

# COUSTOMER'S SATISFACTION TOWARDS RELIANCE JIO SIM WITH SPECIAL REFERANCE TO COIMBATORE

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## ABSTRACT

This study explores customer satisfaction levels among Jio SIM users in Coimbatore district, focusing on key factors such as network reliability, pricing, customer service, and overall user experience. Utilizing a survey of local Jio customers, we analyzed responses to assess satisfaction levels. Results indicate a high degree of satisfaction driven primarily by Jio's competitive pricing and high-speed data services. However, some users reported issues with network congestion during peak times and varying customer service experiences. The findings highlight the importance of continuous improvement in network infrastructure and customer support to enhance user satisfaction and loyalty in this rapidly evolving telecommunications market.

**KEYWORDS :** Customer, Satisfaction, Growing, Telecom, Services

## 1. INTRODUCTION

Customer is the real asset to any organization and the satisfaction occupies an important place for business and management. Every firm is expected to maximize the satisfaction in order to get more market share and profit.

Reliance Industries Ltd's (RIL) telecom unit starts offering free services from 5<sup>th</sup> September 2016 to 31 Dec 2016; again the commercial launch free services extend next three month from 31 Mar 2017 onwards. While the company has stated an altruistic objective for Reliance Jio Infocomm Ltd. that of putting India on the global map for mobile broadband Internet access there is no denying that this announcement has jolted the telecom ecosystem across the country.

Reliance's Jio has come out with free to low subscription; it could attract more customers and create a strong customer base. The satisfied Jio customer would act as the advertising tool for the company without any additional cost.

According to a survey conducted by Bank of America Merrill Lynch around 67% surveyed customers in India are willing to use Reliance Jio as a secondary connection rather than a primary connection once the telco stops offering free services in the country.

## 2. REVIEW OF LITERATURE

M. Nandhini and D. Sivasakthi [1] made a study 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. Get ready to surf the world in the www with a high speed connection like access mails faster, download music, share multimedia instantly, video chat with friends and play games with someone at the other end of the globe. When broadband was first introduced as a method to connect to the web, many companies confidently expected it to capture the

majority of the market share, and with good reason. Broadband tends to be faster, more efficient, and less problem-laden than other access methods such as dial-up. As the purchasing power of the people increases, requirements move towards convenience, though the expectations are towards quality, quantity and less price which lead to consumers satisfaction. 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.

S. Nemat Sheereen [3] 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.

## 3. RESEARCH GAP AND PROBLEM STATEMENT

Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's the foray into the fast evolving market has made tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers. The customer satisfaction is conditioned by the price, availability and addressing the problems of the customers at once. The rural area customers also use Reliance Jio.

Even though the sector has reflected promising growth in India but still remaining at a very low compared with international standards and this providing tremendous opportunity for future growth in Tele-communication

services. So Reliance Jio improves the network connection and speed in rural area.

#### 4. SCOPE OF THE STUDY

The scope of the study is that to find out the level of customer satisfaction Reliance Jio. To identify the customer's views regarding quality, quantity, free service and price. In telecommunication sector wider scope available in the world. This research will include data collection and methodology through interviews and direct observation as a tool to identify the specific problems within the organization and trying to find out the subsequent remedies for this.

#### 5. OBJECTIVES OF THE STUDY

- To know about the awareness level of the customer towards Reliance Jio sim
- To identify the customer satisfaction level towards Reliance Jio sim
- To find out the factors influencing the customer
- To identify the reason to buy the Reliance Jio sim
- To give opinion about the Reliance Jio services

#### 6. RESEARCH METHODOLOGY OF THE STUDY

The present study is made to analyze the customer's preference towards Reliance Jio. It also aims to analyze the extent of satisfaction level of Reliance Jio. Questionnaires have been entrusted to 500 respondents for data collection but only 468 questionnaires were found complete for extracting information.

Research methodology is purely and simply basic framework for a study that guides the collection of data and analysis of the data. In customer surveys adopted this description research design in collection and analyzing of the data.

