



## CUSTOMER SATISFACTION IN TELECOM INDUSTRY WITH RESPECT TO JIO TELECOMMUNICATIONS

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### **Abstract**

The Indian telecommunication industry is one of the important segment in service sector which contribute substantially to nation's Gross Domestic Product. Companies especially in telecom sector and in particular the private players have to concentrate on customer satisfaction to remain competitive in the current market. Many companies have lost their sustainability and are forced to quit in this competitive environment due to nonattainment of customer satisfaction. The entry of Reliance Jio has made a big change and has become the number one telecom by user base. This study has been conducted in Bangalore district. A customer satisfaction study was adopted to understand customer's opinion regarding Jio. 100 respondents were contacted by the researcher by way of convenience sampling as exploratory research design was adopted. Hence, the researcher made an attempt to study the customer satisfaction of Jio telecom. The year 2016 witnessed a revolutionary change in the entire telecom industry with the launch of Jio network. It posed a threat to the existing mobile networks like Airtel, Vodafone, Idea, Aircel, etc. Jio launched a bundle of multimedia apps on Google play as part of its upcoming 4G services.. With the enrichment of technology, the consumer preference shifted towards using Jio from their existing network.

**Keywords:** *Customer Satisfaction, Telecom, Reliance, Jio.*

### **Introduction**

India is one of the biggest mobile markets in the world. Indian mobile industry is one of the fastest growing industries in the world. India is the second largest market for mobile service providers after China. Reliance Jio started with broadband services. Their innovative plans made stiff competition in the mobile market. It is India's only network which is solely 4G and its USP is the free services that it offers. The globalization of India economy on 1991 the telecommunication sector remained one of the most happening. sector in India. A consumer may be referred to any one engaged in evaluating, acquiring users disposing off service which the expects will satisfy his users. Therefore a market most know more and more about the consumers. so, that the products can be produced is such as fashion to give satisfaction to them. JIO now has the largest footprint of liberalized spectrum in the country, acquired in an extremely cost effective manner. Reliance JIO will provide to next generation legacy free digital service over an end to end all IP network, which can be seamlessly upgraded even to 5G and beyond.

### **Statement of Problem:**

Indian consumers are very price sensitive. This study is done to analyze the customer's views regarding quality, quantity, free service and price pattern with respect to Reliance JIO.

### **Review of literature:**

According to Kotler et al., "satisfaction is the feeling of a person from comparing the performance of products in the result of his /her expectation. Oliver, Customer Satisfaction is a customer post-purchase interpretation and their perception.

Customer satisfaction is simply the result of thing which are not going wrong and to satisfy the need and desires of the customers. Jamal et al., Satisfaction of customers generally defines the feeling or judgment of the customers towards the services or products they have been used. According to Parasuraman, customer satisfaction basically identifies the gap between customer perception and their prior expectation.



According to Hennig-Thurau et al., the product and services of a company are considered the most important factors for the satisfaction of customers in the success of this competitive market. Deng, Satisfaction of customers is very impressive in this business world.

According to Eshghi et al, customer satisfaction can help to maintain a beneficial relationship with their customers. According to Anderson et al. companies are likely to lose market shares if they are not satisfying their customers effectively and efficiently. According to Patterson et al. also approved that perceived value had a positive and explicit relationship with satisfaction of customers.

**Objectives of the Study**

1. To study the customer perception level on JIO services.
2. To understand the needs of different people.
3. To study the factors influences the customer decisions making.
4. To study the customer satisfaction and future expectation of Reliance JIO.
5. To make certain recommendations to the telecommunication service providers
6. For the improvement of Reliability, Call quality, Information security, Network coverage, Internet coverage and quality

**Scope of the Study**

The main scope of the study is to find out the perception of the customers using Reliance Jio. The scheme provided by the company and its offering to the people of India. The free scheme in the start of the launch attracted 6 million people over time. To know the percentage of the people switch over their cellular networks to Jio within a year. Therefore, the authors wanted to research and signify these points by making questionnaire and finding conclusions on the same

**Limitations of the study.**

1. The accuracy of the study depends on the information given by the customers.
2. The study limited by few leading mobiles SIM only.
3. The respondents were mostly from the middle- and lower-income groups.
4. Few respondents were not ready to answer the questionnaire.
5. Lack of time availability of completion of the research.
6. The Sample size was limit to 100 customers only.

**Research methodology:**

The author would like to specifically focus on the effectiveness of the customer satisfaction and how to improve the same.

