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CUSTOMER SATISFACTION TOWARDS RELIANCE JIO

Commerce

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ABSTRACT

Jio launched a bundle of multimedia apps on google play as part of its upcoming services in may 2016. While the apps are available to download for everyone, a user will require a Jio sim card to use them. The apps are my Jio, Jio TV, Jio chat messenger, Jio music, Jio 4G voice, Jio xpress News, Jio security, Jio Drive, Jio money wallet. The consumer preference is changed from one person to another. The study involves in analyzing the satisfaction of customer towards Jio network, and services. The data is collected from 50 respondents with the help of convenient sampling technique. The study suggest from its analysis to improve the network coverage and remove the calling congestion.

KEYWORDS

INTRODUCTION:

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone users has gone up by 13 lakhs. In the year of 2000 the number of cell phone users has risen by one million. Indian telecom sector added a staggering 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011, while the overall teledensity has increased to 81.82% as of 30 November 2015, and the total numbers of telephone phone users (mobile & landline) have reached 1009.46 million as of May, 2015. Now currently telephone subscriber (mobile & landline) is 1058.01 million (May 2016).

The company is reconfiguring to meet the growing demand for mobile services. It will differentiate our mobile services from our competitors through ongoing investment in technology, distribution and customer services, providing both a great customer experience and competitive value.

The company, which plans to be rolled out commercial telecom service operations from January, is currently in the testing phase for most of its offerings including 4G services, a host of mobile phone applications and delivery of television content over its fibre optic network.

R-Jio, meanwhile, faces its share of challenges in terms of return on investment and capturing market share. The company, according to industry analysts, is expected to spend $8-9 billion for the 4G roll-out. The company will battle for subscribers with leading telcos such as Bharti Airtel Ltd, Vodafone India Pvt Ltd and Idea Cellular Ltd.

The Dominant Players

- Bharti Airtel --- **23**% Market Share
- Vodafone India --- **18**% Market Share
- Idea Cellular --- **15**% Market Share
- Reliance Communications --- **12**% Market Share
- BSNL --- **10**% Market Share
- Aircel --- 8% Market Share
- TATA Infocomm --- 7% Market Share
- Others --- 7% Market Share

SCOPE OF THE STUDY:

This study covers customers about Reliance JIO in the areas of **COIMBATORE.**

The study makes effort to ascertain the satisfaction level of customer of Reliance JIO through survey. So that company would be able to come up to the expectation level of its customer. The company can come up to the expectation only by finding out the problem that customer are facing during their purchase of Reliance JIO products.

The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of selling their product without having satisfied customer. No company can survive in long run without coming up to the satisfaction level of customer.

In short it is the level of satisfaction that is link between end-user and company. As long as the company is able to satisfy its customer, customer would remain in the bracket of loyal customer.

Hence it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement.

The research will also be beneficial in analyzing the overall market position of the company and measures which should be adopted by the Reliance JIO to increase their market share in the region of COIMBATORE.

RESEARCH METHODOLOGY:

The purpose of the methodology is to design the research procedure. This includes the overall design, the sampling procedure, the data collection method and analysis procedure.

Basically there are two types of researches, which according to their applicability, strength, weaknesses, and requirements used before selecting proper type of research, their suitability must be seen with respect to a specific problem two general types of researches are exploratory and conclusive.

CONCLUSIVE RESEARCH

It is also known as quantitative research; it is designed to help executives of action that is to make decision.

When a marketing executive makes a decision are course of action is being selected from among a number of available. The alternatives may be as few as two or virtually infinite. They may be well defined or only vaguely glimpsed.

Conclusive research provides information, which helps the executives make a rational decision. In some instances, particularly if any experiment is run, the research may come close to specifying the precise alternatives to choose, in their cases especially with descriptive studies the research will only particularly clarify the situation and much will be left to the executive's judgment.

DESCRITIVE RESEARCH

The type of research here is **"Descriptive Research Design"**. This kind of design is used for more precise investigation or of developing the working hypothesis from an operational point of view. It has inbuilt flexibility, which is needed because the research problem, broadly defined initially, is transformed into one with more precise meaning in exploratory studies, which in fact may necessitate changes in research procedure for gathering relevant data.

The characteristic features of research are as follows: –

- Flexible Design
- Non-Probability Sampling Design
- No pre-planned design for analysis

- Unstructured instruments for collection of data
- No fixed decisions about the operational procedures

SAMPLE SIZE
Researcher have selected 50 sample units from market and individual customers.

