

# “A STUDY ON CUSTOMER SATISFACTION OF RELIANCE JIOSIMCARD WITH SPECIAL REFERENCE TO ATTUR”

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## ABSTRACT

The product of a company, which is generally defined as the total composite of products offered by a particular organization, consists of both product lines and individual products. A product line is a group of products within the product mix that are closely related, either because they function similarly, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges. Product mix consistency refers to the functional closeness of the company's products. Increasing product mix width or depth or decreasing consistency may not necessarily be a step toward improvement. Product mix decisions should be based on company resources and market needs. The Boston Consulting Group matrix is an aid in product mix decision-making. It organizes the product mix in a matrix based on the market share and market growth rate of products. A product with a high market share and high market growth rate is called a star product.

Keywords: jio sim card, Product

## 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 maximise the satisfaction in order to get more market share and profit. Nowadays, no one is living without mobile phones. Many number of network services are available in the world. Especially, the study is focused on RelianceJIO Network which has been founded in 2007. It is a LTE (Long-Term Evolution) mobile network operator in India. It is wholly owned subsidiary of Reliance Industries headquartered in Mumbai, which provides wireless 4G (4<sup>th</sup> Generation) LTE service network (without 2G/3G based services) and is the only 100% VoLTE (Voice over Long Term Evolution) operator in the country. The Reliance unit has been buying a spectrum since 2010 under a plan to return this quarter to a market that now has more than 1 Billion mobile subscribers. Reliance JIO has appointed Shahrukh Khan as their Brand Ambassador.

Reliance Group ranks among India's top private sector business hours in terms of net worth. It has a good customer

base and is in a process to setup the 4G LTE infrastructure. RTIL (Reliance Telecom Industries Limited) is setting up Reliance (4<sup>th</sup> Gen), high speed data, rich communication services and various digital services on pan India basis in key domain such as education, health, security, financial services, government services interfaces and entertainment.

## 2.METHODOLOGY

Research methodology is a search of knowledge through objectives and systematic method of findings solutions to a

problem. The word ‘research’ is derived from the French word. Research methodology is the process used to collect data and other types of information for use in making business decisions. This type of methodology includes interviews, surveys and research of publications. All of these types include the use of present and historical information. When someone is doing theoretical work, paradigms can be used to satisfy most of the criteria that are set forth for methodology.

### 2.1 Sample size

The sample size in the study is 80.

### 2.2 Statistical tools

- Simple percentage method
- Chi-square test

## PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

## CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

## 3.DATA ANALYSIS AND INTERPRETATION

## 1) SHOWING AGE OF RESPONDENTS

Particulars	No of respondents	Percentage of respondents
Male	46	57
Female	34	43
Others	0	0
Total	80	100

TABLE NO - 3.1

### SHOWING AGE OF RESPONDENTS

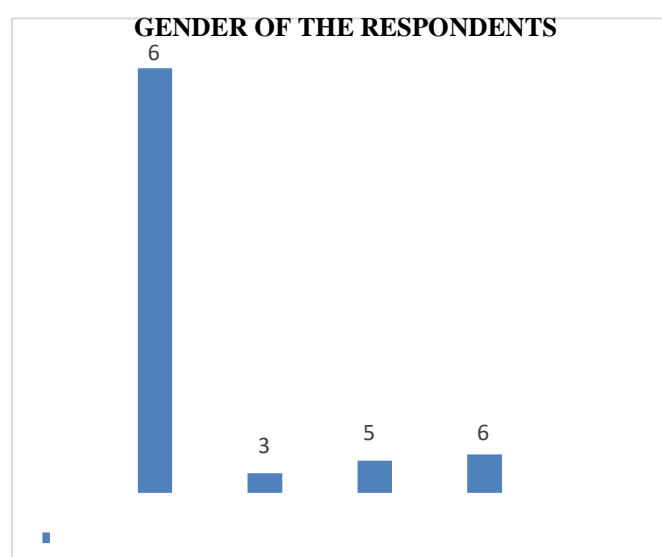
Particulars	No of respondents	Percentage of respondents
Below 25	66	80
26-35	3	5
36-45	5	7
46 above	6	8
Total	80	100

#### INTERPRETATION:

The above table shows that 42.9% of the respondents are male and remaining 57.1% of the respondents are female.

Majority (57.1%) of the respondents are female.