**Descriptive research design:**

It is the type of research design where the methods described has the characteristics of the variables under the study. A close-ended questionnaire was administered to the respondents

**Sampling techniques:**

Random sampling technique was employed in the sample selection

**Sample size:** The sample size of the study is 100

**Data analysis and interpretation:**

**Table 4.1**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Female	53	52.9%
2	Male	47	47.1%



**Inference:** It is inferred that majority of 52.9% the respondents are female and 47.1% are male. They should target male for potential customers as male users are less as compared to female.

**Table 4.2**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	30-45	6	5.9%
2	15-30	94	94.1%

**Inference:** It is inferred that majority of 94.1% the respondents are within the age group of 15-30 years and 5.9% are of 30-45 years. They should provide some recharge plans specially for age above 30 as the users are very less.

**Table 4.3**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Students	70	70.6%
2	Work from home	18	17.6%
3	Professional	6	5.9%
4	Homemaker	6	5.9%

**Inference:** It is inferred that majority of 70% the respondents are students, 17.6% are work from home, 5.9% are homemaker and another 5.9% are professional. They should bring some offers for students.

**Table 4.4**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Upto 20,000	70	58.8%
2	20,000- 50,000	18	41.2%

**Inference:** It is inferred that majority of 58.8% the respondents earn in within 20,000 and 41.2% earn between 20,000-50,000 monthly. They should target the HNWI as their purchasing power is much more.

**Table 4.5**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Internet	47	47%
2	Word of mouth	31	30.3%
3	Mass media	21	21.2%
4	Print media	16	1.5%

**Inference:** It is inferred that majority of 47% the respondents get to know about JIO through internet, 30.3% from word of mouth, 21.2% from mass media and 1.5% through print media. They should continue their Internet advertisements as the survey is showing the majority of the users heard about JIO from internet.

**Table 4.6**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Prepaid	76	75.8%
2	Postpaid	24	24.2%

**Inference:** It is inferred that majority of 75.8% the respondents use prepaid and 24.4% use postpaid. They should promote the use of postpaid as it is having the most profit margin for a telecommunication company.

**Table 4.7**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	More than 12 Months	71	71.2%
2	8-12 Months	17	16.7%
3	3-8 Months	8	7.6%
4	Below 3 Months	4	4.5%



**Inference:** It is inferred that majority of 71.2% the respondents are using JIO since more than 12 months, 16.7% are 8-12 months, 7.6% 3-8 months, 4.5% below 3 months. Indian Consumers are highly price sensitive, they don't have brand loyalty. JIO should give offers for old customers to retain them.

**Table 4.8**

Sl No.	Options	No of respondents	Aggregate (Percentage)
1	4 Hours	29	28.8%
2	24 Hours	27	27.3%
3	20 Mins	24	24.2%
4	8 Hours	20	19.7%

**Inference:** It is inferred that for majority of 28.8% respondents it took 4 hrs, 27.3% it took 24 hrs, 24.2% it took 20 mins and for 19.7% it took 8 hrs for the activation of the simcard. They should work on to reduce the simcard activation time.

**Table 4.9**

Sl No.	Options	No of respondents	Aggregate (Percentage)
1	Yes	64	63.6%
2	No	36	36.4%

**Inference:** It is inferred that majority of 63.6% the respondents will recommend JIO to others and 36.4% wont. They should make a reward for referral campaign to increase the customer base.

**Table 4.10**

Sl No.	Options	No of respondents	Aggregate (Percentage)
1	Good	42	42.4%
2	Average	38	37.9%
3	Excellent	14	13.6%
4	Bad	6	6.1%

**Inference:** It is inferred that majority of 42.4% the respondents rate the tariff pricing of JIO as good, 37.9% average, 13.6% good and 6.1% bad. They should make the recharge tariff more value for money so as to attract more customers.

**Table 4.11**

Sl No.	Options	No of respondents	Aggregate (Percentage)
1	Good	42	42.4%
2	Average	38	37.9%
3	Excellent	14	13.6%
4	Bad	6	6.1%

**Inference:** It is inferred that majority of 59.1% the respondents rate the network coverage of JIO as good, 24.2% excellent, 13.6% average and 3% bad. They should in increase the network coverage.

**Table 4.12**

Sl No.	Options	No of respondents	Aggregate (Percentage)
1	20 MB/S	31	30.8%
2	10 MB/S	26	26.2%
3	15 MB/S	22	21.5%
4	5 MB/S	21	21.5%

**Inference:** It is inferred that majority of 30.8% the respondents get 20 MB/S average speed of internet, 26.2% 10 MB/S, 21.5% MB/S and 21.5% MB/S. They should provide consistent internet speed across the country. The survey shows in consistency across different customers.



