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# Customer Satisfaction towards Reliance JIO SIM: A Study of Youth of Rewari District

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## ABSTRACT

*Indian telecommunication sector become a highly competitive market after 1990. It is second largest market of the world, the main services provider in this sector are Airtel, Vodafone, Tata DoCoMo, BSNL, Aircel, MTNL, MTS etc. Reliance JIO Infocomm Limited introduces its new scheme Reliance JIO on 5<sup>th</sup> Sep. 2016. The main purpose of this research is to know the level of satisfaction about JIO SIM among the user of this service. For this purpose a questionnaire is design and distributed among the 150 users of JIO SIM. 100 complete questionnaires were received, the result are interpreted on the basis of these 100 respondents with the help of frequency and chi square test. The main finding are, most of the respondents get information about JIO SIM from advertisement and WOM, the average monthly expenditure on mobile phone is Rs100-300 of female and rural area respondents, whereas, the average monthly expenditure in urban area and male respondents is Rs. 200-400. The level of satisfaction among the users is moderate.*

**KEYWORDS:** Telecommunication, WOM, Satisfaction, Advertisement, Connectivity.

## 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.

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for Rs.4,800 crore (US\$750 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 will start its operations all over the country by the end of 2015. However, four months later in October 2015, 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 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 fees of just Rs.165.8 crore (US\$26 million) which was arbitrary and unreasonable, and contributed to a loss of Rs.2,284.2 crore (US\$360 million) to the exchequer.

The Indian Department of Telecom (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.

In present scenario there is cut-throught competition in Telecommunication sectors reliance JIO introduces new scheme of data services, unlimited local and STD call, Wi-Fi, free SMS services etc. at competitive prices which cut the profit off Telecommunication companies that is why they is a need to study the customer satisfaction towards reliance JIO.

## REVIEW OF LITRETURE

**S.S. Sudheesh et al., (2015)** in his study “**A Comparative study on customer satisfaction towards Airtel & Vodafone with reference to Avadi, Chennai**” find that the satisfaction level of customer’s are average with respect to tariff services coverage ,data plan, compatibility and other factors ranging from 3.00 to 3.65.It is also find that demographic variable such as age group, fender and occupation are having no impact on the factor’s customer’s satisfaction. The researcher’s outcome also indicates that most of the customer’s were satisfied towards Airtel & Vodafone with respect to chosen factors.

**Bank of America Merrill Lynch (2016)** conducted a survey and found that 96 per cent of the customers were satisfied with JIO’s voice quality and 66 per cent with data speeds. The study said, 26 per cent using JIO as primary SIM and 21 percent as secondary SIM. Some 55 per cent of the surveyed users find JIO’s speed higher than that of other telecoms.

**Jobin George et al., (2016)** in their study titled „**A research on JIO customer satisfaction in South Karnataka**“ identified that SIM card availability, activation process and customer

care being the strong areas and call connectivity and 4G speed being the weak areas. They also added that, customers’ loyalty is moderate and prefer value for money.

**Ms.Indumathy.R,Ms.Reshma Rajkumar & Mr.Velmurugan.G., (2017)** in his study “**JIO’S Digital Life-A Survey**” observed that most of the users are students and they prefer JIO generally for its data services, few demographic factors are associated with the user’s services preference. Their satisfaction level is also excellent towards few services except network coverage.

**R.Sorna Priya & M.Sathiya, (2017)** in his study “**Customer satisfaction towards reliance JIO network**” find that majority of the respondents (67%) are in the age group of 25yeras and 38% respondents are graduate, 56% respondents are between the income group of Rs.10000-20000 and using Airtel with JIO services and monthly expenditure of respondents is Rs 100-200 per month. Further most of the respondents aware about JIO through mouth publicity and almost 52%-56% respondents are satisfied with JIO services.

**C.Boobalan & K.Jayaraman, (2017)** in his study “**Customer’s satisfaction towards reliance JIO SIM with special reference to DHAMAPURI District**” observed that most of the respondents are male between 25-35 years of age and 29% respondents are graduate, 36% respondents are student, 29.27 respondents are between Rs 15000-20000 income group further 41% are satisfied Reliance JIO and 44% are aware about Reliance JIO.

