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# A Study on Customer Satisfaction towards Reliance Jio Sim with Special Reference to Thiruvillwamala Panchayath

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**Abstract:** *Telecommunication industry is one of the biggest industries in India. This industry is contributing to India's GDP in a great manner. The changes that took place within the industry were phenominol during the last decade. In this the Reliance Jio was a game changer to the rest of the companies in the industry. Now jio is the market leader. The reports indicated that jio is becoming the favourate network in the industry due to its plans, network speed and customer services. This study mainly aims in studying the customer satisfaction towards Reliance jio sim with special reference to Thiruvillwamala Panchayath.*

**Keywords:** *Telecommunication, Network, Digital divide, GDP, Data packs.*

## I. INTRODUCTION

Telecom industry is one of the major industry in India which contributes to the GDP. The growth of this industry in India was a quick one and now the country is witnessing a big change in this industry. Probably the last decade 2010 to 2020 was a great leap for telecommunication companies. The launch of reliance Jio was a corner stone in this sector. The jio launched in an environment where the companies like Idea Vodafone and ultimately BSNL becoming the giants. But later on the attractive offers, free calls, sms, faster networks attracted many customers and now it is the market leader of this industry. Now with the advent of 4G networks Indian people are more attached to the internet world. Usage of Internet by the Indian population is due to the cheaper data packs offered by the mainstream companies. So directly or indirectly the telecommunication industries supported for the socio economic development of the Indian nation. It played a significant role to narrow the digital divide that prevailed in between rural and urban population.

## II. OBJECTIVES

- A. To know about awareness level of the customer towards Reliance JIOSIM
- B. To study customer satisfaction towards reliance JIO SIM
- C. To identify the factors influencing the customer to choose JIO
- D. To analyze the customer satisfaction on Grievance redressal mechanism.

## III. RESEARCH METHODOLOGY

The study is both descriptive and analytical in nature. The study carries out with a sample size of 40 from Thiruvillwamala Gramapanchayath. Convenient sampling technique is adopted for sampling.

## IV. REVIEW LITERATURE

Boobalan.C and Jayaraman (2017) identifies the customer satisfaction over Reliance JIO service in Dharmapuri district is more significant and the author relate the customer satisfaction is depend upon the income level and age factor and this paper also find the customer satisfaction and income level of Thanjavur district with special reference to Vallam area where the total population is approximately 14500 people where 500 are taken as sample for this research paper. ShanmugaPriya.V (2017) studied on customer attitude perception towards branded broad band. This indicated that the broad band is the new oxygen. It opens up a large box of information with a single click of a button. Challenges are faced by domestic and international market players in investing the money to satisfy the customer. Market research is essential on a timely basis as there can be an attitude change from individual to individual from time to time. Muhammad Ali. M (2016) studied on customer satisfaction of BSNL services in Kerala. It has been stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service

and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication. Venkataraman.V (2016) analyzed the behavior of Mobile Phone users in Tiruchirappalli District. The consumer behavior is the act of individuals directly involve in obtaining and using economic goods and services. It includes the decision processes that precede and determine this act. So the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area. Ahammed. A. H (2017) analyzed the customer satisfaction differ for place to place because the tower capacity of the reliance 4G is almost vary from place to place and from region to region. This paper helps this study in a better manner when collecting the data from the customers. Hematherpatan (2016)2 “A study on customer’s perception towards JIOSum’s” The study was made to know customer perception towards JIOSIM. During the study it was found that network level is very low, respondents had closed JIO for its attractive schemes.

## V. FINDINGS

### A. Demographic Profile

- 1) Majority respondents are in between in the age of 30 – 45
- 2) Most of the respondents are male. 67.5 % are male and 32.5% are female.
- 3) Most of the respondents are graduate (around 37.5%)
- 4) 32.5 % of respondents are student. Only 6 respondents are professionals.
- 5) most of the respondents are earning a monthly income of less than 10000 (around 40% )

### B. Awareness Level of Consumer

- 1) Half of the respondents are using JIOSIM for more than 2 year (around 50%) only 6 respondents are using JIO in the group of less than 6 months.
- 2) Most the respondents are using plans of 399/- and 1699/-(around 30 %)
- 3) Majority of the respondents are aware about JIO tagline (around 30%) only one respondent is aware about theme of advertising.