**Table 4.13**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Yes	58	57.6%
2	No	43	42.4%

**Inference:** It is inferred that majority of 57.6% the respondents will upgrade to JIO 5G and 42.4% wont. They should create a awareness program to attract the potential customers to JIO 5G.

**Table 4.14**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Contact customer care	39	38.8%
2	Go to JIO Store	23	22.4%
3	Ask Someone if they are facing same problem	21	20.9%
4	None of the above	13	13.4%
5	Ask Someone if they are facing same problem	4	4.5%

**Inference:** It is inferred that majority of 38.8% the respondents contact customer care when they encounter any problem, 22.4% go to JIO store, 20.9% ask someone if they are facing the same problem, 13.4% do nothing and 4.5% ask someone if they are facing the problem. They should send information to customers whenever they are facing some problem so that they can plan the usage accordingly

**Table 4.15**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Occasionally	36	36.4%
2	Frequently	32	31.8%
3	Occasionally	11	10.6%
4	Frequently	21	21.2%

**Inference:** It is inferred that majority of 36.4% the respondents face occasionally problem regarding data connectivity, 31.8% frequently, 21.2% frequently and 10.6% occasionally. They should provide backup or alternate means to the customers as they are facing a lot of problems.

**Table 4.16**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Occasionally	36	36.4%
2	Frequently	32	31.8%
3	Occasionally	11	10.6%
4	Frequently	21	21.2%

**Inference:** It is inferred that majority of 52.3% the respondents didn't find JIO employees helpful in in countering problem and 47.7% find them helpful. They should conduct an employee development program and re train all the employees so that they can counter the problems facing by customers.

**Table 4.17**

SI no.	Options	No of respondents	Aggregate (percentage)
1	Neutral	40	40%
2	Satisfied	29	29.2%
3	Fully Satisfied	26	26.2%
4	Not Satisfied	5	4.6%

**Inference:** It is inferred that majority of 40% the respondents were neutral on level of satisfaction with JIO customer care executive, 29.2% satisfied, 26.2 fully satisfied and 4.6% not satisfied. They should work on a compulsory feedback program for all the customers.



**Table 4.18**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	80%	72	72.3%
2	60%	18	18%
3	40%	7	6.2%
4	20%	3	3.1%

**Inference:** It is inferred that majority of 72.3% the respondents use 80 percent of data on the basis of their plan, 18.5% use 60 percent, 6.2% use 40 percent and 3.1% use 20 percent. They should start data rollover features for the unused data to be carried forward.

**Table 4.19**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Yes	46	46.2%
2	No	54	53.8%

**Inference:** It is inferred that majority of 53.8% the respondents don't use My JIO application and 46.2% use the application. They should promote the use of My JIO application as its very helpful for the customers.

**Table 4.20**

SI No.	Options	No of respondents	Aggregate (Percentage)
1	Online	51	50.8%
2	Local Shop	21	21.5%
3	Friends and Families	14	13.8%
4	JIO	14	13.8%

**Inference:** It is inferred that majority of 50.8% the respondents do the recharge of their JIO simcard online, 21.5% local shop, 13.8% friends and families and 13.8% through My JIO application. They should encourage all the customers to recharge through JIO as it will increase the self-reliance and increase the profit margin as well.

**Table 4.21**

SI NO	Options	No of respondents	Aggregate (Percentage)
1	Network coverage	46	46.2%
2	Recharge pricing	38	38.5%
3	Good after sales support	9	9.2%
4	Internet speed	7	6.2%

**Inference:** It is inferred that majority of 46.23% of respondents agreed that network coverage make JIO better than others network, 38.5% agreed for best recharge pricing, 9.2% agreed for good after sales service and 6.2% agrees for good internet speed. They should increase the quality of after sales service as it helps to retain existing customers and generate word of mouth advertisement as well.

**Table 4.22**

SI NO	Options	No of respondents	Aggregate (Percentage)
1	Good	59	58.5%
2	Average	22	21.5%
3	Excellent	13	13.8%
4	Bad	6	6.2%

**Inference:** It is inferred that majority of 58.5% the respondents find the overall performance of JIO as good, 21.5% average, 13.8% excellent and 6.2% bad. They have a very good potential in they telecommunication industry. They have to focus on customer needs to increase the overall customer experience.

### Findings

- Out of 100 respondents are 52.9% are female and 47.1% are male.



