

**Study on Customer Satisfaction towards Reliance Jio Network with
special Reference to Rudrapur**

A PROJECT REPORT

Submitted to

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Submitted in partial fulfillment of the

Requirements of the degree of

Bachelor in Business Administration

by

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MAY, 2019

DECLARATION

I declare that the project report entitled “ **Customer Satisfaction towards Reliance Jio Network with special Reference to Rudrapur** ” is my own work conducted under the supervision of **Dr. P. N. Tiwari** and under the guidance of faculty **Mr. Bhanu Bisht** at Department of Business Administration, S.B.S. Government Post Graduate College, Rudrapur.

I further declare that to the best of my knowledge the project report has not previously formed the basis of the award of any degree, diploma, or other similar title of recognition.

Signature of supervisor

signature of student

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CERTIFICATE

I have the pleasure in certifying that Mr./Ms.is a bonafide student of 6th Semester of the Bachelor Degree in Business Administration (Batch 2016-19), of S.B.S. Government Post Graduate College, Rudrapur, Roll No.

He/She has completed his/her project work entitled
..... under my guidance.

I certify that this is his/her original effort & has not been copied from any other source. This project has also not been submitted in any other Institute / University for the purpose of award of any Degree.

This project fulfils the requirement of the curriculum prescribed by the Kumaun University, Nainital for the said course. I recommend this project work for evaluation & consideration for the award of Degree to the student.

Signature :

Name of the Supervisor :

Designation :

Date :

PREFACE

The entitled “Customer satisfaction towards Reliance Jio sim with special reference to Rudrapur ” is carried out with an objective to determine the customer satisfaction on Reliance Jio sim services in Rudrapur and to find out the customers satisfaction towards using the services. Data were collected by survey method through structured questionnaire with easy questions. For distribution of questionnaire to the customers random sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage. In the era of information explosion, people are to be provided with quick and timely access to information. Indian Telecom industry is one of the fastest growing telecom markets in the world. In telecom industry, service providers are the main drivers; whereas equipment manufacturers are witnessing growth. The present study carried out with 50 users of Reliance Jio.

ACKNOWLEDGEMENT

I take the opportunity to express my acknowledgement and deep sense of gratuity to the individuals for rendering valuable assistance and gratuity to me. Their input have played a vital Role in success of this project & formal piece of acknowledgement may not be sufficient to express the feeling of gratitude towards people who have helped me in success fully competition of my project.

I would like to wish my sincere Thanks to my project guide-**Dr.P.N.Tiwari sir (Department of Business administration)** for his keen interest and giving valuable guidance at a every stage of this Project and, I would like to thanks my project supervisor **Mr.BHANU BHIST** for his continuous support in my project.

I take the opportunity to thank all respondent who spared their precious time to provide me with valuable input for project without which it would have not been possible.

Firmly I believe that there always a scope of improvement .I welcome any suggestion for further enriching the quality of this project report.

(Thanks to all them)

Abhishek kumar

Signature-

Date:-

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CHAPTER - 1

1.1 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.

Industries Ltd's (RIL) telecom unit starts offering free services from 5th September 2016 to 31 Dec 2016; again the commercial launch free services extend next three month from 31Mar 2017 onwards. While the company has stated an altruistic objective for Reliance Jio 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.

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.

1.2 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.

1.3 OBJECTIVE OF THE STUDY:-

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

1.4 PROBLEM IDENTIFICATION:-

- The Customer's transformation of network from the existing services to the Reliance Jio 4G Mobile services have been increasing highly.
- Even though the sector has reflected promising growth, the industry is expected to continue to record good subscriber growth.
- company can come up to the expectation only by finding out the problem that customers are facing during their purchase of Reliance Jio products.
- The study makes effort to ascertain the satisfaction level of customers of Reliance Jio through survey. So that company would be able to come up to the expectation level of its customer.

CHAPTER - 2

2.1 REVIEW OF LITERATURE:-

The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. Reliance jio is working according to Indian market; it gives best quality services at much less price(Paulaset, 2016) The customers do not prefer reliance network (Rodrigues,2015) . Therefore, it will be a hard task to get a good customer base for the 4G network. Reliance Jio Infocomm Limited announced the launch of its digital services with JIO in Mumbai on 1st September 2016 with Jio Welcome Offer. The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016(Singh, 2017). 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 a tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers (Jayaraman et al., 2017)

M. Nandhini and D. Sivasakthi 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 consumer 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 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.

PL. Senthil and S. Mohammed Safi 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. Cell phone has been developed in 1979 and in India it was introduced in 1994. But it became familiar only in the beginning of year 2000. Now cell phone users are scattered all over the world. One fifth of Indians are using cell phone now. It is a very fast development in the field of communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth of this communication sector depends on the cell phone service providers. Cell phone users meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issues of the cell phone users. So the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area.

Sreekumar D Menon conducted a study on customer perception towards public sector telecom company (BSNL) in mobile services. The telecommunication service providers are of paramount importance to both developed and emerging economies in India and the world. With stiff competition between the providers, customer satisfaction is a necessary for survival in the market. Many telecommunication service providers are offering various products and services in

the market. Customer perception is a personal feeling of either pleasure or disappointment 84 resulting from the evaluation of service provided by an organization to an individual in relation to expectations. Customer perception is highly essential and inevitable for the smooth functioning of an organization having public dealing and responsibilities. It depends on several factors like tangibility, reliability, assurance, superior service quality, empathy and the like. Customer satisfaction is the main goal of every organization. Satisfaction level is a function of difference between perceived performance and expectations. If the products performances exceed expectation, the customer is highly satisfied or delighted. If the performance matches the expectation the customer is satisfied and if the product performance fall shorts of expectation, the customer is dissatisfied. It depends on several factors like tangibility, reliability, assurance, superior service quality and so on.

CHAPTER - 3

3.1 RESEARCH 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.

Sample Size:

The total sample respondent was random basis. The sample size was 50 people through the questionnaire method.

Period of the study:

The data are collected for a period of four month from Feb 2019 to may 2019.

Area of study:

This study is based on the data collected from customers' satisfaction in RUDRAPUR City.

Limitations of the study:

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

3.2 Chapter Scheme:-

A brief outline of the chapters in which present study is articulated is shown below.

1. CHAPTER 1

1.5 Introduction

1.6 Scope of the study

1.7 Objective of the study

1.8 Problem identification

2. CHAPTER 2

2.1 Review of Literature

3. CHAPTER 3

3.1 Research Methodology

3.2 Chapter Scheme

4. CHAPTER 4

4.1 Company Profile

4.2 History

5. CHAPTER 5

5.1 Analysis of Data

6. CHAPTER 6

6.5 Findings

6.6 Conclusions

6.7 Recommendation

7. CHAPTER 7

7.1 Suggestions

7.2 References

CHAPTER-4

4.1 COMPANY PROFILE:-

Reliance Jio Infocomm Limited, Jio, is an Indian mobile network operator. Owned by Reliance Industries and headquartered in Mumbai, Maharashtra, it operates a national LTE network with coverage across all 22 telecom circles. Jio does not offer 2G or 3G service, and instead uses voice over LTE to provide voice service on its network.