### C. Factors Influencing Customer

- 1) Most of the respondents are previously used Vodafone SIM services (around 37.5 %). AIRTEL service is previously used only by 1 respondent.
- 2) There is no difference in the factors influenced to switch over to JIO by the customer is not at all significant. Option free SIM availability have lower level of mean compared to other options From this we can found that most of the respondents are switch over to JIO due to free availability JIOSIM.
- 3) There is significant in the mean score obtained regarding factors influenced to buy the JIO connection on the basis of income level of customers. It can be inferred that income less than 10000 have lower level of mean on feedback from family. That means that they are highly influencing feedback from family as a means of motivating to purchase JIO connection. It can be also inferred that income above 30000 have lower level of mean on feedback from friends that means that they are highly influencing feedback from friends as a means of motivating to purchase JIO connection. From another factor we can found that income 20000 – 30000 have lower level of mean on dealers that means that they are highly influencing dealers as a means of motivating to purchase JIO connection. In the case of advertisement based on income wise classification.

### D. Grievance Redressal Mechanism

- 1) There is significant in the mean score obtained regarding the problems influenced to their satisfaction based on period of usage of JIO SIM. It can be inferred that usage period of 12 – 24 months have lower level of mean on low internet speed, that means they are highly dissatisfied on internet speed In the case of usage period of more than 2 year have lower level of mean on call drop issue when making call to other net works , that means they are highly dissatisfied on call making to other networks .Usage period of 12 – 24 months have lower level of mean on no signal in some area , that means they are highly dissatisfied in network coverage It can be also inferred that usage period of 12 – 24 months have lower level of mean on delay in delivery of SMS that means they are highly dissatisfied on sending messages through JIO
- 2) All the respondents are approached to consumer redressal forum for complaint registration (100%)
- 3) Most of the respondents rated grievance handling mechanism as satisfied around (27.5%) respondents have no dissatisfaction in Grievance handling mechanism of JIO service

#### E. Satisfaction of JIO Customers

- 1) This implies that there is significant in the mean score obtained from the factors influenced to their satisfaction. It can be inferred that income above 30000 have lower level of mean score on pricing, that means they are highly satisfied on the pricing of JIO. In the another group of income level of 10000 – 20000, 20000 – 30000 and above 30000 have same level of mean on special offer from companies, that means they are highly satisfied on the special offers offered from JIO
- 2) (Around 37.5%) only one respondent no like to recommend JIOSIM to others.
- 3) we can found that sms sent from JIO are useful (around 45%)
- 4) Most of the respondents are satisfied in JIOSIM (around 45%)

Only one person is dissatisfied.

### VI. SUGGESTION

- A. Generally the peoples in rural area are facing network issues, which related to jio services. So they should ensure network coverage in rural areas effectively.
- B. JIO customers on rural area are facing call drop issues. It can manage to an extent if JIO ensure network coverage on rural area.
- C. Most of the respondents are irritated by unnecessary SMS from jio, so they should avoid sending of unnecessary SMS.
- D. JIO should take necessary actions to make Grievance handling mechanism in a proper manner.

### VII. CONCLUSION

The first objective is to know the awareness level of customers about the JIO in the area Thiruvilwamala Panchayath. Almost all respondents are aware about JIO services. The Second objective is to study the customer satisfaction towards JIO. Most of the respondents are satisfied in using JIO. Another objective is that to find out various factors influencing the customer to purchase JIO SIM. There are many factors affecting the customer to purchase JIO. Final objective is to analyze the customer satisfaction on grievance redressal mechanism. Most of the respondents are dissatisfied in grievance redressal mechanism of JIO service. Company like jio was a corner stone for the growth of the entire telecommunication industry. Attractive plans and offers were the main attraction of jio. Now they are the market leaders of this industry. If they improve in terms of customer grievance mechanism and update latest technologies in this industry, there is no doubt about the further growth of this company in this industry.

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