CHART NO - 3.1



	Below 25	26-35	36-45	Category 4
Series 1	66	3	5	6

## 2) SHOWING GENDER OF RESPONDENTS

TABLE NO - 3.2

### TABLE SHOWING GENDER OF RESPONDENTS

Particulars	No of respondents	Percentage of respondents
Student	49	55
Unemployed	10	15
House wife	3	5
Business	5	7
Profession	6	8
Private employee	6	8
NRI	1	2
Total	80	100

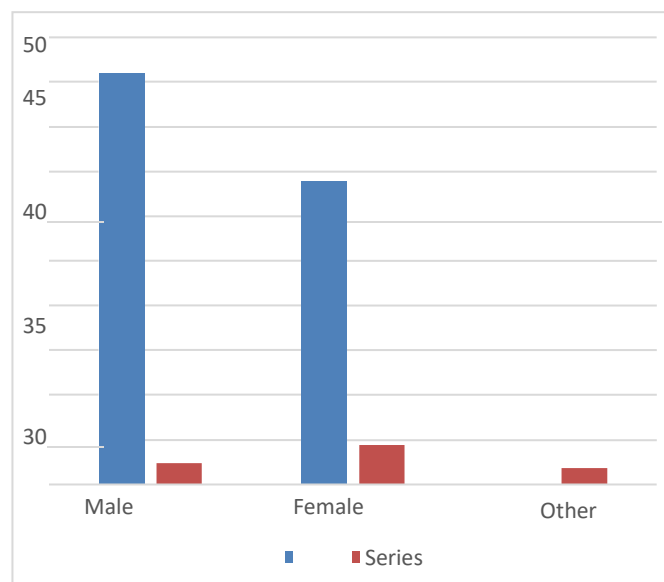
Source: Primary data

#### INTERPRETATION:

From the above data it is clear that, 57% of respondents are male and 43% are female.

CHART NO - 3.2

### SHOWING GENDER OF RESPONDENTS



## 3) TABLE SHOWING OCCUPATION OF RESPONDENTS

TABLE NO - 3.3

TABLE SHOWING OCCUPATION OF RESPONDENTS

Particulars	No of respondents	Percentage of respondents
Student	49	55
Unemployed	10	15
House wife	3	5
Business	5	7
Profession	6	8
Private employee	6	8
NRI	1	2
Total	80	100

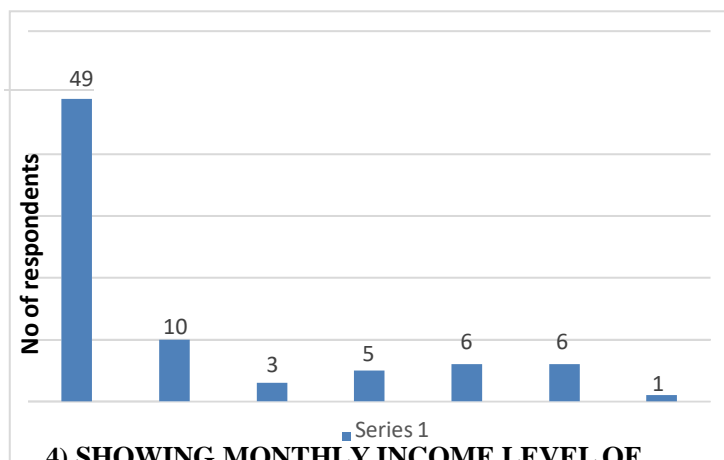
Source: Primary data

#### INTERPRETATION:

From the above data it is clear that out of total 60 respondents, 55% are students, 15% are unemployed, 5% are housewives, 7% does business & 8% does profession, 8% are private employees and the remaining 2% are NRIs.