Reliance Jio Infocomm Limited

Type - Subsidiary of Reliance Industries

Industry - Telecommunications

Founded - 15 February 2007; 12 years ago

Founder - Mukesh Ambani

Headquarters - Maker Chambers IV, 222 Nariman Point, Mumbai, India

Key people - Mukesh Ambani (Chairman) Sanjay Mashruwala (Managing Director) Rajneesh Jain (CFO) Jyoti Jain (Company Secretary) Akash M. Ambani (Director) Isha M. Ambani (Director)

Products - Mobile telephony Wireless broadband

Members - 306 million (March 2019)

Parent - Reliance Industries

Subsidiaries - LYF

Website - www.jio.com

Jio soft launched on 27 December 2015 (the eve of what would have been the 83rd birthday of Reliance Industries founder Dhirubhai Ambani), with a beta for partners and employees, and became publicly available on 5 September 2016. As of 28 February 2019, it is the second largest mobile network operator in India and the seventh largest mobile network operator in the world with over 306 million subscribers.

On 5 July 2018, fixed line broadband service named Gigafiber, was launched by the Reliance Industries Limited's chairman Mukesh Ambani, during the company's Annual General Meeting.

4.2 HISTORY:-

The company was registered in Ambawadi, Ahmedabad (Gujarat) on 15 February 2007 as Reliance Jio Infocomm Limited. In June 2010, Reliance Industries (RIL) bought a 95% stake in Infotel Broadband Services Limited (IBSL) for 4,800 crore (US\$690 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations all over the country by the end of 2015. However, four months later in October, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016–2017.

Later, in July, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India licence to Jio by the Government of India. The PIL also alleged that Jio was allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just 165.8 crore (US\$24 million) which was arbitrary and unreasonable, and contributed to a loss of 2,284.2 crore (US\$330 million) to the exchequer.

The Indian Department of Telecommunications (DoT), however, refuted all of CAG's claims. In its statement, DoT explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

Beta launch :-

The 4G services were launched internally to Jio's partners, its staff and their families on 27 December 2015. Bollywood actor Shah Rukh Khan, who is also the brand ambassador of Jio, kickstarted the launch event which took place in Reliance Corporate Park in Navi Mumbai, along with celebrities like musician A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker Rajkumar Hirani. The closed event was witnessed by more than 35000 RIL employees some of whom were virtually connected from around 1000 locations including Dallas in the US.

Commercial launch :-

The company commercially launched its services on 5 September 2016. Within the first month, Jio announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. Jio crossed 50 million subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017 it had about 130 million subscribers.

CHAPTER - 5

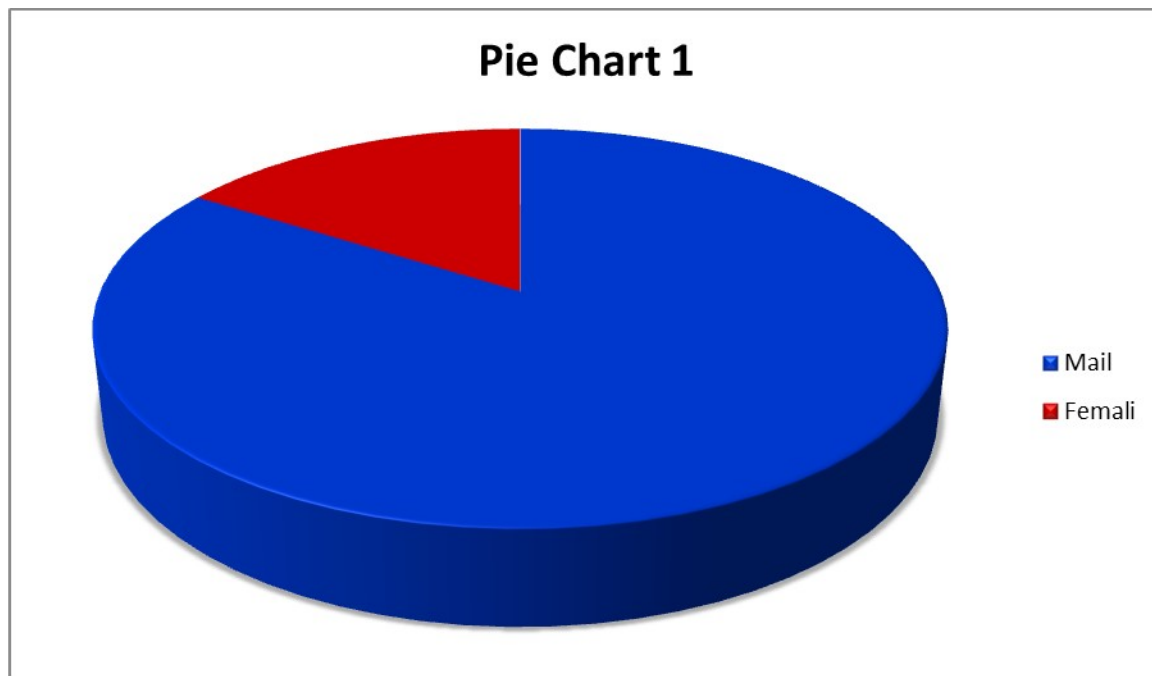
5.1 ANALYSIS OF DATA :-

The data has been collected through the questionnaire filled by the 50 citizens of Rudrapur and hereby represented through the pie charts.

