

Factors driving Subscribers Mobile Network Services and Level of Satisfaction - A Case Study on Reliance Jio

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Abstract: Telecommunication is the transmission through technologies over the wire, optical and radio, or other electromagnetic systems. Reliance Jio Infocomm Limited is an Indian telecommunication industry performing business activities in the brand name of Jio. It offers a unique combination of telecom, 4 G internet high speed data, media and payment services. It provides their customers with a high standard of communication service. Jio's vision is to transfer India with a high form of the digital revolution to connect everyone, everything and everywhere at an affordable price. The study aims to identify the factors influencing network service providers, to identify the customers' satisfaction towards Reliance Jio network and to identify the problems faced by the customers while using Reliance Jio network. 110 samples were collected from the respondents. To analyze the data, percentage analysis, mean score and ANOVA tools were used. The study reveals the factors influencing on selecting network service providers based on affordable plans as ranked first and identifies that there is no significant difference between factors that attracted the customers towards Reliance Jio network, customer's satisfaction towards Reliance Jio network across gender groups. Jio Infocomm limited can offer better affordable plans, tower and network connectivity to hold the existing customers and also to attract the new customers.

Keywords: Reliance Jio, Telecomm, Telecommunication Service, Customer Satisfaction.

Introduction

There are many companies offering telecommunication services with different options and using different marketing techniques to catch the customers and to retain their customers all the companies were making their best. While selecting a telecommunication provider it is important to know about their network and security. Reliance Jio set to interrupt India's telecom market by offering free voice calls and free data services for a particular period or at very low tariffs resembles a similar troublesome strategy that the company had adopted 13 years ago. Jio aims to enable this transformation by creating not just the latest and the best voice and broadband network, but also a powerful ecosystem that will enable a range of rich digital services as a distinctive green-field opportunity. At most carefully the foundation for the future and today, Jio is capable of offering a unique combination of telecommunication, high-speed data, and digital commerce, media, and payment services. Jio has also worked with all the leading device manufacturers of the world to ensure the availability of 4G Long Term Evolution smartphones across all price variations from one hand to another level model. In the beginning, Reliance Jio Infocomm Limited has laid more than 2.5 lakh kilometers of fiber-optic cables, covering 18,000 cities and over one lakh villages, intending to cover 100% of the nations' population by 2018. Jio has built nearly half a million square feet of cloud data centers, and a multi-terabit capacity international network.

Review of Literature

Boobalan, C., & Jayaraman, K. (2017)¹ in their research article attempted to know about the awareness and to identify the satisfaction level of customers towards Reliance Jio sim. Also to find the factors influencing the customer towards reliance jio sim and to identify the reason to buy, this is explained with their opinion. Data were collected by survey method through a structured questionnaire with both opened and closed-ended questions. A random sampling method was used to select the customers. It was analyzed using Simple Percentage, ChiSquare Tests and F-test. The study found that there is a significant relationship between income and satisfaction and there is no significant relationship between age and awareness level. The customers are satisfied with the service of which company provides.

Ankita Pathak. (2019)² in their research article attempted to know the satisfaction level of the Reliance Jio family members in Kopargoan. A structured questionnaire was developed to analyze the objective of the research. The data was collected with the help of Google forms. The convenience sampling method was used to collect the data. Various statistical tools are being used by the researcher to study the problem. The reliability of the questionnaire was checked by SPSS v24. The Cronbach's Alpha value is .958 which is very good and states the data is reliable to perform various other analyses like correlation, regression etc. The study resulted that Telecom being one of the fastest-growing markets. Reliance Jio has set a benchmark for other providers. The customer is highly satisfied with the Reliance Jio still some changes are needed to tap the untouched market.

Upreti, H., Malhotra, R. K., Ojha, M. K., Garg, A., & Pant, K. (2020)³ in their research article attempted to identify whether there exists a significant difference between the satisfaction level of customers with different service quality aspects of Reliance Jio for pre and post-price hike periods and to propose a model for assessing customers' preference for choosing Reliance Jio and to measure their satisfaction level out of its services. Paired sample t-test is applied to rate the satisfaction level of customers for different service quality parameters for both pre and post price hike period of Reliance Jio. A total of nine service quality aspects have been identified to measure the difference in satisfaction level for pre and post-price hike period out of which 8 aspects depicted significant differences. Exploratory Factor Analysis (EFA) has been adopted for proposing a model for assessing customers'

preference for choosing Reliance Jio and to measure their satisfaction level out of its services. As an outcome of the study a validated model is developed which can be used by the decision makers while formulating strategies leading to customer satisfaction.