CHART NO - 3.3

CHART SHOWING OCCUPATION OF RESPONDENTS



4) SHOWING MONTHLY INCOME LEVEL OF RESPONDENTS

TABLE NO - 3.4

TABLE SHOWING MONTHLY INCOME LEVEL OF RESPONDENTS

Source: Primary data

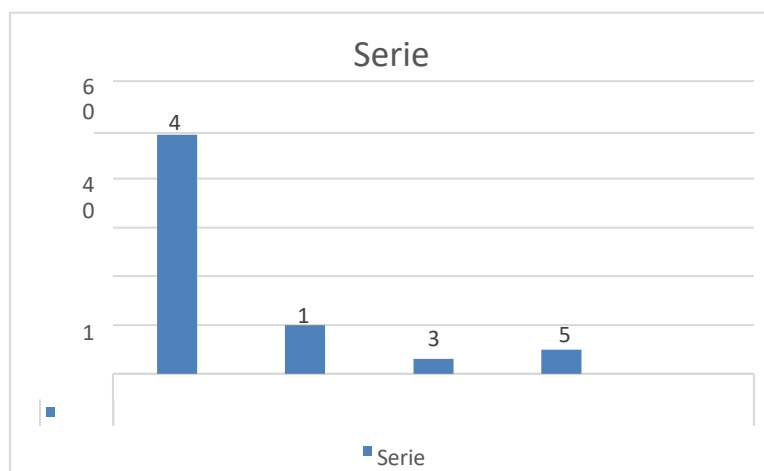
Particulars	No of respondents	percentage of respondents
Below 10000	49	58
10,000-20,000	10	13
20,000-30,000	3	5
30,000-40,000	5	7
Above 40000	13	17
total	80	100

#### INTERPRETATION

From the above data it is clear that out of 60 respondents, 35 respondents are having monthly income below 10,000 (58%), 8 respondents between income level 10,000-20,000 (13%), 3 respondents between income level 20,000-30,000 (5%), 4 respondents are between the income level 30,000-40,000 (7%) and the remaining 10 respondents falls Above 40,000 of monthly income level (17%).

CHART NO - 3.4

CHART SHOWING MONTHLY INCOME LEVEL OF RESPONDENTS



## 5) SHOWING MONTHLY EXPENDITURE ON RECHARGE

TABLE NO -3.5

### SHOWING MONTHLY EXPENDITURE ON RECHARGE

Particulars	No of respondents	Percentage of respondents
100-200	28	37
200-300	38	45
300-400	8	10
Above 400	6	8
Total	80	100

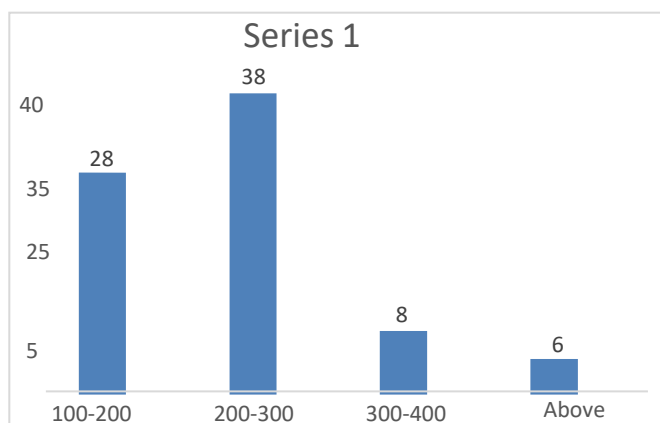
Source: Primary data

### INTERPRETATION

From the above data it is clear that, 37% of respondents have an expenditure on recharge between 100-200, 45% have a level of expenditure between 200-300, 10% of respondents between an expenditure of 300-400 and the remaining 8% have an expenditure of above 400 towards the monthly recharge of the sim.

CHART NO - 3.5

### SHOWING MONTHLY EXPENDITURE ON RECHARGE



## 6) SHOWING AWARENESS LEVEL OF RESPONDENTS TOWARDS JIO SIMCARD

TABLE NO - 3.6

### SHOWING AWARENESS LEVEL OF RESPONDENTS TOWARDS JIO SIMCARD

Particulars	No of respondents	percentage of respondents
Fully aware	30	38
Aware	38	45
Little bit aware	12	17
Total	80	100