SAMPLING TECHNIQUE
The sample design provides information on the target information and final sample sizes. Researcher used conveyed convenient sampling surveyed in research.

SAMPLING AREA
While conducting sample, Researcher went places of COIBATORE areas- gandhipuram, ukkadam, R.S.puram, singanallur.

DATA COLLECTION
Researcher has used Questionnaire, as the research instrument to conduct the market survey. The questionnaire consisted closed ended questions designed in such a way that it should gather maximum information possible.

The questionnaire was a combination of 15 questions. If choices are given it is easier for the respondent to respond from the choices rather they think and reply also it takes lesser time.

METHOD OF SAMPLING
Convenient sampling is used to do sampling as all the customers in the sites are Surveyed.

DATA INTERPRETATION:

AWARENESS	% OF RESPONDENTS	NO OF RESPONDENTS
Yes	92%	46
No	8%	4
EXPENDITURE(RS)	% OF RESPONDENTS	NO OF RESPONDENTS
Rs.100-Rs.200	40%	20
Rs.200-Rs.300	32%	16
Rs.300-Rs.400	20%	10
Above Rs.500	8%	4
CONVINCING FACTORS	% OF RESPONDENTS	NO OF RESPONDENTS
Connectivity	24%	12
Scheme	52%	26
Advertisement	14%	7
Goodwill	10%	5
SERVICES PROVIDED	% OF RESPONDENTS	NO OF RESPONDENTS
Data services	44%	22
Call rate	30%	15
Network coverage	16%	8
Value added services	10%	5
CHOICE OF SERVICE	% OF RESPONDENTS	NO OF RESPONDENTS
Unlimited calling services	20%	10
Unlimited Data services	36%	18
Unlimited sms services	8%	4
All Services	36%	18
SATISFACTION LEVEL	% OF RESPONDENTS	NO OF RESPONDENTS
Yes	68%	34
No	32%	16
IMPROVEMENT	% OF RESPONDENTS	NO OF RESPONDENTS
Improvement in network coverage	54%	27
Remove calling congestion	24%	12
Upgrade in android version	16%	8
Others	6%	3
RECOMMENDATION	% OF RESPONDENTS	NO OF RESPONDENTS
Yes	88%	44
No	12%	6

FINDINGS:
- 92% of respondents are aware about reliance jio and 8% of respondents are not aware about reliance jio.
- It is found that 40% of the respondents are spending Rs.100-200 for their mobile, and 32% of respondents are spending Rs.200-300 for their mobile, and 20% of respondents are spending Rs.300-400 for their mobile, and 8% of respondents are spending an amount of Rs.500 above.
- It is known that 24% of respondents are convinced with connectivity, and 52% of respondents are convinced with the scheme, and 14% of the respondents are convinced with advertisement, and 10% of the respondents are convinced with goodwill.
- It is found that 20% of the respondents are chosen to unlimited calling services, and 36% of the respondents are chosen to unlimited data services, and 8% of the respondents are chosen to unlimited sms services, and 36% of the respondents are chosen to all services.
- While conducting the survey, I found that most of 68% respondents are satisfied with Reliance JIO, and 32% of respondents are not satisfied. Because still they have network problem in deep rural areas.
- 88% of the respondents are recommended to others, and 12% of the respondents are not recommended to others.
- Reliance JIO is the market leader in Coimbatore areas all the customers are preferred its products & services.
- Reliance JIO is enhanced the potential market share in Coimbatore.
- Wide network coverage is available in Coimbatore areas.
- At last it can be said that there are a lot of scope of Reliance jio market in near future.

SUGGESTIONS:
- In today's era the Reliance JIO must focus on rural areas to get the people attention and gather the rural people interest. Because most of rural people are not having the knowledge about Reliance JIO.
- Get the feedback from existing customers about Reliance JIO and take the reference for making new customers.
- We should try building a good relationship with all retailers, praise, recognition & honour on several occasions for our retailers would help a lot.
- The customer care people and also employees in Reliance JIO should try to convey brand Reliance JIO while talking to people.
- Enhance the market penetration & shares in every market and give the high competition to others company.

CONCLUSION:
Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motive.It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet out customer needs and wants. That's why 4G has been evolved for Indian customers.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services.

Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment.
Reliance JIO is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free & wide network, attractive 4G schemes & customer services to cover one of the widest areas.

From the details it can be concluded that 80% of Reliance JIO users

preferred to remain with Reliance JIO and fully satisfied. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO.Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

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