Sonu Daniel Sam., & Sneha Kanade. (2021)⁴ in their research article attempted to study the impact of Reliance Jio on the telecom industry, the evolution of the Indian telecom sector after Reliance Jio's entry and to identify the impact of Jio on common people and the effect on consumer behavior also to compare the financial and non-financial aspects of major players in the industry and the impact of Reliance Jio on those aspects after they entered to the industry. Data collected for the project are from various published sources such as articles, findings and case studies to learn about the impact of Reliance Jio on the telecom industry. The study concludes that Jio provides services to their customers at cheaper and affordable rates, Jio's subscribers today have access to high-definition voice calling facilities and internet at faster speeds.

Narasimulu, H., & Krishna Mohan Nayudu, Y. (2021)⁵ in their research article attempted to study customer perception on Reliance Jio telecommunication networks. It is also prepared based on primary data as well as secondary data. The secondary data is collected from various published information. The primary data was collected from five mandals in kamareddy district, each mandal 10 members were selected. The data is collected through a structured questionnaire and it is a convenient sample method. From the overall study of identifying the fulfillment level of customer service, it may be concluded that the Reliance Jio customers are satisfied with the service which the company provides.

Statement of Problem

The main problem of the study is to identify the customer's satisfaction towards Reliance Jio network and the problems faced by the customers while using Reliance Jio network, The study also focuses on the customer's preference on selecting network service provider and the factors which attracted towards Reliance Jio network service provider.

Objectives of the Study

- To know the demographic profile of the respondents.
- To identify the factors influencing network service provider.
- To identify the customer's satisfaction towards Reliance Jio network.
- To identify the problems faced by the customers while using Reliance Jio network.

Scope of the Study

This study helps in finding the customer's satisfaction towards Reliance Jio network and the problems faced by the customers while using Reliance Jio network and also focus on identifying the factors influencing network service provider and to know the factors were customers attracted towards Reliance Jio network service provider.

Research Methodology

Research methodology is a systematic process to solve the research problem. A descriptive type of research has been used for the study. The study was based on primary data collection. The primary data survey method has been used. The questionnaire framed was the demographic variables and a dimension has been used as a research instrument for data collection. As the population size is infinite, the convenience sampling method has been followed with the study. The sample was collected from 110 respondents and the respondents are using Reliance Jio network. To analyze the primary data percentage analysis, mean score and chisquare test tools were used. The sample size of the study is limited to 110.

Hypothesis

H₀₁: There is no significant difference in the factors that attracted the customers towards Reliance Jio network service providers across gender groups.

H₀₂: There is no significant difference in the customer's satisfaction towards Reliance Jio network service provider across gender groups.

Analysis and Interpretation

The analysis and interpretation of customer satisfaction towards Reliance Jio Infocomm Limited. The data was collected from the respondents and systematically analyzed and presented under various headings in the following pages. The tools and techniques used for the analysis are percentage analysis, mean score and ANOVA.

Demographic Characteristics of the Respondents

Defining the demographic characteristics of the respondents, out of 110 respondents, 59 (53.6%) were male and 51 (46.4%) were female; 28 (25.5%) respondents were less than 25 years, 32 (29.1%) were between 26-35 years, 27(24.5%) were between 36-40 years and 23(20.9%) were above 40 years; 23 (20.9%) of them had school level education, 37 (33.6%) of them had completed undergraduate, 34 (30.9%) of them had completed post graduate and 16(14.6%) of them had completed higher qualification; 42 (38.2%) were employed, 25 (22.7%) were doing business, 25 (22.7%) were housewives and 18(16.4%) belonged to other categories; income level of 32 (29.1%) were less than Rs. 25,000, 48 (43.6%) income from Rs. 25,001-50,000 and 30 (27.3%) were income above Rs. 50,000; 43 (39.1%) were from rural area and 67 (60.9%) were from urban area.

Factors Influencing Selection of Network Service Provider

Factors	Weighted Average Mean Score of Ranks	Rank
Affordable plans/data	1.90	1
Network availability	2.00	2
Call charges	2.01	3
Offers and schemes	2.14	4
Customer care service	3.91	5

Source: Primary Data

The above table shows that customers while selecting a network service provider gave utmost importance to affordable plans/data which was ranked first with 1.90 mean score, Network availability ranked second with 2.00 mean score, Call charges ranked third with 2.01 mean score, Offers and schemes ranked fourth with 2.14 mean score and Customer care service ranked fifth with 3.91 mean score.

