

CUSTOMER SATISFACTION TOWARDS RELIANCE JIO NETWORK WITH SPECIAL REFERENCE TO NANDED CITY, MAHARASHTRA

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Abstract

In May 2016, Jio launched a set of multimedia applications on Google Play as part of its upcoming 4G services. Jio network is more compatible with most applications available on Google play than other networks which lead JIO to enter the market aggressively. According to the previous literature, the number of observations extracted by previous researchers is lower. Therefore, this paper focuses on knowing the level of customer satisfaction with the use of jio network, by placing it as a main objective. To meet the objective, the research paper prepared a questionnaire for 200 respondents, using a simple random sampling. The results indicate that the respondents are partially satisfied with the use of jio network. The main reason for their partial dissatisfaction is that in case network issue with jio then customers won't be able to use anything on network while in other operators case customers may use voice calling in absence of data network. Jio operates on VOLTE (VOICE OVER LONG TERM EVOLUTION) network which help customers to connect on video calls without using the data and get the HD(High Definition) quality of voice and video. Free voice calls, roaming charges free network across the country, free applications, free dialer tones, voice clarity, and video call conference are the value added services provided by jio network absolutely free. Detailed work can be done in future on this research paper for better findings and recommendations.

Keywords- VOLTE, HD, 4G, JIO CENTER, JIO POINT.



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INTRODUCTION: Now-a-days, a life without mobile phone can't be imagined. There are a number of network services available in the world. Present study focuses an emphasis on study of Reliance Jio network which is founded in 2007 by the leader Mr. Mukesh Ambani. The technology used in jio is called as Voice over long-term evolution (VOLTE) in India; jio is the only mobile network operator, which offers the wireless service network and a 100% 4G VOLTE Operators in the country across the 22 circles in India. It is the own subsidiary of reliance group headquartered in Mumbai. Shahrukh Khan is the brand ambassador of Jio.

Reliance Jio operates with the highest connectivity of infrastructure enabled next generation IP of the world's cable system, consisting of 4,80,000 kilometers of fiber optic .Reliance in India top the chart amongst the Indian business groups in private homes in terms of net value. The company has a good customer base across the

pan India. A reliance industry has set up the VOLTE 4G NETWORK services provider in the name of Reliance Jio Infocomm Ltd (RJIL). High-speed Internet connectivity and a rich variety of digital communication services offered through the JIO offices. In a few key domains such as education, health, safety, financial services, entertainment and electrical Jio interfaces and plays a vital role in socio economic development as well.

Reliance jio has got around 1100 branch offices across pan India which are called jio centers which is headed by a jio centre manager. A jio centre is nothing but a profit centre for the organizations from where day to day basis activities happen to drive the business and revenues. A jio center manger is accompanied with the team of finance & commercial, sales & marketing, store operations, customer service delivery and the network team. To strengthen the brand in rural market like in the towns with the population of more than 10k, jio set up an exclusive outlet named jio point where in all jio products are available under one roof headed and taken care by the assistant jio point manager. While the jio point manager takes care of the basic services to be catered in interior market of the vicinity.

REVIEW OF LITERATURE

The study represents, jio is the only company to provide 4G VOLTE services and operate its network across the country. The jio provides excellent data speed at the lowest international calling rate in the world. With the entry of jio a huge surge has been seen in the shipment of 4G handset from all the smart phone manufacturing and marketing players like Samsung, Oppo, Vivo, Mi, etc. A free of cost jio connection to all the 4G smart phone users eradicated the market like anything to achieve their dream figure of achieving 100 million customers in 100 days. A wifi hotspot dongle called as jio fi also has been introduced in market for those customers who don't have 4Genabled handsets with them but ready to access the data through wifi hotspot. Launch of jio phone and its penetration in rural market created a giant success in gaining the subscribers using the feature phone with regular 2G services and converted them to a full fledged 4G subscriber by providing all basic Smartphone specifications to the jio phone. The margin rate in terms of recharge sale motivated the retailers to take more participation and sell the jio products. Jio also introduced several free of cost android based applications like jio play, jio music, jio cinema, jio TV etc which made the lives of jio customers more happening and entertaining at an affordable prices.

OBJECTIVES OF THE STUDY

- To evaluate the satisfaction level of jio network users in Nanded city.
- To explore the reasons / factors affecting the satisfaction level of jio network users in Nanded city.

HYPOTHESES OF THE STUDY: The present paper moves with the following hypotheses:

- **H₀:** The customers are not satisfied with the services offered by jio network in Nanded city.
- **H₁:** The customers are fully satisfied with the services offered by jio network in Nanded city.
- **H₀:** There is no significant difference of the factors affecting the satisfaction level of jio network users in Nanded city.
- **H₁:** There is a significant difference of the factors affecting the satisfaction level of jio network users in Nanded city.