## OBJECTIVES OF THE STUDY

To study the factors and sources of information while choosing Reliance JIO SIM

To study the customer satisfaction towards Reliance JIO SIM

## HYPOTHESIS

H 01 Customer satisfaction is same towards reliance JIO SIM with reference to different demographic characteristic.

## RESEARCH METHODOLOGY

The present study used **Exploratory cum Descriptive** research design. It is exploratory because it identify various factors while selecting SIM card. It is descriptive because, it analyze the level of satisfaction among the respondent according to age, gender and residential status. Population of Rewari district constitute the universe of the study, youth of Rewari district between 18-30 age group constitute survey population for the study and individual were use as sample unit for the study.

### Particulars

1. *Internet services provided by reliance JIO are good*
2. *Satisfaction towards call clarity*
3. *Satisfaction towards SMS services*
4. *Satisfaction towards availability of signals*
5. *Satisfaction towards new schemes and offers*
6. *Satisfaction towards customer care and services*
7. *Satisfaction towards overall services of reliance JIO*

100 respondents were selected through purposive sampling method according to age, gender and residential status. Further primary data were used to identify the various factors to select reliance JIO SIM and analyse the level of satisfaction among the respondents of Rewari district according to age, gender and residential status.

Structure questionnaire which was frame specifically for the purpose used to collect the primary data. The questionnaire divided in three parts. Viz. **Part A** belongs to demographic information, **Part B** belongs to sources of information and factors considering while purchase of reliance JIO and Part C belong to customer's satisfaction. The statement are given below

	SA	A	N	DA	SDA
1. <i>Internet services provided by reliance JIO are good</i>	.....	.....	.....	.....	.....
2. <i>Satisfaction towards call clarity</i>	.....	.....	.....	.....	.....
3. <i>Satisfaction towards SMS services</i>	.....	.....	.....	.....	.....
4. <i>Satisfaction towards availability of signals</i>	.....	.....	.....	.....	.....
5. <i>Satisfaction towards new schemes and offers</i>	.....	.....	.....	.....	.....
6. <i>Satisfaction towards customer care and services</i>	.....	.....	.....	.....	.....
7. <i>Satisfaction towards overall services of reliance JIO</i>	.....	.....	.....	.....	.....

*Further data were analysis with the help of frequency and chi –square test.*

## RESULT

**Table 1**  
**Factors and Source of Information about JIO SIM**

Variables	Types	Residential Status		Gender		Age	
		Rural	Urban	Male	Female	Less than 20	21-30
Average monthly Expenditure	100-200	23	05	05	23	03	26
	200-300	15	14	17	12	03	26
	300-400	09	30	25	14	02	36
	More than 400	00	04	04	00	00	04
	<b>Total</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>08</b>	<b>92</b>
Source of information	Newspaper	03	03	06	00	00	06
	Advertisement	20	22	25	17	05	37
	Mouth Publicity	23	27	18	32	03	47
	Hording	01	01	02	00	00	02
	<b>Total</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>08</b>	<b>92</b>
Period Of Using Reliance JIO	Less Than one month	01	00	01	00	00	01
	2-4 months	06	06	01	11	01	11
	4-6 months	25	13	12	26	01	37
	More than 6 months	15	34	37	12	06	43
	<b>Total</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>08</b>	<b>92</b>
Convincing features	Connectivity	11	04	10	05	02	13
	Schemes	35	46	38	43	06	75
	Advertisement	00	03	02	01	00	03
	Goodwill	01	00	01	00	00	01
	<b>Total</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>08</b>	<b>92</b>
Most likely services preferred by customers	Data services	40	40	41	39	05	75
	Call Rate	06	11	08	09	03	14
	Network	00	00	00	00	00	00
	Value added services	01	02	02	01	00	03
	<b>Total</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>08</b>	<b>92</b>
Reason To Select Reliance JIO	Unlimited Call	07	05	06	06	00	12
	Unlimited Data Service	30	33	21	42	07	56
	Unlimited SMS	00	01	00	01	01	00
	All of the Above	10	14	24	00	00	24
	<b>Total</b>	<b>47</b>	<b>53</b>	<b>51</b>	<b>49</b>	<b>08</b>	<b>92</b>

(Source: Primary data collected through questionnaire in September 2017)

Table revealed that average monthly expenditure of rural area and female respondents are Rs. 100-300, whereas, the monthly expenditure of urban area and male respondents are Rs.200-400. The main sources of information for urban and rural area respondents are advertisement and publicity, whereas, female respondents main sources of information is word of mouth and male main

source of information is advertisement. Male & urban area respondents are using JIO SIM from more than 6 months and female & rural area respondents are using JIO SIM from 4-6 months.

