

Changing the Indian telecom sector: Reliance Jio

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Abstract

The aim of the study is to identify the factors which makes the customers to prefer the reliance JIO service provider and their satisfaction level in Trichy region. This study is carried out through a pilot survey from 50 respondents. The results of the survey are analysed using chi square test. The study makes effort to ascertain the satisfaction level of customers of reliance JIO. Through this survey, the company would be able to come up to the expectation level of its customers. The findings revealed that the promotional offers makes the most of the customers to prefer this service provider. Reliance JIO has already occupied the one third of the market share within a span of 5 months, and their marketing strategy plays a vital role in it. So, the present study made an attempt to reveal the impact on customer's preference and satisfaction level in reliance JIO.

Keywords: customer preference, customer satisfaction, reliance jio

Introduction

India is currently the world's second largest telecommunications market and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product, according to report prepared by GSMA in collaboration with the Boston Consulting Group (BCG). According to research firm IDC, the total mobile services market revenue in India is expected to touch US\$ 37 billion in 2017, registering a Compound Annual Growth Rate (CAGR) of 5.2 percent.

Reliance JIO is a wireless telecommunication industry and a subsidiary of Reliance industries limited founded in the year 2010. It has its headquarters in Navi Mumbai, India. They offered mobile telephony and wireless broad band products. They commercially launched their services on 5th September 2016. Within the first month of their commercial operations, 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 10 crore subscribers on 22 February 2017.

The entry of Reliance JIO has forced giants like Airtel, Vodafone, Idea service providers to cut off their plans. For the last 6 months, 7 customers per second of every day subscribing to JIO. The market leader Airtel has 26 crore 4 lakhs subscribers which was founded in the year 1995. This study is about to analyse the rapid growth Reliance JIO telecommunication industry within a span of 6 months.

Literature Review

Twenty papers were considered for literature review to gain knowledge about customer preference, customer satisfaction in mobile network service providers. From that 4 papers were eliminated from consideration due to insufficient information for the concern study.

(Gupta, 2015) ^[2], examined the perception of customers towards cellular phone services. His study revealed that price is a very considerable factor for selecting any service

provider with lowest price schemes and they should concentrate on the problems which are faced by the customers like busy network, cross talks, range of mobile connectivity.

(Shah, 2012) ^[5], examined Consumer preferences for mobile service providers – An empirical study in Bardoli. His study revealed that large proportion of the respondents have chosen an MSP operators recommended by their family members, friends and peers. His study also revealed that customers are very keen on service quality and brand image.

(P. Vijay, 2016) ^[4], examined Customer preferences towards the mobile network service provider – A study with the special reference to Coimbatore city. Their study exposed that the majority of the respondents have given top preferences to Airtel and least preferences to Aircel in preferring the network service providers. Their study also revealed that their respondents had given top preferences to service quality, Value added services in preferring the network service providers.

(Chakraborty, 2013) ^[1], examined Customer satisfaction and expectation towards Aircel, A research conducted in West Midnapore. His study revealed that there is a big scope of further penetrating into the current market scenario by more innovative marketing strategies. His study also revealed that, the people has less awareness towards the usefulness of VAS, WAP, etc.

(M. Ashok Kumar) ^[3], examined a Survey on customer Perception of Mobile Phone Service Provider in Tirupur District. Their study revealed that most of their respondents were using a particular service provider for 2 -4 years. Their study is also exposed that most of their respondents preferred a network for cheaper call rates.

Objectives

- To study the demographic profile of the customers of Reliance JIO Mobile service provider in Trichy region.
- To identify customer's preference towards the Reliance JIO mobile service provider in Trichy region.

- To know the customer satisfaction level towards Reliance JIO Mobile service provider in Trichy region.

Hypothesis

- Gender of customer is not associated with the interest shown by the service provider in solving their problems.
- Occupation of the customer is not associated with the tariffs/plans provided by the service provider.
- Educational qualification of the customer is not associated with the source that they came to know about JIO.
- Age of the customers is not associated with the promotional offers in JIO.

Scope of the study

The suggestion from the study is based on the responses given by the consumers in Trichy region. This study will be helpful in getting an insight into the impact of consumer preference and satisfaction towards reliance JIO in Trichy region.