Personal detail analysis i.e **GENDER, AGE, RESIDENTIAL STATUS :**

Gender :-

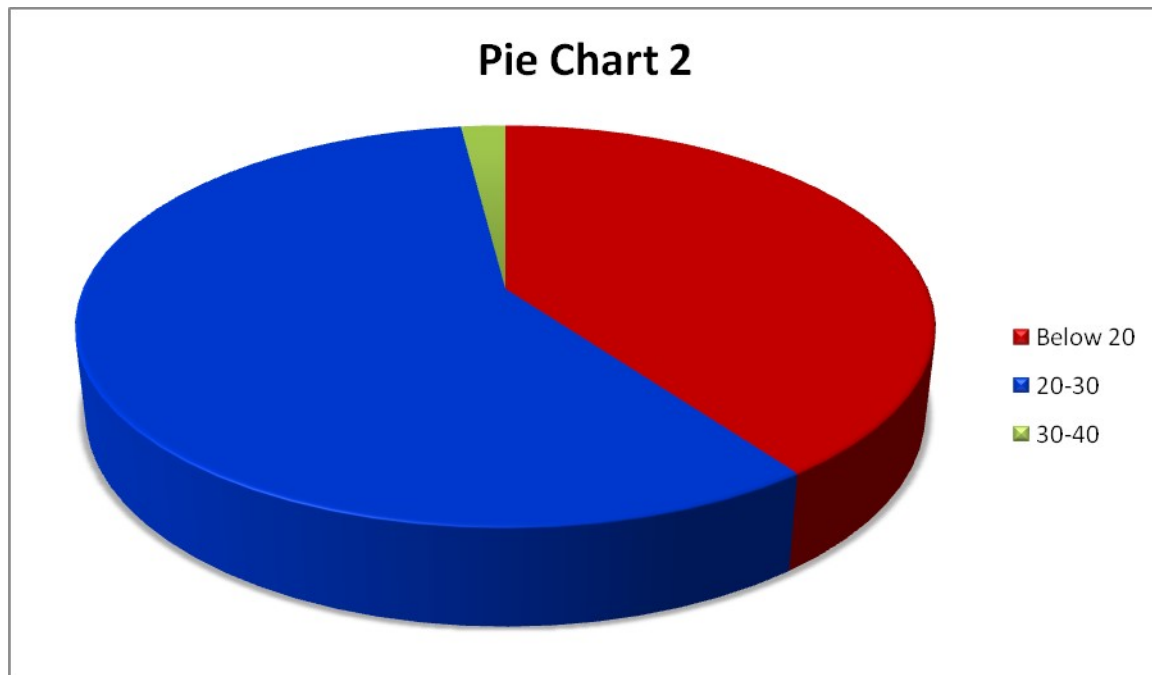
Category	No .of Respondent
Mail	42
Female	8



- 84% of respondents are mail and 16% are female.

Age :-

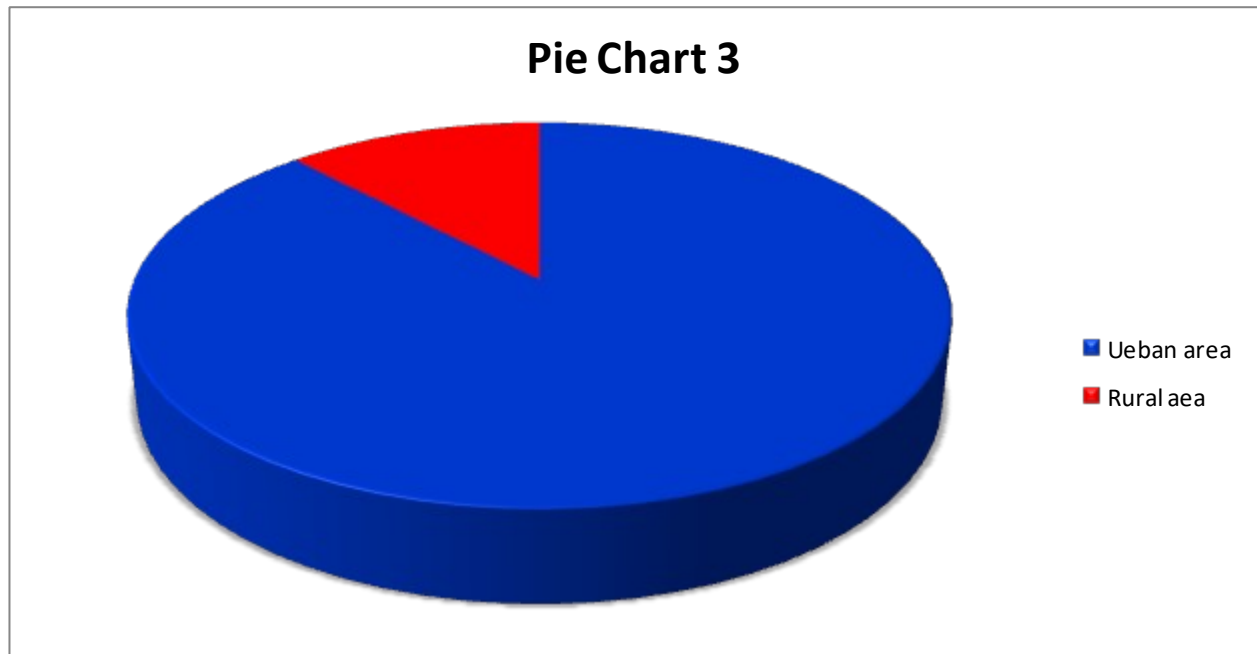
Age Group	No. of Respondent
Below 20	20
20-30	29
30-40	1
More than 40	Nil



40% people's age are Below 20, 58% peoples are under age 20-26, 2% peoples are under age 26-30 and More than 30 are 0%

Residential Status :-

Area	No. of Respondent
Urban area	44
Rural area	6

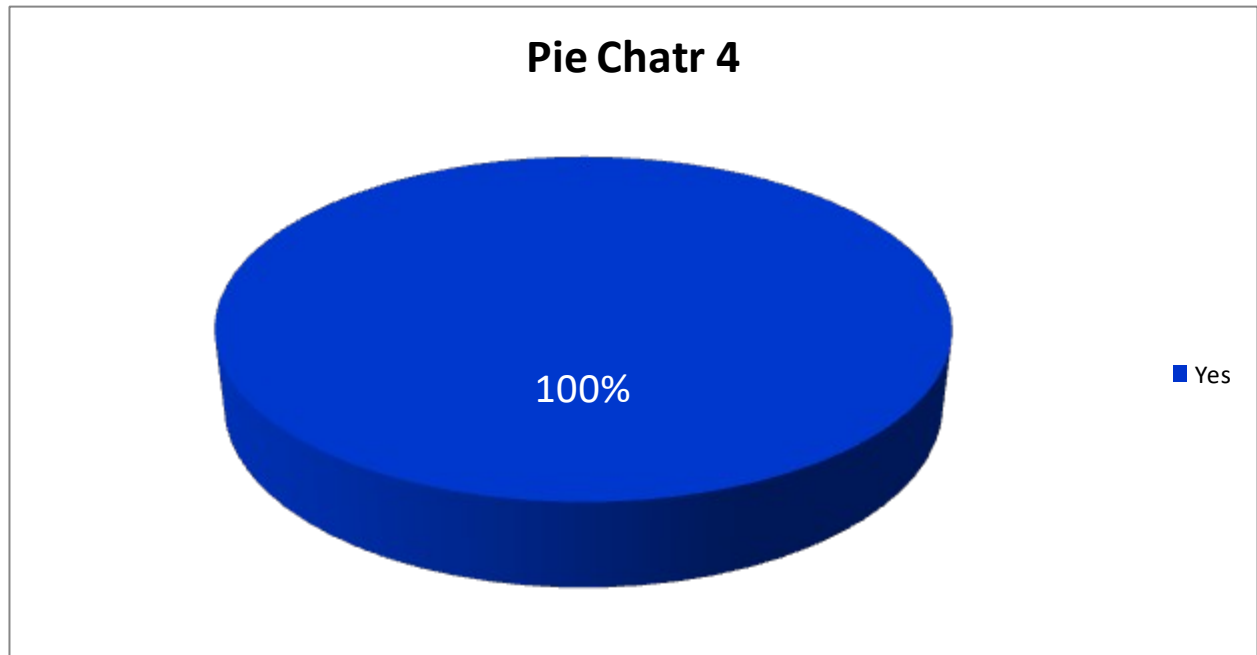


88% people are live in Urban area and 12% people are live in Rural area.