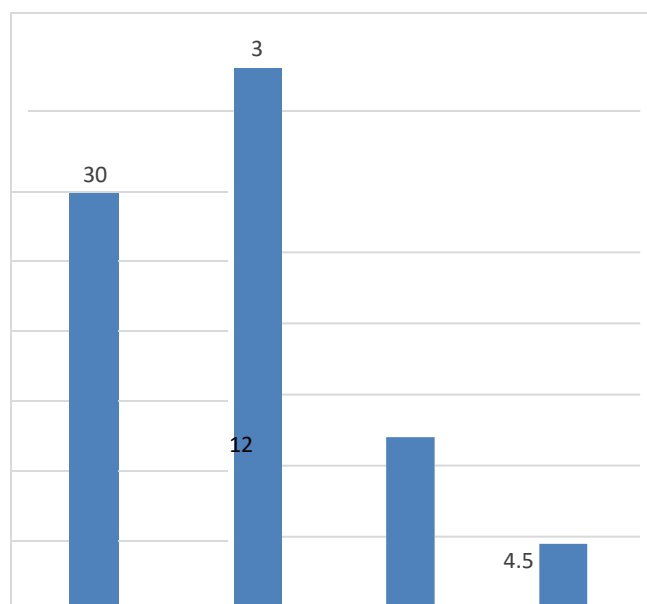
Source: Primary data

### INTERPRETATION

From the above data it is clear that out of total 60 respondents, 38% are fully aware, 45% are aware and 17% are little bit aware about the JIO simcard

CHART NO - 3.6

### SHOWING AWARENESS LEVEL OF RESPONDENTS TOWARDS JIO SIMCARD



## 7) SHOWING SOURCE OF INFORMATION ABOUT THE JIO SIM

TABLE NO - 3.7

### SHOWING SOURCE OF INFORMATION ABOUT THE JIO SIM

Particulars	No of respondents	Percentage of respondents
Newspaper	1	2
Advertisement	29	35
Mouth publicity	42	51
Others	8	12
Total	80	100

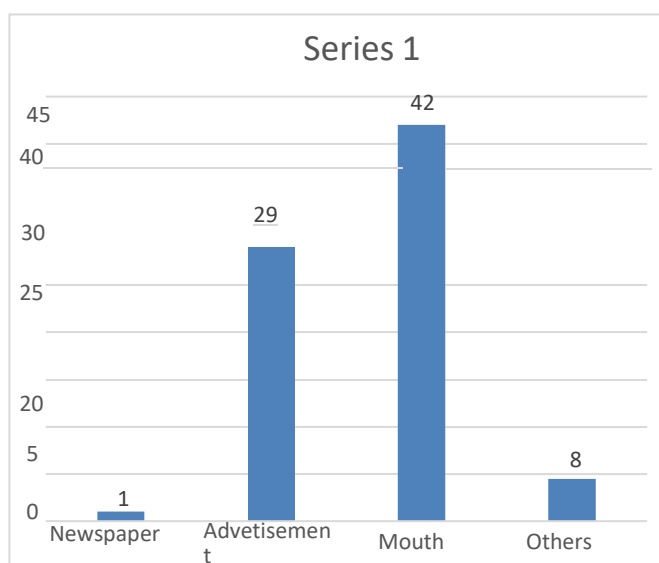
Source: Primary data

### INTERPRETATION

From the above data it is clear that, 2% of respondents get the source of information about the simcard from newspaper, 51% from mouth-publicity, 35% from advertisement and 12% from other information seeking sources.

CHART NO - 3.7

### SHOWING SOURCE OF INFORMATION ABOUT THE JIO SIM



## 8) SHOWING THE QUALITY THAT SHOULD BE IMPROVED IN JIO SIM

TABLE NO - 3.8

### SHOWING THE QUALITY THAT SHOULD BE IMPROVED IN JIO SIM

Particulars	No of respondents	Percentage of respondents
Improve network coverage	36	43
Upgrade in Android version	20	28
Remove calling congestions	15	17
Other reasons	9	12
Total	80	100

Source: Primary data

### INTERPRETATION

From the above data it is clear that, 43% of respondents are convinced about the 4G service feature of the simcard, both features such as price and free sim constitute 20% and 17% of respondents are convinced by the connectivity feature of the JIO sim.

CHART NO - 3.8

### SHOWING THE QUALITY THAT SHOULD BE IMPROVED IN JIO SIM

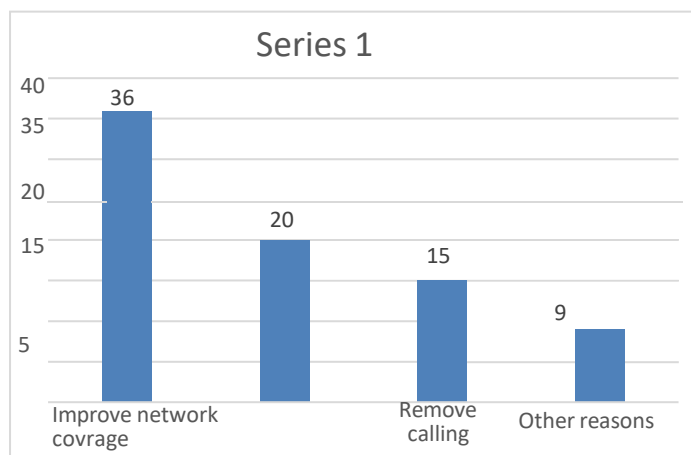


TABLE NO - 3.9

## 11) RELATIONSHIP BETWEEN GENDER OF RESPONDENTS

### NULL HYPOTHESIS

**H<sub>0</sub>:** There is no significance relationship between the gender and respondents way of preferring to get the fast food.