METHODOLOGY OF THE STUDY

Research design: The present paper is an exploratory research in deriving its objectives and hypotheses further it has used a descriptive research where in it has used a questionnaire for conducting a sample survey to collect the primary data for further analysis.

Sampling design: In this study, the population is 50000 where in the survey is conducted for a sample of 200 respondents using Purposive Simple random Sampling.

Sources of Data Collection:

Primary data: - Data collected through the questionnaire by meeting respondents in person.

Secondary data: - Data collected from the books, journals, different online web sites , theses which are already published.

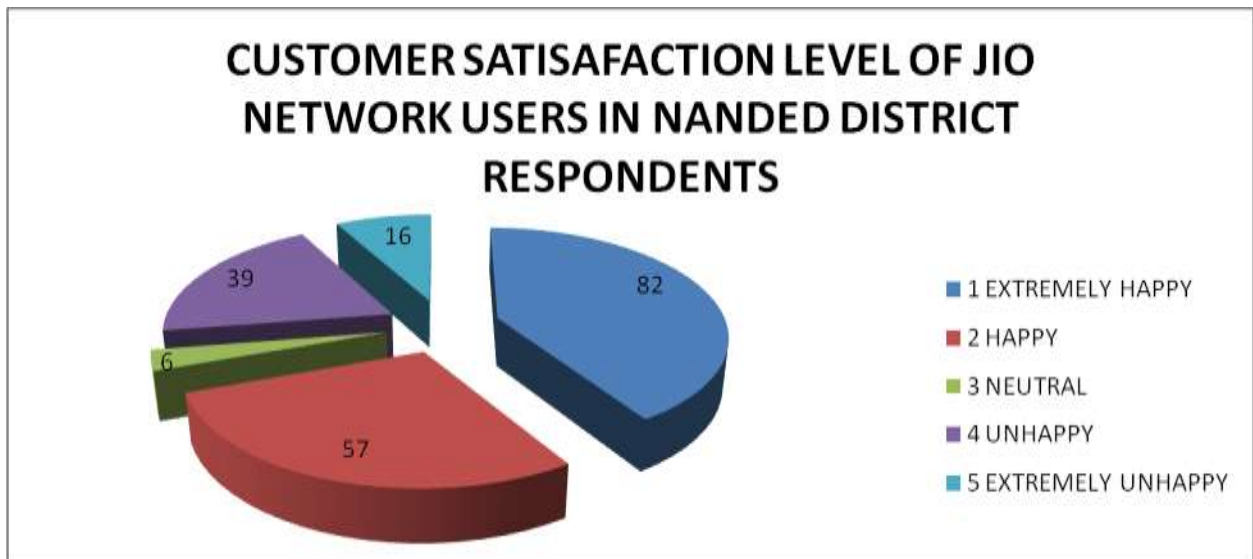
Data analysis: The two objectives of the paper are achieved by testing the hypotheses using one-Sample chi square-test.

DATA ANALYSIS, FINDINGS AND CONCLUSIONS OF THE STUDY

Table No. 1: Evaluate the satisfaction level of jio network users in Nanded city

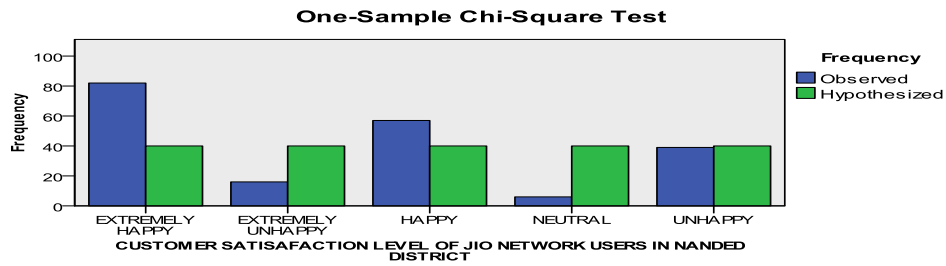
CUSTOMER SATISFACTION LEVEL OF JIO NETWORK USERS IN NANDED DISTRICT			
S.N.	BEHAVIORAL ASPECTS	RESPONDENTS	PERCENTAGE
1	EXTREMELY HAPPY	82	41%
2	HAPPY	57	29%
3	NEUTRAL	6	3%
4	UNHAPPY	39	20%
5	EXTREMELY UNHAPPY	16	8%
	TOTAL	200	100%

Source: - Field Survey



Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The categories of CUSTOMER SATISFACTION LEVEL OF JIO NETWORK USERS IN NANDED DISTRICT occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.