1. Are you aware of this product Reliance JIO ?

Yes ☒ No ☐

Options	No. of Respondent
Yes	50
No	0

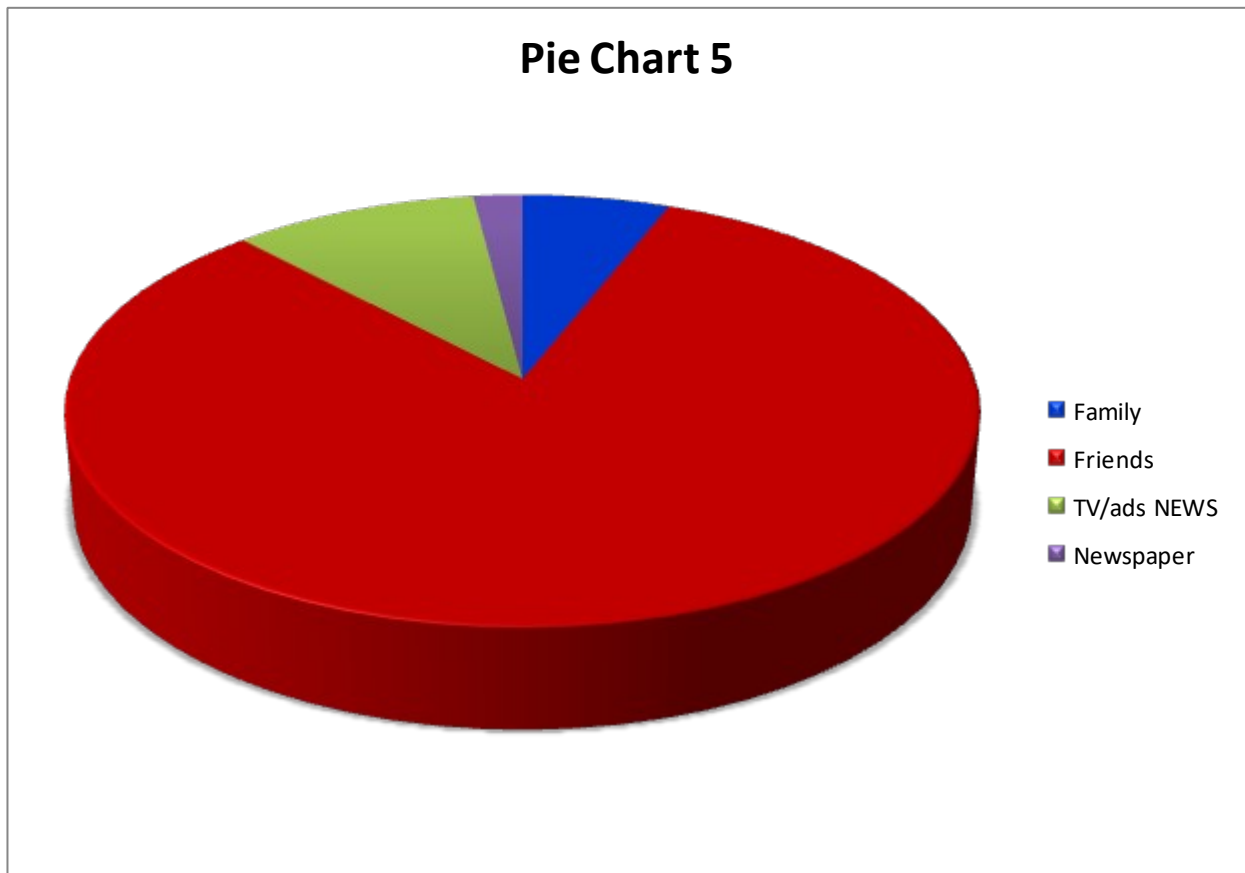


There are every person known about Reliance jio Network. And figure showa 100% Aware about jio.

2. Through which medium did you get to know about Reliance jio ?

Family ☐ Friends ☐ TVads/NEWS ☐ Newspaper ☐

Options	No. of Respondent
Family	3
Friends	41
TVads/NEWS	5
Newspaper	1



All people are aware jio Network which Through Medium did know about jio is.