- Out of 100 respondents 94.1% are within the age group of 15-30 years and 5.9% are of 30-45 years.
- Out of 100 respondents 70% are students, 17.6% are work from home, 5.9% are homemaker and another 5.9% are professional.
- Out of 100 respondents 58.8% the respondents earn in within 20,000 and 41.2% earn between 20,000-50,000 monthly.
- Out of 47 respondents 47% get to know about JIO through internet, 30.3% from word of mouth, 21.2% from mass media and 1.5% through print media.
- Out of 100 respondents 75.8% use prepaid and 24.4% use postpaid.
- Out of 100 respondents 71.2% are using JIO since more than 12 months, 16.7% are 8-12 months, 7.6% 3-8 months, 4.5% below 3 months.
- Out of 100 respondents for 28.8% it took 4 hrs, 27.3% it took 24 hrs, 24.2% it took 20 mins and for 19.7% it took 8 hrs for the activation of the simcard.
- Out of 100 respondents 63.6% will recommend JIO to others and 36.4% wont.
- Out of 100 respondents 42.4% rate the tariff pricing of JIO as good, 37.9% average, 13.6% good and 6.1% bad.
- Out of 100 respondents 59.1% rate the network coverage of JIO as good, 24.2% excellent, 13.6% average and 3% bad.
- Out of 100 respondents 30.8% get 20 MB/S average speed of internet, 26.2% 10 MB/S, 21.5% MB/S and 21.5% MB/S.
- Out of 100 respondents 57.6% will upgrade to JIO 5G and 42.4% wont.
- Out of 100 respondents 38.8% contact customer care when they encounter any problem, 22.4% go to JIO store, 20.9% ask someone if they are facing the same problem, 13.4% do nothing and 4.5% ask someone if they are facing the problem.
- Out of 100 respondents 36.4% face occasionally problem regarding data connectivity, 31.8% frequently, 21.2% frequently and 10.6% occasionally.
- Out of 100 respondents 52.3% didn't find JIO employees helpful in in countering problem and 47.7% find them helpful.
- Out of 100 respondents 40% were neutral on level of satisfaction with JIO customer care executive, 29.2% satisfied, 26.02 fully satisfied and 4.6% not satisfied.
- Out of 100 respondents 72.3% use 80 percent of data on the basis of their plan, 18.5% use 60 percent, 6.2% use 40 percent and 3.1% use 20 percent.
- Out of 100 respondents 53.8% don't use My JIO application and 46.2% use the application.
- Out of 100 respondents 50.8% do the recharge of their JIO simcard online, 21.5% local shop, 13.8% friends and families and 13.8% through My JIO application.
- Out of 100 respondents 46.23% agreed that network coverage make JIO better than others network, 38.5% agreed for best recharge pricing, 9.2% agreed for good after sales service and 6.2% agrees for good internet speed.
- Out of 100 respondents 58.5% find the overall performance of JIO as good, 21.5% average, 13.8% excellent and 6.2% bad.

### Suggestions

- They should provide some recharge plans specially for age above 30 as the users are very less. They should target the HNWI as their purchasing power is much more.
- They should continue their Internet advertisements as the survey is showing the majority of the users heard about JIO from internet.
- They should make a reward for referral campaign to increase the customer base. They should in increase the network coverage.
- They should provide consistent internet speed across the country. The survey shows in consistency across different customers.
- They should create a awareness program to attract the potential customers to JIO 5G.



- They should provide backup or alternate means to the customers as they are facing a lot of problems.
- They should conduct an employee development program and re train all the employees so that they can counter the problems facing by customers.
- They have a very good potential in they telecommunication industry. They have to focus on customer needs to increase the overall customer experience.

### **Conclusion**

Customer satisfaction is one of the key issues being monitored by every service provider. Thru customer satisfaction and loyalty surveys the managing level of a business can ensure a way of knowing what the customer thinks about their service and what needs to be changed to gain positive customer satisfaction. Either thru a questionnaire, a mail-in survey, an internet survey or a poll, it is very important for a business to know what their customers think about their service, how satisfied are they with what the company offers, or how loyal are the customers to their company. The main aim of this research was to find the factors influencing customer satisfaction in telecom Industry. From the above results, following findings and conclusion is drawn. It is concluded that price fairness and coverage are the key factors contributing towards customer satisfaction. Keeping the findings of this research it is very obvious that the companies should always continue to emphasize on price fairness and coverage for consumer satisfaction in telecom industry. Coverage also influences customer satisfaction. The problem of coverage is generally in rural area where sometime customers are not able to gain services from any particular service provider. That factor can compel the customers towards brand switching in order to get the coverage in any particular area. Furthermore, customer services also impact the customer satisfaction regarding any service provider. The customer services staff should be good enough to handle the customers' complaint regarding any service.