

A Study on Consumer Behavior And Satisfaction Towards Reliance Jio With Reference To The Nilgiris District

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Abstract- In the era of information explosion, people are to be provided with quick and timely access to information. Indian Telecom Industry, service providers are the main drivers. The importance of this study is to examine the customer's level of satisfaction towards Reliance Jio Network in the Nilgiris district. The problem enacted from the concept is whether the customers are benefitted from the Jio network services. It also tried to find out the factors which influence the users and the customer expectation towards Reliance Jio Network. The data has been collected by Survey methods through a questionnaire with 104 Respondents. Tools used in this project were Simple percentage analysis. The only thing that customer expects is its Data services and schemes. Most of the customer suggestion is to improve the network coverage area to maintain its competitive level and can achieve the maximum satisfaction level of customers.

I. INTRODUCTION

Telecommunication is the transmission of information over a distance by electronic and electrical means. The telephony and telecom sector are moving ahead with the times and have started buying cellular services. India is one of the world's largest telecom markets, particularly in mobile internet due to the high population and development. Airtel, Vodafone, Idea, Reliance, Jio, Tata Docomo, BSNL, and Tata Indicom are the major operators in the world. Reliance Jio is the largest mobile network operator in India and the third-largest mobile network operator in the world. Reliance Jio provides diversified services like Wireless services, Internet, Landline, Tower infrastructure, and Digital TV service. Reliance Jio provides the services in a secure and safe way and the internet to satisfy the customers with their offers and discount packages. Customer satisfaction is a term which is used to measure how products and services supplied by the enterprise satisfied the customer. Marketers should be smart enough to understand the customer's needs, wants and demands. So, the customer is important to enterprises to get a good position in the global market and enhance their profit.

OBJECTIVE OF THE STUDY:

- To study the total awareness of Reliance Jio in the market compared to other telecommunication service providers.
- To study the customer satisfaction level of Reliance Jio products and services.
- To analyse the factors influencing the use of Reliance Jio Network service.
- To find out the customer expectation of Reliance Jio services.

STATEMENT OF THE PROBLEMS:

There are various mobile network service providers in our country and they are playing an essential role in fulfilling the needs of the customers. Customers' choices, needs and preferences are changing as per the current scenario. Just like any other service industry in India, it is very difficult to refer to any 4G data service providers as "The Best". But we can find the best one after conducting a brief study.

The success of the service providers was dependent upon the customer's satisfaction. However, the following questions may arise regarding customer satisfaction and preference.

- What are the problems faced by the customers regarding service provided by the Reliance Jio operator?
- Whether the service provided by Reliance Jio satisfies the customers?

II. REVIEW OF LITERATURE

It is essential for a research scholar to do a review of the related literature for his study to have comprehensive knowledge about the research. It helps the researcher to take the initial step of fixing the problem on which the study is to be done. The review of literature gives the researcher, a

broader outlook on the background and situations under which the study has been conducted.

C.Boobalan and K.Jayaraman (2017): Observed that Reliance techno-Jio is a widely used network by techno-savvy customers. The study concluded that the download and upload speed of the network has reduced drastically in many places. Better customer service will help the organization to be more efficient, in quality services, avoid the problem, maintain the growth and customers attract new schemes and so on.

Dr Gowthamichaintala (2017): analysed the customer’s satisfaction towards telecommunication service providers a study on reliance jio is to know the satisfaction level of the customers”. The gender-wise analyses of the customer’s satisfaction concluded that there is no difference in the opinion of male and female respondents on the satisfaction level towards the service provided by the Jio service.

Dr.C.Geetha and Mrs.S.AnithaPushpaleela (2018): In their study observed that Reliance Jio Network is the fastest network in India. Their aim is to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby driving India into global leadership in the digital economy. From the overall study their scope is to fluctuate the market by proving competitive strategies.

K.R. Mahalaxmi and N. Suresh Kumar (2017) “studied on service quality and its impact on customer’s preference and satisfaction towards Jio in Trichy region focus on to the service quality and satisfaction level of Jio”. This study reveals that people with age group up to 35 were 78 percent users of reliance Jio. The advertisement has motivated most of the customers to prefer this network.

III. RESEARCH METHODOLOGY

The primary data have been collected for the research work. A pretested E-questionnaire was administered to the respondents through google forms. A survey method was chosen for the research work to measure human attitudes and opinions. This study is based on valid information from 96 respondents of the questionnaire issued across THE NILGIRIS district.

•Sample size:

The study was conducted with a sample size of 104 respondents.

•Sampling technique:

The sampling technique used in this study was convenient sampling.