Family – 6%

Friends – 82%

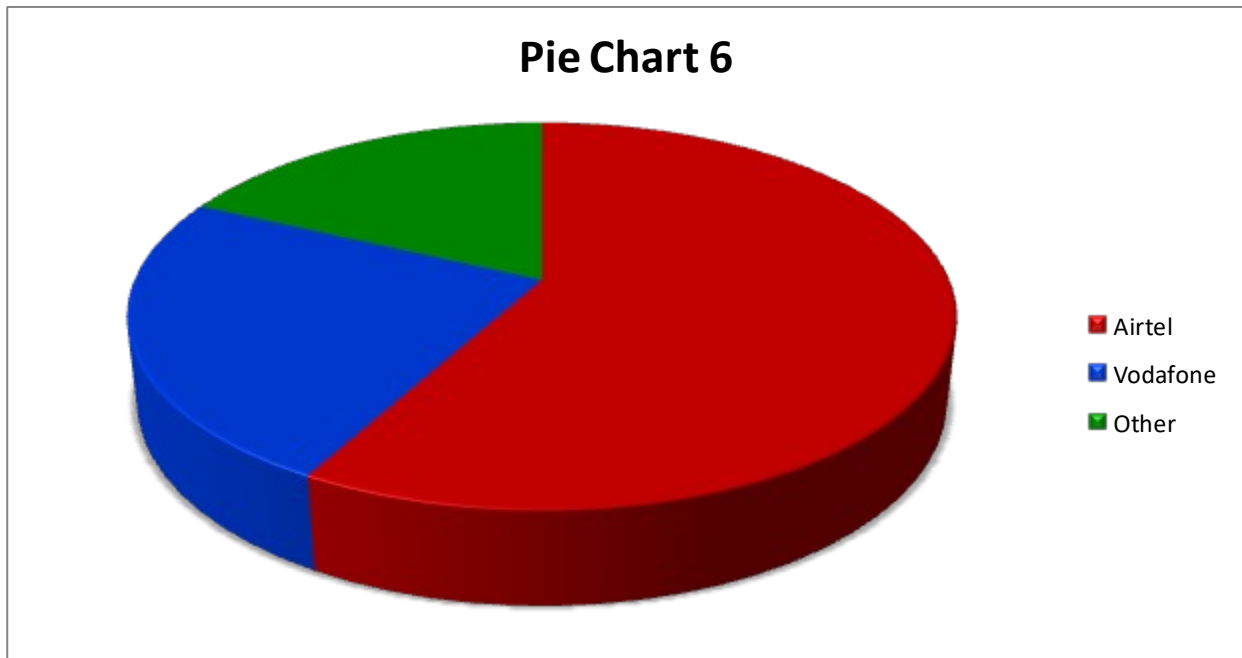
TVads/NEWS – 10%

Newspaper – 2%

3. Which are the previous Network used ?

Airtel ☐ Vodafone ☐ BSNL ☐ Docomo ☐ Other ☐

Options	No. of Respondent
Airtel	29
Vodafone	12
BSNL	0
Docomo	0
Other	9



That people where they use previous Network is

Airtel – 58%

Vodafone – 25%

BSNL – 0%

Docomo – 0%

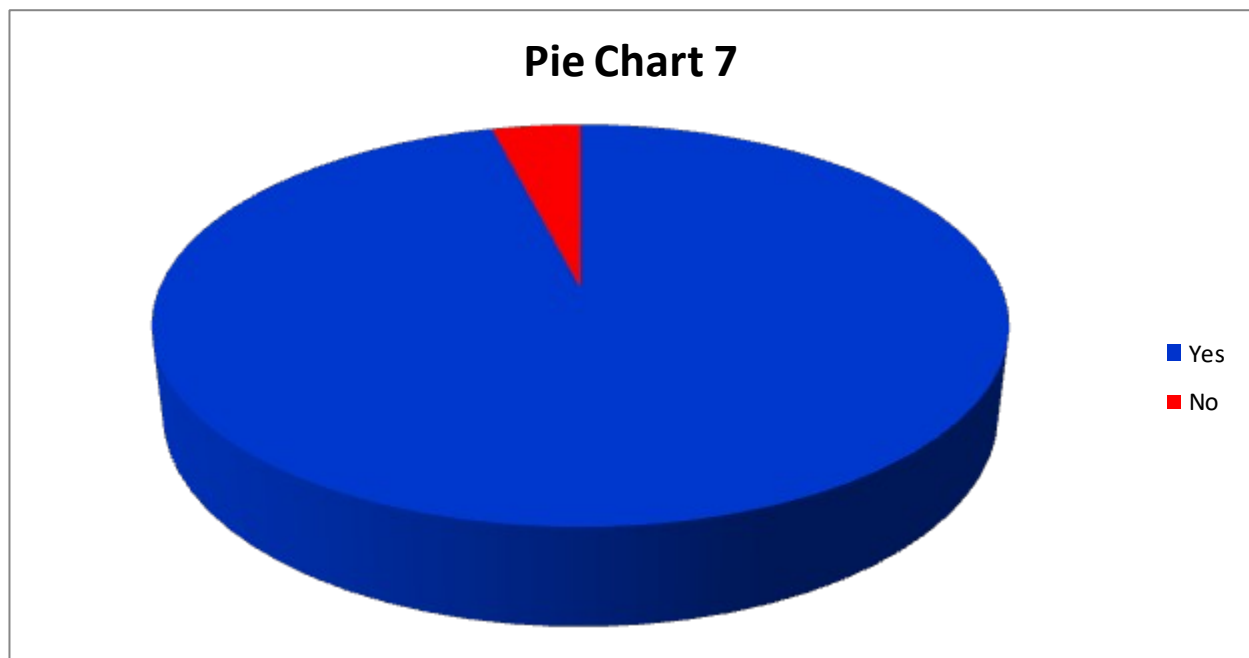
Other – 18%

4. Are you current Reliance jio customer ?

Yes ☐

NO ☐

Options	No. of Respondent
Yes	48
No	2

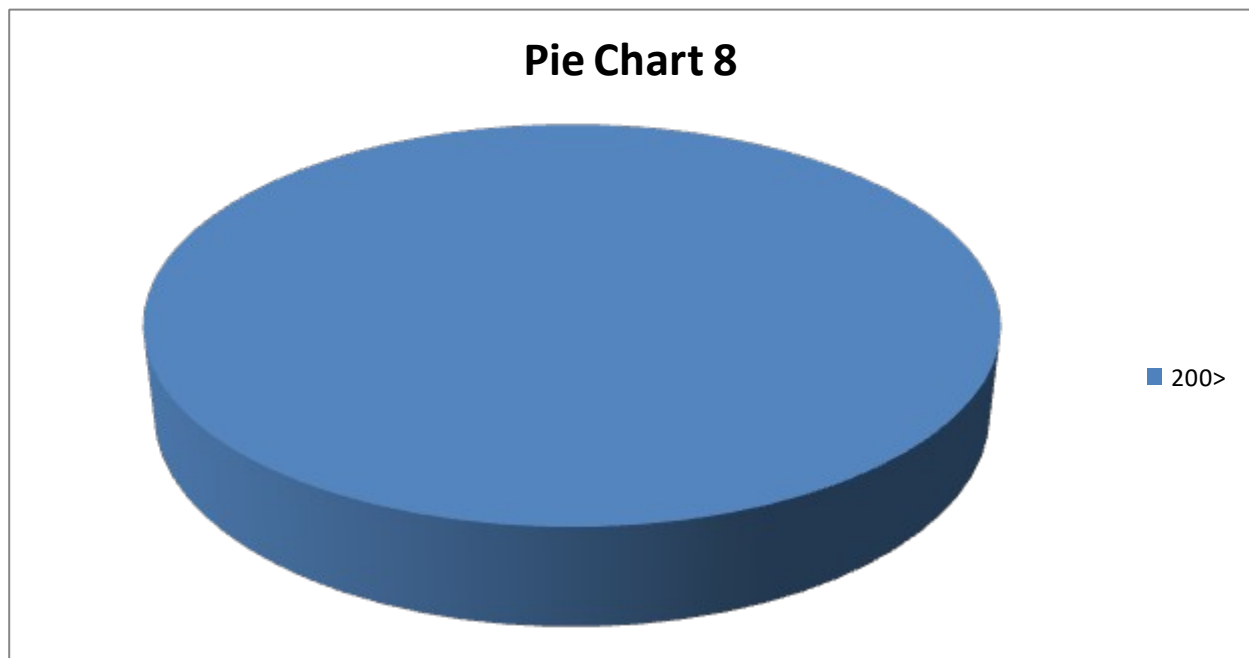


Current jio customer is 96% and other user is 4%.