H₀₁: There is no significant difference in the factors that attracted the customers towards Reliance Jio network service providers across gender groups.

Factors attracted customers towards Reliance Jio network service provider

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Network Coverage Plan	Between Groups	.023	1	.023	.023	.881
	Within Groups	111.577	108	1.033		
	Total	111.600	109			
Affordable Plan	Between Groups	.140	1	.140	.119	.731
	Within Groups	126.815	108	1.174		
	Total	126.955	109			
Value Added Services	Between Groups	3.350	1	3.350	3.116	.080
	Within Groups	116.114	108	1.075		
	Total	119.464	109			
Customer Care	Between Groups	.448	1	.448	.420	.518
	Within Groups	115.052	108	1.065		
	Total	115.500	109			
New Schemes and Offers	Between Groups	2.245	1	2.245	2.278	.134
	Within Groups	106.446	108	.986		
	Total	108.691	109			
Connectivity	Between Groups	.020	1	.020	.017	.897
	Within Groups	131.034	108	1.213		
	Total	131.055	109			

*Significance at 5% level of confidence

The result of the analysis of the variance performed in order to analyse the differences in the factors attracted the customers towards Reliance Jio network service provider among the male and female respondents is presented here.

The result reveals that with respect to network coverage plan, affordable plan, value added services, customer care, new schemes and offers & connectivity factors, the f value is not significant and hence the hypothesis is accepted. There is no significant difference between male and female respondents in respect of their factors attracted the customers towards Reliance Jio network service provider.

H₀₂: There is no significant difference in the customer's satisfaction towards Reliance Jio network service provider across gender groups.

Customer's satisfaction towards Reliance Jio network service provider

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Free Data	Between Groups	.195	1	.195	.181	.671
	Within Groups	116.023	108	1.074		
	Total	116.218	109			
Affordable Plan	Between Groups	2.415	1	2.415	1.885	.173
	Within Groups	138.349	108	1.281		
	Total	140.764	109			
Network Plan	Between Groups	.005	1	.005	.003	.958
	Within Groups	181.350	108	1.679		
	Total	181.355	109			

*Significance at 5% level of confidence

The result of the analysis of variance test performed in order to analyse the difference in the customer's satisfaction towards Reliance Jio network service provider among the male and female respondents is presented here.

The result reveals that with respect to free data, affordable plans and network plan, the f value is not significant and hence the hypothesis is accepted. There is no significant difference between the customers satisfaction towards Reliance Jio service provider among the group male and female respondents.

Problems faced in Reliance Jio network

Problems	No	%
Network coverage	50	45.5
Tower problem	43	39.1
Connectivity issue	53	48.2
Price of the Plans	73	66.4

Source: Primary Data

The above table explains the problems faced by Jio sim users in percentage. Out of 110 users 50 (25.5%) respondents were faced the problem of network coverage, 43 (39.1%) of users were faced tower problems, 53 (48.2%) of users were faced connectivity problems and 73 (66.4%) of users were faced the problem of price of the plans.

Findings

While selecting network service provider, customers were given importance to affordable plans and followed by network availability, call charges offers and schemes and customer care services as ordered from higher to lower importance given by the respondents.

There is no significant difference in factors attracted by the customers while selecting jio network service provider across gender groups. There is no significant difference in customers' satisfaction towards Reliance Jio network across gender groups. Majority of Reliance Jio network users have faced a problem in price of the plan followed by connectivity issue, network coverage and tower problem.

Suggestions

The business strategy of Reliance Jio network is an important reason for success. Peoples have selected jio for initial offers given by the company like, free sim card, free data network, voice calls and sms. That attracted the customers to switch from one network to Reliance Jio network. Now comparing the piece of the plan to the earliest plans makes customers dissatisfied. As the users of Reliance Jio network has increased, that results less internet speed and connectivity problem. To retain the customers from switching to another network, Reliance Jio has to strengthen their network and connectivity and also attract the customers with interesting offers and schemes and plans for affordable price.

Conclusion

Indias' telecommunication network is the second largest telephone users in the world. Telecommunication has helped the economic development of India. The main goal of the telecommunication provider is to build a loyal customer and to maintain existing customers in order to make profit from customers' loyalty. This study will help the Reliance Jio Infocomm Limited to understand the psychology of the customers better and it also helps them to work towards the development of new plans to attract the new customers and to retain the existing customers.

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