##### 6.1 METHODOLOGY

The primary data have collected for the research work. A pretested questionnaire was administered to the respondents with direct questions. The answers given by the respondents were recorded and used for analysis purpose.

###### 6.1.1 Sample Size:

The total sample respondent was random basis. The sample size was 468 people through the questionnaire method.

###### 6.1.2 Tools used for Analysis:

Data analysis tools are F-Test and Chi-square.

##### 6.2 HYPOTHESIS

The researcher has framed the null hypotheses to understand the

###### 6.2.1 I Hypothesis:

- **H<sub>0</sub>**: There is no significant relationship between

income and satisfaction level.

- **H<sub>1</sub>**: There is a significant relationship between income and satisfaction level.

###### 6.2.2 II Hypothesis:

- **H<sub>0</sub>**: There is no significant relationship between age and awareness level.
- **H<sub>1</sub>**: There is a significant relationship between age and awareness level.

##### 6.3 PERIOD OF STUDY

The data are collected for a period of six months from Sep 2016 to Feb 2017.

##### 6.4 AREA OF STUDY

The area of study focuses on evaluating customer satisfaction among users of Jio SIM in Coimbatore district.

##### 6.5 LIMITATIONS OF THE STUDY

1. Lack of time availability of completion of the research.
2. The Sample size was limited to four hundred and sixty-eight customers only.
3. The respondents were mostly from the middle and lower income groups.
4. Level of respondents is low because of fear and illiteracy of respondents.
5. Due to time and cost constraint, study is conducted in only selected area of Coimbatore district.

Table.1. Demographic Profile

Demographics	Variables	Frequency	Percentage
Gender	Male	44	51.76
	Female	41	48.24
Age	Below 30	62	72.94
	31 – 40	10	11.76
	41 – 50	9	10.59
	Above 51	4	4.71
Education	Undergraduate	35	41.18
	Post graduate	21	24.71
	Professional	12	14.12
	Others	17	20
Occupation	Student	28	32.94
	Business man	18	21.18
	Employee	28	32.94
	Others	11	12.94
Monthly income	Below Rs.10000	20	23.53
	Rs.10001-20000	32	37.65
	Rs.20001-30000	21	24.71
	Above 30001	10	11.76

6.6 INTERPRETATION

The Table.1 shows that the percentage of gender of male and female. Among 85 respondents, 51.76% are male, 48.24% respondents are female. Majority of the respondents comes under gender for the male 51.76%. Age group of respondents, 72.94% of respondents are of age group between below 30 years, 11.76% of respondents are of age groups between 31-40 years, 10.59% of respondents are of age groups between 41-50 years and 4.71% of respondents are of age groups above 51 years. Majority of the respondents comes under age group for below 30 years 72.94%. Educational level of respondents, 41.18% of the respondents have studied only undergraduate, 24.71% of the respondents have studied post graduate, 14.12% of the respondents have studied professional qualification and 20% of the respondents have did other. Majority of the respondents comes under for post graduate 24.71%. From the occupation table 32.94% of the respondents are student, 32.94% of them are Employees, 21.18% of them are Businessman and 12.94% of them are others. Majority of the respondents comes under occupation for Student 32.94%. Among 85 respondents of monthly income group, 23.53% respondents get below Rs.10000, 37.65% respondents get Rs.10001-20000, 24.71% respondents get Rs.20001-30000 and 11.76% respondents get monthly salary for more than Rs.30001. Majority of the respondents i.e. 37.65% come under monthly income for Rs.10001-20000

Table.2. Source of information

Particulars	No. of Respondent	Percentage (%)
Friends & relatives	27	31.76
Advertisement	31	36.47
Mouth publicity	20	23.53
Others	7	8.24
<b>TOTAL</b>	<b>85</b>	<b>100</b>

Sources: Primary data

The Table.2 shows the percentage of source of information about the service of the respondents. More information have been obtained from the advertisement and the publicity

Table.3. Awareness Level

Particulars	No. of Respondent	Percentage (%)
Fully aware	24	28.24
Aware	21	24.71
Little bit aware	26	30.59
Not aware	14	16.47
<b>TOTAL</b>	<b>85</b>	<b>100.01</b>

Table.3. Awareness Level

Sources: Primary data Customers are aware of the Reliance providing Jio and services. This makes them to possess more Jio work.