5. How much you spending on current Internet Plan ?

<100 ☐ 100-200 ☐ 200> ☐

Options	No. of Respondent
<100	Nil
100-200	Nil
200>	50

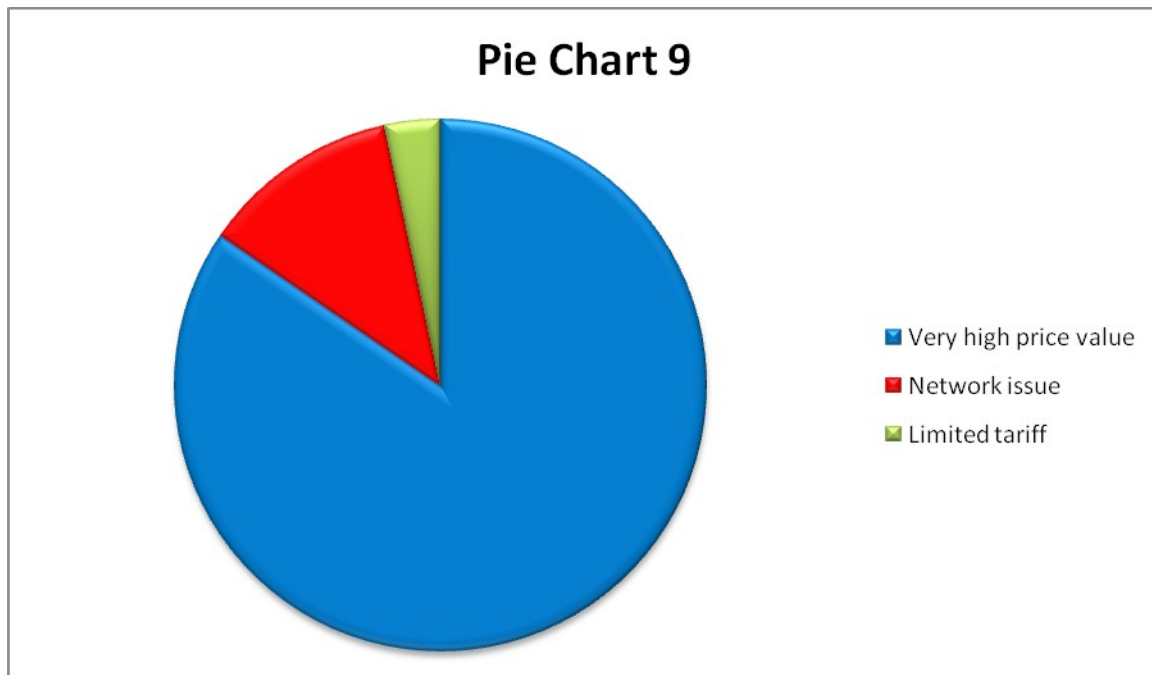


Almost people are using Rs. 200 above internet plane.

6. What are the problem you are facing in your pervious network ?

Very high price value ☐ Network issue ☐ Limited tariff ☐

Options	No. of Respondent
Very high price value	35
Network issue	5
Limited tariff	10



70% people's problem is very high price value.

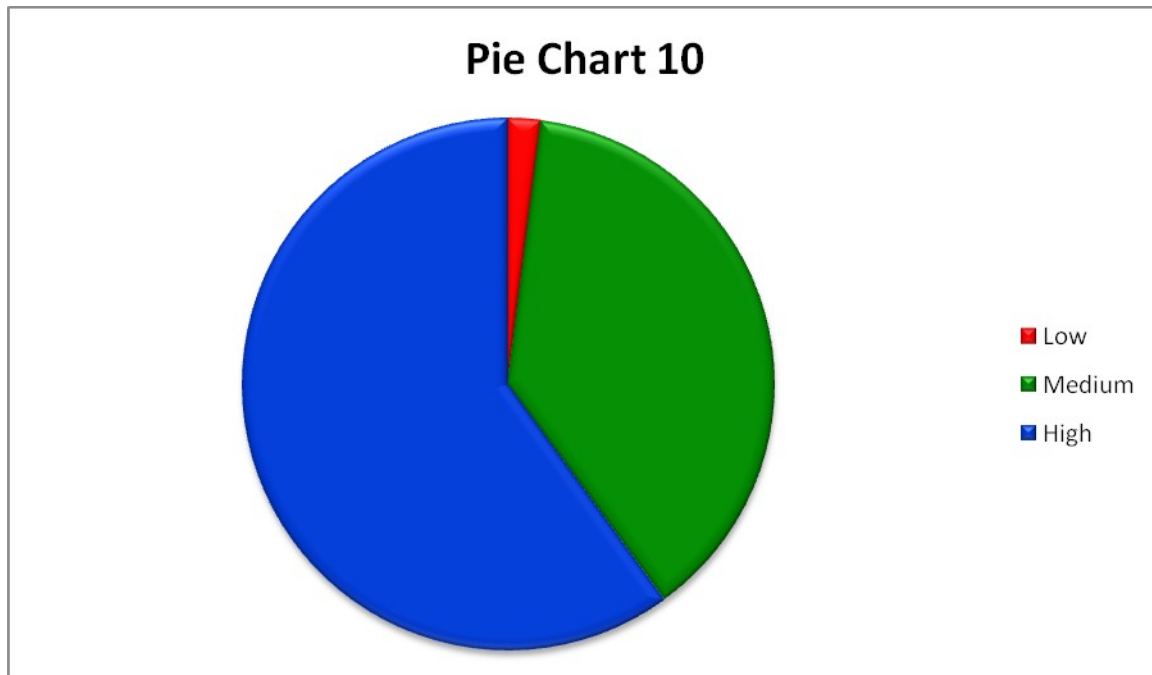
10% people's problem is Network issue.

20% people's problem is Limited tariff.