•Area of study:

The study was undertaken in THE NILGIRIS district.

STATISTICAL TOOL:

SIMPLE PERCENTAGE ANALYSIS is the tool used to analyse the data collected from various respondents.

FORMULA

$$\text{Percentage} = \frac{\text{Number of Responses}}{\text{Total No. of respondents}} \times 100$$

IV. ANALYSIS AND INTERPRETATION

TABLE 1

S.NO	VARIABLE	OPTIONS	PERCENTAGE
1.	Which operator do you use?	Airtel	21.6
		Reliance Jio	66.7
		Vodafone	8.8
		Others	2.9
		Total	100
2.	Are you aware of Reliance Jio?	Yes	93.2
		No	6.8
		Total	100
3.	From which source did you come to know about Reliance Jio?	Newspaper	14.7
		Advertisements	43.1
		Mouth publicity	21.6
		Others	20.6
		Total	100
4.	What is your average monthly expenditure on mobile (in Rs)?	200-300	53.5
		300-400	21.8
		400-500	6.9
		Above 500	17.8
		Total	100
5.	Which service do you like the most in reliance Jio services?	Data services	65.3
		Call rates	12.9
		Network coverage	17.8
		Value added services	4
		Total	100
6.	Since how long have you been using reliance Jio services?	One month	15.2
		2-3 months	7.1
		3-4 months	6.1
		Above one year	71.7
		Total	100
7.	Would you switch Jio to another brand?	Yes	35.4
		No	64.6
		Total	100
8.	Which features of reliance Jio convince you to use this?	Goodwill	34
		Advertisement	21
		Schemes	45
		Total	100
9.	Why did you choose this service provider?	Unlimited calling services	24.2
		Unlimited data services	26.3
		Unlimited SMS services	3
		All services	46.5
		Total	100
10.	Would you like to recommend Jio to others?	Yes	80.4
		No	19.6
		Total	100
11.	What should be improved in Reliance Jio?	Improve network coverage	52
		Remove calling congestions	10
		Upgrade in Android version	17
		Others	21
		Total	100
12.	What about Reliance Jio makes you a loyal customer?	Service	48.5
		Price	14.9
		Offer	25.7
		Brand name	10.9
		Total	100

INTERPRETATION:

The above table shows the respondent's perception of various attributes of Reliance Jio. 66.7% of the respondents prefer Jio as their operator. Only 6.8% of the respondents are not aware of Reliance Jio. Most of the respondents 43.1% are influenced by advertisements. Data services is the most satisfied services from Jio which covers 65.3% of the respondents than other services provided by them. 45% of the respondents are convinced by the schemes given by Jio. The table shows that 46.5% of the respondents choose Jio for all the services they provide such as unlimited calling, data and SMS services. A majority of 52% of respondents suggest that Jio must improve its network coverage area for user's fulfilment. Services provided by Reliance Jio gathered 48.5% votes from the respondents which makes them a loyal customer.

V. SUMMARY OF THE FINDINGS

- It is established that 67% of respondents prefer to use the Reliance Jio operator.
- 93% of respondents have said yes that they are aware of Reliance Jio.
- The research states that 43% of respondents came to know about Reliance Jio through advertisements.
- Majority of 54% of the respondents spend 200-300 Rs per month as their average expenditure on mobile recharge.
- Most of the respondents 65% like data services the most from Reliance Jio.
- 72% of the respondents have been using the Jio network for more than a year.
- The research shows that 65% of the respondents are not interested in switching their brand from Reliance Jio to other networks.
- Respondents for about 45% are convinced to use the Jio network for its schemes more than its goodwill and advertisements.
- The research shows that 26% of the respondents choose Reliance Jio for the unlimited data services provided.
- 80% of the respondents say that they would recommend Reliance Jio to others.
- The survey tells that 52% of the respondents suggest that Jio must improve its network coverage area for better satisfaction.
- 49% of the respondents are loyal to Reliance Jio because of their services they provide to the customers.

VI. LIMITATION OF THE STUDY

- The study is limited with 104 responses.
- The study is conducted around the Nilgiris District
- The study found that the Data services and Schemes influence the consumer behaviour and preference in choosing the telecom operators.

VII. CONCLUSION

From this study, it is concluded that most of the customer are satisfied with the Reliance Jio Network Service. It is identified that Service and Schemes provided by Reliance Jio Network is at satisfactory level to the respondents. Respondents suggest that the Reliance Jio can attain more number of customers by improving its network coverage area. More number of customers felt that Services, especially Data services provided from Reliance Jio, as a factor that makes Reliance Jio different from other network. So, it should maintain its services to retain its customers.

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