Most of the respondents purchased the JIO SIM for the data services and connectivity provided by the services provider.

**Table 2**  
**Customer Satisfaction towards JIO SIM According to Gender**

Sr. No	Statement	Gender	SS	S	N	D	SD	Total	Chi-Square value	Result
1	S1	Male	19	12	01	19	00	51	.227>0.05	Not Sig.
		Female	16	12	05	14	02	49		
		Total	35	24	06	33	02	100		
2	S2	Male	16	18	05	12	00	51	.580>0.05	Not Sig.
		Female	20	15	02	12	00	49		
		Total	36	33	07	24	00	100		
3	S3	Male	21	14	11	05	00	51	.004<0.05	Sig.
		Female	16	29	02	02	00	49		
		Total	37	43	13	07	00	100		
4	S4	Male	07	16	04	24	00	51	.393>0.05	Not Sig.
		Female	03	16	08	21	01	49		
		Total	10	32	12	45	01	100		
5	S5	Male	03	08	03	37	00	51	.000<0.05	Sig.
		Female	02	32	04	07	04	49		
		Total	05	40	07	44	04	100		
6	S6	Male	05	35	11	00	00	51	.235>0.05	Not Sig.
		Female	02	38	07	07	00	49		
		Total	07	73	18	02	00	100		
7	S7	Male	02	19	02	28	00	51	.033<0.05	Sig.
		Female	04	08	08	29	00	49		
		Total	06	27	10	57	00	100		

(Source: Primary data collected through questionnaire in September 2017)

Table 2 revealed that there is no significance difference between male and female respondents towards satisfaction of reliance JIO in respect of internet service, call clarity,

availability of signals and customer care services. Whereas, there is significance difference between the male and female respondents towards the Reliance JIO in respect

of SMS services, new schemes and offers and overall services of reliance JIO at 95% level of significance. Overall services of reliance are not satisfied .Further female respondents are more

satisfied towards SMS services and new schemes & offers , whereas, male respondents are more satisfied towards overall services of reliance JIO.

**Table 3**

**Customer Satisfaction towards JIO SIM According to Residential Status**

Sr. No	Statement	Area	SS	S	N	D	SD	Total	Chi-Square value	Result
1	S1	Rural	03	14	00	28	02	47	.000<0.05	Sig.
		Urban	32	10	06	05	00	53		
		<b>Total</b>	<b>35</b>	<b>24</b>	<b>06</b>	<b>33</b>	<b>02</b>	<b>100</b>		
2	S2	Rural	12	06	06	23	00	47	.000<0.05	Sig.
		Urban	24	27	01	01	00	53		
		<b>Total</b>	<b>36</b>	<b>33</b>	<b>07</b>	<b>24</b>	<b>00</b>	<b>100</b>		
3	S3	Rural	03	27	06	06	00	47	.000<0.05	Sig.
		Urban	34	16	01	01	00	53		
		<b>Total</b>	<b>37</b>	<b>43</b>	<b>07</b>	<b>07</b>	<b>00</b>	<b>100</b>		
4	S4	Rural	02	16	03	26	00	47	.079>0.05	Not Sig.
		Urban	08	16	09	49	01	53		
		<b>Total</b>	<b>10</b>	<b>32</b>	<b>12</b>	<b>45</b>	<b>01</b>	<b>100</b>		
5	S5	Rural	04	14	04	24	01	47	.160>0.05	Not Sig.
		Urban	01	26	03	20	03	53		
		<b>Total</b>	<b>05</b>	<b>40</b>	<b>07</b>	<b>44</b>	<b>04</b>	<b>100</b>		
6	S6	Rural	06	32	09	00	00	47	.096>0.05	Not Sig.
		Urban	01	41	09	02	00	53		
		<b>Total</b>	<b>07</b>	<b>73</b>	<b>18</b>	<b>02</b>	<b>00</b>	<b>100</b>		
7	S7	Rural	05	07	04	31	00	47	.024<0.05	Sig.
		Urban	01	20	06	26	00	53		
		<b>Total</b>	<b>06</b>	<b>27</b>	<b>10</b>	<b>57</b>	<b>00</b>	<b>100</b>		

(Source: Primary data collected through questionnaire in September 2017)

Table 3 revealed that there is a significance difference between the respondents of urban and rural area towards the reliance JIO services in respect of internet service, call clarity, SMS services and overall satisfaction. Whereas, there is no significance difference between rural and

urban area respondents towards reliance JIO services in respect of availability of signals, new schemes and offers and customer care services at 95% level of significance. Further rural area respondents are more dissatisfied towards overall reliance JIO services.