7. How would you Rate the Reliance jio network ?

Low ☐ Medium ☐ High ☐

Options	No. of Respondent
Low	1
Medium	19
High	30

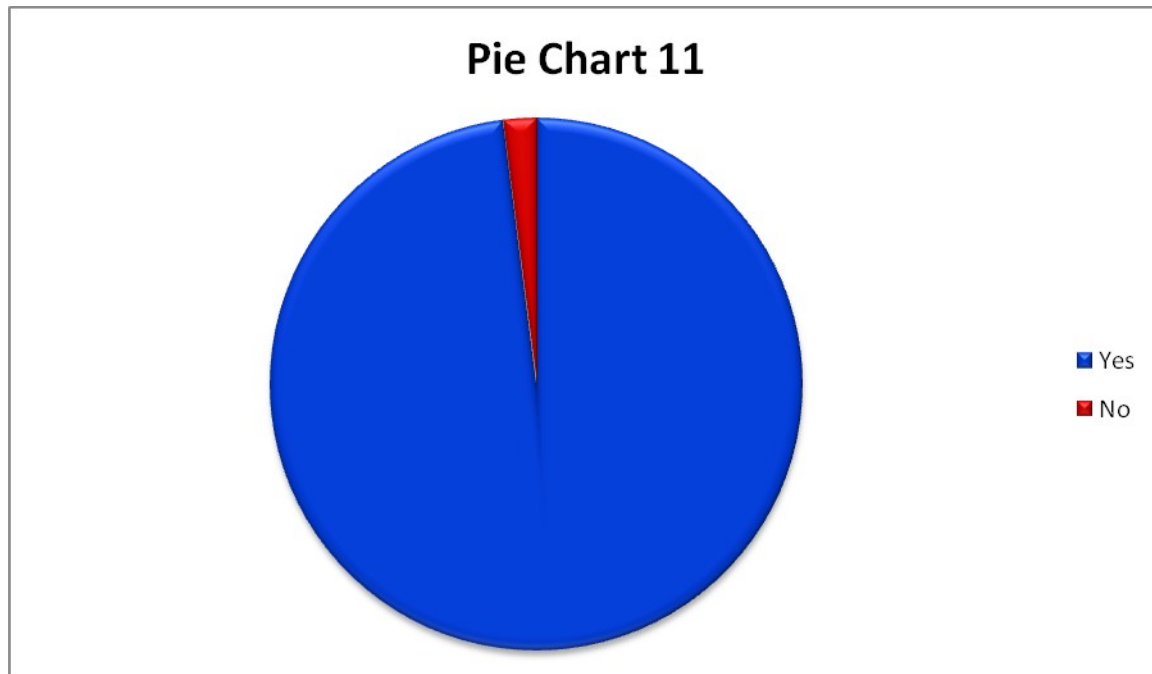


Maximum people are Satisfied and 60% people are giving high Rating.
38% people are giving Medium Rating.
2% are dissatisfied.

8. Would you like to recommend others about Reliance jio ?

yes ☐ No ☐

Options	No. of Respondent
Yes	49
No	1



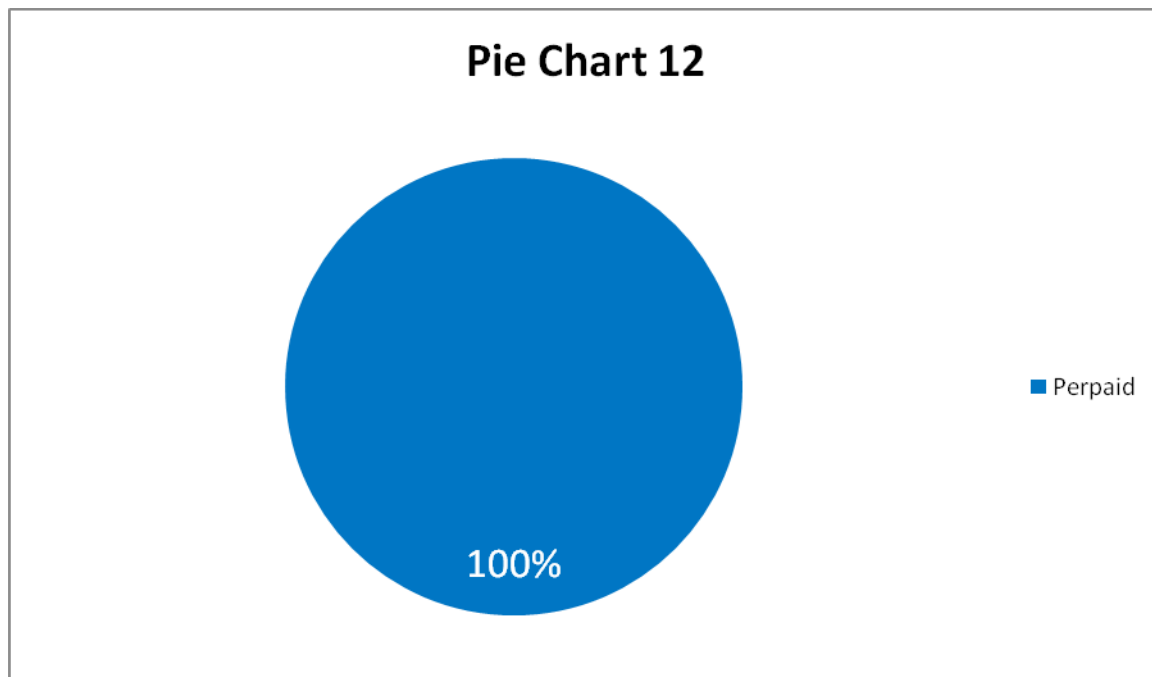
98% people recommend to other about jio.

But 2% are not Recommend to other.

9. Which plan under Reliance jio are currently using ?

Prepaid ☐ Postpaid ☐

Options	No. of Respondent
Prepaid	50
Postpaid	0



100% people are using prepaid plan.

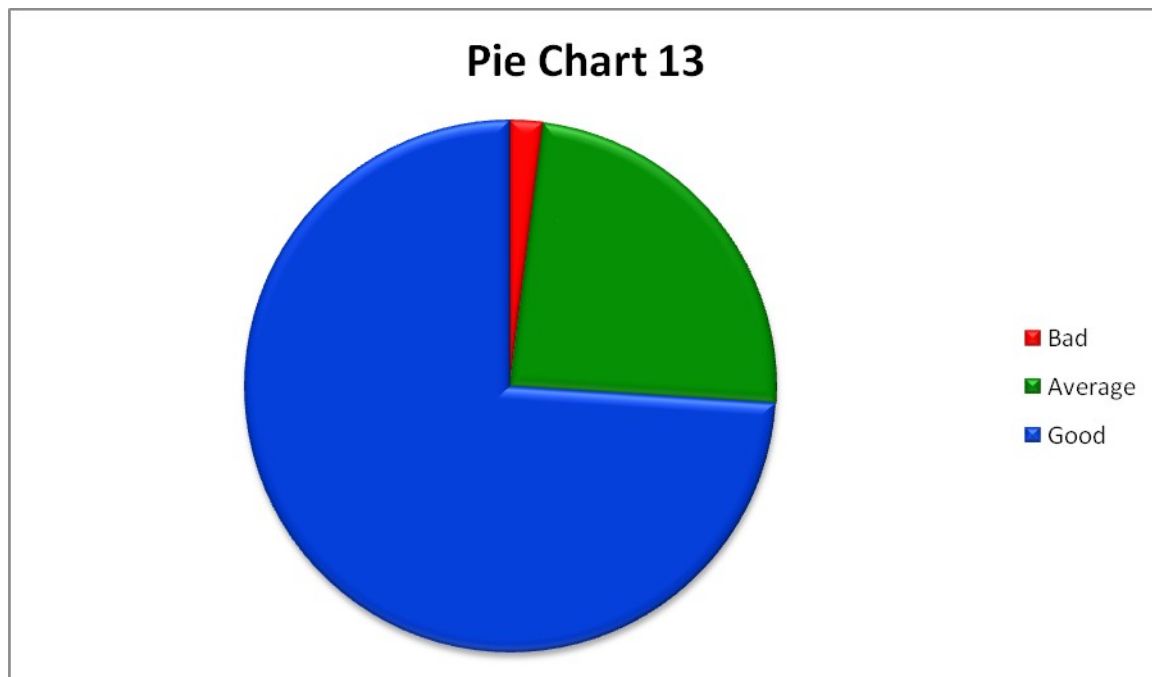
10. Overall performance of Reliance jio ?