Table.4. Satisfaction Level

Particulars	No. of Respondent	Percentage (%)
Highly satisfied	25	29.41
Satisfied	34	40
Neutral	23	27.06
Dissatisfied	3	3.53
<b>TOTAL</b>	<b>85</b>	<b>100</b>

Sources: Primary data

The Table.4 shows the percentage of satisfaction level of Reliance Jio convinced to use the respondents. 29.41% of respondents are highly satisfied, 40% of respondents are satisfied, 27.06% of respondents are neutral and remaining 3.53% of respondents are dissatisfied. Majority of the respondents comes under for satisfied 29.41%.

Table.5. Factors for selecting Reliance Jio

Particulars	No. of Respondent	Percentage (%)
Connectivity	78	16.67
Schemes	51	10.89
Advertisements	14	16.47
SIM cards are free	22	23.29
Recharge Price	16	18.82
5G Services	33	38.82
Goodwill	48	10.25
<b>TOTAL</b>	<b>85</b>	<b>100</b>

Sources: Primary data

The Table.5 shows the percentage of feature of Reliance Jio convinced to use of the respondents. Among the 85 respondents, 16.67% of respondents are connectivity, 10.89% of respondents are schemes, 16.47% of respondents are advertisements, 23.29% of respondents are sim cards are free, 18.82% of respondents are price, 38.82% of respondents are 5G services and 10.25% of respondents are goodwill. Majority of the respondents comes under for SIM cards are free 23.29%.

Table.6. Reason for buying Reliance Jio

Particulars	No. of Respondent	Percentage (%)
Speed network	14	16.47
Free roaming Calls	33	38.82
Network coverage	23	27.06
Jio sim card are free	4	4.71
5G service	16	18.82
Other reasons	3	3.53
<b>TOTAL</b>	<b>85</b>	<b>100</b>

Source: Primary data

The Table.6 shows the percentage of like most using Reliance Jio of the respondents. Among the 85 respondents, 16.47% of respondents are unlimited data service, 38.82% of respondents are free roaming calls, 27.06% of respondents are network coverage, 4.71% of respondents are Jio sim card are free, 18.82% of respondent are 5G services and remaining 3.5% of respondents are other reasons. Majority of the respondents comes under for unlimited data service 16.47%.

Table.7. Problems in Reliance Jio

Particulars	No. of Respondent	Percentage (%)
Network coverage & Tower problems	40	36.11
Voice call failure	45	51.86

Sources: Primary data Network is the main problem cited by 36.11% of respondents. The next biggest problem conveyed by the respondents is voice call failure which is serious as it could make people to think of alternate service providers.

### 6.7 TESTING OF HYPOTHESIS – I

“There is a significant relationship between income and satisfaction level”

#### 6.7.1 F-Test Analysis:

F-test has been employed for understanding the income and satisfaction levels of the respondents.

Table.8. Income Level

Particulars (Rs.)	No. of Respondent	Percentage (%)
Below 10000	20	23.53
10001-.20000	32	37.65
20001-30000	21	24.71
Above 30001	10	11.76

Table.9. Satisfaction Level

Particulars	No. of Respondent	Percentage (%)
Highly satisfied	25	29.41
Satisfied	34	40
Neutral	23	27.06
Dissatisfied	3	3.53

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	Variable 1	Variable 2
Mean	117	117
Variance	1348.67	3195.33
Observations	4	4
Df	3	3
F	0.42207	
P(F<=f) one-tail	0.24859	
F Critical one-tail	0.1078	

#### 6.1.1 Result:

Table value = 0.1078

Calculated value =

0.42207 Table value

< Calculated value

#### 6.1.1 Interpretation:

There is a significance relationship between income and satisfaction level. Higher the income higher would be the spending on non-food items.