### ALTERNATIVE HYPOTHESIS

**H<sub>1</sub>:** There is a significance relationship between the gender and respondents way of preferring to get the fast food

### LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

### CHI SQUARE TEST

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
46	46.25	0.0525	0.00338
37	37.75	0.0725	0.00234

37	35.25	0.0325	0.00138
6	26.75	0.5625	0.03103
TOTAL			0.07513

Degree of freedom :  $(r - 1) (c - 1)$

:  $(2 - 1) (2 - 1)$

: 1

Level of significance : 5%

Table value : 0.07513

Calculated value : 0.02813

### RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H<sub>0</sub>). There is no significance relationship between the gender and respondents way of preferring to get the Jio sim.

## 4.RESULTS AND DISCUSSION

PARTICULRS	No of respondents	USING THE SIM	TOTAL
MALE	46	40	86
FEMALE	37	37	74
Others	0	6	6
TOTAL	80	83	166

### 4.1 FINDINGS

- Study conducted among 80 respondents using JIO simcards in Attur.
- Among 80 respondents, 34 respondents are male (57%) and 26 respondents are female (43%).
- Most of the respondents falls under the age category of below 25 years of age (48%) and are mostly students (33%).
- From total 60 respondents, it is clear that most of the 35 respondents have a monthly income of Rs.10,000.

- 71% of respondents get the recharge done on a monthly basis with an expenditure level of 200-300 (in Rs.)
- Among 60 respondents, they have an average level of awareness of 45% and respondents who are fully aware about the sim with 38%.
- About half of the respondents (51%), gets the source of information about the JIO sim by mouth publicity.
- 4G service feature of the JIO sim (43%) convinced the users to use the sim.
- The main reason behind the buying habit or trend is because of its unlimited data service (43%).
- Among 80 respondents, both network service & tower problem 24 respondents and bugging jio apps 23 respondents go hand by hand as the main problem faced by the users.
- 52% of respondents says that JIO sim have a high network speed.
- 67% of respondents are using JIO service for a period of above 6 months.
- It is clear from the data that, 43% says that JIO should improve slightly in their network coverage.
- Among 80 respondents, 40 respondents have not subscribed to any of the Value Added Service. Thus, the expenditure incurred on those services by majority of respondents is nil.
- It is a clear fact that, satisfaction level of the respondents is too high for JIO simcard.
- Most of the respondents of about 49 respondents recommend their JIO sim to others.
- Also the satisfaction level of respondents towards the JIO customer care service is far too high

#### 4.2 SUGGESTIONS

- ❖ From overall study, it was found that most of the customers are satisfied with current services.
- ❖ From the study it is clear that, apart from all other advertisement mediums (such as social media, mouth publicity etc.) JIO should concentrate on their marketing area mostly on advertisements in newspapers to increase awareness to the people who mostly read newspapers than other mediums and should also make it more useful.
- ❖ The above mentioned difficulties faced by the users should be handled as soon as possible by customer care service because from the study it is clear that Customer care of JIO is highly impressive among people. The people expect that their problem will be solved by the JIO customer care service.
- ❖ Most of the customers felt that they want to remove the problem of network issues and bugging JIO apps.
- ❖ The users of JIO suggest to install the tower in place of unavailability of network at the remote areas

#### 4.3 CONCLUSION

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 study is on "Customer satisfaction towards Reliance JIO simcards with special reference to ATTUR". The study is involved in measuring the level of satisfaction and preference of JIO customer and researcher recommends Reliance JIO Company to improve their network coverage and to wipe out the calling congestion. It will create goodwill for the company and enrich its worthiness. Reliance JIO is capturing the wide area of Indian markets increasingly. Hence these statistics imply a bright future to the company. It can be said that in near future

#### 5. REFERENCES

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