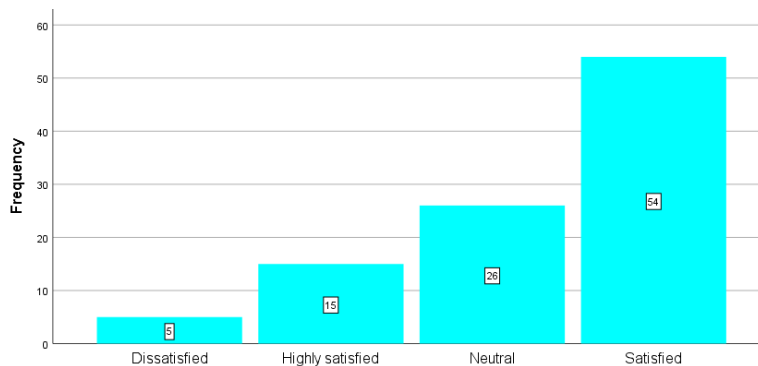
From the above table 7 and graph 7 it is observed that customers do look for high data speed when using Reliance Jio cellular network which directly or indirectly influence the customers on their perceived values. It might also directly affect the company on customer service and indirectly on brand image. This might become one of the reason why Reliance Jio subscribers can switch to other networks in search of better network quality. Thus, it is interpreted that majority of the customers face High data speed of Reliance Jio.

8) "work from home" plans of Reliance Jio introduced during Covid-19 lockdown

Table 8:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	5	5.0	5.0	5.0
	Highly satisfied	15	15.0	15.0	20.0
	Neutral	26	26.0	26.0	46.0
	Satisfied	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Graph 8:



From the above table 8 and graph 8 it is observed that out of 100 respondents 54% of the customers are satisfied with the present ‘work from home” plans of Reliance Jio introduced during the Covid-19 lockdown. By this we get to know that Reliance Jio company provides better plans by customizing them according to the present situation. Many of its customers have been benefitted by its plans that were introduced during the lockdown keeping on point the “work from home” situation of its customers. Thus, it is interpreted that majority of the customers are Satisfied with the present “work from home” plans of Reliance Jio introduced during the Covid-19 lockdown.

Major Findings of the Study:

- 1) From table 1 and graph 1 it is found that out of 100 respondents around 74% of the customers are satisfied with respect to network coverage of Reliance Jio in their respective areas. Thus it is found out that even though there are infinite technical challenges in mobile networks with wide coverage and a large user base, Reliance Jio has made it clear that to successfully attract and retain customers, providing good superior experience with regards to network plays an important role in their customer satisfaction.
- 2) From the above table 3 and graph 3 it is observed that out of 100 respondents 80% of the customers sometimes or very often experience call drops in the middle of conversation. Thus it is found out that the increasing call drops have turned out to be one of the major problems in the call center environment. This might result into one of the reason in Reliance Jio’s customers switching their network.

- 3) From the table 4 and graph 4 it is observed that majority of the respondents 80% are satisfied with the service quality provided by Reliance Jio. Thus it is found out that Reliance Jio provides good services with respect to reliability, responsiveness, assurance, empathy etc. Providing a high service quality leads to greater customer satisfaction which is equal to enhancement in customer loyalty.
- 4) From the above table 5 and graph 5 it is observed that out of 100 respondents 82% of the customers find that the prices offered by Reliance Jio are reasonable. Whenever customers want to buy a high quality product price often becomes a barrier. But here we can see that the customers find that the various plans offered by Reliance Jio are value for their purchase. Thus the company provides affordable pricing plans to its customers as they know that pricing strategy becomes one of the important aspects towards customer satisfaction.
- 5) From the above table 8 and graph 8 it is observed that out of 100 respondents 54% of the customers are satisfied with the present ‘work from home’ plans of Reliance Jio introduced during the Covid-19 lockdown. Thus it is found out that Reliance Jio brand takes into consideration by identifying the need of new plans for its customers during lockdown and setting up of high standards of service to its customers. These help them in achieving greater customer satisfaction and retain them.

Major Recommendations:

1. From the table 7 and graph 7 it is observed that out of 100 respondents only 17% of the customers face Very high data speed of Reliance Jio. Reliance Jio tops Trai’s 4G chart with 16.5 mbps download speed but from the study it is found out that very low data speed ranging below 16 mbps speed was found out. This usually occurs because of low bandwidth connection. So it is recommended that a high bandwidth connection can serve many requests and users without sacrificing their data speed. This optimizes their data speed and other such related issues that would affect their customer satisfaction.
2. From the table 3 and graph 3 it is observed that out of 100 respondents 80% of the customers experience call drops in the middle of the conversation. The main reasons for call drops in the mobile networks can be due to lack of radio coverage (either in the downlink or the uplink), radio frequency interference between different subscribers, imperfections in the functioning of the network (such as failed handover or cell-reselection attempts) etc. So it is recommended that these technical issues can be improved by intelligent distribution of calls like proper usage of ACD (Automatic Call Distribution) which helps to manage incoming calls by selecting an order to distribute or route the calls among agents immediately. Another way of improving call drops can be by using IVRS (Interactive Voice Response) as a self-help tool and make sure that they retain their customers by providing quality services so as to retain their customer base.

Conclusion:

The launch of Reliance Jio has caused a significant difference in the telecom industry. At present, Jio claims to be the world’s largest data network, based on mobile data consumption. Thus research was conducted to study the telecom industry and customer satisfaction towards Reliance Jio company which aimed to satisfy its customer in various aspects such as service quality, price, call center responsiveness and various plans offered by them etc and some suggestions are given based on the findings of the study, which can be useful for the Reliance Jio for its development. It is quite ascertained that majority

of the customers in Hubli city are satisfied with Reliance Jio services with respect to various plans offered by Reliance Jio, their value for money, customer care services, call center responsiveness. It is also clear that majority of the customers found “work from home” plans a good value for money. However there is still scope for Reliance Jio to improve their customer satisfaction by reconsidering the minor drawbacks as indicated by the study with respect to data speed, call drops between conversation, and some loyalty based services so that they get a strong hold on their customers and retain them. In the Modern World Customer satisfaction is an essential part. Without customer satisfaction businesses cannot run their work successfully. In digital era, cell phones are playing a vital role in the information and communication sector.

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