#### 6.1.2 Interpretation:

There is a significance relationship between income and satisfaction level. Higher the income higher would be the spending on non-food items.

### 6.2 CHI-SQUARE TEST

#### 6.2.1 Testing of hypothesis – II:

“There is no significance relationship between age and awareness level”.

Table.10. Observed Frequency

Particulars (Age and Awareness level)	Fully aware	Aware	Little bit aware	Not aware	Total
Below – 30	10	13	7	5	35
31 – 40	7	8	3	2	20
41 – 50	7	5	4	2	18
Above – 51	3	2	2	2	12
<b>TOTAL</b>	<b>27</b>	<b>28</b>	<b>16</b>	<b>11</b>	<b>85</b>

Table.11. Chi-Square Test

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
10	11.12	1.12	1.2544	0.1128
13	6.59	6.41	41.088	6.2349
7	3.52	3.48	12.111	3.4406
5	1.56	3.42	11.696	7.4974
7	3.52	3.8	14.440	4.1022
8	6.36	1.64	2.6890	0.4227
3	5.93	-2.93	8.584	1.4475
2	2.26	-0.26	0.0676	0.0299
7	4.53	2.7	7.2900	1.6092
5	5.72	-0.72	0.518	0.0905
4	3.96	0.04	0.001	0.0002
2	6.59	-4.59	21.068	3.1969
3	2.59	0.41	0.1681	0.0649
2	3.82	1.82	3.312	0.8670
2	11.53	-9.53	90.820	7.8768
2	3.77	-1.77	3.132	0.8768
Total				<b>37.8242</b>

Degree of freedom,  $V = (r - 1) (c - 1) = (4 - 1) (4 - 1) = 9 (1)$

9 degrees of freedom 5% level of significance is 16.919. The calculated value (37.8242) is less than the table value so the hypothesis is accepted.

**7. FINDINGS**

1. Most of the respondents are male.
2. Majority of the respondent’s age group are below 30 yearsto 72.94%.
3. 41.18% of respondents are under graduates.
4. 32.94% of respondents are Students.
5. Majority of the respondents (37.65%) are salaried monthlyincome of Rs.10001 - 20000.
6. 16.47% of the respondents feel satisfaction ofadvertisement.
7. 40% of the respondents are feeling satisfied
8. 44.66% of the respondents are fully aware of Reliance Jio
9. Majority of the respondents come under 5g service to 38.82%.

**8.RECOMMENDATIONS**

- From the overall study, it was found that most of the customers are satisfied with the current services.
- Majority of the customer felt that they want to remove the problem of call blocking and call drop.
- Company should improve the ambience of the service stations.
- The download and upload speed of the network has reduced drastically in many places. The Reliance Jio sim users are expecting high speed. So increasing network speed to great extent. It would be better.
- Reliance Jio’s frequent update innovation technology when

it’s required.

- Giving continue offer on calls to customers at best possible levels will be good.
- To develop 5G plan and value scheme.
- Reliance Jio sim should introduce some new schemes for theyoungsters
- Customers expect low cost Reliance phone.

**9. CONCLUSIONS**

customer satisfaction for Jio SIM services in Coimbatore district appears to be influenced by several key factors. These include network coverage, data speed, customer service responsiveness, and pricing Most users report a high level of satisfaction due to Jio’s extensive 4G network and competitive pricing. However, some customers express concerns about occasional network congestion and customer support.Overall, while Jio has established a strong presence and positive reputation in Coimbatore, continued focus on improving customer service and network reliability could enhance user satisfaction further. Regular feedback mechanisms can help the company address specific concerns and adapt to changing customer needs. From the overall study of identifying the satisfaction level ofcustomer service it may be concluded that the Reliance Jio Customers are satisfied with the service of which company providing”, But at the same time Service station environment hasto be enhanced. Better customer service will help the organization to be more efficient, in quality services, avoid problem, maintaining the growth and customers attract new schemes and soon.

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