Research Methodology

Descriptive Research Design is used in this study. This study adopts Non – Probability Convenience sampling method, since the population of JIO users in Trichy region is unknown.

Data Collection Source

This study is carried out with both primary and secondary data. The primary data is collected through structured questionnaire from a sample of 50 respondents from a specific area. Secondary data is also being collected from articles, journals and websites.

Data Collection Tool

The Primary data was collected through a structured questionnaire comprising of mixed questions (open & closed end, dichotomous, polychotomous and likert scale questions)

Data Analysis

The collected data from a structured questionnaire is analysed and interpreted through chi square test.

Analysis and Interpretation

Hypothesis 1: H0 Gender of customer is not associated with the interest shown by the service provider in solving their problems.

H1 Gender of customer is associated with the interest shown by the service provider in solving their problems.

Table 1: Chi-Square Test for Hypothesis 1

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.344 ^a	4	.673
Likelihood Ratio	2.398	4	.663
Linear-by-Linear Association	2.022	1	.155
N of Valid Cases	30		

a. 8 cells (80.0%) have expected count less than 5. The minimum expected count is 1.40.

The calculated value (2.344) is greater than the tabulated value (0.673). H0 is rejected and H1 is accepted. The gender

of customer is associated with the interest shown by the service provider in solving their problems.

Hypothesis 2: H0 Occupation of the customer is not associated with the tariffs/plans provided by the service provider.

H1: H1 Occupation of the customer is associated with the tariffs/plans provided by the service provider.

Table 2: Chi-Square Test for Hypothesis 2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.550 ^a	12	.482
Likelihood Ratio	10.540	12	.569
Linear-by-Linear Association	1.355	1	.244
N of Valid Cases	30		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .13.

The calculated value (11.550) is greater than the tabulated value (0.482). H0 is rejected and H1 is accepted.

Hypothesis 3: H0 Educational qualification of the customer is not associated with the source that they came to know about JIO.

H1 Educational qualification of the customer is associated with the source that they came to know about JIO

Table 3: Chi-Square Test for Hypothesis 3

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.483 ^a	8	.303
Likelihood Ratio	10.109	8	.257
Linear-by-Linear Association	.241	1	.623
N of Valid Cases	30		

a. 13 cells (86.7%) have expected count less than 5. The minimum expected count is .20.

The calculated value (9.483) is greater than the tabulated value (0.303). H0 is rejected and H1 is accepted. The Educational qualification of the customer is having relation with the source that they came to know about JIO

Hypothesis 4: H0 Age of the customers is not associated with preferring the JIO service provider due to promotional offers.

H1 Age of the customers is associated with preferring the JIO service provider due to promotional offers.

Table 4: Chi-Square Test for Hypothesis 4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.405 ^a	12	.276
Likelihood Ratio	15.336	12	.224
Linear-by-Linear Association	.127	1	.721
N of Valid Cases	30		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .07.

Findings

This study reveals that most of the students preferred to choose their service provider as Reliance JIO. By analyzing the collection of data from the respondents using chi-square test, it is found out that monthly income of the people is not associated with the factors prefer this service provider. Moreover, the promotional offers of JIO enables more customers to prefer this network. 27% of the respondents were not sure about their JIO number. Majorly 97% of the respondents were satisfied with the services provided by the Reliance JIO.

Conclusion and Recommendation

This study is made in a particular geographical region. The results of this study reveals that the people are aware of the tariffs/plans of JIO. In spite of their monthly income, the service provider provides equivalent tariffs to their customers. It came to know that from the study that their Mobile data services convinced most of the students to prefer this network. But, in near future the competitors can again fluctuate the market by proving competitive strategies to customers to defeat the competition in the market. Initially JIO supports only the 4G Handsets, this reduces most of the customers from 3G Handsets. If they announced their promotional offers with both 3G & 4G Handsets, their customer subscription rate would be higher. This study is made in a particular region and the accurate results on the variables could not be able to obtain. There exists a future scope for other service providers to penetrate into the current market scenario by more innovative marketing strategies.

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