**Table 4**

**Customer Satisfaction towards JIO SIM According to Age**

Sr. No	Statement	Age	SS	S	N	D	SD	Total	Chi-Square value	Result
1	S1	Less Than20	02	05	01	00	00	08	.055>0.05	Not Sig.
		20-30	33	19	05	33	02	92		
		<b>Total</b>	<b>35</b>	<b>24</b>	<b>06</b>	<b>33</b>	<b>02</b>	<b>100</b>		
2	S2	Less Than20	02	04	00	02	00	08	.644>0.05	Not Sig.
		20-30	34	29	07	22	00	92		
		<b>Total</b>	<b>36</b>	<b>33</b>	<b>07</b>	<b>24</b>	<b>00</b>	<b>100</b>		
3	S3	Less Than20	02	05	00	01	00	08	.455>0.05	Not Sig.
		20-30	35	38	13	06	00	92		
		<b>Total</b>	<b>37</b>	<b>43</b>	<b>13</b>	<b>07</b>	<b>00</b>	<b>100</b>		
4	S4	Less Than20	01	01	03	02	01	08	.001<0.05	Sig.
		20-30	09	31	09	43	00	92		
		<b>Total</b>	<b>10</b>	<b>32</b>	<b>12</b>	<b>45</b>	<b>01</b>	<b>100</b>		
5	S5	Less Than20	01	04	01	01	01	08	.277>0.05	Not Sig.
		20-30	04	36	06	43	03	92		
		<b>Total</b>	<b>05</b>	<b>40</b>	<b>07</b>	<b>44</b>	<b>04</b>	<b>100</b>		
6	S6	Less Than20	01	05	02	00	00	08	.821>0.05	Not Sig.
		20-30	06	68	16	02	00	92		
		<b>Total</b>	<b>07</b>	<b>73</b>	<b>18</b>	<b>02</b>	<b>00</b>	<b>100</b>		
7	S7	Less Than20	01	05	01	01	00	08	.052>0.05	Not Sig.
		20-30	05	22	09	56	00	92		
		<b>Total</b>	<b>06</b>	<b>27</b>	<b>10</b>	<b>57</b>	<b>00</b>	<b>100</b>		

(Source: Primary data collected through questionnaire in September 2017)

Table 4 revealed that there is no significance difference among the respondents according to different age group towards the reliance JIO service in respect of internet service, call clarity, SMS services, new schemes and offers, customer care services and overall services provided by the reliance JIO. Whereas, there is a significance difference among the respondents according to different age group towards the reliance JIO services in respect of availability of signals at 95% level of significance. Further between 20-30 age group respondents are less satisfied toward the reliance JIO.

**CONCLUSION**

Main source of information for users of JIO SIM are advertisement and word of mouth, for male the main source of information is advertisement, whereas, main source of information is WOM. The average mobile monthly expenditure of female and rural area respondents is Rs 100-300, whereas, the average monthly expenditure on mobile for male and urban area respondents is Rs 200-400. The main factor of using JIO SIM is data services provided by the service provider. Male and urban area respondents using JIO SIM for more than 6 months, whereas, female and rural

area respondents are using JIO SIM for 4-6 months.

Most of the users satisfied with the internet service, call clarity, availability of signals and customer care services, whereas, there is a significance difference between male and female respondents in respect of SMS services, new scheme and offers and overall satisfaction. Most of the male respondents are in the opinion that the reliance JIO not offers attractive scheme as compared to other service provider.

As per residential status most of the respondents have same opinion about availability of signals, new scheme and offers and customer care services, but they have different opinion in respect of internet services provide by reliance JIO, call clarity, SMS services and overall satisfaction, mostly urban area respondents satisfied with above services and rural area respondents having different opinion.

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