Total N	200
Test Statistic	94.650
Degrees of Freedom	4
Asymptotic Sig. (2-sided test)	.000

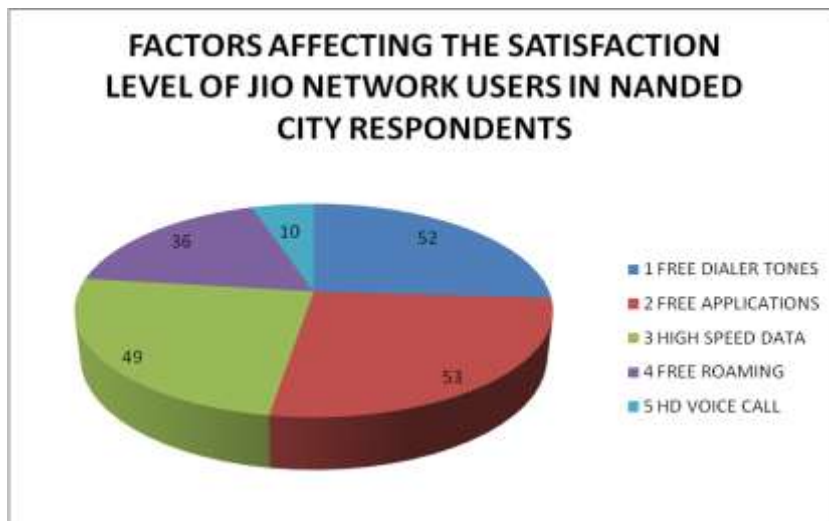
1. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 40.

Findings & conclusion:- From above table, pie chart and the hypothesis testing using spss testing tool and one sample chi square test , it has been found out that the null hypothesis is rejected hence the alternative hypothesis is accepted hence The customers are fully satisfied with the services offered by jio network in Nanded city.

Table No. 2: Explore the reasons / factors affecting the satisfaction level of jio network users in Nanded city.

FACTORS AFFECTING THE SATISFACTION LEVEL OF JIO NETWORK USERS IN NANDED CITY			
S.N.	BEHAVIORAL ASPECTS	RESPONDENTS	PERCENTAGE
1	FREE DIALER TONES	52	26%
2	FREE APPLICATIONS	53	27%
3	HIGH SPEED DATA	49	25%
4	FREE ROAMING	36	18%
5	HD VOICE CALL	10	5%
	TOTAL	200	100%

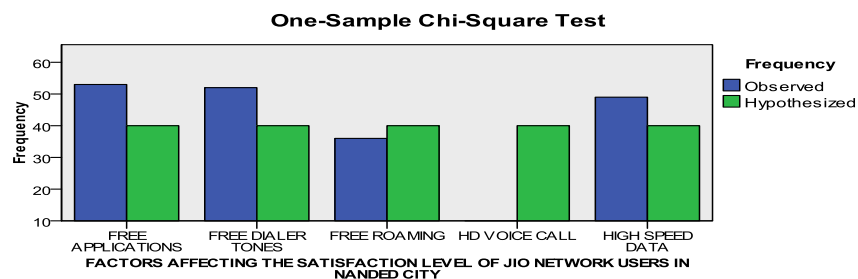
Source: - Field Survey



Hypothesis Test Summary

Null Hypothesis	Test	Sig.	Decision
1 The categories of FACTORS AFFECTING THE SATISFACTION LEVEL OF JIO NETWORK USERS IN NANDED CITY occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.



Total N	200
Test Statistic	32.750
Degrees of Freedom	4
Asymptotic Sig. (2-sided test)	.000

1. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 40.

Findings & conclusion:- From above table, pie chart and the hypothesis testing using spss testing tool and one sample chi square test , it has been found out that the null hypothesis is rejected hence the alternative hypothesis is accepted hence There is a significant difference of

the factors affecting the satisfaction level of jio network users in Nanded city.

Conclusion and Suggestions: Since it has been found that, customers are extremely happy with jio network and its services, it is suggested that it will become the market leader in terms both customer base and revenue by mar'2020 by overtaking the Bharti and airtel. Customer satisfaction has been identified as critical success factors in any business organization. One of the key challenges confronting the telecommunication companies is how they manage their service and amplify quality, which holds a prodigious importance to customer satisfaction. The motive of this research survey was to measure the level of satisfaction and preference of jio customer with respect to the value added services provided by jio against the other operators. With more focus on penetrating in rural market JIO can bridge the gap for selecting the jio network and become the first preference.

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