Bad ☐

Average ☐

Good ☐

Options	No. of Respondent
Bad	1
Average	12
Good	37



74% people are giving Good Performance.

24% people are giving average performance.

2% people are giving Bad performance.

CHAPTER – 6

6.1 FINDINGS:-

1. Most of the respondents are male.
2. Majority of the respondent's age group are 20-25 years to 58%.
3. 29.06% of respondents are graduates.
4. 36.11% of respondents are Students.
5. Majority of the respondents (29.27%) are salaried monthly income of Rs.15000 - 20000.
6. 35.90% of the respondents feel satisfaction of advertisement.
7. 60% of the respondents are feeling highly satisfied.
8. 100% of the respondents are fully aware of Reliance Jio.
9. Majority of the respondents come under unlimited data service to 30.56%.
10. Most of the respondents feel network coverage to 53.20%.
11. 96% people are currently using jio sim.
12. 100% people of current plane using Rs, 200>
13. Overall Reliance jio performance is 74%

From the Regression Analysis, it is found that

- As we have conducted research on the given variables we came to know that the factors like recommendation over jio is difference to all the other variables in the analysis (reject null hypothesis), as there is significant difference between the dependent and independent variables taken in the analysis.

From the Friedman test, it is found that

- Customer's Satisfaction level with Jio's free local and national SMS has the high
- Mean ranking of about 10.74. The Speed of Jio's 4G broadband is better when
- compared to other networks,
- The Reliance Jio 4G mobile service provides excellent network in terms of error free SMS

- Delivery & receipt. It provides excellent network in terms of outdoor coverage.
- It also provides excellent network in terms of roaming services.
- Compatibility of Jiosim in every mobile phone is difficult when compared to other networks.
- Jio's 4G internet speed is not highly satisfied.
- Network in terms of voice quality and indoor coverage have low mean ranking.
- Access to customer care is found difficult among customers.
- Getting new connection for Jiosim is difficult when compared to other networks.

From the Friedman test, it is found that

After making analysis on all the factors given in the survey report we found out that most of the respondents were difference by the factors like network used before jio, jio scheme, helpful services, jio plans, recharge pack preference, recommendation to others, jio broadband, internet speed, indoor coverage, outdoor coverage, voice quality, continuous connection, roaming services, compatibility, getting new connection customer care, sms offer, and sms delivery and receipt as one factor influences all the other factors as they have relationship.

6.2 CONCLUSIONS:-

In today's competitive business, Customers are considered as the backbone of the company. Customer service, like any aspect of business, is a practiced art that takes time and effort to master. Treating the customers like friends is the best way to attract them and make them always come back. The level of satisfaction can also vary depending on other options and customer. Customer satisfaction research will have to help businesses build stronger relationships. This research study on "customer satisfaction towards Reliance Jio sim with special reference to Rudrapur " is found that there is a significant relationship between income and satisfaction and there is no significant relationship between age and awareness level.

From the details it can be concluded that the good number of customers who are highly satisfied with Reliance Jio's free local and national SMS and experience excellent network in terms of error free SMS delivery & receipt, outdoor coverage, roaming services. They have also agreed that the speed of Jio's 4G broadband is better when compared to other networks. Reliance Jio is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

6.3 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 4G plan and value scheme.
- Reliance Jio sim should introduce some new schemes for the youngsters
- Customers expect low cost Reliance phone.

6.4 SUGGESTIONS:-

- Most of the customers had a bad experience with respect to call connectivity so this is one area which the company needs to address it immediately.
- The company may take necessary steps to remove the problem of calling congestion & calldrop.
- Similarly customer care is doing a moderate job, they could have been trained better to improve the satisfaction in this aspect.
- Increase the quality of the service to increase the customer loyalty.
- To improve towers and to solve the network coverage problems.
- Reliance jio can get the feedback from existing customers and the references for making new customers.
- Make JIO services available in 3G phone.

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DEPARTMENT OF BUSINESS ADMINISTRATION

S.B.S. Government Post Graduate Collage, Rudrapur

Form No [] [] [] []

Date

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As a part of our project work I am seeking the awareness of “CUSTOMER SATISFACTION TOWARD RELIANCE JIO NETWORK WITH SPECIAL REFERENCE TO RUDRAPUR” I would be grateful if you could spare a few minutes to complete this short questionnaire. I assure you that I will maintain the privacy of your information.

Personal information:

Name: _____ Contact no. _____

Address: _____

Age (in year): Below 20 ☐ 20-30 ☐ 30-40 ☐ More then 40 ☐

Gender: Male ☐ Female ☐

Resident of: Urban area ☐ Rural area ☐

Detail:

1. Are you aware of this product Reliance JIO ?

Yes ☐ No ☐

2. Through which medium did you get to know about Reliance jio ?

Family ☐ Friends ☐ TVads/NEWS ☐ Newspaper ☐

3. Which are the previous Network used ?

Airtel ☐ Vodafone ☐ BSNL ☐ Docomo ☐ Other ☐

4. Are you current Reliance jio customer ?

Yes ☐ NO ☐

5. How much you spending on current Internet Plan ?

<100 ☐ 100-200 ☐ 200> ☐

6. What are the problem you are facing in your pervious network ?

Very high price value ☐ Network issue ☐ Limited tariff ☐

7. How would you Rate the Reliance jio network ?

Low ☐ Medium ☐ High ☐

8. Would you like to recommend others about Reliance jio ?

yes ☐ No ☐

9. Which plan under Reliance jio are currently using ?

Prepaid ☐ Postpaid ☐

10. Overall performance of Reliance jio ?

Bad ☐ Average ☐ Good ☐

Remark: _____

Signature of the Respondent: _____

Place _____

Thanking you sparing your valuable time.